



THE UNIVERSITY OF TEXAS AT EL PASO

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Copyright  
UTEP Graphic Identity Guide  
Intellectual Property

## What is covered?

- **Copyright**
  - Copyright
  - UT System's Rules of Thumb
- **Media Relations**
- **\*UTEP Visual Brand and Editorial Style Guide (Update)**
  - \*How and When to Get Permission to Use UTEP's Visual Brand Elements (New)
- **Intellectual Property**
- **Office of Technology Commercialization**
- **Teachable Takeaways**
- **Additional resources**

# Copyright

- Copyright protection exists for original works of authorship, fixed in any tangible medium of expression, that can be communicated to others.
- Works of authorship include the following:
  - architecture
  - dramatic and graphic works
  - literary
  - motion pictures – short or full-length documentaries
  - musical
  - sound
- Copyright protection **does not** exist for **any** idea, procedure, process, system, method of operation, concept, principle, or discovery.
- The examples contained in this module are by no means a list of all copyright issues facing UTEP employees.
- Detailed discussion of the fair use of copyrighted materials and UT System's policies can be found at:  
**<https://www.utsystem.edu/offices/general-counsel/intellectual-property#copyrights>**.

## UT System's Rules of Thumb

- The University of Texas System (UT System) Office of General Counsel has developed a set of guidelines called **Rules of Thumb**, to ensure compliance with the following copyrighted works:
  - Course packs
  - Distance learning
  - E-books
  - E-journals
  - Electronic databases
  - Image archives
  - Multimedia works
  - Music
  - Research copies
  - Reserves
- This module concentrates on the use of:
  - Books and periodicals
  - Computer software
  - Films
  - Music
- Detailed information on works **NOT included** in this module can be found at: <https://guides.lib.utexas.edu/copyright#rules>.

## UT System's Rules of Thumb (continued)

- Computer software:
  - Unauthorized duplication of copyrighted software is a violation of federal copyright law
  - All users must abide by all software license agreements
  - Licensed software may be copied, or shared in any way, **ONLY** as permitted by the license
  - Licensed software may **NOT** be copied or shared in any way **UNLESS** specified in the license
  - Always be aware of the terms of the software license agreement
- Classroom copies of books and periodicals, including those in electronic format, should be limited to:
  - Single chapters of books or articles from periodicals
  - Several charts, graphs, or illustrations
  - Other small parts of a work
- Classroom use of motion pictures and documentary films:
  - The UTEP Library provides access to databases of streaming videos that are licensed for classroom and personal use by UTEP faculty, staff, and students
  - Films on DVD or VHS may be shown in face-to-face teaching situations
  - Films on DVD or VHS may not be reverse engineered to create streaming video without a license from the copyright owner
- Educational use of music - Can I copy:
  - Entire works of sheet music? **Only** for performances and **only** in emergencies
  - Sections (units) of sheet music? **Only** if out of print
  - Student performances? **Only** for teacher evaluation or a student's portfolio
  - Sound recordings? **Only** one copy for classroom or reserve room

## Media Relations

- The following media relations guide is intended for faculty and staff. It was created by the Division of Marketing and Communications (MC), which is charged with issuing press releases and connecting journalists and reporters with faculty experts.
  
- **External Communications**
  - All public statements, media events, news media interviews, press releases and similar communications **made on behalf of or as an official representative of the University**, or its units, should be coordinated/planned and approved by MC. This includes communication efforts conducted with UTEP partners.
  - Requests from news media should be referred to the University media relations team.
  - Requests from UTEP partners to participate in media events or similar public communications events should be coordinated with the media relations team before any planning by any UTEP employee takes place.
  - No UTEP unit should issue its own press releases, with the exception of University Athletics.
  - University units can feature, highlight, and post promotional material on their official social media channels without pre-approval from MC. However, if a post is intended to serve as a public or official statement of the University or its unit, or may be construed as such, approval should be sought before posting.
  
- **Media Relations Resources**
  - MC can provide helpful resources for media requests, including:
    - Media training, messaging consultation and coordination of media interviews.
  - Contact [news@utep.edu](mailto:news@utep.edu) if you receive a request from the media.
  - Visit [utep.edu/marketing-and-communications](http://utep.edu/marketing-and-communications) for contact information for members of the Media Relations team.

## \*UTEP Visual Brand Guide and Editorial Style Guide (Updated)

### ▪ Why We Manage Our Brand

- The Division of Marketing and Communications has been charged with actively managing the UTEP brand and focuses on three areas:
  1. Brand awareness,
  2. Strategic messaging,
  3. Visual branding and Editorial style.

### ▪ How We Manage Our Visual Brand

- the Visual Brand Guide was created as a companion to our Strategic Messaging Guide.
- the UTEP Editorial Style Guide was amended that relates to writing the University name and other UTEP-related terms, abbreviations, references and more.

