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?
As early as 1913, Teddy Roosevelt agreed to lend his name to the “Teddy” Bear in return for a royalty. That royalty went to support the National Park system.

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

Licensing Revenue Sets Another Record Year
The university’s licensing revenues set another record in 2014-2015 with $905,499 in royalties. This is a 5% increase from 2013-2014 that generated $863,861 in royalties.

New Internal Vendors Announced for 2015-2019
As of June 30, the previous contract with internal vendors expired. A new list of approved internal vendors has been released and university groups can begin new orders with the following companies:
- AG PrintPromo Solutions
- Associated Premium Corporation
- Consolidus
- Munoz Brandz
- Promoversity
- Superior Business Solutions

You can find a more detailed list on our website under Approved Vendors.

#WeWearUC Campaign
The fall semester is fast approaching and with it, the impending football season. The football team will be returning to Nippert after a hiatus to Paul Brown Stadium during stadium renovations.

Bearcats fans will be introduced to a newly launched campaign urging all to share why #WeWearUC.

A video is slotted for release showcasing examples of various group’s accomplishments across campus and a website is planned for people to submit their own videos.

University Featured on Silver Screen
Film crews for the major movie production “Goat” were on UC’s campus for two days in May. The movie is based on the book “Goat” by Brad Land and is largely set on a college campus.

Stars include Nick Jonas and Ben Schnetzer. James Franco is also listed as a producer.

This is one of many projects filmed on campus.

Locals Nick and Drew Lachey worked with the university for their A&E reality show “Lachey’s Bar”. In multiple scenes, you will find pieces of University of Cincinnati merchandise. You can catch the show on A&E, Wednesday’s at 10:30 p.m.

Boutique Campaign Stores Launched
For years, entrepreneurial student groups have wanted a way to sell UC branded items specific to their groups. A platform has now been launched to give those groups a way to do just that.

Promoversity and IgniteCX have partnered with the university to host online boutique stores.

CCM launched the first campaign offering a water bottle and sweatshirt for sale.

If your group is interested in starting their own campaign, visit uc.ignitecx.com. If you have any questions, feel free to contact the licensing office.