

THE FLORIDA POLYTECHNIC UNIVERSITY BOARD OF TRUSTEES

FPU-1.0305 Commercial Filming on Campus

(1) Purpose. Florida Polytechnic University is committed to protecting the integrity and branding of its iconic campus and facilities. To maintain the exclusivity of its campus imagery and protect its brand identity, Florida Polytechnic University hereby establishes the following regulation regarding external photo and video production for commercial purposes on its campus. This regulation does not apply to photo and video production on behalf of the University or for non-commercial purposes.

(2) Prohibition of External Photo and Video Production for Commercial Purposes. Photo and video production by any individual, group, or entity for commercial purposes is prohibited on University property. The University's campus and facilities represent a core aspect of its brand identity, and their likeness is considered proprietary and protected intellectual property.

(3) Use of University Likeness by Other Organizations. No public or private organization, including but not limited to commercial enterprises, non-profit organizations, or governmental entities, are permitted to use Florida Polytechnic University's campus likeness for any purpose, including marketing, advertising, or promotional activities.

(4) Exceptions to the Regulation. The University has the sole discretion to make exceptions to this policy, and any request for an exception must be submitted in writing to the University Relations Department. Exceptions, if granted, are subject to University regulations and policies, specifically University regulation FPU-1.003 Use of University Facilities and Property.

(5) Violation of Regulation. Violation of this regulation may result in legal action, including but not limited to civil litigation, injunctive relief, and damages. The University retains all rights to enforce this policy to the fullest extent permitted by law. Violators of this policy may also be trespassed from University property pursuant to University regulation FPU-1.006 Trespass.

Authority: FBOG regulation 1.001

History: New 6-5-2024