INTERNAL

4-8 Weeks (first-time licensees)

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

10-15 Weeks (first-time licensees)

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, depending 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 FEE

INTERNAL APPLICATION

APPLICATION FEE
$250 (any number of schools)

LIST OF DESIGNATED INSTITUTION CONTACTS

INSTITUTION LIST

RETAIL APPLICATION

APPLICATION FEE
$250 (single school), $500 (multiple)

QUALITY SAMPLE(S)

CREDIT REPORT

COMPANY NAME/LABEL SAMPLE

FINANCIAL STATEMENTS

MARKETING & DISTRIBUTION PLAN

INSTITUTION LIST

1ST-YEAR ADMIN FEE

INTERNAL APPLICATION

$0 (any number of schools)

RETAIL APPLICATION

$0/one school; $125/school (2 to 25 schools)

ANNUAL ADMIN FEE

INTERNAL APPLICATION

1 institution = $200 (flat fee); 2-5 institutions = $500 (flat fee); 6+ institutions = $150/institution (max $17,500)

RETAIL APPLICATION

APPLICATION FEE
$250 (single school), $500 (multiple)

QUALITY SAMPLE(S)

CREDIT REPORT

COMPANY NAME/LABEL SAMPLE

FINANCIAL STATEMENTS

MARKETING & DISTRIBUTION PLAN

INSTITUTION LIST

LICENSING CONTACT INFORMATION

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