Trademark Licensing and Social Responsibility
Promoting Fair Labor Practices and Protecting Human Dignity Throughout the Collegiate Product Supply Chain
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.

“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.”
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.

A Global Supply Chain
These companies are some of WashU’s most visible licensed suppliers. Take a look at what products they supply and where they are made.

<table>
<thead>
<tr>
<th>Company</th>
<th>Products</th>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adidas Group</td>
<td>General apparel, footwear</td>
<td>Bangladesh, Cambodia, China, Egypt, El Salvador, Guatemala, Honduras, Indonesia, Mexico, Nicaragua, Pakistan, Philippines, Thailand, USA, Vietnam</td>
</tr>
<tr>
<td>Branded Custom Sportswear (Nike)</td>
<td>General apparel</td>
<td>China, Honduras, Indonesia, Mexico, Sri Lanka, Taiwan, Thailand, USA, Vietnam</td>
</tr>
<tr>
<td>CustomInk, LLC</td>
<td>Custom apparel</td>
<td>USA</td>
</tr>
<tr>
<td>Gear For Sports (Under Armour, Champion Custom Products)</td>
<td>General apparel</td>
<td>Cambodia, China, Colombia, El Salvador, Guatemala, Honduras, Indonesia, Jordan, Malaysia, Mexico, Nicaragua, Pakistan, USA, Vietnam</td>
</tr>
<tr>
<td>Herff Jones LLC</td>
<td>Graduation gifts for the Medical School</td>
<td>China, Taiwan, Thailand, USA</td>
</tr>
<tr>
<td>Jostens</td>
<td>Exclusive provider of commencement regalia and class rings for the entire university</td>
<td>Canada, China, Mexico, USA</td>
</tr>
<tr>
<td>League Collegiate Outfitters</td>
<td>General apparel, hats</td>
<td>El Salvador, Pakistan, USA</td>
</tr>
<tr>
<td>Russell Brands/Fruit of the Loom</td>
<td>General apparel</td>
<td>Bangladesh, Dominican Republic, Egypt, El Salvador, Haiti, Honduras, Mexico, Pakistan, Thailand, USA, Vietnam</td>
</tr>
<tr>
<td>Tervis Tumbler</td>
<td>Drinkware</td>
<td>China, Mexico, USA</td>
</tr>
<tr>
<td>VF Outdoors, Inc. (Jansport)</td>
<td>Clothing</td>
<td>China, El Salvador, Honduras, Mexico, Pakistan, USA, Vietnam</td>
</tr>
</tbody>
</table>
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
- on site day-care center for children of employees
- saving and loans program available for 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.”
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)