

Licensing Program Policy

University Policy No.: AD2215
Classification: Administration
Approving Authority: Board of Governors
Effective Date: December 2018
Supersedes: June, 1990
Last Editorial Change:
Mandated Review: December 2025

Purpose

- 1.00 The primary object of the Licensing Program Policy is the protection of the University of Victoria's reputation, brand, and the value of the trademarks. A secondary object is the promotion of the university by applying trademarks to products appropriate to the university by a means that is consistent with the primary object.

Scope

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

Policy

- 3.00 The management of the program shall be through Campus Services, a department of Student Affairs. The officers responsible for managing the policy shall be the Campus Services Director, the Trademark Licensing Officer(s), and the Bookstore Manager.
- 4.00 There shall be a Licensing Program Committee established consisting of the following officers:
- (a) Campus Services Director;
 - (b) Trademark Licensing Officer(s)
 - (c) Manager, Bookstore; and
 - (d) Manager, Strategic Marketing.
- 5.00 Trademarks administered under this policy are those registered under the Trade-marks Act and those trademarks in process of such registration.
- 6.00 Products licensed under this policy shall be determined by the Trademark Licensing Officer(s) or designate, and shall reflect the quality and taste appropriate to the standards of the University of Victoria brand and its sub-brands.
- 7.00 Contract terms with licensees shall be negotiated by the Trademark Licensing Officer(s) or designate. Royalties charged shall normally be not less than 7% of the wholesale cost of the products.

- 8.00 The Trademark Licensing Officer(s) or designate shall enforce license agreements and oversee university trademarks which may be subject to infringement.
- 9.00 Campus and support group use of trademarks and licensed products shall be regulated by the Trademark Licensing Officer(s) or designate. Normally, such groups consist of faculty, students, staff, student organizations including the University of Victoria Students' Society (UVSS) and the Graduate Students' Society (GSS), alumni, athletic groups, recreational groups, and off-campus groups. Student organizations and clubs are normally prohibited from using official university marks, but can request special permission from University Communications + Marketing.

Authorities and Officers

- 10.00 The following are the authorities and officers for this policy:
- (a) Approving Authority: Board of Governors
 - (b) Designated Executive Officer: Vice-President Academic and Provost
 - (c) Procedural Authority: Vice-President Academic and Provost
 - (d) Procedural Officer: Associate Vice-President Student Affairs

Relevant Legislation:

[Trade-marks Act, RSC 1985, c. T-13](#)

Related Policies and Documents:

[Bookstore Operation policy \(AD2500\)](#)
