

# Augusta University

## Policy Library

# Trademark and Licensed Merchandise and Apparel Policy

**Policy Manager: Division of Communications & Marketing**

### **POLICY STATEMENT**

The purpose of this policy is to ensure that all merchandise, apparel, and promotional items representing Augusta University are produced in accordance with university branding standards and through officially licensed vendors. This policy protects Augusta University's trademarks, promotes consistent brand identity, and ensures compliance with state and federal trademark laws.

The official and contracted Augusta University trademark and licensing partner manages the approval and licensing of vendors authorized to produce merchandise bearing Augusta University trademarks, logos, names, or other brand elements.

All Augusta University departments, units, faculty, staff, students, and affiliated organizations must use only approved and licensed vendors when ordering or producing any items that display Augusta University trademarks or branding. Unauthorized use of university marks or engagement with unlicensed vendors is strictly prohibited.

The Division of Communications and Marketing (DCM) oversees the university's trademark and licensing program and maintains the list of approved licensed vendors. Requests for new vendors or for approval to produce branded merchandise must be coordinated through DCM.

### **AFFECTED STAKEHOLDERS**

*Indicate all entities and persons within the Enterprise that are affected by this policy:*

- Alumni     Faculty     Graduate Students     Health Professional Students  
 Staff     Undergraduate Students     Vendors/Contractors     Visitors  
 Other:

### **DEFINITIONS**

These definitions apply to these terms as they are used in this policy:

- **Licensed Vendor:** A company that has been approved by Augusta University to produce merchandise using Augusta University trademarks.
- **Merchandise:** Any item, apparel, product, or promotional material bearing Augusta University branding, including but not limited to clothing, drinkware, stationery, signage, and giveaway items.
- **Trademark:** Any name, logo, symbol, design, or phrase that identifies Augusta University and distinguishes it from other institutions.

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**Office of Legal Affairs Use Only**

**Executive Sponsor: Interim VP, Communications & Marketing**

**Next Review: 3/2031**

## **PROCESS & PROCEDURES**

- All merchandise and apparel orders using Augusta University branding must be placed through an approved licensed vendor.
- Faculty, staff, students, and campus organizations wishing to order branded merchandise should visit [augusta.edu/dcm/trademarklicensing](https://www.augusta.edu/dcm/trademarklicensing) to view the current list of licensed vendors and review brand guidelines.
- Review of new vendors is conducted through the Division of Communications and Marketing (DCM). To request approval for a new vendor or for merchandise design, reach out to DCM via <https://www.augusta.edu/dcm/request/>
- The Division of Communications and Marketing reserves the right to continuously review, deny, and approve all designs to ensure compliance with Augusta University brand standards and trademark regulations.

## **REFERENCES & SUPPORTING DOCUMENTS**

- Augusta University Brand Guidelines and Brand Assets <https://brand.augusta.edu>
- AU Trademark and Licensing Process and Approved Licensed Vendors List <https://www.augusta.edu/dcm/trademarklicensing.php>

## **RELATED POLICIES**

[Communications and Marketing Policy](#)  
[University Seal Policy](#)

## **APPROVED BY:**

Executive Vice President for Academic Affairs and Provost, Augusta University  
Date: 3/20/2026

President, Augusta University

Date: 3/20/2026