
Trademark Licensing 101

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Partner with CLC to maximize the value of the
UWM and Panther brands while increasing
revenues for student scholarships



Brand Value Protection

- Protect UWM's licensed intellectual property on merchandise and use of trademarks
 - Logos, symbols, artwork and names
 - No reproduction without authorization



Social Responsibility

- UWM works with the Fair Labor Association, which works ensure millions of people working at the world's factories and farms are paid fairly and protected from risks to their health, safety, and well-being

Establishing Our Brand

- University of Wisconsin-Milwaukee/
UW-Milwaukee/UWM
 - Waukesha/Washington County
 - Milwaukee Panthers/MKE
 - Pounce and Bounce
- Logos, art, type treatments, fonts
 - Retro College Vault



MKE



Key Terms You'll Hear

- Licensing
- Licensee
- Licensed Merchandise/Consumer Products
 - Licensed Intellectual Property
 - Royalties

UWM Sales Channels

- Internal Orders
- Internal Retail
- External Retail

Internal Orders

- Employee or team uniforms
 - Employee workwear
- Promotional/giveaway items
 - Fundraising efforts



Internal Retail

- Panther Shop and Restore
- Panther Arena Team Store
 - ShopUWM.com
- College Vault by Abacus
 - Microsites



External Retail

- Meijer
- Target
- Fanatics
- Amazon



Licensees

- Over 100 nationally
- New RFP in Oct. 2023 for pre-approved local group
 - Invested time and money to work with UWM
- Quality; accountability; labor and sourcing standards; brand partners and ambassadors

Our Customers

- Alumni (200,000+)
- Faculty and Staff (5,000+)
- Students (25,000+) and Families (10,000+)
- Broaden customer base beyond those directly connected



Inside The Numbers

UWM Royalty Rate = 12%

Royalties are directed to student scholarships

2022 Royalties = \$142,457 (+57% from 2021)

2022 total sales = \$936,193

Royalties up 230% since 2016

2022 = 1402 files for approval



Your Merchandise Plan

- Common Issues
- Strategy Ideas
- Ordering Checklist
- Available Resources

Common Issues

- Colors
 - Misuse of logos
- Product selection/branding
 - Unlicensed vendors
 - Deadlines



Strategy Ideas

- Know Your Brand AND Know The Consumer
 - Elevate Brand Value
 - Consumer/User Focused
- Use Data and Leverage Assets

Ordering Checklist

- Licensed vendors
- Designs/branding approvals
 - Product selection
 - Timelines
- Money questions (costs, budgets, purchasing rules)

Resources

UWM Branding

uwm.edu/brand

Licensing/Product Dev.

uwm.edu/externalrelations

- Policies and guidelines
 - Vendor lists