



## INSURANCE REQUIREMENTS

### OVERVIEW

All CLC licensees are required to obtain general insurance in a minimum of \$2 million in the aggregate and \$1 million per occurrence, including product liability and other coverage. Insurance is required to help protect the licensee, the institutions, and CLC in the case of any claims of damages or defects related to the collegiate licensed merchandise, as well as other liability claims. All licensees, regardless of products or potential risk, are required to obtain this insurance, and some licensees with higher risk products may be required to obtain additional coverage beyond the minimum level. CLC will notify you if this is the case, but examples of products considered higher risk include, but are not limited to, consumables, items that require UL approval, health and beauty items, athletic equipment, infant non-apparel products, infant/toddler and youth sleepwear, and flammable items such as candles or lighters.

**Note To Companies Responding To The CLC Application (Phase I) - New applicants are advised not to purchase new insurance policies until notified by CLC that your product and/or application has been approved.** This information is provided early in the process for your planning purposes. However, CLC strongly encourages you to send the attached insurance agent guidelines and sample policy to your insurance provider so that they can understand the requirements and provide you with an accurate quote for your needs.

### COMMUNICATING WITH YOUR INSURANCE PROVIDER

Once you are preliminarily approved for a license, you will be required to provide CLC with a copy of the appropriate insurance certificate and additional insured endorsement as outlined in the attached materials. A License Agreement will not be sent until the appropriate insurance is obtained. Please emphasize to your provider the importance of using an acceptable endorsement type of policy and including the policy number on the endorsement. Please note that all product liability insurance must be written exactly as shown in the attached materials. No deviations will be accepted.

### FINDING A PROVIDER

If you are currently not insured, we recommend that you research insurance providers within your state by searching <http://www.iaa.org/> for an insurance agent in your neighborhood. It is important that you select a provider that is licensed in your state as insurance laws vary widely from state to state.

### ANSWERS TO YOUR INSURANCE QUESTIONS

Addressing your insurance needs early in the process may significantly speed up the licensing or renewal process. If you have any questions, please email our staff at [insurance@clc.com](mailto:insurance@clc.com).



## INSURANCE AGENT GUIDELINES & SAMPLE POLICY

### OVERVIEW – CLC’S BUSINESS RELATIONSHIP WITH THE INSURED

Collegiate Licensing Company/DBA CLC is the authorized licensing representative for nearly 800 colleges and universities, bowl games, athletic conferences, the Heisman Trophy, the College Football Playoff, the NCAA, and other top collegiate institutions. As the exclusive licensing representative for these collegiate brands, CLC grants a license to manufacturers to produce and distribute merchandise incorporating the trademarks of CLC partner institutions upon approval by the institutions. Each manufacturer requesting a license must obtain general insurance coverage, including product liability and other coverages, and maintain coverage during the term of the License Agreement. CLC recommends that the required coverage be obtained for a term of one year.

### THE NEED FOR AN EXACT RESPONSE

Inaccurate insurance submissions are the top reason for delays in the licensing process. CLC has consulted extensively with experts in the industry to determine the exact insurance specifications that must be met. In the spirit of protecting the interests of our client institutions, CLC is unable to accept alternative certificates, types of endorsement forms, and/or language other than what is presented in the section below. As such, it is extremely important that you pay close attention to the requirements and provide your client (and CLC) with the exact certificate, endorsement types, and associated language to avoid delaying the licensing process for your client.

Please note: Your client may have sent this information to you during what is called Phase I of the application process in order to determine if you could provide the required coverage and/or to obtain a quote. It is very important that you do NOT proceed in providing the insurance until your client is notified by CLC that their application is approved (which occurs during Phase II of the application process). If your client is within Phase II of the licensing process or is an existing licensee in the process of renewing coverage, please proceed in providing the required insurance certificate and endorsement at this time.

Please communicate directly with your client to determine when you should proceed in actually issuing the required certificate and endorsement. Your client will not be granted or be allowed to maintain a license until the appropriate insurance certificate and additional insured endorsement, meeting all of the requirements noted below, are received by CLC.

