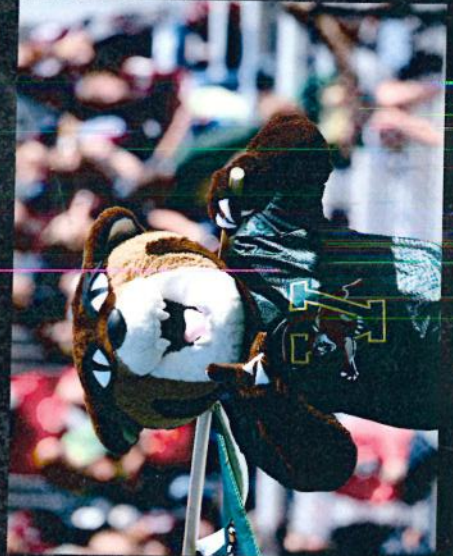


Over the years, the University of Vermont has built a distinguished reputation for educational excellence. The Trademark Licensing Program is designed to protect the University's name and image, as represented by its marks and symbols, from unauthorized or inappropriate use. The University's name and trademarks are valuable University property and may be used only with the University's permission.

Alumni loyalty to the University, the respect the University is accorded by the public, and the enthusiasm generated around its athletic program creates a demand for official University products among students, alumni and University supporters around the world who want to show their allegiance to and pride in the institution.

The University of Vermont seeks to foster this loyalty, respect and enthusiasm by ensuring that all products bearing its name or other marks are of the highest quality.

If you have questions regarding the Trademark Licensing Program, contact Krista Balogh at 802-656-1744 or [license@uvm.edu](mailto:license@uvm.edu).



### WHY USE LICENSED VENDORS?

- ③ Our policy requires that University-branded items be purchased from licensed vendors
- ③ Using a licensed vendor protects the University from product liability concerns
- ③ Use of licensed vendors ensures that University logos will be used correctly
- ③ Licensed vendors abide by the University's code of conduct and **acknowledge our affiliation** with the Fair Labor Association and the Worker Rights Consortium
- ③ Licensed vendors have access to the University's logos and artwork
- ③ **There are already nearly 30, including many that are Vermont-based, approved "internal use"** vendors ready and willing to service students groups, clubs and campus departments!

### CONTACTS & RESOURCES

For more information on the Trademark Licensing Program, contact Krista Balogh at 802-656-1744 or [license@uvm.edu](mailto:license@uvm.edu).

[www.uvm.edu/~license/](http://www.uvm.edu/~license/)

[www.twitter.com/UVM\\_Licensing](https://www.twitter.com/UVM_Licensing)

[www.instagram.com/uvm\\_licensing/](https://www.instagram.com/uvm_licensing/)

To obtain a license application packet or learn more about the licensing process, please contact the University's trademark management company:

**Learfield**  
LICENSING PARTNERS

Learfield Licensing Partners  
442 Century Lane, Suite 100  
Holland, MI 49423  
(616) 395-0676  
[learfieldlicensing.com](http://learfieldlicensing.com)

September 2018



The University of Vermont.

# TRADEMARK LICENSING GUIDE



## UNIVERSITY OF VERMONT TRADEMARKS:

University of Vermont®  
UVM®  
Catamounts®

### UNIVERSITY OF VERMONT FONTS:

Brown Regular and Arno Pro Regular

For all University trademarks, please visit [go.uvm.edu/logos](http://go.uvm.edu/logos)



The University of Vermont.



The University of Vermont.



The University of Vermont.



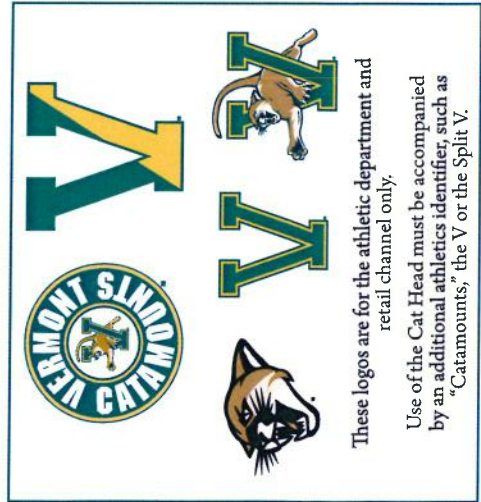
UNIVERSITY OF VERMONT

The University of Vermont.

*Catamounts*™



**CATAMOUNTS.**



These logos are for the athletic department and retail channel only.

Use of the Cat Head must be accompanied by an additional athletics identifier, such as "Catamounts," the V or the Split V.

## WHAT IS A TRADEMARK?

All names and visual representations of the University of Vermont are considered its "trademarks." This includes all work marks, service marks, names, name variant, nicknames, logotypes, logos, insignia, shields, seals, designs, devices, or symbols that refer to the University of Vermont. Also included are any words, phrases, or images that imply association with the University.

## WHY ESTABLISH A TRADEMARK LICENSING PROGRAM?

A trademark licensing program is established to protect and promote trademarks in a positive manner. All official logos and wordmarks of the University of Vermont are protected and an important part of this program, so are outreach, education and promotion. Creating and maintaining positive relationships with manufacturers and retailers is an integral part of the program's overall success, and helps to ensure that products bearing the marks of the University are of the highest quality and help to satisfy consumer demand.

## WHAT ITEMS NEED APPROVAL?

Any items that bear the university's name, nickname, seal, mark or logotype must have the Trademark Licensing Program's approval. This includes items for resale and giveaways.

## WHO NEEDS TO CARRY A LICENSE WITH UVM?

Manufacturers, producers and any other entity that plan to use the trademarks of the University must complete the licensing process and secure a license agreement prior to producing and selling emblematic merchandise. This includes all uses of the University's symbols on products, including those for promotions and advertising.

## DOES THE LICENSING PROGRAM SUPPORT FAIR LABOR PRACTICES?

The University of Vermont is affiliated with the Fair Labor Association (FLA) and the Worker Rights Consortium (WRC). When you use licensed manufacturers, you are helping to encourage fair treatment of workers nationally and internationally. For more information on the FLA and WRC, visit websites: [fairlabor.org](http://fairlabor.org) and [workersrights.org](http://workersrights.org).

## STUDENTS GROUPS, CLUBS AND CAMPUS DEPARTMENTS:

University departments, programs and officially recognized student groups interested in purchasing products that include University marks for the group's sole use or for fund raising purposes consistent with the group's mission can do so. Groups or departments must request approval using the Licensing Approval Form for Student Groups and Departments that is available for download at [www.uvm.edu/~license/](http://www.uvm.edu/~license/).

All manufacturers of items bearing the University of Vermont's marks must be licensed.

## STEP-BY-STEP:

1. Complete the Licensing Approval Form.
2. Submit the form to the Licensing Office along with a copy of the design to be used on the product.
3. Licensing Office reviews and approves or disapproves request.
4. If approved, the University group and manufacturer are notified and the order may be placed. The approval form is to be kept in manufacturer's file with the order.
5. If not approved, University organization and manufacturer notified of decision.