# NCAA Trademark Quick Reference Guide

## Symbols (™ or ®)

<table>
<thead>
<tr>
<th>General Signage</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes exterior venue and building signage</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Includes in-venue signage/directional</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Scorers table banner</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Street pole banners</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>

## Championship Advertisements/Marketing

<table>
<thead>
<tr>
<th>Championship Advertisements/Marketing</th>
<th>Yes</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>Yes</td>
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</tr>
<tr>
<td>Carousel banners</td>
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<td>Yes</td>
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<td>Social Media - banner and copy post</td>
<td>Yes</td>
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<td>Flyers</td>
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<td>Posters</td>
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<td>Key cards</td>
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<tr>
<td>Tickets (game or ancillary event)</td>
<td>Yes</td>
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## Press Releases/Official Notices

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## Invitations/Credentials/Misc Items

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This is a living document and subject to change. Please direct any questions to Durenka Robie at drobie@NCAA.org.

* Please reference pages 3-5 with more information on the Trademark Legal Statement.
What is a trademark?
A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others. (USTPO)

Using NCAA Trademarks and Symbols
The general guidelines outlined here are meant to clearly explain how to use the NCAA's trademarks. All uses of NCAA trademarks or logos must be submitted to the NCAA for approval. The most current list of NCAA licensed or owned trademarks is available online at NCAA.org.

NCAA logos are available for download in print and digital formats through the NCAA Digital Library. To gain access to the library, visit [www.NCAAlgos.com](http://www.NCAAlgos.com).

Please note these general guidelines do not include merchandise designs. All product designs must be submitted through the NCAA's licensing program administered by the Collegiate Licensing Company. Inquiries should be directed to David Clendenin, assistant director of corporate licensing, by emailing dclendenin@ncaa.org.

1. When working with the NCAA's marks, use the ® and ™ mark with the first and most prominent use of the marks or symbols.

What do the symbols mean?

- When you claim rights in a mark, you may use the “TM” (trademark) or “SM” (service mark) designation to alert the public to your claim, regardless of whether you have filed an application for registration of the mark.

- You may use the federal registration symbol “®” only after the U.S. Patent and Trademark Office actually registers a mark.

The location of the trademark and how it is used is the primary factor in determining if a trademark symbol should be included in text. If the protected logo location is prominent and the primary focus on the page, an ® or ™ in the text is not necessary.

However, if the logo location is placed lower on the page or is secondary to the message being delivered, an ® or ™ in the text or header (first use only) should be inserted.

2. Official trademarked names cannot be changed or abbreviated unless specifically indicated or trademarked. Examples include “Final 4” and “F4.”

3. There may be no registration of or use of NCAA marks within Internet domain names unless advance approval from the NCAA is secured and ownership of the URL is maintained by the NCAA. Such use of NCAA marks in Internet directories is prohibited; however, members may use an NCAA mark within a member URL, provided such NCAA mark does not appear in the domain name portion of the URL. For example, members may use the following URL: [www.memberx.edu/ncaa](http://www.memberx.edu/ncaa).

4. The trademark protection language doesn’t have to be prominently displayed and should be included in the form of mouseprint. For any print or digital piece that contains the blue disk, use the following language:

NCAA is a trademark of the National Collegiate Athletic Association.

Note: Print pieces do not include signage.
NCAA Basic Legal Language

NCAA trademarks benefit from consistent source identification to the public through basic legal language attributing ownership. The legal statement should be used on printed materials of all types for all NCAA trademarks, except where there is agreement by key staff stakeholders that aesthetic or space limitations prevent legal language. The legal statement is not required when the NCAA blue disk logo or the word “NCAA” is used alone and as part of NCAA-produced materials without any of the conditions below:

1. Printed items that display logos of other business entities/organizations (i.e., Corporate Champions/Corporate Partners, network partners, official suppliers, official licensees, local organizing committees and NCAA members).
2. Printed items that are produced to be used by other business entities/organizations, including NCAA members and host institutions.
3. Printed items produced for advertisement/promotional purposes (i.e., magazine and newspaper ads, NCAA souvenir publication ads, posters, newsletters).