### ▪ We manage our visual brand in two ways:

1. Providing required standards on how to present our visual brand elements.
2. Providing approval guidelines for the official use of UTEP's brand elements.

- To access the official **UTEP Visual Brand and Editorial Style Guide**, please visit:

**<https://www.utep.edu/marketing-and-communications>**.



## \*How and When to Get Permission to Use UTEP's Visual Brand Elements (New)

### ▪ **Items that Require Additional Visual Brand Approval**

#### • **Merchandise**

- Approval is required to use the logo and other brand elements on merchandise, apparel, swag items, etc. This is done to protect the UTEP brand from infringement and promote quality control. Examples include T-shirts, mugs, pens and branded giveaway items.

#### • **Paid Advertising and Marketing**

- Use of UTEP logos or lockups in paid advertising and marketing must be approved by UTEP Marketing and Communications. Examples include television or radio commercials, paid social media, digital advertising and billboards.

#### • **Co-Branding**

- All requests to use the UTEP name and visual brand elements in conjunction with other organization names and logos must be approved by Marketing and Communications.

#### • **University Seal**

- Use of the University seal requires approval of the Office of the President and the Vice President of Marketing and Communications.

#### • **College and School Seals**

- Use of college and school seals must be approved by the appropriate dean and the Vice President of Marketing and Communications.

- With few exceptions, UTEP employees may use the University's visual brand elements as part of any official business, as long as the standards delineated in the **Visual Brand and Editorial Style Guide** are followed. No additional permission is required.

### ▪ **Items that DO NOT require approval from the Marketing and Communications include, but are not limited to:**

- Official University letterhead, envelopes, and business cards. These items should be ordered from the UTEP Print Shop, located in the Carl Hertzog Building, using their available approved template.
- Posters
- Flyers
- Brochures
- Banners
- PowerPoint presentations

- **Please remember that although these items do not require visual brand approval from Marketing and Communications, they MUST follow the brand standards within the Visual Brand and Editorial Style Guide.**





## Mid-module questions

### Question #1 (Refer to Slide #5)

Licensed software may be copied as many times as needed, as long as it is for educational purposes.

True or False

### Question #2 (Refer to Slide #5)

An entire work of sheet music can be copied...

- a. Only for a performance
- b. Only in an emergency
- c. Both situations above must exist to allow copying of sheet music

### Question #3 (Refer to Slide #8)

Official University letterhead, envelopes, and business cards require approval from the Marketing and Communications.

True or False

### Question #4 (Refer to Slide #8)

I can co-brand my UTEP event with an outside organization without approval from Marketing and Communications.

True or False

### Question #5 (Refer to Slide #6)

UTEP staff may issue a public statement on behalf of the University.

True or False

# Intellectual Property

- Intellectual Property is the physical embodiment of an idea such as research data, compounds, materials (biological or chemical), publications, and presentations.
- Intellectual Property includes, but is not limited to, any invention, discovery, trade secret, trademark, copyright, scientific or technological development, and computer software.
- Intellectual Property policies apply to the following:
  - All UTEP employees
  - Anyone using UTEP facilities and/or under the supervision of UTEP personnel
  - UTEP students in specific instances
  - Visiting faculty or researchers
- UT System Board of Regents asserts ownership interest on all employee-created Intellectual Property when:
  - The work is related to an employee's job responsibilities, i.e., within the scope of employment.
  - The work is created on UTEP time, with the use of UTEP facilities or state financial support.
  - The work is commissioned by UTEP.
  - The work results from research at UTEP supported by federal funds or third-party sponsorship.
- UT System Board of Regents will **NOT** assert an ownership interest on the COPYRIGHT of:
  - scholarly or educational materials, artworks, musical compositions, and literary works related to the author's academic or professional field, regardless of the medium of expression.
- For more information, please see UT System Board of Regents' *Rules and Regulations* 90101: Intellectual Property <https://www.utsystem.edu/board-of-regents/rules/90101-intellectual-property>.

