### Presentation to the University Affairs Board of the Governing Council





Trademark Licensing Update

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**DIVISION OF UNIVERSITY ADVANCEMENT** 

Tuesday, September 24, 2002

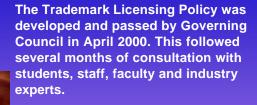
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- Background and Introduction
- Administration of Program
- Communication on Campus
- Leadership in Canada
- Conclusion and Questions



### Background



The Policy establishes parameters and guidelines for the ethical and accountable production of products which bear the name or marks of the University, or any of its constituent parts.



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### Introduction



In August 2000 the University created the new position of Director, Marketing Programs to manage the licensing program and the implementation of the Trademark Policy.

The first priority was to assess all administrative processes, supplier data and available resources and to recommend an effective strategy and mechanism for overall trademark management.



## The Office of Marketing & Licensing Programs



Responsible for <u>all non-</u>
<u>philanthropic</u> revenue generating programs:

SPONSORSHIP programs AFFINITY programs TRAVEL programs TRADEMARK programs

"We create service based synergies within our programs and the university community"



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### Administration of Trademark Policy



**Appointed Manager of Brand Development and Trademark Programs** 

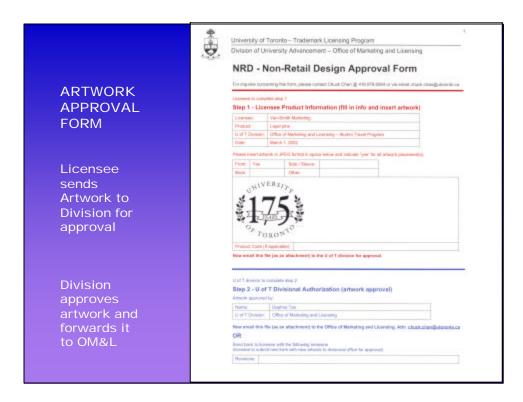
**Primary Responsibilities:** 

- -University Digital Library of Trademarks
- -Trademark Web-Site

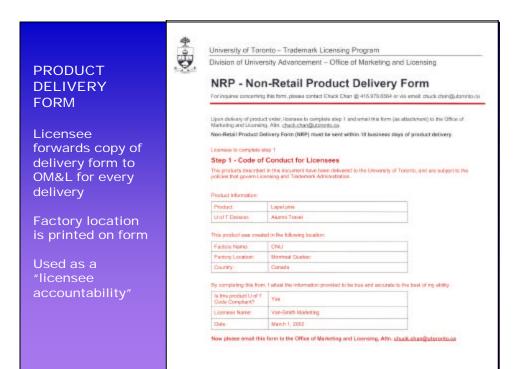
(www.trademarks.utoronto.ca)

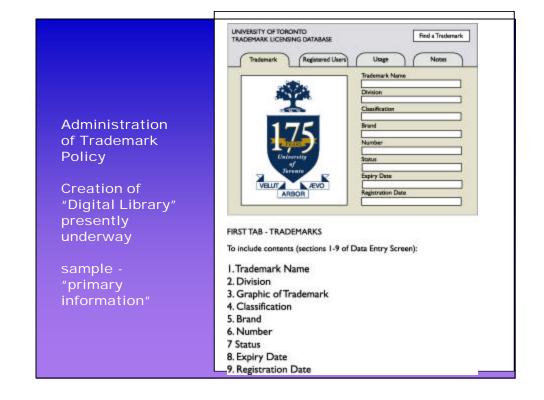
- -Automation of all Administrative Processes
- -Liaison with Constituencies
- -Brand Development
- -Primary contact with all licensees
- -Accountability report











### Communication



Three key approaches to communicating the benefits have been undertaken



#### MASS COMMUNICATION

- -Letters to Deans, Directors collecting information about suppliers
- -Letters to senior management regarding Licensee Fairs
- -Presentation to Senior Development Offices
- -Letters to divisional suppliers

#### **PERSON TO PERSON**

- -Meeting with divisions that normally purchase in bulk (Phys-ed, Hart House, Facilities and Services etc..)
- -Meetings with SAS, SAC, APUS & GSU

#### **INTERACTIVE LICENSING EVENTS**

- -Licensee Fair
- -SAC Orientation Leather Jacket Draw
- -Lunch and Learn Sessions

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## Leadership in Canada

#### **INVOLVEMENT WITH ICLA**

- UofT actively participates in the International Collegiate Licensing Association
- -Co-presented branding seminar with UCLA, Berkeley and Harvard at North American Spring Conference

## INVOLVEMENT WITH INTERNATIONAL MONITORING ORGANIZATIONS

- Close working relationship with both WRC and FLA
- Looking to develop Canadian consortium model for verification systems



# Leadership in Canada

**BRAND-AID** 



#### **CANADIAN COLLABORATION**

-Working closely with Canadian Universities to establish coordinated resources for all -coordinating "Brand Aid", a one day workshop for Trademark Administrators in Toronto Sept. 30 -16 universities from coast to coast will be participating -consulting on next steps with social activists and other expert resources



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## Conclusions and Questions





Working closely with student leaders, industry experts and other Canadian Universities

Working closely with the university community as a service based office

Working with International Monitoring Organizations to develop Canadian centralized model

Visit the UofT Licensee Fair on Tuesday, October 15 at Hart House

Visit our website at www.trademarks.utoronto.ca