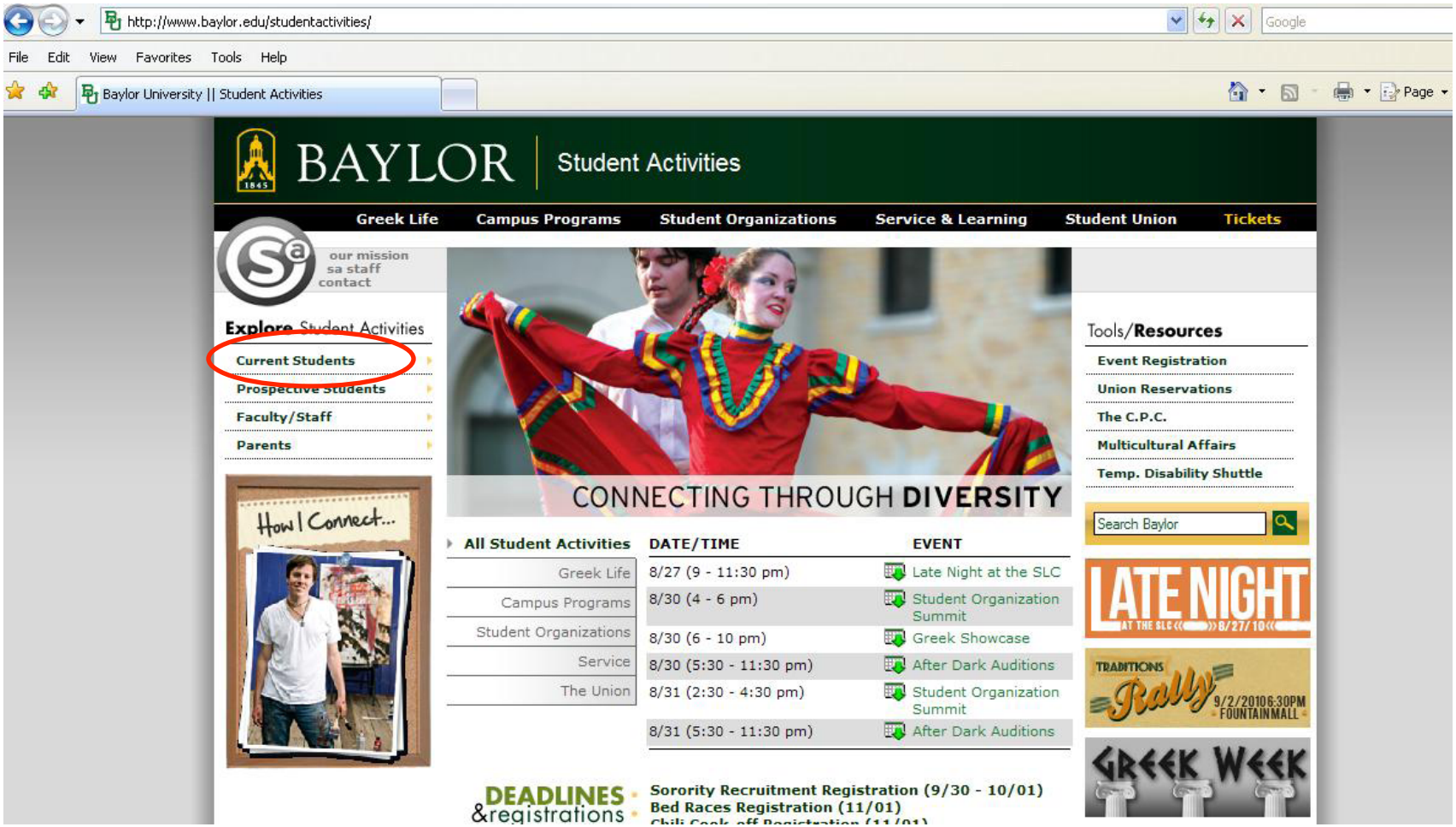
T-Shirts and Trademarks

Trademarks, Copyrights, and Other Boring Legal Principles

Today's Learning Outcomes

- Understand the practical process for submitting product requests
- Understand the appropriate licensees to use when creating products
- Learn common trademark infringement violations

