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Owner Mark Rubinoff
Area Corporate Policies
Applicability Jefferson University Hospital

Trademark Policy, 104.04

POLICY PURPOSE

This Policy regulates the use of all forms of the name "Thomas Jefferson University," the logotype featuring Thomas Jefferson's image, other forms of the words "Jefferson," "Jeff," and "JUP" and other new and existing names, slogans, designs, and indicia of origin, including website and domain name usage (collectively, "Trademarks"). The purpose of this Policy is to ensure the proper control and use of Trademarks, to protect the Trademarks and to facilitate the process of granting authorization of legitimate internal and third party use of the Trademarks. Third party use of Trademarks may be subject to royalty payments.

For a listing of existing Trademarks and the permitted uses please go to the Jefferson Brand Guidelines which is available for viewing at: <http://creative.jefferson.edu/wp-content/uploads/2014/04/Jefferson-Brand-Guidelines.pdf> (this URL is subject to change).

The Office of University Counsel and the Department of Marketing, Public Affairs and Communications (through Creative Services) represent Jefferson's interests in connection with uses of the Trademarks and are guided in their actions by the standards embodied in this Policy and principles of federal and state trademark law.

PROCEDURES FOR APPLYING FOR USE OF A TRADEMARK AND PROCEDURES FOR APPROVAL

1. Use of existing trademarks that do not require approval:

- Use of a Trademark on Jefferson letterhead, business cards or other stationery ordered online via www.jeffgraphics.com;
- Use of a Trademark on Jefferson downloadable flyer, PowerPoint, research poster (provided the poster does not employ the name, slogan or logo of an outside entity – see item 2 of this Policy) or other templates available at no charge at jeffgraphics.com;
- Use of a Trademark on work performed by Creative Services or Medical Media that does not deviate from the Jefferson Brand Guidelines;
- Use of a Jefferson name, but not its logotype or other designs, slogans, registered marks, etc., by an employee to identify him/herself (e.g., "John Doe, Professor of Medicine, Thomas Jefferson University").

2. Use of existing Trademarks that require approval prior to each use:

To obtain and use an existing Jefferson Trademark, a Trademark Use Request Form (TURF) and sample of the proposed use must be submitted to Creative Services:

- Use of a Trademark on Jefferson printed and digital publications, promotional materials, advertising, signage, promotional items (t-shirts, mugs, hats, pens, etc.) and other applications for which there are no templates made available by Creative Services, but that do not deviate from the Jefferson Brand Guidelines;
- Use of a Trademark consistent with a previously approved request that does not deviate from the current Jefferson Brand Guidelines;
- Use of a Trademark on academic or research posters that employs the name, slogan or logo of an outside entity. Written approval from the outside entity for such use should be submitted along with the TURF and sample of proposed use to Creative Services;
- Any use of a Trademark in conjunction with a name, slogan, logotype, etc. of any outside individual or entity for sponsorship activities. Such use also requires proof of permission from the outside individual or entity for the use of their name, slogan or logo;
- Use of a Trademark on internal materials that do not deviate from the Jefferson Brand Guidelines, but will be printed by an outside vendor;
- Any use of a Trademark by an outside individual or entity;
- Any use of a Trademark in a manner that is not consistent with the Jefferson Brand Guidelines;

- Use of a Trademark or Jefferson name in the title of a publication owned by a third party (this use may be subject to a royalty payment);
- Any use of a Trademark in a long term or strategic relationship.

3. Guidelines for the development of new trademarks:

Any Jefferson user who seeks to employ a Trademark in the development of a new name, slogan, design, logotype, etc. (e.g., center, institute, network) or desires to create a new trademark (collectively, a "New Trademark"), must contact the Office of University Counsel for a legal assessment of the potential New Trademark after obtaining the approval of the Office of the Executive Vice-President for External Relations. The Office of University Counsel will give its legal assessment to the Executive Vice-President for External Relations, who shall have the authority to approve or reject the New Trademark. If the Office of the Executive Vice-President for External Relations desires to seek federal registration of the New Trademark, University Counsel will assess whether registration of the New Trademark is possible. If the Executive Vice-President for External Relations approves the New Trademark, the University will own the New Trademark. If approved, the creation of a New Trademark becomes a Trademark, and every use is subject to the rules of this Policy.

ENFORCEMENT

Creative Services shall be responsible for ensuring that all uses of Trademarks are in conformity with this Policy. Any user who has failed to follow this Policy shall be subject to sanctions. Such sanctions may include immediate withdrawal of approval of use of the Trademark, fees associated with production of materials associated with unapproved use, or such other appropriate sanctions. No use of a Trademark will be grandfathered under this Policy.

Attachment A:

Trademark Use Request Form (TURF)

Attachment 1:

[TURF \(Word\)](#)

Attachment 2:

[Trademark Use Request Form Instructions \(PDF\)](#)

Responsibility for maintenance of policy:

University Counsel

Contributors/Contributing Departments:

Attachments

 [1: Jefferson Trademark Use Request Form \(Turf\)](#)

 [2: Instruction of Filling Out Thomas Jefferson University Trademark Use Request Form](#)

Approval Signatures

Step Description

Approver

Date

Applicability

Thomas Jefferson University Hospitals, Inc.

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