

National Central University Guidelines for the Use and Management of the University Name, Emblem, and Trademarks

2012.2.13 Passed during the 551st Administrative Meeting

2025.9.22 Passed during the 816th Administrative Meeting

Article 1 (Purpose)

National Central University (hereinafter “the University”) hereby establishes these Guidelines for the purpose of effectively utilizing and managing the University’s Chinese and English names, emblem, and other trademarks or marks (hereinafter “University Trademarks”).

Article 2 (Glossary)

University Trademarks refer to university-level trademarks or marks such as the University’s full Chinese and English names, abbreviated names, and emblem (see Attachment 1; hereinafter “University Trademarks”), as well as other non-university-level trademarks or marks (hereinafter “Non-University Trademarks”) applied for by the various units of the University (hereinafter “Applying Units”).

Article 3 (Responsible Unit)

The registration, renewal, and management of University Trademarks shall be administered by the Research and Development Office (RDO) for university-level trademarks, and by the respective Applying Unit for non-university-level trademarks.

Article 4 (Committee Composition)

To effectively manage the University’s trademark rights and interests and plan development strategies, a “National Central University Trademark Management Committee” (hereinafter the “Committee”) shall be established. The Committee shall comprise 5 to 10 members, including the Vice President for Research and Development, the Chief Secretary, the Director of General Affairs, the Director of Accounting, and experts and scholars from inside and outside the University. The Vice President for Research and Development shall serve as the convener.

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.

The Committee may be convened by the convener as needed. Resolutions of the Committee shall require the approval of more than half of all committee members.

Article 5 (Committee Tasks)

The Committee has the following tasks:

I. Protection of the University’s trademark rights and interests, and strategic

planning.

- II. Review of the University's trademark registration, renewal, and commercial use licensing.
- III. Review of trademark licensing and disputes.
- IV. Any other related matters.

Article 6 (Registration and Renewal)

For the registration or renewal of University Trademarks, the responsible unit shall submit a proposal form (see Appendix 1) and other written materials to the RDO for review by the Committee.

Article 7 (Unauthorized Use Prohibited)

Any party wishing to use University Trademarks must obtain the University's consent or authorization, unless otherwise provided by law or these Guidelines. Any unauthorized use without such consent or authorization shall entitle the University to assert its rights under the Trademark Act and relevant regulations, and to prohibit such use.

Article 8 (Non-Commercial Use)

The University's various units, faculty, staff, students, student organizations, and alumni associations at various locations may in good faith and reasonably use University Trademarks without filing an application, within the scope of non-commercial use for school activities, teaching and research, continuing education, inter-institutional and intra-institutional activities, social welfare, and other purposes consistent with the University's mission.

External parties wishing to use University Trademarks within the scope of non-commercial use described in the preceding paragraph shall complete a proposal form and file it with the Center for Academia and Industry Collaboration of the RDO.

Article 9 (Commercial Use)

Any party wishing to use University Trademarks for commercial purposes shall complete a proposal form and attach a business plan, and submit them to the RDO. University Trademarks may be used within the scope of the authorization only after the Committee has approved the proposal and an authorization agreement has been executed.

The business plan shall include a description of business operations and products, the purpose of using University Trademarks, the products on which University Trademarks will be placed, an operational plan, and the method for calculating the flat-rate licensing fee or derived benefit fee.

Where University Trademarks are used for the production and sale of souvenirs, the licensing shall be handled in accordance with the National Central University Guidelines for the Production and Sale of Souvenirs.

No application is required where University Trademarks are used for the marketing or promotion of the University's own publications.

Article 10 (Regulations Regarding Product Manufacturing)

Any party wishing to use University Trademarks to manufacture products for commercial purposes shall manufacture, label, and market such products in accordance with relevant government regulations, including the Commodity Inspection Act, the Commodity Labeling Act, and the Consumer Protection Act. The products manufactured shall meet the quality requirements and safety standards of applicable laws and regulations, and the party shall obtain product liability insurance or third-party liability insurance.

Article 11 (Obligations to be Observed)

The use of University Trademarks shall comply with the approved purpose, scope, and manner of use, and sublicensing is not permitted without the University's consent. An application must be submitted again if an extension of the period of use is desired.

Article 12 (University Trademark Revenue)

Revenue derived from the authorized use of University Trademarks, including flat-rate licensing fees and derived benefit fees, shall be incorporated into the University's general fund for unified management.

Article 13 (Handling of Infringement)

When University Trademark rights are infringed upon or disputes involving trademark rights and interests arise, the University may engage legal experts from within or outside the University to assist in handling the matter.

Article 14 (Implementation)

These Guidelines have been passed with resolutions sought from an Administrative Meeting, and implemented with the approval of the President. The same applies to all subsequent amendments.

[Attachment 1] University Name, Emblem, and University-Level Trademarks

Name of School		
國立中央大學	National Central University	NCU
University Emblem		
		
Standard Wordmark		
國立中央大學	中央大學	
中大	中大	
Other		
		

[Appendix 1] National Central University Trademark Management Proposal Form

Applying department		Application date	____/____/____ (yyyy/mm/dd)
Reason for the proposal	☐ Registration ☐ Commercial use ☐ Renewal ☐ Non-Commercial Use		
Trademark name		Trademark level	☐ University Trademark ☐ Non-University Trademark
Trademark design			
Reason for application			
Country where application is to be filed (Check only if the reason for proposal is Registration)	☐ The Republic of China ☐ Other		
Documents to be attached	If the reason for proposal is <u>Registration</u>, please attach: ☐ Trademark Registration Application — Class/Goods/Services (Attachment A) If the reason for proposal is <u>Commercial Use</u>, please attach: ☐ Proposal		
Proposing unit			
Processed by (Seal or signature)	Unit Supervisor (Seal or signature)	Head of grade-1 unit (Seal or signature) [If the applicant is an external party, please affix both the company's official seals.]	

Notes:

- I. Reference articles: Articles 3, 6, 8, and 9 of the National Central University Guidelines for the Use and Management of the University Name, Emblem, and Trademarks.
- II. This proposal form shall be retained by the Center for Academia and Industry Collaboration.

Trademark Registration Application — Class/Goods/Services

※ Please refer to the Goods and Services Classification Table on the Taiwan Intellectual Property Office (TIPO) website: <https://twtmsearch.tipo.gov.tw/OS0/OS0303.jsp>

Number	Category	Country:	Merchandise	Name of service
Example	41	The Republic of China	Education & training; Entertainment and leisure; Sports and cultural activities	Educational services; School educational services; Training services; Coaching (training); Training services provided through simulated training devices; Assessment and certification of individuals' skills and academic abilities; Educational testing; Skills certification; Aptitude testing and assessment; Educational information; Vocational guidance (educational or training advice); Career guidance; Technology knowledge transfer (training); Arranging and holding meetings; Arranging and holding conferences; Arranging and holding academic colloquia; Arranging and holding in-person educational discussions; Arranging and holding seminars; Arranging and holding forums; Arranging and holding workshops; Organizing various lectures; Organizing exhibitions for cultural or educational purposes
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