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About the Trademark and Licensing Program [1]

The University of Colorado is a public research university with multiple campuses serving Colorado, the nation and the world through leadership in high-quality education and professional training, public service, advancing research and knowledge, and state-of-the-art health care. Each campus has a distinct role and mission but they are all part of one system.

The University of Colorado's Trademark Licensing Program works to promote and protect the use of the University's name and logos. The University's marks and the reputation they represent are important assets that need to be protected.

Through a partnership with the IMG College Licensing [2] (IMG), the University monitors commercial and internal use of the name and logos and creates better brand awareness in the retail market. Accordingly, individuals and organizations who wish to use the University's trademarks on commercial products must obtain permission to do so by securing a trademark license through IMG.

This web site has been designed to give an overview of the Trademark Licensing Program and provide resources for the protection and licensing of the University's trademarks and brand.

Contact Us [3]

Groups audience:
Trademark and Licensing Program

Source URL:https://www.cu.edu/trademarks/about-trademark-and-licensing-program

Links
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