

THE UNIVERSITY OF NEW MEXICO

Founded in 1889, the University of New Mexico now occupies 600 acres in the heart of Albuquerque, a city of more than 700,000 people.

UNM offers 210 certificate and degree programs, with 93 bachelor's degrees, 68 master's degree and 37 doctoral programs. The University of New Mexico combines impressive academic and athletic standards to create a successful university.

As the number of students, alumni, and supporters of the University of New Mexico has grown, so too has the demand for University of New Mexico merchandise. To meet this demand, the University manages a trademark licensing program.

WHY HAVE A LICENSING PROGRAM?

A Trademark Licensing Program gives UNM control over its logos and marks, thus ensuring the quality and consistency of all of the University's merchandise. It also enables the University to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to help support University programs and services. Outside of the University, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with UNM.

WHAT QUALIFIES AS A TRADEMARK?

Any mark, logo, symbol, nickname, letter(s), word(s), or combination of these that can be associated with the University qualifies as a trademark. A list of UNM's trademarks is on the back of this brochure.

WHAT PRODUCTS CAN BE LICENSED?

Students, alumni, and fans generate many great ideas for new University products. Products will be considered and must be approved by the University's Licensing Director. No products will be licensed without the approval of the Licensing Director. This ensures all products associated with the University are of high quality and good taste, and ensures the non-approval of potentially hazardous items.

WHO NEEDS A LICENSE?

Anyone wishing to use the marks, logos, and symbols of The University of New Mexico must obtain a license.

WHAT IF YOU DO NOT GET A LICENSE?

All products must be approved by The University of New Mexico Trademark Licensing office. Failure to obtain a license or approval from the University's Trademark Licensing Office would be grounds for the seizure of all non-approved merchandise bearing the University's marks. It also could result in jail time and numerous fines if convicted.

CAN YOU SELL A PRODUCT TO THE BOOKSTORE?

The Bookstore works with a group of vendors to bring new products to market each year. For more information on the Bookstore's wholesale buying practices, contact the University Bookstore at (505) 277-1707.

CAN AN ALUMNI OR STUDENT GROUP SELL PRODUCTS USING THE UNIVERSITY'S MARKS AS A FUNDRAISER?

Before contacting local manufacturers regarding new products, designs, or an idea for a fundraiser, be sure to check with the UNM Trademark Licensing Office. They will be able to identify local manufacturers to produce the items, saving everyone time and effort.

WHAT ABOUT USING THE UNIVERSITY'S NAME OR LOGO ON A WEB SITE?

Every use of UNM's trademarks requires permission from the Trademark Licensing Office. The World Wide Web has made it easy for alumni, fans, and supporters to build Web pages with the University's name and logos, and The University of New Mexico appreciates this support. However, federal trademark laws require that the University control its name and marks; therefore, UNM must be very selective in granting permission in these and all instances. For more information, contact The University of New Mexico's Trademark Licensing Office.

WHO IS RESPONSIBLE FOR THE PROGRAM?

The person responsible for the Trademark Licensing Program at The University of New Mexico is:

Brad D. Hutchins
Associate Athletic Director/
Marketing, Sales & Communications
University of New Mexico Athletics
1 University of New Mexico
MSC 042680
Albuquerque, NM 87131
Phone: (505) 925-5606
Fax: (505) 925-5609
hutchins@unm.edu

HOW CAN YOU OBTAIN A LICENSE APPLICATION?

Anyone who wishes to obtain a license to produce merchandise must submit a license application. This application informs UNM of how its marks will be used, what type of product the applicant makes, how the University is going to be represented, etc. Applications can be obtained by visiting the "Licensing information section" of www.clc.com, and the answers to any questions you may have can also be found at this site.

WHAT IS THE COLLEGIATE LICENSING COMPANY?

The Collegiate Licensing Company is the licensing representative for The University of New Mexico. As UNM's representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks, and pursuing new market opportunities for the University.

WHO IS LICENSED WITH THE UNIVERSITY?

Either UNM's Trademark Licensing office or CLC can provide a list of current licensees for the University's merchandise. It is typically much easier to work with an established University licensee than to try and license a new product or idea. Both UNM and CLC can provide you with information on the products produced by all licensees so you can match your needs with the correct company.

The "Officially Licensed Collegiate Products" hologram label signifies merchandise has passed the standards of quality set forth by UNM and that a portion of the purchase is returned to The University of New Mexico.



WHAT ARE THE UNIVERSITY'S TRADEMARKS?

The University's trademarks are any of the logos, marks, symbols, nicknames, letter(s), or word(s) displayed on this page. Any design that could cause public confusion due to similarity to the trademarks appearing on this page is an infringement on the University's trademark rights.

VERBIAGE:

The University of New Mexico ©
New Mexico Lobos™
Lobos ©
Lobo Country™
Cherry and Silver™
Lobo Pride™
Mile High and Louder Than...™
We Are New Mexico ©

UNM™
New Mexico™
The Pit ©
Lobo Nation™
Be a Lobo™
Everyone's a Lobo™
Lobo for Life™

TRADEMARKS:



Colors:

Red
Silver
Black
Blue-Green
Gray

Pantone 200
Pantone 428
Pantone Black
Pantone 321
Pantone 410

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**THE UNIVERSITY OF
NEW MEXICO
TRADEMARKS AND LICENSING
BROCHURE**



PREPARED FOR THE UNIVERSITY OF NEW MEXICO BY
THE COLLEGIATE LICENSING COMPANY