

# North Dakota State University

## Policy Manual

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### SECTION 700.1 USE OF UNIVERSITY NAME

SOURCE: NDSU President

1. The University claims a property interest and trademark rights in its name, "North Dakota State University of Agriculture and Applied Science," and the derivatives "North Dakota State University," "North Dakota State," and "NDSU" (collectively "NDSU"). No one, including sponsors of research, may use the University's name in any business or in connection with the sale or advertisement of goods or services unless by proper authority of the President of the University or the President's designee. (For restrictions on the use of the University's name in consulting activities, see NDSU Policy 152.)
2. Student Organizations. Student organizations officially registered by the University may not use "NDSU" as part of the student organization name except as follows:
  - 1) The organization is a duly registered student organization and is in good standing with the Student Government Commission for Student Organizations, and
  - 2) When "NDSU" is used on letterhead, web pages, contracts or advertisements, the following statement must also be used: "An independent student organization."
- 2.2 This subsection does not apply to Student Government.
3. Employee Organizations.
  - 3.1 Employee organizations, comprised entirely of employees of NDSU but not officially a part of the University, may indicate that the organization is "at NDSU," "located at NDSU," or may indicate that the organization, if part of a national organization, is a local chapter or affiliate, such as "XYZ, NDSU Chapter." If "NDSU" is used as a part of the organization's name on letterhead, web pages, contracts or advertisements, then the organization must attach the following statement: "An independent employee organization".
  - 3.2 Employee organizations must meet the following requirements before using the name "NDSU":
    - 1) Have a purpose compatible with the mission and goals of the University; and
    - 2) Agree to be bound by the University Equal Opportunity Policy; and
    - 3) Receive written permission for the President of North Dakota State University to use the name.
  - 3.3 This subsection does not apply to Faculty Senate or Staff Senate.
4. Use of NDSU or other NDSU marks (e.g., logos) by an organization in connection with the sale of clothing or other merchandise doesn't require the independent organization statement as provided

above, but organizations must receive approval under the NDSU Licensing Program.

5. By allowing use of its name pursuant to this policy, NDSU assumes no responsibility or liability for the contracts, acts or omissions of such organizations.

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HISTORY:

New	December 1995
Amended	February 2000
Amended	April 2003
Housekeeping	February 14, 2011