NCAA Basic Legal Language, Examples

The examples shown here represent the most common examples of trademark and symbol use. If you are unsure of exact wording for a specific example, please contact Durenka Robie at drobie@ncaa.org or call 317-917-6825.

For the blue disk logo and/or secondary (word) mark, please use:
NCAA is a trademark of the National Collegiate Athletic Association.

For blue disk/secondary marks used with another NCAA trademark, please use (for example):
NCAA and NCAA Championships are trademarks of the National Collegiate Athletic Association.

For blue disk/secondary marks and another NCAA trademark used with other authorized business entities, please use (for example):
NCAA, And Then There Were Four and NCAA Championships are trademarks of the National Collegiate Athletic Association. All other licenses or trademarks are property of their respective holders.

Identification Of Commercially Named Venues On NCAA Materials

For the purposes of providing information about and promoting the location of an NCAA championship, the venue/competition site of any round of NCAA Championships® can be printed, in text only, on all pertinent materials bearing NCAA marks (subject to NCAA approval of the graphics). All uses of NCAA logos must be submitted to the NCAA staff for approval.

The logo of a commercially named venue cannot be used on any materials bearing NCAA logos or trademarks.

The venue’s name and information (without use of logos) will also be included on the dedicated website that the NCAA will provide to sell tickets.
NCAA Logo Use By Commercially Named Venues

For the purposes of providing information about and promoting the sale of NCAA tickets, the venue/competition site of any round of NCAA Championships is permitted to display (subject to NCAA approval of the graphics) the championship site-specific logo as recognition of the event being held in its facility. The NCAA logo must be in the form of a link to a dedicated web page that will be established and/or assigned by the NCAA championship administrator to sell the NCAA tickets. All uses of NCAA logos must be submitted to the NCAA staff for approval.

The Following Conditions Apply To This NCAA Logo Use:

1. The NCAA championship site-specific logo can be used by the venue to communicate the NCAA event as one of the variety of upcoming events at the facility. The NCAA logo must be used only once and only as a part of a group of other logos of events being held at the venue.

2. The one-time logo use is limited to the site’s home web page or event-specific web page.

3. The NCAA logo must be placed in a location on the venue’s web page so that there is clear and defined separation between the NCAA logo and any other commercial logos (including that of the commercially named venue). This is because NCAA Corporate Champions/ Corporate Partners and Turner Broadcasting/CBS have graphic exclusivity in the use of NCAA logos and marks.

   Logos of the venue’s or the website’s advertisers/sponsors may not be used on the home/event web page.

4. The venue is not permitted to claim to be “the home,” a host or co-host of any session of the NCAA championship.

5. The logo provided by the NCAA championship staff cannot be modified in any way.
No tickets? No problem.

The day begins with the teams taking the field for open prac-
tices, followed by an opportu-
unity to meet the players at the
Team Autograph Sessions pre-
sented by AT&T. When you’re
not busy seeing your team, stop
by the CWS® Fan Fest present-
ed by Capital One® for activi-
ties, games, giveaways, food,
drink and entertainment. Plus,
take in a free concert at The
Road to Omaha Jam presented
by Enterprise Rent-A-Car fea-
turing Thompson Square and
The Railers. And finally, as day
turns to night, join thousands
of baseball enthusiasts and
proud Nebraskans in filling the
stands of TD Ameritrade Park
Omaha for the Opening Cer-
emonies. This exciting show fea-
tures Olympic style team intro-
ductions, College World Series
legend and MLB Hall of Famer
Dave Winfield, the U.S. Army
Golden Knights parachute team,
awards, entertainment
Rohan and a fireworks display that
will light up the downtown Omaha
skyline. For additional event de-
tails, visit NCAA.com/CWS.

CWS® FAN FEST
presented by Capital One®
Where’s the best place to get ready for the College World Series? It’s just
outside the ballpark at CWS Fan Fest presented by Capital One®. The
fun-filled Fan Fest features a ton of free fun, food, activities and
engagement for fans of all ages who want to experience the thrills, excitement
and spirit of an NCAA championship.

