LICENSING

The primary roles of the University Licensing Programs office are to:

- Protect the trademarks, service marks, logos, symbols and indicia that belong to the university and that are associated with the values and traditions of Michigan State University.
- Promote the university in a consistent manner by only allowing uses by officially licensed vendors on quality products.
- Create revenues through royalty payments from licensed vendors to fund student scholarships and student programming.

In order to protect the university’s intellectual property, comply with the university’s graphic standards and determine if royalties are required to help support student scholarships and programming, it is necessary for alumni clubs to seek authorization from the University Licensing Programs office.

Steps for approval for all promotional items and/or merchandise:

1. Select a licensed vendor that will be producing your MSU merchandise.
   a. Licensee/Vendor information can be found at licensing.msu.edu
   b. A list of vendors can be found online at licensing.msu.edu. Under the “Fans” tab, please click on “Alumni Chapters.”

2. Choose the design you plan to use and create an electronic copy.

3. Complete and submit the Licensing Authorization Form along with your artwork to University Licensing Programs for review — final approval will be given directly to your vendor. The Licensing Authorization Form can be found online by visiting licensing.msu.edu. Under the “Fans” tab, please click on “Alumni Chapters.”
   a. It is important that you fill out the form completely and specify how you intend to use the items ordered.
   b. Don’t worry about getting the TMs and ®s in the correct spot, Licensing will take care of that with your vendor.

A 12% royalty is required for organizations ordering MSU-embellished items not paid for by university funds. These royalties will be included in your quote by your licensed vendor. With your purchase of licensed merchandise for your organization the royalties added will support student scholarships and student programming at the university.

For a complete overview of University Licensing Programs go to: licensing.msu.edu/fans/alumni-chapters.html

For questions related to using a licensed vendor, please contact the licensing office by phone at 517-355-3434, or by email at licensing@union.msu.edu.