

# National Taiwan Normal University Trademark Licensing General Guidelines

Revised on May 22nd, 2023

<div>Licensing method</div> <div>Type of license</div>	Licensed subject matter	Commercial purpose	Licensing method and principles	Description
<b>Non-commercial license (1)</b>	NTNU departments, faculty members, staff, students, student clubs, or alumni associations	Business card and text applications	Use of NTNU's trademark does not need to be reported.	Handled according to Article 7, Paragraph 1, Subparagraph 1 of NTNU's Trademark Management Regulations.
<b>Non-commercial license (2)</b>	NTNU departments, faculty members, staff, students, student clubs, or alumni associations	Purposes other than business card and text applications	I. Fill out and submit a " <b>NTNU Trademark Licensing Application Form (Non-commercial Use)</b> " to the Office Of Research and Development, and reasonably use NTNU's trademark after obtaining approval. II. The application must be approved and signed by the applicant's department.	Handled according to Article 7, Paragraph 1, Subparagraph 1 of NTNU's Trademark Management Regulations.
<b>Commercial license</b>	Where the use involves commercial activities	Development and design of clothing and souvenirs for sale	I. Fill out and submit a " <b>NTNU Trademark Licensing Application Form (Commercial Use)</b> " along with a proposal to NTNU for approval or licensing before commencing use. II. Contents of the proposal shall include: (I) Description of the applicant and its past performance. (II) The purpose in which the trademark is	Handled according to Article 4, Subparagraphs 2 and 3 of Paragraph 1 of Article 7, and Paragraph 2 of Article 7 of NTNU's Management Regulations.

			<p>to be used.</p> <p>(III) Ideas, schematics and business plans for the designed product.</p> <p>(IV) Product items, quantities, and prices.</p> <p>(V) The duration of license.</p> <p>(VI) Calculation of licensing fees or royalties.</p> <p>III. The applicant may only produce and sell the items and quantity specified on the application form. If product items or quantities need to be added or changed, a new application must be submitted to obtain approval and licensing from NTNU.</p> <p>IV. Major disputes involving trademark licensing are submitted to NTNU's Trademark Management Committee for review.</p> <p>V. If the use of NTNU's trademark is a departmental matter (for example, the NTNU Press selling souvenirs) that shall be governed by the regulations of departments, the application is not required.</p>	
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Note: In addition to the licensing methods and principles described above, NTNU's trademark may be used after submitting an application on a case-by-case basis due to special reasons and circumstances.