



1.0 Purpose

- 1.1 As of April 23, 1986, the University of New Brunswick has given public notice of the adoption of its marks in Canada pursuant to Section 9 of the Trade Marks Act, Canada. Use in any manner by any person or organization of any trade marks of the University without the consent of the University is prohibited.

2.0 Applicability

- 2.1 University-wide
- 2.2 Authority for approval of the use of the University's name or marks in any and all undertakings is hereby delegated to the President or his designate(s) .
- 2.2.1 NOTE: The President has designated the Manager of the Fredericton Campus Bookstore as the office responsible for administration of the University's Trade Mark Licensing.

3.0 Definitions

- 3.1 None applicable.

4.0 Implementation

- 4.1 **LICENSING COMMERCIAL ENTERPRISES:** The University will entertain, upon written request, licensing proposals from commercial enterprises for the manufacture and/or sale of goods bearing the marks of the University and for displays and/or promotions requiring University signage or property.
- 4.2 **ROYALTIES ACCRUE TO GENERAL UNIVERSITY REVENUE:** Royalties derived by the University from the granting of licenses referred to in Paragraph 2 above shall accrue to general University revenue. The expenses of administering the Trade Mark Policy shall be charged to the same account.
- 4.3 **SALE OF GOODS BY UNIVERSITY, FACULTIES, DEPARTMENTS, STUDENT AND ALUMNI/AE ORGANIZATIONS:** University faculties, departments, student and alumni/ae clubs or organizations wishing to reproduce the University's marks on goods for sale must first obtain University approval for use of its marks.
- 4.4 **LICENSE AGREEMENTS:**
- 4.4.1 The University of New Brunswick shall maintain a Register of License Agreements reached between the "University" and "Retailers" and/or "Manufacturers" in

connection with the sale and/or production of goods bearing the University's marks. The University of New Brunswick Register of License Agreements shall also include the agreements pertaining to displays and/or promotions requiring University commercial signage properties.

4.4.2 All licensees must operate in accordance with the University's Code of Ethical Conduct for University of New

4.4.3 Brunswick Apparel Suppliers and Subcontractors, and adhere to the University's Product Standards Manual.

4.4.4 An applicant for a new license must first complete the compliance requirements of the Code of Ethical conduct and provide the required forms to the University before the University will decide whether to grant the licence to the applicant.

4.5 **TRADE MARK ADVISORY COMMITTEE:** The University shall establish the following Trade Mark Advisory Committee to advise the President and the office responsible for the administration of the Trade Mark Policy on all matters relating to the administration of the University's trade mark licensing program:

Chairman - Assistant Vice-President, Financial and Administrative Services,
UNB Saint John

Members - The Comptroller, or his or her designate;
Associate Vice-President, Capital Planning & Property
Development
Procurement Manager, Procurement Services
Executive Director, Office of the Associated Alumni
Event & Marketing Coordinator, Aitken University Centre &
Athletic Services
Representative, Office of Research Services
Manager, University Bookstore, UNB Fredericton
Manager, University Bookstore, UNB Saint John
Student Representation - At least two students, appointed by
the SRC - one from Fredericton and one from Saint John

Secretary - The office responsible for the administration of the Trade Mark
Policy

4.6 **ANNUAL REPORT:** The office responsible for administration of the University Trade Mark Policy shall prepare an Annual Report summarizing all applications received, agreements in force, financial results and other relevant information regarding the operation of this licensing program.



The University of New Brunswick Trade Marks

University Secretariat

POL-T.1

Policy

- 4.7 OFFICE OF TRADEMARKS AND LICENSING: All persons or organizations wishing to use any marks of The University of New Brunswick must first submit a request in writing to:

Administrator, Trademarks and Licensing
University of New Brunswick
c/o University of New Brunswick
Bookstore
100 Tucker Park Road, P.O. Box 5050
Saint John , NB E2L 4L5

Tel:506-648-5540
Fax: 506-648-5552
Email: sjbooks@unbsj.ca

- 4.8 Written Requests must include the following information:
- 4.8.1 proposed artwork
 - 4.8.2 description of product
 - 4.8.3 description of use for which item is being produced
 - 4.8.4 desired quantity and vendor requested
- 4.9 Preliminary inquiries may be made by telephone. Please allow 2-3 weeks for the approval process.
- 4.10 It should be understood that the vendor reproducing the mark must be licensed. If a similar product is available from a currently licensed vendor, the Administrator may recommend that vendor rather than investigate a new company.

5.0 Interpretation and Questions

- 5.1 University Secretariat Office is located in Sir Howard Douglas Hall, Room 110. Questions concerning this policy may be directed to (506) 453-4613 sjd@unb.ca.