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?
The original Easy Bake Oven was created by UC grad Ronald Howes in 1963.

SPREADING CHEER WITH COLLEGE GEAR

With help from the Collegiate Licensing Company (CLC), the Trademarks and Licensing Office debuted their holiday campaign titled “Spread Cheer with College Gear” on the University of Cincinnati’s official social media accounts in mid-November. This campaign featured a short “unboxing” video where a box was opened and five items of officially licensed UC apparel were displayed. Viewers were also able to click on the products as they appeared in the video and were directed to a site where the items could be purchased. Check out the video by clicking on the image above.

UC BAND AND FOOTBALL FIELD FEATURED IN MACY’S COMMERCIAL

A production company recently visited UC’s campus to shoot a national commercial for Macy’s, which features the UC Band and football field. The Trademarks and Licensing Office worked with the production company to execute a location agreement, which included a $5,000 fee that is being directed to the Band’s scholarship fund. The commercial can be viewed by clicking on the image below.

UC BECOMING POPULAR DESTINATION FOR MOVIE FILM CREWS

A new movie recently wrapped up filming on UC’s campus. The movie, tentatively titled “UFO”, is set in Cincinnati and the university plays a significant role in the film. Scenes were shot in Steger Student Life Center, Zimmer Auditorium, Market Point, the Math, Physics and Geology Library, sidewalks outside Market on Main by the Campus Recreation Center, and several other parts of campus for establishing shots. The film features actors Alex Sharp, Ella Purnell, and Gillian Anderson. The film is written and directed by Ryan Eslinger and produced by Dan Kaplow, Tom Rice, and Jeffrey Sharp. Look for it in theaters late Spring or early Summer 2018.

12 DAYS OF UC GIVEAWAYS HELD ON SOCIAL MEDIA

The annual “12 Days of UC” holiday giveaways began on Tuesday, December 13th and ran through Saturday, December 24th. The focus of this year’s campaign was to showcase popular licensed UC items while also gaining more interaction on social media. The campaign took place on the University of Cincinnati’s official Facebook and Twitter pages. Followers were asked to participate in a simple task with each day’s post (i.e. retweeting, sharing, commenting), which became their entry to win the gift of the day. Some items that were featured included a Vera Bradley wristlet, a Victoria’s Secret PINK prize pack, Boxercraft pajamas, and Tervis Tumblers.

HAVE ANY QUESTIONS?
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