

Using UNC Charlotte Logos, Trade Name, and Trademarks: Who Needs a License and Why?

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Overview

- Background
- Definitions
- Policy
- Hot Tips
- Practical Advice
- Resources



Background

- University has registered a number of trademarks, including its **name** and **logos**, in order to protect and control their use
- Any **merchandise** bearing UNC Charlotte logos, trade name, or trademarks must be produced by an **approved and licensed vendor**, regardless of the purpose or use of the items



Background

- In the past, **no clear policy** for the campus community or vendors on licensing or use of University trademarks and logos
- [University Policy 601.17, Policy on Licensing of University-Owned Trademarks](#) (April 2023) sets **standards and procedures** for the responsible use of the University's logos, trade name, and trademarks on any item



Definitions



Trademark

- Any word, phrase, symbol, design, or a combination of these things that **identifies your goods or services**.
 - Identifies the source of your goods or services.
 - Provides legal protection for your brand.
 - Helps you guard against counterfeiting and fraud.

Service Mark

- Any word, name, symbol, device, or any combination, used in commerce, to **identify and distinguish the services of one provider from the services provided by others**, and to indicate the source of the services.



Difference between Trademark, Patent, and Copyright

	Trademark	Patent	Copyright
What's legally protected?	A word, phrase, design , or a combination that identifies your goods or services, distinguishes them from the goods or services of others, and indicates the source of your goods or services.	Technical inventions , such as chemical compositions like pharmaceutical drugs, mechanical processes like complex machinery, or machine designs that are new, unique, and usable in some type of industry.	Artistic, literary, or intellectually created works , such as novels, music, movies, software code, photographs, and paintings that are original and exist in a tangible medium, such as paper, canvas, film, or digital format.
What's an example?	Coca-Cola® for soft drinks	A new type of hybrid engine	Song lyrics to "Let It Go" from "Frozen"
What are the benefits of federal protection?	Protects the trademark from being registered by others without permission and helps you prevent others from using a trademark that is similar to yours with related goods or services.	Safeguards inventions and processes from other parties copying, making, using, or selling the invention without the inventor's consent.	Protects your exclusive right to reproduce, distribute, and perform or display the created work, and prevents other people from copying or exploiting the creation without the copyright holder's permission.

From US PTO



Symbols



Difference Between ®, “TM,” and “SM”

- The symbol “TM” stands for trademark. The symbol “SM” stands for service mark. Both are informal symbols that indicate you claim **common law trademark rights** to a name or logo and are used prior to obtaining full federal registration.
- The symbol ® denotes that the mark has been **granted full federal registration**. This means that the owner of the mark may prosecute anyone who uses the mark without permission.



Definitions



Trademark Registration

Owning a federal trademark registration provides several advantages, including:

- **Public notice** of your claim of ownership of the mark;
- A **legal presumption of your ownership** of the mark and your **exclusive right** to use the mark nationwide on or in connection with the goods/services listed in the registration;
- The ability to **bring an action** concerning the mark in federal court;
- The right to use the **federal registration symbol** ®; and
- Listing in the United States Patent and Trademark Office's **online databases**.



Definitions

Trademark Licensing

- A contractual relationship under which a trademark owner grants another the right to use a mark, subject to terms of the contract. Trademark licensing does not transfer ownership of the mark.

Licensor

The registered owner of a trademark (UNC Charlotte) that grants permission to use the trademark in commerce

Licensee

The person or entity (vendor) that enters into an agreement with UNC Charlotte or its Licensing Program Servicer (CLC) to use UNC Charlotte trademarks



Definitions

Royalty



- Fees paid by a licensee to a licensor in exchange for the right to use licensor's intellectual property
 - At Charlotte, royalties are required for items bearing any indicia of UNC Charlotte that are resold, regardless of whether they are sold for profit.

Resale/Resold

- Any exchange of money for goods and includes “donations” for exchange or “membership” to a group or “access” to an event



Definitions

University “indicia” (logos, trade name, trademarks)

- All University academic and athletic **marks** (see [logo sheet](#))
- University **name** variations:
 - Charlotte™
 - Charlotte Forty-Niners™
 - The University of North Carolina at Charlotte™
 - UNC Charlotte®
 - Forty-Niners™
 - Niner Nation®
 - **IMPORTANT:** Do not use “UNCC”!



Policy

- [University Policy 601.17, Policy on Licensing of University-Owned Trademarks](#), sets **standards and procedures** for the responsible use of the University's logos, trade name, and trademarks on any item.
- The [University Licensing Program](#) **protects the name and logos** of UNC Charlotte from undesirable commercialism and the University's trademark integrity through its internal quality assurance and product approval process.
- University's Licensing Program Servicer, **Collegiate Licensing Company (CLC)**, provides licensing, marketing, and enforcement services.



