UC Trademark Licensee Code of Conduct

http://policy.ucop.edu/doc/3000130/TrademarkLicensing

UC Code Standards Address:

- Wage and Benefits
- Hours of Work
- Overtime Compensation
- Child Labor
- Forced Labor
- Health & Safety
- Nondiscrimination and Women’s Rights
- Harassment and Abuse
- Freedom of Association and Collective Bargaining

Requires:

- Licensee Supply Chain Disclosure
- Encompasses Entire Supply Chain
- Sustainable Corrective Action of Non-compliances
Implementing Code Standards

Crisis Management = Rearview

Risk Management = Proactive
What is “Good”? 

- Licensee senior leadership support and “ownership”
- Code alignment
- Transparent supply chain
- Beyond commitment to true implementation
- Credible assessments of factories
- Corrective action taken
- Dedication to continuous improvement
Renewal Expectations

- Update factory disclosure
- Code alignment
- Training
- Supply chain mapping

- Compulsory monitoring program
  - Some licensees had never been to or monitored their factories
  - Coached corrective action
  - Significant non-compliances identified in many instances
Licensee Selection Based on Assessment Results Over Multiple Years

320 Licensees in 2010

17 Standard Renewals
128 Conditionally Renewed
175 Canceled

145 Current Licensees

Cancelation of licensees occurred only after multi-year efforts failed to elicit an increase in implementation.
SALES BY PROPERTY TYPE 2018

- Entertain/Characters ($122.7B)
- Corporate/Brand ($58.8B)
- Fashion ($32.2B)
- Sports ($27.8B)
- Publishing ($20.5B)
- Collegiate ($6.1B)
- Celebrity ($4.7B)
- Music ($3.5B)
- Art ($2.7B)
- Non-Profit ($1.2B)
Campus Outreach

Sustainability Update: Ethical Labor

We’d like to thank you for supporting UCLA’s goal that goods bearing the UCLA name and related logos be produced under fair and ethical labor conditions. By sourcing UCLA-branded promotional products solely from UCLA-licensed resources, UCLA departments and programs are helping UCLA leverage its buying power toward more ethically and sustainably sourced goods, for the betterment of workers and the communities they live in. Please continue to source from authorized resources and help spread the word to your colleagues.

Watch these 3-minute videos to learn more

1 of 3  
2 of 3  
3 of 3
“If you don’t believe you can make the impossible possible, you won’t.”

– Professor Eric Hoek, Civil & Environmental Engineering

Over 11.5 million people will call Los Angeles County home in 2050 – increasing the pressure on our energy, water, and transportation infrastructure, while exacerbating air quality and ecosystem health problems. By successfully demonstrating sustainability practices in Los Angeles, we have a unique opportunity to serve as a leader and example for megacities across the globe looking to reduce the impacts of climate change. If we can do it in L.A., we can do it anywhere.
Learnings

- A University must recognize its own impacts on outcomes

- Measuring progress and managing execution of deliverables by the University licensing program is necessary

- Licensing cannot go this path alone; Buyers, both retail and procurement, play a critical role for success

- Social and Environmental Sustainability is the future focus

- Licensing is an even less direct sourcing structure than that for most branded goods; licensing specific standards and practices for measuring and executing are needed