



FOR INFORMATION

PUBLIC

OPEN SESSION

TO: University Affairs Board

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DATE: May 8, 2018 for May 23, 2019

AGENDA ITEM: 5

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.

GOVERNANCE PATH:

1. University Affairs Board [for information] (May 23, 2019)

PREVIOUS ACTION TAKEN:

The Annual Report on Trademark Licensing 2017-18 was received by the Board at its May 24, 2018 meeting.

HIGHLIGHTS:

The Trademark Licensing office undertook two research projects this year in collaboration with the Innovation Hub to understand the student experience with the University brand and merchandise and also school spirit and pride. This information will help inform future activities to increase desirability and visibility. Other major activities this year included a new

merchandise collaboration with Peace Collective, official launch of the Library Collection, finalizing an additional role within the department, and undertaking a review of the program and its processes in an effort to increase efficiencies.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION:

The documentation is presented for information.

DOCUMENTATION PROVIDED:

2018-19 Annual Report on the Code of Conduct for Trademark Licensees

TRADEMARK LICENSING ANNUAL REPORT

Submitted by:

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Presented to: University Affairs Board - Governing Council - University of Toronto

Thursday May 23, 2019



the
TRADEMARK LICENSING
office

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 internally and sport team uniforms. The University has committed to ensuring these

products are produced in conditions consistent with its mission and values by passing the Trademark Licensing policy in May 2000, and developing the Code of Conduct that supports it. This annual report reviews the operation of and issues associated with the University of Toronto's Trademark Licensing Program.





- *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*
- *Registering and maintaining official marks for the University and following up on improper use of the 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 is a self-funded unit within the department of Ancillary Services, reporting to the Assistant Vice President, Ancillary Services. Day-to-day management of the program is through the department's Trademark Licensing Manager, with administrative support provided by an external licensing agent, Learfield Licensing Partners.

Over the years, the work of the Trademark Licensing office has established the University of Toronto as a leader in collegiate licensing in Canada. Collegiate licensing influence and work with recognized labour rights NGOs has helped encourage positive changes to workplaces in developing countries. The University is affiliated with both the **Worker Rights Consortium (WRC)** and the **Fair Labor Association (FLA)**; organizations which conduct 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.

The University contracts with a third party licensing agent, Learfield Licensing, to undertake all of the administrative work associated with our licensees, including contracts, collecting manufacturing information and royalty payments. Our licensing agent also provides advice on best practices in collegiate licensing. Our ongoing relationship with Learfield Licensing will focus strongly on the reach of our merchandise and growing our off-campus retail program. We will continue to revisit elements of our program to ensure we are meeting industry standards and establishing the University as a strong brand throughout the city and the world.

It is the main goal of this program to create and maintain school spirit and pride amongst students, staff, faculty and the city. We hope our merchandise is a symbol of the University's great impact on our community.



creating a sense of
PRIDE AND PLACE
for our community

The Trademark Licensing department at the University of Toronto protects and promotes the use of the University's brand on insignia products, which upholds the reputation of the University and fosters pride and a sense of

community in its students, faculty, staff and alumni. Further, it ensures that merchandise is manufactured according to the University's values, and supports divisional and student initiatives that enrich campus life.

Trademark Licensing Office Strategic Goals

1 Increase desirability + visibility of U of T merchandise

2 Increase Resources

3 Increase Administrative Efficiency





INCREASE DESIRABILITY + VISIBILITY OF U OF T MERCHANDISE

1

Collegiate merchandise is an important aspect of the student experience. It is with them during their tenure at the University, it unifies each student as part of our community, it lasts long after they leave school and is even shared with future generations. It is with these paramount milestones in mind that we aim to communicate the values of the University and bind together our community as a pillar of our city.

U OF T BIRTHDAY

This year we celebrated the University's 192nd birthday. We once again handed out cookies at various locations on the St. George campus and coordinated a social media contest in collaboration with University of Toronto Communications and Student Life. This event brings the campus together to recognize the history of the University while spreading some cheer and fostering affinity amongst students, staff and faculty. Below are a few of our favorite images shared by community members in celebration.



INTERNAL PRESENTATIONS

Our internal presentations continued this year with presentations to Trinity College, Mississauga Campus as well as Orientation Student Leaders. These presentations are an important part of ensuring visibility of the program and compliance with its policies. The presentation includes branding rules and University policy as well as how the Trademark Licensing Program can be of value to the internal community.

