



## Annual Trademark Licensing Report



UNIVERSITY OF  
**TORONTO**

University Affairs Board  
Governing Council - University of Toronto  
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# Introduction



Each year many products are produced that bear the name or official marks of the University of Toronto, or its divisions. These products include: clothing sold at the University of Toronto Bookstore; promotional items ordered by campus student groups; recognition gifts; and sport team uniforms.

It is the responsibility of the university to ensure that these products are produced in conditions consistent with the university's mission and values. The University of Toronto has committed to this by passing the Trademark Licensing Policy in May of 2000, and developing the Code of Conduct that supports this policy. This is the twelfth annual report on the operation of, and issues associated with, the University of Toronto Trademark Licensing Program, which is administered within the guidelines of the Code of Conduct.

## Summary

The first part of the report is a snapshot of the ongoing administration in support of the Trademark Licensing Policy and Code of Conduct at the University of Toronto, and an overview of retail activity at the U of T Bookstore.

The second part provides an introduction to the Worker Rights Consortium (WRC) and Fair Labor Association (FLA) – two international labour monitoring organizations with whom the university has affiliated.

The third part summarizes current practices and explains the recent change in administration of the Trademark Licensing program to the division of Ancillary Services, in cooperation with a new service provider, Strategic Marketing Affiliates (SMA).



# Administration

Information pertaining to University of Toronto trademark licensing activities can be found on the trademark licensing website: [www.trademarks.utoronto.ca](http://www.trademarks.utoronto.ca)

This information includes:

[U of T trademark licensing policy](#)

[U of T code of conduct](#)

[U of T protected marks](#)

[Rule of use for marks](#)

[Listing of retail licensees](#)

[Listing of promotional licensees](#)

[Procedure to become licensed](#)

[Procedure to order branded merchandise](#)

[Resources for licensees to obtain correct artwork](#)

[Links to monitoring organizations](#)

Process	Principle	Deliverable
Potential licensees must verify knowledge of the trademark licensing policy and the code of conduct.	Informed Participation	Currently there are more than 120 registered licensees.
Licensees submit e-approval forms in order to use trademarks. This triggers internal accountability process.	Product Accountability	Over 1000 individual artwork approval forms have been received in 2011/2012.
Upon delivery of the branded products the licensee submits sourcing information and factory disclosure data.	Licensee Disclosure	Factory disclosure reports have been received from all licensees.
Factory information is publicly accessible on the university's trademark licensing website – <a href="http://trademarks.utoronto.ca">trademarks.utoronto.ca</a>	University Disclosure	Factory information is updated yearly.
Licensee disclosures are forwarded to both the FLA and WRC.	NGO Collaboration	The information is available on an ongoing basis through the FLA and WRC websites.
The WRC and FLA monitor factories based on complaints, allegations or international labour trends	Compliance	Ongoing monitoring reports are located on both the WRC and FLA websites.
The WRC and FLA provide regular feedback to North American universities with respect to individual cases.	Engagement	Annual reports are now being produced by both the WRC and FLA.

# Retail Activities - U of T Bookstore



In 2011/2012 approximately \$2.5 million dollars of retail product was sold by the Bookstore, generating licensing revenue of approximately \$140,000. Retail licensees produce merchandise that is sold to the University of Toronto Bookstores (licensing fees applicable), whereas promotional licensees produce products for non-retail activities which are sold to divisions of the university (licensing fees not applicable).

The following U of T Bookstore initiatives contributed greatly to the university's trademark licensing program

Enhancements to an online fulfillment program for staff and faculty purchases

Ongoing marketing of an online fulfillment program for U of T staff and faculty

Introduced secret sale days for staff and faculty

Developed alumni specific products in conjunction with the University of Toronto Alumni Association

Introduced several green and CSR initiatives

# Factory Monitoring



While the university collects information pertaining to factory locations and code compliance, it utilizes internationally recognized external monitoring organizations to conduct or direct factory inspections which evaluate workplace compliance with university codes of conduct. The University of Toronto is affiliated with both the Workers Rights Consortium and the Fair Labor Association, international labour monitoring organizations which during 2011/ 2012 have conducted numerous factory assessments around the world on behalf of North American universities and colleges. Specific information about these organizations and individual assessments can be found on their respective websites.

[www.fairlabor.org](http://www.fairlabor.org)  
[www.workersrights.org](http://www.workersrights.org)

# 2000-2012 Highlights

This twelfth report to the University Affairs Board builds on past reports, and recognizes the importance of ongoing engagement with licensees who produce branded apparel and products. This report also recognizes the incremental gains achieved through the collaborative efforts of sister institutions, NGOs and external monitoring organizations.

