

**The Hong Kong University of Science and Technology (“HKUST” or the  
“University”)**

**GUIDELINES ON THE USE OF THE UNIVERSITY’S TITLES, NAMES AND  
LOGOS**

**1. INTRODUCTION**

- 1.1. The University’s Titles and Names, the University’s Logos, and their derivatives (collectively, the HKUST Marks) are valuable assets of the University. The use of the HKUST Marks implies an association, engagement, endorsement or connection with the University. The reputation of the University and its members will suffer if the HKUST Marks are used in an inappropriate manner.
- 1.2. The Policy on the Use of the University’s Titles, Names and Logos (the “**Policy**”) was approved by the University Council (“**Council**”) on 2 March 2023. According to the Policy, the more detailed permission, authorization and delegation procedures governing the use of the HKUST Marks, and the terms and conditions of use, are to be set out in a set of guidelines. These guidelines are therefore prepared for this purpose (these “**Guidelines**”).
- 1.3. University members should follow the Policy and these Guidelines when using the HKUST Marks. Capitalized words and phrases appearing in these Guidelines are defined terms. Defined terms are defined either where they are first used or in Appendix 1.

**2. APPLICABILITY**

- 2.1. The Policy and these Guidelines apply to all members of the University including:
  - Constituent Units
  - Organizations of Staff, Student, Alumni and/or former employees
  - Individual University Members (i.e. Staff, Students, Alumni, former employees, Court, Council and Convocation members)
  - Subsidiaries and collaborative campus(es) of the University

**3. DETAILS FOR USE BY CONSITUEUT UNITS OR OTHER BODIES OF THE UNIVERSITY**

- 3.1. Authority for approving the use of the HKUST Marks in the Ordinary Course of Business is delegated to the President and the President’s delegated officers as specified in these Guidelines. Decisions regarding such use must support the University’s brand identity, value, vision, mission, integrity and reputation, while minimizing potential legal, media and reputational risks.

3.2. Subject to the compliance with normal internal review and approval process<sup>1</sup>, Constituent Unit(s) may use and permit the use by third parties of the HKUST Marks in the Ordinary Course of Business (except for the University-level Events referred to in Clause 3.5 below), with the prior approval of:-

- (a) President, Provost, VP, Dean of School, DST, Dean of Academy of Interdisciplinary Studies or Director of HKUST Jockey Club Institute for Advanced Studies, in respect of the said use and permission of third party use by one or more academic Constituent Unit(s);
- (b) President, Provost, VP or director (or equivalent level) of the Constituent Unit, in respect of the said use and permission of third party use by one or more non-academic Constituent Unit(s); and
- (c) Relevant officers stated in (a) and (b) conjointly, in respect of the said use and permission of third party use for purpose involving a mix of academic and non-academic Constituent Units.

3.3. In relation to permission of third party use of the HKUST Marks under paragraph 3.2 above,

- (a) The permission shall be for the Constituent Unit(s)' Ordinary Course of Business or purpose(s) directly related to a matter arising out of the Constituent Unit(s)' Ordinary Course of Business.
- (b) The permission given shall be subject to conditions, among others, restricting the scope and duration of the use. A specimen clause for the purpose can be found in **Appendix 3**.
- (c) Permission of such third party use shall not be related to or for furtherance of any commercial or promotion purposes of third parties. For example, no Constituent Unit shall permit use of the HKUST Marks by licensees of technology owned by the University on third-party-developed products.
- (d) Constituent Unit(s) permitting the third party use shall monitor that the HKUST Marks are used by the third parties in compliance with the conditions imposed on them or are not used by the third parties in any manner which may otherwise harm the University's reputation.

3.4. Examples of use or permission of third party use of the HKUST Marks in the *Ordinary Course of Business* of Constituent Unit(s) referred to in paragraph 3.2 above include:-

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<sup>1</sup> For example, an activity with purchase transaction which costs more than \$4M (or such other sum as prescribed by the Main Tender Board (MTB)) must be approved by the MTB. A second example is joint academic or research courses, degrees, awards, projects, programmes, institute or laboratories which shall be approved by Senate, Provost, VP-RD or CORI in accordance with the *Senate Policy on Approval of Joint Degree Programs (SN42/3/99)* and/or *Policy on the Establishment, Management, Reporting and Review of Research Institutes and Centers*. Without the prior approval of the transaction or program by the said authority, the use of the HKUST Marks in relation to them shall not be approved.

