

Administrative Policy Statement

Licensing and Trademarks

The University of Alaska Fairbanks (UAF) owns and controls its name(s), marks, logos, mascot, graphics and designs associated with it and its campuses. UAF has established a trademark licensing program to protect and manage its name(s), logos, marks and symbols as assets. UAF's trademark licensing program shall,

- protect UAF's reputation by preventing inappropriate or embarrassing use of its marks,
- promote UAF to the public in a formal and uniform manner,
- protect the public from inferior goods bearing UAF's marks, and
- generate revenue for UAF use through trademark licensing activities.

Trademark registration, licensing and enforcement activities will be conducted by Learfield Licensing Partners and managed by Dining Services and Contract Operations (DSCO). University Relations will ensure the integrity of artwork licensed by DSCO. All items bearing UAF's marks that are offered for sale to the public must be licensed and are subject to an appropriate royalty fee.

UAF will not license its marks for use on or associated with alcohol, tobacco, religious products or sexually oriented products. UAF departments using UAF marks for internal, on campus or official use (i.e. not for resale) are exempt from the royalty fee. With approval, non-profit organizations requesting a one time, noncommercial use of UAF's marks also will be exempt. Other exemptions may be approved by DSCO. A licensed vendor must be used to produce any merchandise bearing UAF marks regardless if there is an exemption of the royalty fee. A current list of licensed vendors can be found at <http://uaf.edu/finserv/aux-bus/trademark-logo-use/approved-vendors/>.

All income derived from trademark related activities will be received by DSCO and deposited in an account established for that purpose. DSCO will maintain records of expenses, revenues and disbursements resulting from trademark related activities. Revenue derived from licensing or other trademark related activities shall be distributed as follows:

1. Revenue initially will be applied against any direct expenses associated with the use from which the revenue arises, such as trademark registrations expenses or promotional activities.
2. Remaining proceeds shall be divided between DSCO and the department or unit that initiated or requested that a particular UAF mark be licensed. DSCO shall retain 40% of the revenue and distribute the remaining 60% to initiating unit.

Revenue retained by DSCO shall be used to support its management of the licensing program. Revenue distributed to an initiating unit shall be used as determined by the supervisor of that unit.

Changes to this policy must be submitted to the Chancellor for approval.