



# College of Veterinary Medicine Policies and Procedures

Subject: University Trademark Licensing Program

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### University Trademark Licensing Program

The licensing program was established in 1984 to protect the use of the university's name and its characteristic marks. To accomplish this, MSU established a formal licensing procedure. Any person or organization wanting to use the university's marks must obtain permission through the TLP office, whether it is for commercial or internal use. Vendors must obtain a license agreement to produce products bearing the university's trademarks and/or verbiage. MSU licenses only those products which reflect positively and favorably on the university and depict quality and good taste.

Any CVM student, club or organization preparing to create items for use or sale should consult the Director of Student Affairs before using **any** part of the university or college name, logo or other pictures, images or words directly associated with the university or the CVM.

Approved: Kent H Hoblet 3-24-2013  
Kent H. Hoblet, Dean Date  
College of Veterinary Medicine