Registering a Product



Screenshot instructions are available online:
http://www.baylor.edu/content/services/document.php/126937.pdf

Registering a Product

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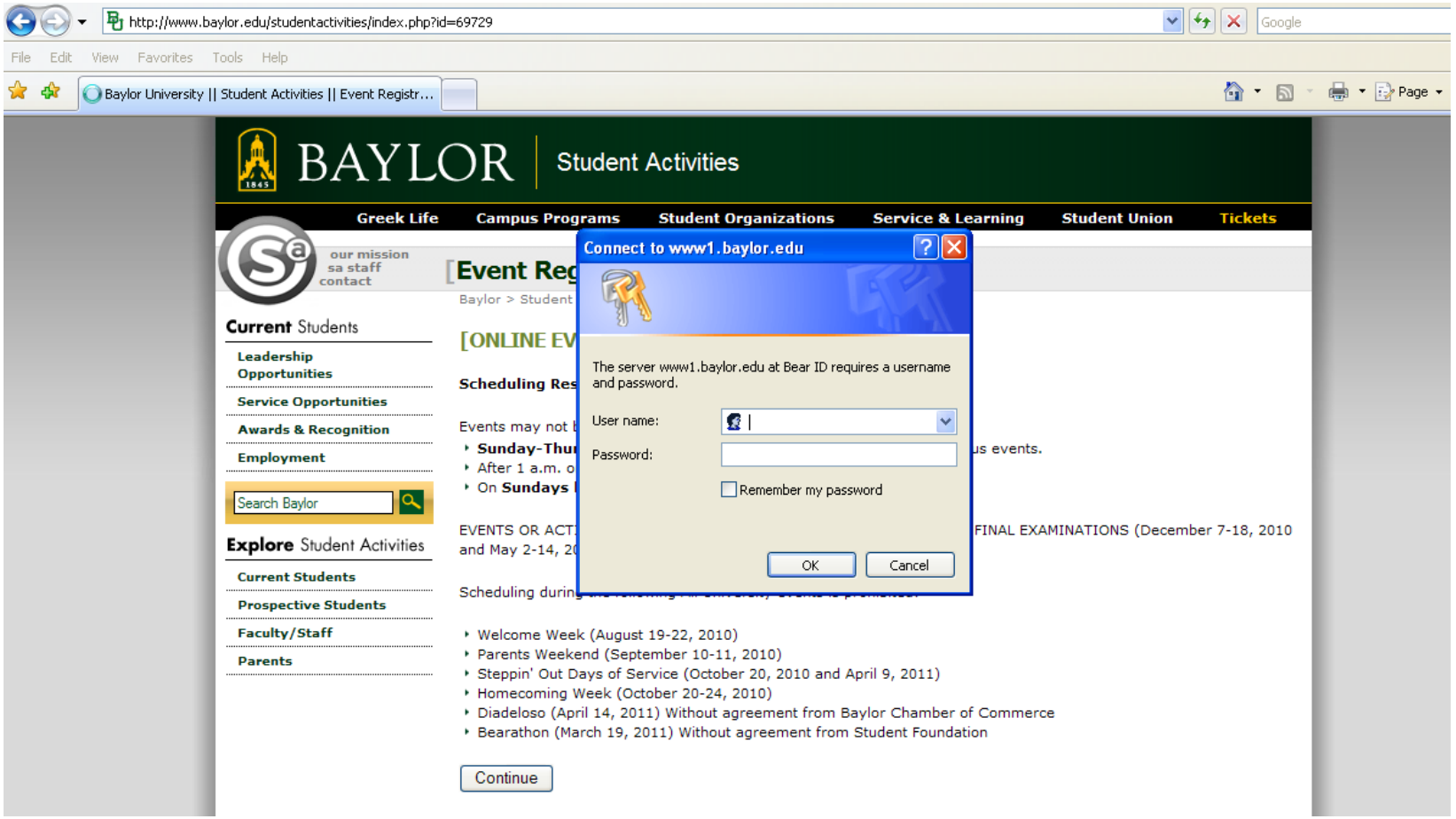

