

TRADE MARKS POLICY

Policy No. TMP 2024

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KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

(Deemed to be University)

(Under the section 3 of UGC act 1956)

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TRADE MARKS POLICY

Policy Preparation & Verification Team

Prepared: 2024

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TRADE MARKS POLICY

1. INTRODUCTION

Kalasalingam Academy of Research and Education (KARE) recognizes that its name, logo, symbols, slogans, and other identifiers represent valuable institutional assets that embody its reputation, academic excellence, and brand identity. These elements, collectively referred to as trademarks, play a critical role in distinguishing the institution and its offerings from others.

The protection and proper use of trademarks are essential to maintain the integrity, credibility, and legal rights of the institution. Unauthorized or improper use may result in reputational harm, legal liability, or dilution of brand value.

This policy establishes a structured framework for the registration, protection, usage, monitoring, and enforcement of trade marks associated with KARE.

2. PURPOSE

The purpose of this policy is to:

- Protect the institution's trade marks from misuse, infringement, or unauthorized use
- Establish guidelines for the proper and consistent use of trade marks
- Ensure legal compliance with applicable intellectual property laws
- Promote brand integrity and uniform representation across all platforms
- Define roles and responsibilities for managing and enforcing trade mark rights
- Provide procedures for approval and licensing of trade mark usage

3. SCOPE

This policy applies to:

- All faculty, staff, students, and administrative units
- Research centers, affiliated institutions, and departments
- Vendors, partners, collaborators, and third-party organizations

- All forms of media and communication, including:
 - Printed materials
 - Digital platforms (websites, social media, emails)
 - Promotional and marketing materials
 - Merchandise and publications

The policy covers all trade marks owned or used by KARE, including registered and unregistered marks.

4. DEFINITIONS

Trademark:

A Trademark includes any legally protected name, logo, emblem, crest, seal, symbol, word mark, slogan, tagline, colour combination, design, visual identity, or other distinctive identifier that represents Kalasalingam Academy of Research and Education (KARE) and distinguishes it from other organizations.

KARE Trademarks include, but are not limited to:

- The official name "Kalasalingam Academy of Research and Education" and the acronym "KARE".
- The official KARE Logo.
- The University Emblem and Institutional Seal.
- Official taglines, slogans and brand identities approved by the University.
- Official names and logos of Schools, Centres, Departments and Institutes specifically approved by the University.
- Any other trademarks registered or adopted by KARE from time to time.

5. POLICY STATEMENT

KARE retains exclusive ownership of all its trade marks and associated intellectual property. All members and external entities must use institutional trade marks only with proper authorization and in accordance with approved guidelines.

Any unauthorized use, reproduction, modification, or distribution of trade marks is strictly prohibited and may result in disciplinary or legal action.

6. OWNERSHIP AND REGISTRATION

- All trade marks created, developed, or used in connection with KARE activities shall be considered institutional property
- The institution shall take necessary steps to:
 - Register trade marks under applicable laws

- Maintain records of registered and pending trade marks
- Renew registrations as required

Departments must coordinate with the designated authority before creating or using new logos, names, or branding elements.

7. USE OF TRADE MARKS

7.1 Internal Use

Faculty, staff, and students may use trade marks for official purposes such as:

- Academic and research publications
- Institutional communication
- Events, conferences, and seminars

All usage must comply with approved branding guidelines and must not alter or distort the trade mark.

7.1A Official KARE Logo

The official KARE logo is the University's primary visual identity and shall be used only in the approved format prescribed by the Public Relations Office/Branding Cell.

The logo:

- shall appear on all official University communications, conferences, seminars, workshops, publications, certificates, websites, promotional materials and institutional events;
- shall not be modified, redrawn, stretched, recoloured, animated, cropped or combined with other graphics without prior written approval;
- shall be reproduced only from the official artwork supplied by the University.

Departments, Schools, Centres, faculty members, students and organizers of University-approved events shall use only the officially approved logo files.

7.2 External Use

External entities may use KARE trade marks only:

- With prior written permission
- Under a formal agreement or license
- For purposes aligned with institutional objectives

Unauthorized commercial use is strictly prohibited.

7.2A Use of KARE Trademark by Faculty Start-ups

Faculty-owned or faculty-promoted start-up companies, incubated companies, spin-offs or commercial ventures shall not use the KARE name, logo, emblem or any other University trademark as part of their company name, branding, products, websites, marketing materials or promotional activities without prior written approval of the competent authority.

