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2.100 General (Board Governance)

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October 2011

2.109 Protection of University Names and Symbols

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Type of Policy <input checked="" type="checkbox"/> University <input type="checkbox"/> <i>Campus</i> <input type="checkbox"/> <i>Department/Unit</i> <input type="checkbox"/> <i>Interim</i>		Protection of University Names and Symbols Policy 2.109	
Board Governance Policies		Effective date: June 6, 1998	
Policy History:	Approved by:	Resolution #	Date
	Board of Governors	6.6.98:17	June 6, 1998
Revised (Non-substantive)	N/A	N/A	April 26, 2017
Responsible Office	Responsible Administrator:	Contact information	Applies to:
Office of the University Chancellor	Chancellor	937-769-1351	University and all Campuses

I. Introduction and Purpose

One of the University's most valuable assets is the goodwill and reputation enjoyed nationally by the University, its campuses and related activities. The University's continued enjoyment of such goodwill and reputation is closely intertwined with the University's exclusive right to use of the various trade names, trademarks, slogans, logos, and other words and symbols which have come to represent Antioch University, its campuses and related activities in the mind of the public.

II. Procedure

Antioch University shall endeavor by all practical means and legal strategies to establish, maintain protect, and consistently enforce its exclusive right in such words and symbols as they may appear in any tangible or intangible medium, including but not limited to the Internet and any other electronic, magnetic, or photonic medium.