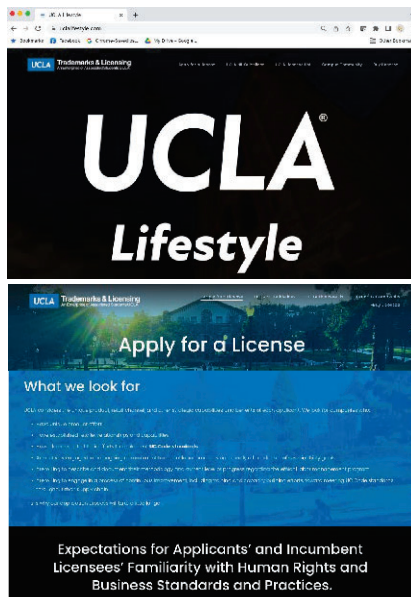


Trademarks & Licensing

As students once again fill the physical spaces on campus, it's inspiring to see the Bruin spirit remains — including in the shape of T-shirts, hats, hoodies and accessories brought to market by UCLA Trademarks and Licensing (TM&L).

“The past two years reaffirm for me what I’ve always known to be true — students are the UCLA brand,” Cindy Holmes, TM&L director said. “My team and I are trusted to protect and promote the UCLA name and trademarks as applied in various tangible mediums, such as fashion items. However, we are conscious that the four letters are just that, letters. It is the unique spirit, consciousness, inspiration and promise of each UCLA student that, collectively, inspires and attracts audiences from around the world to live the UCLA dream. You’re the UCLA brand. And you’re what pushes myself and my team to manage the program with more thought than just sticking logos on T-shirts. Welcome to all new and returning UCLA students; we’re thrilled to be around the energy and optimism you’ve brought back to campus!”



FY UPDATES

Sustainability remains at the core of protecting the UCLA brand

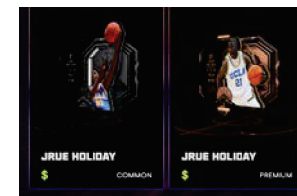
Stewarding the UCLA licensing and brand extension program for arguably the most well-known collegiate brand in the world brings a responsibility to ensure the brand values are protected and preserved, and that in turn, guides every decision. Building off last year, TM&L identified UCLA licensees that have earned EcoVadis-rated sustainability scores, which can be found at uclalifestyle.com.

This year's efforts continued to expand UCLA licensees' knowledge and tracing of supply chains further towards raw materials and disclosing the information to the public. This information is foundational if credible progress is made to meet university sustainability goals, including those pertaining to human rights and the environment.

Likewise, efforts to identify licensee support for equity, diversity, inclusion and justice in business operations included the use of the EcoVadis KPI tool alongside self-reported data. Additionally, collaboration with UCLA Procurement in using the Supplier i.o. platform to identify a diverse licensee population remains a priority to support the success of UCLA's Small Business First Program.

Moving forward from pandemic impacts

Throughout the year, supply chain disruptions worldwide continued to be felt by U.S. licensees and international licensees alike. Everything from raw material shortages, factory closures due to coronavirus outbreaks, lack of staffing, lack of shipping container availability to lack of open port space continued to cause delays. TM&L worked with licensees challenged by cash-flow issues stemming from retailer order cancellations — a dynamic that soon tied up cash throughout the fashion and other industries, creating excess product inventories at factories and in some cases, nonpayment to factories for goods already in production, thus leaving them with raw materials but no cash to pay their workers. The latter received full attention as TM&L worked with licensees, NGOs, and other advocacy groups on mitigation efforts.



UCLA joins the NFT game

The Bruins now have a paw in the water with UCLA's first licensed NFT. As TM&L continues to research this new territory, UCLA licensee RECUR dropped an initial collegiate basketball NFT collection during March 2022 that featured a number of prominent UCLA alumni basketball players. During the first week of the Jrue Holiday release, NFTU Marketplace, where customers can buy, sell, and trade, recorded the highest resell price.

It is the unique spirit, consciousness, inspiration and promise of each UCLA student that, collectively, inspires and attracts audiences from around the world to live the UCLA dream.

