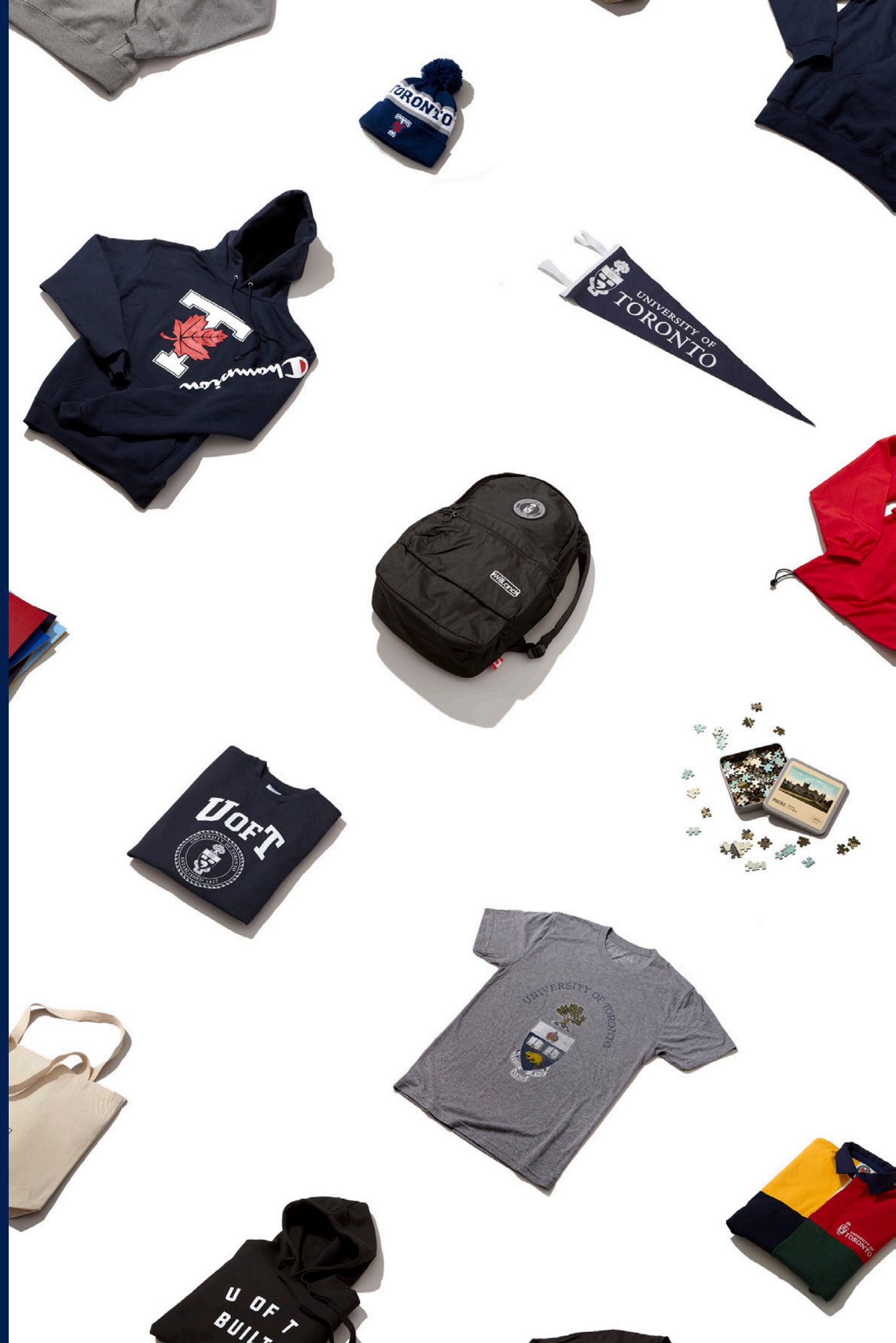


Trademark Licensing

Annual Report

2024-25



Trademark Licensing Overview

- Office manages and upholds commitment to ethical sourcing and production of U of T branded merchandise and apparel
- Self funded unit within Spaces & Experiences Marketing and Communications that invests in student life initiatives
- Leader in collegiate licensing industry

Strategic Goals

- 1. Increase desirability and visibility of U of T branded merchandise.**
- 2. Increase financial and human resources to better support the University community.**
- 3. Increase administrative efficiency to ensure consistent, convenient and valuable service to the campus.**

Year at a Glance

Program Updates

- New Trademark Licensing Officer
- Event focused limited edition merchandise + S&E Pop Up Shops

Industry Updates + Challenges

- Inflation, cost of living
- Online retail/fast fashion: TEMU, Shein
- U.S. tariffs/trade-war instability



Collaborations & Special Collections

U of T x lululemon Grand Opening:

- Store-in-store concept
- High performance launch

OVO Collection:

- 2024 Campus Collection edition with Stanford, Cambridge and Western



Collaborations & Special Collections

Lunar New Year:

- Year of the Snake expanded inventory

Pride:

- Benefit Equity Ideas Fund

Black Excellence:

- Inaugural Collection



Special Projects + Activations

U of T Bookstore Renovation + Refresh:

- Major re-veneer of central fixtures
- Energy efficient LED lighting upgrades
- New fixture investments to highlight special collections
- Implemented long term strategy to align buyers with U of T visual identity



Before



After

Forward Thinking

- Develop U of T student led brands, Motus season 2.0 and launch of MyDorm
- Expand partnerships and assortments that appeal to expanded university markets (youth to alumni)
- Update communication assets to effectively reach students, faculty, staff on TML policies and best practices
- Expansion of CLC capabilities including non-vendor approvals and craft-vendor licensing

