



Trademarks & Licensing
University of Cincinnati
PO Box 210046
Cincinnati, OH 45221-0046

Overnight Mail Address:
51 Goodman Drive, Suite 200
Cincinnati, Ohio 45521-0046

Phone: 513-556-9151 | Fax: 513-556-5789

Licensing FAQ for Student Organizations

When do I need to contact the Trademarks & Licensing Office?

You need to contact the Trademarks & Licensing Office when you want to use a trademark of the University of Cincinnati on products/merchandise, even if the proposed use does not involve the sale of the product. This includes but is not limited to use of a trademark on apparel, promotional items, uniforms, jerseys, and marketing materials.

What is a trademark of the University of Cincinnati?

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the University of Cincinnati. This includes word marks such as, "University of Cincinnati", "Bearcats", "Cincinnati", and "Cincinnati Bearcats". In addition to these word marks, UC trademarks include but are not limited to: the institutional logo (interlocking UC symbol with the words "University of Cincinnati"), UC symbol (interlocking UC by itself), the C-Paw, the Bearcat mascot, the Bearcat eyes, the official seal of the University of Cincinnati, and the alternate seal design.

Where do I start?

If you wish to use a University of Cincinnati trademark, you must be an official student organization recognized by the Office of Student Activities and Leadership Development. You must also receive approval from the Trademarks & Licensing Office **prior** to use of the trademark. Please reference the approval process below:

1. Begin the process early to allow sufficient time for review.
 - a. Select an internal vendor to produce the products.

Note: You must use a licensed vendor. To help manage the program, the University conducted an RFP and selected 5 vendors who are approved to produce branded promotional items for internal constituents. A complete list of our five vendors for internal consumption can be found on our website at www.uc.edu/licensing/licensees.html.
 - b. Design artwork for the product.

Note: If you have any questions about the University's brand standards as you are designing the artwork, please do not hesitate to contact Laura Driscoll in the Trademarks & Licensing Office at (laura.driscoll@uc.edu).
2. Complete the online Internal Request Form describing the project. You can access the form at www.uc.edu/licensing/internal-trademark-use/internal-request-form.html. You will need to upload the final artwork and quote from the vendor into the online form.
3. After your request has been reviewed, Laura Driscoll will notify you and the vendor contact of the status of your request.

Approval to use a UC trademark (for example on a t-shirt) does not constitute approval to use the trademark again, including reorders, or in connection with any other item, or to change the design in any way, without seeking additional approval.

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Why should I contact the Trademarks & Licensing Department early?

We are here to help you. If you contact us early, we can work with you to:

- Determine the best product to meet your goals and objectives
- Help you navigate any problems that might arise during the approval process
- Make sure that you receive the appropriate approval so that you can have the product(s) in time for your event

Note: We may need to review your request with other individuals. Thus, contacting us early gives us the necessary time to vet the request through the appropriate channels.

Can I design whatever artwork I want and use it for my student organization?

If the artwork creates no association to the University of Cincinnati, then you can use whatever artwork you want. This would be an “all out” approach and you could not associate your organization with the University in the design. However, if the artwork you wish to use creates an association with the University, then the artwork must fall within the University’s brand standards, and you must be “all in”. Your organization will have to choose whether you want to be associated with the University (“all in”) or not associated with the University (“all out”) in the design.

To access the University of Cincinnati’s brand standards, please visit the University’s branding page at <http://www.uc.edu/ucomm/branding.html>.

Can I use the C-Paw or Athletics’ logos (i.e. C-Paw, etc.)?

Official student organizations recognized by the Office of Student Activities and Leadership Development have access to the C-Paw and the Athletics’ logos when use is appropriate. To request use of the C-Paw or Athletics’ logos, please contact Laura Driscoll at laura.driscoll@uc.edu. If your student organization is allowed access to the C-Paw or Athletics logos, your organization’s name must be clearly identified on the product.

Why do I have to use one of the five licensed vendors for internal consumption?

The University conducted an RFP to select vendors for internal consumption. An RFP is a Request For Proposals, which is a formal bidding process where the University solicits proposals from companies interested in providing products or services to the University community over a specific term period. The bidding process is managed by the University’s Central Purchasing Office to ensure compliance with University policies and the laws of the State of Ohio when the University is purchasing/spending a large amount of money for products or services.

