

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.