**Trademark Guide**

Initiating Department:

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone #

RIT Address:

Department Account Number \_\_\_\_\_.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.75550.\_\_\_\_\_\_.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.00000

Dean/Division Head Approval:

 (Signature) *required*

**Your Proposed Mark**

1. **What is your proposed new mark?** For a mark, please include a high-res digital image or .jpeg no smaller than 250 pixels in any direction. Please provide in black-and-white as well as color.
2. **Who created the mark?**
3. **Do you know any other institutions of higher education that use a similar mark?** (if yes, please provide information on that)
4. **Describe the purpose of the mark.**

**Your Program and Use of Your Proposed Mark**

1. **What is the principal activity of the Program completing this form?** What does your program or division to here at RIT.
2. **Is this mark mainly related to Intellectual Property or the Transfer Office?**
3. **How do you intend to use the mark?**
	1. Please describe all current and currently planned uses of the mark.
	2. Please specify (1) whether the mark is used (planned to be used) for internal purposes only, (2) how long you expect to use the mark.
	3. Your description should also identify the type of any product or merchandise – e.g., “t-shirts,” “toys,” “beverageware,” “software program for [include (1) the purpose and (2) function of the program, and indicate whether the program is downloadable or non-downloadable]” – and the nature of any service, described in plain terms – e.g., “community events in the nature of [describe the type or the purpose of the events – e.g., outreach, education],” “athletic competitions and exhibitions,” “scientific research in field of [describe all applicable fields],” “educational services, including [describe (1) the type – i.e., college courses, post-graduate courses, classes, conferences, meetings, training programs, workshops – of the Program, and (2) the applicable field(s) – i.e., arts, business, technology]”
	4. Please include as much detail as possible and as you believe to be relevant about your current and any potential new products or services.
4. **If the Program is already using the mark, prior to trademarking it, please attach examples of use.**
	1. Please include at least 3 to 5 examples of how you are using or expect to use the mark.
	2. All examples of use must clearly show the mark being used to identify the Program’s product(s) or service(s).
	3. If the mark you described in Part I includes any design elements (a logo), it must be an exact match of the mark appearing on your example(s) of use.

**Costs**

Your Program is responsible for all costs of trademark, clearance, registration and registration maintenance. The fees will be outlined once the application for a trademark is approved.

If you have any questions on these fees, please ask.