Trademark Licensing FAQ

WHO NEEDS A LICENSE?
Any vendor producing or selling a product bearing the logos or marks of the University of Northern Iowa or making reference to the University of Northern Iowa’s logos or marks. The vendor or manufacturer must have a license before offering products for sale.

WHAT QUALIFIES AS A TRADEMARK?
A trademark is any mark, symbol, logo, color(s), nickname, letter(s), word, or derivative that can be associated with the University of Northern Iowa and its athletic teams.

WHAT ARE UNI’S TRADEMARKS?
The University of Northern Iowa owns certain trademarks. Any design or presentation of these marks without permission is a trademark infringement. If you have questions about what constitutes a trademark or what you can or cannot do, please call the Trademark Licensing Office Department at 319-273-7044 or review the UNI Athletics style guide.

HOW CAN YOU OBTAIN A LICENSE?
To obtain a license contact Learfield Licensing Partners (LLP). LLP is the licensing agent of UNI, and any prospective vendor or manufacturer wishing to obtain a license must submit a license application to LLP. LLP is responsible for assisting Athletic Licensing with the processing of applications, collecting royalties, enforcing the use of our trademarks, and helping us find new marketing opportunities. Applications can be obtained by contacting them at the following:

Learfield Licensing Partners
Website: http://learfieldlicensing.com
Phone: (317) 669-0808

HOW CAN YOU GET ROYALTY FEES WAIVED?
1. Determine if you qualify for a waiver. Groups that qualify include:
   a. University Departments
   b. Student organizations raising money for a charity
   c. Student organizations raising money for an organizational goal or activity
2. Contact the licensing department to obtain a waiver form or download the waiver form from our website.
3. Fill out waiver and return to the licensing department with a copy of desired artwork.
4. Following approval of waiver and artwork, contact a licensing vendor to create your product. All vendors must be licensed to create UNI products. Licensing department can assist with checking for vendor licenses.