

<b>Trademark Policy</b>	<i>Approved by the AUTM Board of Directors: December 9, 2002</i>
	<i>Amended by the AUTM Board of Directors: September 6, 2003 May 19, 2016</i>

The name, acronym and logo of the Association of University Technology Managers Inc. (AUTM) are trademarks of the Association and, as such, are valuable assets that play an important role in promoting AUTM and its resources and services. However, they may be weakened or lost altogether by improper use. These Trademark Policies demonstrate how to properly use, acknowledge and preserve the trademark rights of the Association and its resources. These requirements apply to all parties making reference to AUTM trademarks, including Association partners, members, officials and others. Use of any AUTM brands — including name, acronym and logo — is permitted only with express written permission of the organization.

**Trademark Permission Requests**

To obtain usage permission of the AUTM trademark in printed and electronic materials, organizations must submit a written request to the AUTM Communications Director at One Parkview Plaza, Suite 800, Oak Brook Terrace, IL 60181, +1-847-686-2253 (fax) or email [pstark@autm.net](mailto:pstark@autm.net). To fairly evaluate requests, AUTM must receive the following information:

- Nature of use/intended audience.
- Sample of materials or detailed description of information contained in materials.
- Number of materials to be produced and circulated.
- Mission and objectives of entity requesting trademark permission.
- Publication date of materials.

**General Stipulations Governing AUTM Brand Use**

- AUTM prohibits any individual or entity from using the Association’s name, acronym, logo or any confusingly similar mark as a trademark for non-AUTM products and services, or in any other manner that might cause confusion in the marketplace — including in promotion of events, educational courses, on websites or on electronic materials — without prior express written permission from AUTM.
- Advertisements, press releases or displays containing any AUTM name or mark in any form must not include expressed or implied testimonials or endorsements of a business or individuals, or their products or services, without the written consent of AUTM. This stipulation applies to collaborative partners, Association members, and all other supporters and colleagues.
- The AUTM name and marks must not be used by or associated in any manner with individuals or entities when such use or association might not reflect the mission and goals of AUTM and its members.

- All uses of the AUTM name and marks shall be truthful and accurate. The AUTM name and marks shall not be used in a manner that misleads or deceives. For example, any unauthorized use stating that an activity is "modeled after AUTM" or claims to be "AUTM-like" without the Association's prior written approval is in violation of this Trademark Policy.
- The AUTM name, acronym or logo may not be used in conjunction with any conference, event, etc., in any printed or electronic materials without prior written consent.
- Co-branding, including the advertising/promotion of collaborative events or educational tools, is appropriate if all printed and electronic materials adhere to all pertinent AUTM policies, including this Trademark Policy and the Strategic Partnership Policy.
- AUTM may provide the association logo to event vendors, sponsors, association partners or partnering associations for use in promotional or collaborative materials during the term of the agreement or event. (See [Policy: Strategic Partnership](#) )
- AUTM must review all printed and electronic materials that contain the AUTM name or marks before they are produced or circulated to ensure they comply with this Trademark Policy.

### **AUTM Logo Use**

The AUTM name, acronym and logo are the sole and exclusive property of the Association of University Technology Managers Inc. The AUTM logo may be used by Members in good standing to exhibit their affiliation with AUTM only if such use complies with the terms and conditions listed below.

- No modifications can be made to the logo or its colors without AUTM approval (Print in black or in official PMS colors - 131 Gold and 2757 Blue).
- Logo size can be adjusted as needed, but dimensions and perspectives must remain the same.
- The AUTM name, acronym and logo may not be used in any manner that, in the sole discretion of AUTM: discredits AUTM or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulations, or other public policy; or mischaracterizes the relationship between AUTM and the user.
- Without express written approval from AUTM, the name, acronym and logo may not imply any relationship with, endorsement or sponsorship by AUTM. Use of the AUTM name, acronym or logo to encourage the purchase of any particular individual's, company's or organization's products or services is forbidden. Likewise, AUTM members may not voice opinions or offer advice on behalf of AUTM without express approval.
- AUTM reserves the right to inspect and give final approval to the reproduction and the manner in which the logo is reproduced or displayed on printed materials, in electronic documents and on websites.
- Upon request, Association members who use the AUTM logo agree to provide AUTM with representative copies of all materials bearing the logo and to abide by the decision of AUTM with respect to approval of the use of the logo in university or company literature.