### CERTIFICATE OF INSURANCE REQUIREMENTS

1. A Certificate of Insurance must be provided to CLC. CLC is unable to accept renewal declarations or a binder, as these documents are not sufficient in meeting CLC’s insurance requirements.
2. Commercial General Liability coverage must be maintained, including product, advertising, and contractual liability insurance.
3. On the certificate, the licensee’s name must appear under "Insured." It may be listed as an "a.k.a." or "d.b.a."
4. A policy number and effective dates must be included on the certificate.
5. The certificate must be marked for Commercial General Liability coverage. The certificate must also be marked for the following: Product Liability (\$1,000,000)
  - a. Personal & Advertising Injury (\$1,000,000)
  - b. \$1 Million of coverage for Each Occurrence. “Occur” box must be marked (Claims made policies are not accepted).
  - c. \$2 Million of coverage required for General Aggregate

*\*Please note that the foregoing amounts are minimum requirements. Some licensees with higher risk products will be required to obtain additional coverage beyond the minimum level. Your client will notify you if this is the case, but examples of products include but are not limited to consumables, items that require UL approval, health and beauty*

*items, athletic equipment, infant non-apparel products, infant/toddler & youth products and youth sleepwear and flammable items such as candles or lighters).*

6. The "Description of Operations" area on the face of the certificate must include the following statement: "CLC, all institutions represented by CLC for which insured is licensed and their respective officers, agents and employees are additional insured."
7. The certificate holder must be listed exactly as follows: Collegiate Licensing Company ("CLC"), 1075 Peachtree Street, Suite 3300, Atlanta, GA 30309

#### **ADDITIONAL INSURED ENDORSEMENT REQUIREMENTS**

1. A Grantor of License endorsement form or a Designated Person or Organization endorsement form must be signed by the agent (if applicable) and attached to the insurance certificate. CLC will only accept a Designated Person or Organization or Grantor of License endorsement. CLC will not accept a Vendors endorsement, Grantor of Franchise endorsement, or Owners, Lessees, or Contractors endorsement. The contractual relationship between CLC and the licensee does not fall within the parameters defined by these endorsement types.
2. The policy number(s) must be included on the additional insured endorsement. We also recommend that the insured's name be included somewhere on the endorsement form if possible.

#### **WHERE SHOULD THE CERTIFICATE AND ENDORSEMENT BE SENT?**

Once your client requests that you issue the coverage, you should provide copies of the certificate and endorsement form to both CLC and to your client. To expedite processing, CLC highly recommends e-mailing the information directly to CLC at [insurance@clc.com](mailto:insurance@clc.com). If possible, we also recommend that you include your client's name and policy number on the certificate and the endorsement form, so that CLC can connect your document submissions with the correct company. While CLC prefers to receive certificates via email, they can also be sent to:

**CLC**  
**Attention: Insurance**  
**1075 Peachtree Street Suite 3300**  
**Atlanta, GA 30309**  
**Fax 770-955-4491**

# CERTIFICATE OF INSURANCE

ISSUE DATE (MM/DD/YY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CON-FERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

PRODUCER

**AGENT'S NAME & ADDRESS**

**COMPANIES AFFORDING COVERAGE**

INSURED

**LICENSEE'S NAME & ADDRESS**

Name of insured must match name under which license is being obtained.



- COMPANY LETTER A
- COMPANY LETTER B
- COMPANY LETTER C
- COMPANY LETTER D
- COMPANY LETTER E

**COVERAGES**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDINTION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
	<b>GENERAL LIABILITY</b>	XXX	XX/XX/XX	XX/XX/XX	<b>GENERAL AGGREGATE</b> \$2,000,000
	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b>				<b>PRODUCTS-COMP/OP AGG.</b> \$1,000,000
	CLAIMS MADE X OCCUR.				<b>PERSONAL &amp; ADV. INJURY</b> \$1,000,000
	OWNER'S & CONTRACTOR'S PROT.				<b>EACH OCCURENCE</b> \$1,000,000
	<input checked="" type="checkbox"/> <b>PRODUCTS LIABILITY</b>				FIRE DAMAGE (Any one person)
	<input checked="" type="checkbox"/> <b>CONTRACTUAL LIABILITY</b>				MED. EXPENSE (Any one person)
	AUTOMOBILE LIABILITY				COMBINED SINGLE LIMIT \$
	ANY AUTO				BODILY INJURY (Per person) \$
	ALL OWNED AUTOS				BODILY INJURY (Per accident) \$
	SCHEDULED AUTOS				PROPERTY DAMAGE \$
	HIRED AUTOS				
	NON-OWNED AUTOS				
	COMBINED SINGLE LIMIT				
	EXCESS LIABILITY				EACH OCCURRENCE \$
	UMBRELLA FORM				AGGREGATE \$
	OTHER THAN UMBRELLA FORM				
	WORKER'S COMPENSATION AND EMPLOYER'S LIABILITY				STATUTORY LIMITS
					EACH ACCIDENT \$
					DISEASE- POLICY LIMIT \$
					DISEASE- EACH EMPLOYEE \$

