

Working with SMA to become a licensee

Strategic Marketing Affiliates (SMA) is the University's exclusive licensing partner and supervises the licensing process for vendors and products. SMA is legally obligated to protect and enforce trademark ownership rights. SMA and University personnel work closely with federal, state and local law enforcement organizations to discontinue illegal and unauthorized uses.

For more information or to become a licensee, please contact:

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Licensing Program

A guide to licensing
Rowan University trademarks

Get with the program!

THE ROWAN UNIVERSITY NAME, COLORS AND VARIOUS GRAPHIC SIGNATURES COMMUNICATE A PROUD HERITAGE AND INSPIRE SPIRITED SUPPORT. Students, faculty, alumni and friends have created a growing demand for products displaying the University's marks, symbols and logos.

The Rowan University licensing program is the University's response to these demands. It fulfills the responsibility to promote the University tradition and identity while ensuring that the Rowan University brand is properly represented and protected.



Why have a licensing program?

Trademark licensing creates cooperative working relationships between Rowan University, manufacturers of approved and authorized products and retailers on and off campus. It assures that any merchandise bearing a Rowan mark promotes and protects the image of the University while meeting consumer needs.

How does licensing work?

Officially licensed manufacturers benefit from partnership with the University product and agree to return a portion of their proceeds to the University. All officially licensed merchandise features the distinctive red and blue "Officially Licensed Collegiate Products" seal. This seal is the consumer's assurance that the merchandise has been approved by the University.

Which products must be licensed?

Any product made for sale bearing any of the University's marks must be licensed by the University before it can be produced. The University will consider most products for licensing. All products must be approved through the Rowan University licensing procedure. Products that do not meet minimum standards of quality, good taste and graphic identity or that are judged to be dangerous or carry a high product liability risk will not be approved.

Licensing exclusions

Promotional products not intended for sale are exempt. Examples include athletic uniforms, recognition pins and plaques, tee shirts, student recruitment materials, fund-raising items, advertisements, etc. Also exempt are student organization fund-raisers that have been approved through the appropriate institutional channels. However, these items are still subject to the University's graphic standards.

What qualifies as a trademark?

Any graphic representation that can be associated with Rowan University and used to distinguish it from other institutions or entities qualifies as a trademark and may be subject to licensing. This includes but is not limited to logos, marks, symbols, nicknames, letters, seals, designs, type, shields, symbols, drawings, colors, words and derivatives.

Examples of Rowan University trademarks

Rowan University owns many trademarks including some not listed below. Use of any of the following marks may require a license:

Contemporary marks

- Rowan
- Rowan University
- Rowan University Profs
- Rowan Profs
- Profs
- R or RU
- Rowan University Alumni Association
- Rowan University Alumni

Historic marks

- Glassboro Normal School
- New Jersey State Teachers College at Glassboro
- Glassboro State College
- GSC
- GS-RU Alumni Association