

List of Registered Trademarks

The Office of Trademark Licensing manages the registration of university trademarks with the United States Patent and Trademark Office (USPTO). Rutgers trademarks include the name of the university, university logos and wordmarks, intercollegiate athletics logos and wordmarks, and all other identifying symbols across the university. For clarity to the items below, “Institutional” refers to items requested and financially supported by Rutgers University; whereas, “Unit” refers to items requested and financially supported by departments.

Rutgers University Institutional Registered Trademarks

Images



(Pending)



(Pending)



(Pending)

Rutgers University Institutional Registered Trademarks

Non-stylized text

- BUSCH
- LIVINGSTON
- SCARLET KNIGHTS
- DOUGLASS
- RUTGERS
- SCARLET RAIDERS
- DOUGLASS COLLEGE
- RUTGERS HEALTH
- SCARLET RAPTORS
- DOUGLASS RESIDENTIAL COLLEGE
- RUTGERS UNIVERSITY
- UNIVERSITY OF NEW JERSEY

Rutgers University Unit Responsible Registered Trademarks

Images



(Institutional Planning
and Operations)



(Athletics)



(Cancer Institute of
New Jersey)

Rutgers University Unit Responsible Registered Trademarks

Non-stylized text

- BABY BE WELL (Robert Wood Johnson Medical School)
- BIRTHPLACE OF COLLEGE FOOTBALL (Athletics)
- CABM (Center for Advanced Biotechnology and Medicine)
- CAIT (Center for Advanced Infrastructure and Transportation)
- CANCER IS SMART. BUT WE'RE SMARTER. (Cancer Institute of New Jersey)
- CENTER FOR ADVANCED INFRASTRUCTURE AND TRANSPORTATION (Center for Advanced Infrastructure and Transportation)
- CHOP! (Athletics)
- COUNT BASIE (Institute of Jazz Studies)
- COUNT BASIE ORCHESTRA (Institute of Jazz Studies)
- G.A.M.E. (Rutgers Center for Women in Business)
- JERSEY ROOTS, GLOBAL REACH (Rutgers Global)
- KEEP CHOPPIN (Athletics)
- KEEP CHOPPING (Athletics)
- KITE+KEY (Institutional Planning and Operations)
- KNIGHT SCHOLAR (Ernest Mario School of Pharmacy)
- NEW LEADERSHIP (Eagleton Institute of Politics)
- RBS 24/7 (Rutgers Business School–Newark and New Brunswick)
- R VISION (Athletics)
- READY TO RUN (Eagleton Institute of Politics)
- SCARLET KNIGHTS FOR LIFE (Athletics)
- TEACH A GIRL TO LEAD (Eagleton Institute of Politics)
- THE BEAST (Center for Advanced Infrastructure and Transportation)
- VETS4WARRIORS (University Behavioral Health Care)
- WORLD-CLASS CANCER CARE IS CLOSER THAN YOU THINK (Cancer Institute of New Jersey)

Additional University Marks

It is not required to register a trademark with the USPTO for it to be legally protected. Doing so gives the owner of the trademark enhanced benefits; however, unregistered marks still have the protection of federal and state laws. Rutgers owns many unregistered trademarks that are associated with the university (e.g., Ernest Mario School of Pharmacy, Old Queens campus). Additionally, registered trademarks managed by the Office for Research and retired logos that still have active registrations were excluded from the above information.

For more information, contact the [Office of Trademark Licensing](#).