Submit \$50.00 renewal fee, Renewal must be received by the renewal date to remain active.

Registration Number: 28605



SECRETARY OF STATE Corporation Division Business Registry 255 Capitol Street NE Ste 151 Salem, OR 97310-1327 Phone: (503) 986-2200 Fax: (503) 378-4361 THIS SPACE OF CERCE ONLY

SEP 30 2024

OREGON SECRETARY OF STATE

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TRADE AND SERVICE MARK APPLICATION FOR RENEWAL PLEASE TYPE OR PRINT LEGIBLY IN BLACK INK

	PLEASE !	,, _ 0		
Correspondent's Mailing Address:		2. Applicant's (owner) business address:		
TRADEMARK OFFICE ADS 312 OREGON STATE UNIVERSITY		OREGON STATE UNIVERSITY TRADEMARK OFFICE ADS 312		
CORVALLIS	OR	97331-2140	CORVALLIS	OR 97331-2140
•	•		Renewal must be received by :	9/27/2024
Trade or Service Mark:		Original file date: 9/27/1994		
WORDS "OREGON STA	ATE UNIVERSI	TY BEAVERS"		
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Attach a separate p change in the mark			by of the mark as it is actually	used. Any
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University Relations and Marketing • Trademark Licensing

GUIDELINES FAQS CORPORATE RESPONSIBILITY

Guidelines

Oregon State's art sheet contains logos, wordmarks, verbiage, correct PMS colors and general information about the university. As part of the cost of licensing, licensees will gain access to the art sheet through Logos on Qenand. General design guidelines and detailed information about each logo are listed below.

Trademarks

In addition to the logos on the artsheet, the following wordmarks are also registered trademarks.

- Oregon State University^{TV}
- → Oregon State™
- ∙ OSU™

◆ Oregon State University Beavers™

- Beavers**
- OSU Beavers?4
- Beaver Pride™
- Go Beavs

Design Guidelines

- $\boldsymbol{\varepsilon}$ All university logos need to have the appropriate trademark registration symbols,
- , Changes to the logos are not permitted, including altering the color, shape, alignment, or trademark registration symbol.
- · Logos need to be seen in their entirety and should not be covered or layered with other marks or graphic elements.
- · Logos and wordmarks cannot be used to make different words.
- No stylized or cartoon images of a beaver are permitted. Use of consistent graphics helps build brand consistency.
- · Parody designs are not permitted. All artwork should be original.
- . Logos and/or wordmarks should not appear in green or yellow link or be placed on green or yellow garments (some camouflage patterns are acceptable and reviewed on a case by case basis).