

National Taiwan Normal University Trademark Policy

2010.5.5 Passed during the 328th Administrative Meeting

2019.5.29 Passed during the 364th Administrative Meeting

2020.10.7 Passed during the 369th Administrative Meeting

- Article 1. This policy has 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 registration, 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 Vice President, the Vice President of the Office of Research and Development, the Chief Secretary, Director of the Division of Research and Industry Liaison, instructors' representatives, and experts and scholars from outside NTNU. The 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 registration cost.
- Article 7. All uses of the NTNU trademark must be consented or licensed by the NTNU administration.
- I. NTNU departments, 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 are required to submit application forms and seek acknowledgment from the Office of Research and Development. 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 license fees or remuneration.

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.

Article 8. Royalties for trademarks shall be calculated at 10% of the product price in principle.

Article 9. Any infringements to the NTNU trademark shall be handled by NTNU's legal advisors.

Article 10. This policy has been passed with resolutions sought from an NTNU Administrative Meeting.