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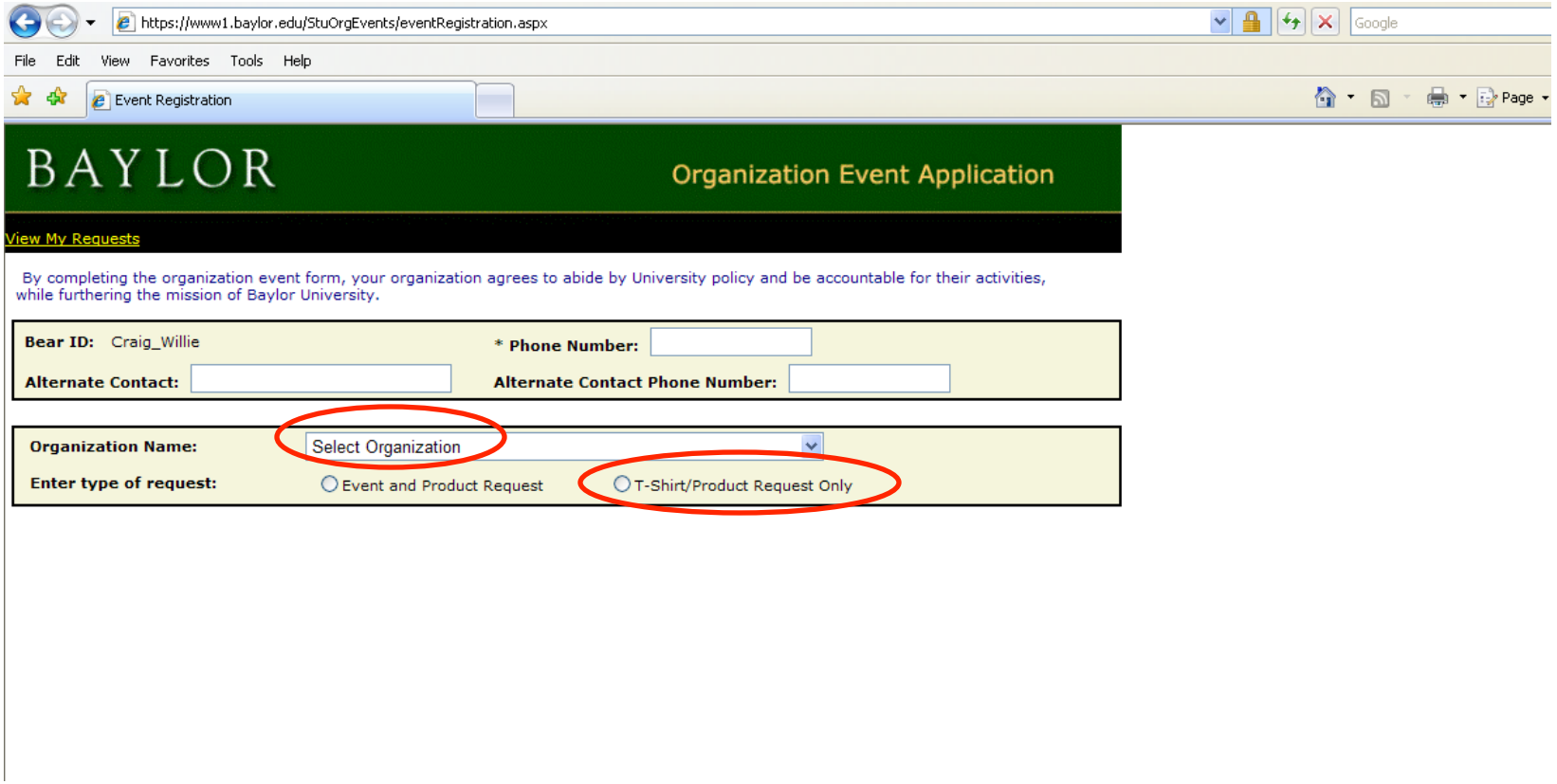

