SUBJECT: Licensing

NUMBER: Policy V-C-2 (Formerly Policy V-B-08)

POLICY

The University seal and marks are registered with the South Dakota Secretary of State. Licensing for reproduction of all University seal, marks, and verbiage on merchandise for resale to faculty, staff, students, and the general public must be approved by the University Bookstore Director or designee.

PROCEDURES

1. Approval may not be given:
   a) for items that are of poor quality;
   b) for items that are not representative of the institution’s mission
   c) for items whose resale does not benefit the institution or a University-recognized entity financially;

2. Individuals/organizations/businesses wishing to reproduce the University seals, marks, or verbiage must complete the proper licensing forms that are available from the University Bookstore Director.

3. Use of the University seal, marks, and verbiage for items not for resale must be authorized by the Vice President for University Relations.

SOURCE: Bookstore February 2014;