

# Campus Trademark Request

For Campus Orders of Items Displaying Marks and Designs Representing:

**UNIVERSITY AT BUFFALO** <sup>SM</sup>  
The State University of New York

**Campus department or vendor must complete this form and submit with final design(s) to UB Trademarks and Licensing PRIOR TO any production of final products. Trademark approval must be completed for every order including *exact reprints*. Failure to do so may result in non-payment or rejection of goods.**

When complete email form with final design to: UBTrademarks@vpsa.buffalo.edu

Cynthia Todd, UB Trademarks & Licensing Program - 330 Crofts Hall, Buffalo, NY 14260 - Phone (716) 645-4585

**1. REQUEST FROM:**

Date \_\_\_\_\_ **\*\* TYPE INFO INTO SECTIONS\*\***

Department/ Group \_\_\_\_\_

FAX \_\_\_\_\_ Phone \_\_\_\_\_

Name & Title \_\_\_\_\_

Campus Address \_\_\_\_\_

E-Mail \_\_\_\_\_

**2. IDENTIFY PROPOSED PRODUCT & SUPPLIER:**

PRODUCT: \_\_\_\_\_ Brand \_\_\_\_\_

Item Colors \_\_\_\_\_ Im print Colors \_\_\_\_\_

Item Features (e.g., fabric type, style) \_\_\_\_\_

Item #: \_\_\_\_\_ Quantity ordered: \_\_\_\_\_

VENDOR NAME: \_\_\_\_\_

Address \_\_\_\_\_

State / Zip \_\_\_\_\_ Phone \_\_\_\_\_ FAX \_\_\_\_\_

Contact \_\_\_\_\_ E-Mail \_\_\_\_\_

IMPRINTER: (If different from vendor above)

Company \_\_\_\_\_

Address \_\_\_\_\_

Phone number: \_\_\_\_\_ Fax: \_\_\_\_\_

**NOTE**

**Items to be Sold or Used in Commercial Promotions**

If the item is to be sold or used in a commercial promotion (e.g., with a company or corporate sponsor), the product must be approved under a current standard trademark agreement for a company licensed with the campus.

All art must also be approved in writing for each order or re-order by the campus trademark licensing office.

**3. PRODUCT USE:** How will this product be used by customer? Check all that apply:

- Resale for Profit     
  Uniform     
  Fund Raising: Sold:  At Cost,     
  Other: (Identify below.): \_\_\_\_\_  
 Promotion/ Giveaway     
  Class/ Office Use     
  Above Cost     
  \_\_\_\_\_

**4. ATTACH ALL PROPOSED DESIGNS/ MARKS**

**5. DEPARTMENT/ ORGANIZATION ACKNOWLEDGEMENT:**

The product named above: (1) is of satisfactory quality to represent our campus, and (2) will not be sold at a profit or used in a commercial promotion. SIGNATURE \_\_\_\_\_  
NAME/TITLE \_\_\_\_\_

**REQUEST STATUS: From Campus Trademark Office** (Provide Purchasing a Copy of this Approved Form with Order.)

Product & Attached Proposed Designs/ Marks	Royalty Exemption	FILE #
<input type="checkbox"/> <b>APPROVED</b> <input type="checkbox"/> <b>APPROVED With Revisions</b> <input type="checkbox"/> ADD: __ SM __ TM __ ® <input type="checkbox"/> See attached requirement.  <input type="checkbox"/> <b>ON-HOLD:</b> <input type="checkbox"/> Revise & resubmit design.	<input type="checkbox"/> <b>DISAPPROVED</b> Does not meet campus trademark guidelines.  <input type="checkbox"/> <b>PENDING:</b> <input type="checkbox"/> Standard trademark product addition.  <input type="checkbox"/> <b>OTHER:</b> See attached.	<input type="checkbox"/> <b>GRANTED</b> for this specific campus customer and request ONLY . Provide a copy to your supplier for their files & reports.  <input type="checkbox"/> <b>NOT ROYALTY EXEMPT.</b> Company must hold regular trademark license for product.
		Comments _____  Authorized By: _____ Signature Campus Trademark Director  Date _____