- (a) on stationery, business cards, letterheads, invoices, purchase orders, signage, intra- and inter-departmental emails or other correspondence, campus displays and other materials used by the Constituent Unit;
  - (b) on official publications of the Constituent Unit (e.g., newsletters, catalogues, prospectuses, annual reports, internet web pages, and other similar electronic publications issued by the Constituent Unit);
  - (c) on journals in printed or digital form published by Constituent Units where the Constituent Unit involved retains sole editorial control (e.g., “*Research@HKUST*”);
  - (d) on advertisements, posters, banners, exhibits or other promotional materials for HKUST official events, programs or courses, and staff/student recruitment activities of the Constituent Unit;
  - (e) on merchandise sold or offered by PAO or the equivalent including at the University’s souvenir shop (physical or online); and
  - (f) for academic conferences in which a School or Department is one of the participants when approved by the appropriate Dean of School and operated as a University-endorsed event.
- 3.5. For University-level Events (including but not limited to any use of the University’s Titles and Names as a whole such as publishing a book entitled “*The HKUST Story of ....*” or organising an HKUST anniversary event), prior to their launch,
- (a) the uses of the HKUST Marks by the Constituent Unit(s) shall have been approved by the respective relevant officer(s) referred to in Clause 3.2 above; and
  - (b) the permission of third party use by the Constituent Unit(s) shall have been approved by the President, Provost or the relevant VP, and shall be reported to the Senior Management (and subject to compliance of paragraphs 3.3(b)-(d) above).
- 3.6. Any use or permission of third party use in the Ordinary Course of Business by other bodies of the University (e.g. use for event organized by committees or working groups established under the University) must have been approved by the Senior Management in advance (with permission of third party use subject to compliance of paragraphs 3.3(b)-(d) above, as equally applicable to such other bodies).
- 3.7. In case of doubt whether a particular use falls within a Constituent Unit’s Ordinary Course of Business or other queries regarding the use of the HKUST Marks, the Legal Office shall be consulted.

#### **4. DETAILS FOR USE BY REGISTERED ORGANIZATIONS**

- 4.1. Organizations of Staff, Student, Alumni and/or former employees (or a mix of the aforesaid) may use the University's Titles and Names as part (but not the whole) of their organization's name provided that:
- (a) prior written approval for the use has been sought from the Provost (in respect of Student organizations), VP-AB (in respect of Staff organizations) or VP-IA (in respect of Alumni and former employees organizations), or the corresponding aforesaid officers conjointly (in respect of organizations of a mix of Staff, Student, Alumni and/or former employees, as the case may be);
  - (b) registration of the organization has been completed with the office of the Dean of Schools or DST (in respect of Student organizations), VP-AB (in respect of Staff organizations), or VP-IA (in respect of Alumni and former employees organizations), or the corresponding aforesaid offices conjointly (in respect of organizations of a mix of Staff, Student, Alumni and/or former employees, as the case may be); and
  - (c) registration of the organization has been completed with the Legal Office.
- 4.2. Subject to paragraph 4.3 below, Registered Organizations may use the University's Titles and Names (but not other HKUST Marks) as part (but not the whole) of their organization's name in association with activities which are consistent with the objects stated in their respective constitutional documents such as their constitution, charter, memorandum and/or articles of association.
- 4.3. Use of the University's Titles and Names as part of a Registered Organization's name is subject to the terms and conditions of the Permission to Use in the Appendix 2 which sets out the scope and restrictions of the permission to be granted to each Registered Organization (the "**Permission**"). Full compliance with the terms of the Permission is a condition to any use of the University's Titles and Names as part of a Registered Organization's name. Continued use of the University's Titles and Names as part of a Registered Organization's name shall constitute, or be deemed to be acceptance by all members of the Registered Organization to comply fully with the terms of the Permission.
- 4.4. No group, association or organization other than Registered Organizations may use the University's Titles and Names or other HKUST Marks in any way without the University's prior written approval, except that such group may use the University's Titles and Names (but not other HKUST Marks) if:
- (a) the purpose and effect of such use is not part of the name of the group, association or organization but merely as part of content in a purely descriptive manner for

identifying an accurate and truthful current or historical affiliation of the group or its members (*qua* student or employee) with the University;

- (b) the group, association or organization makes clear that it and its members do not represent the University or any of its Constituent Units, that its activities are not University activities or endorsed or associated with the University, and that its views or its member's views were not those of or endorsed by the University; and
- (c) the group, association or organization's activities do not, in the University's view, run contrary to the mission, vision and core values of the University, available at <https://www.ust.hk/about/mission-vision>, or otherwise be in breach of or in the University's opinion, at risk of being in breach of, any applicable law.