Stop by CWS Fan Fest presented by Capital One to take a swing at the
come down and be part of the party at the CWS Fan Fest presented by Capital
One, which will welcome fans beginning Friday, June 12 and will be open
through the duration of the series.

Date: Sunday, June 21
Start Time: 8:30 a.m.
Distance: 5-kilometer run/walk on paved trails and streets
Location: Lewis and Clark Landing
Register: Online pre-registration is highly encouraged and available at
NCAA.com/CWS. On-site registration will begin at 8 a.m. the day of the
event. Registration Fee: $30; $25 (youth 18 and younger). All partici-
pants will receive a performance shirt.

Take a baseball-themed running or walking tour of the hallowed grounds
of the NCAA Men's College World Series during The Road to Omaha™
Run presented by Northwestern Mutual. The route begins and ends
near the Lewis and Clark Landing and includes views of the Missouri Riv-
er, downtown Omaha, Gene Leahy Mall and Heartland of America Park.
The run is highlighted by a lap around TD Ameritrade Park Omaha, with
all runners displayed on the CWS video board. Runners may also pose
for photos coming out of the same inflatable tunnel the teams enter
through during Opening Ceremonies – complete with pyrotechnics! All
proceeds from the 5-kilometer run/walk will benefit Alan’s Lemonade
Stand Foundation and the Omaha Parks Foundation. Visit NCAA.com/
CWS for more information or to register.

Fan Giveaway Information
To celebrate the Men’s College World Series and as a “Thank you!” to all of our loyal
fans, a special giveaway will be provided to the first several thousand fans in attendance at these selected games:

• CWS Game 5: CWS Car Magnet
  (first 4,500 fans)

• CWS Game 7: CWS Jersey
  Can Koozie (first 6,500 fans)

• CWS Game 11: CWS/Rawlings
  Leather Keychains (first 10,000 fans)

Allstate Insurance Company
Good Hands in the Stands
Allstate Insurance Company, an NCAA Corporate Partner, is rewarding fans for
tickets to the “Good Hands” Fan Zone at Fan Fest. All fans who catch a foul ball hit
into the stands will receive a special gift from Allstate to commemorate their
“Good Hands.” In honor of the “Good Hands” play, Allstate is donating $100
for each foul ball caught, up to $25,000, to youth sports in Omaha. To learn
more, stop by the Allstate Good Hands Fan Zone at Fan Fest.

STAY CONNECTED!
Like, follow, friend and subscribe to receive exclusive content and breaking news.

Download the CWS Mobile App
NCAACWS
NCAACWSTwitter
@NCAACWS
GENERAL SIGNAGE EXAMPLES
<table>
<thead>
<tr>
<th>GENERAL SIGNAGE</th>
<th>SYMBOLS (™ OR ®)</th>
<th>TRADEMARK LEGAL STATEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Includes exterior venue and building signage</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>2. Includes in-venue signage/directional</td>
<td>Yes</td>
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</tr>
<tr>
<td>3. Scorers table banner</td>
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<td>No</td>
</tr>
<tr>
<td>4. Street pole banners</td>
<td>Yes</td>
<td>No</td>
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1. REGISTER AT NCAA.COM/CWS
2. NCAA TEAM WORKS
3. NCAA 2014 DIVISION I WOMEN’S VOLLEYBALL CHAMPIONSHIP
4. NCAA 2015 BASKETBALL CHAMPIONSHIP
CHAMPIONSHIP ADVERTISEMENTS/
MARKETING EXAMPLES
<table>
<thead>
<tr>
<th>CHAMPIONSHIP ADVERTISEMENTS/MARKETING</th>
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<th>TRADEMARK LEGAL STATEMENT</th>
</tr>
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<tbody>
<tr>
<td>1 Billboards</td>
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</tr>
<tr>
<td>2 Carousel banners</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>3 Email blasts</td>
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<td>Yes</td>
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<tr>
<td>------------------------------------------------------------------------------------------------------</td>
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**SYMBOLS**:™ represents a trademark and ® represents a registered trademark.

