

“Regulations Governing National Chung Hsing University Logo and Trademark Management”

Enacted at 386th Administrative Meeting on June 11, 2014

Amended at 389th Administrative Meeting on January 7, 2015 (Name and all Provisions)

Authorized to Be Amended at 406th Expanded Administrative Meeting on March 22, 2017 (Clauses 2, 5, 6, 9, 10, 13)

Article 1 National Chung Hsing University (hereinafter referred to as the “School”) sets up “National Chung Hsing University Logo and Trademark Management Committee” (hereinafter referred to as the “Committee”), and formulates “Regulations Governing National Chung Hsing University Logo and Trademark Management”(hereinafter referred to as the “Regulations”) for the effective use and maintenance of the School's full name in Chinese and English, abbreviation, school badge and other trademarks, marks which may be registered and obtained or other signs that present the image of the School (hereinafter referred to as the “logo”) pursuant to the law currently or in the future.

Article 2 The Committee consists of five to seven members, formed by the School’s Vice President, the Chief Secretary, Dean for General Affairs, Director of General Center for Academia-Industry Collaboration, and teacher representatives. The Vice President is the convener.

Article 3 Duties of this Committee are as follows:

1. Review of the registration, alteration, transfer, maintenance or use authorization of the School logo and trademark application.
2. Review and handling of the School's logo and trademark rights infringed or involved in the trademark rights disputes.
3. Review of the School logo and trademark used in the design drawings, samples or three-dimensional models of the souvenirs, commodity packaging and marketing plans.
4. Other matters related to logo and trademark management.

Article 4 The Committee may convene a meeting according to the case. Resolutions of the Committee shall be adopted by a majority of the members at a meeting attended by a majority of the members; and depending on the case need, the relevant personnel may be invited to the meeting as nonvoting attendees.

Article 5 Applications for trademark registration, alteration, transfer, maintenance, uses and earnings authorization of all sectors of the School shall be jointly handled by the General Center for Academia-Industry Collaboration.

Article 6 All sectors of the School desiring to apply for trademark registration shall prepare the trademark registration application form, after being accepted by the General Center for Academia-Industry Collaboration, and then submit it to the Committee for review. If it is necessary to apply for registration after the review, the application shall be filed by the General Center for Academia-Industry Collaboration on behalf to the competent authority. The relevant fees for application, license and maintenance shall be fully borne by the applicant.

Article 7 Any party who desires to use the logo and trademark of the School shall be authorized by the School. For any unauthorized use, the School may claim rights, request compensation and prohibit its use in accordance with the Trademark Act and related regulations.

Article 8 The non-commercial use of the logo and trademark combined by the logo of each sector with the logo of the School may be managed by each sector.

Article 9 Non-commercial uses of the School's logos and trademarks shall be limited to the applications of the School's sectors, faculty, staff and students, associations or alumni associations. In addition to the business cards and official documents which do not need to apply for, the application form for non-commercial use authorization and an affidavit shall be prepared and submitted to the General Center for Academia-Industry Collaboration for an approval of scope authorization.

The application of the preceding paragraph is subject to the rolling admission and is reviewed by the General Center for Academia-Industry Collaboration.

The Committee may terminate the authorization if it does not conform to the nature of the authorized use or it involves corporate behavior.

Article 10 Anyone applying for commercial use of the School's logo and trademark shall prepare a commercial use authorization application form and submit the supporting documents and plan to the General Center for Academia-Industry Collaboration, and use the logo and trademark according to the scope of authorization after the resolution of the Committee.

For non-School sectors' applications, the cost of the review of the Committee shall be borne by the applicant. The cost of each case shall be NT\$20,000 and paid within the School's written notice period.

Article 11 The contents of the certificate and plan for the application for commercial use of the preceding article shall be as follows:

1. The certificate to be attached shall include:

- (1) Non-School sectors shall submit the latest and effective establishment (modification) certificate of the legal entity.
- (2) An inspection report of the products produced by the School and the government's certificate of conformity shall be attached to the products related to food safety according to their attributes.

2. The contents of the plan should include:

- (1) Business profile and actual performance experience (not necessary for the School sectors)
- (2) The purpose and region of trademark application.
- (3) Description of commodity application, design concept, design drawing and color photo pattern.
- (4) Business plans (including marketing plans, propaganda techniques, estimated turnover and sales channels).
- (5) Applied length of use of the School's logo and trademark is limited to three years.
- (6) Conditions of royalty and reward shall be reviewed after being filed by the applicant, including production capacity of the logos and trademarks authorized for use by the School, and the product's sales price before tax.

The same application failing to be authorized by the Committee may not be repeatedly claimed if the content has not been changed.

- Article 12 Those who use the logos and trademarks of the School to make goods shall manufacture, label and market the products in accordance with the relevant provisions of the Commodity Inspection Act, the Commodity Labeling Act, the Consumer Protection Act, etc. The manufactured goods shall comply with the quality requirements and safety standards of relevant laws and regulations and should take out product liability insurance or third party liability insurance.
- Article 13 After being reviewed and approved the application for commercial use, the applicant shall enter into an authorization agreement with the School's General Center for Academia-Industry Collaboration within the written notice period of the School and shall pay the royalty approved by the Committee.
- Article 14 Commercial use or non-commercial use shall not violate the compulsory or prohibition of the law, public order, good customs, etc. In case of any of the foregoing violations, the School may immediately terminate the authorization and request the relevant products to stop publicity and sales, and the collected royalty and reward are not refundable. The derived civil, criminal and administrative liabilities shall be borne by the authorized person. The School may also require the authorized person to compensate for the loss.
- Article 15 If the School's logo and trademark rights are infringed or involved in related rights and interests disputes, the School may request the legal counsel to solve the matter uniformly, and the relevant sectors shall fully cooperate with them.
- Article 16 Regulations related to applications for and reviews of logo and trademark use in souvenirs, and royalties shall be separately specified.
- Article 17 The Regulations shall be implemented after the adoption of the Administrative Council, and the same shall apply as to amendments hereto.