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Trademark and Licensing Frequently Asked Questions [1]

Why Have A Licensing Program?

The University's licensing program provides the University of Colorado brand management over its logos and trademarks, thus, ensuring the quality and consistency of all of the University's merchandise. It also enables the University to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs campus wide. Outside of the University, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers, licensees and retailers who work with the University.

What Qualifies As A Trademark?

Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with the University of Colorado qualifies as a trademark.

Can An Alumni Or Student Group Sell Products Using The University's Marks As A Fundraiser?

Yes, but before contacting local manufacturers regarding new products, designs, or an idea for a fundraiser, be sure to check with the University's Trademark Licensing Office. They will be able to identify local manufacturers to produce the items, saving everyone time and effort.

What About Using The University's Name Or Logo On A Web Site?

Every use of the University's trademarks requires permission from the Trademark Licensing Office. The internet has made it easy for alumni, fans and supporters to build web pages with the University of Colorado's name and logos, and the University appreciates this support. However, federal trademark laws require that the University control it's name and marks; therefore, the University must be very selective in granting permission in these and all instances. For more information, contact the University's Trademark Licensing Office.

Groups audience:
Trademark and Licensing Program

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