# TYPES OF LICENSES

<table>
<thead>
<tr>
<th>INTERNAL APPLICATION</th>
<th>RETAIL APPLICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-8 Weeks (first-time licensees)</td>
<td>10-15 Weeks (first-time licensees)</td>
</tr>
</tbody>
</table>

# DEFINITIONS & PARAMETERS

**INTERNAL**

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**

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, dependign 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*

# ADDITIONAL LICENSEE REQUIREMENTS

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 CHECKLIST

**INTERNAL APPLICATION**

- APPLICATION FEE
- LIST OF DESIGNATED INSTITUTION CONTACTS
- INSTITUTION LIST

**RETAIL APPLICATION**

- APPLICATION FEE
- CREDIT REPORT
- FINANCIAL STATEMENTS
- INSTITUTION LIST
- QUALITY SAMPLE(S)
- COMPANY NAME/LABEL SAMPLE
- MARKETING & DISTRIBUTION PLAN

# APPLICATION FEE

<table>
<thead>
<tr>
<th>APPLICATION FEE</th>
<th>FIRST-YEAR ADMIN FEE</th>
<th>LICENSING CONTACT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>$250 (any number of schools)</td>
<td>$0 (any number of schools)</td>
<td><a href="mailto:licensing@clc.com">licensing@clc.com</a></td>
</tr>
<tr>
<td>$250 (single school), $500 (multiple)</td>
<td>$0/one school; $125/school (2 to 25 schools)</td>
<td><a href="mailto:applications@clc.com">applications@clc.com</a></td>
</tr>
<tr>
<td>$0/one school; $125/school (2 to 25 schools)</td>
<td></td>
<td><a href="mailto:insurance@clc.com">insurance@clc.com</a></td>
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