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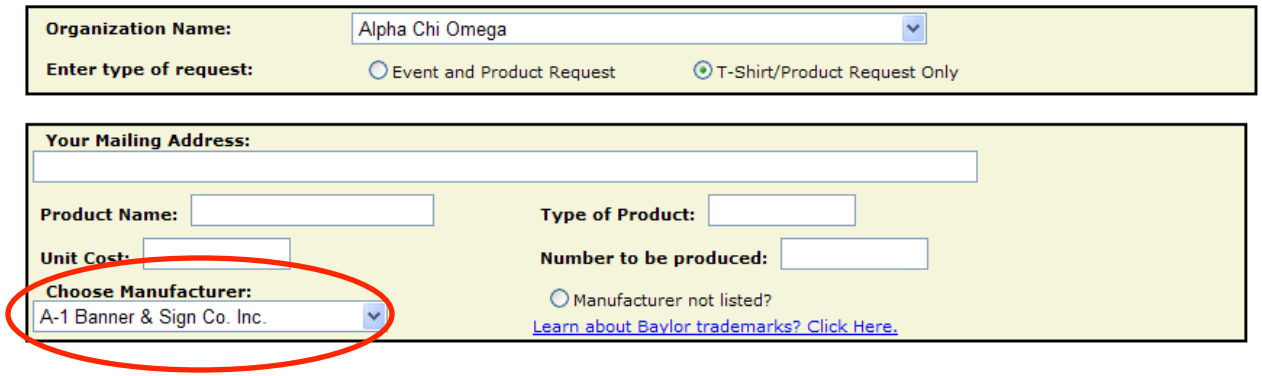

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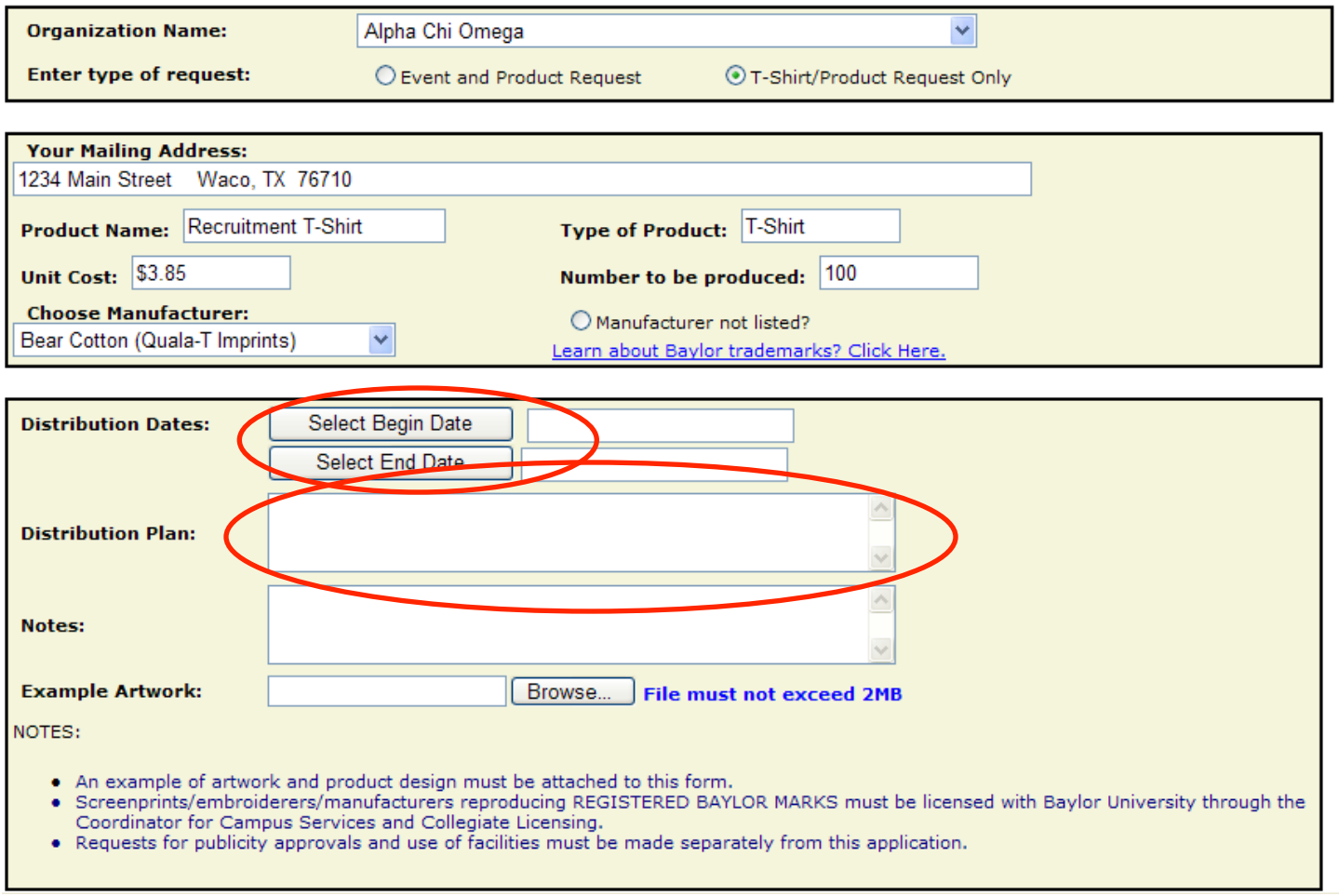

