

Trade Marks Registration and Management Procedure

April 2022 - This document is rescinded and is replaced by the [Communications and Marketing Policy](#) and [Communications and Marketing Procedure - Brand Governance](#).

Section 1 - Purpose

(1) This document sets out Charles Sturt University's procedure on Trade Marks Registration and Management.

Section 2 - Glossary

(2) For the purpose of this Procedure a:

- a. mark - is a sign used by Charles Sturt University (the University) as part of the Charles Sturt University brand, or intended to be used to distinguish the University's activities, goods and services, and includes, but is not limited to: any letters, words, names, symbols, devices, logos, typefaces or other such aspects.

Section 3 - Policy

(3) Nil.

Section 4 - Procedures

Part A - Approval of Marks

(4) The Brand Governance Committee is responsible for the approval of all marks, whether registered or unregistered, used in conjunction with University activities, and the terms and conditions attached to their use.

(5) Approved marks, and directions on their use, will be incorporated into the Corporate Style Guide.

Part B - Registration of Marks

(6) The Brand Governance Committee may approve the registration of a mark, where, in the opinion of the Committee, the mark has significant commercial or reputational value for the University and requires protection.

(7) The Office of Governance and Corporate Affairs is responsible for the registration of all marks for and on behalf of the University. The University Secretary shall be the named applicant on all applications for registrations of marks.

(8) The cost of registration of the official University logo is the responsibility of the Office of Governance and Corporate Affairs.

(9) The cost of registration of other approved marks (including co-brands or separate brands) is the responsibility of

the relevant Budget Centre or organisation to which the mark relates.

(10) Applications for the development of a mark, where deemed appropriate, may be submitted to the Brand Governance Committee at any time in the form determined by the University Secretary.

(11) Design must be undertaken by the Division of Marketing and Communication, with all costs covered by the relevant Budget Centre.

Part C - Use of Charles Sturt University Marks

(12) The Division of Marketing and Communication is primarily responsible for the management and quality control of Charles Sturt University mark usage in accordance with the [Brand Guidelines](#). All requests for the use of Charles Sturt University marks, other than those defined within the available templates, forms or instructions, must be submitted in a manner approved by the Executive Director, Marketing and Chief Marketing Officer.

Part D - Use of Marks within Charles Sturt University

(13) Staff do not need to seek formal approval to use Charles Sturt University marks on the following items; provided they have the approval of the relevant Budget Centre Brand Officer and strictly comply with the [Brand Guidelines](#) and relevant templates therein:

- a. reports and other publications directly related to their teaching, or research conducted within Charles Sturt University;
- b. material used to support and/or promote presentations they make as a member of the staff of Charles Sturt University, and which deal with their work and/or area of recognised expertise;
- c. teaching notes and other course-related material provided to their current students;
- d. administrative information intended for staff or students, e.g. memos, letters, notices;
- e. signage that has been approved by the Executive Director, Division of Facilities Management; and
- f. corporate reports, submissions or other documents approved by the Vice-Chancellor or Director, Governance and Corporate Affairs.

(14) The use of marks in advertising, marketing, promotions, website, signage, or for other purposes included in and consistent with the Brand Guidelines is approved as part of the procedures for approval of those materials, and does not require separate application.

(15) Staff wishing to use a Charles Sturt University mark in a manner that does not conform to the Brand Guidelines or for a purpose that is not approved in the Brand Guidelines must submit an application to the Executive Director, Marketing and Chief Marketing Officer, using the Brand Mark Request Form - University Use . Applications must be endorsed by the relevant Budget Centre Manager prior to submission for approval by the Brand Governance Committee.

(16) Applications for approval by the Brand Governance Committee may be submitted at any time in the form determined by the Executive Director, Marketing and Chief Marketing Officer.

Part E - Third Party Use of Charles Sturt University Marks

(17) Where a Charles Sturt University mark is to be used by a third party, the 'Brand Mark Request Form - Third Party Usage' must be completed and submitted to the Executive Director, Marketing and Chief Marketing Officer, by the head of the Budget Centre endorsing the third party application. Where the use of the mark is for materials to be used outside Australia, the Director, Office of International Relations, must also endorse the application.

(18) Applications may be submitted for approval at any time in the form determined by the Executive Director, Marketing and Chief Marketing Officer.

(19) Once approved, the Division of Marketing and Communication's will provide the logo files and guidelines for their use to the third party as required.

(20) Charles Sturt University will protect its marks and its reputation by only authorising third party use where the third party agrees in writing to abide by clear terms and conditions set out in the [Branding, Marketing, Advertising and Promotion Compliance Procedure](#).

(21) The Division of Marketing and Communication will maintain a Register containing all applications for use of the University mark and relevant approvals.

Section 5 - Guidelines

(22) Nil.

Status and Details

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