POLICY ON THE USE OF THE UNIVERSITY NAME, ALL SYMBOLS AND MARKS AND OTHER UNIVERSITY MEMORABILIA

It shall be the policy of this University that all names, symbols or marks such as, but not limited to, Aztec, Aztec, San Diego State University, San Diego State, SDSU, trademarks, and all symbols pertaining to this University shall be the property of the University.

1) Any authorized organization associated with the University may use these trademarks for non-commercial purposes such as letterheads and signs. The University shall determine authorized associated organizations and shall develop procedures for the proper use of the symbols. (See Attachment A with Exhibits A-D.)

2) The responsibility for the handling of all commercial activities related to the use of the above in accordance with the policy on the Scope of Authority of Auxiliary Organizations shall be the responsibility of Aztec Shops. Aztec Shops may approve or disapprove the use for sale by University associated organizations. Aztec Shops shall not charge University associated organizations a rights fee.

3) Aztec Shops, in return for commercial rights, shall have the responsibility for taking appropriate enforcement measures to protect the names, symbols, and marks and to obtain necessary trademarks, or other legal protection, in the name of the University.

4) Aztec Shops may license the use of the trademarked items to non-university organizations, in which case all net proceeds derived by Aztec Shops after payment of costs or handling the licenses shall be assigned to San Diego State University and allocated at the discretion of the President or Chief Financial Officer (CFO).

5) For business purposes, Aztec Shops shall register all new trademarks, logos, symbols and all other University memorabilia in its name with the Federal or State of California governments through its trademark lawyer on behalf of San Diego State University. All revenue derived from the use of such trademarks, logos, symbols or marks shall be assigned to San Diego State University and allocated at the discretion of the President or CFO.

6) The primary University brand and identity system shall be managed by SDSU Marketing and Communications for non-commercial and marketing applications as published in The Style Guides for University Marks located at http://advancement.sdsu.edu/marcomm/brand/usermanual052312.pdf.
PROCEDURES RELATING TO SDSU TRADEMARK POLICY

GENERAL DESCRIPTION & BACKGROUND

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative that can be associated with an organization, company, manufacturer, or institution and can be distinguished from those of other entities or competitors. Abbreviated campus names (SDSU); mascot names; and internet domain names (SDSUBOOKSTORE.com), are common examples of trademarks.

Any product bearing San Diego State University trademarks or specific departmental logo must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct liability insurance and signed the University’s labor code of conduct agreement through our licensing agent (currently Collegiate Licensing Company, as of issue date of this policy).

Contracts for manufacturing specific merchandise may only be produced by authorized manufacturers in order to ensure that proper revenue is received by San Diego State University.

RESPONSIBILITY

The San Diego State University Policy “Use Of The University Name, All Symbols and Marks and Other University Memorabilia”, assigns Aztec Shops Ltd. the responsibility for the handling of all commercial activities related to the above; for taking appropriate enforcement measures to protect the names, symbols, and marks; and for obtaining necessary trademarks or other legal protection in the name of the University.

In addition, for business purposes Aztec Shops shall register all new trademarks, logos, symbols and all other University memorabilia in its name with the Federal or State of California governments through its trademark lawyer on behalf of San Diego State University. All revenues derived from the use of such trademarks, logos, or symbols shall be assigned to San Diego State University.

The primary University brand and identity system shall be managed by SDSU Marketing and Communications for non-commercial and marketing applications, as published in The Style Guides for University Marks located at http://advancement.sdsu.edu/marcomm/brand/usermanual052312.pdf.

Aztec Shops Senior Director of Administration Services is responsible for:

- Arranging for the National and/or State registration and updating of all Trademarks and retaining all documentation from the registering governmental agency.

- Maintaining a pictorial listing of all Trademarks indicating their date of registration, expiration date and categories of articles upon which the Trademark may be imprinted.
Aztec Shops Campus Stores Director is responsible for:

- Approving in writing and coordinating the use and imprinting of Trademarks on any clothing, wearing apparel, books, jewelry, signs, banners or any other item for commercial sale.

- Contracting with a licensing services company for protecting the use of all SDSU Trademarks.

**PROCEDURES AND EXPENSES**

A. Modifying Existing SDSU Marks

1. An SDSU department, auxiliary, or individual may use and modify any existing SDSU Marks as long as modifications do not interfere with the logo marks themselves but rather include the addition of a department name, event or activity.

2. The modification must comply with logo style guide and standards and be a positive reflection of the University. The modification must be:

   a. Reviewed and acknowledged by the department of the person who designed the modification;

   b. Forwarded to University Relations and Development Senior Graphic Designer for approval and further direction if for academic, academic department, or academic related use (non-commercial; generally University marks)

   c. Forwarded to Aztec Shops Campus Stores Director for approval and further direction for commercial uses and for student life use (student organizations, housing, etc; generally Athletics marks); and

   d. Produced by a “licensed” manufacturer for commercial uses.

3. The modification of existing marks does not have to be registered with a Trademark lawyer as variations of existing marks are protected.

B. New Marks / Designs

1. If an SDSU department or individual develops a new mark or design, with an anticipated ongoing use, a sketch, in color, of the new mark must be presented by the originating individual or department to the SDSU Logo Committee for review and approval.

