

英文譯本僅供參考，文義如與中文版有歧異，概以中文版為準。

The English version is provided for reference only. The Chinese version shall prevail in case of any discrepancies between the English and Chinese versions.

項次	條文	英譯
法規名稱	國立中正大學商標使用管理要點	National Chung Cheng University Directives Governing Trademark Use and Management
通過沿革	105 年 3 月 21 日第 427 次行政會議通過	Passed by the 427th Administrative Council Meeting on March 21, 2016
Article 1	國立中正大學（以下稱本校）為維護及管理本校中英文名稱、校徽及其他目前或未來可能依法註冊取得之商標、標章或具有表彰本校形象之標誌，特訂定本要點。	National Chung Cheng University (hereinafter referred to as "the University") hereby establishes these Directives for the purpose of protecting and managing the University's Chinese and English names, emblem, and any other trademarks, marks, or indicia that are currently, or may in the future be, registered in accordance with law or that serve to identify or represent the University.
Article 2	本校有關商標之申請、註冊、展延、變更、移轉、拋棄、設定質權、維護、收益及授權等商標權管理事宜，由總務處統籌辦理。	All administrative matters relating to the University's trademark rights, including applications, registration, renewal, amendment, assignment, abandonment, creation of pledges, maintenance, revenue, and licensing, shall be centrally administered by the Office of General Affairs.
Article 3	為有效管理本校商標權益及規劃發展策略，設國立中正大學商標管理委員會（以下簡稱本委員會），本委員會置委員七至十一人，由總務長、主任秘書、研發長、學務長、主計室主任及校內外專家學者等共同組成之，總務長為召集人。 委員經由校長聘任，任期二年，得連任之。	To effectively manage the University's trademark rights and interests and formulate development strategies, the National Chung Cheng University Trademark Management Committee (hereinafter referred to as "the Committee") is hereby established. The Committee shall consist of seven to eleven members, including the Dean of General Affairs, Chief Secretary, Dean of Research and Development, Dean of Student Affairs, Director of the Office of Accounting, and experts and scholars from within or outside the

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		University. The Dean of General Affairs shall serve as Convener. Committee members shall be appointed by the President for a term of two years and may be reappointed for successive terms.
Article 4	本委員會任務如下： （一）本校商標權益保護及策略規劃。 （二）本校商標變更申請、授權、收益事項之審議。 （三）本校商標權受侵害或涉及商標權爭議之審議處理。 本委員會之決議，應有二分之一委員之出席，出席委員過半數同意行之。	The duties and functions of the Committee shall be as follows: (1) Protecting the University's trademark rights and interests and formulating related strategies. (2) Deliberating matters concerning applications for trademark amendments, licensing, and revenue. (3) Deliberating and handling trademark infringement and disputes involving the University's trademark rights. A resolution of the Committee shall require the attendance of at least one-half of all members and the approval of a majority of the members present.
Article 5	凡欲使用本校商標，應提供授權合約書經本委員會審查通過後授權其使用，商標被授權人非經本校同意，不得再授權他人使用；未經同意或授權而擅自使用者，本校得依商標法及公平交易法等相關規定主張權利，並禁止其使用。	Any person or entity seeking to use a University trademark shall submit a trademark license agreement for review by the Committee and may use the trademark only after authorization has been approved. A licensee may not sublicense the trademark to any third party without the University's consent. In the event of unauthorized use, the University may enforce its rights in accordance with the Trademark Act, the Fair Trade Act, and other applicable laws and regulations, and may prohibit such use.
Article 6	本校各單位、教職員工生或各地校友會等，使用本校商標若涉及商業行為者，應以書面提請	Where any University unit, faculty member, staff member, student, alumni association, or other such organization uses a University trademark for

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	本校同意授權並繳交適當比例授權金後，始得使用。 前項非商業使用本校商標者，免申請報備，得善意且依合理使用之方法使用本校商標。	commercial purposes, it shall first obtain the University's written authorization and pay an appropriate licensing fee before using the trademark. Non-commercial use of a University trademark as described in the preceding paragraph does not require prior application or filing, provided that the trademark is used in good faith and in a reasonable manner.
Article 7	本校商標授權使用所得授權金收益，應納入校務基金統籌運用。	Revenue derived from licensing the University's trademarks shall be incorporated into the University Endowment Fund and administered on a consolidated basis.
Article 8	使用本校商標製作商品者，應依商品檢驗法、商品標示法、消費者保護法等政府相關規定製造、標示及行銷，所製造商品應符合相關法令之品質要求及安全標準，並應投保產品責任險或第三人責任險。	Any goods produced using a University trademark shall be manufactured, labeled, and marketed in compliance with the Commodity Inspection Act, the Commodity Labeling Act, the Consumer Protection Act, and other applicable laws and regulations. Such goods shall satisfy all applicable quality requirements and safety standards, and shall be covered by product liability insurance or third-party liability insurance.
Article 9	本校商標權受侵害或涉及商標權益爭議時，由本校委請法律顧問統一處理，相關單位應全力配合辦理。	Where the University's trademark rights are infringed or a dispute involving its trademark rights or interests arises, the matter shall be handled centrally by legal counsel retained by the University, and all relevant units shall provide full cooperation.
Article 10	本要點經行政會議通過，陳請校長核定後施行，修正時亦同。	These Directives shall be implemented upon passage by the Administrative Council and approval by the President; the same procedure shall apply to any subsequent amendments.