2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
U of T joins International Collegiate Licensing Association (ICLA)	All U of T licensee contracts permitted to expire	U of T hosts Brand Aid (attendees included universities, international NGOs and labour experts)	U of T affiliates with both the Worker Rights Consortium and the Fair Labor Association	U of T provides expertise to Simon Fraser Ethical Production Workshop	U of T initiates joint discussions between WRC and FLA with respect to collaborative factory disclosure	Varsity Blues uniform suppliers brought into licensing program	U of T participates in Cambodia and Thailand factory visits	U of T coordinates multi-institutional meetings with Russell Athletics	U of T alumni wear "Me to We" ethical apparel while building a school in Kenya	Division of University Advancement reviews function of trademark licensing and proposes move to Ancillary Services	Trademark Licensing transitions to Ancillary Services and Trademark Licensing Coordinator appointed
Associate Director of Trademark Licensing appointed	New licensing contracts contain detailed Code of Conduct requirements	CBC exposes labour issues at Gildan Factory; U of T plays key role in demanding workplace changes	U of T elected to Board of Directors of International Collegiate Licensing Association	Designated Supplier Initiative introduced by United Students Against Sweatshops	U of T hosts Conference 360 – with trademark licensing workshops included in program	Licensing Program presented at university workshops in London and Hong Kong	Varsity Blues develop preferred apparel agreement with Russell Athletics	U of T consulted by City of Toronto on ethical procurement policies	Russell Athletics mediation results in landmark changes to Honduran labour practices	Improvements in oversight, service, and reach are anticipated through partnership with external licensing admin partner.	Strategic Marketing Affiliates wins bid to become University's licensing agent; new licensees added and capacity for oversight improved



# New Opportunities

Following a restructuring of the Division of University Advancement, the Trademark Licensing Program is now administered by the Office of Ancillary Services, under the direction of the Vice President of University Operations.

In conjunction with this change, the university released an RFP for outsourcing of Trademark Licensing back-office operations as is the industry standard. The successful bidder was Strategic Marketing Affiliates (SMA), who has earned a strong reputation in North America as an efficient, creative and responsive licensing organization. SMA's other clients include the University of Chicago and Texas A&M University.

SMA began working with the University of Toronto in January 2012, and has since then introduced a new online resource to better equip licensees with high resolution approved artwork for reproduction on products. In addition, SMA's role in representing over 250 institutions across North America gives it a strong voice when it comes to influencing international manufacturing standards. With an experienced organization as agent, the university also receives more comprehensive supervision of its brand and Code of Conduct.

Ancillary Services and SMA are working with the U of T bookstore to add new licensees, enhance the bookstore's retail offerings and promote the university's brand to an even wider audience.

More work will be done over the next year to raise awareness of the role of Trademark Licensing within the University community.

# Conclusion

The University of Toronto continues to play a leadership role with respect to monitoring the manufacturing practices of its licensed products, consistent with its Code of Conduct and Trademark Licensing Policy.

U of T maintains an administrative system that collects factory disclosure information from licensees and posts this information publicly on its website. U of T shares this information with accredited monitoring associations for verification.

U of T is actively engaged with the FLA and WRC, and attends annual board meetings of both organizations. The university places high value in maintaining active participation in both organizations as this allows for the widest spectrum of insights into issues affecting ethical labour practices and factory monitoring.

U of T gains additional insight from local, national and international NGOs whose mandates support the rights of workers.

U of T continues to work closely with the U of T Bookstore to ensure that licensed products produced for retail purposes best reflect the institution and the its values. The Bookstore remains a committed partner in the administration of the university trademark licensing program.

U of T is a participating member of the International Collegiate Licensing Association, and as such maintains strong relationships with academic institutions, organizations and associations with mutual interests and concerns.

U of T's new relationship with Strategic Marketing Affiliates further enhances its ability to monitor compliance to its Code of Conduct, provide quick approvals to licensees, and offer quality licensed products to its constituents.

Aspects of the Code of Conducts used by the WRC and FLA have evolved over time; the intent remains consistent with the University of Toronto Code of Conduct and Trademark Licensing Policy. Should any significant change in enforcement or interpretation of the WRC / FLA codes occur, the University of Toronto will review the Trademark Licensing Policy to consider modifications as appropriate.

The university will continue to provide leadership within the licensing industry and report to the UA Board on its progress, challenges and learning.