- All uses of the logo will inure to the benefit of the AUTM.
- Nonmembers may not use the AUTM logo without submitting materials for review and receiving written approval for limited-use agreement.

**Proper AUTM Trademark Attribution**

If permission to use AUTM trademark is granted, all AUTM trademarks must be properly attributed. Trademark ownership is attributed in two ways, with the use of a trademark symbol (i.e. TM, SM or ®) after the trademark, and with a trademark legend, usually placed at the end of a document in "mouseprint" directly after the copyright notice.

The Registered symbol (®) must always be used:

- Upon the first use of the AUTM name, logo or acronym appear in the text of each document or in any other materials referencing an AUTM trademark.
- On all prominent uses of the AUTM name, logo or acronym (e.g. title pages, headings, etc.) - unless space and style criteria prevent such markings.
- Within all printed and electronic materials where the name may appear (including partnering association’s material and websites)

Protected Trademarks, Service Marks, Trade names:

- Acronym: AUTM®
- Advancing Discoveries for a Better World®
- Association of University Technology Managers®

- AUTM Logo without Tag



- AUTM Logo with Tag



- AUTM 30th Anniversary Logo






- AUTM 40th Anniversary Logo
- AUTM Annual Meeting<sup>SM</sup>
- AUTM Basic Licensing Course<sup>SM</sup>
- AUTM Business Development Course<sup>SM</sup>
- AUTM Canadian Basic Licensing Course<sup>SM</sup>
- AUTM Compliance Course<sup>SM</sup>
- AUTM Educational Series<sup>TM</sup>
- AUTM Executive Forum<sup>SM</sup>
- AUTM Graduate Course<sup>SM</sup>
- AUTM Journal<sup>TM</sup>
- AUTM Leadership Forum<sup>SM</sup>
- AUTM Licensing Survey<sup>TM</sup>
- AUTM Marketing Course<sup>SM</sup>
- AUTM Negotiations Course<sup>SM</sup>
- AUTM Newsbrief<sup>TM</sup>
- AUTM Newsletter<sup>TM</sup>
- AUTM Partnering Forums<sup>SM</sup>
- AUTM Small Office Technology Transfer Office Course<sup>SM</sup>
- AUTM Software Course<sup>SM</sup>
- AUTM Software, Multimedia and Digital Media Course<sup>SM</sup>
- AUTM Start-up Business Development Course<sup>SM</sup>
- AUTM SUBD Course<sup>SM</sup>
- AUTM Technology Operations and Organization Licensing Skills Course<sup>SM</sup>

- AUTM Technology Transfer Practice Manual™
- AUTM TOOLS Course<sup>SM</sup>
- AUTM TTP Manual™
- AUTM Update™
- Howard Bremer Scholarship<sup>SM</sup>

OR

Use an asterisk (\*) or similar symbol to direct the consumer to a footnote indicating that the mark(s) is/are owned by AUTM. When completing the footnote, indicate the asterisk and then use the appropriate notice:

- Association of University Technology Managers®, AUTM® and  are**
1. **registered trademarks of the Association of University Technology Managers.**
  2. AUTM Journal™, AUTM TTP Manual™ (or whichever unregistered products or services are identified in the piece) are trade and service marks of the Association of University Technology Managers.

*\*Registration of the AUTM logo is valid through December 21, 2020.*

*\*AUTM's tagline "Advancing Discoveries for a Better World" will be renewed December 21, 2016 and valid for ten years.*

### **Compliance**

AUTM reserves the right to occasionally request samples of name, acronym and logo use from which AUTM officials may determine compliance with AUTM Trademark Policy. AUTM also has the right to modify or suspend its Trademark Policy and withdraw any permission granted under this agreement to use the AUTM name, acronym and logo. AUTM maintains the right to take action against any misuse or unfair, misleading, diluting or infringing use of AUTM's name, acronym or logo.

Any questions concerning use of the logo or the terms and conditions of the AUTM Trademark Policy should be directed to the AUTM Administrative Director.

*If you are an AUTM member or consumer of a product that contains the "AUTM" name, logo or trademark, and you believe it is not an official product of AUTM or not in compliance with this policy, please bring it to our attention by contacting the AUTM Communications Director at [pstark@autm.net](mailto:pstark@autm.net), or call +1-847-686-2250.*