## **5. DETAILS FOR USE BY INDIVIDUAL UNIVERSITY MEMBERS**

### **5.1. Individual University Members**

- (a) Individual University Members may use the University's Titles and Names (but not other HKUST Marks) as an accurate factual reference to identify their capacity within the University in a manner that, in the University's sole opinion, does not imply University endorsement. For example, but without limitation, using "Chan Tai Man, Professor, School of Engineering, The Hong Kong University of Science and Technology" on a journal article, and digital channels such as personal web sites and social media is allowed.
- (b) Save as allowed in paragraph 5.1(a) above, Individual University Members are prohibited from using any HKUST Mark on personal social media accounts (e.g. without limitation, using the University's insignia as or as part of a social media avatar or profile photo), non-HKUST business communications, or other personal endeavors in ways that might be interpreted as representing or being endorsed by the University. In particular, the use of the University's letterhead, address, any HKUST Mark or other identification that may suggest or imply University support for a personal viewpoint or which may have the effect of associating the conclusion of a personal report with the University is prohibited. For example, opinions expressed by Individual University Members in reports or papers under a consulting agreement or personal service contract are the opinions of the individuals and not an official position of the University, and a statement of clarification to this effect should be clearly stated.
- (c) For the avoidance of doubt, Staff undertaking approved commercial pursuits under these Guidelines on Faculty Involvement in Commercial Pursuits are not allowed to use the HKUST Marks in their commercial pursuits.
- (d) Individual University Members should be careful not to allow their own names to be used in ways which may state or imply University endorsement in connection with any project or product promotions not endorsed by the University. Staff shall consult the VP-IA office where publicity or advertising arising from personal, non-University research or consultation is concerned.

- (e) Staff, whether they hold full-time, part-time, casual, limited-term, honorary or conjoint appointments, should assume responsibility for preventing misuse of the HKUST Marks. Any suspected misuse of the HKUST Marks by Staff should be reported to the Legal Office.

## 5.2. Students, Alumni and former employees

- (a) Students, Alumni and former employees of the University may use the University's Titles and Names (but not other HKUST Marks) to accurately identify their attendance at and degrees/awards from the University and/or former employment with the University and/or their affiliation with any Registered Organization. Such identification shall only be used in plain text and shall not be used in a way that may, in the University's sole opinion, cause confusion that the University is endorsing or otherwise associated with the Students, Alumni or former employees' activities.
- (b) Save as allowed in paragraph 5.2(a) above, Students, Alumni and former employees may not, without written consent from Senior Management and the Legal Office, use any HKUST Mark on personal social media accounts (including without limitation to using the University's insignia as or as part of a social media avatar or profile photo), business communications, or other personal endeavors or in ways that may misrepresent that the Student, Alumnus or former employee was representing the University, or that his/her views, activities or business are endorsed by or otherwise associated with the University.

## 6. **PROHIBITED AND RESTRICTED USE OF HKUST MARKS**

- 6.1. Involvement by Individual University Members in a non-HKUST activity is not a sufficient basis for indicating University sponsorship, affiliation, association or endorsement unless the University has taken institutional responsibility therefor. In fact, such involvement may pose the risk of implied endorsement and extra care must be exercised including to ensure that HKUST Marks should not be used in connection with such activities.
- 6.2. Nothing contained in these Guidelines shall restrict an individual's right to use HKUST Marks as required by law, including without limitation, use by Individual University Members in legal proceedings to accurately identify themselves as being associated with the University.

## 7. **CREATING NEW MARKS, COMPANY NAMES, BUSINESS / TRADE NAMES, OR DOMAIN NAMES**

- 7.1. Any proposed new marks to be used by the University shall be submitted by the relevant head of the Constituent Unit to the Director of MTPC and Director of PAO or the equivalent for review and then to VP-IA and head of the Legal Office for approval. Any such mark approved by the VP-IA and head of the Legal Office shall be added to the list maintained by the Legal Office. The mark can be applied for or registered by the Legal Office (if it consists of or incorporate or is similar to any of or any part of the HKUST

Marks) or other Constituent Units (if it does not consists of or incorporate or is not similar to any of or any part of the HKUST Marks).

