



Commercial Trademark Policy

This document recognizes that the Administration of Bishop's University is legally entitled to the exclusive use of the trademarks pertaining to the name and symbols related to Bishop's University. This entitlement has been conferred by the Government of Canada, Trade Marks Act Chapter T-10, paragraph 9(n) ii.

The following outlines a policy which, in turn, entrusts the use of these trademarks exclusively with the management of the University Bookstore and the Print Shop, in consultation with the Director of University Advancement and the Vice-Principal, Finance and Administration.

1. Protected trademarks include any mark consisting of, resembling or suggesting identity with, Bishop's University, its coat of arms, crest, badge, the name "Gaiters", Bishop's, "BU", or any other mark, logo or letters or combination of these which suggest a trademark connection with the University. This protection is recognized irrespective of the print font, color or modifications of the logo/name utilized.
2. Only individuals or groups affiliated with either the University or the Students' Representative Council may, with written permission from the management of the University Bookstore or Print Shop, through the process outlined in Annex 1, utilize the University trademarks. No other person or group may, for personal or corporate profit or on a break-even/loss basis, use any trademark associated with Bishop's University. Nor may the trademarks be used in any way which may be detrimental to the image and goals of the University. Offenders will be subject to prosecution.
3. Officially affiliated groups, when ordering any merchandise bearing a University trademark, must first approach the University Bookstore or Print Shop to solicit a competitive bid, as outlined in Annex 1.
4. The management of the University Bookstore or Print Shop will accord a preferential and competitive pricing structure for officially affiliated groups on a cost plus basis. The actual margins will be determined by volume. Any such transactions will include, at no additional cost, the intrinsic value of the University trademark (20% of cost).
5. Should the University Bookstore or Print Shop either decline to quote on an order or fail to compete with a quotation from an outside supplier, a royalty fee will be calculated as outlined in Annex 1, based on the total production cost of the merchandise (tax included), to be payable to Bishop's University. Any such agreements must be agreed upon in advance and follow the procedures outline in Annex 1.

6. The final responsibility for arbitrating any disputes or exemptions which may arise from the application of this policy shall reside with the Office of the Vice-Principal, Administration and Finance. All questions regarding adherence to the brand and visual identity guidelines of the University must be addressed to the Director of University Advancement.
7. Annex 1 provides a detailed explanation of the procedures in place to ensure compliance and adherence to this trademark policy.

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