



MARKETING
AND BRAND
MANAGEMENT

Trademark Information

Licensees

**To submit the required Licensee Checklist and Application package
please print pages 6 through 9.**

UO Gear: An Introduction

Did you know that the retail sales of collegiate-licensed products exceed more than \$2.5 billion annually? UO-licensed Gear gives Oregon fans the opportunity to demonstrate their support for the University.

The University's strong regional appeal and its broad base of local and alumni backing create remarkable opportunities for retailers to build sales and a hometown identity by selling UO Gear. The UO has licensing contracts with more than 300 manufacturers of assorted products.

Support the Ducks and show your spirit with officially licensed UO Gear!

What is Trademark Licensing?

The University of Oregon operates a formal trademark-licensing program for vendors and campus groups to protect, preserve, promote, and profit from the use of its logos and insignia.

The primary goal of the University's licensing program is to ensure that the University of Oregon's outstanding reputation and image are protected and all rights pertaining to its name preserved.

The self-supporting Office of Marketing & Brand Management is dedicated to promoting the university through the sale of officially licensed consumer products — called UO Gear. Licensees pay royalty fees for the right to use University trademarks. Revenue generated from licensing programs benefits students, faculty members, and the campus community through scholarships and gifts.

The University of Oregon appreciates the support of alumni, fans, friends, and the retail community in promoting the UO through officially licensed products.

Please don't hesitate to call or write to the Office of Trademark Management and ask for more information, or ask us how we can help you build your collegiate-licensed business.

Or we can just talk Ducks!

UO Trademarks

Uses, without the written consent of the University of Oregon granted through a Trademark Licensing Agreement, of any reproduction, counterfeit, copy, or colorable imitation of a mark registered under trade regulation and practices used in connection with the sale, offering for sale or advertising of any goods or services on or in connection with which such use is likely to cause confusion or mistake or to deceive as to the source of origin of such goods or services is prohibited by law.

Please review the UO Licensing Policy before applying.



Any University of Oregon representation in combination with other words or graphics descriptive or suggestive of the University of Oregon is protected. This includes, but is not limited to, UNIVERSITY OF OREGON, OREGON DUCKS™, GO DUCKS®, OREGON FOOTBALL™, and OREGON BASKETBALL™.

If your intent is to imply a connection with the University of Oregon by using graphics or phrases confusingly similar to university marks you are likely to be infringing on the UO's rights.



The University of Oregon's sports mascot, Oregon Duck, is owned solely by Disney Enterprises, Inc., and use of this character is strictly limited. This program is licensed separately from other university trademarks under very strict guidelines. Licensing applications to use the Oregon Sports mascot are not currently being accepted.

Trademark Licensing Policy

The following is the official Policy Statement of the University of Oregon regarding “Control of the University’s Identifying Marks, Symbols, Name and Seal,” revised September 20, 1999.

General Policy

1. It is the policy of the University of Oregon to regulate and control the use of the University’s identifying marks including the University’s name and seal and its various trademarks, collective membership and service marks. The University permits the use of its trademarks on products or services only after the University and producer or manufacturer have entered into a Trademark Licensing Agreement.
2. The intent of this policy is to ensure that the University retains the benefit and control of its trademarks. Any use of the University’s trademarks is made with the express approval and consent of the University through a Trademark Licensing Agreement, and only under circumstances benefiting the University, its students and personnel, or educational mission.
3. The University took action to have its trademarks registered to ensure the University’s continuing control over their use. All products or services that feature University trademarks must be produced by Licensed Vendors.

Requirement of Licensing Agreement

1. Any person or organization manufacturing a product or providing a service bearing or containing trademarks belonging to the University must, prior to use of the mark, enter into a Trademark Licensing Agreement with the University of Oregon to obtain permission to use such mark.
2. No use of any mark belonging to the University shall be authorized for use in products or services, either offered for sale or in promotional activities, without such an agreement.
3. Each licensing agreement shall provide for either a reasonable royalty to be paid to the University or other consideration it deems appropriate in exchange for the University’s permission to use the mark.

University Sales

1. No University department shall offer for sale, or for use in promotional activities, any product or service bearing or containing trademarks belonging to the University unless a Trademark Licensing Agreement with the manufacturer for that product or service is in effect.
2. Any University department currently offering for sale or use in promotional activities any products bearing or containing a mark belonging to the University shall not reorder such products, nor offer for sale any new products bearing or containing a University mark, until such a licensing agreement has been entered into with the manufacturer, unless the department involved and the Office of Trademark Management jointly determines that it is in the best interest of the University to temporarily waive the requirement of a licensing agreement.
3. An item produced bearing a University trademark provided as a gift, sold as a fund-raiser, or used as a promotional tool, beyond the scope of an official university group (an academic or auxiliary service department) or university team (uniforms for the athletic department, club sports, or intramurals) is a commercial use. Products bearing the University trademarks produced for use as give-a-ways to attendees of conferences, special events, booster activities, or for use as fund-raisers are commercial products. Unless an item bearing University trademarks is purchased by the University for internal use by the University, and is not used as a give-away or promotional item, the manufacturer is obligated to enter into a commercial royalty bearing licensing agreement.