國立中正大學商標、商品及服務分類表

National Chung Cheng University Trademark, Goods, and Services Classification Table

類別 Class	商品及服務分類 Goods and Services Classification	商標圖樣 Trademark Representations		
		中正大學	CCU	
14	銅製代幣；袖扣；領帶夾；領帶別針；紀念章；獎牌；勳章；紀念盃；獎杯；獎章；鐘；手錶；電子錶；計時器；貴重金屬藝術品；貴重金屬徽章；金幣；銀幣；隨身小飾物；紀念牌。(共 20 項) Bronze tokens; cuff links; tie clips; tie pins; commemorative badges; award plaques; decorations; commemorative cups; trophies; medals; clocks; wristwatches; electronic watches; timers; works of art of precious metal; badges of precious metal; gold coins; silver coins; charms; commemorative plaques. (20 items)	V	V	V
16	卡片；明信片；信紙；信封；賀卡；筆記本；記事簿；作業簿；日曆；月曆；海報；印刷品；書籍；雜誌；期刊；檔案夾；資料夾；文件夾；鋼筆；筆。(共 20 項) Cards; postcards; writing paper; envelopes; greeting cards; notebooks; memo books; exercise books; calendars; monthly calendars; posters; printed matter; books; magazines; periodicals; file folders; data folders; document folders; fountain pens; pens. (20 items)	V	V	V

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		中正大學	CCU	
18	皮夾；書包；旅行箱；手提袋；背包；旅行袋；傘；公事包；寵物用品袋；名片皮夾；運動用提背袋；便當袋；皮箱；登山袋；鑰匙包；化妝包；手杖；證件皮夾；皮製家具套；購物袋。(共 20 項) Wallets; school bags; suitcases; handbags; backpacks; travel bags; umbrellas; briefcases; pet accessory bags; business card cases; sports carrying bags; lunch bags; trunks; mountaineering bags; key cases; cosmetic bags; walking sticks; ID card holders; leather furniture coverings; shopping bags. (20 items)	V	V	V
21	杯、馬克杯、保溫杯、碗、筷、盤；餐具（餐刀、餐叉、餐匙除外）、水晶製裝飾品；玻璃製裝飾品；陶瓷製裝飾品；玻璃製容器；化妝用具；花瓶；抹布；面紙盒；非金屬製存錢筒；梳子；熱水瓶；真空保溫瓶；薰香台。(共 20 項) Cups; mugs; insulated cups; bowls; chopsticks; plates; tableware (excluding table knives, forks, and spoons); crystal ornaments; glass ornaments; ceramic ornaments; glass containers; cosmetic utensils; vases; cleaning cloths; tissue boxes; non-metal coin banks; combs; hot-water bottles; vacuum flasks; incense burners. (20 items)	V	V	V

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		中正大學	CCU	
24	旗幟；錦旗；裁判旗；廣告旗；布製標籤；被套；床單；繡花枕套；門簾；窗簾；毛巾；浴巾；手帕；餐巾；窗簾布；布料；毛毯；家具套；椅墊套；桌墊。(共 20 項) Flags; banners; referee flags; advertising flags; textile labels; duvet covers; bed sheets; embroidered pillowcases; door curtains; curtains; towels; bath towels; handkerchiefs; table napkins; curtain fabric; fabrics; blankets; furniture coverings; chair cushion covers; table mats. (20 items)	V	V	V
25	T 恤；襯衫；雨衣；大衣；運動服；鞋；涼鞋；運動鞋；包頭巾；領帶；運動帽；學士帽；襪子；腰帶；圍裙；圍巾；工作服；背心；無袖罩衫背心；泳裝。(共 20 項) T-shirts; shirts; raincoats; overcoats; sportswear; shoes; sandals; athletic shoes; headscarves; neckties; sports caps; academic caps; socks; belts; aprons; scarves; work clothes; vests; sleeveless smocks; swimwear. (20 items)	V	V	V
41	學校、圖書館等... Schools, libraries, etc.	V		V
類別小計 Class subtotal		共 7 類 7 classes	共 6 類 6 classes	共 7 類 7 classes