UNIVERSITY LICENSING PROGRAMS & USING A LICENSED VENDOR

Through the years, symbols, icons, traditions and trademarks have come to represent the passion of Michigan State University alumni, fans and students. In the early 1980s, the University Licensing Programs office was established to ensure that these marks and images are used properly.

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. Here are the steps you need to take:

1. Select a licensed vendor that will be producing your MSU merchandise.
   a. Licensee/Vendor information can be found at licensing.msu.edu
   b. Custom order online options are available through:
      i. Createmytee.com
      ii. 4imprint.com
      iii. promoversity.com
      iv. undergroundshirts.com
      v. retroduck.com

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 TM's and ® in the correct spot, Licensing will take care of that with your vendor.

A 12 percent 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.

Thanks for your support of University Licensing Programs. For questions related to using a licensed vendor, please contact the licensing office at licensing@union.msu.edu or 517-355-3434.