FRESNO STATE
Trademark Licensing

ROYALTY EXEMPTION REQUEST FORM

For Products Bearing University Trademarks for Internal Use Officially Recognized University Entities

Officially recognized university entities (i.e., Colleges, Divisions, Departments, Programs, Student Organizations) are required to seek prior approval when ordering any products bearing any university trademarks (i.e. names, marks, logos and/or symbols) regardless if products are for internal, promotional, or resale. While each request is handled on a case-by-case basis, products purchased by a recognized campus entity for internal and non-cobranded promotional use are typically exempt from standard royalty fees applied to products bearing university trademarks with approval of this form. All products bearing university trademarks ***MUST*** be sourced from a vendor licensed for the university by the university's licensing agency, IMG College Licensing. Products bearing university trademarks which are intended to be resold as well as products cobranded with a third party entity given ***ARE NOT EXEMPT*** and will be subject to the appropriate royalty fees (Minimum 15%). Before ordering any product bearing any university trademarks, approval must be granted by the Office of Trademark Licensing. The following waiver must be completed and signed by the appropriate representative(s) prior to production. ***ITEMS NOT APPROVED FOR ROYALTY EXEMPTION MAY STILL BE PRODUCED. HOWEVER, THE APPROPRIATE ROYALTY FEES WILL BE APPLIED BY THE VENDOR***.

University Entity: _____ Academic Year: _____

Contact: _____ Email: _____ Telephone: _____

Intended Use of Product(s) Being Ordered: (Check all that apply)

- ☐ Employee / Organization Use (If employee/member is required to purchase product, appropriate royalty fees will be applied by vendor)
- ☐ Fund Raiser (If product is to be resold or a financial transaction is required to receive it, appropriate royalty fees will be applied by vendor)
- ☐ Promotional Giveaway (If item is includes a trademark of a third party, a PREMIUM royalty fee will be applied to the cost by the vendor)
- ☐ Other (Note: royalty exemption on gifts will be determined based on overall licensing policy for similar items at retail) _____

_____

Description of Product(s) Being Purchased

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

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

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

NOTE: VENDOR SUPPLIED PROOF OF ARTWORK FOR EACH ITEM MUST BE SUBMITTED WITH THIS FORM

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

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 (Recognized University Entity) Signature Date

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

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