



UNIVERSITY OF THE PHILIPPINES

Diliman Los Baños Manila Visayas Open University Mindanao Baguio Cebu Tacloban

OFFICE OF THE VICE PRESIDENT FOR ACADEMIC AFFAIRS

23 June 2025

OVPAAM Memorandum No. 2025-99

FOR : Students, Faculty, Department Chairs, Program Directors, Institute Directors, Deans, Chancellors, Heads of UP-Affiliated Organizations, Alumni, and Non-UP-Affiliated Organizations and Individuals

FROM : 
Leo DP Cubillan
Vice President for Academic Affairs

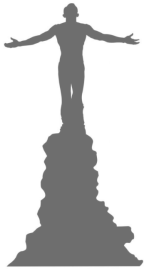
SUBJECT : **General Rule on the Proper Use of UP Registered Trademarks**

We have observed multiple instances of improper and unauthorized use of UP-registered trademarks, both within and outside the academic institution. In connection with this, we would like to inform everyone that the University has existing guidelines on the proper use of the UP registered trademarks, specifically the Oblation, UP Logo, and the UP name under the 2017 Visual Identity Guidebook which can be found online.

Further, we want to emphasize that the reproduction, counterfeit, or imitation of any registered marks belonging to the University, whether for commercial or non-commercial purpose, in a way that causes confusion regarding the origin, sponsorship, or endorsement of goods and services, and without proper authorization are considered “trademark infringement” in accordance with Section 155 of RA 8293 or the Intellectual Property Code of the Philippines. Moreover, many of these instances of unauthorized use do not follow the UP Visual Identity Guidebook, which provides for the proper use of the Oblation, UP Seal, and UP name. The list of registered trademarks under the University of the Philippines System that are commonly used without authorization can be seen in Table 1 below.

Table 1. Registered marks under the UP System that are commonly used.

TRADEMARK	TITLE	CLASS OF SERVICE MARK
	UNIVERSITY OF THE PHILIPPINES	35, 41

	UP OBLATION	16, 18, 19, 21, 25, 28, 41
	UP	16, 25, 28, 41
	UP FIGHTING MAROONS	16, 18, 25, 28, 41
	FIGHTING MAROONS	16, 18, 25, 28, 41
Unibersidad ng Pilipinas	UNIBERSIDAD NG PILIPINAS	16, 18, 25, 41, 42

Note: The list above does not include all the registered marks under UP System. The class of service marks are based on the NICE Classification under the NICE International Agreement.

To avoid such violations of improper and unauthorized use of UP registered marks, it is important that all entities intending to use such must first obtain proper authorization by applying for a trademark license. Licensing ensures that the trademark owner retains control over how the mark is used and that its reputation is preserved. Applications for trademark license may be done by filling out the TM Licensee Application Form, attached here for reference, outlining the intended use and scope of the registered mark, and submitting the same to our office. For better guidance, see Table 2 below.

Table 2. Guidelines for obtaining TM License from TTBD0.

Purpose	Proponent/Requestor	Whether to obtain License from CU TTBD0?	
Commercial (includes any income generating, whether for profit or non-profit)	Internal (UP Offices or Employee/ Affiliated Organizations or Individual)	YES	CU TTBD0
	External (Non-UP)	YES	UP System TTBD0
Non-commercial (e.g.	Internal (UP Offices or		

Academic, University event, or official use)	Employee/ Affiliated Organizations or Individual)	NO	
	External (Non-UP)	YES	CU TTBD0

Note: All designs should be in accordance with the UP Visual Identity Guidebook.

Please ensure that all units and individuals are fully compliant with this directive to prevent further violation and maintain the integrity of our intellectual property rights. Any instance of unauthorized or unfair/improper use of these trademarks will be forwarded to the OVPLA for their appropriate action.

For more information on this matter or to seek authorization, you may reach out to us through ttbdo@up.edu.ph.

Thank you for your cooperation.