



## **Management of Trademark Portfolio**

### **1. Context**

This policy sets out the framework for the management of the University's Trademark portfolio in terms of registering new trademarks, authorising and licensing use of the trademarks and dealing with legal oppositions to the University's ownership of trademarks and related intellectual property rights. The policy seeks to ensure that all registrations are made in compliance with the Trademark Act 1996.

### **2. Purpose**

The policy seeks to establish a clear policy for the Trinity community for the following trademark activities:

- (a) Registration of new trademarks;
- (b) Use of trademarks by Staff and Students;
- (c) Use of trademarks by Partners, Collaborators and Suppliers;
- (d) Use of trademarks in accordance with Visual identity guidelines
- (e) Licensing of trademarks for commercial use;
- (f) Breaches of trademarks and related intellectual property rights.

### **3. Benefits**

The University's trademark portfolio has grown significantly in the last decade resulting in trademark registrations worldwide and is a valuable asset to the University. The legal and regulatory framework for these registrations differs according to the jurisdiction of registration. The University also licenses a number of trademarks for commercial and merchandising purposes and these arrangements are governed by agreed terms and conditions with third parties. To ensure all these important legal obligations and requirements are met it is important that the University has a clear process in place for the management of registration, use, licensing and defence of its trademark portfolio.

### **4. Scope**

This policy applies to the Trinity community: Staff, Student, visitors, partners, volunteers and any person who undertakes work on behalf of the University.

### **5. Principles**

The policy will provide a clear and transparent process for the management of the University's trademark portfolio which will respect the University's intellectual property rights and ensure such rights are exercised in accordance with the ethos of the University. The policy will also



ensure that all commercial use of the trademarks is in line with the University's Ethics policy and Sustainability policy.

## **6. Definitions**

College Community – the College Community shall be defined in accordance with the Chapter on Community in the 2010 Consolidated Statutes of Trinity College and of the University of Dublin.

Staff – Staff shall be defined in accordance with employment law and as defined in the Chapter on Staff in the 2010 Consolidated Statutes of Trinity College and of the University of Dublin

Students - Students shall be defined in accordance with the Chapter on Students in the 2010 Consolidated Statutes of Trinity College and of the University of Dublin.

Trademark - a trademark is defined in the Trademark Act 1996 as “any sign capable of being represented graphically which is capable of distinguishing goods or services of one undertaking from those of other undertakings”<sup>i</sup>.

Trademarks are a form of intellectual property of which the registered owner enjoy exclusive rights of use.

Trademark portfolio – all trademarks worldwide of which the University is the registered legal owner. A list of all trademarks on the Trademark Portfolio will be maintained by the Office of the College Secretary & Director of Governance.

Trinity logos – those trademark(s) which are identified in the University's Visual Identity Guidelines.

Trinity Primary Trademarks – Trinity, Trinity College, Trinity College Dublin, TCD, Dublin University and University of Dublin.

Visual Identity Principles – are a set of principles within the Visual Identity Guidelines that govern the consistency of use of the Trinity brand in all forms of communication across the University.

## **7. Policy**

### **(a) Registration of Trademarks**

All applications for registration of new trademarks, of which the University will be the registered owner, will be administered through the Office of the College Secretary & Director of Governance. All applications must be in accordance with the University's Visual Identity Principles.



The Office of the College Secretary & Director of Governance will provide legal support throughout the registration process including dealing with oppositions and regulatory objections.

Should an application be successful in gaining registration it will form part of the University's Trademark Portfolio as an intellectual property asset of the University.

### **(b) Use**

All use of the trademark portfolio must be authorised, either by way of licence agreement or explicitly authorised under the terms of this policy.

#### **(i) Internal**

All internal use of Trinity logos by Staff, Students, visitors, partners and volunteers must be in accordance with the University's Visual Identity Guidelines.

Staff may use the Trinity Primary Trademarks in the normal operational business of the University or in carrying out their duties in the course of their employment.

Students may use the Trinity Primary Trademarks in connection with their course or research work for example: on presentations, papers etc.

#### **(ii) External non-commercial use**

All external use of the University's Trademark portfolio, which extends beyond the normal function of a School/Area of Trinity's Primary Trademarks, must be approved in advance by the College Secretary & Director of Governance.

#### **(iii) External Commercial Use**

All external commercial use of the Trademark Portfolio requires explicit approval from the Trinity Marketing team. Requests need to be made via email to the Director of Marketing, Trinity College Dublin

#### **Merchandising**

Any suppliers appointed by the University to produce goods or supply services using the Trademark Portfolio will be required to enter into a licence agreement for use of the specified trademarks.

All appointments by the University will be made via the public procurement process and will adhere to the University's ethics and sustainability policies.



Commercial use of the Trademark Portfolio by Students Staff, visitors or volunteers is strictly prohibited. This relates to use of any University owned trademark in any form, physical or online, including use on social media platforms.

(iv) **Sports Clubs, Student Societies & SU**

The individual identities of recognised Sport's Clubs, Student Societies and Students' Unions, where their name uses a Trinity Primary Trademark, will be retained within the context of the overall management of the use of the University's Trademark Portfolio. The use of any Trademark within the Trademark Portfolio by Clubs, Societies and Students' Union is granted as a privilege and not a right. Use of the trademarks must be in accordance with all other relevant policies of the University in particular, the Dignity & Respect Policy. Any breach of this Trademark Policy will be referred to the Senior Dean and may result in the withdrawal of the privilege of use of the relevant trademark.

Use of the Trademark Mark Portfolio by Sports Clubs, Student Societies and the Student's Unions on Sporting gear or clothing must be approved by the Director of Marketing

**(c) Trademark Infringements**

Any Trademark Infringement by third parties will be dealt with by the Office of College Secretary & Director of Governance.

**(d) Breaches of this Policy**

Any alleged breaches of this policy by Staff will be dealt with in accordance with existing disciplinary procedures.

Any alleged breaches of this policy by Students will be dealt with in accordance with existing student disciplinary procedures.

Any alleged breaches of this policy by any other member of the College Community will be referred to the College Secretary.

## **8. Policy Owner**

The Secretary to the College/Director of Governance is the owner of this policy.

## **9. Responsibility and Implementation**

The responsibility for implementation of the legal framework regarding the registration of new trademarks, the maintenance of the trademark portfolio and all related activities regarding the legal protection of the portfolio rests with the Secretary to the College/Director of Governance with direct support from the Legal Team in that Office.



Decisions regarding non-commercial use of the trademark portfolio will be made by the Secretary to the College/Director of Governance following consultation with relevant areas.

The responsibility for the commercial exploitation of the trademark portfolio and use of the trademarks in accordance with the brand identity policy will rest with the Director of Marketing.

## **10. Related Documents**

This policy should be read in conjunction with the following policies:

The Management of Legal cases and Legal Costs policy

The Ethics Policy

Sustainability Policy

Dignity and Respect Policy

Visual Identity Guidelines

2010 Consolidated Statutes of Trinity College Dublin and of the University of Dublin

## **11. Document/version Control for New Policies**

Approved by: Board

Date policy approved: 2009

Date of next review: 2030/31

Officer responsible for review: Secretary to the College/Director of Governance

## **Document Control for Revised Policies**

11.1 Date of initial approval: 2009

11.2 Date revised policy approved: 3 December 2025

11.3 Date policy effective from: 3 December 2025

11.4 Date of next review: Academic Year 2030/31

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<sup>i</sup> Section 1, Trademark Act 1996, Ireland.