

GUIDELINES ON NAMES AND TRADEMARKS AT AALTO UNIVERSITY

1. General information

The names and trademarks of Aalto University Foundation functioning as Aalto University (later University) are the property of the University and should be used in accordance with these guidelines. University teachers, students and staff themselves benefit from the University's name and trademarks, and are personally responsible for their use.

The University actively endeavors to protect its name and trademarks in order to prevent them from being used without authorization or in a way that is misleading by people or organizations that are not connected with the University, and to ensure that students, alumni and other parties use the University's name and trademarks appropriately. Aalto University trademarks registered internationally and nationally include AALTO UNIVERSITY, AALTO, AALTO MBA and other AALTO trademarks, see <https://www.tmdn.org/tmview/welcome>.

The University's name or trademarks may not be used in a way that implies a connection with programs, products or services, the owner of which is not a direct partner of the University or has no permission from the University with regard to the activity in question.

2. Guidelines for teachers and staff

The University's name and trademarks may be used for teaching and research at the University and in other academic activities in accordance with the conventional practices of schools, departments, units and degree program, without the need for a separate license. Trademarks must be used in the form in which they are registered.

If a member of staff is involved in *an activity that is not directly under the aegis of the University* (e.g. independent consultation, other entrepreneurial activity), the use of the University's name is permitted to indicate the person's employee status (e.g. Liisa Virtanen, professor, Aalto University). But in such a case the use of the University logo is not allowed. Otherwise, a License, as referred to in section 5, must be obtained to use the University's name and trademarks for external entrepreneurial activity.

The use of the University's name or trademarks in connection with a certain event, program, project or product suggests that the University is somehow involved in the activity concerned.

The involvement of a single teacher, student, alumnus or staff member is not sufficient grounds for indicating that the University has shown its support or approval of a project. The activity must be one that the University as an organization is involved in, with the approval of the relevant dean or head of department, and is an event organized by the University. If the University, as an organization, is not involved in the event or the provision of a service, a License, as referred to in section 4, must be applied for to use the name or a trademark.

The University's name and trademarks may not be used for party political purposes.

3. New trademarks in projects

When planning a new name or trademark for services and products developed in projects, check the trademark registers in the geographical areas planned for the activity in question to see, for example, if the name planned for a project or other product or service is already being used and/or has been registered as a trademark in the trademark categories relating to services and products resulting from research project. You can check trademarks that have already been registered in the EU trademark database at: <https://www.tmdn.org/tmview/welcome>

In addition to trademark registration, a trademark right may also be acquired through established practice, so entities using a name or trademark should also be checked, using a search engine and registered company databases. In matters concerning trademarks, please ask for assistance from the Innovation Advisor of your School.

4. Guidelines for students and alumni

Registered student and alumni groups may use the University's name and logos for University-approved projects. If these groups provide goods or services bearing the University's name or trademarks, they must acquire a License, as referred to in section 5.

5. License

The communications manager issues licenses to use trademarks and to register new University trademarks. Applications for a license to use a trademark or to register a new trademark should be addressed to viestinta@aalto.fi.

Anyone obtaining a License undertakes to use trademarks in the form they were in when they were registered and in accordance with best practice, and to keep the materials in which University trademarks appear for at least three years.

The registration of a trademark owned by the University as part of the name of an association or company is only permitted with respect to an organization connected with

the University. Anyone granting a License must ensure that the party in receipt of the License undertakes to assign the registration to the University's name if the University so requires.

6. Using the University as a reference

Suppliers of services or goods responding to invitations to tender may use the University as a reference when the partnership is at least a year old.

If the partnership has ceased, the reference must state the relevant years in which the company acted as the University's supplier of services and goods, and the use of the reference should not give the false impression that the partnership continues.

7. Reporting unauthorized use

Anyone who discovers that the University's trademarks are being used in breach of these guidelines is asked to report the matter by email to: viestinta@aalto.fi.

8. Registration of domain names, university names or trademarks

Domain names and other University names or trademarks incorporating the University's name must be registered as the property of the University. Teachers, members of staff, alumni, other voluntary employees or students may not register a domain name incorporating the word(s) Aalto or Aalto University or any other University name or trademark, unless a License as referred to in section 4 has been obtained. Licensor must ensure that the party in receipt of the License undertakes to assign the domain name to the University's name if the University so requires.