December 11, 2015

Mary Kay Gugerty, ACTL Chair, Professor,  
Evans School of Public Policy and Governance  
Debra Glassman, Professor, Foster School of  
Business  
Anita Ramasastry, Professor, School of Law  
Roy Taylor, ASUW, Director of University  
Affairs  
Leigh Friedman, ASUW, Director of Campus  
Partnerships  
Ella Torti, GPSS Executive Liaison  
Rod Palmquist, UW USAS  
Thomas Small, Technologist, Anatomic  
Pathology  
Jonathan McCollum, UW HFS, Food Service  
Worker Lead  
John J. Carroll, Manager, Southwest &  
Central Maintenance Zones  
Norman G. Arkans, Associate Vice President,  
Media Relations & Communications  
Kathy D. Hoggan, ACTL *ex officio*,  
Director, Trademarks & Licensing  
Lance Lopes, ACTL *ex officio*,  
Senior Associate Athletics Director  

Re: President’s Advisory Committee on Trademarks & Licensing

Dear Colleagues:

I am writing to ask you to serve on the committee that advises me on ways to achieve our institutional goal of ensuring the humane and ethical treatment of workers who produce UW licensed products, the Advisory Committee on Trademarks & Licensing or “ACTL.” Over the past several months, in consultation with students and other ACTL members, I have reviewed the committee’s overall structure and decided to make modifications. Beginning this year, ACTL will be organized as follows:

Membership  
4 faculty  
4 students  
4 staff  
2 *ex officio*  
- Two undergraduate students, one graduate student, and one representative of the UW USAS student group  
- Two classified staff and two professional staff  
- Professional staff shall be below the assistant/associate vice president or director level  
- All committee members shall have one vote, except the two *ex officio* positions, which will be non-voting  
- The Director of Trademarks and Licensing (currently, Kathy D. Hoggan) and a Senior Associate Athletic Director (currently, Lance Lopez) shall fill the *ex officio* positions
Leadership 2 co-chairs  
- One co-chair will be a faculty member; the other co-chair will be a student  
- The faculty co-chair will be elected by the ACTL faculty members or nominated by the Faculty Senate chair  
- The student co-chair will be elected by the student members of ACTL  
- A single co-chair shall direct meetings any time the other co-chair is absent

Selection  
Faculty—Faculty Senate  
Students—student groups  
Staff—PSO & unions  
- The chair of the Faculty Senate will nominate one faculty member per year  
- The Professional Staff Organization (PSO) will nominate one professional staff per year  
- The Associated Student of the University of Washington (ASUW) will nominate two undergraduates per year  
- The Graduate and Professional Student Senate (GPSS) will nominate one graduate student per year  
- UW United Students Against Sweatshops (USAS) will nominate one student per year, and such student may be an undergraduate or graduate student

Terms  
Faculty—4 years  
Students—1 year  
Staff—2 years  
Ex officio—continuing  
- All terms will be staggered  
- All appointments may be renewed once (i.e., faculty members may serve up to 8 years, students up to 2 years, and staff up to 4 years)

For the remainder of this year, I have kept the membership from last year in place and added to it as needed to achieve the foregoing structure. One exception is that to ensure continuity, for the remainder of this year only, Norman G. Arkans will fill one of the two professional staff positions, notwithstanding that he is an Associate Vice President. I also am awaiting a nomination from the Chair of the Faculty Senate to replace Professor Daniel F. Jacoby, who will be on sabbatical beginning January 2016.

I will look to the committee for advice on applying the University’s Licensee Code of Conduct to see that licensees conform to high ethical standards which respect the rights of workers. Your advice should include review and evaluation of UW licensees’ corporate responsibility and performance, suggestions on the most effective ways to work with those businesses, and recommendations for appropriate remedial action when violations of the Code of Conduct are identified.

The committee should monitor the work of the Worker Rights Consortium and the Fair Labor Association. The University is a member of these organizations and hopes to support and collaborate with them, benefiting from their efforts to improve working conditions in the global production of goods for the marketplace and hold manufacturers accountable to international standards.

The committee may also wish to undertake activities to educate the broader campus community about the global manufacture of apparel and other goods, the conditions under which they are produced, and ways universities can influence working conditions and production relationships. Raising awareness of the problems that exist in this industry is itself a valuable goal, as is contributing to solutions where appropriate. In furthering this goal, the committee may undertake research projects to add to the knowledge and information we have about worldwide production of collegiate licensed merchandise. I am allocating $2,000 per year from Office of the President discretionary funds to support such educational and research efforts.
The committee will be given access to all relevant and necessary information regarding our trademarks and licensing activity. If and when violations of the University’s Code of Conduct are identified, I welcome the committee’s recommendations regarding remedial action that may be appropriate.

Very truly yours,

[Signature]

Ana Mari Cauce

cc: Rolf B. Johnson, Chief of Staff