



1075 PEACHTREE STREET  
 SUITE 3300  
 ATLANTA GEORGIA  
 30309

P 770 956 0520  
 F 770 955 4491  
[www.clc.com](http://www.clc.com)

## **LABELS, SAMPLES AND LOGOS**

### **CLC LABELING REQUIREMENTS**

All Standard and Local License applicants must provide CLC with an example of a company-name label as it will be applied on their products in the marketplace. CLC will accept the following company name applications: hang tag, adhesive, or sewn-in label or licensee name applied directly to the product or packaging (printed or etched) or added to CLC's hologram hangtag. If you cannot provide an actual sample, please submit a graphic representation of how your company name will be applied on your product along with a written description.

Standard and local licensees are also required to order "Officially Licensed Collegiate Products" (OLCP) hologram labels and affix them to all CLC licensed items. CLC will provide you with specific guidelines for use of the hologram labels and instructions for purchasing them if your application is approved for licensure by the institution(s). The minimum cost of hologram labels varies depending on the type, size, and the quantity. More information on the hologram labeling program can be found at [www.jpattonondemand.com](http://www.jpattonondemand.com).

### **SAMPLE REQUIREMENTS**

- **QUALITY SAMPLES**

All applicants are required to submit at least one quality sample of each product once the application is submitted to CLC. A quality sample is simply a generic version of the product that you wish to have licensed so that CLC and the respective institutions can review its quality and viability. Quality samples DO NOT need to include specific institution logos, but they must include an example of your method of application (screen-print, embroidery, etc.). **Depending on your institution selection, applicants may be required to submit additional quality samples.**

- **FINISHED SAMPLES**

Some institutions require finished samples after initial approval of your application. Finished samples include the actual institution's logos and are presented in the exact way they would be appear to consumers.

Finished sample institutions include: Alabama, Auburn, Florida, Florida State, Georgia Tech, Stanford, Tennessee, Texas (Austin), and Texas A&M

### **OBTAINING INSTITUTION LOGO SHEETS & DIGITIZED EMBROIDERY FILES**

CLC institutions require licensees to obtain logo sheets via the JPatton Logos On Demand service, which is CLC's digital artwork distribution program. Subscribers have access to production-ready digital logo sheets via the Internet and receive quarterly updates throughout the subscription period. You will receive detailed information on the service during Phase II. The annual subscription fees are listed below. More information can be found at [www.jpattonondemand.com](http://www.jpattonondemand.com).

#### **Logos on Demand Institution Subscription Rates**

<b>1 Approved Institution</b>	<b>\$ 75</b>
<b>2-5 Approved Institutions</b>	<b>\$150</b>
<b>6-15 Approved Institutions</b>	<b>\$350</b>
<b>16-50 Approved Institutions</b>	<b>\$750</b>
<b>51-100 Approved Institutions</b>	<b>\$1,000</b>
<b>101+ Approved Institutions</b>	<b>\$1,250</b>
<b>Super Pack*</b>	<b>\$1,450</b>

#### **Logos on Demand Conference/Bowl Subscription Rates**

<b>1 Approval Conference</b>	<b>\$ 75</b>
<b>2-5 Approved Conferences</b>	<b>\$150</b>
<b>6+ Approved Conferences</b>	<b>\$350</b>
<b>1-5 Approved Bowls</b>	<b>\$150</b>
<b>6-15 Approval Bowls</b>	<b>\$350</b>
<b>16+ Approved Bowls</b>	<b>\$750</b>

\*includes all approves CLC institutions, bowls, and conferences

In addition, J. Patton's On Demand service provides world-class embroidery digitizing, design, and file distribution for CLC institutions. This web-based program allows users to access a wide variety of marks expertly digitized for use in a wide range of embroidery applications at reasonable costs. Stitches On Demand is integrated with the Logos On Demand Asset library and database to provide a single, comprehensive solution for your company's licensing needs.