- 7.2. Any proposed new domain names to be used by the University shall be submitted by the relevant head of the Constituent Unit to the Director of ITSC and the Director of PAO or the equivalent for review and then to the VP-AB and head of the Legal Office for approval. Any such domain name approved by the VP-AB and head of the Legal Office shall be added to the list maintained by the Legal Office and copied to PAO or the equivalent for record. The approved domain name can be applied for or registered by the Legal Office (if it consists of or incorporate or is similar to any of or any part of the University's Titles and Names) or other Constituent Units (if it does not consists of or incorporate or is not similar to any of or any part of the University's Titles and Names).
- 7.3. Any proposed new company names and business/trade names to be used by the University shall be submitted by the relevant head of the Constituent Unit to the VP-AB and head of the Legal Office for approval. In cases where the using of the new company names or business/trade names involves the establishment of a new Subsidiary or other affiliated companies/ businesses/ entities, the internal review and approval process for the establishment must be followed, and the Constituent Unit designated by the said process will be responsible for such registration. In other cases, they can be registered by the Legal Office or, after approval by the VP-AB and the head of the Legal Office, the relevant Constituent Unit.
- 7.4. Fees relating to the registration of the new marks, company names, business/trade names or domain names shall, where applicable, be borne by the Constituent Unit for which they are used.

## **8. USE OF HKUST TECHNOLOGY MARKS**

- 8.1. HKUST Technology Marks are a unique set of marks which are created specifically for the research and technology development works, and knowledge transfer activities, and are commissioned by the OKT. While HKUST Technology Marks are owned or controlled by the University, HKUST Technology Marks must and should have no resemblance to any HKUST Mark. These Guidelines therefore do not apply to the use of HKUST Technology Marks. Use of HKUST Technology Marks shall be governed by the terms and conditions of each contract signed by the University and individual business partners. The OKT is responsible for administering HKUST Technology Marks, and questions related thereto should be directed to the OKT.
- 8.2. A list of HKUST Technology Marks is maintained by the OKT. New HKUST Technology Marks may only be created with prior approval from the VP-RD. No new HKUST Technology Mark shall be approved if the mark resembles an HKUST Mark.

## 9. **AMENDMENT**

Subject always to the conditions as set out in the Policy, these Guidelines may be reviewed and amended from time to time by the Senior Management. Approved changes shall be effective immediately, unless specified otherwise by the approving authority. The University will, as soon as reasonably practicable, make available the updated Guidelines via online versions or otherwise inform the relevant parties of the same.



## **APPENDIX 1**

### **DEFINITIONS**

1. The following terms in these Guidelines (including the Appendices) have the meanings ascribed below.

<b>“Alumni”</b>	means all persons who are not Students but were once registered as a Student of the HKUST and who received an official degree or other award from the University.
<b>“Brand Guidelines”</b>	means the HKUST Brand Guidelines for the time being in force (and as maybe updated from time to time), a copy of which can be found at the web page of PAO ( <a href="https://pao.ust.hk*">https://pao.ust.hk*</a> ) or the equivalent.
<b>“commercial”</b>	means the use or activities that are directed to profit-making or profit related purposes or businesses (whether directly or indirectly), including without limitation, using an HKUST Mark as a label of a product for sale in the market, using the University’s Titles and Names for establishing a school, company, association or entity which engages in business activities, or for promoting a third party’s (e.g. a donor or sponsor) products or services. The expression <b>“non-commercial”</b> shall be construed to mean the opposite.
<b>“Constituent Unit(s)”</b>	means the Schools <sup>2</sup> , offices, laboratories, centers, institutes, Mainland representative offices of the University, and other official units established by the Court, Council and/or Senate of the University. For the avoidance of doubt, Constituent Units do not include any Subsidiaries, cooperative campuses and/or Students, Staff, Alumni and/or former employees organizations.
<b>“CORI”</b>	means the Committee on Research Infrastructure of the University Administrative Committee.
<b>“DST”</b>	means the Dean of Students.
<b>“HKUST Marks”</b>	means collectively the University’s Titles and Names, the University’s Logos, and their derivatives.
<b>“HKUST Technology Marks”</b>	means any marks owned or controlled by HKUST which have no resemblance to any HKUST Mark, are created specifically for the research and technology development works, and

