

Emory University Trademarks and Licensing Guidelines

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ABOUT EMORY LICENSING

The Office of Trademarks and Licensing at Emory University manages and protects the institution's trademarks and brand. This program aims to maintain the integrity of the university's brand, support its mission, and foster community engagement.

The Seven Pillars

The seven pillars of the university trademarks and licensing program include:

Brand Protection

This pillar focuses on efforts to safeguard the university's trademarks from unauthorized use. It involves registering trademarks, monitoring their use, and taking appropriate action against infringement in an effort to maintain accurate and positive representation of the university's brand.

Community Engagement

The program aims to foster a sense of pride and loyalty among students, alumni, and supporters. By promoting officially licensed merchandise and products, the university engages its community, strengthens its identity, and builds a connection with its constituents.

Sustainability and Social Responsibility

It is our mission to work with vendors who follow environmentally friendly practices and treat their employees fairly.

Quality Control

This aspect subjects products bearing the university's trademarks to specific quality standards. By implementing guidelines and approval processes for licensed merchandise, the university maintains the integrity of its brand and its association with high-quality products.

Revenue Generation

A percentage of everything sold with Emory University's marks comes back in the form of royalties paid by the licensee. These funds are used for university initiatives.

Strategic Relationships

This pillar involves establishing key relationships with manufacturers, retailers, and vendors who produce merchandise featuring the university's branding.

Market Research and Innovations

It is our goal to stay competitive and responsive to changing market trends. This pillar involves conducting market research to understand consumer preferences and exploring innovative ways to leverage the university's brand. This could include developing new product lines, entering new markets, and employing emerging technologies in the retail industry.

HISTORY OF EMORY'S OFFICE OF TRADEMARK AND LICENSING

Emory University has established more than 300 licensing agreements to consumer product companies who manufacture and market an array of merchandise, from apparel to umbrellas to pencil sets. Royalties generated from the sale of officially licensed Emory® products support university initiatives. A license agreement is required to sell products bearing the university's brand or identifying indicia.

In addition to supporting the university's brand presence at retail, the Office of Trademarks and Licensing is responsible for:

- Managing the university's portfolio of federally registered trademarks with the US Patent and Trademark Office in collaboration with the Office of the General Counsel.
- Working with campus departments to provide promotional product and apparel vendors to support their goals.
- Educating student organization leadership on the proper way to use Emory's brand within their organizations, including how to order products for members or fundraising.
- Speaking to community groups and campus stakeholders about licensing and the importance of purchasing only officially licensed Emory products.
- Being affiliated with organizations such as the International Collegiate Licensing Association.
- Protecting the Emory brand and the consumer from companies that sell counterfeit products.
- Promoting Emory-licensed products through retail relationships, social media, and other marketing outlets.

How to Become an Emory Licensee (Vendor)

For more than 20 years, Emory University has maintained a strategic relationship with the Collegiate Licensing Company (CLC), including its predecessor companies. As the university's licensing agency, CLC is responsible for administering the licensing programs, including processing applications, housing all artwork submissions, collecting royalties, assisting in trademark enforcement, and pursuing new market opportunities for Emory.

If you are interested in applying for a license to produce Emory University merchandise, visit here for more details: <https://clc.com/home/get-licensed/>.

For direct inquiries, reach out to CLC at 770.956.0520 or applications@clc.com.

- [Current retail licensed vendors \(for sale to the public\)](#)
- [Current campus merchandise licensed vendors \(for internal use by students, faculty, and staff\)](#)

For questions about the Emory University Licensing Program, please contact the director of trademarks and licensing.

USE OF EMORY MARKS

On-Campus Use of Trademarks and Licensing Guidelines

Overview of Licensing Art Approval Process

Campus departments often need to purchase promotional and apparel items. Some common instances are listed below. Promotional and apparel items must be purchased from a licensed vendor.

Promotional Products

Pennants
Lanyards
Journals
Drinkware
Headwear
Table covers
Stickers, etc.

Apparel and Headwear Items

T-shirts
Polos
Jackets
Beanies, etc.

Important Reminders

Our trademarks are protected by federal law, either by federal trademark registrations or through common law use, and by the State of Georgia through state registrations. Any design that is too similar to Emory University trademarks, or that could cause confusion with the Emory University brand, could be an infringement on Emory University's trademark rights, even if it is not an exact replica of a design that's currently being used.

The director of trademarks and licensing has been entrusted with protecting the university's trademarks and addressing any potential infringements. This effort is done in collaboration with the Office of the General Counsel.

