

## Approval of University of Mississippi Research Park Marketing Materials

In order to protect the interests of the University of Mississippi (“UM”), marketing plans, business plans, trademarks, logos, service marks and branding statements (collectively “Marketing Documents and Marks”) used by the University of Mississippi Research Park (“UMRP”) must be approved by the Executive Committee of the University of Mississippi Research Foundation (“UMRF”).

### **Procedure**

The Executive Director of the UMRP or designate will submit draft and final Marketing Documents and Marks to the Executive Committee of UMRF for review and approval prior to external use.

Comments and/or procedures proposed by the Executive Committee will be incorporated into the marketing materials.

Final approval in writing by the Executive Committee to the Executive Director of the UMRP is required prior to disseminating the marketing materials.

The Executive Committee may designate one or more members to periodically review updated marketing materials prior to their use. They may request further review and approval of updated marketing materials at any time by the Executive Committee.