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?
UC is the largest employer in the Cincinnati region, with an economic impact of more than $3 billion.

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

ROCK YOUR BEARCAT COLORS

UC's Trademarks and Licensing office, with materials provided by IMG College Licensing, debuted their annual spring social media campaign titled “Rock Your Colors” on the University's and Athletics social media accounts from February 21 through March 10. The focus of this campaign was on jersey fashion and used four gifs to explain proper “jersey etiquette” - start a collection, wear to a festival, hang instead of folding, and wear sunscreen so you don't get a jersey tan. Fans could vote for their favorite jersey style on RockYourCollegeColors.com for a chance to win tickets to Lollapalooza in Chicago August 2-4, 2018.

ANNUAL DECLARATION DAYS CAMPAIGN KICKS OFF
Top of the World Headwear launched their annual Declaration Days social media campaign on April 1, with the goal of maximizing excitement around National Signing Day for high school seniors (May 1). To participate, students log on to DeclarationDays.com, declare the school they will be attending in the Fall of 2018, and post a school-specific graphic to their social media pages which automatically enters students for a chance to win a scholarship. This year, Top of the World has increased the number of scholarships they are giving away to three - $5,000, $1,000, or $500. The school with the most participation will receive an opportunity to design their own class hat for the incoming freshman class. Last year, an incoming UC freshman won the $5,000 scholarship from Top of the World; we are hoping history repeats itself in 2018!

UC BECOMING A HOT SPOT FOR MOVIES & COMMERCIALS
Over the past few months, the University of Cincinnati has been featured in two commercials and one movie. During Super Bowl LII, part of UC’s campus appeared in a commercial for Cincinnati Bell. The shot was done on Main Street, with Tangeman University Center, the Campus Recreation Center, and Steger Student Life Center all in the background.

During the 2018 NCAA Men's Basketball Tournament in March and April, the University of Cincinnati was quickly featured in Google Cloud's “Education” commercial. This snippet featured a UC player dunking over a player during a former NCAA Men's Basketball Tournament game.

Finally, the University of Cincinnati was featured in the film “Curvature” which premiered in early 2018. This film is a science fiction drama about an engineer who travels back in time to stop herself from committing a murder. Curvature was shot on campus in May 2016, and features scenes in the Langsam Library and Library Square, Main Street, the Campus Recreation Center, and Tangeman University Center.