

**NOTICE REGARDING UA LOGOS, GAME DAY CAMPAIGN ACTIVITIES,
AND CAMPAIGN SIGNAGE ON THE UNIVERSITY CAMPUS**

August 21, 2008

The political campaign season always brings questions related to (1) the use of the University of Arkansas and Razorback names, logos, slogans, and variations on those, (2) where campaigning may be done on game days, and (3) placement of campaign signs.

As a reminder, all use of University and Razorback trademarks is prohibited in any form without the express, written consent of the University's trademark office. Attached is information on "What are the University of Arkansas trademarks." For any questions or if you need to report unauthorized usages, please call Matt Shanklin at 479-575-7404.

UA officials also get questions about where candidates and volunteers may and may not distribute campaign material on campus on football game days. Such activity requires a space reservation and is limited to certain locations on campus. In order to reserve outdoor space consistent with the University's facilities use policy, campaign officials should contact Dawn Hefley at 479-575-3926.

Finally, please be advised that campaigns may not place signs on University property or campus elements. Unauthorized signs will be removed.

Thank you for your cooperation.

WHAT ARE THE UNIVERSITY OF ARKANSAS' TRADEMARKS?

The University has a stable of logos and work marks that are trademarked.

If you have a design that is a variation of these marks and logos, it is protected by the University of Arkansas.

If the design can be construed to look like a Razorback, or creates any confusion in the marketplace with the general public as to it being a 'RAZORBACK,' or a variation of one of the University's trademarks, then the design will infringe on the University of Arkansas' federally protected rights.

The University's trademarks that are registered include 'UNIVERSITY OF ARKANSAS,' 'ARKANSAS RAZORBACKS,' 'ARKANSAS,' 'GO HOGS,' 'WOOO PIG SOOIE,' the University of Arkansas with the Old Main silhouette, any Razorback marks or images, and the University of Arkansas school Seal.

An "®" emblem must appear on all products that have the University's registered marks and verbiage, otherwise a "™" must be present on all products pertaining to any of the University's marks that are not registered.

Any item being produced with a University of Arkansas trademark must be produced by a licensed vendor. For a list of vendors, you may contact the U of A Licensing Office at 479-575-4412.