

**Trademark and Merchandise Selling Policy for Student Organizations  
Office for Strategic Communications  
De La Salle University**

**Trademark Policy**

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As defined in Section

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## **POLICIES**

### **PROPER USE OF NAMES**

Under the Securities and Exchange Commission, the University is listed as De La Salle University, Inc. While this is the official name, the institution associates itself with the name De La Salle University, De La Salle University-Manila, DLSU, and DLSU-Manila. However, due to its corporate name, the institution can refer to itself as DLSU only.

### **ASSOCIATION TO PERSONS AND GROUPS IN AND OUT OF THE UNIVERSITY**

As a general rule, any person or group associated with the University may not use any of the trademarks for commercial purposes and for media appearances without clearance or authorization from the Office for Strategic Communications.

For internal purposes, organizations or departments within the campus may associate their names and activities with the University provided that they ar(ap-151 (i) 2ud ).25e1Tf 2 (f) anythe



## **PROHIBITED USES**

The name or logo of the University cannot be attached to or affixed on the following items:

- Alcoholic beverages including but not limited to distilled alcohol liquors, wines, and malt liquors
- Cigars, cigarettes, and any kind or form of tobacco products
- Dangerous or hazardous products including but not limited to firearms, explosives, dangerous weapons, and fuel
- Obscene or disparaging products including but not limited to nude photographs, caricature, poster art or designs that would tend to mar the reputation or degrade the goodwill of the University as represented by the trademarks
- Sexually suggestive products including but not limited to inappropriate slogans imprinted on clothing and the configuration of certain novelty items
- Health or health-related products
- All staple foods, meats, and any natural agricultural or fishery products
- Products that insinuate violence
- All types of business names and logos
- Partisan political paraphernalia or political activities, parties, candidates, or office
- Service except when approved by STRATCOM in accordance with special requirements applicable to services.
- Other analogous cases

## **ASSESSMENT OF STUDENT ORGANIZATION DONATION**

Student organizations given approval to produce items bearing the name, logo, or symbols of the University should donate to the University a token amount for the use of DLSU trademarks. Donations will be deposited in a fund for educational purposes only. Student organizations should also submit a report of sales performance to the Office of Student LIFE and Office for Strategic Communications.

Clearances:

Prior to production of merchandise, the following clearances are necessary:

- Clearance to produce item
- Clearance on design, item, and material/s to be used
- Clearance on the duration of the activity
- Clearances should be secured from the Office of Student LIFE and Office for Strategic Communications

2. All products and designs of the student organization shall abide by the provisions stated in the DLSU Institutional Identity Manual (<http://www.dlsu.edu.ph/inside/lasalliana/standards.asp>) and directions of STRATCOM.

If the student organization decides to use the names of DLSU Athletes, it must seek the approval of the Office of Sports Development as well as of