ALUMNI USE OF TRADEMARKS

WHO CAN USE THE UNIVERSITY’S TRADEMARK?

- Only UChicago Alumni Clubs and Affinity Groups recognized by the Alumni Association are permitted to use the University’s trademark logos.
- By using the University’s trademark, UChicago Alumni Clubs and Affinity Groups recognize and agree that the trademark logos are the sole property of the University of Chicago.

WHEN CAN AN ALUMNI CLUB OR AFFINITY GROUP USE THE UNIVERSITY’S TRADEMARK?

- In most instances, the Alumni Association will produce necessary promotional materials (e.g., direct mail invitations and broadcast emails) and/or templates bearing the University’s trademarks so that no separate use of the University’s trademarks is necessary.
- Alumni clubs and affinity groups may use the University’s trademarks only to identify the alumni club/affinity group on signage, letterhead, business cards, and in materials promoting approved activities.
- Alumni clubs/affinity groups may use the University’s trademarks on goods (e.g., mugs, T-shirts, pens) only if such items are provided to the group members only and not otherwise sold or distributed.

ARE THERE ANY INSTANCES WHEN AN ALUMNI CLUB/AFFINITY GROUP CANNOT USE THE UNIVERSITY’S TRADEMARK?

- Alumni clubs or affinity groups may not use their association with the University or its Alumni Association or the University’s trademarks in any manner that states or implies endorsement of any candidate for political office or in connection with statements for or against any candidate or activities that would either support or oppose any candidate for public office.
- Further, no political fundraising may occur in the name of the University or one of its alumni clubs or affinity groups.
- Alumni clubs or affinity groups may not use the University’s trademarks to endorse any commercial product, service, business, or other organization, or in any manner that could in any way tarnish the reputation of the University.
• Alumni clubs and affinity groups should contact the Alumni Association before using the University’s trademark on social networking sites.
• The University reserves the right to refuse or revoke an alumni club or affinity group’s permission to use the University’s trademarks at its discretion.
• Alumni clubs or affinity groups may not alter any University trademarks or use or register any trademarks or other symbols incorporating University trademarks.