October 16, 2012

Purchasing items containing the Shippensburg University Marks and Names

Shippensburg University of Pennsylvania Marks and Names

- Official University Seal®
- University Logo®
- Shippensburg University of Pennsylvania®
- Shippensburg University®
- SHIP™
- SHIP Happens™
- SHIP Is It™
- Athletic Logos®
- Raiders™
- Red Raiders™ (Limited use by athletics only)
- Lady Raiders™ (Limited use by athletics only)
- Big Red™ (Inactive, a trademark search would have to be done if this were requested for use)
- Any additional designs, symbols, logos, art, word or words associated with or referring to Shippensburg University of Pennsylvania as approved by the university.

Please be advised that the University indicia (name and marks) are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau. As such, they are exclusive property of Shippensburg University. Any commercial use of these marks is restricted to official licensees only. If you desire to purchase any item containing the University indicia (name and marks), you need to use a licensed vendor.

For a listing of vendors licensed with Shippensburg University, please visit http://www.ship.edu/Marketing/Internal_Logo_Usage___Guidelines/. If you cannot find the

vendor you wish to use on the list, please contact the University Licensing Program office at 717-477-1201 or licensing@ship.edu. Please be prepared to answer the following questions:

1. Have you used this vendor on any previous orders?
2. Do you plan to use this vendor in the future?
3. Vendor's contact information to include the vendor's name, address, phone number, contact person name, and their e-mail.

The process for purchasing items bearing the University indicia is as follows:

1. Determine what item(s) you would like to purchase bearing the university indicia. Select a vendor from the licensed vendor listing at http://www.ship.edu/Marketing/Internal_Logo_Usage___Guidelines/ and obtain a price quote from licensed vendor(s).
2. Enter a Purchase Requisition (PR) into SAP for the item and fax quote to Purchasing extension 1350.
3. The vendor will provide a mockup of the order to the Purchasing Office.
4. Upon receipt of the mockup, the Purchasing Office will forward it to the ordering department for approval.
5. The ordering department must forward approval back to the Purchasing Office.
6. The Purchasing Office will notify the vendor of departmental approval.
7. Prior to fulfilling the order, the vendor shall send the Licensing Director a final art proof for approval.

Special Notes:

- Regardless of the funding source used (SUSSI, SU Foundation, etc.) **ALL** items ordered utilizing the University indicia (name and marks) must have the final artwork approved by the University Licensing Director (The vendor submits a final art proof showing how they will be using the University Name and/or logo/marks to the University Licensing Director prior to fulfilling the order). Approvals are for each specific order. All re-orders or orders using parts of previously approved art MUST be approved.
- Purchasing items bearing the University Name, Logo, or Seal using a PCard is **prohibited** (prepare a Purchase Requisition).