



Trademark Licensing at Fort Lewis College

What is a trademark?

A trademark is a word, name, nickname, logo, symbol, phrase, or any combination thereof that identifies and distinguishes goods or services from those of others.

What is a trademark licensing program?

A program to ensure consistent and appropriate use of marks, collect customary revenue and expand the brand

Who is affected by a trademark licensing program?

1. Everybody who produces anything with Fort Lewis College marks must use a licensed vendor
2. Those who profit from the use of Fort Lewis College marks must use a licensed vendor and pay royalties

How a trademark licensing program works

1. Negotiate partnership
2. Assign Fort Lewis College Licensing Coordinator
3. License vendors
4. Collect royalties

Program accountability

1. Yearly report to Michele Peterson by June 1st reporting revenues and expenses
2. Michele to determine what part of revenues can be used for legal protection and maintenance

The process made simple

1. Use a licensed vendor for all product made with Fort Lewis College marks
2. Product sold for commercial profit is subject to an 8% royalty payment
3. Visit www.fortlewis.edu/licensing
4. Contact Elizabeth Bussian, Licensing Coordinator, bussian_e2@fortlewis.edu, 247-7207

Implementation

- June 2010. SMA and FLC sign agreement for licensing and legal trademark representation
- Beginning August 2010. SMA signs vendors and issues monthly updated approved vendors list
- February 2011. Roll out to FLC Community
- March – May 2011. Consults with any individuals, departments, groups... to discuss licensing
- May 2011. SMA meetings with FLC community and current and prospective Durango licensees
- July 1, 2011. Full implementation requires the use of a licensed vendor or exemption in advance

This program is fully supported by the Fort Lewis College Purchasing Department