Licensed Vendors

Please see the list of [licensed vendors](#). If you have a question about a particular vendor whose name does not appear on the lists below, please contact the director of trademarks and licensing.

- [Retail licensed vendors \(for sale to the public\)](#)
- [Campus merchandise licensed vendors \(giveaways for internal use by students, faculty, and staff\)](#)

Campus Merchandise/Not for Resale Licensed Vendors

Items manufactured for internal use by students, faculty, staff, or affiliates must be approved by Trademarks and Licensing and must be manufactured by an official licensed vendor.

Design Approval

- All designs that include an Emory University trademark and are produced by an approved vendor are submitted to CLC for review.
- Approval of designs is required before production on any orders.

Officially Licensed Vendors

- Below are the lists of approved licensees.
- Always call the company to find out the product selection and price.

T-shirt and Promotional Product Licensees

Contract Printing

Campus departments should use a vendor from the preferred licensee list. Contract printing is when blank goods are taken to a licensee to be embellished with Emory's trademarks. This is not permitted. The entire product must be purchased directly from the licensee, which protects and promotes safety, quality, and compliance with ethical and legal obligations.

If there are questions concerning the design, contact the director of trademarks and licensing.

Approval Guidelines and Requirements

The Office of Trademarks and Licensing works with responsible stakeholders who are interested in using the university's marks to promote the shared aim of producing high-quality, university-branded merchandise. The office retains and exercises final authority to approve, reject, or request modifications to any design submitted for review. The following guidelines inform the office's review, although approval may be withheld for other reasons within the office's discretion.

Prohibited Uses of Emory Trademarks

When creating department products and other designs that incorporate Emory University's name and/or trademarks, it is important to adhere to the following guidelines to maintain the integrity and reputation of the university:

1. **Endorsement and Affiliation:** Designs must not state or imply Emory University's endorsement of or affiliation with any non-university entities, products, services, viewpoints, or political candidates, parties, and activities.
2. **Non-Discrimination:** Designs must not contain elements that discriminate against any person or group based on age, race, ethnicity, disability, national origin, religion, sex, sexual orientation, or veteran status.

3. Prohibited References: Designs must not include references to the following:

- Gambling
- Tobacco
- Illegal substances
- Illegal activity
- Violence
- Weapons (unless related to the department's official activities)
- Profanity

4. Student-Athlete Name, Image, or Likeness: Designs must not use the name, image, or likeness of any former or current Emory University student-athlete without permission from Emory Athletics and the relevant individual.

5. Printed paper materials managed under the policies of Emory's Office of Communication and Marketing.

Printed paper materials such as brochures, banners, stationery, note cards, pamphlets, and other items intended for internal purposes fall under Communication and Marketing's printing policies.

For approval of printed paper materials, please email emory.branding@emory.edu to submit your artwork. For the approved print vendors, [visit here](#).

General Guidelines When Using Emory University's Logos

- The logos should not be altered in any fashion and must comply with Emory's clear space guidelines.
- The logos must display the proper trademark symbols (®, ™).
- The logos should not be used in association with a private business or in a way that might imply endorsement by Emory University without proper authorization.
- The use of Emory University's names or logos in a way that suggests or implies university support or endorsement of any movement, candidate for public office, or activity or program not officially sponsored by the university is not permitted.
- It is not permissible to create marks or logos using Emory logos for any group or organization.

[To review Emory's University's full graphic standards and downloadable logos, click here \(login required to download logos\).](#)

[Click to view and select a company from our approved campus vendor list.](#)

If you have a question about a particular vendor whose name does not appear on the lists below, please contact the director of trademarks and licensing.

Off-Campus Use Guidelines for Emory Marks

Political Use

As a 501(c)(3) tax-exempt entity, Emory University is prohibited from participating or intervening in any political campaign on behalf of or in opposition to any candidate for public office. As such, Emory's branding may not be used in the support of a political campaign on behalf of or in opposition to any candidate for public office. Branding includes Emory's logos, name, verbiage, images of campus or activities, slogans, distinctive graphics, and landmarks in any form.

Bakeries

Emory University's Office of Trademark Management and Licensing may choose to authorize the use of Emory's logos and other branding on cakes for graduations, weddings, and other events.

- Each approval is good for one event.
- Bakeries may request one-time approvals for graduation and other celebration cakes. A bakery may not request more than two (2) one-time approvals in a calendar year.

