

CINCINNATI®

TRADEMARKS AND LICENSING OFFICE

FAQ's

What do you do?

We preserve the goodwill and reputation of the university by protecting its brand marks.

How do you do that?

We monitor the university's brand when it's used on a wide array of items (for sale and not), for sponsorships with outside organizations, commercial photography, filming on campus, etc.

What does the brand include?

Anything with UC's logos, colors, fixtures on campus, trademarks, etc., that connect to the university. Examples:

- Abbreviation "UC"
- The word "Cincinnati"
- Combo of black & red

DID YOU KNOW?

Jim Mariol, a University of Cincinnati DAAP alumni, created one of the best-selling toys in the world, the Little Tikes Cozy Coupe

HAVE ANY QUESTIONS?

- uc.edu/licensing
- licensing@uc.edu
- (513) 558-1063

DECLARE YOUR LOYALTY WITH TOP OF THE WORLD



Top of the World launched their annual Declaration Days social media campaign on April 17, with the goal of maximizing excitement around National Signing Day (May 1) for high school seniors. To participate, students log on to DeclarationDays.com to declare the school they will be attending in the Fall of 2017, and post a school-specific graphic to social media. This automatically enters the students to win the grand prize of a \$5,000 scholarship, while the school with the most participation will receive an opportunity to design their own class hat for the incoming freshman class. UC's Trademarks and Licensing Office created a short video, to be played on social media, to supplement the social content from Top of the World. This video featured three UC freshmen at various locations around campus, explaining how to participate in Declaration Days. Check out the video by clicking [HERE](#).

GRADUATION SEASON IS HERE!

Looking for the perfect UC-themed cake to celebrate a future Bearcat or recent UC graduate? Below is a list of three local bakeries that are licensed to produce University of Cincinnati branded cakes and treats.

3 Sweet Girls Cakery: (513) 984-1100

OCD Cakes: (513) 375-1838

Servatii's: (513) 271-5040

#UCSMW 2017

UC's 3rd annual Social Media Week took place March 3-6 on campus in Tangeman University Center. This event featured a variety of free, social media-themed activities throughout the week, including photographers taking professional headshots, Pinterest parties, and a summit day with panels and speakers from various social media backgrounds. The Trademarks and Licensing Office worked with Gild Collective, the company who provided the craft supplies for the UC-themed Pinterest parties, to execute a Crafter's Agreement, so that UC branding could be used in the crafts. The Licensing Office also provided a variety of licensed products to be given to speakers, panelists, and moderators of the event in gift bags as a thank you for their participation. The event focused on a variety of social media aspects, while many speakers discussed ways to grow your social media presence and ideas about up and coming social media trends.

UC FEATURED IN CINCINNATI BELL SUPER BOWL COMMERCIAL



An iconic image on UC's campus was seen by millions of people during Super Bowl LI. McMicken Hall was the backdrop for a short scene in Cincinnati Bell's Super Bowl commercial. The scene featured a young girl walking through campus with McMicken in the background. A film crew was on campus on January 18 to shoot the scene. Also featured in the ad were other Cincinnati landmarks including the Roebling Bridge, Findlay Market, and the Esquire Theatre. The 60-second commercial ran after the second quarter, prior to halftime. Click on the image above to see the commercial.