



FOR INFORMATION

PUBLIC

OPEN SESSION

TO: Members of the University Affairs Board

SPONSOR: Scott Mabury, Vice President, University Operations

PRESENTER: Anne Macdonald

CONTACT INFO: Phone: (416) 978-7830 / Email: anne.macdonald@utoronto.ca

DATE: May 13, 2014 for May 27, 2014

AGENDA ITEM: 4

ITEM IDENTIFICATION:

Annual Report on the *Code of Conduct for Trademark Licensees*

JURISDICTIONAL INFORMATION:

The University Affairs Board's areas of responsibility include use of the University of Toronto name. The Board is responsible for policy of a non-academic nature for matters within its areas of responsibility. The *University of Toronto Trademark Licensing Policy* charges the Board with receiving annual reports on the operation of and issues connected with the trademark licensing program.

PREVIOUS ACTION TAKEN:

The Annual Report on Trademark Licensing 2012 -13 was received by the Board at its May 28, 2013 meeting.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

No direct implications.

RECOMMENDATION:

For information.



Annual Trademark Licensing Report



UNIVERSITY OF
TORONTO

University Affairs Board
Governing Council - University of Toronto
Tuesday, May 27, 2014

Submitted by:
Scott Mabury,
Vice President, University Operations

Anne Macdonald,
Director, Ancillary Services

ANNUAL REPORT

2014



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 2000, and by developing the Code of Conduct that supports this policy. This annual report reviews the operation of and issues associated with the University of Toronto's Trademark Licensing Program, which is administered within the guidelines of the Code of Conduct.

ANNUAL REPORT

2014



The work of the office includes:

- *Ensuring that suppliers of University of Toronto merchandise are licensed and have signed the University's Code of Conduct*
- *Reviewing and approving artwork for merchandise*
- *Working with University departments and student groups to fulfill special requests for merchandise for events or programs*
- *Working to expand and enhance the selection of University of Toronto merchandise available for sale, both in our Bookstore and in off campus retailers*
- *Promoting school spirit through special events*
- *Following up on improper use of the University's marks*
- *Maintaining good relationships with labour monitoring organizations, who evaluate workplace compliance with University codes of conduct*
- *Engaging with licensees when workplace issues are identified*

The Trademark Licensing Office

The Trademark Licensing Office is a self-funded unit within the department of Ancillary Services, reporting to the Director of Ancillary Services. Day-to-day management of the program is through the department's Trademark Licensing Coordinator, with administrative support provided by an external licensing agent, Strategic Marketing Affiliates (SMA).

Over the years, the work of the Trademark Licensing office has established the University of Toronto as a leader in collegiate licensing in Canada, and this influence has helped other Canadian schools create and refine programs of their own. Our influence (along with that of other North American schools) and work with recognised labour rights NGOs has also helped encourage positive changes to workplaces in developing countries. Given that collegiate licensing production is responsible for a miniscule fraction of the production in the apparel industry as a whole, this is clearly impact that goes far beyond buying power.

ANNUAL REPORT

2014

Factory Monitoring



While the University collects information pertaining to factory locations and code compliance, it utilizes internationally recognised 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 Worker Rights Consortium (WRC) and the Fair Labor Association (FLA); organizations which conduct numerous factory assessments around the world on behalf of North American universities and colleges. These organizations are also engaged in work to encourage systemic change in the global supply chain.

Specific information about the WRC and FLA, as well as individual assessments and reports, can be found on their respective websites:

www.workersrights.org

www.fairlabor.org

The University regularly attends meetings of these organizations, and engages with them to seek advice when issues arise.

ANNUAL REPORT

2014



Issues and regions of concern for 2013-14

The catastrophic events in late 2012 and early 2013 in Bangladesh continued to resonate throughout the apparel industry this year. The Bangladesh [Accord on Fire and Building Safety](#) has emerged as a meaningful worker safety initiative in which signatories commit to financing and implementing a program to inspect and remediate fire safety and building issues in the country. There have been several early successes reported in discovering and addressing serious concerns. Current signatories include 150 companies with manufacturing operations in the region, as well as local and global unions, and several NGO witnesses. We are currently reviewing the way in which the University of Toronto might provide support to this initiative through referring to the Accord in its Code of Conduct.

The WRC released a report in the fall of 2013 on wage theft in Haiti, which named Gildan as a major manufacturer in the region. Gildan is a Canadian company which produces blank garments which are purchased by many firms who do finishing and imprinting work. Although The University does not purchase directly from Gildan, some of our licensees do. Gildan responded to the report with a commitment to ensure that its supplier factories were in compliance with local minimum wage standards, and has engaged with local unions and the WRC on this issue, along with several other brands who manufacture in the region. This is an issue complicated by the actions of individual factory owners and the Haitian government, and we will therefore continue to consult with the WRC to understand if and how remediation is proceeding.

ANNUAL REPORT

2014



Retail Activities

In 2013-14 approximately \$2.7 million of retail product was sold by the U of T Bookstore, generating licensing revenue of approximately \$125,000. Retail licensees produce merchandise that is sold to the U of T 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 Bookstore launched a Direct-to-Garment printing operation this year, which allows it to produce small orders efficiently and quickly. This has benefited campus groups, and particularly student groups. Trademark Licensing has licensed the Bookstore as an imprinter, ensuring that it is subject to the same terms and conditions as other University licensees.

One of the goals of the Trademark Licensing program for 2013-14 was to seek off campus retail opportunities, to further the visibility of the University of Toronto brand. We have been successful in finding two such vendors to work with this year. We have a very small program with Bed, Bath and Beyond, and a more comprehensive program involving a specially designed line of merchandise with one of the primary retail suppliers at Pearson International Airport. Off campus merchandise sales generated licensing revenue of approximately \$1500 in 2013-14. Off campus merchandise is procured through University licensees and is therefore subject to the University's Trademark Licensing policy and code of conduct.



Highlights of 2013-2014

- Developed guidelines for University departments related to procedures and costs associated with registration of logos and other marks
- Spearheaded, organized and partially funded a “school spirit day” on the St. George Campus associated with U of T’s birthday. Other participants included Food Services, Strategic Communications, the Faculty of Kinesiology and Physical Education and Student Life.
- Began development of a heritage merchandise program in collaboration with the University Archives and Strategic Communications. Tested popularity of a small line of merchandise at Convocation 2013 and Spring Reunion.

Goals for 2014-2015

- In collaboration with Student Life, develop guidelines for requesting/ approving use of official marks by student groups
- Finalise and launch heritage merchandise program
- Expand presence of University of Toronto merchandise in off campus retailers

#HBDUOFT

A sample of student pictures from U of T's birthday celebration

