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. In addition, the words “University of Wisconsin-River Falls”, the athletic full body falcon and falcon head are registered trademarks by the United States Patent and Trademark Office on a ten-year cycle.

3. UW-River Falls contracts with CLC 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 CLC, https://clc.com/home/get-licensed/.

4. The correct use of university marks is required when producing licensed products. Licensed vendors will receive a username and password for CLC’s Brand Manager 360 web portal that contains the most recent 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 must be submitted through the Brand Manager 360 portal 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 CLC Brand Manager 360 website. Exemption requests are reviewed by CLC 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 CLC, 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 CLC 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.