

UCF Licensing

Spirit Marks - Knightro

Knightro is copyrighted and licensed by the University of Central Florida (UCF) and the University of Central Florida Athletics Association (UCFAA). Use or depictions of the mascot is coordinated through UCFAA, Licensing, and UCF Marketing. UCFAA requires that all individuals and organizations, both internal and external, obtain approval prior to producing any images or products that will display the trademark. Use of Knightro produced without written authorization may be considered “counterfeit” and subject to legal remedies.

Knightro's appearance must be unaltered* and cannot be used in the promotion of alcohol, tobacco, illegal or “recreational” drug products, political campaigns or promotion of political causes, profanity, racist, sexist, hateful demeaning language or sexual acts. Incorporation of trademarks or copyrights not owned by the University is not permitted unless written permission for such use is obtained by the Director of Trademarks and Licensing from the mark or copyright owner.

UCFAA – may modify Knightro's appearance to reflect specific sports or events for internal purposes. All modifications must be approved by Licensing and UCFAA.

Internal Academic University Departments – All UCF internal academic departments must obtain approval from UCFAA prior to producing any images or products that will display Knightro imagery or the use of any athletic trademarks.

Endorsements: Knightro's name, image, and likeness (NIL) may not be used by any business, organization, or entity — on-campus or off-campus — without prior written approval from UCFAA. This includes, but is not limited to, branded content, advertisements, sponsored posts, and fundraising materials. Unauthorized use is strictly prohibited.

*The UCF Stacked logo must be removed from Knightro's chest and or shield prior to production unless prior written approval is obtained.

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FAQ

- **Can I use Knightro to promote my business and organization?** The use of Knightro is restricted to UCFAA and those who obtain approval.

- **Can I change Knightro's physical appearance to promote my business and organization?** Knightro's physical appearance cannot be changed in any way. This includes but is not limited to Knightro's armor, head/helmet and body nor can Knightro wear any item that alters Knightro's physical appearance.

- **What can I add to make Knightro's appearance help promote my business or organization?** Knightro can hold, promote, or highlight items that support your business or organization with written UCFAA approval.

- **My business is a current partner with UCFAA, do I need written approval when using Knightro?** Yes, written approval must be obtained prior to producing any images or products that will display the trademark.