

Guidelines on Management of Production and Sales Licensed by the University

Passed by the 5th Administrative Meeting of the fall semester of AY 2022/23 on 2022.11.02
Passed by the 3rd University Endowment Fund Management Committee Meeting in 2022 on 2022.12.09

- I. The purpose of these guidelines is to regulate commercial activities involving the use of National Sun Yat-Sen University's (referred to as "the University") image and logo for campus merchandise production and sales.
- II. The definition of the University's image and logo is as follows:
 - i. School name
 1. Full name in Chinese : 國立中山大學。
 2. Short name in Chinese: 中山、中山大學。
 3. Full name in English: NATIONAL SUN YAT-SEN UNIVERSITY (including upper and lower case letters and link symbols)
 4. Short name in English: NSYSU (including lowercase letters)
 - ii. School emblem: the plum blossom emblem of National Sun Yat-Sen University.
 - iii. Logo: the plum blossom and landscape patterns of National Sun Yat-Sen University.
 - iv. Mark: a graphic, symbol, or combination of various forms composed of the University's name, emblem, and logo.
 - v. Trademark: the individual or combined patterns of (1) to (4) registered by the law, as shown in the attached document.
- III. Regarding the authorized production and sales of campus merchandise, the Center for Alumni Services and Social Engagement (hereinafter referred to as the Center) is the reviewing and managing unit.




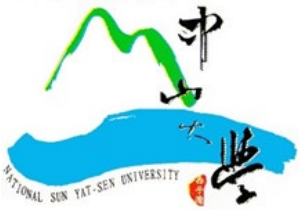
For the non-commercial use of the University's trademark, the following should be observed:

 - i. The University's various units, faculty, and staff, or student clubs hosting or participating in events may use the University's trademark without applying for permission if it is reasonable and legitimate. However, if the University announces otherwise, it does not apply.
 - ii. External units must submit a written application to the Center, which will invite other units to approve their use if necessary.
- IV. The authorized methods and royalty collection standards for campus image logo merchandise are as follows:

Above regulation were translated from the original Chinese. In the event of any discrepancies between the two versions, the Chinese always takes precedence.

- i. Units within the University may produce and sell merchandise themselves or commission manufacturers to produce and sell, and a 20% royalty fee will be charged based on the total sales volume of the production quantity. However, the royalty fee may be reduced to 5% for public welfare purposes.
 - ii. Manufacturers may produce and sell campus merchandise under the University's name, and a 10% royalty fee will be charged based on the total sales volume of the manufacturer's quarterly sales report.
 - iii. Special circumstances will be handled on a project basis.
- V. Units applying for authorization to use the University's trademark for commercial purposes should submit a product proposal and a trademark authorization application form (see attachment) to the Center for review. After approval and signing of the authorization contract, production and sales may commence. Unauthorized use will be subject to the University's assertion of rights under the Trademark Law and relevant regulations, and such use is prohibited.
- VI. The content of the merchandise authorization contract should include invoice issuance, self-burdening of business tax, product safety responsibility, product infringement responsibility, and other related rights and obligations.
- VII. The authorized merchandise mentioned in these guidelines does not include the University's technology research and development transfer derivative products.
- VIII. These guidelines have been approved by the University's administrative council and the management committee of the school affairs fund and are subject to revision and amendment as necessary.

【Attachemnt】 The University's image and logo

| | | |
|---------------|--|--|
| School name |  | |
| School emblem |  | |
| Logo |  |  |
| | Plum blossom Logo | NSYSU landscape Logo |

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Application Form for Authorized Use of National Sun Yat-Sen University Logo

| | | |
|--|---|-------------------------------|
| Applicant : | | (請蓋單位章) |
| Name | | |
| Phone | | |
| E-Mail | | |
| Address | | |
| Requested Logo to Use | <input type="checkbox"/> 國立中山大學 <input type="checkbox"/> 中山 <input type="checkbox"/> 中山大學 <input type="checkbox"/> NATIONAL SUN YAT-SEN UNIVERSITY (including uppercase and lowercase letters and connecting symbols) <input type="checkbox"/> NSYSU (including lowercase letters) <input type="checkbox"/> Plum Blossom Logo <input type="checkbox"/> NSYSU lanscape Logo <input type="checkbox"/> Others (combination of the above text and graphics) | |
| Authorization Period: From (YYYY/MM/DD) to (YYYY/MM/DD) | | |
| Product Name: | | |
| Intended Use: | | |
| Product Description: Please provide pricing, material, function, size and other relevant information for the product. If the space provided in this form is insufficient, please attach additional pages to this form. (Please also attach a project proposal for review) | | |
| Review result: <input type="checkbox"/> Approved <input type="checkbox"/> Not Approved | | |
| Remarks: | | |
| Sign here: | | |
| Officer-in-charge: _____ | | Department Head: _____ |

※Units applying for authorization to use the campus image and logo should submit the product proposal and logo authorization application form to the Alumni Services and Social Responsibility Center for review 30 days before production and sales. After the sales period, the sales details should be submitted to the Alumni Services and Social Responsibility Center for verification within 14 days.

Above regulation were translated from the original Chinese. In the event of any discrepancies between the two versions, the Chinese always takes precedence.