



UNIVERSITY OF
TORONTO

2008 / 2009 Annual Trademark Licensing Report

University Affairs Board
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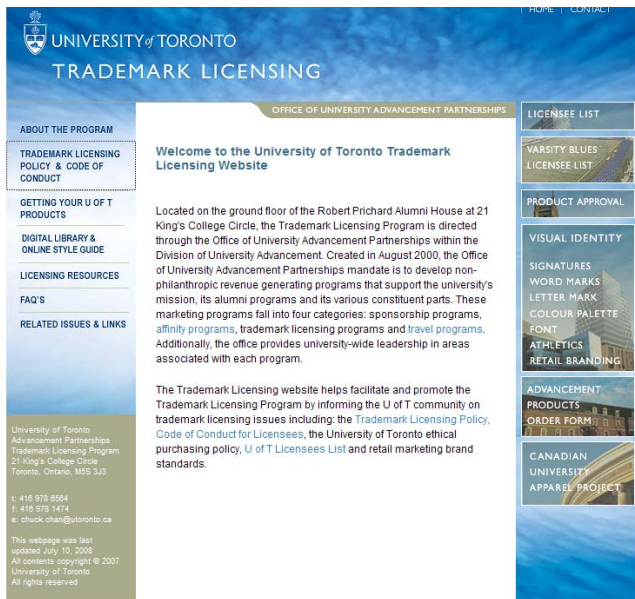
Introduction

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 of 2000, and developing the Code of Conduct that supports this policy. This is the ninth annual report on the operation of, and issues associated with, the University of Toronto trademark licensing program.

*This report is presented
in five parts*

- The first part is a summary of the ongoing administration of the trademark licensing policy and code of conduct at the University of Toronto.
- The second part is an introduction to the Worker's Rights Consortium (WRC) and Fair Labor Association (FLA) – two international labour monitoring organizations with whom the university has affiliated. An example of an ongoing case is provided as context for the work done by these organizations.
- The third part provides an update on the existing relationship with the University of Toronto Bookstore, the exclusive retail vendor of UofT products on campus.
- The fourth part is an update on leadership initiatives taken by the University of Toronto over the past year with respect to trademark administration.
- A conclusion draws from each of these parts and provides context for future planning.



Administration

Information pertaining to University of Toronto trademark licensing activities can be found on the trademark licensing website.

www.trademarks.utoronto.ca

This information includes:

- UofT trademark licensing policy
- UofT code of conduct
- Listing of retail licensees
- Listing of promotional licensees
- Factory disclosure information
- Resources for licensees to obtain correct artwork
- Links to monitoring organizations

The administration that supports the trademark licensing policy and the code of conduct is an effectively managed system based on accountability and transparency. In its ninth year, very few changes have been made to the administrative processes which focus on defined principles and deliverables.

Process	Principle	Deliverable
Potential licensees must verify knowledge of the trademark licensing policy and the code of conduct.	informed participation	Currently there are more than 80 registered licensees.
Licensees submit e-approval forms in order to use trademarks. This triggers internal accountability process.	product accountability	Over 350 individual artwork approval forms have been received in 2008/ 2009.
Upon delivery of the branded products the licensee submits sourcing information and factory disclosure data.	licensee disclosure	Factory disclosure reports have been received from all licensees.
Factory information is publicly accessible on the university's trademark licensing website – trademarks.utoronto.ca	university disclosure	Factory information is updated quarterly.
Licensee disclosures are forwarded to both the FLA and WRC.	NGO collaboration	The information is available on an ongoing basis through the FLA and WRC websites.
The WRC and FLA monitor factories based on complaints, allegations or international labour trends	compliance	Ongoing monitoring reports are located on both the WRC and FLA websites.
The WRC and FLA provide regular feedback to North American Universities with respect to individual cases.	engagement	Annual reports are now being produced by both the WRC and FLA.

