

## Logos and marks

Examples of official James Madison University registered trademark logos and marks include: the primary logo, block JMU, logo without block, James Madison University wordmark, Being the Change® theme mark and a James Madison University secondary mark.



**JAMES MADISON  
UNIVERSITY®**



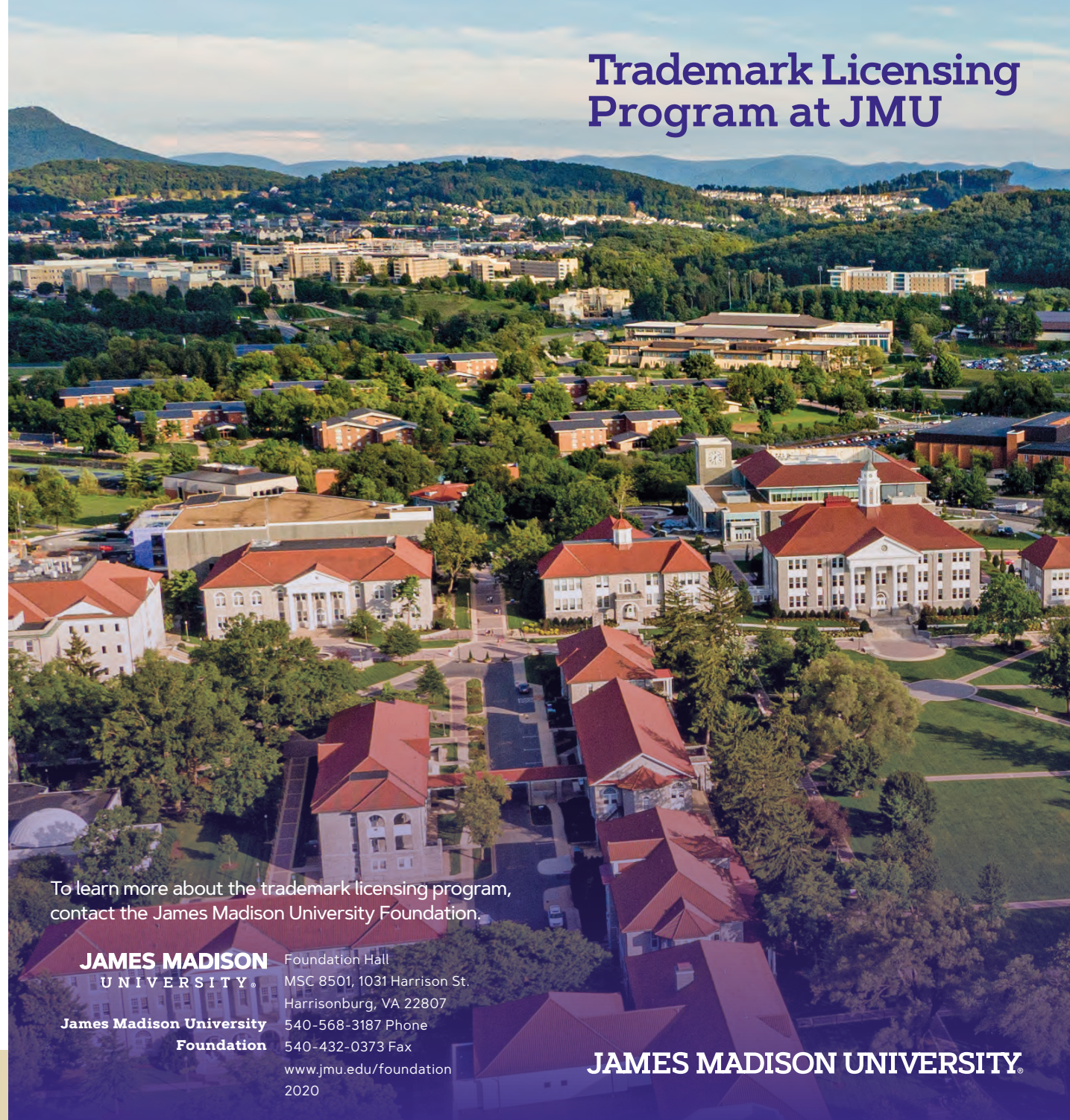
**JAMES MADISON  
UNIVERSITY®**

**JAMES MADISON UNIVERSITY.**

**BEING THE  
CHANGE®**



**Foundation**



## Trademark Licensing Program at JMU

To learn more about the trademark licensing program, contact the James Madison University Foundation.

