To: All students, faculty, and staff  
Subject: Promotional Items Vendors

In 1984, the University of Kentucky established a Trademark Licensing Program to protect UK’s visual identity, its logos and insignias, and to safeguard against product liability claims against the university. Such a program also ensures that all goods bearing the university’s marks are manufactured within the guidelines set by the Fair Labor Association.

Over the last decade, the Trademark Licensing Program has required all vendors selling items with a UK insignia to be registered with the university’s licensing agency. This includes promotional items or ad specialty items commercially sold for profit as well as those items purchased by the university to consume, use or give away.

In addition to retailers, all UK entities (i.e. departments, campus organizations, and university-affiliated clubs) that purchase a product with a UK insignia, either for internal use or to give away, must obtain the merchandise from one of these officially licensed vendors. All designs must be approved by the university's licensing office.

All products purchased through these licensed vendors must be manufactured in compliance with UK’s policy regarding labor codes of conduct. In addition, approved items must carry product liability insurance that protects all parties involved, the university as well as its employees, in the event that someone is harmed using the product.

Fermata College is UK’s exclusive trademark licensing representative. A list of the official licensees who meet the qualifications of UK and Fermata College may be found online at http://www.ukathletics.com/athletic-dept/licensing.html more information about the Trademark Licensing Program, visit http://www.uky.edu/Graphics/GraphicStandards.pdf or http://www.uky.edu/Purchasing/promoitems.htm.

(If you are a supervisor, please communicate this to all your staff, including contract employees and anyone without computer access.)