

 <p>Category: Financial</p> <p>Policy applicable for: Faculty/Staff</p>	<p><i>Policy Title:</i> Use of University Trademarks for Sponsorships</p> <p>Effective Date: 7/01/2014</p> <p>Prior Effective Date: 2/10/2014</p> <p>Enabling Acts: University Rule 10-1-05 ORC 3345</p>	<p><i>Policy Number:</i> 1.13.2</p> <p>Policy Owner: Sr. VP for Administration and Finance</p> <p>Responsible Office(s): Office of Trademarks & Licensing</p>
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Background

The University of Cincinnati owns and controls its name(s) and other marks, logos, insignias, seal, designs and symbols that have become associated with the institution. UC's Board of Trustees has established a licensing program to protect the name and identifying marks of the university and to prohibit the unauthorized use of university marks on commercial or other products. In accordance with Board Rule 10-01-06, the director of licensing is authorized to sign contracts relating to the licensing, sale, assignment, transfer or other disposition of the university's trademarks.

Outside organizations are often interested in being affiliated with the University of Cincinnati because of the value and goodwill that exist in the university's brand. The university must protect the integrity of its brand by monitoring and controlling any activity associating an outside organization with the university, and ensure the university receives appropriate consideration for the use of its trademarks or brand.

Typically organizations interested in being associated with the university have been large companies offering corporate sponsorships to provide support for various programs, activities, or events managed by the university. There is increasing interest from small and medium-sized organizations in addition to large organizations looking to use sponsorships as a way to enhance their brand through an association with the university

This policy describes the use of the university marks in connection with sponsors/sponsorships.

Definitions

Sponsorship – A sponsorship is a form of advertising or marketing activity in which an entity (a person or organization) pays to be associated with the University of Cincinnati through print and electronic communications, as well as premium promotional items, with the effect of associating itself with the university.

Premium Promotional Item – A premium promotional item is a product produced for distribution that connects another company or group with the university either by reference or through use of one of the university's marks. Premium Promotional Items carry an elevated royalty rate currently set at 14% of the cost of the item bearing the university mark.

Policy

All uses of UC's trademarks require prior approval from the Office of Trademarks & Licensing prior to their use, even if the proposed uses do not involve the sale of a product; e.g., promotional items for conferences or meetings, items for fundraisers, items for giveaways, gifts, endorsements, etc.

UC trademarks may not be used in conjunction with the name or trademark(s) of any other entity without the prior written permission of that entity and the Office of Trademarks & Licensing. Since the university doesn't necessarily endorse any particular companies, products, or services, any sponsorship activity that includes use of university trademarks must be done in a way to recognize the entity's support of the university rather than an endorsement of the entity by the university. Approval of any such dual use of UC's trademarks will be limited to instances of compelling institutional priority as determined by a committee chaired by the Director of Trademarks & Licensing with representatives from Sr. VP of Finance & Administration, Executive VP President's Office, VP Government Relations & University Communications, Sr. Assoc. Vice President Student Affairs, and the Office of General Counsel.

Sponsorship fees will be determined by the Office of Trademarks & Licensing in conjunction with VP of Finance, VP Government Relations & University Communications, Sr. Associate VP Campus Services, and the Office of General Counsel. The university does not accept in-kind contributions in place of sponsorship fees.

UC organizational units, groups, and registered student organizations may not assign rights or otherwise grant permission to any other entity for use of UC's trademarks for any purpose without prior review and approval by UC's Office of Trademarks & Licensing.

The C-Paw and other athletic marks may only be used in connection with sponsorships related to UC Athletics through the university's media rights partner, currently IMG College, and are subject to the review and approval by the Office of Trademarks & Licensing.

All products bearing UC's trademarks must be produced from companies licensed by the University of Cincinnati through our agent the Collegiate Licensing Company (CLC). A complete list is available at the Office of Trademarks & Licensing web site. All products bearing UC's trademarks are subject to royalties.

UC trademarks may not be used in any manner that suggests or implies University of Cincinnati's endorsement of other organizations, companies, products, services, political parties or views, or religious organizations and beliefs.

UC's trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of UC's anti-discrimination policies or practices.

No one other than the University of Cincinnati may claim copyright or trademark rights or seek to register any design that uses University of Cincinnati trademarks.

All uses of UC trademarks on products will incorporate the appropriate trademark designation symbols (i.e. ® or ™).

The University of Cincinnati will not approve the use of UC trademarks in connection with products or designs that present an unacceptable risk of liability or could be harmful to the mission or image of the institution. A list of examples can be found at the Office of Trademarks & Licensing web site.

Procedure

1. Complete the UC Licensing Sponsorship Request Form available on the Office of Trademarks & Licensing web site.
2. Submit completed form along with any related artwork to the Director of Trademarks & Licensing.
3. Director of Trademarks & Licensing reviews request and returns a signed copy of the request form indicating: (a) request is approved, (b) request is approved with changes along with a description of required changes or (c) request is denied along with the reason for denial.
4. All approved requests must be executed through the Office of Trademarks & Licensing.

Note: This policy is particular to sponsorships; general licensing/internal use requests should refer to the procedures on the Office of Trademarks & licensing website (www.uc.edu/licensing/). Approval to use a UC trademark does not constitute approval to use the trademark again, or in connection with any other item. Any changes in the design require additional approval.

Related links:

[Office of Trademarks & Licensing](#)
[UC Design Services](#)

Phone Contacts:

Office of Trademarks & Licensing	556-5072
UC Creative Services	556-5223