**Worcester Polytechnic Institute Trademark Licensing Program**

Over the years, the symbols, icons, traditions and trademarks of Worcester Polytechnic Institute (WPI) have come to represent the passion of our alumni, fans, students and student-athletes. In response to this passion, and so as to ensure that these marks and images are used properly, WPI established a trademark licensing program in 2012.

The WPI trademark licensing program strives to promote, enhance and elevate the image of the College by authorizing the use of our marks on high-quality, socially-responsible, tasteful merchandise and apparel. The program is administered by the WPI Marketing and Communications Department and in partnership with the Licensing Resource Group (LRG).

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the College, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing WPI's trademarks or name. Those wishing to become licensed can obtain an application at [http://lrgusa.com/licensing/](http://lrgusa.com/licensing/). Along with a completed application, vendors will be required to submit product samples, proof of insurance, and a nominal fee. All vendor questions regarding the application and approval process should be directed to LRG.

In addition to the application and license renewal processes, LRG manages royalty reporting, artwork approvals, enforcement, promotions and general administration of WPI's licensees.

Once a vendor is licensed, they can access current, accurate WPI logos and marks from Trademarx Online, LRG’s web based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing WPI’s trademarks without a license may be considered "counterfeit" and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.

A list of WPI licensees is available by visiting [http://lrgusa.com/licensing/vendor-list/](http://lrgusa.com/licensing/vendor-list/). Type in “Worcester Polytechnic Institute” in the search bar at the top of the page.

For more information, please contact:

**Jason Antonucci**  
University Brand Representative, LRG  
Phone: (401) 396-5588 ext. 2  
E-Mail: Jason@lrgusa.com

**Amy Morton**  
Marketing and Communications Department, WPI  
Phone: (508) 831-5305  
E-Mail: ammort@wpi.edu