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 University of Cincinnati will begin its Bicentennial celebrations at the end of August.

ANNUAL DECLARATION DAYS CAMPAIGN recap
Top of the World's annual Declaration Days social media campaign took place from April 1 to May 1 this year, with hopes to maximize excitement around National Signing Day for high school seniors (May 1). During this campaign, incoming freshmen were encouraged to declare the school they would be attending on both social media and DeclarationDays.com to be entered to win a scholarship and other fun prizes. This year, Top of the World gave away three scholarship amounts for grand prizes - $5,000, $1,000, and $500. The University of Cincinnati placed 6th out of more than 130 colleges and universities for a second year in a row for the number of declarations during the national campaign. The top ten schools with the most declarations for the campaign were Florida State University, the University of Oklahoma, West Virginia University, Kennesaw State University, the University of Utah, UC, the University of Iowa, the University of Alabama, Montana State University, and the University of Missouri.

TRAILER RELEASED FOR MOVIE SHOT ON UC’S CAMPUS
The trailer for a movie that was shot on UC's campus in the fall of 2016 was recently released. The movie titled "UFO" takes place in Cincinnati and follows students who believe that there is proof of extraterrestrial beings. The movie stars Alex Sharp, Ella Purnell, and Gillian Anderson. Click on the image below to see the full trailer.

T&L OFFICE TRAVELS TO SAN DIEGO FOR ANNUAL IMGCL SEMINAR
The Trademarks and Licensing staff attended the 31st annual Licensing Director's Seminar with the University's Licensing Agency, IMG College Licensing. The seminar theme was “The Power of In”, which focused on how insight, innovation, investment, influence, and invention are all crucial to growing college brands in the marketplace. We also got to hear from the founder of WeddingChannel.com and successful jewelry line Stella & Dot, Jessica Herrin. She shared traits of successful entrepreneurs and how each of us can develop those traits to live a extraordinary and successful life.

Some fun facts that were learned during Seminar:

- The use of influencers on social media is about a $2 billion industry per year and estimates to be about $8 billion by 2020.
- Gen Z will represent 40% of consumers by 2020 with 70% of this generation relating more to YouTube personalities instead of traditional celebrities.

2018 FOOTBALL GAME COLOR SCHEMES
Get your red and black apparel ready - the six home football games this fall will feature specific color schemes. Fans are encouraged to wear black to the following home football games: Saturday, September 15 vs. Alabama A&M (7:30pm); Saturday, September 22 vs. Ohio; Saturday, November 3 vs. Navy; Saturday, November 10 vs. USF; and Saturday, November 23 vs. ECU. Homecoming will be on Saturday, October 6 vs. Tulane and fans are encouraged to wear red. The game vs. Navy on November 3 will also be the Military Appreciation game.