Licensing JMU Trademarks, Logos, Seals, Indicia and Mascot

James Madison University (JMU) has assigned all rights, titles and interest in any trademarks, logos and insignias owned or acquired by the University to the James Madison University Foundation (JMUF). JMUF has established a licensing program to insure that the public properly identifies and associates JMU on products bearing the institution’s marks.

Any products which carry an approved mark or logo of the University will be covered by the licensing program. Merchandise bearing JMU trademarks and logos are limited to merchandise produced by manufacturers that are officially licensed to produce JMU’s marks. Officially licensed manufacturers are licensed and registered by the Foundation’s licensing agent, The Collegiate Licensing Company (CLC).

Campus organizations seeking to use JMU marks for fundraising projects, club projects, fraternity/sorority endeavors, etc. must first seek initial approval from the Associate Vice President for Business Services and then submit the proposal to a licensed manufacturer or to the JMU Foundation.

For licensing information please contact Garrett King at (540) 568-4933 or by e-mail at [gking@jmufoundation.org](mailto:gking@jmufoundation.org).