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Vendors [1]

Quick Reference

A one page quick reference for license type. Includes definitions, fees, timelines, checklist.

LICENSE TYPE QUICK REFERENCE [2]

Who Needs A License?

Anyone wishing to use the marks, logos and symbols of the University of Colorado must obtain a license.

What Products Can Be Licensed?

Students, alumni and fans generate many great ideas for new University products. Products will be considered and must be approved by the University's Licensing Director. No products will be licensed without the approval of the Licensing Director. This ensures all products associated with the University are of high quality and good taste and, ensures the non-approval of potentially hazardous items.

What If You Do Not Get A License?

All products must be approved by the University's Trademark Licensing office. Failure to obtain a license or approval from the University's Trademark Licensing Office would be grounds for the seizure of all non-approved merchandise bearing the University's marks. It also could result in jail time and numerous fines if convicted.

How Can You Obtain A License Application?

Anyone who wishes to obtain a license to produce merchandise must submit a licensing application. This application informs the University of how its marks will be used, what type of product the applicant makes, how the University is going to be represented, etc. Applications can be obtained by contacting:

CLC College Licensing
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
Phone: 770.956.0520
Fax: 770.955.4491

Website: https://clc.com/ [3]

Once on the CLC web site, click on the "Get Licensed" button. Then click on "Apply Now." There is also great additional information on the CLC web site.

What is CLC Collegiate Licensing

CLC College Licensing is the licensing representative for the University of Colorado. As the University's representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the University.

What are the campus logos?

- CU Boulder [4]
- UCCS [5]
- CU Denver [6]
- CU Anschutz Medical Campus [7]

Groups audience:
Trademark and Licensing Program

Source URL:https://www.cu.edu/trademarks/vendors

Links
[1] https://www.cu.edu/trademarks/vendors [2] https://www.cu.edu/doc/trademarkimgclpdf [3] https://clc.com/ [4] https://www.cu.edu/doc/trademarkartsheetucb.pdf [5] https://www.cu.edu/doc/trademarkartsheetuccs.pdf [6] https://www.cu.edu/doc/trademarkcudenverlogo-sheet2020pdf [7] https://www.cu.edu/doc/trademarkartsheetamc.pdf