

Use of Yeshiva University Marks by Student Organizations and Clubs

Yeshiva University recognizes that student organizations and clubs enrich student life and provide many opportunities for learning and leadership development. Because they are valued components of our community, official student organizations and clubs in good standing and recognized by the University (or its constituent schools) may use the University's YESHIVA UNIVERSITY and/or shield design marks, or the applicable school's name and/or logo, in each case as set forth on Exhibit A or as otherwise approved by the school's Dean (collectively, the "YU Marks"), in order to proudly express their connection to the University.

This right to use the YU Marks may be terminated by the University (or its constituent school) in its sole discretion for any reason, at any time, and remains subject to the student organization or club remaining in good standing and recognized by the University (or its constituent school).

Student organizations and clubs may also create their own logos as long as they do not incorporate any of the YU Marks, any elements of the YU Marks (for example, the shield design), or any terms or design elements that are confusingly similar to the YU Marks. Changing the color, size, orientation, design or other feature of a trademarked University logo to create a "new" design also is expressly forbidden. If a student organization or club chooses to create its own unique logo, the design must be completely distinct from all University logos and cannot be based on past or existing YU brand elements and trademarked designs. In addition, student organizations and clubs may not include any words, symbols, or images that might reflect poorly on the University or its constituent schools, or their respective faculty, staff, administrators, student body or community.

Student organizations and clubs are also required to incorporate identifiers such as club, society, association or chapter in the name of the organization and the logo so that it is clearly identified as a student organization or club, and not a University/school department or other University/school unit. If the wording "Yeshiva" or "Yeshiva University" or school name is used, it must be clear that the organization/club is a student organization/club.

These guidelines are intended to protect and control the use of the University's logos and marks. While the University is proud to identify its student organizations and clubs as valued members of our community, it must be clear to the University community and to the public at large what is part of the University, which goods/services originate from the University, and which do not.

If you have any questions, please contact the Office of the General Counsel at 646-592-4400.

EXHIBIT A



List of Schools and Their Logos

Azrieli Graduate School of Jewish Education & Administration



Azrieli

Azrieli Graduate School of
Jewish Education and Administration

Benjamin N. Cardozo School of Law



CARDOZO

Benjamin N. Cardozo School of Law

Bernard Revel Graduate School of Jewish Studies



Revel

Bernard Revel Graduate School
of Jewish Studies

Ferkauf Graduate School of Psychology



Ferkauf

Ferkauf Graduate School
of Psychology

Katz School of Science and Health



Katz

Katz School
of Science and Health

Stern College



Stern College

Stern College for Women

Sy Syms School of Business



Sy Syms

Sy Syms School of Business

Wurzweiler School of Social Work



Wurzweiler

Wurzweiler School
of Social Work

Yeshiva College



Yeshiva College