

**WISCAPE Brown Bag Forum  
A Decade of Labor Licensing at UW-Madison**

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- I. UW-Madison Licensing Philosophy
- II. A Decade of Labor Licensing at UW-Madison
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DATE	EVENT
1998	UW-Madison established its trade mark licensing office.
	UW-Madison joins Collegiate Licensing Company (CLC).
	UW-Madison signs its first sponsorship agreement with Reebok.
1999	Establishment of Fair Labor Association (FLA) ( <a href="http://www.fairlabor.org">www.fairlabor.org</a> ), a nonprofit organization committed to protecting workers' rights, ending sweatshop labor and improving working conditions worldwide.
	Chancellor's Office taken over by Student Labor Action Coalition (SLAC).
	Establishment of the Labor Licensing Policy Committee.
2000	UW-Madison and five other universities participated in a pilot project to monitor overseas locations where their licensed merchandise is manufactured. Five factories were inspected in Costa Rica, El Salvador, Korea, Mexico and Taiwan.
	adidas signs UW-Madison to a multi-year sponsorship agreement.
2001	Establishment of Workers Rights Consortium (WRC), an independent labor rights monitoring organization focused on protecting the rights of workers.
	Development of Code of Conduct.
2002-2003	Major Issue: Factory Disclosure
2003-2004	Major Issue: Wage Disclosure (minimum wage vs. living/fair wage)
	UW-Madison ends contract with Land's End
December 2004	End of the National Multi- Fiber Arrangement
2005	Renewal of adidas agreement with unprecedented access to review company books. (2007 Michigan same deal.)
2005-2007	Major Issue: Designated Suppliers Program (DSP), a system for protecting the rights of workers who sew university logo apparel.
2007	First "Fair Trade" company receives UW-Madison license, Counter Sourcing Inc., apparel available in the University Bookstore.
2008	UW –Madison ends contract with New Era.
	Second "Fair Trade" license, local company, Fair Indigo, apparel available in University Bookstore in "Fair Trade section."
	Currently there are 528 licensees in approximately 50 countries. Revenues for FY 2007-2008 were \$2.8 mil. Proceeds are used for Bucky Grants and Athletic Department (300 students \$4,666; lowest need 20-24,000 annual income.)