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 composer of “How the Grinch Stole Christmas” is a UC alumnus.

LICENSED UC GIFT WRAP MAKES ITS DEBUT

Gift boxes with the University of Cincinnati's unique tartan pattern made an appearance at participating retailers during the holiday season as a gift with purchase promotion. Shoppers at Cincinnati area Lids, Homage, and Rallyhouse stores who purchased a UC licensed item or spent $50 on UC licensed products, respectively, received a UC tartan gift box along with UC-themed tissue paper. The tissue paper featured repeating patterns of the UC monogram or the C-Paw. The boxes and tissue paper were produced by Direct Source Packaging, a new licensee based out of Columbus, Ohio.

SPREADING HOLIDAY CHEER WITH BEARCATS GEAR

UC's Trademarks and Licensing office, with materials provided by IMG College Licensing, debuted their annual 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 video with officially licensed UC apparel in a snowglobe. Viewers were able to follow a link provided to purchase the featured apparel, along with other popular Bearcats gear. Some of the licensed products featured in the video were a Columbia quarter zip, Under Armour socks, and an Orca tumbler. This video was also shown at the November 25th home football game, as well as multiple home men's basketball games throughout December.

THIRD ANNUAL 12 DAYS OF UC GIVEAWAYS HELD ON SOCIAL MEDIA

The annual “12 Days of UC” holiday giveaways began on Wednesday, December 13th and ran through Sunday, December 24th. The focus of this year's campaign was to showcase popular licensed UC items while gaining more interaction on social media. The campaign took place on UC'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 duffel bag, a Victoria's Secret PINK prize pack, a Logo Brands cooler, and a Homage t-shirt. Over 419,000 people were reached on social media during this year's campaign.

STAR WARS AND UC SHOW OFF CONNECTION WITH APPAREL

In honor of "Star Wars: The Last Jedi" premiering on December 15th and the connection UC has to the film (see story here), Champion produced red and black Star Wars t-shirts featuring the Millenium Falcon and the words ‘Cincinnati Rebel’. These t-shirts were given away at the women's basketball game on December 14th, as well as at 98 Degrees' local concert on December 15th. Drew Lachey showed off his UC pride by posting a photo wearing the t-shirt on his Instagram to his more than 57,000 followers.

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