



LICENSE TYPE QUICK REFERENCE

UPDATED JANUARY 2017

TYPES OF CLC LICENSES

I

INTERNAL CAMPUS SUPPLIER (ICS)

Application Inquiries: Jenny Wallace
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L

LOCAL LICENSE

Application Inquiries: Makayla Burtz
mburtz@clc.com

S

STANDARD LICENSE

Application Inquiries: Makayla Burtz
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DEFINITIONS & PARAMETERS

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 distribution.



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



Sales to university bookstores or product being re-sold, and/or used for promotional purchases (gift with purchase) not permitted under ICS License. Internal orders that are determined to be royalty bearing require ICSR Addendum. Once addendum is finalized, ICS companies must report royalties on a quarterly basis.

Allows a company to produce product bearing the trademarks of collegiate institutions **within the same state as the business' location for university departments and related entities in addition to retail distribution.**



Next easiest to pursue. Additional fees are required. Geographic restrictions exist.



Unlimited institutions within same state as business location or one school within 200 miles of institution and out of state.



Can apply for an institution outside of their state if Alumnus of said institution. Become ineligible to hold license for any other institutions in their state without submitting a Standard Application.



Local licensees must be licensed for one full year before being considered for a Standard License.



Contact CLC for special provisions relating to U.S. Air Force Academy/U.S. Military Academy & Washington D.C.

**Requires quarterly royalty reporting

Allows a company to produce product bearing the trademarks of **unlimited** collegiate institutions **for university departments and related entities, in addition to retail distribution through all channels.**



The most challenging and expensive type of license to pursue.



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 collegiate market.



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

**Requires monthly royalty reporting.

APPLICATION FEES

\$100 *Non-refundable.

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\$1,000 *Non-refundable.

LICENSE COSTS

Admin Fee: \$100 each
Liability Insurance: \$200-\$4k
Logos on Demand: \$50-\$500
Institutional Advance Fee: \$100-\$500
If applicable. See institution list.

Local Administrative Fee: \$100

Institutional Advance Fee: \$250-\$5k+
Variable by institution. See institution list/fee calculator.
FLA: \$100-\$10k
If applicable. See institution list.

Standard Administrative Fee: \$1,000
Additional Institutions: \$100 each
After first 10 schools. Standard Only.

Holograms: \$57+
Logos on Demand: \$50-\$500
Liability Insurance: \$200-\$4k

APPLICATION TIMELINE

2-3 Weeks

4-6 Weeks

8-12 Weeks

APPLICATION CHECKLIST

- ICS LICENSE APPLICATION
- APPLICATION FEE
- COMPLETE LIST OF INSTITUTION CONTACTS

- LOCAL/STANDARD LICENSE APPLICATION
- APPLICATION FEE
- CREDIT REPORT
- FINANCIAL STATEMENTS
- MARKETING & DISTRIBUTION PLAN (RECOMMENDED)

- INSTITUTION LIST
- QUALITY SAMPLE(S)
- COMPANY NAME/LABEL SAMPLE
- UL APPROVAL (ELECTRIC PRODUCTS)