

# **Building a Successful Trademark Licensing Program**

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## **Introduction**

Universities and other institutions of higher learning are facing increasing revenue pressures. Rising tuitions are putting greater pressure on students and their families. The average cost in tuition and fees for private colleges in 2010 was \$27,293, while the average cost for four-year public colleges during the same time was \$7,605, with two-year colleges costing \$2,713.<sup>1</sup> President Obama's proposed budget for higher education over the next ten years reduces support for higher education by \$89 billion over the next ten years.<sup>2</sup> In the face of cuts, universities are searching for other sources of revenue.

One source of revenue is the development of an intellectual property portfolio, including trademark licensing. Implementing a successful trademark-licensing program includes (1) understanding what a trademark is, (2) obtaining and protecting trademarks, (3) implementing a licensing program to generate revenue from the trademarks, and (4) using licensing as an enforcement tool to prevent and minimize potential losses.