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FOR IMMEDIATE RELEASE

UCLA Trademarks & Licensing Wins Synergy Award

The International Collegiate Licensing Association Recognizes Significant Strides from UCLA Trademarks & Licensing, Despite COVID-19 Challenges

May 10, 2021 – ASUCLA is pleased to announce that its **UCLA Trademarks & Licensing team has received the 2021 Synergy Award, given by the International Collegiate Licensing Association (ICLA)**. In a year marred by significant upheaval due to challenges stemming from the COVID-19 global pandemic, UCLA Trademarks & Licensing stood apart in its ability to expand the UCLA trademark worldwide as well as advancing sustainability efforts in supply chains for UCLA licensed products.

“Congratulations to UCLA for being named 2021 ICLA’s Synergy Award Winner!” said current ICLA President and Director, Brand and Trademark Licensing at West Virginia University, Nikki Goodenow. “Even with California being almost completely shut down due to COVID-19, UCLA’s Trademarks and Licensing Office still found several ways to thrive. I look forward to celebrating UCLA and their many accomplishments.”

To learn more about the 2020 accomplishments that include multiple apparel collections and the launch of a new sustainability tool used to evaluate environmental and labor sustainability throughout supply chains, click [here](#).

“ASUCLA is humbled by ICLA’s recognition of our Trademarks and Licensing team,” said Pouria Abbassi, Executive Director and CEO of ASUCLA. “We look forward to continuing to bring value and partnership to advance the shared goals and objectives of ICLA and its member institutions.”

Looking to the future, the UCLA Trademarks & Licensing team strives to foster strong relationships with licensees who share the goal of leading into the future while providing Bruins with high-quality, fairly made, sustainable products.



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About the ICLA Synergy Award

The Synergy Award is given annually to an exceptional “team” on campus or from a conference that has demonstrated extraordinary commitment to collegiate licensing over the course of the past year and directly contributed to the betterment of the industry and their institution or organization. The team must also have made significant contributions to the collegiate licensing industry through innovative or new ideas during the current academic year, played a vital role on campus and in the industry through their leadership, and demonstrated teamwork/involvement from multiple components in the licensing process.

About ICLA

ICLA provides educational and networking opportunities, enhancement of acceptable operating standards and ethics, and establishment of the overall prestige and understanding of the profession of collegiate licensing. For more information on ICLA, please visit www.iclanet.com. ICLA is administered by the National Association of Collegiate Directors of Athletics (NACDA), which is in its 56th year. For more information on NACDA and the 17 professional associations that fall under its umbrella, please visit www.nacda.com.

About UCLA Trademarks & Licensing

UCLA Trademarks & Licensing is an enterprise of Associated Students UCLA (ASUCLA) who stewards the UCLA® brand licensing program throughout the world. ASUCLA established UCLA as the first U.S. college or university to have a formal trademark licensing program after launching the program in 1973 in response to increasing demand for UCLA branded products beyond the borders of the campus. This included expansion throughout the U.S. and internationally when UCLA brand collections debuted in Japan in the late '70s. UCLA's popularity and academic reputation, together with the mystique of the Southern California lifestyle, continue to capture the interest and imagination of local and international audiences fueling the demand for UCLA emblematic goods around the world. For more information, please visit www.uclalifestyle.com and follow us on Instagram and Facebook @uclalifestyle

About ASUCLA

Associated Students UCLA (ASUCLA) is a not-for-profit association founded in 1919, which delivers vitally essential student services and activities throughout the University of California Los Angeles. ASUCLA boasts the largest college store in the United States, an extensive food service program, and a network of other services and programs that include student government and student media, which significantly enhances UCLA's quality of campus life. For more information about ASUCLA, please visit www.asucla.ucla.edu