Administration

The Office of Marketing & Brand Management shall be responsible for the implementation and interpretation of this Section and for negotiating the required trademark licensing agreements.

Licensing Information

The following is an informal overview of the standard University of Oregon Trademark Licensing Agreement. For more information, please call Matt Dyste or Nita Nickell at (541) 346-6035, or e-mail artwork@uoregon.edu. Please review the UO Licensing Policy before submitting a Licensing Application.

Non-exclusive Right

The agreement grants to licensee limited non-exclusive right to use the selected university's marks on licensed articles. The number of new trademark licenses issued is limited.

The university's sports mascot, Oregon Duck, is copyrighted by Disney Enterprises, Inc., and this agreement does not grant the licensee permission to use that logo. The University is not currently accepting licensing applications for the Oregon Duck sports mascot logo.

Royalty Rate

The University's standard royalty rate for licensed apparel and other products is 10% to 15%. Royalty rates for promotional licensing and promotional programs vary with fees ranging from \$100 to \$2000 and/or a 10% to 15% royalty.

Advanced Royalty

Should a trademark license be issued a non-refundable royalty advance payment of \$2000 for apparel or \$750 for all other products is required when the license is secured. This advance may be applied toward royalties owed during the Initial Term of Agreement.

Minimum Royalty Guarantee

All licensees must meet a guaranteed minimum royalty payment equivalent to the advance paid (\$2000 for apparel, \$750 for other products) each fiscal year. Companies who do not meet the minimum will not be automatically renewed.

Quarterly Royalty Reports

A royalty report must be submitted quarterly whether or not there have been sales. Statements are due no later than 30 days following the end of each quarter.

Quality and Design Approval

Licensees shall furnish to the university, free of cost, for its approval, a production sample of each item to be licensed. Further, all designs to be used on any product must be approved prior to sale.

US Mail address

Office of Marketing & Brand Management
5286 University of Oregon
Eugene OR 97403-5286

Shipping address for Fed Ex / UPS

University of Oregon Marketing & Brand Management
10th & Mill Building
360 E. 10th Ave. Suite 202
Eugene OR 97401-3273

Hold Harmless Clause

Licensee agrees to indemnify, defend, and hold harmless the university from any claims, suits, causes of action, costs, damage, or expense arising out of production, manufacture, or sale of logoed products in the amount of \$1 million. A certificate naming the University of Oregon as additionally insured must be submitted to the university with a signed contract.

Notice of Intent

The University of Oregon manages a selective licensing program. A minimum number of new licensees are approved each year. Submission of a licensing application should not be interpreted to suggest a licensing agreement will be issued.

License Application

Contact Name _____

Company Name _____

Address _____

Phone _____

FAX _____

E-mail _____

Web site _____

Thank you for your inquiry about the University of Oregon's Trademark Licensing program. We must receive, along with the completed application, the items on this checklist to be able to consider your request.

- The completed and signed Licensing Application form
- List the product you are seeking to license
- Samples of all products you are requesting to license
(These samples should not be UO products, since you are not yet licensed, but products you produce with other logos or marks on them)
- Wholesale prices for all products you are requesting to license
- Catalogs, price list, and product information pages
- Financial statement or annual report for the last business year

Our licensing committee reviews completed applications monthly. The University of Oregon runs a selective licensing program and a minimum number of new licensees are approved each year. While your licensing application is carefully reviewed, submission of the application should not be interpreted to suggest a licensing contract will be forthcoming.

The more complete the information you provide the better we are able to serve you. All information and samples become property of the university and are not returned.

Licensees

To submit the required Licensee Checklist and Application
please print pages 6 through 9.

Licensing Application

This application is a proposal only and does not authorize the applicant to manufacture or distribute any products or services that feature University of Oregon marks. Those rights are only granted after the completion of the formal Trademark Licensing Agreement.

The UO manages a selective trademark licensing program and licensing applications are reviewed by our committee monthly. The better information you provide regarding your business and this application, and how the UO will benefit by licensing your business, the more informed we are when making our decisions.

Company Name _____

DBA's _____

Address _____

City, State, Zip _____

Phone _____

FAX _____

Web site _____

E-mail _____

Type of organization: Corporation Partnership Sole Proprietorship

If incorporated the year and state incorporated in _____

Year in which the business began _____

Tax ID number _____

Is your business registered or identified as a Minority or Women owned or as an Emerging Small Business? No Yes *If yes, what category is it registered in and in what state:*

Products you are seeking to license _____

Be certain to include generic samples of these products with your application

Are you the original manufacturer of the products you seek to license? _____

If your firm is not the manufacturer, who and where are the products produced:

Should a Trademark Licensing Agreement be granted additional manufacturing disclosure information will be required.

