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?
Champion claims to have been the first company to have printed college logos on products.

ANNUAL DECLARATION DAYS CAMPAIGN
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 2019, and post a school-specific graphic to their social media pages. Students who declare have a chance to win one of three scholarships from Top of the World worth $5,000, $1,000, and $500. The top three schools with the most declarations will receive a custom hat for the students who declared.

UC ANNOUNCES APPAREL PARTNERSHIP WITH HANESBRANDS INC.

On March 4, 2019 the University of Cincinnati, along with IMG College Licensing, announced an agreement with Hanesbrands Inc. to serve as the University’s primary licensee for apparel products. This deal, which begins on January 1, 2020 and runs for 6 years, covers UC-branded men’s, women’s, youth, and infant/toddler apparel across all retail channels.

This new partnership provides the University a minimum guarantee that ensures more than a 20% growth in apparel royalties, which follows the 8% growth UC experienced during the past 3 years. Hanesbrands Inc. will also offer the University academic resources through internships, participation by executives in University programs and projects, and additional resources to develop, grow, and merchandise the presence of Bearcats product in the marketplace. Hanesbrands Inc. will also fund an annual corporate social responsibility trip for UC staff. This trip will involve visiting factories, which make licensed merchandise, to review production and ensure compliance with University workplace codes of conduct.

Hanesbrands Inc. will also fund an annual corporate social responsibility trip for UC staff. This trip will involve visiting factories, which make licensed merchandise, to review production and ensure compliance with University workplace codes of conduct.

Hanesbrands has been a licensee with the University of Cincinnati since 1992 under its Champion label, but this new agreement shows the continued effort by UC’s Trademarks and Licensing office to manage the University’s brand by providing top-quality products for Bearcats fans while also securing long-term brand value for UC. This deal also helps the University to ensure greater control over the supply chain, along with stability in licensing income.

HERO BEARCATS MAKE OFFICIAL DEBUT
You can now find 30 life-size Bearcat statues around the greater Cincinnati community! Beginning on April 5, the Hero Bearcat statues began making their appearances around UC’s campus. The following week, more statues began popping up around Cincinnati and Northern Kentucky. You can now find the 30 statues in total at locations such as Liberty Center, Kenwood Towne Centre, and the Florence Mall.

Each statue stands approximately 6’1” tall and weighs about 150 pounds. The free public art campaign honors the everyday heroes that represent the people in the greater Cincinnati community, and the statues were designed by local artists and high school art students. Use the map found here to locate all 30 of the statues. Make sure to share your images on social media using #HeroBearcats.

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