



Trademark Licensing Policy

The University's reputation for excellence and leadership has created a demand for products displaying its name, trademarks and images.

Throughout this Policy, the term "licensee" shall include all persons or organizations that have entered a written licensing agreement with the University to manufacture products bearing the name, trademarks and/or images of the University. This Policy shall also apply to all of the licensee's contractors. The term "contractor" shall include each contractor, subcontractor, vendor, or manufacturer that is engaged in a manufacturing process that results in a finished product for the consumer or any component of a finished product. "Manufacturing process" shall include creation, assembly and packaging.

In order to preserve and enhance the University's reputation, the following principles will be followed in its trademark licensing program.

The University's name, trademarks and images should be used in good taste and appear only on high quality approved products that are produced under humane and non-exploitative conditions.

The University's name, trademarks and images should not be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, colour, creed, disability, national origin, race, religion, sex, sexual orientation, or in any other way that would be a violation of the University's policies.

1. The University's name, trademarks and images should not be associated with any activity, product, or image that harms or tarnishes the good academic name, image, and reputation of the University of Toronto.
2. The University reserves the right to decline products or art designs not in keeping with the image and reputation of the University of Toronto.
3. The University will be pro-active in directing its licensees in connection with their licensed activities through review of sample product, compliance reports and monitoring.
4. The President of the University of Toronto is responsible to the Governing Council for the use of the University's name, trademarks and images. The President shall establish a code of conduct for licensees and mechanisms to monitor its implementation and complaint resolution, and shall designate the appropriate University office to oversee the University's licensing activities. The code of conduct and the mechanisms to monitor its implementation shall be reviewed periodically in consultation with the university community, including faculty, staff and students, and, if appropriate, amended.
5. The code of conduct shall set out the standards expected by the University to be followed by its licensees. Copies of the code of conduct and mechanisms for implementation and complaint resolution and changes thereto shall be reported for information to the University Affairs Board.
6. To the extent the University can more fully achieve its goals, the University should seek co-operation with other educational institutions and organizations in the development and funding of the trademark licensing program's verification and monitoring mechanisms.
7. Licensee compliance reports will be treated as public documents. An annual report on the operation of and issues connected with the trademark licensing program, including copies of the licensee compliance reports and the disposition of complaints received, will be submitted to the University Affairs Board. The university community, including faculty, staff and students, will thereafter have an opportunity to provide the responsible University office with comments on the annual report and advice on compliance, monitoring and new developments in the licensing area.