The University of Texas at Arlington Licensing Program
Licensing Team

Craig Westemeier – Sr. Associate Athletic Director
Kimberly Spino – Brand, Trademark & Licensing Manager

Brian Eubank – Regional Vice President
Chelcie Abajian – Brand Management Representative

Russell Warren – Deputy Director of Athletics
James Hollis – Director of Community Partnerships
Why Have a Licensing Program?

**PROTECT THE BRAND**
- Help with the trademark registration process
- Ensure brand integrity by establishing policies and procedures that govern the usage of the trademarks
- Create a style guide for all licensees to follow
- Enforce policies and licensing agreements with legal support and audits

**PROMOTE THE BRAND**
- Partner with reputable vendors
- Assist with product selection and approval
- Create marketing and promotional activations
- Promote the brand via signage, print, social media, digital assets, etc.

**PROFIT FROM THE BRAND**
- Generate royalty revenue
- Utilize-commerce partnership
- Grow merchandise sales
## Responsibilities

### Kimberly

- Manage 11 UT System licensing programs
- Review new licensee applications and add-a-school requests
- Campus and retail visits
- Marketing initiatives with Learfield
- Legal assistance (C&D letters)
- Artwork review
- Style guide evaluation/uploads
- Quarterly royalty distribution
- Data analysis
- Oversee student assistant
- Manage office website

### Chelcie

- Manage 11 UT system institutions
- Consult with legal team regarding inquiries on infringement matters
- Utilize administration team to review licensee requests
- Conduct yearly campus visits
- Oversee use of marketing budget
- Consult with retail team to determine opportunities for UTA
Services Provided by Learfield

- Program Launch
- Royalties & Audits
- Licensee Management
- Legal Services
- Trademarx Online
- Marketing team
- Retail team
- Data team
UT System

The Office of Brand, Trademarks and Licensing works to protect and promote the use of The University of Texas System’s name and logos and to ensure that the public can properly identify and associate the logos with officially licensed products bearing the institutions’ marks.

If you are interested in becoming licensed with Learfield Licensing Partners for one or more of the following UT System institutions, visit "Becoming Licensed" in the menu bar. There you can learn more about Types of Agreements and Application Instructions. You can also learn more about Learfield Licensing Partners in the "About" section of the menu bar.

Below you will find links to each respected UT System institution that will direct you to their branding guides, licensing program information, approval policies and/or procedures. Each institution has unique logos and marks that cannot be altered or changed in any way.

If you have questions after reviewing this information, please contact the Brand, Trademarks and Licensing Manager.
UTA Licensing Policies

• As of January 1, 2017, UTA’s royalty rate increased from 10% to 12%. A royalty rate is based upon the total gross invoice amounts billed (“Net Sales”).

• Vendors who produce UTA-branded items for internal university consumption are required to obtain an Internal Usage License. Examples: pens, t-shirts, keychains, lanyards, staff polos, etc.

• Vendors who produce UTA-branded items for general resale are required to obtain a Standard License. Some vendors will obtain both licenses.

• All UTA licensed vendors must submit artwork to Trademarkx Online for review prior to production.

• Current royalty exemption policy includes internal consumption orders that are not resold. This policy is under review.
Application Process & Fees

1. Mail application, product samples and check or money order ($250) to Learfield Licensing Partners office.

2. If application is approved, vendor will sign and return agreement with product liability insurance and advance fees.
   - Apparel: $100
   - Non-apparel: $100

3. Learfield will sign agreement and send executed copy to vendor.

4. In order to maintain the license, vendor must forward renewal fee *annually and current certificate of liability insurance.

*Note: Learfield’s fiscal year is July 1-June 30.
Add-A-School Request

If a vendor is already licensed with one or more Learfield Licensing clients, the vendor may submit an add-a-school request form.
Licensed Vendor List

- [www.Learfieldlicensing.com/vendor-list](http://www.Learfieldlicensing.com/vendor-list)

**Directions:** Search “Arlington”. Click view. Open the PDF.

- List is updated in real time. It is important to check back frequently.

**Status:**
- **Effective** – Okay to use.
- **Pending** – Not okay to use.

- **Total Number of Licenses:** 147
Yearly Gross Royalty Revenue

UT Arlington Gross Revenue
Breakdown of Royalties Paid

At the end of each quarter, UTA Business Affairs is sent a letter explaining the breakdown of royalties paid to the University.

Example: FY16-17 Quarter 4 Letter

Total Gross: $55,133.92
Less Learfield Licensing Quarterly Fee: $487.50
Less Office of Trademarks Expenses (9%): $4,918.18
Total Distributed: $49,728.24

Learfield Licensing Partners (LLP) and the UT System have renegotiated their agreement so that a flat fee is paid for the services provided by LLP instead of a percentage of the total gross royalty earnings. The result is a lower payment to LLP than previously.
Retail & Marketing

Retail Locations

- Campus Bookstore (Follett)
- UTAgear.com
- Walmart – 915 E. Randol Mill Road, Arlington
- Rally House – 309 Curtis Mathes Way, Arlington
- ACE Hardware – 1705 W Park Row Dr., Arlington
- Target – 8550 East Fwy, Fort Worth
- Target – 1600 W. Arbrook Blvd., Arlington

Look for the Label!

