FAQ’s

What do you do?
We preserve the goodwill and reputation of the university by protecting its 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”
- The word “Cincinnati”
- Combo of black & red

DID YOU KNOW?
If you were to line up all 11,500 of the university’s parking spots, it would span 44 miles.

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

BEARCAT STATUE SCULPTED BY UC ALUM UNVEILED

Short Vine in Corryville now has an eight-foot tall silent overseer in the form of a 400-pound Bearcat.

Introduced in May, the licensing office paid Tom Tsuchiya, a graduate of the College of Arts and Sciences, to produce the statue. The office worked with Uptown Rental Properties to put an institutional sponsorship in place to offset costs of the Bearcat statue.

He has been dressed in a football jersey as well as swim trunks since his introduction.

Interest in mini-figurines is currently being explored.

CINCY AREA HALLMARK’S TO BEGIN SALE OF PAULSON DESIGNS PRODUCT

Amy’s Hallmark Stores in the Cincinnati area will soon be carrying Paulson Designs product to test success in the marketplace.

The locations include:
- Tri-County Mall
- Anderson Town Center
- Rookwood Commons
- Paulson produces UC licensed items which include canvases, picture frames, and magnets.

UC TRADEMARKS OFFICE RECOGNIZED WITH NATIONAL AWARD

The International Collegiate Licensing Association (ICLA) presented the UC licensing office with the 2016 Synergy Award at the National Association of Collegiate Directors of Athletics’ (NACDA) Annual Convention in Dallas.

The award given to the Program of the Year, was established as the highest honor from the association. It is given to programs who make significant contributions to the collegiate licensing industry.

The UC licensing team organized the shoots for the movies, “Goat” and “Miles Ahead” to film on campus. They also worked to brand the Cincinnati Firehouse 19 with university marks, launched an online platform for student groups to sell merchandise through pop-up shops, introduced the university’s tartan pattern which was filed and approved by the Official Scottish Tartan Registry, amongst other projects.

UC LICENSING ROYALTIES BREAK RECORDS

For the fourth year in a row, licensing royalties from 2015-2016 have set a new record for the highest in the school’s history at a total of $978,430.

This was an eight-percent increase in royalties from 2014-2015 and more than double the income from 10-years ago.

The top 25 licensees generated 76-percent of the royalties.

The top five retailers include Follett, DuBois Book Store, RallyHouse, Meijer, and Dick's Sporting Goods.

Licensing royalties are used to support scholarships on campus.

TRADEMARKS AND LICENSING OFFICE

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