

LICENSE TYPE QUICK REFERENCE

INTERNAL

4-8 Weeks (first-time licensees)

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 consumer.**



Most expeditious and least costly to pursue with strict limitations on distributions.



Sales only to restricted distribution (internal consumption by university).



Sales to university bookstores or product being re-sold, and/or used for promotional purchases (gift with purchase) not permitted.

*Requires quarterly sales reporting

RETAIL

8-10 Weeks (first-time licensees)

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



Most extensive and potentially expensive type of license, depending on the number of schools involved



Companies must exhibit well-established marketing plans, existing product distribution, ~~solid financial history of selling~~ licensed products and/or are introducing unique and commercially viable product to the collegiate market.



Retail License applicants should provide as much detailed information as possible in the application to improve the likelihood of acceptance by institutions.

*Requires monthly royalty reporting

In addition to those requirements outlined above, licensees are required to maintain the appropriate level of insurance, applicable affiliations with the Fair Labor Association if required, pay for any required royalty advances or minimum guarantees, and fulfill any additional requirements put in place by the institution.

APPLICATION FEE
LIST OF DESIGNATED INSTITUTION CONTACTS
INSTITUTION LIST

APPLICATION FEE
CREDIT REPORT
FINANCIAL STATEMENTS
INSTITUTION LIST

QUALITY SAMPLE(S)
COMPANY NAME/LABEL SAMPLE
MARKETING & DISTRIBUTION PLAN

\$250 (single school), \$125 per additional school - same application fee for both license types.