Policy

Use of UNC Charlotte logos, names, and marks

- **Permission** from the [University Licensing Program Manager](#) is required before reproducing them in any way
- Merchandise bearing them must be **produced by an approved and licensed vendor**
- May not be used **in conjunction with the name or trademark(s) of any other entity** without the prior written permission of that entity and the [University Licensing Program Manager](#)
- All items bearing them must be **properly licensed**



Trademark Licensing

Proper licensing ensures that the quality and integrity of the University's indicia are preserved by:

- Being **protected and not abused**;
- Being used in a manner consistent with the **best interest of the University**;
- Being produced in a manner consistent with directives from the **UNC Charlotte Graphic Artist**;
- Being used on **high quality items** in accordance with the University's Licensing Program Servicer's (CLC) licensee standards; and
- Incorporating the **appropriate trademark designation symbols** (i.e., ® or ™) in all uses of UNC Charlotte marks on products. No changes, deletions, or alterations to the marks are allowed.



Trademark Licensing

Vendor Licenses

- All local and national vendors seeking approval for manufacturing or selling products with University indicia must apply for a license through the University's Licensing Program Servicer ([CLC](#)).
- Information on obtaining licenses through the University's Licensing Program Servicer (CLC) is available on the [University Licensing Program website](#).



License Types

Retail

Allows a company to produce products bearing the trademarks of collegiate institutions for sale at retail in approved retail channels and direct to consumer, as well as university departments and related entities

Internal Campus Supplier

Allows a company to produce product bearing the trademarks of collegiate institutions for university departments and related entities **for internal consumption only**; cannot provide product at retailer direct to consumer

NCAA/Bowls/Conference

The University's Licensing Program Servicer (CLC) has a separate licensing process for "hot market" events, including NCAA tournaments, the College Football Playoff, bowl games, and athletic conferences



License Requirements



Vendors

- Every vendor who is licensed is required to attach the "Officially Licensed Collegiate Products" label to the product
- Vendors must apply to become a licensee and be approved prior to production

Student Athletes

- Student-athletes are subject to the limitations and requirements of the ["Green Light" Charlotte Name, Image, and Likeness \(NIL\) Rules and Regulations](#) with regard to use of the University's marks and logos



Royalties

Vendors

- All licensees (except internal exemptions) are required to **pay royalties** to UNC Charlotte in exchange for the right to use University intellectual property

Internal Exemptions

- A **Department, Affiliated Group, or Registered Student Organization** may be considered for royalty payment **exemption** when producing an item that bears one or more University indicia if certain conditions are met



Royalty Exemptions

Departments and Affiliated Groups

- **Internal consumption** (usage by/within the department or group)
 - An item that bears a UNC Charlotte indicia but is otherwise a workplace necessity used by a campus department in the ordinary course of business (e.g., stationery for departmental use, uniforms required to be worn by employees)
- **Promotional usage** (giveaway, not resold)
 - Only when the price of the item being resold does not exceed original product cost
 - Campus departments are not allowed to sell emblematic items without the department's sub-brand



free

\$0



Royalty Exemptions

Departments and Affiliated Groups, contd.

- **Outside sponsorship logos, marks, or indicia not included**
 - Generally, non-UNC Charlotte sponsorship logos, marks, or other indicia may not appear on the item. However, an exemption may be allowed under certain conditions. Contact the [University Licensing Program Manager](#) to determine whether an exception may be granted.



free



Royalty Exemptions

Registered Student Organizations

- Item(s) **must include the Student Organization name** and can only be used as follows:
 1. Internal consumption (usage by/within the group);
 2. Promotional usage (giveaway, not resold); or
 3. Fundraising (club sub-brand or event name may also be included).
- The item(s) must be approved in writing in advance by the [University Licensing Program Manager](#) for exemption from royalty payments



free



Affiliation Identification

- **Faculty, staff, and students** may use the University's logos, trade name, or trademarks for the limited purpose of **identifying their affiliation** with the University:
 - on research proposals, academic presentations, or proposals for academic or research funding;
 - must be approved in advance by the [University Licensing Program Manager](#)



Hot Tips

- University marks must be used in accordance with the University branding guidelines: brand.charlotte.edu
 - Name
 - Logo system
 - Color palette



UNIVERSITY OF NORTH CAROLINA
CHARLOTTE



Hot Tips

Using the University name correctly

CORRECT

- The University of North Carolina at Charlotte™
- UNC Charlotte®
- Charlotte™ (informal)
- Charlotte Forty-Niners™
- Forty-Niners™
- Niner Nation®