*Facebook Holiday Helper
UTA Art Sheet

*Tail on the “M” in Mavericks was removed.

*UTA mark = Newest addition
Trademarx Online

All UTA licensed vendors are required to submit artwork for review prior to production.
The following slides include real examples of UT System artwork submitted for approval. The artwork chosen for this presentation is meant for educational purposes only.
Trade Dress of the University

Blue – PMS 293
Orange – PMS 158

Color **of** product and color **on** product should both be considered when placing an order with your licensed vendor.
Spelling & Verbiage

Review protected verbiage on the art sheet.
Floating Logos

Artwork on product must be clean and legible.
Wordiness/Busy Designs

Keep your message simple and to the point.
Small Imprint Area

imprint color(s):
BLACK

400% of actual size

Ensure text is legible and do not alter logos in order to fit on a product.
Use of Individuals

Individuals used in artwork should be “generic” and made difficult to identify. Clip art and large crowd shots are usually okay. Current student-athlete names and images are not permitted.
Inappropriate/Controversial Content

Avoid religious symbols, weapons, political figures and sexual images/references.
Cobranding

Those corporations that have executed agreements either with the university or its representative and have been granted the rights to use the marks must have all use of the marks approved by the Office of Brand, Trademarks and Licensing.

Corporations that are working with a system institution on a project, each contributing equally, may use their name/logo with the university names/logos.

Source: https://trademarks.utexas.edu/corporate-partners
Cobranding
Cobranding

[Image of Texas shape with "HOME COMING 5K A"]

[Image of "2017 SPONSORS UNIVERSITY OF TEXAS ARLINGTON CAMPUS RECREATION DIVISION OF STUDENT AFFAIRS BOOKSTORE COLLEGE OF NURSING AND HEALTH INNOVATION"

[ThinkSMART logo: "Live Responsibly"

[esixSPORTSWEAR.COM logo]
Cobranding

EXPLORE MAE
MECHANICAL & AEROSPACE
ENGINEERING
UT ARLINGTON

COLORS:

<table>
<thead>
<tr>
<th>Orange</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>158</td>
<td>293</td>
</tr>
</tbody>
</table>

SUPPORTED BY:
MEADOWS ANALYSIS & DESIGN, LLC
LOCKHEED MARTIN
CORE LAB

10” wide

9” wide
Recreating the Mascot

Recreating the mascot on product will dilute the brand/mascot mark.
Inappropriate Logo Use

It is more appropriate to use institutional logos with academic departments.
Lastly…Use Common Sense
The artwork we intend to use internally does not always align with the artwork we intend to use in retail.
Campus Inconsistency

- Imprint color(s):
  - 158 Orange (to be used on blue product)
  - 293 Blue (to be used on orange product)

- 200% of actual size

- Item: #106755

- Artwork at 50%

- Artwork at 100%
Campus Consistency
Trademark Use

A **trademark** or **service mark** may be a word, name, symbol, or any combination thereof that is used by its owner to identify or distinguish goods or services from those of others. These symbols serve as **notice to the public** that trademark rights are asserted in the marks protected by the university.

Use of the proper trademark designation symbols can serve as evidence in litigation. If the university has not required third parties to use the proper symbols for marks that have been registered, the university may be precluded from recovering profits and damages unless it can be established that the defendant had actual notice of the university’s registrations.

Learfield Licensing requires by contract that all licensees affix the proper trademark designation symbols adjacent to the mark.

**Sources:** [https://trademarks.utexas.edu/frequently-asked-questions](https://trademarks.utexas.edu/frequently-asked-questions) [https://trademarks.utexas.edu/trademark-registration-process](https://trademarks.utexas.edu/trademark-registration-process)
“As we set goals that are sure to raise the bar as well as some eyebrows, it’s more important than ever to practice discipline when it comes to delivering some of those things that comprise our brand: messaging, typography, colors, photography, and tone.”
Artwork Tips & Tricks

• Do not procrastinate. Set reasonable deadlines.
• Artwork review general takes 3-5 business days.
• Ensure use of current art files.
• Communicate clearly with your licensed vendor.
  • Note the purpose of your order.
  • When cobranding with another entity, explain the relationship to your department/event.
• If you cannot find a product on your vendor list, reach out to your licensing manager, Kimberly Spino, for assistance. Do not start working with a non-licensed vendor before asking permission.
• Ask yourself, “Does my artwork strengthen the UTA brand?”
FY17-18 Licensing Team
Next Steps

• Maintain a solid line of communication between UTA, Learfield Licensing, and the Office of Brand, Trademarks and Licensing.
• Continue to educate campus on the licensing program.
• Focus on brand consistency among campus schools, centers, departments and divisions.
• Work with University Communications on Branding Guide updates and communicate updates clearly and efficiently.
Contact Information

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