

PROCEDURE

Effective: July 29, 2024

Approved by: Director, University Marketing and Brand Strategy

Authority: [POL-U6500.04 Using University Trademark](#)

PRO-U6500.04 REQUESTING APPROVAL TO USE UNIVERSITY TRADEMARK

Action by: Contract Owner

1. **Emails** Director of University Marketing creative@wwu.edu to request approval to use Western's trademark. Such request must include:
 - a) Detailed description of the use of the trademark
 - b) Related contract
 - c) Other supporting documentation

Action by: Director, of University Marketing

2. Within 14 business day of receipt of request, **evaluates** request and **decides** whether to endorse, return or not endorse the request.
 - a) If a request is endorsed, goes to action #3
 - b) If request needs additional detail, replies to Contract Owner with questions or instructions.
 - c) If request is not endorsed, return copy of the request to Contract Owner with a written explanation and procedure ends here.
3. **Consults** with the following University administrative areas for an endorsed request.
 - a) Creative Services-Design and brand management
 - b) Athletics- Licensing requirement or use of the Athletics trademark
 - c) Office of the Attorney General- Improper use of registered trademarks and trademark violations
 - d) Contract Administration-Contracting requirements
 - e) On a case-by-case basis, asks other University administrative areas to evaluate a request.
4. **Informs** the Vice President for University Marketing and Vice President for Business and Financial Affairs

Action by: Vice President

5. **Accept or reject** an endorsed request.

6. **Informs** the Director, University Marketing

Action by: Director, University Marketing

7. **Notifies** Contract Owner of final decision.
8. **Maintains** copies of requests and related documentation in departmental office files.