



Communications & Marketing

May 1, 2020

To whom it may concern,

To monitor and control the use of its trade names and trademarks, SUNY Geneseo has long-held policies to govern the purchase of products using campus trademarks and logos. The College holds a contract with CLC Learfield/IMG College to monitor the use of names and marks of SUNY Geneseo for retail, promotional, and internal use on a variety of products and service-related items. The licensing program includes examination of both the product and design to be imprinted, ensuring Geneseo's campus trademarks, service marks and trade names are used appropriately and appear in association with quality production, promotions, and printed matter by campus and external users.

In order to allow College departments and offices to purchase items used for internal purposes, official college purposes, promotion, giveaway, or resale at cost to organization members, the College has the ability to issue a Single-Order Trademark License (SOTL). For these particular orders, the vendor contracted to produce the imprinted materials does not need to be formally licensed with CLC, nor do any fees or royalties need to be remitted.

Due to restrictions put in place in response to the Coronavirus situation, SUNY Geneseo's 2020 Commencement has been postponed until 2021. While the College will continue to actively protect its campus trademarks, we are aware of the impact on our upcoming graduates and hope in some way to help our students and their families celebrate and recognize their accomplishments near the original intended Commencement ceremony in May 2020.

Therefore the College is releasing artwork (two versions) for the production of an 18" x 24" lawn sign to members and/or families of the Class of 2020. This letter is to be presented by those ordering a sign to the vendor as expressed permission from the College to produce the artwork via a Single Order Trademark License. This SOTL grants you, the supplier for this order, permission to use either of the two versions to imprint a sign or banner for this particular order only; no permission is granted or implied for you to use the artwork, or any parts of the artwork, for any other order, present or future. The SOTL does not grant the vendor authority to advertise or promote the products to other potential customers or use the artwork for promotional purposes. Orders can only be fulfilled through direct inquiries from families of SUNY Geneseo graduates of the Class of 2020. This SOTL will expire on May 31, 2020.