

STUDENT ORGANIZATION T-SHIRT AND OTHER PRODUCTS REQUEST FOR APPROVAL AND LICENSING POLICY



Student organizations desiring to sell or distribute t-shirts or other products on campus must obtain written approval through the Department of Student Activities. Additional approvals may be required as outlined below. Designs and messages on all products must be in good taste; student organizations may not sell or distribute any product that would embarrass the University in view of her constituencies or conflict with the private aims of the University as a Christian institution of higher learning. Permission to sell products may be given to student organizations that adhere to the following policy and complete the request form.

- A. Licensing approval for the use of registered Baylor marks on any product for sale or distribution by student organizations will be subject to the following restrictions and requirements:
 1. Written approval must be obtained through the Department of Student Activities prior to submission to the Coordinator for Campus Services and Collegiate Licensing.
 2. Written approval must be obtained from the Office of Collegiate Licensing prior to the production of any product using registered Baylor marks.
 3. Any screenprinting or embroidery work on the product must be produced or purchased from company licensed with Baylor University. A list of licensed screenprinters and embroiderers is available from the Office of Collegiate Licensing.
 4. The product must have the name (or letters) of the student organization prominently displayed on the product.
 5. Distribution of the product is generally restricted to sell only to their members and dates for a particular function. Based on the event and the campus-wide impact, exceptions can be made for the sponsors of events such as Homecoming, Parents Weekend, Diadeloso, Bear Downs, Christmas Tree Lighting, and all-University dances and tournaments.
 6. Use of Baylor marks on the products must be confined to the standard registered marks. Such marks can be incorporated into a custom design on the product with appropriate approval from the Office of Collegiate Licensing.
 7. Design requirements must be met on all areas of the product. For example, printing on the inside of a shirt for reversible wearing must meet all requirements.
 8. No reference can be made, either directly or indirectly, to any individual athlete, athletic squad, athletic team, or athletic event that the University participates in as a competitive representative of the Big 12 Athletic Conference under NCAA rules and regulations.
 9. Effective February 17, 1999, all products produced for student organizations containing or including any registered Baylor marks to be worn by the members and their dates for a specific function will not be subject to any royalty. All products containing or including any registered Baylor marks produced for **resale to the general public** by student organizations will be subject to a 3.75% royalty of the gross sales price of the licensed product sold by the licensee to the student organization. The appropriate royalty will be collected from the Baylor licensee by the Office of Collegiate Licensing on a quarterly basis.
 10. Compliance with Baylor University Guidelines for Product/Art Approval will apply to all student organizations.
- B. Designs containing non-Baylor trademarks and phrases (Coke, "Just Do It," cartoon characters, etc.) must have written permission from the copyright owner before the design will be approved.
- C. Products sold by residence life groups must also have the written approval of the appropriate Hall Director and Campus Living and Learning prior to being submitted to Student Activities for processing.
- D. Violators of the established policy will be subject to the following sanctions:
 1. For unapproved, but approvable, product designs, a 10% fine on the cost of the product will be imposed. For example, if an organization prints 100 shirts at \$6.00 each, the fine would be \$60 (assuming the design would have been approved if submitted). Distribution of the product shall be stopped until the design is approved and the fine is paid. All fines will be deposited into the A.A. Hyden Endowed Scholarship Fund.
 2. For unapproved and unapprovable product designs, the organization will not be able to sell or distribute the product and must pay a 10% fine on the cost of the product. All fines will be deposited into the A.A. Hyden Endowed Scholarship Fund. In addition, one or more of the following sanctions may be imposed:
 - a. If the product can be corrected (overprinted), the group may be allowed to distribute the product once a 10% fine is paid.
 - b. For design problems that cannot be corrected, the product will be collected and destroyed.
 - c. Additional fines and/or ban on future t-shirts and other products will be imposed.



**STUDENT ORGANIZATION T-SHIRT AND OTHER PRODUCTS
REQUEST FOR APPROVAL AND LICENSING**



A. ORGANIZATION INFORMATION

Name of organization _____

Organization contact _____ Phone _____

Local mailing address _____
City, State, Zip _____

Organization advisor approval/signature _____

Date _____

Note to Advisors: Please do **not approve t-shirt designs if the corresponding event has not been submitted for approval via the Online Event Registration.*

B. PRODUCTION INFORMATION

Type of product _____

Unit cost _____ Number to be produced _____

Screenprinter/Manufacturer _____ Phone _____

Address _____ Contact _____

Distribution plan and dates _____

NOTES:

1. Two examples of the artwork and product design must be attached to this form.
2. Screenprinters/embroiderers/manufacturers reproducing REGISTERED BAYLOR MARKS must be licensed with Baylor University through the Coordinator for Campus Services and Collegiate Licensing.
3. Requests for publicity approvals and use of facilities must be made separately from this application.

APPROVALS

☐ **CAMPUS LIVING AND LEARNING (Residence Hall Groups Only)**

APPROVAL: RECOMMENDED/DENIED BY: _____
Date _____

Comments: _____

☐ **DEPARTMENT OF STUDENT ACTIVITIES (All Requests)**

APPROVAL: APPROVED/RECOMMENDED/DENIED BY: _____
Date _____

Comments: _____

☐ **COORDINATOR FOR CAMPUS SERVICES AND COLLEGIATE LICENSING (Baylor Licensing Requests Only)**

APPROVAL: APPROVED/DENIED BY: _____
Date _____

Comments: _____

