

National Taiwan Normal University Trademark Management Regulations

2010.5.5 Passed during the 328th Administrative Council

2019.5.29 Passed during the 364th Administrative Council

2020.10.7 Passed during the 369th Administrative Council

2022.10.5 Passed during the 377th Administrative Meeting

- Article 1. These regulations have been established to facilitate proper management over the National Taiwan Normal University (NTNU) logo and other legally acquired trademarks.
- Article 2. All matters relating to trademark application, maintenance and licensing shall be supervised by the Office of Research and Development.
- Article 3. An NTNU Trademark Management Committee (hereinafter the "Committee") shall be assembled to manage trademarks held by NTNU. The Committee shall have a member size of 11 to 13, comprising the Executive Vice President, the Vice President for the Office of Research and Development, the Secretary General, the Division Head for the Research and Industry Liaison, faculty representatives, and experts and scholars from outside NTNU. The Executive Vice President shall serve as the convener of this committee. All committee members are to be recruited by the President and shall serve a term of two years that is renewable if reappointed at the end of the term.
- Article 4. The Committee has the following tasks:
- I. Review of NTNU trademark rights and interests.
 - II. Review of major disputes pertaining to trademark licensing.
 - III. Any other related matters.
- Article 5. The Committee may convene meetings to discuss individual cases. The Committee's resolution shall be put into effect only with the presence of more than half of total members and with the support of more than half of those present at the meeting. Relevant personnel may be invited to participate in the meeting.
- Article 6. To register a trademark, the applicant department needs to submit an application form to ORD. ORD shall apply to the central competent authority in the name of the University for the use of the trademark. The applicant department and NTNU administration will each share 50% of the trademark application and maintenance fee. (Including the application fee, appeal fee, registration fee, registration extension fee, trademark office service fee, and other fees required by the law)
- Article 7. All uses of the NTNU trademark must be consented or licensed by the NTNU administration.
- I. NTNU departments, faculty members, staff, students, student associations, and alumni associations may use the NTNU trademark in name cards and correspondences for non-commercial purposes. Apart from which, all users of the NTNU trademark shall submit the application form to the Office Of Research and Development and have the approval of the University. Once acknowledgment is sought, the trademark must be used in a

reasonable way.

- II. Where trademark is to be used for commercial activities, an application form and an activity plan must be proposed for NTNU's approval prior to use. The activity plan shall cover the following details:
 - (I) Description of the applicant and its past performance.
 - (II) The purpose in which the trademark is to be used.
 - (III) Ideas, schematics and business plans for the designed product.
 - (IV) Product items, quantities, and pricing.
 - (V) The duration of license.
 - (VI) Calculation of licensing fees or feedback fund.
- III. If the trademark is used for commercial purposes, 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. The use of the University trademark is a departmental business (for example, the NTNU Press selling souvenirs) that shall be governed by the regulations of the departments. The submission of the application mentioned in the previous rule is not required.

Article 8. Royalties for trademarks shall be calculated at 10% of the product price in principle. The royalties for trademarks may include the authorization fee for technology transfer or copyright licensing contract and are not governed by Article 7 and Paragraph 1 of Article 8 of these regulations.

Article 9. The licensees of the University trademark shall comply with rules and regulations related to product labeling, consumer rights protection, profiting, and taxation as well as bearing the liabilities of product safety and product infringement. Other relevant details shall be stipulated in separate licensing contracts.

Article 10. Any infringements to the NTNU trademark shall be handled by NTNU's legal advisors.

Article 11. These regulations have been passed with approvals sought from the Administrative Council. The same shall apply to all subsequent amendments.