DO NOT USE

- UNCC
- UNC-C
- UNC-Charlotte
- University of NC at Charlotte
- University of North Carolina - Charlotte
- University of North Carolina Charlotte
- University of Charlotte
- Charlotte University



Hot Tips

University trademarks may not be altered

CORRECT



INCORRECT



See brand.charlotte.edu/visual-identity/logo-system for more information on the proper and improper uses of University logos



Hot Tips

University trademarks must be in the approved PMS colors

PRIMARY COLORS

The University's school colors are green and white. For design purposes, our primary colors are Charlotte Green and Niner Gold. They represent UNC Charlotte at the highest level and should be present in all communications. These colors are supplemented by Metallic Gold (PMS® 10126) and White.



CHARLOTTE GREEN

PMS®: 7484
CMYK: 92 8 75 58
RGB: 0 80 53
HEX: #005035



NINER GOLD

PMS®: 7503
CMYK: 23 26 57 13
RGB: 164 150 101
HEX: #A49665



QUARTZ WHITE

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

See <https://brand.charlotte.edu/visual-identity/color-palette>



Hot Tips

Finding a Licensee

clc.com/license-search/

Internal Use

For merchandise using the University's marks or logos for internal use only (not for resale), use [Internal Licensees](#) (designated in red).

Juice That Brand (INTERNAL ONLY) ←

Raleigh, North Carolina

980-875-7384

www.Juicethatbrand.com

tim@juicethatbrand.com

Resale

For merchandise using the University's marks or logos that will be resold for a profit, including fundraisers, use [Standard Licensees](#).

704 Shop

Charlotte, North Carolina

704-280-4541

www.704shop.com

scott@704shop.com



Hot Tips

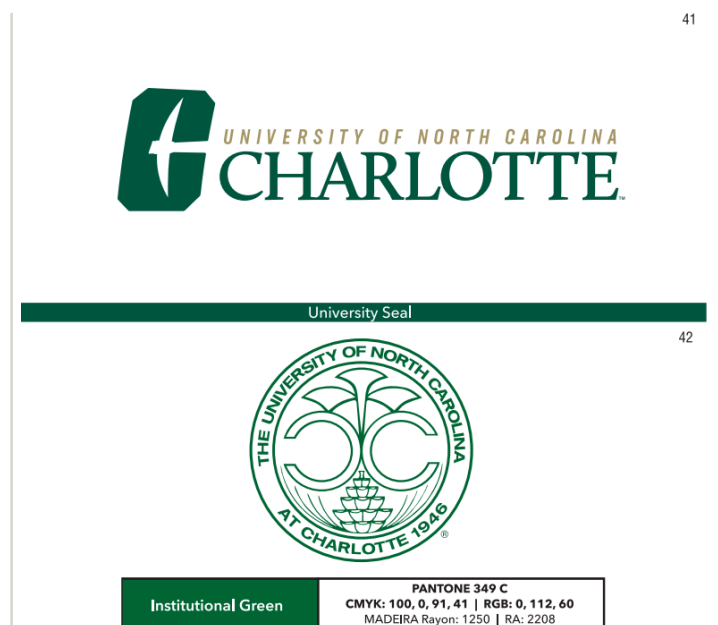
Royalties

- Departments ordering products (for resale) with University logos must notify [licensee](#) **IN ADVANCE** that the product will be resold so they know how much to charge and to accurately report royalties back to CLC and the University.
- Royalties must be applied at all times when the product is being resold:
 - Includes organization/department fundraisers, short-term pop-up stores, etc.
 - [Licensing Program Manager](#) must be notified ahead of time about these events



Hot Tips

- Athletics marks (4-38) should be used only for official Athletics items and products (e.g., “Niners,” “49ers,” Norm images, etc.)
- Units other than Athletics should use only “Primary C” marks (1-3) and Institutional Marks (39-42) (see [logo sheet](#))





Practical Advice

Design

- Contact [Licensing](#) first if you have questions about a design you want to use that you think may conflict with University [branding standards](#)
- Make sure you are not using another logo/design that is already trademarked
 - You must have permission from the registered trademark owner before using their logo/design



Practical Advice

Where to buy?

- If you are looking for a specific piece of merchandise, always check most up-to-date list of University-approved licensed retailers
 - aux.charlotte.edu/about-us/licensing/where-buy/
 - Just because a company is listed in the 49erMart does not mean it is an approved licensee
 - Look for the label; every licensed vendor is required to attach the “Officially Licensed Collegiate Products” label
 - Show your Niner spirit by patronizing these retailers!





