**VERBIAGE**

**GENERAL INFORMATION**

<table>
<thead>
<tr>
<th>George Mason University ®</th>
<th>George Mason ®</th>
</tr>
</thead>
<tbody>
<tr>
<td>GMU ® (For Bookstore Use Only)</td>
<td>Mason ®</td>
</tr>
<tr>
<td>George Mason Patriots ®</td>
<td>Mason Patriots™</td>
</tr>
<tr>
<td>Mason Nation ®</td>
<td>We Are Mason™</td>
</tr>
<tr>
<td>gmu.edu ®</td>
<td></td>
</tr>
</tbody>
</table>

**LOCATION:** Fairfax, VA

**CONFERENCE:** Atlantic 10 Conference

---

**INSTITUTIONAL “M” MARK**

- **RESTRICTIONS:**
  - University seal permitted on products for resale:
  - Alterations to seal permitted:
  - Overlaying / intersecting graphics permitted with seal:
  - University licenses consumables:
  - University licenses health & beauty products:
  - University permits numbers on products for resale:
  - Mascot caricatures permitted:
  - Cross licensing with other marks permitted:
  - NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
  - NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

---

**INSTITUTIONAL PRIMARY MARKS**

**INSTITUTIONAL SECONDARY MARKS**

**INSTITUTIONAL SEAL MARKS**

This mark is primarily reserved for use related to commencement.

---

**ADDITIONAL PERTINENT INFORMATION**

- University seal permitted on products for resale:
  - Yes
  - No
  - Restrictions

- Alterations to seal permitted:
  - Yes
  - No

- Overlaying / intersecting graphics permitted with seal:
  - Yes
  - No

- University licenses consumables:
  - Yes
  - No

- University licenses health & beauty products:
  - Yes
  - No

- University permits numbers on products for resale:
  - Yes
  - No

- Mascot caricatures permitted:
  - Yes
  - No

- Cross licensing with other marks permitted:
  - Yes
  - No

- NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations:
  - Yes
  - No

- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks:
  - Yes
  - No