



UNIVERSITY OF HAWAII

David McClain
President

September 19, 2006

EXECUTIVE MEMORANDUM NO. 06-06

TO: Vice Presidents
Chancellors
Senior Management Team
Executive Administrator and Secretary of the Board of Regents

FROM: David McClain
President 

SUBJECT: Promulgation of Executive Policy E8.205 Indicia and Licensing Policy

For your information and appropriate distribution, enclosed is the revised Executive Policy E8.205, Indicia and Licensing Policy, which provides for the systematic control and use of the University-owned indicia, such as logos, seals, symbols, marks, verbiage and other trademarks identified with the University of Hawai'i.

It provides guidance by establishing Systemwide controls for the use of the University-owned indicia, and permits manufacturers and related commercial entities the use of such indicia on or in products by: protecting the University's ownership of its indicia; protecting the University's name and image through the review of all products and promotions incorporating the University's indicia; ensuring that the University is reasonably compensated through royalties when its indicia are used and promulgating clear and practicable procedures and forms for the issuance, monitoring and enforcement of licenses.

Enclosure