2. However, new marks are generally not approved. It is essential that the University maintain a clear identity and the use of additional marks clouds that identity.
SUMMARY

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>REGISTRATION</th>
<th>Manufacturer of product must be licensed</th>
<th>SUBMIT TO LOGO COMMITTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXISTING MARK — Modified, One time or continual use</td>
<td>Not Applicable</td>
<td>Yes</td>
<td>No (submission based on paragraph A.2 above)</td>
</tr>
<tr>
<td>NEW MARK</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

LOGO COMMITTEE

Any new Trademark design must be approved by the “SDSU Logo Committee” consisting of the following representatives:

- SDSU Business and Financial Affairs (Associate Vice President, Financial Operations)-Chair
- SDSU University Relations and Development (Chief Communications Officer)
- Aztec Shops Senior Director of Administrative Services
- Aztec Shops Campus Stores Director
- SDSU Athletics Director or designee (only for athletic marks)

IMPLEMENTATION

This Document shall be effective immediately as of the effective date of the Policy on the Use of the University Name, All Symbols and Marks and Other University Memorabilia.

For ease of reference and compliance the following procedures are attached:

EXHIBITS:

A. PROCEDURES FOR OBTAINING A NEW TRADEMARK, LOGO, or MARK

B. ORGANIZATIONAL FUND RAISING

C. PROMOTIONAL, SPONSORSHIP, and GIVE AWAY

This exhibit defines and details:

- Promotional activities
- Sponsorship activities
- Give away procedures
D. PROCEDURES FOR ADVERTISERS USING SDSU ATHLETICS MARKS

In categories B and C above, authorization to engage in such activities on behalf of San Diego State University, must be received in writing (e-mail) from Aztec Shops Campus Stores Director. See Exhibit B and Exhibit C for details.
PROCEDURES FOR OBTAINING A NEW TRADEMARK, LOGO, or MARK

STEPS TO BE TAKEN:

The SDSU individual or department initiating a new trademark, logo, or mark must:

1. Obtain the approval of their immediate Supervisor or Director in charge.

2. Submit the new design sketches to the SDSU Logo Committee for approval and explain the need for the new mark. If the new mark is approved, the Logo Committee will then contract and pay for a professional design company to enhance the design.

   • All contracts for such work must be signed by the SDSU Vice President for Business and Financial Affairs or designee and registered in the SDSU office of Contract and Procurement Management.

   • The fully executed original contract shall be delivered to and retained in the files of the SDSU office of Contract and Procurement Management. A copy of the contract shall be retained by Aztec Shops Senior Director of Administrative Services.

   • Aztec Shops Senior Director of Administration will arrange for payment of the design and its registration with the Federal and or State governments.

   • Aztec Shops Campus Stores Director will, if necessary, arrange for the Licensing of the mark with a licensing services company.

3. Arrange for a meeting with Aztec Shops Campus Stores Director for discussion and approval of production (and sale and type of merchandise, if applicable) upon which the new mark will be displayed.
USE OF UNIVERSITY MARKS FOR ORGANIZATIONAL FUND RAISING

Organizational Fund Raising includes any University Department, auxiliary or campus organization wishing to utilize any SDSU logos or marks to raise revenue for the University or one of its authorized Departments or organizations.

Authorization to engage in such activities utilizing SDSU trademarks / logos on behalf of San Diego State University must be received in writing (e-mail) by Aztec Shops Campus Stores Director.

This following information must be submitted to and approved by Aztec Shops Stores Campus Director at least two weeks prior to the scheduled event.

Name of Organization: ___________________________________________________________

Purpose of the Fund Raising Event: _______________________________________________

____________________________________________________________________________

Duration: From _______________ To _______________

Logo or Mark to be used:
(Give description or include copy of art work that will include the desired trademark or logo)
____________________________________________________________________________

Name of Vendor Who Will Manufacture or Produce the Product:
____________________________________________________________________________

Name of Requestor: _____________________________________________________________

Phone Extension of Requestor: ___________________________________________________

Email of Requestor: _____________________________________________________________

____________________________________________________________________________

Aztec Shops Campus Stores Director: Initials: ___________

Approved: ___________ Disapproved: ___________ Date: ________________
USE OF UNIVERSITY MARKS FOR PROMOTIONAL, SPONSORSHIP, and GIVE AWAY PROGRAMS

Authorization to engage in such activities utilizing SDSU trademarks / logos on behalf of San Diego State University must be received in writing (e-mail) by Aztec Shops Campus Stores Director.

The following information must be submitted to and be approved by Aztec Shops Campus Stores Director at least two weeks prior to the scheduled event. All revenues received shall be assigned to San Diego State University.

Name of Organization: __________________________________________

Type and Purpose of the Specific Event: ____________________________

Duration: From ____________ To ______________

Logo or Mark to be used:
(Give description or include copy of art work that will include the desired trademark or logo)
________________________________________________________________________

Name of Vendor Who Will Manufacture or Produce the Product:
________________________________________________________________________

Name of Requestor: _____________________________________________

Phone Extension of Requestor: ________________________________________

Email of Requestor: _____________________________________________

Aztec Shops Campus Stores Director: Initials: ______________

Approved: ____________ Disapproved: ____________ Date: ______________
Exhibit D

PROCEDURES FOR ADVERTISERS USING SDSU ATHLETICS’ MARKS

STEPS TO BE TAKEN:

1. Advertiser shall contract with Aztec Sports Properties for right to use marks and/or SDSU, San Diego State University, or Aztecs;

2. If advertiser wants to use a mark or protected campus designation/moniker, advertiser is required to send final art for each and every use to Aztec Sports Properties prior to being allowed to place or use any ad which includes marks or designations;

3. Aztec Sports Properties is required to send advertiser art to the Associate Athletic Director of Operations for approval of usage(s);

4. The Associate Athletic Director of Operations will send art approval or needed changes (sending advertiser back to Step Two) to Aztec Sports Properties;

5. Approved art may be used by advertiser.