



ASUCLA Media Contact:
Christina Manuel
ASUCLA Communications Specialist
(310) 794-8828
cmanuel@asucla.ucla.edu

UCLA TM&L Contact:
Andrew Cottone
UCLA TM&L Director
acottone@asucla.ucla.edu

FOR IMMEDIATE RELEASE

UCLA alumnus Andrew Cottone joins ASUCLA as director of UCLA Trademarks and Licensing

Beginning his first day on Sept. 6, Andrew Cottone is now heading all domestic, international and trademark operations for the UCLA® brand as the director of UCLA TM&L.

Los Angeles, Calif., Sept. 12, 2023 – [Associated Students UCLA](#) (ASUCLA) is pleased to announce the new addition of Andrew Cottone as the director of [UCLA Trademarks and Licensing](#) (TM&L), a division of ASUCLA.

A UCLA alumnus, Cottone (2003) brings over 10 years of licensing and retail development experience across the industries of sports, fashion, entertainment and high profile national retail segments. Most recently, Cottone served as the vice president of Icon Sports Group between 2017-2023, and vice president of licensed brands business development for Signorelli Inc. between 2014-2017.

“It is a tremendous honor to steward the continued success of the UCLA brand worldwide; a brand that means so much to me personally,” Cottone said. “More importantly, I am excited to work with the longstanding TM&L team, and the greater ASUCLA team as a whole, whose passion, intelligence and creativity have propelled UCLA to one of the most recognized brands and universities in the world.”

Joining the Association on Sept. 6, Cottone will, among other responsibilities, oversee receiving, assessing and processing of requests to regulate the official use of the UCLA® trademark on commercial products that preserve, protect and promote the UCLA brand worldwide.

On the domestic side, Cottone will focus on strengthening current relationships with domestic brands while pursuing further collaborative opportunities to share the UCLA collegiate brand through retail and high-end fashion operations across the United States.

The UCLA TM&L program promotes, protects and enhances the use of the UCLA® brand on consumer products. The division is committed to working with companies that utilize sustainable practices and adhere to the [UC Trademark Licensing Code of Conduct](#) to ensure all products are made through ethical labor practices that adhere to fair, safe and humane working conditions.



Please join the Association in extending a warm welcome to Andrew!

#

About ASUCLA:

Founded in 1919, Associated Students UCLA (ASUCLA) is a nonprofit association that drives vitally essential student services and activities throughout the UCLA campus. ASUCLA boasts the largest college store in the U.S., an extensive food program, UCLA® brand licensing programming through UCLA Trademarks & Licensing, and other services and programs that include student government and student media, which significantly enhances the quality of UCLA's campus life. For more information and to stay connected, follow [@asucla](#) on Instagram or visit asucla.ucla.edu.