**JAMES MADISON  
UNIVERSITY®**  
James Madison University  
Foundation  
Foundation Hall  
MSC 8501, 1031 Harrison St.  
Harrisonburg, VA 22807  
540-568-3187 Phone  
540-432-0373 Fax  
[www.jmu.edu/foundation](http://www.jmu.edu/foundation)  
2020

**JAMES MADISON UNIVERSITY®**

## James Madison University trademark licensing program

**J**ames Madison University enjoys a rich heritage and prestige as an outstanding institute of higher education, research, public service and athletics. Since its founding in 1908, JMU has developed and enriched the quality of life for the citizens of the Commonwealth of Virginia. The university is dedicated to excellence in all of its programs and is the school of choice for students throughout the United States and around the world.

The traditions and spirit shared by James Madison's students, alumni and supporters have created a demand for products that display the logos and marks that are associated with the university. In response to this demand, and strongly believing in the need to positively promote while protecting its trademark rights, the James Madison University Foundation has created a trademark licensing program. Through this program, the university protects and enhances its reputation by assuring that its trademarks appear only on quality products with minimal liabilities to both the university and purchasers of these products.

### Why have a licensing program?

Trademark licensing creates a cooperative and positive working relationship between the university, the manufacturers of approved and authorized products, and the retailers of these products. This assures that all merchandise bearing JMU trademarks promotes and protects the image of the university as well as fulfills the needs of consumers wanting goods bearing JMU logos and marks. See [www.jmu.edu/spirit](http://www.jmu.edu/spirit) for licensing information.

### What qualifies as a trademark?

Any mark, logo, symbol, nickname, letter(s), word or derivative that can be associated with James Madison University and can be distinguished from those of other institutions or entities qualifies as a trademark.

### What products can be licensed?

The James Madison University Foundation will consider most products. However, no product will be licensed without the approval of the JMU Foundation. By assuring that products are of high quality and good taste, misrepresentation of James Madison University and its reputation as an outstanding university is prevented. The scrutiny of products also assures that the liabilities associated with products are minimized by not approving dangerous and hazardous items.

### Who needs a license?

Any manufacturer of products bearing James Madison University marks must have a license before offering those goods for sale.

### How can you obtain a license?

Any prospective manufacturer who wants to obtain a license to officially produce James Madison University merchandise must submit a license application. Applications can be obtained by contacting CLC.

### What is CLC?

CLC is the licensing representative for the James Madison University Foundation. As the foundation's representative, CLC is responsible for administering the licensing programs, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities on behalf of the university.



### More than a label

All officially licensed JMU products bear the "Officially Licensed Collegiate Products" label. This label signifies excellence and quality in the marketplace. It also represents the James Madison University Foundation's partnership with CLC, and a commitment to remain a leader in the collegiate licensing industry.



### What are examples of James Madison University trademarks?

James Madison University trademarks are any graphic representation relating to official university verbiage or artwork that displays a registered trademark ® symbol or a trademark ™ symbol. Any design that could cause confusion as to the reference of trademark in the minds of the public is an infringement on the university's trademark rights.

### Verbiage

Examples of verbiage are James Madison University®, JMU®, Dukes™, JMU Dukes™, James Madison Dukes™, JMaddy™, Madison™, Being the Change®, Duke Club™, Marching Royal Dukes™ and Proud and True™.

### Ink colors

The official university ink colors are Pantone Matching System 2685 purple, 4515 gold and CG5 gray (blue-stone). The four-color process ink (CMYK) formulas are C:92 M:98 Y:0 K:0 for purple, C:0 M:9 Y:50 K:24 for gold and C:30 M:25 Y:25 K:0 for bluestone.

