

Research Council Endorsement Subcommittee Draft - Revised 10-29-19

UNIVERSITY OF MARYLAND POLICY ON THE USE OF THE UNIVERSITY'S NAME AND TRADEMARKS BY EXTERNAL ENTITIES IN RESEARCH-RELATED ENDORSEMENTS AND PROMOTIONAL MATERIALS

I. Purpose

The purpose of this Policy is to clarify the use of the University name, seals, service marks, and trademarks (collectively referred to as University Marks) by External Entities with whom the University has a research relationship.

II. Definitions

- A. ***“University Marks”*** means the University’s name, seals, official University photographs and similar images, service marks, and trademarks.
- B. ***“External Entities”*** means vendors, consultants, industrial affiliates, sponsors and funders of University research, research collaborators, licensees of University intellectual property, and the like.
- C. ***“Endorsement”*** means any use of the University’s name, University Marks, or the name and position of any University personnel in marketing or promotional materials that directly or indirectly conveys, or is intended to or likely to convey, that the University, a University department or unit, or a University employee supports or approves of a third party or its activities, products, viewpoints, or services.
- D. ***“Marketing or Promotional Materials”*** means materials such as press releases, websites, videos, case studies, reports, brochures, presentations, demonstrations, social media postings.

III. Policy

- A. The University’s reputation for its research independence, objectivity, and integrity is among its most valuable assets. Therefore, the use of University Marks by External Entities must be closely regulated and monitored to avoid use in a manner that conveys an Endorsement by the University (including Endorsement by a University unit or a University employee) of the External Entity or its business, products, services, or activities that might affect the University’s reputation.
- B. Prior to the use of University Marks by External Entities in a possible Endorsement, or for other commercial purposes, the request must be submitted to the Office of Trademarks and Licensing for evaluation.

- C. Any form of Endorsement requires prior written authorization of the President or his/her designee. In determining whether to permit an Endorsement, the President or designee should consult with the Assistant President & Chief of Staff, Senior Vice President and Provost, the Vice President for Research, and/or the Vice President for Legal Affairs and General Counsel, as appropriate
- D. Photographs taken in public or during professional events that by chance include a member of the University community shall not be considered an Endorsement.

IV. Limitations

- A. This Policy is not intended to:
 - 1. Prohibit the use of the name of the University in the description of a relationship between an External Entity and the University.
 - 2. Interfere with the ability of an External Entity to reference published results of University research, or to quote factual statements from published research results, provided such references are not used to endorse the External Entity or its products, services, or activities.
 - 3. Prevent the name and affiliation of any University employee from being used in the normal course of business, including in a standard scholarly context, as long as the employee does not directly or indirectly imply that this use constitutes the University's endorsement.

V. Reporting

- A. Individuals who identify violations of this Policy or have concerns of a potential policy violation should contact the Division of Research.