Factory Monitoring

During 2008 / 2009 the Worker's Rights Consortium and the Fair Labor Association have conducted numerous factory assessments on behalf of North American universities and colleges. Specific information about these assessments can be found on their respective websites.

www.workersrights.org



“The WRC conducts investigations of labor conditions in factories around the world that produce apparel and other products that are sold in the U.S. and Canada. The WRC’s primary focus is the labor rights practices of factories producing apparel and other products bearing university logos on behalf of our university affiliates. The WRC investigates working conditions at these factories, issues detailed public reports, and works with factories, North American apparel companies, and workers and local organizations to correct problems and improve respect for worker rights. The WRC launches factory assessments in direct response to worker complaints and also initiates assessments on a proactive basis. The WRC also maintains a [searchable, on-line database](#) of factories engaged in the production of collegiate goods.” – WRC website

www.fairlabor.org



“With the active involvement of universities, civil society organizations and socially responsible corporations, the FLA has formed a unique and powerful alliance that is effecting positive change around the globe. We encourage you to read through our Web site to get a better understanding of how the FLA is working to achieve its goals. View the composition of the FLA Board and our constituent groups. Review our present and evolving methodology. Read our news releases and contribute to our blog. And get involved in one of the most challenging and complex issues of today.” – FLA website

Ongoing Case - Russell Athletics

Universities across North America are currently reviewing their licensing relationships with Russell Athletics as a result of reports from both the FLA and the WRC with respect to alleged Code violations in Honduras. The specifics around this case have been interpreted differently by the FLA and the WRC, although both agree that serious issues pertaining to the right to unionize require a significant commitment to remediation on Russell Athletics part.

Russell Athletics is a UoT licensee, and supplier of retail merchandise and team apparel. As such the university has included the Bookstore and the Faculty of Physical Education and Health in its review of this issue.



The university has communicated to Russell Athletics that a final decision will be made at the end of 2009 with respect to its license. The university is currently engaged in productive discussions with all stakeholders pertaining to this issue (the WRC, FLA, Russell Athletics, Maquila Solidarity Network, and other universities and colleges). This situation demonstrates the significance universities have as customers, and the impact that they can have by leveraging their purchasing power. The University of Toronto has chosen to remain engaged over a set period of time to ensure a full understanding of the situation, and the full potential of remediation in accordance with the principles and goals stated in the code of conduct.

Retail licensees produce merchandise that is sold by the University of Toronto Bookstores, whereas promotional licensees produce products for non-retail activities.

In 2008 / 2009 approximately \$2.5 million dollars of retail products were sold by the Bookstore, generating licensing revenue of approximately \$110,000.



Retail Activities – UofT Bookstore

2008 / 09 has been a particularly exciting year for the relationship between the trademark licensing program and the UofT Bookstore. In late 2008 the UofT Bookstore appointed Chad Saunders as Vice President of Retail operations. Mr. Saunders has made significant changes to the operations of the UofT Bookstore that allow for a more productive and creative approach to marketing UofT licensed apparel and products to students, staff, faculty and alumni. The following issues are currently in development.

- Established a customized product line and sales program for Rotman.
- Developing a collection of alumni products and a specific web space and ad campaign for this market.
- Creating a purchasing card program for staff to increase administrative efficiencies.
- Developing a new line of products featuring the recently updated UofT visual identity.
- Developing a fulfillment program to ensure that divisions have quick access to promotional products.
- Developing student and young alumni product lines catered to a more urban demographic.

UofT and Leadership

The University of Toronto continues to play a leadership role with respect to ethical manufacturing practices in Canada and abroad. In 2008 / 2009 UofT collaborated with universities and colleges across North America on several issues.

- UofT is an active member of the International Collegiate Licensing Association
- UofT chaired an issues discussion group (Canadian and US universities) at the ICLA winter conference.
- UofT is actively engaged with FLA and WRC and attends annual board meetings of both organizations.
- UofT serves on the FLA university steering committee.
- UofT has hosted mini summits with other Canadian universities to address issues of mutual concern.



Conclusion

In its ninth year since passing the Trademark Licensing Policy, the University of Toronto continues to be positioned among those universities that have committed significant resources and time to ensure that branded products are produced in conditions consistent with their values.

The University of Toronto is actively involved in the evolution of the two leading monitoring organizations, both through membership and voluntarism.

The University of Toronto is a progressive voice that encourages robust debate and consultation before making decisions that significantly affect on the lives of those individuals who produce branded products.

The university is committed to ensuring that its relationship with the campus Bookstore results in the development of products that bring pride to its alumni, staff, faculty and students.

Finally, the university is a place where knowledge is gained and disseminated – not just within the walls of this institution. Our best practices are informed by esteemed colleagues, meaningful NGOs and sister institutions who share our values – and it is incumbent upon the university to provide leadership with respect to ethical labour practices. 2008 / 2009 has been an outstanding year in this respect.