

VANDERBILT UNIVERSITY TRADEMARK & COPYRIGHT REQUESTS		
Contacts		
Conflict of Interest Office:	Christy Hooper - christy.hooper@vanderbilt.edu Alison Cooper - alison.r.cooper@vanderbilt.edu	
News & Communications Office:	Liz Latt - elizabeth.p.latt@vanderbilt.edu Melanie Moran - melanie.moran@vanderbilt.edu	
Photography Office:	Daniel Dubois - daniel.dubois@vanderbilt.edu Suzannah Ponzio - suzannah.l.ponzio@vanderbilt.edu	
Trademark Licensing Office:	Maggie Harris - maggie.harris@vanderbilt.edu Mary Ann Daniel-Kaszuba - maryann.daniel-kaszuba@vanderbilt.edu	
Internal Requests	Vanderbilt Policy	Approval Process
Requests to use our name, logo or photos for activities in your course of work	Recognized student organizations, faculty and staff can use VU's name, logos and photos for activities involving their work at VU.	Approval is not necessary, but please contact Trademark Licensing/ Photography with questions about use or if you need assistance with official logos or photos.
Requests to use our name or logo for apparel and other promotional products	Recognized student organizations, faculty and staff can use VU's name and logos on apparel and promotional products for activities involving their work at VU. Products ordered for personal use i.e., gifts to family members, are also permissible if ordered through licensed VU vendors. Please visit www.vanderbilt.edu/licensing for more information on merchandise procurement.	A merchandise order request should be submitted and a PO issued to place the order. Personal orders do not require a PO. A licensed VU vendor must be used to place the order. The vendor will send Trademark Licensing a proof of the order for approval before production begins.
Sponsor logo on licensed promotional products	If 3 or more sponsors, OK to use VU logo. Less than 2, Trademark Licensing will consult with Conflict of Interest.	Reviewed by Trademark Licensing. Consult with Conflict of Interest if less than 2 sponsors.
Headshot or requests to use photo(s) taken of faculty or staff member for personal use	Headshots and other photos that include the faculty or staff member can be used for personal use without restriction. Photos used for commercial use, need to be vetted by Photography and in some instances, our copyright agency, XOS, will execute the use.	Reviewed by Photography. May be sent to XOS to handle.
New trademark registration request that includes a VU trademark	Dept. completes the Trademark Questionnaire (www.vanderbilt.edu/licensing). It is reviewed by Trademark Licensing, General Counsel, and Conflict of Interest. If approved, Trademark Licensing will send the request to the Provost's office for final approval. If approved, Trademark Licensing will notify the department and send the Trademark Questionnaire to our outside trademark attorney for processing.	Reviewed by Trademark Licensing, General Counsel, Conflict of Interest, and Provost office.
Staff or faculty member has entered into a partnership with outside company and the staff or faculty member wants to say they work at Vanderbilt University	If research-related or part of VU's mission, OK to say they work at Vanderbilt. If used for marketing purposes, then it should be generic e.g., Mr. Davis, professor at a large private university in Tennessee. VU logos cannot be displayed.	Reviewed by Trademark Licensing with possible consultation with Conflict of Interest.
Staff or faculty personal use for publications	Handled on a case-by case basis. If research-related, in their field of study or part of VU's mission, may be able to use name/logo/ photo next to employee's name or in the acknowledgement section.	Reviewed by Trademark Licensing and Conflict of Interest. Conflict of Interest may contact Department Chair for assistance.
VU is sponsoring an event on campus in collaboration with other companies/universities and wants to use name and logo to promote the event	If the outside company is non-profit, it is permissible for the Vanderbilt name and logo to be displayed on these materials. If the company is for-profit, Vanderbilt's name can be used to promote the event, but logo can only be displayed along with the other sponsors if there are at least 3 sponsors.	Reviewed by Trademark Licensing with possible consultation with Conflict of Interest.
VU is collaborating with other universities and wants to be featured on an external website that features each university's logo	Since this is part of our mission, it is OK to list and show VU logo.	Reviewed by Trademark Licensing.