Business or Organization Use of Emory Branding

Use of university branding by third-party businesses or organizations can create the appearance that the university has authorized the use or endorses the group. Therefore, the use of Emory branding by a third-party business is limited to companies with which the university has a formal written contract. Such uses include but are not limited to use of actual university logos, names, wordmarks, other verbiage, brand elements (e.g., stylized script or color schemes), pictures of campus, or activities on campus, slogans, distinct graphics (i.e., uniforms and uniform elements, mascots, campus landmarks/buildings).

Businesses may not offer goods or services, produce ads for print or digital, place on websites or install wall graphics that use university branding without approval from Emory's licensing office. Contact the licensing office at licensing@emory.edu.

ROYALTIES AND FEES

Royalties Overview

In accordance with Emory University policy, royalties are required of any item sold with the university's name or marks.

Products purchased by campus departments using university or development funds—and not intended for resale to the general public, staff, or students—are currently exempt from royalties. However, beginning in October 2025, royalties will be required, though at a reduced rate from those royalties collected from external purchasers. All such purchases remain subject to standard licensing and approval requirements.

Royalty-bearing purchases include:

1. Fundraising products: Items used for fundraising purposes, including those given as a thank you gift for donations
2. Membership or registration fees: Products received by individuals as part of a membership or registration fee
3. Individually paid products. Items bearing campus department logos that are paid for by individuals, including staff members
4. Pop-up shops: Any items sold online or at a retail pop-up shop on campus are royalty bearing

TRADEMARK GUIDELINES

Pop-Up Shops

Pop-up shops are temporary retail spaces that appear for a limited time, typically ranging from a few days to several weeks. These shops are set up to sell products, promote brands, or test new market opportunities. They can be established in various locations indoors, outdoors, or online.

All pop-up shops must be pre-approved prior to launch.

Concept Pre-Approval Process

1. Proposal Submission:

- Individuals or departments planning to set up a pop-up shop must submit a [detailed request](#) outlining the concept, goals, and logistics of the pop-up shop through Trademarks and Licensing.
- The proposal should include information such as the types of products to be sold, target audience, duration, location, and marketing strategies.

2. Review by University Authorities:

- The proposal is reviewed by relevant university authorities, which may include the licensing office, campus events committee, student affairs office, or other designated departments.
- The review process ensures the pop-up shop aligns with the university's mission, values, and policies.

3. Branding and Trademark Considerations:

- The concept is evaluated to ensure it complies with the university's branding guidelines and that any use of trademarks and logos is preapproved.
- This helps maintain brand integrity and consistency across all university-affiliated events and initiatives.

4. Logistical Approval:

- The university assesses the logistical aspects of the pop-up shop including location, setup, security, and compliance with health and safety regulations.
- Approval from facilities management and campus security may be required to ensure that the pop-up shop operates smoothly and safely.

5. Financial and Legal Review:

- Financial aspects, such as potential revenue generation, cost estimates, and any agreements with external vendors, are reviewed to ensure financial viability and compliance with university policies.
- Legal considerations, including contracts and liability, are also assessed to protect the university and participants.

6. Coordination with the University Calendar:

- The proposed timing of the pop-up shop is reviewed to avoid conflicts with other major campus events and to ensure maximum visibility and attendance.

All branded merchandise used and sold in a pop-up shop must also be approved prior to launch and produced by a licensed vendor. This ensures that all Emory University trademarks, logos, and other intellectual property are used correctly and consistently, maintaining the integrity of the brand.

Restricted Marks

- The university seal is reserved for use by the president and the Board of Trustees and in commencement materials.
- The president's seal is exclusively reserved for the Office of the President.

Individual Use of the Marks

Emory University logos are generally reserved for on-campus departments, sponsored student organizations, and licensed vendors. However, there are specific situations in which individuals may be eligible to submit a proposal and receive approval and authorization to use the marks for specific, limited purposes. Such situations include:

- Cakes for celebratory events such as birthdays and weddings
- Gravestones
- Funeral urns
- High school graduation announcements and party invitations for students planning to attend Emory University
- Graduation announcements and party invitations for students graduating from Emory University

Avoiding Unlicensed Merchandise

Emory University is committed to enforcing its trademark rights to safeguard its supporters and prevent the erosion of its trademarks and their value. University-branded merchandise should be obtained only from authorized licensees.

Signs of Unlicensed Merchandise

Unlicensed merchandise often can be identified by the following:

- Absence of an "Officially Licensed Collegiate Product" hologram sticker or hangtag
- Poor quality of the product
- Distorted or manipulated Emory University images and logos

Enforcement of Trademark Infringement

Emory University reserves the right to pursue all legal remedies against trademark infringement.

