

## LOUISIANA STATE UNIVERSITY SPORTS SCHEDULE POLICY

Sports schedules are widely distributed by the LSU Athletic Department and through other sources. These sports schedules, in and of themselves on the basis of their informational content, are not covered by LSU's Trademark Licensing Program so long as the way they are presented is purely informational and does not otherwise represent a use of LSU indicia.

Informational use, for example, would involve a schedule containing LSU's name and factual information such as opponent name, time of game, etc. All text should be in the same font style and size with no special emphasis given to the University's name.

Usage, particularly together with the logo of a product or company, in which LSU is represented in larger type or otherwise typographically emphasized, would be considered an infringement of the rights that the University has in its indicia. Similarly, use of any other mark or graphic associated with the University, including without limitation, the University's color scheme, together with the presentation of a schedule would be viewed as an infringement. An example is the use of Tiger Stadium, campus landmarks or other identifiable campus elements. Use of the schedule in and of itself is not necessarily an infringement of LSU indicia; however, this use in association with an image of Tiger Stadium or other campus landmarks would be considered an infringement. The same would be true of pictures of tigers and other such variations used in association with sports schedules.

In order to avoid any possibility of confusion requiring University action, this office is willing to review the sports schedule design you propose to use and advise whether the use would be viewed as an infringement of University marks. Please call the LSU Trademark Licensing Office at (225) 578-3386 or email at trademark@lsu.edu.