



TYPES OF LICENSES

INTERNAL

4-8 Weeks (first-time licensees)

RETAIL

10-15 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, depend 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
- CREDIT REPORT
- FINANCIAL STATEMENTS
- INSTITUTION LIST
- QUALITY SAMPLE(S)
- COMPANY NAME/LABEL SAMPLE
- MARKETING & DISTRIBUTION PLAN

APPLICATION FEE

\$250 (any number of schools)

\$250 (single school), \$500 (multiple)

FIRST-YEAR ADMIN FEE

\$0 (any number of schools)

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

LICENSING CONTACT INFORMATION

licensing@clc.com

applications@clc.com

insurance@clc.com