

**University of Connecticut  
Office of Trademark Licensing and Branding  
Licensing Policies and Procedures**

Colleges and universities are not alone in the promotion, protection, and licensing of its trademarks. The licensing concept has been around since the advent of the entertainment and fashion industry. Well known companies such as Disney, Coca-Cola and John Deere have used licensing to enhance its marketing and brand recognition efforts by allowing other companies to use its trademarks on merchandise. While at one point in the evolution of licensing, it was merely a means to protect a property's ownership of a logo, licensing is now being used to as a marketing tool by companies that understand the value that their trademark/brand has in the minds of its consumers.

**Purpose and Mission of UConn's  
Trademark Licensing and Branding Office**

UConn created its trademark licensing and branding program to establish a foundation for promoting and protecting the use of its trademarks. Over the years, the traditions and spirit shared by the UConn family have increased the demand for association with and products that feature the University's trademarks. The use of UConn's trademarks extends through all facets of the University. The University has contracted with The Collegiate Licensing Company (CLC), the nation's leading collegiate licensing and marketing representative, to enhance the University's efforts in this area. The CLC Consortium consists of more than 180 universities, bowl games, conferences, the NCAA and the Heisman Trophy. Based in Atlanta, CLC provides its member institutions the expertise, resources, and experience necessary to maximize licensing revenue potential through the power of consolidation.

The mission of the Office of Trademark Licensing and Branding is three-fold:

- To ensure proper use and application of the trademarks associated with the University of Connecticut.
- To strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans.
- To generate revenue that funds academic and athletic scholarships.

**What is a Trademark?**

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative that can be associated with an organization, company, manufacturer, or institution and can be distinguished from those of other entities or competitors.

In addition to the marks listed above, any indicia adopted hereafter and used or approved for use by UConn shall be subject to the policies and procedures of the trademark licensing program. Additionally, any derivations of the University marks which would cause consumers to erroneously believe that the product originated from or was sponsored or authorized by the University shall also be covered by the trademark licensing program policies and procedures.

**Who Needs a License?**

Licenses must be obtained for the use of any UConn trademark, image, or photograph used on any product sold to the general public or to campus departments and organizations. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the University through any use of its trademarks.

Outlined below are the policies and procedures for the use of the UConn marks related to the following areas:

1. Traditional Retail Channels
2. Campus Departments (*i.e., academic departments, athletics, student organizations, band, student activities*)
3. Affiliated Organizations (*i.e., UConn Co-Op, UConn Foundation, UConn Alumni Association*)
4. Non-UConn (*i.e. alumni clubs, booster clubs, commercial use*)

## **I Traditional Retail Merchandise**

Any company interested in manufacturing product that will be sold to consumers through retail distribution channels (including Internet) must obtain a license through The Collegiate Licensing Company (CLC). All companies must complete the application and the requirements for licensing as outlined by CLC. CLC will communicate all information to the University of Connecticut Office of Trademark Licensing and Branding. Based on the information provided, the University will determine whether a company will or will not be granted a license. The retail market for collegiate merchandise in general and UConn merchandise specifically has become over saturated in certain product categories. Therefore, licenses may not be granted to new companies in certain categories.

The basic requirements for licensing include completing the application, providing proof of product liability insurance (amount is based on the product category), signing a license agreement (and authorized manufacturer agreements if needed), signing the labor code agreement, paying the applicable advance, getting all designs and products approved, and reporting royalties on the sale of UConn merchandise.

The University of Connecticut reserves the right to prohibit use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, and those products that infringe upon another entity's trademarks or would be considered in poor taste by the general public. The University will not license products that do not meet minimum standards of quality, good taste, are dangerous, or carry high liability risks.

## **II Licensing Policies and Procedures for Campus Departments and Student Organizations**

Use of a University mark with an organization name implies association with the University. Therefore, only those student organizations that are officially recognized by the Division of Student Affairs and Activities or official campus departments are allowed to use UConn trademarks in conjunction with their organization's name.

