



# Auburn University Student Organizations

Reference guide for the use of  
Auburn University's name, logos  
and other trademarks

For the most up-to-date information on Student Organization policies for using Auburn University's name, logos and other trademarks, visit:

**[www.auburn.edu/  
trademarks](http://www.auburn.edu/trademarks)**

Select **Student Organizations** from the top orange bar to find policies related to student organizations' use of marks. For a list of Auburn's licensed manufacturers, select an **Apparel Licensee List** or **Gift & Novelty Licensee List** from the left side of the page. The complete list of almost 600 licensees may be a bit overwhelming, so if you're looking for a particular product, call or email and we will be happy to assist.

## Things to Keep in Mind

### When designing your club logos, t-shirts & other products:

- 1) Create unique/original club designs that do not incorporate Auburn's logos into your own
- 2) Avoid use of trademarks, designs or photos that belong to someone else WITHOUT written permission from the intellectual property owner
- 3) Use only AU licensed screenprinters/manufacturers
- 4) Student organization product will be royalty-free UNLESS it competes with retail or will be used for fundraising (see website for more detail)

## Questions?

Don't be shy! If you need any guidance or have a question of any kind, contact Jason Harbison in the Office of Trademark Management & Licensing at [harbigr@auburn.edu](mailto:harbigr@auburn.edu) or 844-5180. E-mail is our preferred method of communication.