

LABELING REQUIREMENTS

All Standard and Local applicants must provide IMG College Licensing with an example of company name label as it will be applied on their products in the marketplace. IMGCL will accept the following company name applications: hang tag, adhesive, sewn-in label, or licensee name applied directly to product or packaging (printed or etched) or added to the 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 licensed items. IMGCL will provide you with specific guidelines for use of the hologram labels and instructions for purchasing them if your application is approved 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.

SAMPLE REQUIREMENTS

QUALITY SAMPLES

All applicants are required to submit at least one quality sample of each product once the application is submitted to IMGCL. A quality sample is simply a generic version of the product that you wish to have licensed so that IMGCL and the 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

Alabama
Auburn
Florida
Florida State
Georgia Tech
Stanford
Tennessee
Texas A&M

LOGOS

IMGCL Institutions require licensees to obtain logo sheets via the J Patton on Demand service, which is IMGCL'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 and more information can be found at www.Jpattonondemand.com:

- 1 – 5 Brands = \$50 per brand
- 6 – 50 Brands = \$45 per brand
- 51 – 100 Brands = \$40 per brand
- 101 – 120 Brands = \$35 per brand
- 120 – 150 Brands = \$30 per brand
- 150+ Brands = \$25 per brand**

**Logos on Demand subscription packages will be capped at \$5,000.