UW President’s Advisory Committee on Trademarks and Licensing (ACTL) Minutes
June 7, 2021, 2:30pm – 3pm
Remote meeting via Zoom

Attendees: Nicole Dierks (UW Brand Marketing), Kim England (Geography Faculty), Debra Glassman (Foster Business School Faculty), Sam Harasen (UW Trademarks & Licensing), Rhonda Johnson (SEIU Local 925 President), Sebastian Lopez Vergara (GPSS), Paula Lukaszek (WFSE Local 1488 President), Michael McCann (Political Science Faculty, co-chair), Riddhi Mehta-Neugebauer (USAS, co-chair), Emma Wilson (ASUW), Anita Ramasastry (School of Law Faculty)

Relevant Acronyms
- CLC – our licensing agent
- T&L – UW Trademarks and Licensing Department
- FLA – Fair Labor Association
- WRC – Workers Rights Consortium
- CSR – Corporate Social Responsibility

1. Welcome and Agenda
The meeting was called to order at 2:32pm and the co-chairs welcomed everyone to the meeting virtually over zoom. Michael reviewed the agenda for the meeting.

2. CLC Database Presentation Feedback
ACTL members provided feedback on CLC’s May 4 database presentation. Overall, ACTL members are impressed by the progress CLC has made in incorporating CSR into their operations and the commitment necessary to develop the factory disclosure database, which provides a central clearinghouse of licensee information for universities. As Debra mentioned, even a couple of years ago, it did not seem possible that CLC would move so quickly and so far, but they have successfully done so. No shortcomings about the presentation or the CLC database were raised.

3. CLC Corporate Responsibility Questionnaire (CRQ)
In reviewing the CLC CRQ, we recognize that the questions pertaining to the environment and climate are at the beginning stages. Although promising, they are not fully developed.

Also, there is a use of vague language, such as “social sustainability.” It is unclear what exactly that means. Greater clarification on what exactly is meant by these terms would be useful.

Debra had also raised the need for information from environmental and climate-related operational impacts through the entire manufacturing supply chain. For instance, in the apparel industry we should know how the raw materials (e.g., cotton) were grown, harvested and processed. Michael suggested that we should ask questions pertaining to environmental impacts on the land, air, and water quality, and plans to transition away from fossil fuel energy usage toward renewables, throughout the supply chain.

Debra suggested that the UW purchasing department may have some model language we may consider recommending to the CLC, as the purchasing department revised their standards to include environmental concerns in 2013. Ann Anderson led the effort at the time. Sam will follow-up with the UW purchasing department to see if we can learn more details about their environmental language.
We could also benefit from referencing standards and guidelines that have been set through the Paris Agreement. Anita mentioned that the European Union is in the process of mandating human rights and environmental regulations for business. Anita will share the resolution that is being considered. It would be helpful to align our information request from licensees and other members of the supply chain with international requirements to reinforce those standards and to amplify our efforts.

Michael and Riddhi requested that ACTL members share any pertinent information by **Friday, June 18, 2021**, so that they can gather the information. They will continue working on developing ACTL recommendations to CLC on the CRQ over the summer, including speaking with the WRC and Aseem Prakash (faculty member in Political Science, who works on environmental sustainability standards and compliance within the business sphere).

The CLC contract is up for renewal next year, so this is an opportune time to suggest any additional recommendations, either related to environmental/climate issues or beyond.

4. **ACTL Transitions**
Both Michael and Riddhi are expected to transition off of ACTL in the next year. Emma is graduating next week. Conversations have been had with various faculty replacements, but so far, many are interested, but are unable to commit to serving on ACTL due to other responsibilities. Conversations are beginning to occur with students and, like the faculty search, will continue over the summer.