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<sup>2</sup> For the purposes of this Policy, includes the University’s School of Science, School of Engineering, School of Business and Management, School of Humanities and Social Science, Academy of Interdisciplinary Studies, HKUST Fok Ying Tung Graduate School, and HKUST Jockey Club Institute for Advanced Studies; and, where applicable, their constituent Departments or Divisions.

	knowledge transfer activities, and are commissioned by the OKT, a list of which is kept by OKT.
<b>“Individual University Members”</b>	means individual Staff, Students, Alumni, former employees, Court, Council and Convocation members in their personal capacity.
<b>“ITSC”</b>	means Information Technology Services Center or such other office designated by the VP-AB that manages the University’s information technology matters.
<b>“KT Units”</b>	means the Constituent Units and Subsidiaries under VP-RD, which Ordinary Course of Business is to engage with students, faculty, researchers, and third parties on knowledge transfer activities (e.g. OKT, Entrepreneurship Center (EC) and HKUST R and D Corporation Limited (RDC)).
<b>“MTPC”</b>	means the Media Technology and Publishing Center or such other office designated by the Provost that manages the University’s design, digital media and e-publishing matters.
<b>“Objects”</b>	means the objects of the University as specified in Section 4 of the Ordinance.
<b>“OKT”</b>	means the Office of Knowledge Transfer of the University.
<b>“Ordinary Course of Business”</b>	<p>means the following:</p> <ul style="list-style-type: none"> <li>i. in respect of academic Constituent Units (including Schools, research and knowledge transfer units), refers to the carrying out of teaching, research and knowledge transfer activities and ancillary services, activities or purposes thereof that are directly related to the University’s Objects, including the development of joint academic or research courses, degrees, awards, projects, programs, institute or laboratories; and</li> <li>ii. in respect of non-academic Constituent Units, refers to the specific administrative or designated activities of that particular Constituent Unit and ancillary services, activities or purposes thereof that are directly related to the University’s Objects, including the organization of joint events with collaborators, promotion of the University, invitation and acceptance of donations to support or further the University’s activities.</li> </ul>
<b>“PAO”</b>	means the Public Affairs Office, or such other office designated by VP-IA that manages the University’s souvenir business, branding, media, communication and other public relations matters.

<b>“Registered Organization(s)”</b>	means organizations of Staff, Student, Alumni and/or former employees (or a mix of the aforesaid) which have fulfilled the conditions in paragraph 4.1 .
<b>“Senior Management”</b>	means collectively the President, Provost, and VPs of the University.
<b>“Staff”</b>	means all HKUST employees (irrespective of whether their appointments are on full-time or part-time basis, on regular or temporary terms of service, on long-term or short-term/visiting appointments) currently employed by HKUST and, for the purpose of these Guidelines only, Adjunct Faculty, Emeritus appointees, and appointees with courtesy title appointments awarded by HKUST.
<b>“Students”</b>	means all persons currently registered as full-time or part-time students of the HKUST and includes students on exchange and visiting programs during their enrolment with HKUST only.
<b>“Subsidiary”</b>	<p>means in relation to any company or corporation, association or other form of entity:</p> <p>(a) which is controlled, directly or indirectly, by the University; or</p> <p>(b) more than half the issued equity share capital, registered capital, guarantee amount or equity interest of which is beneficially owned, directly or indirectly, by the University; or</p> <p>(c) which is a Subsidiary of another Subsidiary of the University; or</p> <p>(d) the financial condition or results of operation of which are or are required under generally accepted accounting principles in Hong Kong (GAAP) to be consolidated for the purposes of the consolidated financial statements of the University,</p> <p>and, for this purpose, a company, corporation or entity shall be treated as being controlled by another if that other company, corporation or entity is able to direct its affairs and/or to control the majority of the composition of its board of directors or equivalent body.</p>
<b>“University-level Events”</b>	means events, programs, projects or other initiatives organized, participated, endorsed or supported by the Constituent Unit(s) or the University, and whose target audience may usually span across various sections of the University community and/or the public.

**“University’s Titles and Names”** means the University’s official titles and names and other closely resembling titles and names, including without limitation, “HKUST” and “UST” in English, “香港科大”, “港科大” and “科大” in Chinese.

**“University’s Logos”**

means the HKUST Emblem “” and the Red Bird Logo “”.

