

Policies and Procedures

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| SECTION: Administration | NO. 2.1.3. | | |
| CHAPTER: General | ISSUED: 11/1/83 | REV. A 3/92 | REV. B |
| POLICY: Trademark | PAGE 1 OF 1 | | |

Both the official Creighton University emblem and the Bluejay athletic emblem are registered with the U.S. Patent Office. Creighton University has exclusive ownership rights regarding the use of these emblems as well as the Creighton University name.

It is in the best interest of the University to set certain standards governing the use of these emblems and the name in terms of appropriateness and good taste, to protect against over-commercialization of the University's name and emblems, and to secure reasonable compensation through authorized use by commercial enterprises.

Whenever these emblems are used by University organizations, its affiliates or authorized non-affiliates, the emblems must carry the proper registration mark as shown. The exception: when used on University stationery, envelopes, business cards and formal invitations.

Official contracts, duly signed by the contract officer of Creighton University and by the authorized official of the using organization, are required when these emblems or the Creighton name are to be used for commercial enterprise for fund-raising projects by affiliated organizations, such as student or faculty groups, or by unaffiliated organizations. Requests for these contracts can be made through the Department of Public Relations and Information.

Permission may be granted to affiliated or unaffiliated organizations for not-for-profit use by a letter or authorization for a specific purpose through the Director of Public Relations and Information or his/her designated representative. Advertisers in official University programs, athletic programs and other official Creighton publications do not require contracts or written authorization for use for those purposes.

Alterations or variations of the University seal (emblem) are not permitted. Those using the Bluejay emblem are strongly urged to use the registered trademark version. Any variation must be approved through the Department of Public Relations and Information and must closely approximate the trademarked version.