

# University of Iowa

Established in 1982, The University of Iowa Trademark Licensing Program was established to protect the University's ownership interest in its logos and to generate royalty fees to support the Department of Intercollegiate Athletics by funding scholarships for male and female student-athletes. There are approximately 550 companies licensed with The University of Iowa Trademark Licensing Program.

Any product bearing the logos, trademarks, word marks, or having an implied association with The University of Iowa must be licensed with The University of Iowa Trademark Licensing Program which approves all products and designs, and ensures proper labeling. In addition, The University of Iowa Trademark Licensing Program seeks to insure that all products and designs submitted for licensing are safe for consumers and project the proper image of the University and the intercollegiate athletics program. The University of Iowa Trademark Licensing Program receives an 10% royalty on the wholesale cost of the licensed merchandise that is sold.

One of the most important functions of The University of Iowa Trademark Licensing Program is to protect The University of Iowa legal interests in their registered trademarks. It is necessary to do so because the law requires that the University actively safeguard registered trademarks from improper use in order to protect its legal ownership interest in them.

## Licensing Agreements

There are three types of license agreements available to vendors seeking to market products bearing the logos and trademarks of The University of Iowa.

- [Nonexclusive Standard Licensing Agreement](#)
- [Nonexclusive Cottage Licensing Agreement](#)
- [Nonexclusive Limited Licensing Agreement](#)

## Licensing Standards and Policies

All merchandise bearing The University of Iowa trademarks and logos must be approved by The University of Iowa Trademark Licensing Program and must be produced by officially licensed vendors. No retail outlet or vendors are exempt, including The Iowa Memorial Union Bookstore, Iowa Hawk Shop, Finkbine Golf Course, and projects sponsored by any University of Iowa recognized student groups and university departments. No promotional, corporate, or departmental merchandise bearing The University of Iowa logos or trademarks is exempt. This includes items for sports camps, Iowa Clubs, or I-Clubs. In addition, all vendors and groups must have their artwork approved prior to production.

## Restrictions

No merchandise or use of the University of Iowa logos and trademarks will be approved when used in conjunction with or making reference to:

- Drugs or drug paraphernalia
- Alcohol, alcohol consumption and/or abuse
- Tobacco products and usage
- Sexual conduct, imagery, or inferences

- Profanity or inappropriate insensitive language
- Gambling
- Firearms and weapons
- Any other merchandise or use of The University of Iowa logos and trademarks judged by The University of Iowa Trademark Licensing Program to be inappropriate, unacceptable, or inconsistent with standard licensing practices of The University of Iowa.

### **Co-licensing**

The University of Iowa Trademark Licensing office must obtain approval from any other institution or organization whose logos and/or trademarks are used in conjunction with the logos and trademarks of The University of Iowa. Co-licensing typically results in higher overall royalties.

### **Promotional use and partnerships**

Whenever individuals or entities that contract with The University of Iowa for goods or services request permission to use The University of Iowa logos, trademarks, and word marks to imply or explicitly state a relationship or partnership with The University of Iowa, that request should be made through the University of Iowa Trademark Licensing Program, but the it must be approved in writing by both University Relations and the Office of the General Counsel. No individual or entities are allowed to use the logos, trademarks, and word marks to imply an endorsement of their goods or services by virtue of their contract with The University of Iowa.

### **Code of Conduct**

The University of Iowa has a deep respect for the intrinsic value of each human being, and a steadfast commitment to promoting and protecting human rights on its Iowa City campus, in its surrounding community, and beyond. For this reason, The University of Iowa shall engage in business practices that effect positive change in human working conditions domestically and abroad. The University of Iowa therefore requires all of its licensees to conduct business in such a way that The University of Iowa will not benefit from the gross exploitation of U. S. or international labor.

### **Product labeling**

The University of Iowa is a member of the Independent Labeling Group. It is a requirement that licensed vendors use the Collegiate Licensed Product label on all merchandise bearing The University of Iowa logos, trademarks, and word marks. The label design may be incorporated in a hangtag and/or package design approved by The University of Iowa Trademark Licensing Program.

### **The University of Iowa Trademark Licensing Program**

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