U OF T BOOKSTORE

The U of T Bookstore continues to be our largest retail partner for branded merchandise. The two offices work closely to ensure a good mix of merchandise is available that respects and enhances the brand of the University. With a renewed agreement this year, we hope to strengthen our partnership and create more opportunities for growth. We are already seeing a rapidly increasing desire for specialized departmental and student designed merchandise. We are working together to ensure the University is meeting the demands of the campus and ensuring that students are able to obtain good quality merchandise that reflects their pride.

The Bookstore has also become a member of the Fair Labor Association as a Category C Licensee. This requires them to commit to the FLA Principles of Fair Labor and Responsible Sourcing. The university market in North America is committed to transparent sourcing and ethical procurement, and the Bookstore has cemented itself as a trusted partner in the collegiate industry.

PEACE COLLECTIVE X U OF T

Last fall, we had the pleasure of being the first Canadian university to partner with the iconic Toronto company, Peace Collective. We created a five item collection and launched during the Fall 2018 orientation. The items were sold online through Peace Collective, at their physical stores, and also at the Bookstore. The campaign was a huge success, with most items selling out and lots of positive comments from our community on social media. We are hoping to create a follow up collection soon.



PROMOTIONAL PRODUCTS PILOT

As the collegiate merchandise industry makes great strides in the areas of ethical sourcing and compliance, ad speciality vendors have always posed a unique challenge for us. These are the vendors that are distributors of a wide range of products and, in most cases, don't own or control their own manufacturing chain. Due to this it is very hard to acquire up-to-date and accurate manufacturing information. In addition, since many of the manufacturers don't have direct relationships with universities it becomes more difficult to ensure full remediation in factories when issues are identified.

In an effort to provide some guidance on ad specialty companies that have fully committed to fair and ethical practices, the Fair Labor Association has begun a pilot project to tackle this issue. Currently, five Universities are participating in the pilot program: University of Washington, Carnegie Mellon University, Washington State in St. Louis, Cal State, and University of Connecticut. The project includes a list suppliers and brands that are currently affiliated with and whose social compliance program is accredited by either the Fair Labor Association or the Quality Certification Alliance or both. The pilot aims to identify the effectiveness of the program as well as other learnings about the challenges/barriers to use of the pre-approved list. The pilot is set to proceed through September at which time we will have a better idea if a program like this benefits universities.

INNOVATION HUB

This past year, Trademark Licensing partnered with the Innovation Hub to conduct research on campus to understand the ways in which a sense of school pride can be created and fostered in the lives of students. The Innovation Hub is an institution-wide initiative that partners with administrative and academic departments and student organizations to conduct empathy-based research that deepens our understanding of the student experience, so that we can design **with** students rather than **for** students.

Plenty of rich data was collected through two projects, with clear themes emerging on the student experience. Four main themes seem to define the student experience at the University: academic success, finding deep social connections, mental health/wellbeing and the struggle to consolidate personal fulfillment with future goals.

We hope to use this information to better inform the merchandise we make and enable us to make a difference in the lives of students. We'd like to create a sense of community with merchandise, a group of brand ambassadors that are proud to wear the U of T name. We hope our merchandise can become a fundamental part of the student experience.

THE LIBRARY COLLECTION

This year, we finally launched our long awaited Library Collection. This is a collaboration with Trademark Licensing, U of T Libraries and the Bookstore. It is a collection of gifting merchandise that showcases all the beautiful holdings in our library system. This includes stunning imagery from the Thomas Fisher Rare Book Library and our Archives, as well as generic merchandise to unite all U of T “book nerds”. Our aesthetic goal is to create merchandise akin to what you might find in a museum gift shop. A portion of the proceeds from this program will also go back to the library.