**“VP”** means Vice-President.

**“VP-AB”** means the Vice-President for Administration and Business.

**“VP-IA”** means the Vice-President for Institutional Advancement.

**“VP-RD”** means the Vice-President for Research and Development.

## 2. Interpretations

- (a) Capitalized references to the Council, Court, Senate, Main Tender Board, President, Provost, VP, Schools, Offices and other bodies or personnel are references to the relevant body or personnel of the University.
- (b) A reference to a law, policy, procedure or regulation refers to that law, policy, procedure or regulation as extended, applied or amended from time to time.
- (c) Reference to a position of the University includes acting position and any change in the name of the position in the same capacity. If a position mentioned in these Guidelines is vacant without an acting position at the relevant time, approval shall be sought from that position’s next level of reporting line.
- (d) Where the context so admits, words denoting singular shall include the plural and vice versa.

## **APPENDIX 2**

### **PERMISSION AND TERMS FOR USING THE UNIVERSITY'S TITLES AND NAMES BY THE REGISTERED ORGANIZATIONS**

Subject to these Guidelines, Staff/Students/Alumni/former employees/Registered Organization is granted a limited, non-exclusive and revocable permission to use the University's Titles and Names as the sole distinctive part of their organization's name in Hong Kong<sup>3</sup> only in the manner approved by the University and in compliance with the Policy and these Guidelines (the "**Permission**"). The Permission is granted on the following terms and conditions:

- (a) The Permission is granted on the condition that the University has officially and expressly recognized the relevant organization. Such recognition is based on the consideration that: (i) the organization's objectives are consistent with the University's vision, mission and core values; (ii) the organization's businesses or activities are non-profit in nature; (iii) the conduct of the organization's businesses or activities will not in the University's opinion in any way prejudice or damage the University's image or reputation or bring the University into disrepute; (iv) the organization's membership comprises solely of HKUST Students, Staff, Alumni and/or former employees, as the case may be; (v) the organization and/or its members will not engage in any conduct which in the University's sole opinion involve unlawful, inappropriate, undesirable and/or unethical activities, including without limitation any conduct which may be considered as harmful, offensive, disparaging, discriminatory, hateful, misrepresentative, deceiving, bullying and harassing; (vi) comply with all applicable laws, including without limitation to the relevant local laws where the University and the organization operate; and (vii) the organization will comply fully with all of the University's directions, orders, codes, policies, procedures, guidelines and/or regulations (including without limitation, Guidelines on Acceptance of Advantages, Regulations for Student Conduct and Brand Guidelines), as may be given or issued by the University from time to time. If the University determines that any Registered Organization no longer qualifies with, or is no longer in compliance with, the aforesaid conditions, the University may at any time terminate the Permission forthwith by giving written notice to the relevant Registered Organization.
- (b) The Permission in respect of any Registered Organization shall automatically terminate if the Registered Organization:
  - (i) is removed from the list of Registered Organizations maintained by the Legal Office; or
  - (ii) ceases to operate, becomes insolvent and/or is unable to pay its debt.

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<sup>3</sup> For Alumni Registered Organizations based outside Hong Kong, they may use the University's Titles and Names in the specific territory in which their organizations are located, provided that they have been approved according to the terms of these Guidelines.

- (c) Registered Organization shall agree to and abide by, and shall procure and ensure that each and every member of Registered Organization has read and agreed to, the terms and conditions of the Policy and these Guidelines. Use of the University's Titles and Names as part of a Registered Organizations' name shall be deemed as acceptance of the terms and conditions of these Guidelines and the Permission by the Registered Organization and all its members.
- (d) In the event that a Registered Organization has any affiliated organizations (whether or not each by itself also a Registered Organization), the first-mentioned Registered Organization, i.e. the parent organization, shall bring the terms and conditions of the Policy and these Guidelines to the attention of such affiliated organizations and to procure their compliance thereof.
- (e) The Permission grants to Registered Organizations a non-exclusive and terminable permission to use the University's Titles and Names in the organization's name for the sphere of activities consistent with the objects stated in their constitutional documents, and for the period during which the organization is registered with the Legal Office only. Registered Organizations cannot use the University's Titles and Names or other HKUST Marks in any other way. All rights not expressly granted to Registered Organizations in these Guidelines or in this Permission are reserved. Apart from the use of the University's Titles and Names as part of its approved organization name, Registered Organizations are not permitted to use and shall refrain from using any other HKUST Marks. Each Registered Organization acknowledges and agrees that all goodwill generated from and associated with the use of the University's Titles and Names and/or HKUST Marks (if any) shall inure to the benefit of and be owned by the University.
- (f) In carrying out their activities, Registered Organizations must make it clear that an activity is either a student activity, an alumni activity or a staff activity or otherwise as the case may be, and not a University activity. All Registered Organizations do not have the right or authority to represent or carry out any act on behalf of the University or any of its Constituent Units, and shall not hold themselves out as such. Registered Organizations shall not carry out any act which may imply endorsement by or association with the University.
- (g) Registered Organizations have no right to grant further permission, consent, sublicence, assign or transfer any of their rights under this Permission to use to any third party.
- (h) If a Registered Organization wishes to change its organization's name or its objectives, it must seek the prior written approval from the office of the relevant Dean of School, DST, VP-IA or VP-AB, as appropriate, and the Legal Office.

