



The University of Texas at Austin
Office of Brand, Trademarks
and Licensing

Frequently Asked Questions – Miscellaneous

What does The University of Texas do if unlicensed merchandise is discovered in the marketplace?

Merchandise produced without authorization may be considered counterfeit or infringing and subject to all available legal remedies. These items will be pulled from the marketplace.

What should I do if I find merchandise that I believe is not licensed?

First look to see if the merchandise has either a [licensed hologram sticker or tag](#). If no hologram, then provide as much information as possible to trademarks@utexas.edu. Photos of the design and hangtag are helpful for this office to identify the vendor.

How can I register a logo or service mark?

University Entities Only - Review the [Trademark Registration](#) page and complete the [questionnaire](#) to begin the process.

Does UT license alcoholic beverages, including beer and wine?

No. Please review a list of [items not licensed](#).