

## Enforcement

UNIVERSITY licenses its trademarks, monitors their use and takes appropriate legal action with respect to infringements of its trademarks because failure to challenge infringements can result in the loss of rights in the trademarks.

A single improper use of a trademark does not invalidate it, but repeated improper use or a pattern of inattention to proper usage can be most damaging. UNIVERSITY takes the protection of our name and trademarks very seriously. Along with Strategic Marketing Affiliates, UNIVERSITY will use every means within the law to vigorously pursue any infringement of our trademark rights.

To determine whether a product is licensed, look for the licensed product label (represented below). All licensed manufacturers of UNIVERSITY products are required to display this label on the product or on the packaging.

Any suspected misuse or unlicensed use of the University's name or trademarks should be reported immediately to the licensing department.

Every time you buy an official licensed UNIVERSITY product, the manufacturer returns a portion of that money to the University. This "Officially Licensed Collegiate Products" label is your assurance that the merchandise you purchase is "Official" and has been approved by UNIVERSITY. Before you buy, look for the label.

