

Copyright

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"Do the kids focus on what the legal implications are? I'm sure they don't give it a thought. They're certainly not thinking about someone's intangible property."

Trademark and copyright owners aren't likely to prosecute students unless they sell the shirts for profit.

"While you may not be going after a fraternity for its 57 T-shirts for a beer party, it's still a problem," Rolfe said.

Walt Disney World Co. has the reputation as the most active protector of its copyrights, said John Matthews, vice president for sales at Tribune Media Services of Chicago, which distributes "Shoe" and other comic strips to more than 600 college newspapers.

"We're a bit less strident just because it isn't worth our time and effort to go after a student who prints 10 or 20 T-shirts," he said. "But it's against the law."

A company like Tribune Media depends on clients to alert it to cases of copyright violation, Matthews said.

Rolfe said trademark owners who mount successful challenges could force the designers to give up their profits, destroy their inventory and pay the trademark owner's estimated sales losses. In extreme cases the owner can recover triple the damages and attorney fees, she said.

"Stopping the abuse may be more important to them than beating up on someone for a few dollars," she said.

More than a few dollars are at risk for universities that regulate the use of their names, logos and slogans.

Before 1980, only a handful of U.S. colleges had licensing programs, said USC's Kennedy, vice president of the Association of College Licensing Administrators.

But when interest in collegiate memorabilia soared in the '80s, hundreds of universities instituted licensing programs to protect their reputation and to tap into a growing revenue source.

Most universities charge licensees an up-front fee and 5 to 8 percent of wholesale sales.

"The real reason for licensing is to protect one of our most valuable assets, and that's the name of the university," Kennedy said.

And as with registered commercial trademarks, at most colleges students need to get permission to use their school's names, logos and slogans. Some don't.

"I don't think there's any school in the United States that hasn't had that problem," Kennedy said.

Biruta Nielsen, UNC's contracts administrator, said most students simply weren't aware of the legal requirements.

"Since we're always dealing with a new group of students coming in every year, educating students is a continuing process," Nielsen said.

Some screen printers resist the idea that a university's name should be copyrightable.

The U. of Kansas reached a settlement last December with Ballard Sporting Goods, a Manhattan, Kan., vendor that sold bootleg T-shirts for six months at an outlet store.

Ballard paid KU about \$1,600 in back royalties, turned over about 200 T-shirts and sweatshirts and became an official licensee, said Mike Reid, KU's licensing director.

"There were no lawyers involved," he said. "Most of the time, I'd say, things work out like that."

Nonverbal

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for his book, *Pygmalion in the Classroom*. He asserts that students who are challenged and encouraged by their professors do better than those who feel they're ignored.

Rosenthal said, "Thirty years of research show that students can safely say, 'The teacher doesn't respect me or think I'm intelligent if he's being very easy on me.'"

Nonverbal communication plays such a big role in the classroom that teachers are taught to be attuned to body language. For years, Harris said, "Teachers didn't want to believe that they could be influencing students this way," but now physical techniques play a bigger role in teacher training.

Rosenthal warns against clinging to any absolutes in reading nonverbal behavior, and especially dislikes books about "how to read people by the book," though he concedes that the rapport between

professors and students is easy to judge.

"If you took me into different classes, I could assess good rapport just like anyone else, but I couldn't be certain why," he said. "People try to base it on how many times the professor shakes his head up and down or side to side."

But such habits don't apply across the board to all professors, he warned, and students should avoid absolutes. "If you're going to start saying, 'One yawn will cost me two grade points,' it's hopeless."

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