Method for applying University of Oregon marks:

Screenprinting Embroidery Other (please explain) _____

Insurance carrier and contact information (\$1 million minimum acceptable coverage):

-Continued on next page-

LICENSING APPLICATION (page 2 of 2)

Do you hold other licensing agreements?

Licensor	Contact	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

Yearly sales of licensed products _____

Estimated sales of UO licensed products _____

Key retail accounts and contact information _____

Oregon based sales representative (Name and Phone number) _____

Bank and financial references (include contact name and phone information)

Please list your company contact information for these areas;

Company President

Royalty Administrator

Name _____

Name _____

Address _____

Address _____

Phone _____

Phone _____

FAX _____

FAX _____

E-mail _____

E-mail _____

Licensing Agreement Contact

Artwork Approval Coordinator

Name _____

Name _____

Address _____

Address _____

Phone _____

Phone _____

FAX _____

FAX _____

E-mail _____

E-mail _____

I have read and understand this application and certify that the information contained is accurate to the best of my knowledge. I grant to the University of Oregon the right to verify and exchange for the purposes of verification any and all information contained in this application. I understand this application and any information gathered could be used in evaluating this application and that the University of Oregon is under no obligation to grant a Trademark Licensing Application to applicant.

I understand UO considers the submission of design concepts and finished production samples, along with great sales, as key indicators of a successful licensing agreement and agree, should a licensing agreement be executed, the artwork approval process will be adhered to.

Signed _____ Date _____

Factory Site Disclosure Form

Licensee Name _____

Licensee Contact Person _____

Licensee Phone Number _____

Company and Factory Information on Manufacturing and/or Distributors:

Factory Name _____

Factory Contact Person _____

Street Address (PO boxes are not acceptable) _____

City/State _____

Country _____

Phone Number _____

FAX _____

E-Mail _____

Product Information (a brief description of each product supplied or produced):

Labels, neck tags, brands, or other names that will appear on the product if different from your licensee name. How are you, the licensee is identified on the product?

Business Association to Licensee

indicate only one

- Owned and operated by the licensee.
- All production is done in house, no blank goods are used.
- Home based business.
- Subsidiary factory and licensee are owned by the same parent company.
- Contractor applies logo on behalf of licensee.
- Manufacturer produces product and applies the logo on behalf of the licensee.
- Vendor/Supplier/Distributor-source of blank goods that licensee then embellishes.

Fill out a Factory Site Disclosure Form for each business Licensee involved in the process of producing University of Oregon licensed product.

Campus Licensing Information

The following is special information for UO organizations intending to use UO logos and insignia. To learn more, contact Matt Dyste or Nita Nickell at (541) 346-6035, e-mail artwork@uoregon.edu or read the licensing overview.

Please review the UO Licensing Policy before submitting a Campus Licensing Application. Send the application to the UO Office of Marketing & Brand Management.

University Sales

Any University department or affiliated group wanting to:

- Reorder an existing product;
- Develop a new product;
- Use a product for fund raising or promotional activities;

Should contact the Office of Marketing & Brand Management to determine how to proceed according to trademark licensing requirements.

General Policy

The University of Oregon operates a formal trademark licensing program to protect, preserve, promote, and profit from the use of its logos and insignia. The primary goal of the University's licensing program is to ensure that the University of Oregon's outstanding reputation and image are protected and all rights pertaining to its name preserved.

The University of Oregon permits the use of the University's identifying marks on products and services only after the producer or manufacturer has entered into a trademark licensing agreement with the University.

The University's marks (including the University's name, seal, logos and symbols) are protected by Oregon statutes, regulations and U.S. Patent and Trademark laws.

Requirement of Licensing Agreement

Prior to the use of any of the University of Oregon's identifying marks, any person or organization manufacturing a product or providing a service bearing any marks belonging to the University must enter into a trademark licensing agreement which contains reasonable royalties or other benefits deemed appropriate by the University of Oregon's Office of Marketing & Brand Management.

No use of any mark belonging to the University shall be authorized for use in products or services in commercial or promotional activities without permission from the Office of Marketing & Brand Management.

Campus Licensing Application

To assist in protecting the University's trademark rights, all University organizations and student groups using the names, marks, logos, seals and/or symbols of the University are asked to submit an application for design approval prior to the use of any UO marks. Approval must be obtained for any commercial products produced, whether for use in sales, fundraising, promotion or as gifts.

Please review the UO Licensing Policy and campus licensing information, complete this application, and submit to the Office of Marketing & Brand Management prior to project initiation. Products produced which feature UO marks must be produced and purchased from vendors who are licensed with the University. Vendors reproducing products featuring trademarks or references to the University must do so with UO's express written consent, through a Trademark Licensing Agreement.

Thank you for your cooperation.

Date Submitted _____

Organization _____

Contact Person _____

University Address _____

Phone _____

FAX _____

Product proposed _____

Vendor Selected _____

Submit this application with a sample of the design you are proposing to license.

Office Use Only

Date Received: _____ Approval Sent: _____ Vendor License Verified: _____