

Review Criteria for National Chung Hsing University Logo and Trademark Authorization Management

Enacted at 410th Expanded Administrative Meeting on October 18, 2017

1. National Chung Hsing University (hereinafter referred to as the “School”) enacts the “Review Criteria for National Chung Hsing University Logo and Trademark Authorization Management” (hereinafter referred to as the “Review Criteria”) for the effective use and maintenance of the School's logo and trademark authorization management.
2. The manufacturer that desires to apply for authorization to use the School's logo and trademark shall be a legally valid manufacturer with business registration, company registration or factory registration, and shall meet one of the following requirements:
 - (1) The applicant signs the industry-university cooperation plan with the School, of which the cumulative amount of the plan amounts to NT\$5 million or more.
 - (2) The applicant settling in the Innovation Incubation Center of the School has jointly researched with the School and obtained the government's R&D subsidy program with a cumulative amount of NT\$5 million or more, and actually engaged in industry-university cooperation or technology transfer.
 - (3) The applicant signs a technology transfer authorization with the School, and the cumulative amount of the payment received by the School amounts to NT\$1 million or more.
3. Those who meet the preceding conditions and apply for commercial use license in accordance with Article 11 of the “Regulations Governing National Chung Hsing University Logo and Trademark Management” shall be reviewed by the meeting of the School Logo and Trademark Management Committee convened by the School after meeting the following conditions in the initial review:
 - (1) The use of the School logo and trademark as agreed shall be based on non-exclusive license.
 - (2) The licensing fee shall not be less than NT\$1 million, and the spin-off royalty shall not be less than 2% of the total sales.
 - (3) The products it applies for are the substantial contribution arising from the application of the research and development results of the School.
4. If it is a cultural and creative product, it is not subject to the restrictions of the preceding two Articles. Whether it is a cultural and creative product or not shall be determined by the School Logo and Trademark Management Committee.
5. The conditions and period of authorized use shall be subject to an additional agreement after being reviewed by the School Logo and Trademark Management Committee.
6. The Review Criteria shall be implemented after the adoption of the Administrative Meeting, and the same shall apply as to amendments hereto.