



# REGISTRATION OF REVENUE-GENERATING SERVICE/PRODUCT LOGO

BYU-Hawaii revenue-generating departments can have a unique logo created and/or approved by University Communications for products or services being sold for profit. Marks should be used for a **minimum of three years**, after which, marks can be evaluated by University Communications and a new mark approved. Marks should only be used in marketing materials (ads, posters, flyers, etc.) and not for official uses in identifying the organization (letterhead, business cards, envelopes, etc.).

For any logos created outside of the department of BYU-Hawaii University Communications, an additional form, **Artwork/Graphic/Illustrations Release** must be filled out and submitted.

1. Name of Registrant:		2. <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time	3. Job Title:	
4. Department Name:			5. Telephone Number:	
6. Email Address:		7. Other Departments Involved, Sponsors, etc (if any):		
8. Name of service/product:				
10. Why do you feel a logo is needed for this service/product?		9. Service/product description ( <i>purpose, goals, audience, etc</i> ):		
		11. How do you plan on using the logo?		
12. File Name/Name of Logo ( <i>ex. BYUH C-Store Logo</i> ):		13. Who created the logo? ( <i>Name of graphic designer, Agency, etc.</i> ):		
14. Designer's Phone Number:		15. Designer's Email Address:		
Registrant's Signature:			Date:	
<b>FOR OFFICE USE ONLY</b>				
<input type="checkbox"/> Approved <input type="checkbox"/> Denied <input type="checkbox"/> Other:		Reassessment Date (3 years after approval):		
Comments:				
Authorized By (Print Name):		Authorized Signature:		Date:



## REGISTRATION OF ANNUAL EVENT LOGO (CONT'D.)

Insert logo file here:

(On Adobe Acrobat Pro, search in tools "Add Image", Select your logo's image file, click on this page to paste image, reposition image in the center of this box area)



## ARTWORK/GRAPHICS/ILLUSTRATIONS RELEASE

The undersigned (“Owner”), being the legal owner of, and/or having the right to permit the use of, certain artwork, graphics and/or illustrations listed in Exhibit A (“Content”), does hereby grant to Brigham Young University–Hawaii and its legal representatives, agents, and assigns (collectively “BYUH”) the non-exclusive right to use the Content in perpetuity solely in connection with the program currently entitled:

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(the “Program”). BYUH shall solely own all interest and rights, including copyrights, in and to the Program, and Owner hereby waives any right that he/she may have to inspect or approve the Program. All rights not expressly granted by Owner in this Release are reserved to Owner.

Owner agrees that the Content, and any depiction of individual(s) therein, may be duplicated, broadcast, rebroadcast, distributed and fully exploited in any and all manner and media throughout the world as part of the Program. Owner agrees that BYUH shall have the unlimited right to vary, change, alter and modify the Content for use in the Program. Nothing herein shall be construed to obligate BYUH to use the Content in the Program or to exercise any of the rights granted herein.

Owner hereby releases, discharges, and agrees to save harmless BYUH, and all persons acting under its permission or authority, or those for whom it is acting, from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may occur in the production of the Program or in any subsequent processing thereof, as well as any publication thereof or from any and all claims, demands or causes of actions that Owner may have or may in the future have for libel, defamation, invasion of privacy or right of publicity, infringement of copyright or trademark, or violation of any other right arising out of or relating to any utilization of the rights granted under this Release.

Owner hereby warrants that he/she has every right to contract in his/her own name in the above regard. If Owner is signing as an agent or employee of a firm or corporation, Owner warrants that he/she is fully authorized to do so. This release shall be binding upon Owner and his/her/its heirs, legal representatives, successors, and assigns.

Owner Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Date: \_\_\_\_\_



# EXHIBIT A

## ARTWORK/GRAPHICS/ILLUSTRATIONS RELEASE

### Content Description(s)

1.

2.

3.

4.

5.

6.

*(Copy and attach additional forms as needed)*