Reporting an Unlicensed Product

Emory University protects its brand in several ways including the administration of a

comprehensive portfolio of federally registered trademarks and employing the services of the brand protection department of the Collegiate Licensing Company. The university also relies on students, alumni, fans, and others to help protect Emory's valuable brand by letting us know about potentially unlicensed products for sale.

If you suspect a product or service is not licensed by Emory University, please take the following steps:

1. Take a photo of the infringing product, including the company tag and the retail address or location where it was found.
2. Email the photo and details to report any potential infringement of Emory's brand and licensing to tmkirby@emory.edu and licensing@emory.edu.

EMORY HEALTHCARE BRANDING AND LICENSING GUIDELINES

Names and Trademarks

All names, naming conventions, logos, and trademarks associated with Emory Healthcare must be developed and approved by the Licensing and Trademarks office. This department oversees a set of regulations and governance processes designed to protect Emory Healthcare's trademarks and maintain brand consistency.

Brand Standards

The Trademarks and Licensing Office at Emory University safeguards a comprehensive array of visual and design standards, which include the visual identity systems for both Emory and Emory Healthcare. These standards cover specifications for colors, fonts, and graphic design elements, ensuring uniformity in design across various media for the entire university. The Communications and Marketing office is responsible for maintaining these brand standards.

Visual Identity System

This system encompasses the guidelines and resources pertaining to university logos, trademarks, spirit marks, and unit signatures as defined in the brand standards. It includes but is not limited to the logos and word marks for “EMORY,” “EMORY UNIVERSITY,” and “EMORY HEALTHCARE” as well as the Emory shield, seal, crest, Dooley, and Swoop.

Additionally, it features school logos, unit signatures, and other custom marks. The visual identity system also incorporates a subset of the university's color palette. Certain elements within this system are registered trademarks and must be identified as such with appropriate symbols, especially when usage is licensed.

Cobranding

In this context, "cobranding" refers to the simultaneous use of multiple Emory trademarks, school logos, or unit signatures alongside another Emory mark within the same publication, digital medium, or other materials.

Multi-Institutional Branding

In this context, "multi-institutional branding" is defined as the use of logos and brand marks to signify partnerships with other organizations. For further details, please visit communications.emory.edu/resources.

All promotional and apparel products must be submitted and approved according to the licensing guidelines outlined within this document.

To access Emory's University's full graphic standards and downloadable logos, [visit here](#).

[Click here](#) to view and select a company from our approved internal licensee list.

To request a new unit signature, contact branding@emory.edu.

FREQUENTLY ASKED QUESTIONS

If you do not see the answer to your question, please email licensing@emory.edu.

What is the difference between a licensed and unlicensed product?

Licensed Merchandise

Licensed merchandise refers to products that are manufactured and sold under a formal agreement between the owner of a trademark or intellectual property (such as a university, sports team, or entertainment franchise) and a licensee. This agreement grants the licensee the right to use the trademarked logos, names, symbols, or other brand elements on their products. Key characteristics include:

- **Authorization:** The merchandise is produced with the explicit permission of the trademark owner.
- **Quality Control:** The trademark owner or its agent enforces quality standards to ensure that the products meet specific criteria and maintain the integrity of the brand.
- **Royalties:** The licensee typically pays royalties or licensing fees to the trademark owner, which can be a percentage of sales or a fixed fee.
- **Brand Protection:** Licensed merchandise helps protect the brand by making authorized products available in the market and reducing the risk of counterfeit or substandard goods.
- **Legal Compliance:** The licensing agreement includes terms and conditions that both parties must adhere to.
- **Fair Labor Standards:** The licensee commits to fair labor practices, ensuring that all workers involved in the production of licensed merchandise are treated fairly and equitably.
- **Environmental Standards:** The licensee adheres to environmentally sustainable practices in the production, packaging, and distribution of licensed products. This includes but is not limited to minimizing waste, reducing carbon emissions, and using environmentally friendly materials whenever possible.

Unlicensed Merchandise

Unlicensed merchandise refers to products that are manufactured and sold without the permission or authorization of the trademark or intellectual property owner. Key characteristics include:

- **Lack of Authorization:** The merchandise is produced and sold without the consent of the trademark owner, making it unauthorized and potentially illegal.
- **Quality Issues:** Since there is no oversight from the trademark owner, unlicensed merchandise may not meet the quality standards set by the brand, leading to inferior or substandard products.
- **No Royalties:** The unauthorized use of trademarks means the trademark owner

receives no royalties or licensing fees, resulting in a loss of potential revenue.

