



University of Toronto TORONTO ONTARIO M5S 1A1

OFFICE OF THE VICE-PRESIDENT AND CHIEF ADVANCEMENT OFFICER

TO: Members of the University Affairs Board

SPONSOR: Dr. Jon Dellandrea
CONTACT INFO: (Tad Brown: 416-978-2796; tad.brown@utoronto.ca
Kyle Winters: 416-978-0151; kyle.winters@utoronto.ca)

DATE: September 20 for September 24, 2002

AGENDA ITEM: **Item #4**

ITEM IDENTIFICATION:

Annual Report on the *Code of Conduct for Trademark Licensees* (part 2 – visual presentation)

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* (attached) charges the Board with receiving annual reports on the operation of an issues connected with the trademark-licensing program.

PREVIOUS ACTION TAKEN:

The Annual Report on Trademark Licensing 2001-02, was received by the Board at its June 4, 2002 meeting on implementation of the *Policy* since its approval two years previously.

HIGHLIGHTS:

In June when the Annual Report was presented it was not possible to have an accompanying visual presentation. Since the *Code* has been in place for approximately two years, it seemed timely to provide to the Board a broader view of how it is operating. Accordingly, this office was asked to prepare for a visual presentation for the first meeting of the fall.

FINANCIAL AND/OR PLANNING IMPLICATIONS:

No direct implications.

RECOMMENDATION:

For information.

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