Policy
To establish local policy and procedures for all usage of our University registered marks and to ensure consistency regarding the collection of royalties.

Authority
The UW-River Falls Chancellor issues this policy in accordance with the Administrative Policy process.

The ACBF is responsible for the administration of this policy. To request an exception to this policy, mailto: administrative-policy@uwrf.edu.

Sanctions and Appeals Process
Failure to adhere to the provisions of this policy may result in appropriate disciplinary action as provided under existing procedures applicable to students, faculty, and staff, and/or civil or criminal prosecution.

Procedure
1. Permission is required to reproduce university marks on merchandise—whether for free distribution or resale. ONLY licensed vendors may produce items bearing the university marks.
2. University marks are registered with the State of Wisconsin by the Office of the Assistant Chancellor for Business and Finance on a ten-year cycle.
3. UW-River Falls contracts with Learfield Licensing Partners to control the use of its registered marks on commercially imprinted products. Companies and individuals producing any product that displays a university mark must enter into a formal licensing agreement with Learfield Licensing Partners, http://learfieldlicensing.com/licensing/
4. The correct use of university marks is required when producing licensed products. Licensed vendors will receive a username and password for Learfield Licensing Partners website that contains UWRF logos, seals, wordmarks, symbols, etc.
5. When incorporating these marks into their designs, vendors must conform to guidelines established by the university. This includes both off-campus vendors as well as on-campus student organizations, administrative offices and academic departments. Artwork is submitted to Learfield Licensing Partners for approval in conjunction with our University Communications and Marketing Office and the Office of the Assistant Chancellor for Business and Finance.
6. Once the vendor receives approval, the vendor may produce and sell the merchandise.
7. Items bearing university marks that are given away are usually exempt from a royalty fee. The licensed vendor may indicate an item is exempt from a royalty fee when submitting artwork through the Learfield Licensing Partners website. Exemption requests are reviewed by Learfield Licensing Partners and University Communications and Marketing. If the item is for resale, the vendor will add a royalty fee to the production cost; and licensed vendors pay a royalty fee of 10% to the university, through Learfield Licensing Partners, on a quarterly basis.

8. Procedures and a link to our current vendor list can be found at: https://www.uwrf.edu/Administration/ViceChancellor/VCLicensingRegisteredMarks.cfm.

**University Responsibilities**

Office of the Assistant Chancellor for Business and Finance (Licensing Manager)

University Communications and Marketing

**Department/Unit Responsibilities**

Department Chairs and Unit Directors are responsible for on-going adherence to the policy and to ensure that all faculty, staff, students, and constituents abide by the policy.

**Background**

Partnered with Learfield Licensing Partners, LLC effective April 1, 2017.

UWRF has managed the licensing and contracting with outside vendors since 1991.

**Contact**

To direct questions about this policy, mailto: administrative-policy@uwrf.edu.