Where approval is granted:

- the relationship between KARE and the start-up shall be clearly defined;
- the approval shall specify the permitted scope, duration and manner of use;
- the University's trademark shall not imply University ownership, endorsement or certification unless expressly authorized.

7.2B Co-branding (KARE and Partner Logos)

For collaborative programmes, conferences, sponsored events, research projects, Memoranda of Understanding (MoUs), academic partnerships or outreach activities, the KARE logo may appear together with partner organization logos only after obtaining prior approval from the designated authority.

Co-branding shall comply with the following principles:

- KARE's identity shall not be diminished or misrepresented.
- Partner logos shall be displayed in accordance with approved branding guidelines.
- The collaboration shall be genuine and officially approved.
- The use of partner logos shall not imply endorsement beyond the approved collaboration.
- Branding layouts shall be approved by the Public Relations Office/Branding Cell before publication.

7.3 Branding Guidelines

All trade marks must be used consistently in accordance with:

- Approved logo formats, colors, and typography
- Standard naming conventions
- Institutional communication policies

Improper use, including distortion, resizing without proportion, or unauthorized modifications, is not permitted.

8. LICENSING AND PERMISSIONS

The institution may grant permission for trade mark use under specific conditions:

- Submission of a formal request
- Execution of a licensing agreement (if applicable)

Permission shall be granted only after approval by the following authorities, as applicable:

- Department-level publications and academic events – Head of Department
- School-level events – Dean of the respective School
- University-wide academic events, conferences and outreach programmes – Registrar in consultation with the Public Relations Office
- Commercial licensing, merchandising, external collaborations, MoUs, sponsorships and use by external organizations – Vice-Chancellor on the recommendation of the Legal/IP Cell and Public Relations Office

All approvals shall be maintained as official institutional records.

Licenses may include:

- Duration of use
- Scope and purpose
- Quality control requirements

The institution reserves the right to revoke permission in case of misuse.

9. MONITORING AND ENFORCEMENT

KARE shall actively monitor the use of its trade marks to prevent misuse or infringement.

Measures include:

- Periodic review of internal and external usage
- Monitoring digital platforms and publications
- Taking corrective actions against violations

Legal action may be initiated against unauthorized users or infringers.

The Legal/IP Cell shall maintain a central Register of KARE Trademarks containing details of registered trademarks, renewal dates, licensing permissions, infringement actions and authorized users.

10. ROLES AND RESPONSIBILITIES

10.1 University Management

- Approve trade mark policies and strategies
- Ensure protection of institutional brand

10.2 Legal / IP Cell

- Maintain the University's Trademark Register
- Coordinate trademark registration and renewal
- Handle infringement complaints
- Provide legal advice regarding trademark protection
- Recommend legal action where necessary

10.3 Public Relations / Branding Team

- Maintain the official Brand Identity Manual
- Issue official logo artwork
- Review branding compliance
- Approve routine branding requests
- Advise departments regarding proper logo usage

10.4 Departments and Units

- Ensure proper use of trade marks
- Seek approval for new branding elements

10.5 Faculty, Staff, and Students

- Use trade marks responsibly and ethically
- Report misuse or unauthorized use

11. VIOLATION OF POLICY

Violations may include:

- Unauthorized use of trade marks
- Modification or distortion of official logos
- Commercial exploitation without permission
- Misrepresentation of institutional identity

Consequences may include:

- Disciplinary action
- Withdrawal of permissions
- Legal proceedings

12. SUPPORTING POLICIES

This policy should be read in conjunction with:

- Intellectual Property Policy
- IT Usage and Access Control Policy
- Records Management Policy
- Anti-Fraud Policy
- Communication and Media Policy

13. REVIEW AND AMENDMENT

This Policy shall be reviewed at least once every three (3) years or earlier whenever required due to amendments in intellectual property laws, branding requirements, institutional restructuring, or recommendations arising from audits or legal proceedings.

Policy amendments shall be approved by the Vice-Chancellor on the recommendation of the Legal/IP Cell and the Public Relations Office.

14. FURTHER INFORMATION

For clarification or permission requests, contact:

- Legal / IP Cell
- Public Relations Office
- Administrative Office