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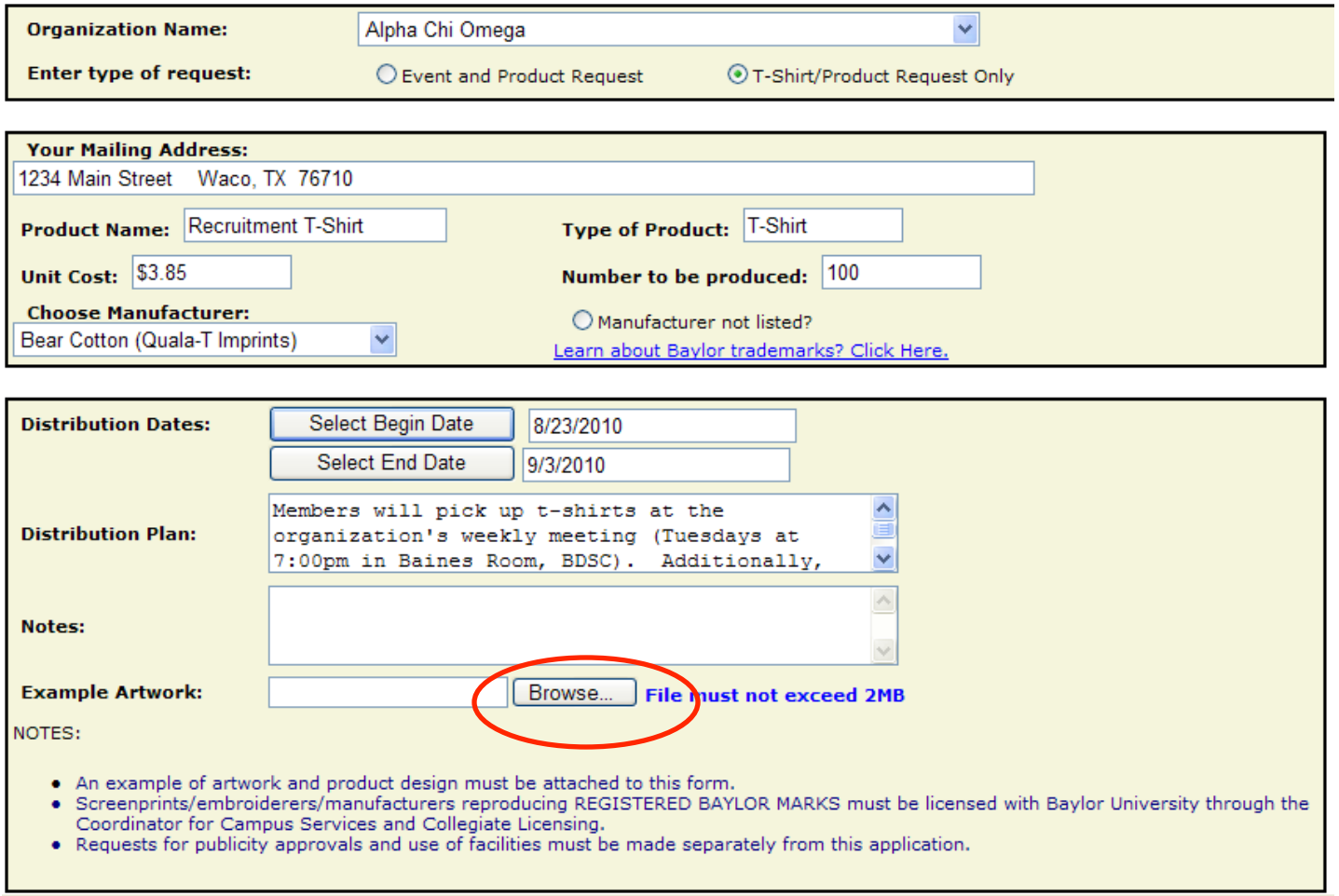

