

BILL #4121
ASCSU Ownership of Branding

SPONSORED BY: Kaylyn Kardavani, Chief of Staff; Regina Martel, Deputy Chief of Staff; Harrison Huntoon, Senator, College of Natural Sciences; Rebecca Lytle, Senator, College of Business;

WRITTEN BY: Eric Berlinberg

ENDORSED BY:

WHEREAS: The Associated Students of Colorado State University currently owns several tradenames, service marks, logos and trademarks that belong to the student body by and through The Associated Students of Colorado State University; and,

WHEREAS: The Associated Students of Colorado State University currently does not hold any protection of those marks with few exceptions; and,

WHEREAS: As a student organization, the definitive line between The Associated Students of Colorado State University being a part of the institution or being an independent organization is a grey line; and,

WHEREAS: The Office of General Counsel of the Colorado State University System has aided The Associated Students of Colorado State University in filing for servicemark, trademark, and tradename protection with the Colorado Secretary of State to protect the usage of these marks outside of the institution; and,

WHEREAS: There currently exists no formalized agreement between Colorado State University and The Associated Students of Colorado State University to clearly state the ownership of marks, creating risk for the organization ; and,

WHEREAS: President Berlinberg is currently negotiating agreements with Colorado State University to formalize the relationship between the institution and The Associated Students of Colorado State University related to tradenames, service marks, logos and trademarks; and,

WHEREAS: In 2003, Associated Students of Colorado State University President Jesse Lauchner and Vice-President Katie Clausen created the "For-Ever-Green" program, which has expanded to become one of the largest programs put on annually by ASCSU; and,

WHEREAS:

In 2003, Associated Students of Colorado State University President Jesse Lauchner and Vice-President Katie Clausen created "RamRide", which has expanded to become the largest program that ASCSU administers on an annual basis; and,

WHEREAS:

In 2011, Associated Students of Colorado State University President Eric Berlinberg and Vice-President Rachel Roberson created "RamRide Return" as an extension of the weekly RamRide service; and,

WHEREAS:

In 2011, Associated Students of Colorado State University Director of Student Services Tim Brogdon under the leadership of President Eric Berlinberg and Vice-President Rachel Roberson, created the "RamRuckus" branding.

THEREFORE BE IT HEREBY ENACTED

That The Associated Students of Colorado State University formally recognize themselves as the owners of the following trade names, filed with the Colorado Secretary of State by the Colorado State University System Board of Governors:

"For-Ever-Green"

"RamRide"

"RamRide Return"

"RamRuckus"

and;

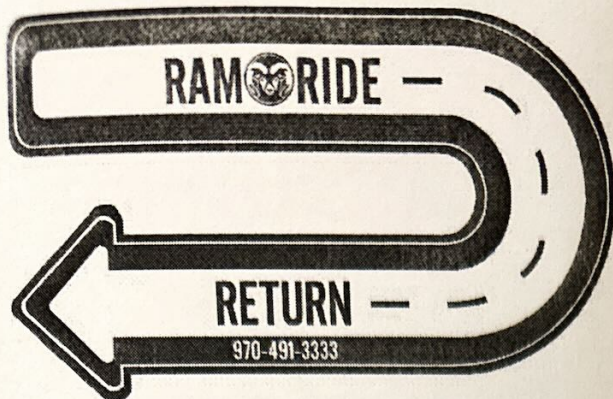
THEREFORE BE IT HEREBY FURTHER ENACTED

That The Associated Students of Colorado State University shall keep current branding and graphic standards for the aforementioned branding; and,

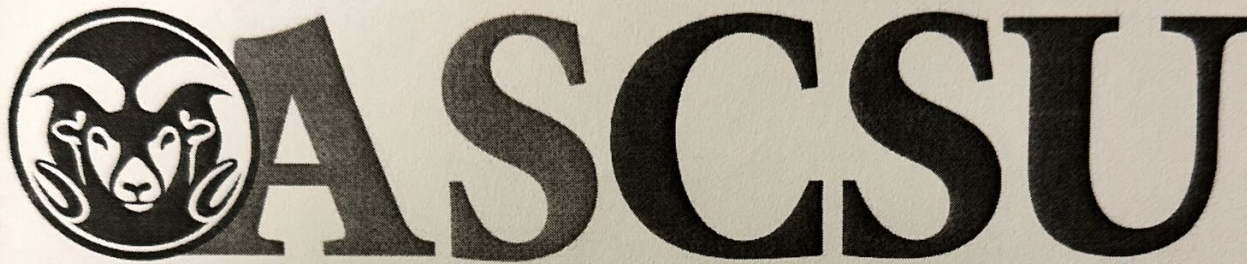
THEREFORE BE IT HEREBY FURTHER ENACTED

That The Associated Students of Colorado State University formally recognizes themselves as the owners of the following logos to the aforementioned trade names:





ASSOCIATED STUDENTS



; and,

THEREFORE BE IT HEREBY FURTHER ENACTED

That The Associated Students of Colorado State University is not claiming ownership or intellectual property rights over the Colorado State University logo, the Colorado State University Rams Head, or any other branding and/or messaging used by Colorado State University beyond those that The Associated Students of Colorado State University has created; and,

THEREFORE BE IT HEREBY FURTHER ENACTED

That any usage of the Colorado State University Rams Head logo or the Colorado State University logo within any trade names or trademarks owned by The Associated Students of Colorado State University shall follow all applicable graphic and/or branding standards as defined by the institution; and,

THEREFORE BE IT HEREBY FURTHER ENACTED/RESOLVED

That a copy of this legislation be forwarded to Dr. Tony Frank, Colorado State University President; Thomas Milligan, Vice President for External Relations; Mark Minor, Associate Vice President for External Relations; Jason Johnson, Deputy General Counsel, Colorado State University System; Donnie Luckett, Director of Marketing, Lory Student Center; Dr. Mike Ellis, Assistant Vice President for Student Affairs; Pamela Norris, Director of SLiCE; and Dr. Blanche Hughes, Vice President for Student Affairs.

PASS [15-0-2]
PASSAGE

A handwritten signature in black ink, appearing to read 'Eric Berlinberg', written over a horizontal line.

PRESIDENT ERIC BERLINBERG

4/18/2012
DATE

A handwritten date '4/25/12' in black ink, written over a horizontal line.

DATE