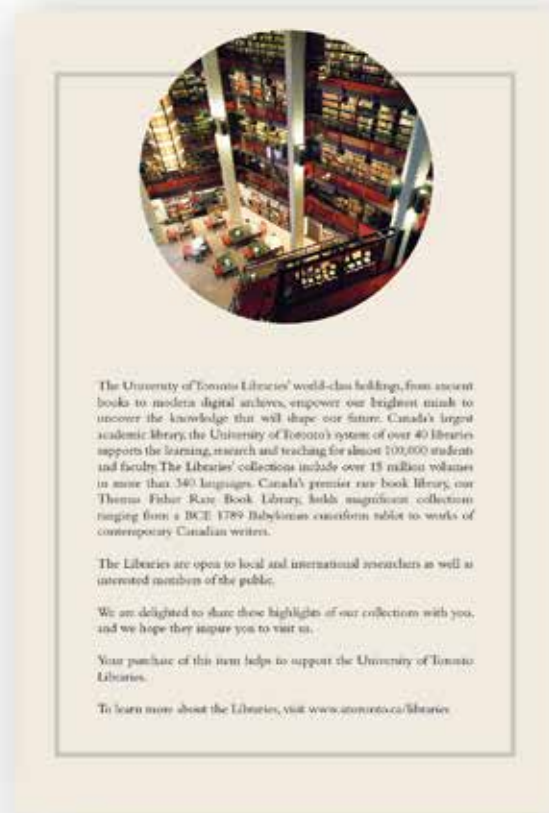
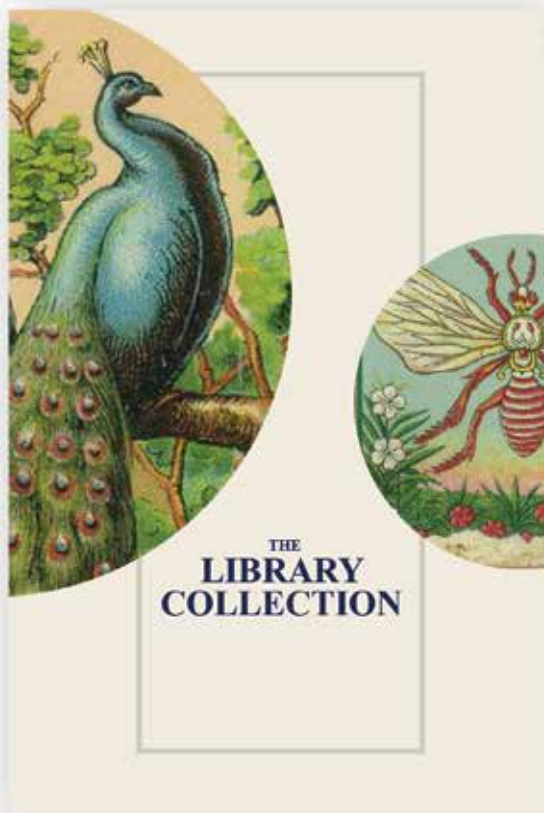
We created merchandise specific to two exhibits held at the Fisher Rare Book Library - De Monstris and Nature on the Page. We had the opportunity to attend a Friends of the Fisher event for both of the exhibit openings to showcase the products. They were received very warmly and patrons were excited to be able to take a piece of the collection home with them.

We also held the first ‘Robarts Holiday Market’. In collaboration with the Bookstore, we were able to create a pop-up in Robarts to officially launch the Library Collection as well as sell some U of T gifts for the Holidays. U of T Food Services was also present handing out some holiday treats. This event was also well attended by both students and staff. Being able to showcase merchandise in an iconic landmark like Robarts that most students and staff have an association with really went far to foster connection and pride with the University. We are looking to hold this event again next year.



THE LIBRARY COLLECTION MARKETING MATERIALS

Special post cards and hang tags were created to distinguish this line from others and also explain the importance of our library system; what they do and what is in their collections.





INCREASE RESOURCES

2

The Trademark Licensing Program is a self-funded department with revenues collected paying for operational costs of the program. Any net revenues are used to fund programs and initiatives that support the campus. The program hopes to continue to grow to be able to give back to the University community.

