

**Trademark and Merchandise Selling Policy for Student Organizations  
Office for Strategic Communications  
De La Salle University**

**Trademark Policy**

**TRADE MARK POLICY**

As defined in Section 121.1 of the Intellectual Property Code of the Philippines, “Mark” means any visible sign capable of distinguishing the goods (trademark) or services (service mark) of an enterprise and shall include a stamped or marked container of goods (Sec. 38), R.A. No. 166a).

**GENERAL POLICY STATEMENT**

The University owns and controls its name(s), logos, seals, signature, and other symbols (hereafter as marks or trademarks) that is directly associated with the University and other representatives of the institution. Examples of these trademarks are: De La Salle University, De La Salle University-Manila (name, logo, and signatures), DLSU, Green Archer, We mean business, Creating the next great idea, Be part of the business class, Keep learning, Beyond higher learning, Hip to be here, and The future begins here. These marks have been duly registered with the Intellectual Property Office. De La Salle University seeks to protect the integrity of the name of the University, enhance its image through the use of its names and logo, and gain monetary benefits from merchandise bearing its name and logos. The University reserves the right to prohibit the use and association of its name, symbols, and logos to persons, groups, or activities whose values are not consistent with those of the University.

**EXAMPLES OF LOGO AND TRADEMARK OF DE LA SALLE UNIVERSITY**

The future begins here.®

We mean business.®

Creating the next great idea.®

Be part of THE business class.®

Keep learning.®

Beyond Higher Learning.®

DLSU™

DLSU-M™

De La Salle®

De La Salle University®

Animo La Salle®

La Salle®

DLS-STC™



make an endorsement of any product. Without limiting its meaning but only to serve as examples, the following constitutes an endorsement:

- An explicit pronouncement (print, online or broadcast) in public media to support a company and its identified products and activities.
- An appearance in a document or program circulated or run publicly, through mass media, which associates one's self with the University; or carrying the name of the University or representing it while showing support for a company and its identified products or activities.

Exemption:

- Researches of the University under the jurisdiction of the DLSU Innovation and Technology Office or approved by management.

### **PRIOR APPROVAL BY THE OFFICE FOR STRATEGIC COMMUNICATIONS**

An approval to use any of the registered or applied trademarks should be first requested and obtained from the Office for Strategic Communications if the name or logo will be used on products or merchandise that will be sold or distributed to the public. The approval to use will only give a non-exclusive right to use the registered or applied trademark in products with quality and design approved by the STRATCOM from the submitted prototypes.

Student organizations that wish to produce merchandise as part of their fundraising activity for a specific event must first seek approval of the STRATCOM. Time duration of commercial production and selling of the merchandise will be on a per approval basis.

The STRATCOM will evaluate the expressed written request or application for the use of any of the trademarks and determine the specific terms and conditions of the use of any of the trademarks by the applicant.

Approval to use any of the registered trademarks may only be executed as promotional or premium items for confined commercial use and on a limited duration. Promotional use must follow the terms and conditions of De La Salle University on sponsorship and solicitation.

No other student organization, unless otherwise approved by the Office of Student LIFE and STRATCOM is allowed to sell their merchandise for commercial or any other purposes within the vicinity of the University (See DLSU Handbook for specifications of campus grounds).

Per section 10 (e) of the DLSU IP Policies: "Unauthorized use, distribution, transfer, rental, sale or production of university-owned intellectual property and other analogous cases" will be penalized and sanctioned as a major offense (Rule 13.1 of the Implementing Rules and Regulations of the Policies on Intellectual Property). Violators will be ordered to immediately cease the production and selling of all merchandise bearing the University's trademarks.

## **PROHIBITED USES**

The name or logo of the University cannot be attached to or affixed on the following items:

- Alcoholic beverages including but not limited to distilled alcohol liquors, wines, and malt liquors
- Cigars, cigarettes, and any kind or form of tobacco products
- Dangerous or hazardous products including but not limited to firearms, explosives, dangerous weapons, and fuel
- Obscene or disparaging products including but not limited to nude photographs, caricature, poster art or designs that would tend to mar the reputation or degrade the goodwill of the University as represented by the trademarks
- Sexually suggestive products including but not limited to inappropriate slogans imprinted on clothing and the configuration of certain novelty items
- Health or health-related products
- All staple foods, meats, and any natural agricultural or fishery products
- Products that insinuate violence
- All types of business names and logos
- Partisan political paraphernalia or political activities, parties, candidates, or office
- Service except when approved by STRATCOM in accordance with special requirements applicable to services.
- Other analogous cases

## **ASSESSMENT OF STUDENT ORGANIZATION DONATION**

Student organizations given approval to produce items bearing the name, logo, or symbols of the University should donate to the University a token amount for the use of DLSU trademarks. Donations will be deposited in a fund for educational purposes only. Student organizations should also submit a report of sales performance to the Office of Student LIFE and Office for Strategic Communications.

Clearances:

Prior to production of merchandise, the following clearances are necessary:

- Clearance to produce item
- Clearance on design, item, and material/s to be used
- Clearance on the duration of the activity
- Clearances should be secured from the Office of Student LIFE and Office for Strategic Communications

## **Terms and Conditions for Fundraising Activities**

1. When selling on site in fundraising events or activities, the student organization is required to submit a letter of interest indicating pertinent details including dates, time and venue to the Director for Operations (Office for Strategic Communications) and is required to donate **500 pesos token amount per week of selling** for the use of DLSU-owned trademarks.

2. All products and designs of the student organization shall abide by the provisions stated in the DLSU Institutional Identity Manual (<http://www.dlsu.edu.ph/inside/lasalliana/standards.asp>) and directions of STRATCOM.

If the student organization decides to use the names of DLSU Athletes, it must seek the approval of the Office of Sports Development as well as of the players before submitting a sample of your design with the athlete's name to Office for Strategic Communications.

3. All products and designs that have DLSU-owned trademark shall be subject for approval by STRATCOM.
4. One week after the fundraising activity, the student organization must submit the following to Office for Strategic Communications the activity sales report and copy of the official receipt of the donated token amount deposited to the account to be determined by the Accounting Office.
5. Failure to comply forfeits the school organization from selling during the fundraising events.
6. All parties shall strictly comply with the DLSU IP Policies whenever applicable.