



Trademark Licensing and Social Responsibility

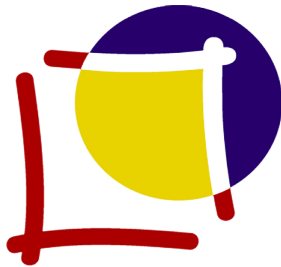
Promoting Fair Labor Practices and Protecting Human Dignity
Throughout the Collegiate Product Supply Chain



Trademark Licensing

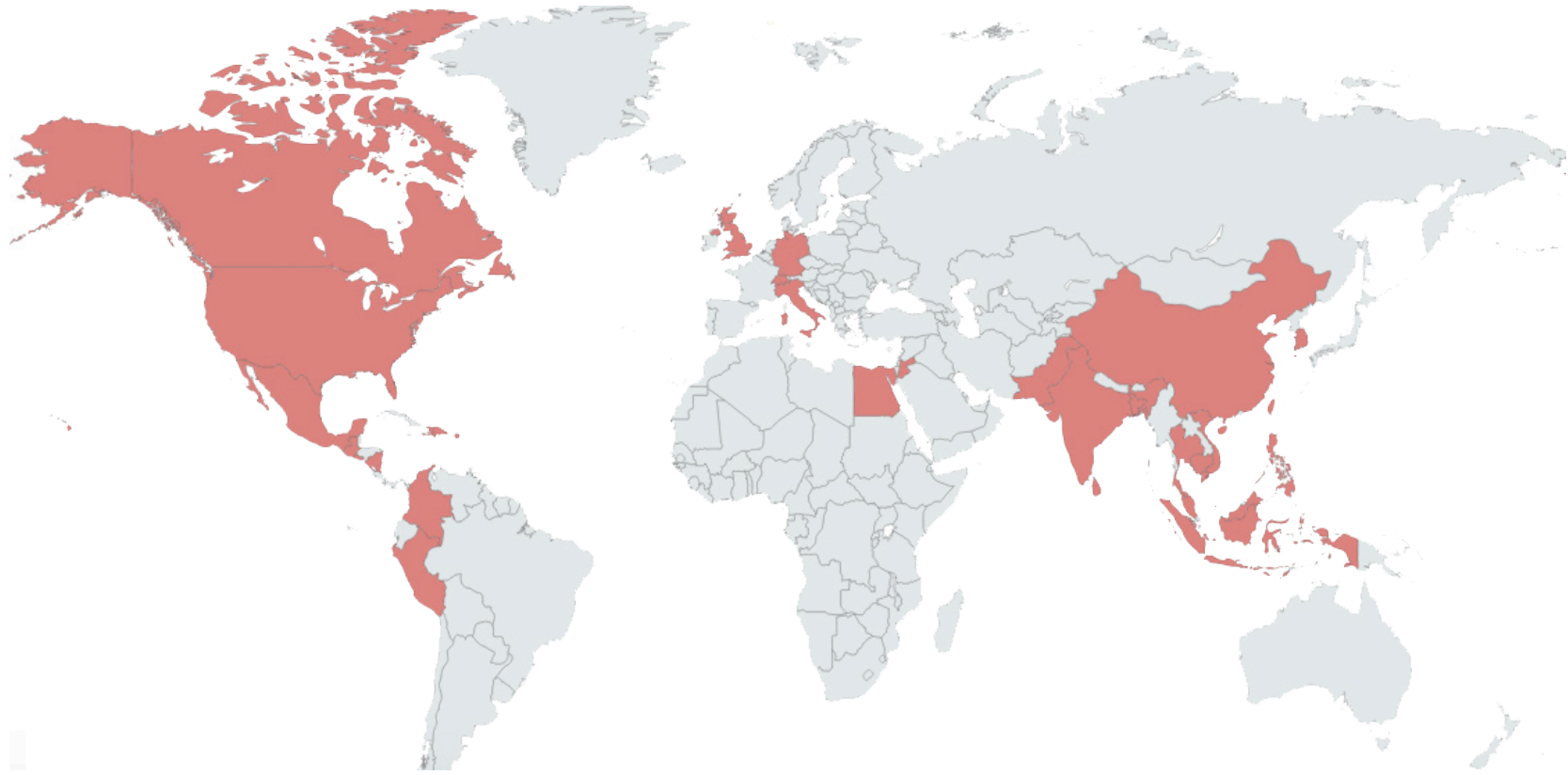
Washington University's Trademark Licensing Program protects the university's registered trademarks and supports fair treatment of workers across the globe. To promote quality and consistency in the representation of the university on all branded commercial and promotional products, we support companies who follow international labor standards. All licensed suppliers are required to be registered affiliates of the Fair Labor Association.

Washington University has been affiliated with the Fair Labor Association since 2000 and has adopted for its licensed products the FLA “Workplace Code of Conduct,” which is based on the core labor standards of the International Labor Organization.



FAIR LABOR
ASSOCIATION™

“The mission of the FLA is to combine the efforts of industry, civil society organizations, colleges and universities to protect workers’ rights and improve working conditions worldwide by promoting adherence to international labor standards.”



A Global Supply Chain

The supply chain for collegiate products is truly global. From the fields to the factories to the distribution centers, the creation and processing of such products span 32 countries and counting. People around the world are involved in the many steps needed before WashU merchandise is ready to be sold in campus bookstores and through online retailers.

These companies are some of WashU's most visible licensed suppliers. Take a look at what products they supply and where they are made.