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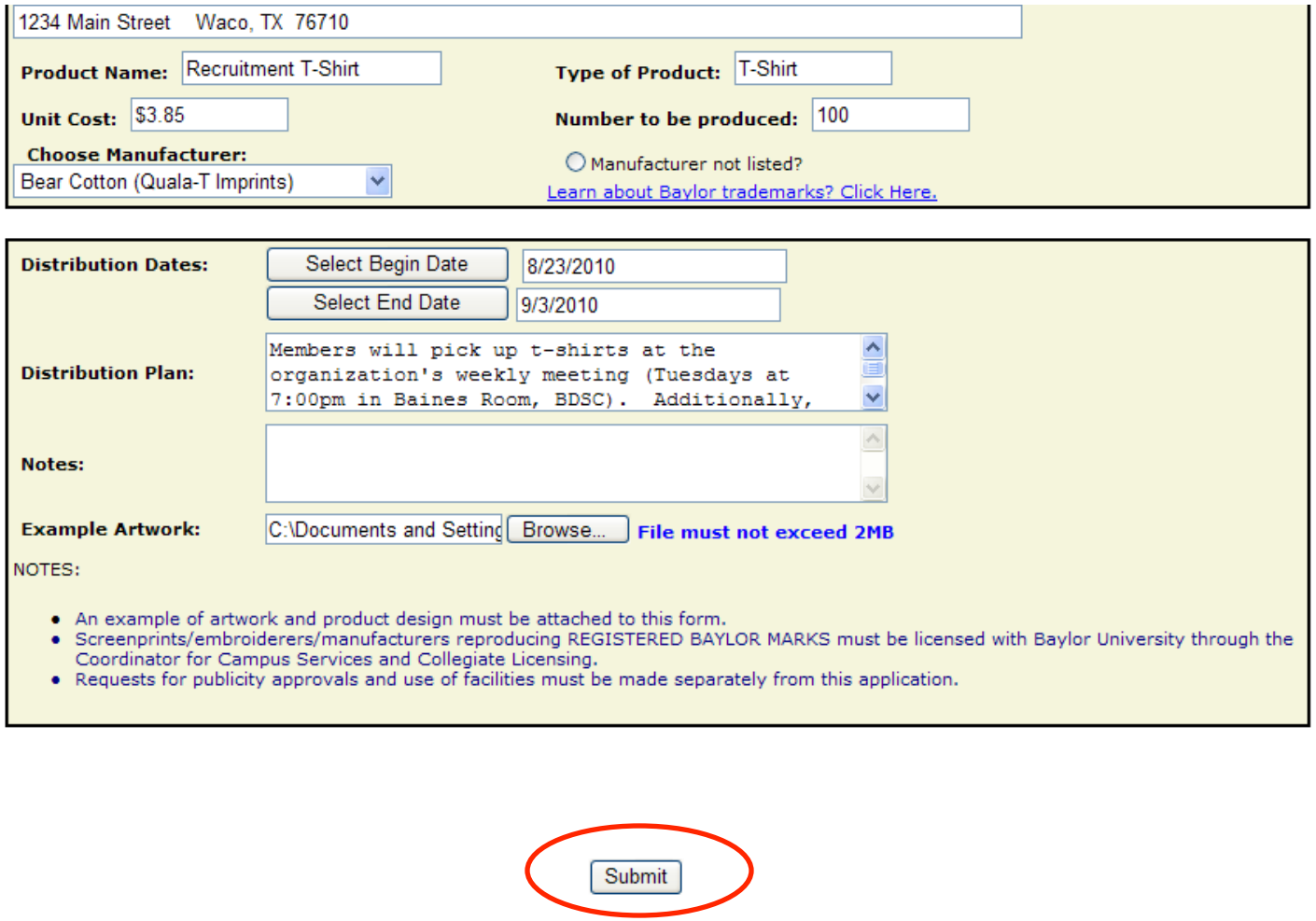