Certificate must be marked for Commercial General Liability, Products Liability, and Contractual Liability and include \$1,000,000 coverage for each.

The below verbiage is required and must be verbatim



**DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS**

Collegiate Licensing Company ("CLC"), all institutions represented by CLC for which insured is licensed and their respective officers, agents & employees are additional insured.

CERTIFICATE HOLDER

**Collegiate Licensing Company (CLC)  
1075 Peachtree Street Suite 3300  
ATLANTA, GA 30309**

CLC's name and address must be listed as the certificate holder.



**CANCELLATION**

SHOULD ANY OF THE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL \_\_\_ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OF LIABILITY OF ANY KIND UPON THE COMPANY.

The certificate must be signed by your insurance agent. Digital signature is acceptable.



AUTHORIZED REPRESENTATIVE

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## ADDITIONAL INSURED ENDORSEMENTS

Below is a sample list of acceptable Additional Insured Endorsements. If your company does not use a form listed below, we will accept comparable forms if they are Grantor of License or Designated Person or Organization endorsements or equivalents.

BP 04 48 07 13	Designated Person or Organization
CG 20 26 04 13	Designated Person or Organization
CG 20 36 04 13	Grantor of Licenses
CG 20 36 F (4-13)	Grantor of Licenses
CG 71 17 02 15	Grantor of Licenses-Automatic Status When Required by Licensor
CG 73 00 01 16	General Liability Elite Extension Endorsement
CG7578(5-15)	General Liability Elite Extension
CG7578(6-17)	General Liability Elite Extension
CG D2 46 04 19	Blanket Additional Insured (includes products completed operations hazard)
CG D2 47 04 19	Scheduled Additional Insured
CG D4 11 04 08	Additional Insured-Designated Person or Organization
CG T4 91 11 88	Designated Person or Organization
CMP 4542	Additional Insured-Grantor of Licenses
CMP-4852	Additional Insured-Grantor of Licenses
CMP-4860	Additional Insured-Designated Person or Organization
CMP-4861	Additional Insured-Grantor of Licenses
CMP-4887	Additional Insured-Grantor of Licenses
FE-6674	Additional Insured-Grantor or Licenses (Scheduled)
FE-7315.1	Blank Endorsement-Grantor of Licenses
HG 00 01 09 16	Commercial General Liability Coverage Form-6(f) When Required by Written Contract, Written Agreement or Permit
IH 12 00 11 85 T SEQ No 001	Additional Insured-Person-Organization
IH 12 00 11 85 T SEQ No 004	Additional Insured-Person-Organization
SB-146932-A (Ed. 01/06)	Non-Contractors Blanket Additional Insured
SB-146932-B (Ed. 03/06)	Non-Contractors Blanket Additional Insured
SB-146932-C (Ed. 01/08)	Non-Contractors Blanket Additional Insured
SB-146932-D (Ed. 07/09)	Blanket Additional Insured-Liability Extension
SB-300113-A	Designated Person or Organization
SB-300113-B	Designated Person or Organization
SB-300113-C	Designated Person or Organization
SB-300113-D	Designated Person or Organization
SB-300623-A	Grantor of Licenses
SS 00 08 04 05	Business Liability Coverage Form-Additional Insureds by Contract, Agreement or Permit-Any other Party
SS 12 11 04 05	Additional Insured by Contract, Agreement or Permit
421-2915 06 15	Commercial General Liability Special Broadening Endorsement