

To: Board of Trustees

From: Brett Eden, Director of Auxiliary Business Development; Richard Fairchild, Associate Director of Trademarks & Licensing; Abby Hirshberg, Trademarks & Licensing Manager

Policy Owner(s): Brett Eden, Director of Auxiliary Business Development

Date: March 13, 2024

Re: New University Policy, Policy 3-163: Trademark Use and Licensing

Introduction and Background

- The University of Utah has an interest in maintaining, protecting, promoting, and expanding its brand, reputation, and goodwill as a top academic institution. This policy sets forth the operating framework where the University brand, goodwill, and reputation are responsibly and uniformly maintained, protected, and promoted through the proper administration of University Trademarks.
- The existence of this policy will enhance our enforcement ability as it pertains to the commercialization of the brand.

Proposed Changes

- This policy does not change current operations related to the administration of University Trademarks.
- This is an administrative policy to formalize operational guidelines and to align with federal law & industry best practices.

Regulation Development Process

- In response to an internal audit and industry best practice confirmation of our internal guidelines, we are moving those guidelines to a formal University policy.
- This policy was developed with feedback from University Marketing & Communications, University of Utah Health, Student Affairs, and guidance from the Office of General Counsel.
- This policy was approved by Jennifer Reed, Associate Vice President, Auxiliary Services, and Cathy Anderson, Chief Financial Officer.