

LICENSE TYPE QUICK REFERENCE

TYPES OF LICENSES

INTERNAL

4-8 Weeks (first-time licensees)

RETAIL

8-10 Weeks (first-time licensees)

DEFINITIONS & PARAMETERS

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.**

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 expeditious and least costly to pursue with strict limitations on distributions.



Most extensive and potentially expensive type of license, depending on the number of schools involved



Sales only to restricted distribution (internal consumption by university).



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.



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

APPLICATION FEE

\$250 (single school), \$125 per additional school - same application fee for both license types.

ANNUAL ADMIN FEE

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

LICENSING CONTACT INFORMATION

applications@clc.com

licensing@clc.com

insurance@clc.com