**TRADEMARK LEGAL STATEMENT**: Use of the trademark symbol is not required.
### UNDERSTANDING DIETARY SUPPLEMENTS

In today's athletic world, it's important to understand dietary supplements and how they can affect your performance.

**Do I need supplements?**

Are there any that are otherwise unnecessary or not allowed by NCAA regulations?

While some athletes may use specific dietary supplements to meet certain needs, most athletes consume more than adequate nutrients on a balanced diet. Athletes interested in dietary supplements need to be aware that the risk of contamination and poor manufacturing practices are associated with some supplements.

**How to use？**

- It is not uncommon for a player to experience fluctuating body mass and performance levels.
- Amino acids and vitamins are necessary for optimal physiological function and can improve recovery rates.
- Understanding the risks associated with supplement consumption is essential, especially if you take high doses over extended periods.

**Conclusion:**

Integrating a balanced diet, regular exercise, and rest into your routine is crucial for optimum performance and well-being. Dietary supplements can play a role, but they should be used judiciously and in consultation with a healthcare professional.
## CHAMPIONSHIP ADVERTISEMENTS/MARKETING

<p>| | |</p>
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<td>Game program covers/title pages</td>
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NCAA TRADMARK QUICK REFERENCE GUIDE

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Commercial/event messaging
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   - Yes

Leadership Development

INTERNal Affairs is the newsletter of the NCAA Leadership Development unit. The newsletter is distributed the first Tuesday.

ADs and Commissioners discuss their paths to success.
Career in Sports Forum participants recently heard from a panel of ADs and Commissioners.

Events and Deadlines

Future Football Coaches Academy │ Deadline to apply is 5 p.m. ET Oct. 9
NCAA Postgraduate Internship │ Deadline to apply is 5 p.m. ET Oct. 30
NCAA Program Hub │ Click to learn more

Student-Athletes

University of Wisconsin-Stout defensive lineman intern with sheriff's.
Boston College’s junior soccer player Coco Woeltz volunteers in Ghana.

Coaches

The X’s and O’s of being a basketball coach
Leading as a football coach

Grants

8 Matching Fund recipients announced
DIII Grant recipients attend Orientation at NCAA national office

Movers and Shakers

Recent CSIF facilitator Lisa Goddard McGuirk hired as Gannon AD
Angel Mason, former DIII grant recipient hired at Hamilton College

NCAA News

NCAA COO Jim Leach to retire
Division I Proposed Model Executive Committee issues resolution addressing sexual violence.

How Can I Lead?

Top 10 ways to be a better leader
Leading from any level

W.E WANT TO HEAR FROM YOU!
Please email us at leadershipdevelopment@ncaa.org with updates such as career moves or name changes.
We also want to hear your feedback on this year’s INTERNal Affairs: let us know what you like, dislike and want to see featured in future issues!
INVITATIONS/CREDENTIALS EXAMPLES
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The NCAA Cordially Invites You to the 2014 NCAA Woman of the Year Reception and Awards Dinner

Sunday, October 19  
Reception 6 p.m.  
Awards Dinner 7 p.m.  

~ ~ ~  
JW Marriott  
White River Ballroom  
Sections E - J  
10 South West Street  
Indianapolis, Indiana

Purchase your game tickets for all three sessions here.
Contact Kimberly Fort with questions.  kfort@ncaa.org or 317/917-6350

Please join NCAA Chief Legal Officer Donald Remy for GAMEDAY HOSPITALITY

before and during the NCAA MEN’S BASKETBALL SECOND AND THIRD ROUNDS  
Friday, March 20 and Sunday, March 22  
TIME WARNER CABLE ARENA  
CHARLOTTE, NORTH CAROLINA

Purchase your game tickets for all three sessions here.  
Contact Kimberly Fort with questions.  kfort@ncaa.org or 317/917-6350

1  

2  

3  

4