Registering a Product

- After submission your advisor will receive an e-mail notification that your request is awaiting approval.
- Following your advisor's approval, the Department of Student Activities will review the request. If appropriate, Student Activities will approve the request.
- However, if a Baylor trademark is used in the design of your t-shirt or product, the request must be approved by Collegiate Licensing.
- You will receive e-mail notifications of the requests progress through the approval process.

Approved Licensees

- A list of licensed vendors is available online:
  - http://www.baylor.edu/licensing/

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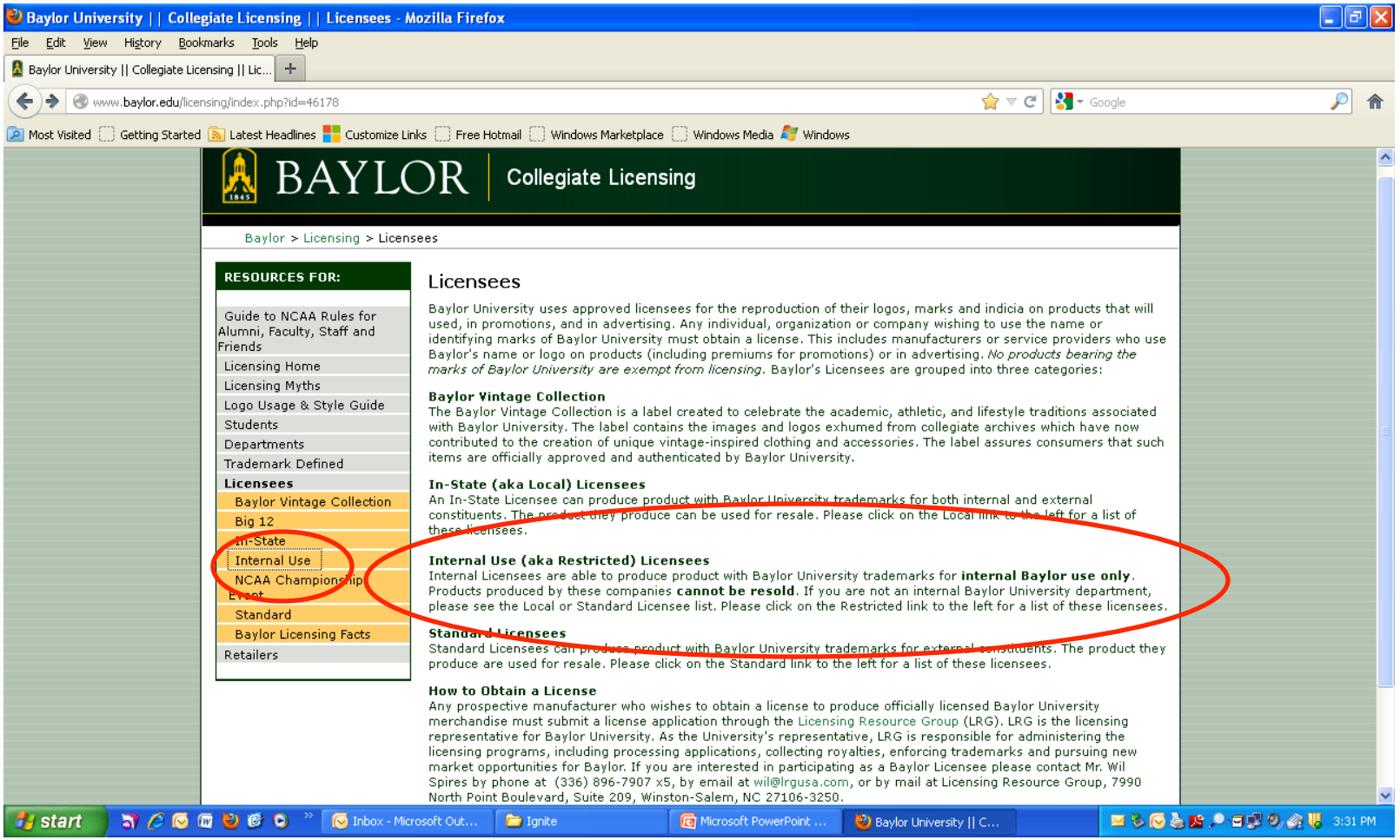


