**Guidelines in Using the USJ-R Trademarks**

USJ-R trademarks (logo, trade name, and slogan) are valuable assets of the school. Hence, guidelines must be in place to help us protect our valuable trademark rights and strengthen our academic and brand identities. By using USJ-R trademark, in whole or in part, one is acknowledging that USJ-R is the sole owner of the trademark and promising that he/she will not interfere with USJ-R’s rights in the trademark, including challenging USJ-R’s use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world or at least in the Philippines, and that one will not harm, misuse, or bring into disrepute any USJ-R trademark. The goodwill derived from using any part of a USJ-R trademark exclusively inures to the benefit of and belongs to USJ-R. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any question regarding these guidelines, please visit the Property Administrator’s Office. (adapted from: <https://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html>).

**The use of USJ-R Trademarks shall require written approval from the Office of the Property Administrator, if the mark is:**

1. used in merchandise items, such as but not limited to: t-shirts, jerseys, jackets, hoodies, pants, shorts, shoes, bags, headbands, arm sleeves, stickers, key chains, button pins, and the like that bear in whole or in part of any of the USJ-R trademarks;
2. used in conferences, seminars, trainings, and other events not organized by USJ-R; and
3. used in social media or internet sites, letterhead, stationery and other printed materials.

*Only USJ-R Bookstore of Basak, Main, and Balamban are authorized to sell merchandise and other accessories with printed USJ-R Trademarks.*

**Usage of the USJ-R Trademarks**

**The following uses of USJ-R Trademarks shall not require a written approval from the Property Administrator’s Office:**

1. Printed reports by students, faculty and staff of USJ-R
2. Presentations within the campus
3. Presentations (research, seminar, conference, and the like) outside the campus provided the student, faculty or staff using the trademark is representing the University of San Jose-Recoletos
4. Official printed public of the University of San Jose-Recoletos
5. Printing of USJ-R trademark in tarpaulins for institutional activities
6. Official communication from any department or office of the University
7. Cultural, alumni, and sporting events attended by official school representatives such as: Jaguars Athletes, ADRAC, Josenian Choir, and LYRE; provided it is the school who supplies the merchandise of these official representatives. Otherwise, a request letter shall be required from the user.

**Procedures in Using the USJ-R Trademark**

1. The user must write a letter addressed to the Property Administrator’s Office. The letter must contain the following:
2. purpose of using the mark (e.g. t-shirt printing, tarpaulin, and others);
3. event where the mark shall be used;
4. design of the mark;
5. selling price of the merchandise with the trademark (if mark is used in article or commercialized);
6. target market; and
7. number of products to be produced that will bear the trademark
8. A permission granted to use the mark is for the sole purpose as indicated in the letter only. It shall not be construed as a grant or permit to use the mark for any succeeding activities other than the one which is expressly written and approved.
9. The user should NOT do any of the following:

* Combine trademark, name or logo with any name, mark, logo or any generic term;
* Incorporate the trademark, name or logo with any name, mark or logo;
* Change the color of trademark, name or logo;
* Photoshop or otherwise modify;
* Use old versions of the trademark, name or logo;
* Add words directly around the logo;
* Overlap the logo with shapes or photos;
* Associate the marks with any vulgar, inappropriate, obscene, indecent, or unlawful material; and
* Use a different shade of the colors or font of the trademark, name or logo.

1. The user shall abide by the rules and procedures established by the Property Administrator of the use of the trademark, name or logo. Any violation or deviation thereof shall cause the automatic revocation of the permit.
2. Failure to apply for a permit to use the trademark, name or logo shall subject the corresponding user to administrative sanctions.

*Notwithstanding any administrative sanctions, any person, whether natural or juridical, who shall use the trademark, without the express consent of the Office of the Property Administrator shall be guilty of Trademark Infringement as provided in Section 155 of Republic Act 9293 and shall be liable to actions and damages started in Section 156 of the same law.*