

## Fairmont State University Trade Mark Usage Request

Please review the following guidelines on the use of the Fairmont State University family of logos and trademarks. If you wish to use the Fairmont State University marks or logos, you may print and mail a completed form or a letter containing the requested information to the following address:

Fairmont State University  
Office of Web and Graphic Communications  
1201 Locust Avenue  
Fairmont, West Virginia 26554-2470  
Web & Graphic Communication Fax: 304-367-4248  
1-800-641-5678  
www.fairmontstate.edu

Please explain or provide examples of how the marks or logos will be used. By requesting permission to use the Fairmont State University family of logos and trademarks, you agree to the following terms or conditions of use:

### **I. Use of Fairmont State University Family of Logos and Trademarks**

The Fairmont State University logo is a legally protected service mark and trademark.

As owner of the Fairmont State University family of logos and trademarks, Fairmont State University has the legal responsibility to protect its trademark, including all of its various forms and uses.

To maintain the credibility and integrity of the Fairmont State University logo as a trademark or service mark, Fairmont State University must protect it from any intentional or misguided use. These guidelines do not give presumptive approval for the use of the Fairmont State University marks or logos. Individual written, prior approval for use must be obtained by application to Fairmont State University.

### **II. Conditions for Using The Fairmont State University Family of Logos and Trademarks**

The following standards explain and govern the use of the Fairmont State University family of logos and trademarks:

1. Permission to use Fairmont State University marks or logos is granted only to the person signing the application.
2. Use of the family of logos and trademarks by the outside party must satisfy some interest of Fairmont State University.
3. The marks or logos may not be used in any way or manner that implies the endorsement of any person, product, program or service.
4. No one may manufacture for sale unless licensed a product containing or featuring any of the family of logos and trademarks.
5. Use of the family of logos and trademarks without approval or in an inappropriate manner may result in legal action. Upon notice from Fairmont State University, the licensee agrees to discontinue use of the family of logos and trademarks.

### **III. Obtaining Permission to Use the Fairmont State University Family of Logos and Trademarks**

Anyone who receives written permission to use the Fairmont State University family of logos and trademarks incurs an obligation and fiduciary duty to maintain the integrity and consistency of the family of logos and trademarks. Use of the Fairmont State University family of logos and trademarks without approval or in an inappropriate manner may result in legal action.

### **IV. Application for Use of Fairmont State University Family of Logos and Trademarks**

Please fill out the form below and mail it to:

Fairmont State University  
Office of Web and Graphic Communications  
1201 Locust Avenue  
Fairmont, West Virginia 26554-2470

## Application for Use of Fairmont State University Family of Logos and Trademarks

Please provide the following contact information:

First Name: \_\_\_\_\_

Last Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

Address (cont.) \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip/Postal Code (99999 or 99999-9999): \_\_\_\_\_

Work Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Type of Organization:

Non-Profit: \_\_\_\_\_

For Profit Corporation or Other Entity: \_\_\_\_\_

Individual: \_\_\_\_\_

Please explain your request to use the Fairmont State University logo, mark or banner, including the type of item and quantity (if appropriate) to be produced: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Purpose of proposed use of the Fairmont State University logo, mark or banner:

\_\_\_\_\_  
\_\_\_\_\_

Date(s) of proposed use/event (or "ongoing"): \_\_\_\_\_

Note: Fairmont State University reserves the right to rescind any prior approval of a use if the user is not complying with these guidelines and any conditions for use set forth in the approval letter. By applying for permission to use the Fairmont State University marks, logos or banners, the user acknowledges that right, and agrees to hold Fairmont State University harmless from any liability/damage in exercise of that right in using the Fairmont State University family of logos and trademarks.