FRESN☉STATE®
Trademark Licensing

Officially recognized university entities (i.e., Colleges, Divisions, Departments, Programs, Student Organizations) may be able to exempt royalties from products bearing university trademarks (i.e. names, marks, logos and/or symbols) if products are for internal or promotional use. While each request is reviewed on a case-by-case basis, typically products purchased by a campus entity for internal and non-cobranded promotional use are exempt from standard royalty fees if this completed waiver is provided to the vendor. This waiver must be completed and signed prior to production.

Note: Products bearing university trademarks that are to be resold, as well as products co-branded with a third party, will be disapproved for royalty exemption but may still be produced with the appropriate royalty fee applied by the vendor (minimum 15%).

University Entity: _____Academic Year: _____

Contact: _____Email:_____Telephone: _____

Intended use of product(s) (check all that apply):

☐ Employee / organizational use (If the employee/member is required to purchase the product, royalty fees will be applied by vendor.)

☐ Fundraiser (If the product is to be resold or a financial transaction is required to receive it, royalty fees will be applied by vendor.)

☐ Promotional giveaway (If the product includes a trademark of a third party, a co-branding royalty fee will be applied by the vendor.)

☐ Gifts (Royalty exemptions on gifts will be determined based on the overall licensing policy for similar items at retail.)

☐ Other _____

Description of Product(s)

Item #1_____ Qty.:_____   Item #2_____ Qty.:_____

Item #3_____ Qty.:_____   Item #4_____ Qty.:_____

Item #5_____ Qty.:_____   Item #6_____ Qty.:_____

Vendor supplied proof of artwork for each item must be submitted with this form.

Name of Vendor: _____ Vendor Contact (Name, Phone) _____

Products bearing university trademarks must be sourced from a vendor licensed for Fresno State by CLC - a Learfield/IMG College Company. A list of licensed vendors can be found at brand.fresnostate.edu.

I verify that the above entity is an officially recognized and associated entity of Fresno State and the purpose of the product(s) described is for promoting the entity and not for profit by the entity or any individual associated with the entity.

_____   _____   _____
Contact Name   Signature   Date

_____   _____   _____
Advisor if Entity is a Student Organization   Signature   Date

- -
The following is to be completed by the Office of Trademark Licensing:

☐ **Approved for royalty exemption**	☐ **Disapproved (subject to royalties)**

Comments: _____

_____

_____   _____
Signature of Trademark Licensing Representative   Date

CHECK THE TAGS