

大学品牌保护公告

Notice on the Protection of the University's Brands

一、大学商标

University's Trademarks

- 1、西交利物浦大学自 2006 年成立以来便陆续开展申请注册商标的工作，以保护学校的声誉和品牌。目前已注册的商标有：“西交利物浦大学”、“西浦”、“西利”、“西浦大”、“西浦大学”、“XJTLU”、“XIPU”。上述注册商标受《中华人民共和国商标法》的保护。

Since 2006, Xi'an Jiaotong-Liverpool University has conducted work to register its trademarks for the purposes of protecting the University's reputation and brands. Up until now, the following trademarks have been registered: “西交利物浦大学”、“西浦”、“西利”、“西浦大”、“西浦大学”、“XJTLU”、“XIPU”. Such registered trademarks are protected by the Trademark Law of the People's Republic of China.

- 2、大学校名、相关中英文标识、校徽等无形资产在被申请商标注册保护后，学校将充分利用法律武器切实维护学校形象和声誉，防止有人非法利用学校品牌与声誉从事商业活动。

After registering the University's name and the relevant Chinese and English marks and logos, XJTLU will use any legal option available to fully protect the University's image and reputation and to prevent any person(s) from illegally using XJTLU's brands and reputation for any business activities.

二、大学官方社交媒体

XJTLU Official Social Media

- 1、针对社交媒体上大量出现的包含大学名称的各类账号，我校在此郑重声明，西交利物浦大学国内社交媒体平台官方账号为：新浪微博：西交利物浦大学；微信：西交利物浦大学（微信号 XJTLU-China）；国际社交媒体平台官方账号为：Facebook: XJTLU, LinkedIn: Xi'an Jiaotong Liverpool University, YouTube: XJTLU。大学官方社交媒体账号不会发布任何商业性内容。任何未经授权使用我校名称、大学徽标等，或使用谐音等易引起混淆的名称并发布商业信息，对我校学生、家长及公众产生误导、诱导的账号和行为，都是非法的，我校将保留追究此等违法账号和行为的法律责任的权利。

With regard the large number of Chinese social media accounts containing XJTLU's name, XJTLU hereby announces that XJTLU's official Sina Weibo account is 西交利物浦大学, XJTLU's official WeChat account is 西交利物浦大学 (account: XJTLU-China), Facebook account is XJTLU, LinkedIn account is Xi'an Jiaotong-Liverpool University and YouTube account is XJTLU. XJTLU's official social media channels will not issue any commercial content. Any unauthorised use of XJTLU's name and/or logo, or any activities and accounts that use similar names to issue commercial content that misleads XJTLU students, their

parents and the public are illegal. XJTLU reserves the right to take legal actions against such accounts and activities.

- 2、大学各相关院系、部门，以及学生社团开设的社交媒体账号，亦不会发布任何商业信息。如有，欢迎大家通过大学官方微信、微博留言的方式进行监督举报。

Social media accounts established by departments, schools and offices at XJTLU as well as XJTLU student associations shall not issue any commercial information. If they do, users are welcome to report such activity by leaving comments via XJTLU's official WeChat and Weibo accounts.

- 3、经过统计和汇总后，大学将尽快发布各院系、部门及学生社团的社交媒体账号信息，帮助大家有效进行甄别。

XJTLU will release in due course the names of social media accounts associated with its departments, schools, offices and student associations, for reference.

三、商业使用许可

License of Commercial Use

- 1、除却大学官方组织的对外教师、企业交流培训项目及语言培训课程，我校至今从未给任何外部机构官方授权合作开展商业活动。如需核实授权情况，请联系我校市场与交流办公室桂芳老师 (trademark@xjtlu.edu.cn)。

Except for official external exchanges and training programmes, collaborative initiatives between the University and external enterprises, and language training that are authorised in writing to use XJTLU's name and logo, XJTLU has not authorised any outside organisations to develop any commercial activities in cooperation with the University. To check if an organisation has been authorised to use XJTLU's name or logo, please email Ms GUI Fang, University Marketing and Communication Office, on trademark@xjtlu.edu.cn.

- 2、外部机构及学生社团在开展商业活动时，如若涉及使用大学校名、相关中英文标识、校徽等内容，请联系我校市场与交流办公室桂芳老师 (trademark@xjtlu.edu.cn)，待大学官方授权后方可使用。

When conducting commercial activities, external institutions or student associations may not use XJTLU's name, relevant Chinese and English trademarks or the university logo, unless it has been officially authorised in writing by XJTLU. For such authorisation, please email Ms GUI Fang, University Marketing and Communication Office, on trademark@xjtlu.edu.cn.

- 3、对于冒用大学名称和标识，或发布内容损害大学品牌与声誉、信息不真实等情况，欢迎大家通过大学微博、微信进行留言，我校将快速反应，采取措施终止对方侵权行为，必要时追求其法律责任。

Stakeholders are welcome to report any unauthorised use of XJTLU's name, logo and trademarks by leaving comments via XJTLU's official WeChat and Weibo accounts. Once such reports have been received, the University will act promptly to take measures to investigate and stop such infringement or, when necessary, to hold the infringing party legally accountable.