Practical Advice

Licensing FAQs: aux.charlotte.edu/licensing-faqs/

- DO DEPARTMENTS AND UNIVERSITY OFFICES NEED PERMISSION TO USE THE UNIVERSITY'S TRADEMARKS?
- CAN A UNIVERSITY DEPARTMENT OR CAMPUS ORGANIZATION USE THE UNIVERSITY'S LOGOS IN PRINTED INFORMATION DESCRIBING THE SERVICES OF THEIR DEPARTMENT OR ORGANIZATION?
- WHAT PROCESS MUST BE FOLLOWED IF A DEPARTMENT WANTS TO HAVE THE UNIVERSITY'S NAME OR LOGO ON ITEMS SUCH AS T-SHIRTS, NOVELTY ITEMS, ETC?
- CAN A UNIVERSITY DEPARTMENT, EMPLOYEE, OR CAMPUS ORGANIZATION PERMIT A COMPANY TO ASSIGN, SUBLICENSE OR MODIFY A UNC CHARLOTTE TRADEMARK?
- ARE THERE ANY PRODUCTS THE UNIVERSITY WILL NOT LICENSE?



Contacts

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- amy.kelso@charlotte.edu



Resources

Licensing FAQs

- aux.charlotte.edu/licensing-faqs/

Licensee Search

- clc.com/license-search/

Current UNC Charlotte logo sheet

- aux.charlotte.edu/wp-content/uploads/sites/167/2023/05/20221129MarksSheet.pdf (see following slides)



The University of North Carolina at Charlotte

Current Revision Date: 04/14/22

Established: 1946

Location: Charlotte, NC

Nickname: Forty-Niners

Mascot Name: Norm

Conference: Conference USA (C-USA)

Charlotte Green

PANTONE 7484 C
CMYK: 92, 8, 75, 58 | RGB: 0, 87, 63
MADEIRA Rayon: 1370 | RA: 2392

Verbiage

Charlotte™
Charlotte Forty-Niners™
The University of North Carolina at Charlotte™
UNC Charlotte®
Forty-Niners™
Niner Nation®

Note: The Verbiage "UNC Charlotte" and The University of North Carolina at Charlotte" may not be used with the athletic marks # 1 - 36 ("Charlotte" is the preferred verbiage to use, if needed), and the verbiage "Forty-Niners" cannot be combined with Tertiary 49ers or the Tertiary 9ers Marks.

Niner Gold

PANTONE 7503 C | Metallic: PANTONE 10126 C
CMYK: 23, 26, 57, 13 | RGB: 168, 153, 104
MADEIRA Rayon: 1070 | RA: 2630

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Primary C Marks

Secondary CLT Marks

Tertiary 49ers Marks

Tertiary 9ers Marks

1

4

7

10



2

5

8

11



3

6

9

12

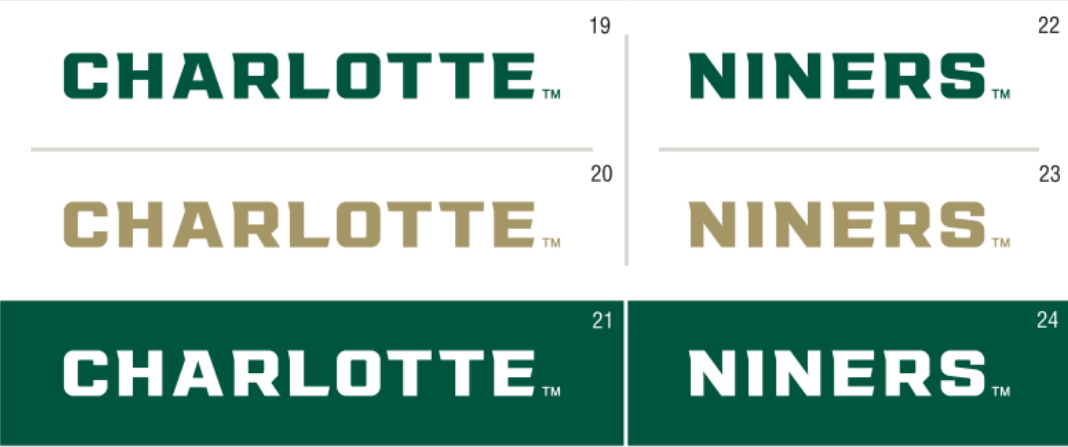




C Type Marks



Wordmarks



Font System

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,':!?"@#\$%&*()[[]

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,':!?"@#\$%&*()[[]



