1. This statement applies to the policies and administration of trademarks registered by the University of Victoria and to the licensing of these trademarks.

2. The primary object of the Licensing Program Policy is the protection of the reputation of the University of Victoria as well as the value of the trademarks. A secondary object is the promotion of the University by applying trademarks to products appropriate to the University of Victoria by a means that is consistent with the other two objects.

3. The management of the program shall be through the Office of the Vice-President, Finance and Operations. The Officer responsible for the management of the Policy shall be the Vice-President, Finance and Operations and the signator to agreements shall be the Vice-President, Finance and Operations or designate.

4. There shall be a Policy Review Committee established consisting of the following officers:

   4.1 Associate Vice-President, Research (Chair)

   4.2 Vice-President, Finance and Operations

   4.3 Vice-President, Academic

   4.4 Vice-President, Development and External Relations

   4.5 Executive Assistant to the President (Secretary)

   4.6 Manager, Bookstore

   The terms of reference of the Policy Review Committee shall be to consider all policy and licensing matters referred to it by the Vice-President, Finance and Operations.

5. Program goals for the licensing function shall be established on an annual basis by the Vice-President, Finance and Operations in consultation with the Policy Review Committee.
6. The trademarks administered under this Policy are those registered under the 
   Trade Mark Acts(s) and those trademarks in process of such registration.

7. Products licensed under this Policy shall be determined by the Vice-President, 
   Finance and Operations, or designate, and shall reflect quality and taste 
   appropriate to the University of Victoria.

8. Contract terms with licensees shall be negotiated through the Office of the Vice- 
   President, Finance and Operations. Royalties charged shall normally be not less 
   than 6% of the wholesale cost of the products.

9. The Office of the Vice-President, Finance and Operations shall see to the 
   enforcement of license agreements and to the control of University trademarks 
   which may be subject to infringement.

10. Campus and support group use of trademarks and licensed products shall be 
    regulated by the Office of the Vice-President, Finance and Operations. Normally, 
    such groups consist of faculty, students, staff, student organizations including the 
    University of Victoria Students' Society (UVSS), the Graduate Students' Society 
    (GSS), Alumni, athletic groups, recreational groups, and off-campus groups.