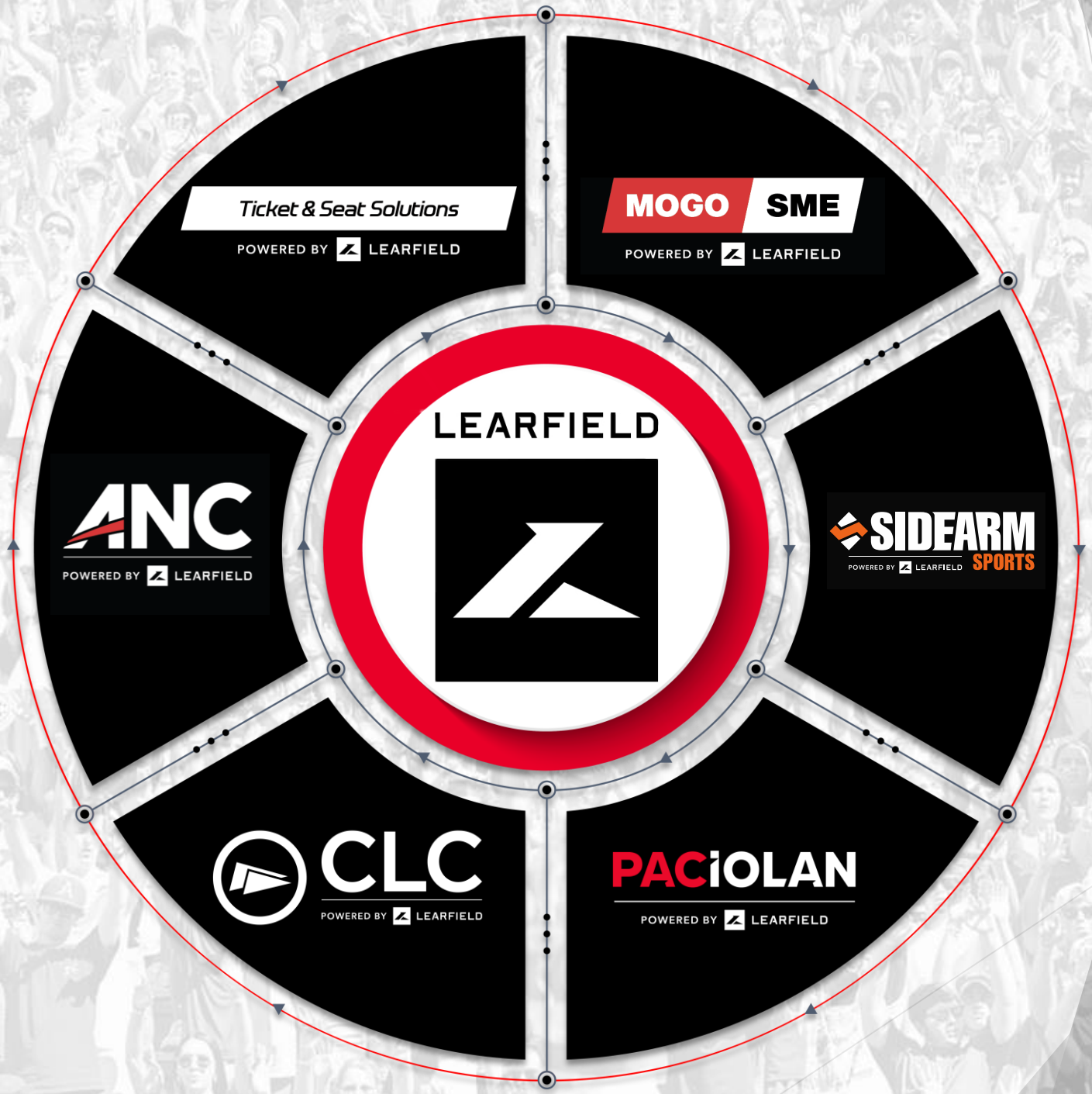


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Licensing 101



Ticket & Seat Solutions

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MOGO **SME**

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ANC
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 **SIDEARM**
SPORTS
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What is Licensing?

- ▶ *A business arrangement in which one company gives another company permission to manufacture its product for a specified payment.*

