

Oklahoma State University, New Mexico State University settle mascot differences

By Chris Day



Pistol Pete logo-Oklahoma State University has ended its copyright infringement lawsuit against New Mexico State University over use of the Pistol Pete mascot.

Peace has returned to mascot land.

In October, Oklahoma State University filed a trademark infringement suit in federal court against New Mexico State University saying its Classic Aggie cowboy character too closely resembled OSU's Pistol Pete.

Wednesday, the universities announced a licensing agreement that will allow New Mexico State to use the Classic Aggie image on a limited basis.

NMSU President Garrey Carruthers said he appreciated Oklahoma State University's willingness to resolve the dispute.

"The Classic Aggie is a piece of NMSU nostalgia and this agreement allows us to continue using our Classic Aggie on items that might be appealing to our alumni and the NMSU community," Carruthers said.

The Classic Aggie collection uses an image similar to one used by New Mexico State from the 1960s to the mid-2000s. The collection was created for NMSU alums who remember the logo from their time in school.

The agreement requires NMSU to pay OSU a \$10 per year licensing fee, and permits the university to sell or provide as gifts a maximum of 3,000 items featuring the Classic Aggie image a year. The collection can only be sold at the NMSU bookstore or its online retail space. It may be gifted only through the NMSU alumni relations office.

In addition, NMSU agreed not to use the Classic Aggie image in connection with its athletic programs or student recruitment.

"OSU is pleased to have this matter resolved," university President Burns Hargis said. "We appreciate working with President Carruthers and his team to reach an agreement that protects OSU's long-held interest in its trademarks, while allowing New Mexico State fans to continue to enjoy their school's Classic Aggie."

OSU dropped its federal lawsuit after the agreement was reached.

The agreement doesn't affect NMSU's current logo, Lasso Larry, which was part of NMSU rebranding in 2006 and 2007.