- **Brand Damage:** The presence of unlicensed merchandise can damage the brand's value and reputation, as consumers may associate poor quality or counterfeit goods with the legitimate brand.

How do I know if a product is officially licensed by Emory University?

Look for the Label

Every item that has been approved by Emory and produced by a licensed manufacturer should have an “Officially Licensed Collegiate Product” (OLCP) hangtag or label like the examples shown below.



Why does it matter?

Products officially licensed by Emory University were manufactured by companies that:

- Have been thoroughly vetted by Emory and the Collegiate Licensing Company.
- Carry product liability insurance covering Emory University.
- Are committed to responsible sourcing.

When buying Emory University merchandise and apparel, make sure to spot the "Officially Licensed Collegiate Product" hologram sticker or label. This label ensures the authenticity of the product and reflects the university's values. Its presence signifies the merchandise meets Emory's standards and contributes to supporting the university through royalties.

What kinds of products cannot be licensed?

Emory University will not approve the use of its name or marks to promote the following products:

- Tobacco and vaping products
- Drug paraphernalia
- Firearms and weapons

- Gambling and lotteries
- Products promoting hate or discrimination
- Unsafe or low-quality products
- Political or religious items
- Products that are environmentally concerning

What is a trademark?

A trademark or service mark is any word, name, symbol, or device, or combination of these, that identifies and distinguishes a product or service. Legally protectable marks include logos, but they can also include the words and designs that appear in a logo, even when they are used in ways that differ from logos commonly encountered. And legally protected marks can include elements beyond words and images such as stylized scripts and color schemes. Legally protected marks protect brands and help prevent counterfeiting and fraud. Rights in legally protected marks can be renewed indefinitely if they continue to be used. Unlike copyrights and patents, they don't expire.

Swoop and Dooley: Does Emory have two mascots?

Emory has one mascot, Swoop, the Eagle. Swoop represents the Emory Eagles, the university's athletic teams, and serves as a symbol of school spirit and pride at various events and athletic competitions. Dooley (Lord Dooley) is the beloved and iconic skeletal figure who plays a significant role in the university's traditions, fostering a sense of community and school pride among students, faculty, staff, and alumni.

I am a part of an official student organization. Can I use an Emory mark?

Yes. Emory University invests significant resources to protect and manage its trademarks, which are valuable expressions of the university's identity, history, and mission. As part of that mission, the university encourages and supports recognized student organizations (RSOs) using the official Emory trademarks. **(See our branding guidelines.)**

Additional Note: Student groups not recognized by Emory University may not use the Emory University name or trademarks. **(See guidelines.)**

Can I get a license to use Dooley?

Currently, Dooley is not part of the licensing program. Dooley's name, image, and likeness at Emory University can only be used by official student groups and the Office of Advancement and Alumni Engagement.

Can I get a letter authorizing a bakery to use Emory's trademarks on a cake?

Following appropriate review, Emory's University's Office of Trademarks and Licensing may choose to authorize the use of Emory logos and other branding on cakes for graduations, weddings, and other events.

- Each approval is good for baked items for one event.
- A bakery may not request more than two (2) one-time approvals in a calendar year.
- In order to use Emory's branding on baked goods beyond the two-approval limit, visit <https://clc.com/home/get-licensed/> to find out more about how to get licensed.

Why can't I use a vendor that is not approved by Emory University?

Emory's trademarks and licensing program is designed to manage and protect the university's brand integrity. As a result, Emory works with vendors who have signed a licensing agreement with us. These companies:

- Have been thoroughly vetted by Emory and the Collegiate Licensing Company.
- Carry product liability insurance covering Emory University.
- Are committed to responsible sourcing.

Why do all designs have to be approved by the Office of Emory Trademarks and Licensing?

It is important that all designs are submitted and reviewed so that designs comply with our branding guidelines and meet the high standards of the Emory brand.

How do I submit a design for approval?

Once you notify your vendor you approve the artwork, they should submit it for licensing approval.

Who can I reach out to for any questions related to trademarks and licensing?

If you have any questions about the Emory trademarks and licensing program, please contact the [director of trademarks and licensing](#).

Are all products with an Emory University logo or trademarks required to be licensed?

All products must be submitted for licensing approval. Certain types of materials, such as printed materials for departmental use, are subject to different approval processes than described in the guidelines above.