Adidas Group	General apparel, footwear	Bangladesh, Cambodia, China, Egypt, El Salvador, Guatemala, Honduras, Indonesia, Mexico, Nicaragua, Pakistan, Philippines, Thailand, USA, Vietnam
Branded Custom Sportswear (Nike)	General apparel	China, Honduras, Indonesia, Mexico, Sri Lanka, Taiwan, Thailand, USA, Vietnam
CustomInk, LLC	Custom apparel	USA
Gear For Sports (Under Armour, Champion Custom Products)	General apparel	Cambodia, China, Colombia, El Salvador, Guatemala, Honduras, Indonesia, Jordan, Malaysia, Mexico, Nicaragua, Pakistan, USA, Vietnam
Herff Jones LLC	Graduation gifts for the Medical School	China, Taiwan, Thailand, USA
Jostens	Exclusive provider of commencement regalia and class rings for the entire university	Canada, China, Mexico, USA
League Collegiate Outfitters	General apparel, hats	El Salvador, Pakistan, USA
Russell Brands/Fruit of the Loom	General apparel	Bangladesh, Dominican Republic, Egypt, El Salvador, Haiti, Honduras, Mexico, Pakistan, Thailand, USA, Vietnam
Tervis Tumbler	Drinkware	China, Mexico, USA
VF Outdoors, Inc. (Jansport)	Clothing	China, El Salvador, Honduras, Mexico, Pakistan, USA, Vietnam

Doing Good:

Licensee spotlight



In 2009, League Collegiate Outfitters established League Central America (LCA), their own manufacturing facility in Ciudad Arce, El Salvador. LCA is devoted to treating workers fairly and providing opportunities for professional development and personal growth. Founded upon the ideals of **responsible sourcing** and **fair labor**, LCA improves the lives of many in the region.



rehabilitated gang members comprise 15% of workforce



saving and loans program available for employees



on site day-care center for children of employees



local university partnership provides two-year engineering degree programs on site

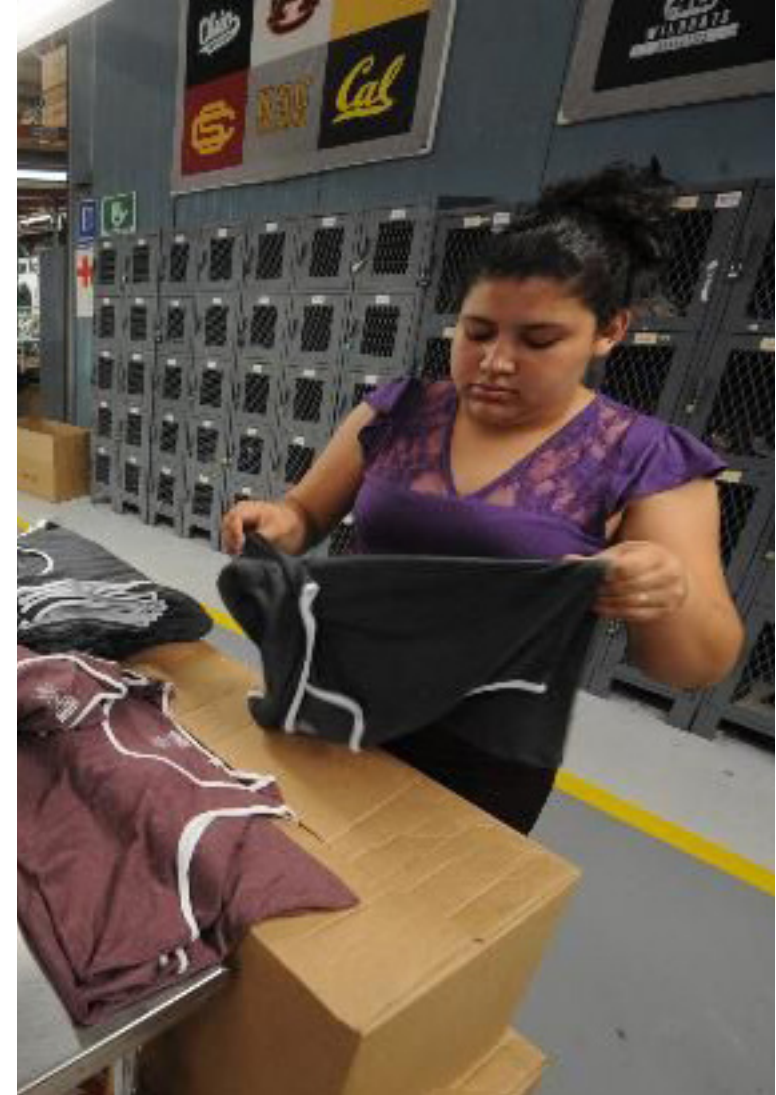


League has been a member of the Fair Labor Association since 1999.

As a company affiliate of the FLA, League is required to be transparent and report on its adherence to the **Principles of Fair Labor and Responsible Sourcing and Production**. These core principles are designed to ensure the safety, welfare, and ethical treatment of workers. In June 2016, the FLA accredited League as a Participating Company. League's entire supply chain will now be subject to independent external assessments by the FLA, and those assessment reports and League's corrective action plans will be published online.



WashU is proud to partner with League, and to join in the movement for ethically-sourced collegiate products!



“It’s not enough for us to make styles that *look good*, they also have to *do good*.”

A Collective Effort

When you support the university's licensed suppliers, you support just and humane working conditions around the world. By reading about the issues and engaging in dialogue, we can advocate for greater accountability and transparency. Together as a Washington University community, we can take action to treat workers fairly and protect human dignity along the collegiate product supply chain.



Resources

Organizations

[Fair Labor Association](#)

[Worker Rights Consortium](#)

[Business and Human Rights Research Centre](#)

[International Labour Organization](#)

[Fashion Revolution](#)

Videos

[The True Cost](#)

[NPR Planet Money's T-Shirt Project](#)

[The Deadly Cost of Fashion \(New York Times\)](#)

