

Control Footprint - Trademark Licensing

Current Controls	Risks		
	Failure to protect and maintain brand integrity	Failure to manage external contractual relationships	Failure to conduct accurate cost/benefit analysis when deciding to initiate lawsuits over trademark infringement
Licensee renewals from Collegiate Licensing Company (CLC) are reviewed quarterly to determine if we will continue to license the companies	40%	10%	
All samples of finished products are reviewed prior to production and distribution	70%		
Marketplace research and game day/ event enforcement is conducted by CLC staff periodically	80%		
TL staff attends ICLA and CLC seminars		75%	
Legal counsel is obtained when warranted (both outside counsel and CLC legal)			30%
Phone messages and calls are processed within 24 hours		30%	
All finished samples are photographed and electronically filed on a weekly basis	70%		
Color swatches are provided to assist licensees in developing products that accurately represent our brand	60%	10%	

Monitoring Plan

Responsible Person (title)	Evidence of Control
Assistant Athletics Director for Trademark Licensing	signed and dated Quarterly Renewals report
Assistant Athletics Director for Trademark Licensing	signed and dated Finished Sample Approval form
Director of University Services	Enforcement Report
Assistant Athletics Director for Trademark Licensing	notes taken at event, travel expense report completed
Assistant Athletics Director for Trademark Licensing	email, invoice for services
Coordinator	electronic call log (New Call Log)
Coordinator	Electronic file of photographs (UT Austin Products) maintain in shared folder
Coordinator	Scanned copy of letter

Is the risk above mitigated to an acceptable level?	Yes	Yes	No
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Possible Future Controls

Conduct Brand Value Analysis every 10 years to determine value of the University brand	15%		
Develop and provide Brand Style Guide to licensees to standardize institutional identity	90%	25%	

Assistant Athletics Director for Trademark Licensing	Completed Brand Value Analysis
Assistant Athletics Director for Trademark Licensing	Completed Brand Style Guide

NOTES:

This example includes 3 of 9 documented Trademark Licensing risks, 10 of 42 current controls, and 2 of 3 possible future controls.

Controls shaded in purple are being considered for implementation in the future.	HH, HM	HL, MH	MM, ML, LH
	Critical Risk	Near Critical Risk	Moderate Risk

Controls shaded in blue are managed outside the authority of Athletics.	A percentage in a cell represents management's opinion on how effective the control on the left mitigates the risk above.
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