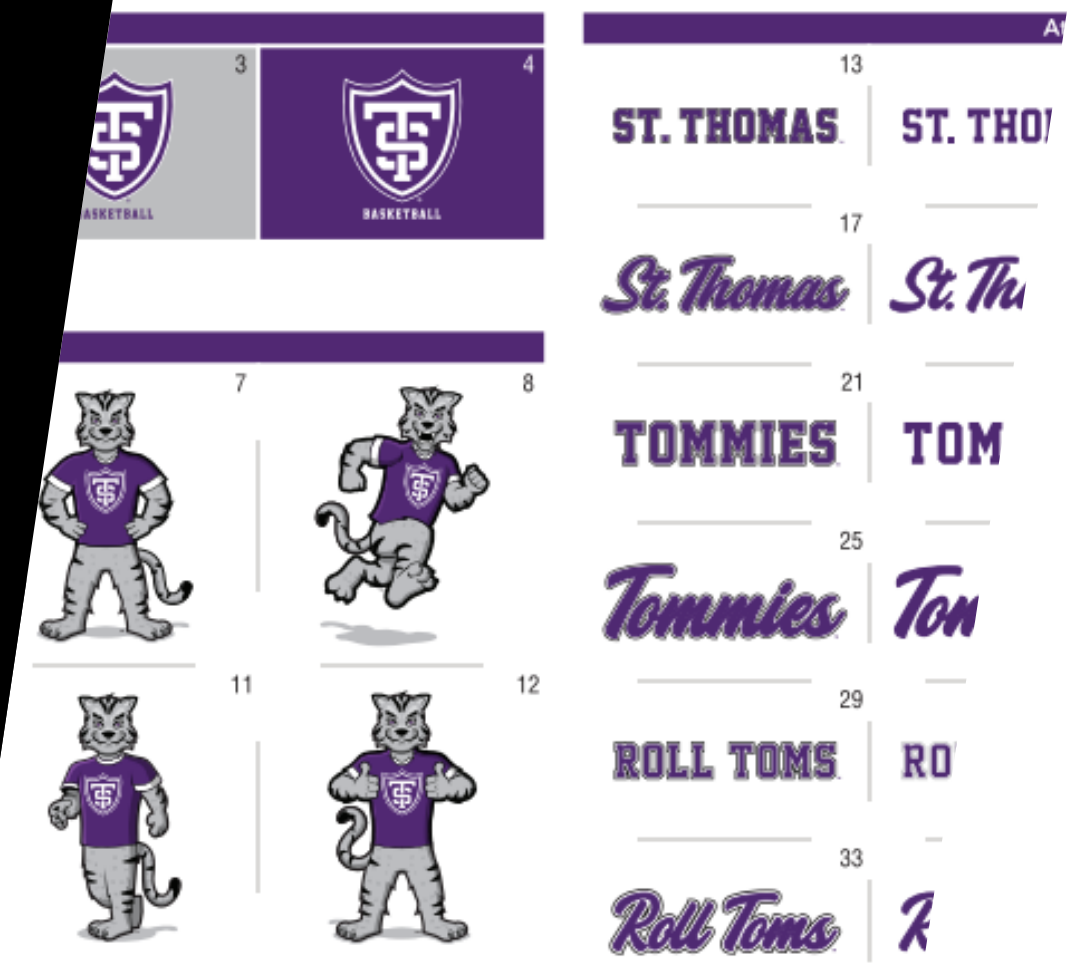


Intellectual Property

- ▶ A work or invention that is the result of creativity.
- ▶ University's IP examples:
 - ▶ Logos
 - ▶ Names
 - ▶ Phrases
 - ▶ Mascots
- ▶ Often referred to as "marks"
- ▶ Brand Guidelines

Ve	University of St. Thomas® All for the Common Good® St. Thomas™ Tommies™ Tommie™ Be Purple™ Roll Toms™
Bright Purple	Light Purple
PANTONE 2592 C CMYK: 50, 89, 0, 0 RGB: 158, 40, 181 MADEIRA Rayon: 1334 RA: 2426	PANTONE 2587 C CMYK: 58, 83, 0, 0 RGB: 131, 72, 173 MADEIRA Rayon: 1118 RA: 2585

Colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the



Licensors

- ▶ The person who grants a license to another.
 - ▶ Ex. - Alabama approves a vendor to sell merchandise including their logos and marks.
- ▶ University's role in the licensing process:
 - ▶ Set structure for licensing program
 - ▶ Royalty rate, advance fees, MRUs, exclusives, art sheet, etc.
 - ▶ Review vendors requesting license
 - ▶ Review artwork submitted by licensees
 - ▶ Promote product available at market



Licensee

- ▶ A person, company, etc., to whom a license is granted or issued.
 - ▶ Ex. - Nike receives approval to sell merchandise including a school's logos and marks.
- ▶ Licensee's role in the licensing process:
 - ▶ Request school's license
 - ▶ Submit artwork for approval
 - ▶ Sell product
 - ▶ Submit sales
 - ▶ Pay royalties

L2 BRANDS

Champion

NIKE

License Types

- ▶ Internal:

- ▶ Allows a company to produce product bearing the trademarks of collegiate institutions for university departments and related entities for internal consumption only. Cannot provide product at retail or direct to customer

- ▶ Retail:

- ▶ Allows a company to produce product bearing the trademarks of collegiate institutions for sale in designated retail channels, direct to consumer, and university departments and related entities.

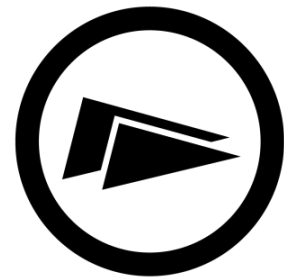
Licensing Process for Licensees



What is My Role?

- ▶ Make sure your chosen vendor is licensed.
- ▶ Work with the vendor on product design.
- ▶ Place your order!

Questions?



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