

Dollars and Sense

MONEY • BUSINESS • ACADEMICS

Giving it up

Corporate, alumni donations increase despite recession

By CHRISTINE KLOOSTRA

The Michigan Daily, U. of Michigan

While most of the country has been pinching pennies since the start of the recession, corporations and alumni have been more generous in their giving to universities during the past fiscal year.

"We just finished our best year ever," said Paul Eberle, director of fiscal affairs in the Office of Development at Ohio State U.

Total contributions were up 17 percent this year at OSU, including an 11 percent increase in corporate donations, a situation that mirrored the trend at other universities across the country.

According to the Council for Aid to Education, located in New York City, corporate and alumni gifts to colleges and universities nationwide increased 11 percent in 1990, indicating that giving was not affected in the first months of the recession.

Preliminary numbers for 1991 are not available.

Michael Rierson, director of corporate and foundation

relations at Duke U., said gifts to the school have increased during the past year.

Corporate donations to Duke went up 24 percent to \$42.2 million, Rierson said. Of the total amount, \$22 million went to sponsored research at the school.

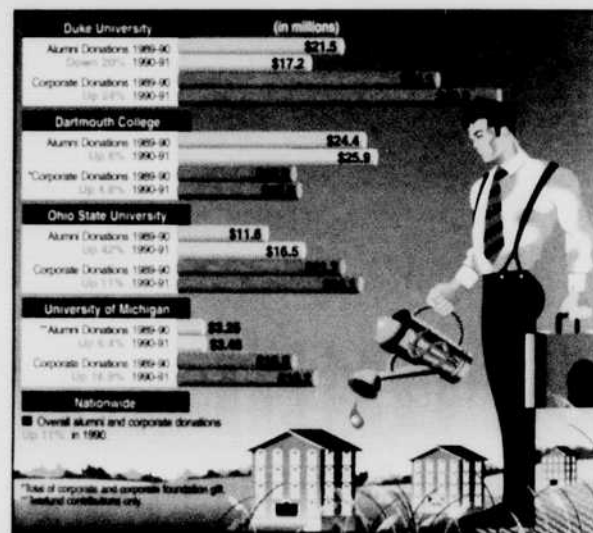
"The business of science goes on despite a recession," he said. "Usually research relationships are the foundation upon which universities make a case for philanthropic gifts."

At the U. of Michigan, corporate gifts increased 18.9 percent during the 1990-91 year, with the number of corporate donors jumping 4.4 percent.

A few schools, however, did experience a decline in corporate gifts. Mike Brennan, director of corporate and foundation relations at the U. of Pennsylvania, said donations there decreased only slightly.

Brennan said he did not believe Penn's decline could be attributed to the recession. "It's more the nature of corporations and foundations to follow a long-term strategy," Brennan said. "The numbers tend to fluctuate from year to year."

Many agree that the recession has had so little impact this



MEL MARCELO, THE GUARDIAN, U. OF CALIFORNIA, SAN DIEGO

year because of its short-term nature.

At Dartmouth College, corporate donations — money which typically funds research — were down, but corporate foundation gifts, or funding targeted for philanthropic projects, increased. The college doesn't release separate figures, but the total of corporate and corporate foundation

See DONATIONS, Page 16

Copyright copycats widespread on campus



MICHAEL CLEVENGER, KENTUCKY KERNEL, U. OF KENTUCKY

By MATTHEW EISLEY

The Daily Tar Heel, U. of North Carolina, Chapel Hill

University students across the country have stocked up this fall on the essentials: books, pens, paper and novelty T-shirts.

College campuses are peppered with T-shirts that parody catchy commercial ad slogans such as "Michigan: The Ultimate University," a take-off on BMW ads; "Absolutely Auburn," with the familiar vodka bottle design in War Eagle colors; and "Late Night at USC," complete with a Lettermanesque top-10 list.

Many violate registered trademarks; others misuse copyrighted cartoon characters such as Calvin & Hobbes, Bart Simpson or Fred Flintstone.

"That's a problem everywhere," said Liz Kennedy, manager of the U. of Southern California bookstore and licensing office. "It's a problem not just with students but with vendors and bookstores."

Michael Berard, a student at the U. of North Carolina at Chapel Hill, began selling T-shirts in the summer of 1989 through his company. The shirts featured a mock Budweiser can with the slogans "This Beach is for You" and "Nags Head — the King of Beaches."

In the eyes of Anheuser-Busch's lawyers, Berard's shirts were the king of rip-offs. In September 1989, the brewing company sued Berard for trademark infringement and convinced authorities to impound his stock.

Eight months later, after Berard's family had sunk about \$35,000 into attorney fees, a jury ruled in Berard's favor.

"When you're being sued by a big company like this, everybody usually just rolls over and says, 'Please don't hurt me,'" said Robert Reeves, Berard's lawyer. "Mike stood up to them."

But Berard's case is unusual. Most students settle copyright challenges out of court.

"Normally what happens is that they get a nasty letter and they say, 'Oops, I'm sorry,' and that's it," said Robin Rolfe, executive director of the U.S. Trademark Association. "(Trademark owners) try not to lock people up for things like this."



CELINE BUFKIN, THE AUBURN PLAINSMAN, AUBURN U.

is this the real thing? Student entrepreneurs often rip off well-known logos and slogans in the thriving T-shirt industry. The practice is illegal, but seldom prosecuted.

See COPYRIGHT, Page 19

Students make clothing line a surfin' safari

By MICHAEL SARNOWSKI

The Buchtelite, U. of Akron

Life, from the perspective of two U. of Akron juniors, is a safari as well as a beach.

Jim Wagner and Todd Thompson own and operate Seabies Expedition Company, which offers clothing they design and market themselves. Their fashions — a cross between the surfwear style and Banana Republic — have "really taken off," Thompson said.

Thompson came up with the idea for Seabies as a high school student freelancing for a surf company in Huntington Beach, Calif. While doing a show, he and a co-worker came up with the Seabies name for a company someday.

When he came to the U. of Akron, Thompson used \$600 his parents fronted to print 150 T-shirts, which sold in less than a week. Shortly after, he met Wagner and the two marketing majors became partners.

Business has been good for the pair. Seabies broke even after the first six months of operation and grossed about \$12,000 in 1990.

Most of the profits so far have been reinvested in the company, but Thompson said starting in '92 he and

See SEABIES, Page 16