ADDING A TEAM MEMBER

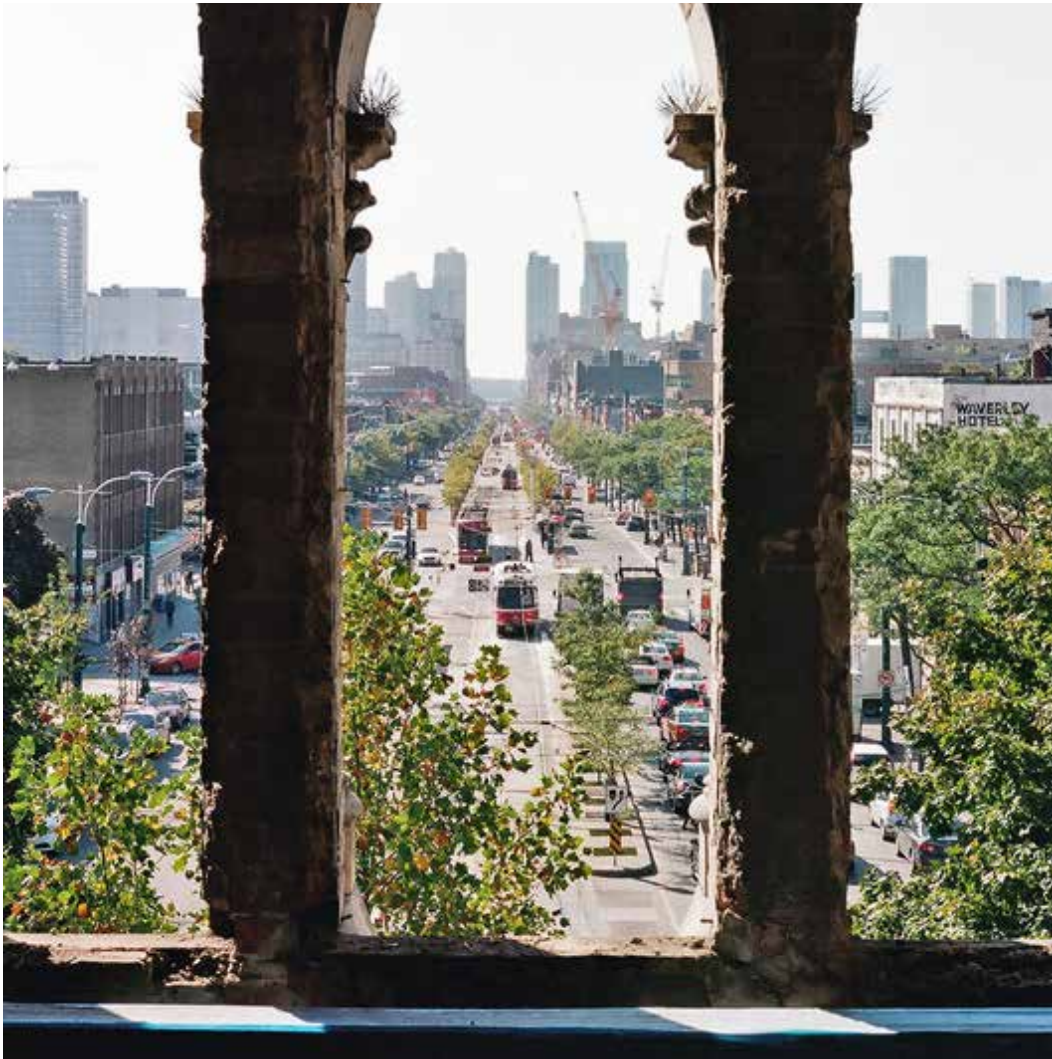
Over the past few years, the work of the Trademark Licensing Office has grown significantly to become an essential service for the U of T community as well as an important gatekeeper for the external use of the University brand. In addition, many exciting projects and new ways to engage our community are in the works with the hopes that U of T merchandise is solidified as an important part of the academic journey.

To that end, we are looking to add the position of Trademark Licensing Assistant to the team. This job will be posted very soon with the hope of filling the position in May.

EQUITY IDEAS FUND

The Faculty of Kinesiology and Physical Education (KPE) strives to create and maintain a welcoming and inclusive atmosphere for all students and members in all their facilities. To this end, the Faculty has made a systemic commitment to equity through a variety of targeted strategies and initiatives. The U of T Sport & Rec Diversity & Equity Team was formed by the Faculty to provide an opportunity for student leaders to collaborate and receive mentoring from staff for various equity initiatives, in support of the Faculty's goals of diversity and equity within physical activity/health. The Equity Ideas fund supports students-led initiatives which are related to diversity and equity, as well as physical and/or mental health and wellness.

The Trademark Licensing Office supported this fund with \$5000 this year, which made multiple events possible, including: Art & Mindfulness Exhibit, Black Student Association Afro-Beats Spin Class, Race and Ethnicity Caucus Panel on Mental Health and Move U's She Moves. These additional funds meant that more activities and important year-long programming was possible. The Trademark Licensing Office shares a commitment to student-led initiatives as well as health and well-being on campus.



INCREASE ADMINISTRATIVE EFFICIENCY

3

The Trademark Licensing Program reviews its internal processes on a regular basis to ensure that we are efficient, using the correct tools, matching industry best practices and addressing any gaps or inconsistent processes. We aim to continue bettering the program to provide a valuable service to the campus.

CHANGE OF ADMINISTRATIVE PROCESS

Over the past year, we have undertaken a thorough review of how the program is run, including our relationship with our licensees, the Bookstore as our main retailer, and reporting and collecting of royalties.

This year, we will finalize a renewed agreement with the Bookstore that will solidify our relationship and more closely align our goals. We hope this will put us in a better position to adapt to changes in trends and consumer demand, and strengthen the University brand and how it is represented on merchandise. Part of this new agreement is a change with collecting and reporting royalties and a more active relationship with the Bookstore. We hope this will allow for a more transparent and accurate reporting method with less time spent reconciling information.

We hope these small changes will allow for more program growth and future financial sustainability.