Approved Licensees

What is a trademark?

A trademark is a word, slogan, design, picture, or other symbol used to identify and distinguish goods and services.

What are copyrights?

Copyrights are the legal rights granted to an author, composer, or creator to exclusively publish, produce, sell, and distribute his work.

Copyright protects things like song lyrics, famous quotations, illustrations, and photographs.

What is infringement?

Any use of a mark that causes confusion of the source, affiliation, connection or sponsorship of a good or service.

Any use which might tarnish or blur the distinctiveness of the mark.

Any use that lessens the capacity of the mark to identify and distinguish goods or services.

Any use of copyrighted material or trademarks without permission.

Why should you care?

T-shirts, T-shirts, T-shirts!

Why should you care?

Infringement will cost your group.

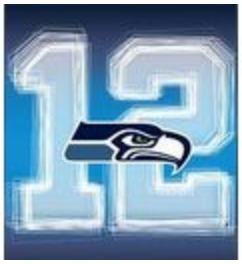
- Baylor consequences.
- Financial consequences.
- Reputational consequences.

Scary Example

The Smack Down

Whose 12th Man Is It?

Confusion?



Confusion Clarified

Dear Supporter,

The new 09/10 Chelsea Home Jersey is available NOW at the Official Chelsea Megastore USA.

Order your new 09/10 Chelsea Home Jersey online at the Official Chelsea Online Megastore USA and be entered into the draw to WIN the chance to be Chelsea's 12th Man* at an upcoming World Football Challenge USA Match.

The Team Behind The Team

Chelsea Football Club

*12th Man is held in copyright by Texas A&M University

Baylor Examples

Bad Idea

Kappa Sigma®
ALPHA-BETA • MERCER U.
2007-2008

patagonia®
VENTURA • CALIFORNIA
WWW.PATAGONIA.COM

Good Idea

W PROMOTIONS
WPROMOTIONS.NET (254) 753-3411
NYC
CBS
SCREEN PRINTING • EMBROIDERY • PROMOTIONAL PRODUCTS • BUSINESS FORMS
DIGITAL SIGNS & BANNERS • VEHICLE WRAPS • TACTICAL GEAR • GRAPHIC DESIGN
* Placement of design on shirt templates are approximate placements only & are NOT to scale
Option A
Imprint size: 1.75"W x 3"H
ΣAE
ΦA
RUSH
Option B
Imprint size: 2.25"W x 3"H
ΣAE RUSH
Option C
Imprint size: 2"W x 3"H
ΣAE RUSH
14861
SAE Spring Rush
Imprint color: White, Golden Yellow
Item colors: Purple
Location: Front ON Pocket
Option D
Imprint size: 11"W x 7.6"H
Baylor University
SIGMA ALPHA EPSILON
fraternity for the southern gentleman
14861
SAE Spring Rush
Imprint color: White, Golden Yellow
Item colors: Purple
Location: Full Back
Imprint size: 11"W x 7.6"H
Option E
Imprint size: 11"W x 8.5"H
SIGMA ALPHA EPSILON
fraternity for the southern gentleman
BAYLOR UNIVERSITY

Good Idea

Alterations – How Much Is Enough?

Things To Remember

Original artwork is always best

Obtain **permission** if you use existing work

Prepare for the **consequences** if you do neither

Golden Rule of Intellectual Property

Take not from others to such an extent and in such a manner that you would be resentful if they so took from you.