FAQ's
What do you do?
We preserve the goodwill and reputation of the university by protecting its identifying brand marks.

How do you do that?
We monitor the university's brand when it's used on a wide array of items (for sale and not), for sponsorships with outside organizations, commercial photography, filming on campus, etc.

What does the brand include?
Anything with UC's logos, colors, fixtures on campus, trademarks, etc., that connect to the university. Examples:
- Abbreviation “UC”
- #hottestcollegeinamerica
- The word "Cincinnati"

DID YOU KNOW?
Champion Products claim to have been the first co. to have printed college logos on products. UCLA merchandise was sold to their Student's Store in the 30's.

HAVE ANY QUESTIONS?
- uc.edu/licensing
- licensing@uc.edu
- (513) 558-1063

#WEWEARUC CAMPAIGN VIDEO
Beginning with the soft launch of the #WeWearUC campaign in late July, groups across campus have been utilizing the hashtag showing their spirit across social media. The Trademarks and Licensing Office has partnered with Photographic Services to compile a video embracing the #WeWearUC message.
Groups from Club Soccer, the College of Business, the College of Engineering, cheerleading, Air Care, etc., all participated. The main video has played during football games and will play during basketball games.

UNIVERSITY LAUNCHES TARTAN

On October 16, the university officially unveiled the new tartan pattern to add to its proprietary marks. It is registered with The Scottish Register of Tartans.
The pattern helps represent the university's story of its own colors and the institution's deep connection with the City of Cincinnati.
You can find items decorated with the tartan pattern such as kilts, ties, scarves, sashes, furniture, and other items at retailers including the Bookstore, Rallyhouse, DuBois, and Dwellings.
Cookies topped with the pattern are also available from Servatii's Bakery.

BEARCAT JOINS BRAD PAISLEY AND OTHER MASCOTS AT CMA'S

Country music and collegiate fans alike were surprised by special guests during country music star Brad Paisley's performance of his song “Country Nation” at the 2015 Country Music Awards on November fourth.
Bearcat was one of the many collegiate mascots selected by the university's sponsorship agents IMG, licensing agents CLC, and their parent company WME who all collaborated to send Bearcat to Nashville.

BABY BEARCAT JOINS UC FAMILY

Weighing in as a fluffy ball of spirit, the Baby Bearcat was added to the university's library of trademarks. Children’s products such as onesies, pacifiers, bibs, cups, and other items are expected to be produced featuring the new member of the bearcat family.