- (i) The University may by notice in writing direct any Registered Organization to cease, remove, withdraw or change any use of the University's Titles and Names (or HKUST Marks, if applicable) and/or any materials on or in relation to which the foregoing name or marks are used, if at any time the University in its sole opinion considers such use to be in breach of the Permission, the Policy, these Guidelines or to be otherwise undesirable. Failure to fully comply with the University's directions within 5 days after receiving the University's written notice shall be deemed as a breach of this Permission.
- (j) The University may, without prejudice to any rights or remedies it may have, terminate the Permission forthwith or by giving written notice to the Registered Organization without cause or if there is a breach, or imminent or suspected breach, by the Registered Organization and/or any of its members of the terms and conditions of the Permission and/or these Guidelines. The decision of the University shall be final, conclusive and binding on the Registered Organization and/or any of its members.
- (k) Upon termination of the Permission for any reason (whether through automatic termination, termination by notice, operation by law or otherwise), the Registered Organization must immediately cease using the University's Titles and Names (including without limitation as part of its organization's name) and any other HKUST Marks and shall at its own cost and expense take all necessary steps to comply with this requirement, including, without limitation, applying to the police, Inland Revenue Department, Companies Registry or any relevant authorities for a change of its name on any official record (including without limitation the Business Registration Certificate), destroying existing stationeries, papers, name cards, banners or any materials that bear or incorporate the University's Titles and Names and/or HKUST Marks, changing the domain name of the organization, and paying for any costs arising out thereof.
- (l) Any inaction, failure or delay by the University to enforce any terms of this Permission shall not be construed as a waiver and shall not affect the University's right to enforce such terms.
- (m) Registered Organizations acknowledge that monetary compensation or damages will not be a sufficient or adequate remedy for any breach of the Permission, and that any such breach will result in irreparable harm to the University. Thus, upon any breach or threatened breach thereof, the University is entitled to seek applicable relief and remedies under applicable laws, including but not limited to injunction and preliminary injunction, in addition to all other remedies and relief available at law or in equity for a breach of these Guidelines or Permission.
- (n) Any disputes arising out of these Guidelines and/or the Permission shall be governed by the laws of Hong Kong. The courts of Hong Kong shall have non-exclusive jurisdiction to resolve any such disputes.

### APPENDIX 3

#### Specimen clause

As requested by you, we confirm to allow [INSERT Name of Third Party] (“**Third Party**”) to use the [INSERT HKUST Mark] [each] as a whole (the “**Mark**”) solely for the purpose of the introduction and promotion of the [INSERT name of the event] (the “**Event**”), in which HKUST is one of the [INSERT role, e.g. collaborators] of the Event. The aforesaid permission covers only the period from [INSERT start date] to [INSERT end date], for use in the Third Party’s [INSERT media, e.g. website or newsletter], in Hong Kong only.

Any material using the Mark must be submitted to, reviewed and approved by the Global Engagement and Communications Office of HKUST before publication. The Third Party shall immediately remove all Mark(s) from its materials on or before [INSERT end date]. All rights not expressly granted are reserved. HKUST may revoke the permission at any time.

(Further or alternatively, such other clause as may be advised by the Legal Office from time to time.)

#### \* Remarks

From 18 September 2023 onwards, PAO has been renamed as GECO.

References to PAO and Director of PAO in these Guidelines shall mean Global Engagement and Communications Office and Associate Vice-President (Global Engagement and Communications) respectively. The website of GECO is now updated as <https://geco.hkust.edu.hk/>.