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External Requests	Vanderbilt Policy	Approval Process
Case studies involving VU staff/faculty	Cannot use Vanderbilt name or logo as use looks like an endorsement or affiliation. Can state, e.g., Mr. Davis, professor at a large private university in Tennessee.	Reviewed by Trademark Licensing.
Contracted supplier use of VU name on company website along with their other clients	For non-profit companies, use is only allowed if VU is listed with all their clients. At least 3 companies should be listed. VU cannot be singled out in any way. No use is permitted for for-profit companies. Exceptions need to be approved by Conflict of Interest.	Reviewed by Trademark Licensing. Trademark Licensing will send exception requests to Conflict of Interest for approval.
VU is a sponsor at a conference or event	Preference is to list VU (name only) as a sponsor along with all other sponsors. No logo, but if VU is a significant sponsor and they are displaying all other sponsor logos, and sponsor is a non-profit company, logo may be acceptable. If sponsor is a for-profit company, need to get approval from the Provost's office.	Reviewed by Trademark Licensing. May sent to Conflict of Interest and Provost office for approval.
Athletic department sponsor through IMG Media Rights, use of VU trademarks	If athletic sponsor has been given permission by IMG Media Rights and Trademark Licensing to use our name/trademark, they must include "Proud sponsor of Vanderbilt athletics" and/or the Anchor Partner logo. Promotional vendors must be licensed through CLC and the art approved by Trademark Licensing. Promotional products may be subject to royalties.	Reviewed by Trademark Licensing.
3rd Party websites and materials for services provided to VU	OK for name and logo if the site and materials are for VU employees, e.g., Aetna health cards.	Reviewed by Trademark Licensing.
VU's Internal Campus Supplier's use on catalogs and other printed pieces	Supplier can include "Approved Internal Campus Supplier of Vanderbilt University." No VU logos.	Reviewed by Trademark Licensing.
Filming, video, and photography on campus	All outside entities must complete the Film, Video, and Photo Request form. This includes request to shoot wedding photos. The Trademark Licensing and News and Communications will review the request and determine next steps. If request is granted, the company must sign the application and pay applicable fees. No name or logo use unless approved by Trademark Licensing and News and Communications. Vendors cannot use name/logo/photo.	Reviewed by Trademark Licensing & News and Communications.
Business/Hotel request to use name/logo/photos	For hotels that have entered in VU Hotel License agreement to use name for proximity reasons, can have some access to name, logo and photography per the agreement. Businesses who do not have a licensing agreement, this is handled on case-by-case basis. VU cannot be singled out and at least 3 universities/businesses must be included. If the photo will be included with other historic places in Nashville, photos may be provided. Cannot link to VU website.	Reviewed by Trademark Licensing. May consult with Conflict of Interest.
Requests for video, articles and photos by local and national media outlets (not commercial)	Interested party should contact News & Communications to request video and photos to be used for news purposes. Vanderbilt University should be credited.	Reviewed by News & Communications.
Commercial requests for use of photo(s)	Request should be submitted to Photography. If approved, the request will be sent to XOS to execute contract and payment. XOS will send final approval to Trademark Licensing.	Reviewed by Photography and Trademark Licensing.
Commercial requests for use of articles provided by VU to be used in textbooks and other journals	Request should be submitted to News & Communications. If approved, the request will be sent to XOS to execute contract and payment. XOS will send final approval to Trademark Licensing.	Reviewed by News & Communications and Trademark Licensing.
Requests for photo(s) to display in academic books and journals	Textbooks and other commercial requests will be sent to XOS for execution. For journals and other materials that will be shared with other universities and hospitals, the Materials Release form should be executed before the photo is released.	Reviewed by Photography with possible consultation with Trademark Licensing.
Commercial requests for use of our music e.g., fight song	Request should be submitted to Trademark Licensing. If approved, the request will be sent to XOS to execute contract and payment. XOS will send final approval to Trademark Licensing	Reviewed by Trademark Licensing.
Another university request to use our name/logo	For special gifts, conference-related use and special projects, use may be acceptable.	Reviewed by Trademark Licensing.