

Auburn University

Office of Trademark Management & Licensing

Policies and Procedures

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Did you know ...

...Auburn University has 15 trademarks that it licenses?

...since 1995, more than \$4 million, was generated for student scholarships through royalties earned from the sales of officially licensed Auburn products?

...in 2001 more than \$26.3 million of Auburn merchandise was sold at retail?

...more that \$2.7 billion in collegiate merchandise is sold every year at retail?

...Auburn has more than 500 companies producing University merchandise?

Purpose and Mission of Auburn University's Office of Trademark Management & Licensing

The mission of the Office of Trademark Management & Licensing is three-fold:

- C To ensure proper use and application of Auburn University trademarks.
- C To strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans.
- C To generate revenue that funds academic and athletic scholarships.

In 1981, Auburn University created its trademark management and licensing program to establish a foundation for promoting and protecting the use of its trademarks. Over the years, the traditions and spirit shared by the Auburn family have increased the demand for association with and products that feature the University's trademarks. The use of AU's trademarks extends through all facets of the University. Therefore, it has been the practice that the Office of Trademark Management & Licensing be overseen by a senior administrator who maintains a university-wide perspective. As such, this function is under the direction of the Office of the Executive Vice President. The University has contracted with The Collegiate Licensing Company (CLC), the nation's leading collegiate licensing and marketing representative, to enhance the University's efforts in this area. The CLC Consortium consists of more than 180 universities, bowl games, conferences, the NCAA and the Heisman Trophy. Based in Atlanta, CLC provides its member institutions with expertise, resources, and experience necessary to maximize licensing revenue potential through the power of consolidation.

Colleges and universities are not alone in the promotion, protection, and licensing of its trademarks. The licensing concept has been around since the advent of the entertainment and fashion industry. Well known companies such as Disney, Coca-Cola and John Deere have used licensing to enhance its marketing and brand recognition efforts by allowing other companies to use its trademarks on merchandise. While at one point in the evolution of licensing, it was merely a means to protect a property's ownership of a logo, licensing is now being used to as a marketing tool by companies that understand the value that their trademark/brand has in the minds of its consumers.

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What is a Trademark?

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative used by an organization, company or institution to identify its goods/services and distinguish them from other entities or competitors.

Any reference to the University or trademarks adopted hereafter and used or approved for use by Auburn University shall be subject to the policies and procedures of the Office of Trademark Management & Licensing. Additionally, any derivations of the University marks which would cause consumers to erroneously believe that the product originated from or was sponsored or authorized by the University shall also be covered by the trademark licensing program policies and procedures.

Who Needs a License?

Licenses must be obtained for the use of any AU trademark, image, or photograph used on any packaging (including hangtags, stickers), signage, or product sold to the general public or to campus departments and organizations. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the University through any use of its trademarks.

Auburn University reserves the right to prohibit the use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, those products that infringe upon another entity's trademarks, or would be considered in poor taste by the general public. The University will not license products that do not meet minimum quality standards, are not in good taste, or items considered dangerous or high risk.

For more information about the University's Office of Trademark Management & Licensing or for a current list of licensed manufacturers, visit our website at <http://www.auburn.edu/trademarks>.

Policies and Guidelines for Traditional Retail Merchandise

Any company interested in manufacturing product that will be sold to consumers through retail distribution channels (including the Internet) must obtain a license through Auburn's exclusive trademark licensing representative, The Collegiate Licensing Company (CLC). All companies must complete the application and the requirements for licensing as outlined by CLC. CLC will communicate all information to the Auburn University Office of Trademark Management & Licensing. Based on the information provided, the University will determine whether to grant a license to each applicant. Taking into consideration the current base of licensees, licenses may not be granted to new companies in certain categories.

The basic requirements for licensing include completing the licensing application, providing proof of product liability insurance (minimum \$1,000,000), signing a license agreement, signing the labor code agreement (to protect AU trademarks from being produced under sweatshop conditions), paying the applicable advance fees, obtaining product and design approval from the University through CLC, and reporting royalties on the sale of Auburn merchandise.

To receive an application for licensing contact:

The Collegiate Licensing Company
290 Interstate North, Suite 200
Atlanta GA 30339
Phone: 770-956-0520
Fax: 770-955-4491
Website: www.clc.com
