NATIONAL CHUNG HSING UNIVERSITY

Standards for the Review and Management of  
University Logo and Trademark Licensing Agreements

October 18, 2017—Formulated by the 410th Expanded Administrative Meeting

Article 1 National Chung Hsing University (hereinafter, NCHU or “the University”) has formulated the NCHU *Standards for the Review and Management of University Logo and Trademark Licensing Agreements* (“the Standards”) to effectively utilize the University’s logos and trademarks and ensure the proper control and management of logo and trademark licensing agreements.

Article 2 Companies that wish to use the University’s logos and trademarks must be existing legal entities with official business, company, or factory registration and must be one of the following:

1. Participants in an academia-industry collaboration project with NCHU with a total budget of NT$5,000,000 or more

2. Resident companies at the NCHU Innovation Incubator that have co-proposed a research project with NCHU with a government research grant of NT$5,000,000 or more and that have actually participated in an academia-industry collaboration project or technology transfer with the University

3. Licensees of a technology transfer agreement with cumulative licensing fees of NT$1,000,000 or more already paid in to the University

Article 3 Any company meeting the criteria described in the preceding paragraph may submit a commercial licensing application in accordance with Article 11 of the University’s *Regulations for the Management of University Logos and Trademarks*. Applications that meet the following criteria, as determined in a preliminary review, shall be presented to the University’s Logo and Trademark Management Committee for review:

1. The logo/trademark license must be a non-exclusive license.

2. The licensing fee must be no less than NT$1,000,000, with a royalty rate of no less than 2% of sales revenue.

3. The merchandise on which the logo/trademark is used must be a product or application derived from the University’s research and development outcomes.

Article 4 Cultural and creative merchandise is exempt from the limitations described in the preceding two articles. The University’s Logo and Trademark Management Committee shall have sole discretion over whether a product may be considered cultural and creative merchandise.

Article 5 The licensing terms and duration shall be deliberated upon and approved by the University’s Logo and Trademark Management Committee, and shall be formalized via a licensing agreement.

Article 6 These Standards and any amendments made hereto shall be implemented upon approval by the Administrative Meeting.