Since the University community purchases a significant number of branded promotional items each year, we conducted an RFP to select the vendors available to service the University community. By having a limited number of vendors, we are able to manage the process to ensure the items



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produced follow University brand standards, and the vendors comply with the terms of our licensing agreement.

Of the proposals submitted, 5 vendors were awarded a contract to produce branded promotional items for internal constituents. Due to the University's contract, you need to use one of the University's licensed vendors for internal consumption. Under the licensed vendors' contract with the University of Cincinnati they are required to meet the following standards:

- Produce high quality products or services
- Produce products and services under conditions that meet the University's code of conduct
- Produce products and services with which the institution has chosen to be identified

Why must I receive permission to use trademarks of the University of Cincinnati?

You need to receive permission for the use of UC trademarks prior to production because UC must control and monitor the use of its trademarks or risk losing its rights to use them as unique identifiers of the University of Cincinnati. UC has a compelling interest in controlling the use of its trademarks for other reasons as well. These include, but are not limited to:

- Protecting UC's name and ensuring that its use, across all units of the University, is compatible with the University of Cincinnati's goodwill and reputation
- Preventing misleading or inaccurate portrayals of UC's relationship to others, and preventing others from taking advantage of the goodwill the institution has developed and which is symbolized by its trademarks
- Ensuring that products and services bearing UC's trademarks protect the integrity and reputation of the institution, maintain and build upon the goodwill of the institution, and promote support for and increase awareness of the institution, its mission and goals

Can I buy blank products from a vendor of my choosing and then have one of the licensed vendors for internal consumption screen print the University of Cincinnati's marks on the products?

No, all products bearing UC trademarks must be purchased from a licensed vendor. Licensees are required to be in control of the entire manufacturing process to insure quality and compliance with the University's code of conduct.

Do I need to pay for the products through the University?

If your student organization is using UFB, AIC, or club sports funding to pay for the products, then you must pay for the products through the University – either by P-Card or Purchase Order. If you are not paying for the products with University funding, you do not have to pay for the products through the University; however, anything not purchased through the University may be subject to taxes.



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Note for Club Sports Organizations: Personal items cannot be purchased with University funds. Only uniforms with no personal markings (i.e. last names) that will stay with the organization for a period of time can be purchased with University funds. The exception to this statement is when club sports organizations are required to have uniforms that are considered personal items (i.e. swim suits for the swim club). In this case, a percentage of the total uniform cost can come from University funds.

Do I need to submit a new Internal Request Form, artwork and quote each time I order a product that utilizes a UC trademark?

Yes, you need to submit a new Internal Request Form, artwork, and quote each time you want to produce a product bearing a UC trademark – even if you have been previously approved to produce the product or are using previously approved artwork. This is because each Internal Request Form is specific to the order (i.e. quantity ordered, price, date of the event, etc.). We do this so that we can monitor the type and quantity of products ordered by each organization, and the information we collect is used to audit our internal vendors each year.

Can my student organization sell merchandise?

No, your student organization may not sell merchandise due to the University of Cincinnati's Sales and Solicitation Policy. Some of the listed reasons in the policy include but are not limited to student organizations' lack of liability insurance and vending permit and inability to collect, report, and pay sales taxes. Please reference the Sales and Solicitation Policy (3361:10-51-01) for more information.

Can I solicit a sponsorship from an outside entity for my organization?

If you wish to use a sponsor in conjunction with a University of Cincinnati trademark, you must receive approval **prior** to use of the trademark and any affiliation with the university and the sponsor. Please contact Laura Driscoll at laura.driscoll@uc.edu for more details, or visit our website at www.uc.edu/licensing/guidelines.html and review the "Approval Process for Use of University Trademarks for Sponsorships" section.

If I am not utilizing University of Cincinnati marks on a product, do I have to use a licensed internal vendor?

No. You may use a vendor of your choosing if the product does not bear any University of Cincinnati trademarks or create an association with the University or your organization of any kind. If you are questioning whether or not you have to use a licensed internal vendor, please contact Laura Driscoll at laura.driscoll@uc.edu.

Additional Questions?

If you have additional questions, please do not hesitate to contact Laura Driscoll by email at laura.driscoll@uc.edu or by phone at 513-556-9151.