## Intellectual Property (continued)

- Creators are encouraged to manage their copyrights in accordance with the guidelines concerning management and marketing of copyrighted works consistent with applicable institutional policies.
- A UTEP employee owns Intellectual Property when:
  - The work is developed or created outside the course and scope of employment of the individual that is developed or created on his/her own time and without the support of UTEP or use of UTEP facilities or resources.
  - The work is an invention disclosed to UTEP's Office of Technology Commercialization that has been released to the inventor by appropriate authorities at UTEP.
  - The work is a copyrighted work of scholarly or educational materials, artworks, musical compositions, and literary works in the employee's field of expertise; unless the copyright was created by an employee, student, or other individual:
    - commissioned, required, authorized, or hired specifically to produce such Intellectual Property by UTEP, or
    - as part of an institutional project.
- What should I do if I think I've created Intellectual Property, other than a copyrighted work, subject to this policy?
  - Disclose your invention to UTEP's Office of Technology Commercialization at [techtransfer@utep.edu](mailto:techtransfer@utep.edu) **BEFORE** you submit any information about the invention for publication. It is **extremely important** that patentable ideas are not published or reported at meetings, publicly demonstrated, or offered for sale before a patent or other protection has been filed.
- In exchange for disclosing my idea, do I receive revenue if the idea is licensed by industry?
  - Yes, UTEP inventors receive 50% of net revenue returned to the University after the University recovers its costs.
- The examples in the previous slides are by no means a list of all Intellectual Property issues facing UTEP employees.
- Information on Intellectual Property can be found at: <https://www.utsystem.edu/offices/general-counsel/intellectual-property>.
- For more information, please refer to UTEP's Office of Technology Commercialization at: [otc.utep.edu](http://otc.utep.edu).

## Office of Technology Commercialization

- UTEP's Office of Technology Commercialization manages UTEP's inventions including:
  - Patent Protection
  - Patent Marketing
  - Patent Licensing
  - Startup Company Support and Education
- For more information, please contact [techtransfer@utep.edu](mailto:techtransfer@utep.edu) or visit the website: [otc.utep.edu](http://otc.utep.edu).

## Teachable Takeaways

- The UTEP brand and protected marks are the responsibility of every UTEP employee. The best time to consult UTEP's Visual Brand Guide and to reach out to Marketing and Communications is **BEFORE** working on new initiatives that will require use of UTEP brand elements.
- Information regarding the UTEP brand, protected marks, colors, etc. can be found on the UTEP Marketing and Communications website at <https://www.utep.edu/marketing-and-communications>.
- When in doubt, email [brand@utep.edu](mailto:brand@utep.edu) for any questions relating to use of the UTEP brand and protected marks.
- Intellectual Property includes, but is not limited to, any invention, discovery, trade secret, trademark, copyright, scientific or technological development, and computer software.
- Copyrights generally belong to the author, while Patents generally belong to UT System.
- Always disclose inventions or discoveries to the Office of Technology Commercialization before publishing or publicly disclosing.
- When in doubt about Intellectual Property, contact UTEP's Office of Technology Commercialization [techtransfer@utep.edu](mailto:techtransfer@utep.edu).

## Additional resources

- **Regents' Rules and Regulations**  
**Rule 90101: Rules for Intellectual Property**  
<https://www.utsystem.edu/sites/utsfiles/offices/board-of-regents/rules-regulations/complete90000.pdf>
- **The U.S. Copyright Act**  
<https://www.copyright.gov/title17/>
- **UTS165 - UT System Information Resources Use and Security Policy**  
<https://www.utsystem.edu/sites/policy-library/policies/uts-165-information-resources-use-and-security-policy>
- **The UT System Annual License with the Copyright Clearance Center (CCC)**  
<https://utsystem.edu/sites/default/files/documents/intellectual-property/copyright-clearance-center-annual-license-renewal/copyright-clearance-center-annual-license-renewals.pdf>
- **Brand**  
[brand@utep.edu](mailto:brand@utep.edu)
- **Marketing and Communications**  
<https://www.utep.edu/marketing-and-communications>
- **UTEP Visual Brand Guide**  
<https://www.utep.edu/marketing-and-communications>
- **UTEP Official Logos**  
<https://www.utep.edu/marketing-and-communications>
- **Ask your supervisor**
- **Office of Technology Commercialization**  
(915) 747- 6717
- **Research & Innovation**  
(915) 747- 5680
- **Division of Marketing and Communications**  
(915) 747-5526

## Mid-module questions

### Question #1 (Refer to Slide #10)

Intellectual Property includes:

- a. Inventions
- b. Discoveries
- c. Copyrighted materials
- d. All of the above

### Question #2 (Refer to Slide #10)

The UT System Board of Regents asserts ownership interest in all employee-created Intellectual Property if the work is created on UTEP time or with UTEP facilities except for certain types of copyright.

True      or      False

### Question #3 (Refer to Slide #11)

A UTEP employee with an invention should disclose his/her invention to the Office of Technology Commercialization:

- a. Before he or she submits any information for publication or public presentation
- b. After the employee has published his or her invention
- c. After a conference presentation

### Question #4 (Refer to Slide #10 & 11)

Developing Intellectual Property without disclosure to the University and/or release of Intellectual Property for work conceived or done as a University investigator to any entity without appropriate licensing/contract from the University is:

- a. Not allowed
- b. Unlawful
- c. Both a & b