—Cindy Holmes, TM&L director

TM&L welcomed student-led research and academic program support

Liz Kennedy, director of ethical labor and sustainability at TM&L, once again participated as a stakeholder in a UCLA student-led academic research project through Sustainability Action Research (SAR). This year's SAR stakeholder project topic was NFTs and sustainability; the SAR NFT team researched the current state of requirements for NFTs including the question of whether a more sustainable NFT offering is possible and, if so, what is required to achieve that objective. Findings, conclusions and recommendations were presented in June.

New gear made available to the Bruin community

Did you know that the UCLA TM&L program was the first formal collegiate licensing program in the nation when it launched in 1973? And while TM&L never wants to mess with a good thing, the division is always working to bring Bruin fans something new and fresh. Sometimes this includes putting a UCLA twist on a classic style, creating something cutting-edge or taking a page from UCLA history and applying a modern lens.

Homefield Apparel — one of the most recent collaborations — is a direct-to-consumer apparel company with a subscription component and large social media presence. Excitingly, discussions are already underway for another launch in early 2023.

Converse.com launched a customizable UCLA x Converse collection featuring the famous Chuck Taylor All-Stars with options to choose body color, tongue color, lace color, UCLA logos, and more.

Worldwide audiences sport the Bruin flare

Despite the challenges presented by the COVID-19 pandemic, TM&L supported UCLA international licensees by launching a number of new programs expanding the reach in over 80 countries, generating the highest sales volume in the 50-year history of the program.

Among the highlights in the UCLA collection developed and released worldwide by H&M, the UCLA brand received prime placement in September 2021 in the company's New York City Fifth Avenue storefront showcase window. TM&L additionally

welcomed Australia's international retail brand Cotton-On; fashion retailers in South Korea for an edgy streetwear brand; and Zara with the announcement of a UCLA capsule worldwide collection drop.

And at the end of this fiscal year, the announcement was made that a UCLA x Market x Highsnobiety collaboration dropped, featuring a mashup of the Market's signature streetwear sporting a vintage UCLA look, with Highsnobiety providing the pictorial and editorial coverage.

The UCLA x Market x Highsnobiety collaboration features a mashup of Market's signature streetwear sporting a vintage UCLA look, with Highsnobiety providing the pictorial and editorial coverage.



UCLA student-athletes are back in the driver's seat of Name Image and Likeness

Changes to the NCAA policy now provide current student-athletes to capitalize on their NIL while maintaining student-athlete status. While the full realization of this opportunity remains a work in progress, several UCLA student-athletes pursued co-branded product collaborations with UCLA licensees this year, including UCLA Men's Basketball team members Johnny Juzang, Jaime Jaquez Jr. and UCLA Softball player Maya Brady.



Johnny Juzang NIL merchandise

Thank you to UCLA veteran families and Operation Hat-Trick

UCLA TM&L worked with OHT (an organization that generates awareness and donations for the recovery of wounded service members and veterans through Operation Hat Trick branded merchandise sales) and select UCLA licensees to enhance commitment this year from retailers for the UCLA x OHT product collection, which launched in November 2021 at Fanatics, Kohl's, LIDS, Macy's and the UCLA Store.

The OHT Board of Directors came to a decision to grant the UCLA VRC \$15,000 to initiate a pilot program for cooking workshops for student veterans and for the expansion of the VCR's arts program for student veterans.



Operation Hat-Trick Collection

INTERNATIONAL TERRITORY COVERAGE



- 1 Canada
- 2 Latin America
- 3 Western Europe
- 4 Northern Europe
- 5 Southeast Europe & Western Balkans
- 6 Middle East
- 7 CIS & Turkey
- 8 Northern Africa
- 9 Russia
- 10 South Korea
- 11 Japan
- 12 China
- 13 India
- 14 South East Asia
- 15 Oceania

**UCLA LICENSED PRODUCTS NUMBERS
FY 2021-2022**



87 countries sell UCLA product.
This year, UCLA global retail programs generated the highest sales volume in UCLA Trademark and Licensing's **50-year** history.

135 companies worldwide hold a UCLA brand consumer products license

4,000+ retail accounts

44 countries source and manufacture UCLA products

2,000+ supplier factories

800,000+ factory workers

400+ trademark registrations

80+ jurisdictions worldwide

10,000+ annual artwork submissions

10,000+ annual infringing product takedowns