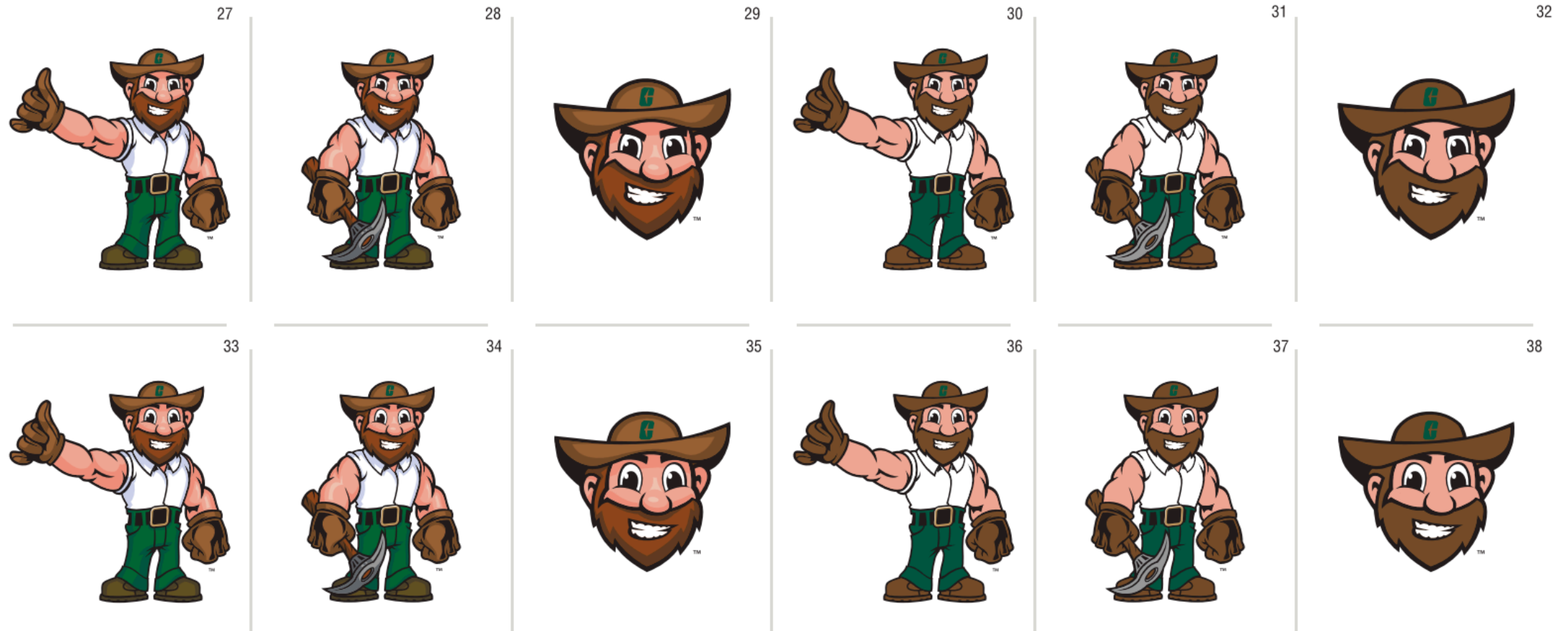
The University of North Carolina at Charlotte

Current Revision Date: 04/14/22

Green		Brown		Flesh		Gold		Gray		Black		White							
PANTONE 7484 C		PANTONE 463 C		PANTONE 487 C		PANTONE 465 C		PANTONE Cool Gray 7 C		PANTONE Process Black C		White							
Pants Light		Hat/Gloves Light		Flesh Light		Flesh Shadow		Beard Light		Beard Shadow		Shoe Light		Shoe Shadow		Pickaxe Shadow		Shirt Shadow	
PANTONE 349 C		PANTONE 4635 C		PANTONE 489 C		PANTONE 486 C		PANTONE 1615 C		PANTONE 161 C		PANTONE 4485 C		PANTONE 448 C		PANTONE Cool Gray 10C		PANTONE 2706 C	

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Norm Marks





Institutional Marks

39



40



41



University Seal

42



Institutional Green

PANTONE 349 C
CMYK: 100, 0, 91, 41 | RGB: 0, 112, 60
MADEIRA Rayon: 1250 | RA: 2208

ADDITIONAL PERTINENT
INFORMATION

- University seal permitted on products for resale (reviewed on a case-by-case basis).
- No alterations or overlaying graphics to seal permitted.
- University does not license consumables.
- University does not license health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- If you have previously received approval for "UNCC," please consider this approval no longer valid and resubmit artwork.
- When producing product featuring Athletics marks, "Charlotte" is preferred if utilizing text as part of the design.