1. Any product bearing UConn trademarks or a specific departmental logo must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct product liability insurance and signed the University's labor code of conduct agreement. The University has more than 300 licensees nationwide and numerous in-state and locally licensed companies. A list of licensees by product category can be obtained from the Office of Trademark Licensing and Branding.
2. To ensure consistency in the use of the UConn name and logos, all product designs must be approved by the Office of Trademark Licensing and Branding before production. In most cases, the

manufacturer can submit the design for approval on behalf of the organization/department. However, if there are questions concerning the design, the organization's representative may contact the University licensing department directly.

3. Recognized student organizations and campus departments may include sponsor names/logos on event promotional items in conjunction with the University marks under the following conditions:
  - The student organization/department's name must be included to communicate that the relationship is a partnership with a particular group and not an endorsement by the University as a whole.
  - The use of the University marks in conjunction with sponsor names/logos is considered a promotional item whether sold or give away.
  - Based on the scope of the program, a rights fee may be assessed.
4. In determining exemptions from royalty payment, consideration is given to the mission of the licensing program and the many constituents it serves. Given these criteria, the university is not required to pay royalties to itself for purchases of services or products that are a necessity for faculty and staff to perform their job (i.e. equipment, services, uniforms, educational tools). However, the university attempts to avoid unfair competition with other retailers and service providers and, therefore, does not exempt itself from paying royalties on the purchase of goods that are to be resold to members or to the general public, regardless of the purpose of the sale.

### **III Affiliated Organizations**

1. Any product bearing UConn trademarks must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct product liability insurance and signed the University's labor code of conduct agreement. The University has more than 300 licensees nationwide and numerous in-state and locally licensed companies. A list of licensees by product category can be obtained from the Office of Trademark Licensing and Branding.
2. To ensure consistency in the use of the UConn name and logos, all product designs must be approved by the Office of Trademark Licensing and Branding before production. In most cases, the manufacturer can submit the design for approval on behalf of the organization. However, if there are questions concerning the design, the organization's representative may contact the University licensing department directly.
3. Royalties are to be paid on all product that is sold to members or to the general public regardless of the purpose of the sale.

### **IV Non-UConn Use**

Use of the University Indicia by organizations that are not affiliated with the University, will be reviewed on a case-by-case basis. Below are the basic guidelines that will be followed:

1. The University recognizes that there are many groups that support the University from academics to athletics (i.e. alumni and booster clubs). However, any group wanting to use the University trademarks on product for its membership or for resale must purchase the product from a current University licensee. By supporting the University's licensing initiatives, organizations can assist the University by ensuring that product bearing the University logo is of the highest quality and

meets all insurance and contractual requirements. The licensee is responsible for getting the design approved by the Office of Trademark Licensing and Branding and remitting the University's royalty on the wholesale price of the product.

2. Businesses may not establish a permanent statue or mural that includes the University trademarks or likeness without written permission from the Office of Trademark Licensing and Branding.
3. Businesses may use the University trademarks in a non-permanent fixture (i.e. window painting, removable lettering on marquees) supporting a University event.
4. Businesses or organizations may not use the trademarks of the University in any type of advertisements, on websites or on banners, etc., without written permission from the Office of Trademark Licensing and Branding.
5. Individuals or organizations may not utilize the University's trademarks in conjunction with a candidate for political office or policy/legislative issue without written permission from the Office of Trademark Licensing and Branding.
6. Individuals may not use the University trademarks on a website without written permission from the Office of Trademark Licensing and Branding.
7. Traditionally, the University does not allow its trademarks to be used in conjunction with not-for-profit organizations.
8. Businesses may not produce merchandise for resale or give-a-way that utilizes the University's trademarks and its name and/or logo without written permission from the Office of Trademark Licensing and Branding.
9. Businesses may not use the University trademarks to promote its products or services in print advertising, radio or television without written approval from the Office of Trademark Licensing and Branding.
10. Licensees or retailers of University merchandise may print their name on the product. However, the logo or name may be only 2 ¼ inches by 2 ¼ inches in size. To maintain consistency, this coincides with NCAA rules regarding company branding on uniforms, etc.
11. Rights fees and royalties for the use of the University trademarks in all instances may be assessed.