

## Guidelines for use of the University of Illinois name and Identifying Marks

The Trademark & Licensing Office with the assistance of the Collegiate Licensing Company, regulates, promotes and protects the use of the University's name and identifying marks, both on and off campus. This includes granting approval for use of the many registered service marks and trademarks of the University, such as logos, the University Seal, and even identifying names like "Illinois," "Illini" and "Fighting Illini".

Since 1978, the University has registered its marks and is currently pursuing registration overseas. This insures protection of the integrity and identity of the University, while at the same time, royalties collected through the Licensing Program fund student-athlete scholarships. By ensuring that products bearing the University marks are of high quality and good taste, licensing further promotes the University of Illinois' reputation as one of the nation's finest universities. Proper use of the University's name also stimulates public awareness and support.

Prior written approval from the Trademark & Licensing Office and The Collegiate Licensing Company (the University's licensing agent) is needed for campus groups, registered student organizations, or sports clubs for use of the University name or marks for anything other than official University business. This also applies to student groups and organizations who wish to make use of the University name in conjunction with their group or activities, or those groups desiring use of the University's identifying marks.

### What qualifies as a trademark?

A trademark is any mark, word, letter, or symbol associated with the University of Illinois that can be distinguished from those of other universities, teams, or organizations.

### What are examples of University of Illinois Trademarks?

The University of Illinois trademarks may be any artwork or graphic representation relating to the following:

University of Illinois <sup>TM</sup>  
Illinois <sup>TM</sup>  
UI <sup>TM</sup>  
Illini<sup>TM</sup>

Fighting Illini <sup>®</sup>  
U of I <sup>TM</sup>  
Chief Illiniwek <sup>®</sup>





And any other design, symbol, art, seal, word or groups of words that have come to be associated with the University.

### **Using the University's name**

A campus group, registered student organization, or sports club team may make use of the University name in its title, publications or letterhead, but *may not use* the name in a manner that in any way would constitute an endorsement, approval or underwriting of any organization, product, activity, service, or contract by the University of Illinois.

Use of alcohol, tobacco or illegal substance graphics or descriptions or unauthorized use of the trademarks is prohibited in conjunction with the University's name or trademarks.

### **Using the University's marks**

Keep in mind that any student campus group, registered student organization, or sports club is prohibited from using the University seal or logos on letterhead, business cards or other identifying materials. A club team may, however, utilize a University mark as part of its uniform, provided the item is not issued or made available for sale to anyone other than team members. Student organizations and campus groups may receive permission to utilize a University mark for special uses, such as a commemorative item that is for members' use only. No royalties are due on these items. Contact the Trademark & Licensing Office for approval of such uses.

Once an item bearing a registered University mark is sold beyond the scope of the membership or team, it becomes a commercial use of the mark and is subject to a license agreement. For example, if the Dance Club at the University of Illinois wishes to use the University logo on its uniform, it is permissible, providing the Club has received prior written approval of the use from the Licensing Program. The Trademark & Licensing Office retains the right of approval of all uses of the University's marks. However, if the club decided to manufacture and sell a T-shirt bearing the University marks as a fund-raiser, the manufacturer of the item must have entered into a royalty-bearing license agreement with The Collegiate Licensing Company and must become licensed through the Trademark & Licensing Office. Under terms of a license agreement, the Trademark and Licensing Office must approve all artwork and designs, as well as the quality of product prior to its distribution.

## Club Team Use

If a Sport Club wishes to make use of the word “team” in its title, it can do so only when the words “Sport Club” precede the word “team”:

**Permissible:** Rugby Sport Club Team at the University of Illinois

**Not Permissible:** University of Illinois Rugby team or “Fighting Illini” Rugby Team

The general rule is that the University name or an abbreviation of its name, such as U of I, cannot precede the name of the organization. The use of “Illini” in the name is permitted.

## Use of the Chief logo

The Chief Illiniwek logo may no longer be used on merchandise ordered by campus groups, registered student organizations or sport clubs. This policy is effective as of April 16, 2007.

## How do campus groups, registered student organizations, or sports clubs receive approval for use of University of Illinois’ marks?

The following steps must be taken:

1. Have the licensee (manufacturer) submit application form and designs (via fax 244-0035) to the University of Illinois Licensing Director in the Trademark & Licensing Office or have your licensee submit the design directly to the Licensing & Trademark Office on the group’s behalf.
2. The Licensing Director will approve or disapprove designs and either require royalties or waive royalties based on end use.
3. The Licensing Director notifies by fax and/or electronically the licensee.

The normal approval process requires 15 days lead time. All manufacturing is to be done by licensed manufactures. If a manufacturer is not a licensee, the company may apply to become a licensee. However, the licensing and trademark office makes the final decision on which companies will become licensed. The University of Illinois has more than 350 approved licensees. In general, all campus groups should use one of these licensees. **The process to become a new licensee, if approved, generally takes 4 – 8 weeks.**

## Why use a licensed manufacturer?

The Trademark & Licensing Office requires that only licensed manufacturers are used to produce items with the name, mark or symbols of the University of Illinois for the following reasons:

1. The licensee (manufacturer) is familiar with the policies and procedures required by the University.

2. The licensee (manufacturer) will attach a Collegiate Licensing Company hang tag on products which help educate the public to purchase only licensed products. The hang tag also helps the University of Illinois monitor the market place for infringements.
3. The Collegiate Licensing Company requires licensees to have the proper amount of insurance to protect the licensee, University, retailer, and the registered student organization or sports club.
4. There are controls that monitor the quality of materials used in the product.
5. Licensees are required to disclose their factory locations which will help assure that products representing the University of Illinois follow fair labor practices. The University is a member of the Fair Labor Association (FLA) and the Worker Rights Consortium and requires its licensees to comply with those organizations' policies.

### **For more information**

If you have questions about proper usage of the University name or registered marks, feel free to contact:

**Trademark & Licensing Office**  
**Bielfeldt Athletic Administration Building**  
**1700 S Fourth Street**  
**Champaign, Illinois 61820**  
**Phone: (217) 333-2474**  
**Fax: (217) 244-0035**

### **Champaign-Urbana Local Licensees**

**Te'-Shurt /Campus Book Store**  
711 S. Wright  
Champaign, IL 61820  
217.344-1226

**Campus Sportswear**  
710 B. South 6<sup>th</sup> St  
PO Box 2482  
Champaign, IL 61825  
217.344-0944

**Stan's Sportsworld**  
\*Non royalty-bearing items only  
47 E Green St  
Champaign, IL 61820-5311  
217.359-8474

**Den Wholesale**  
509 N. West Street  
Leroy, IL 61752  
309.962-2000

**Gameday Spirit**  
519 E. Green St.  
PO Box 2970  
Champaign, IL 61820  
217.328-7722

**Brownfield Sports**  
1 Lincoln Sq  
Urbana, IL 61801-3338  
217.367-8321

**Spirit Screen Printing**  
30 E Green St Ste 3  
Champaign, IL 61820-7916  
217.351-2918

**Jill's Creative Expressions**

\* Non royalty-bearing items only

101 E. Sangamon

Rantoul. IL 61866

217.892-5555

**TIS Bookstore**

707 S. Sixth Street

Champaign IL 61820

217.337-4900

**Underground Printing**

\* Non royalty-bearing items only

502 E. John Street

Suite 109

Champaign IL 61820

217.344-9051