

**2016-17 UNIVERSITY OF ARKANSAS
CRAFTER LICENSE AGREEMENT**

This Agreement shall serve as a legal and binding Agreement by and between the **University of Arkansas**, an institution of the State of Arkansas, having its principal place of business at 350 N. Razorback Road, Fayetteville, AR 72701 (hereinafter "University") and _____, individually, having an address of _____ (hereinafter "Licensee").

WHEREAS, the University is the owner of certain designations, including designs, trademarks, service marks, logo graphics, symbols, and other indicia (hereinafter "Licensed Indicia").

WHEREAS, Licensee desires to use certain of the Licensed Indicia in connection with the sale of University displaying the Licensed Indicia (hereinafter "Licensed Articles").

WHEREAS, University is willing to authorize Licensee to use certain of the Licensed Indicia in connection with the sale of the Licensed Articles.

NOW, therefore, in consideration of the mutual promises, covenants and conditions contained herein, the parties hereto agree as follows:

1. OWNERSHIP OF RIGHTS.

Licensee acknowledges and agrees that University is the sole and exclusive owner of all rights, title and interest in and to its Licensed Indicia as shown on Appendix B, as well as any derivatives of the Licensed Indicia, and all rights relating thereto are expressly reserved by University.

2. GRANT.

University hereby grants to Licensee permission to sell the Licensed Articles listed in Appendix A and displaying certain of the Licensed Indicia set forth in Appendix B, and in accordance with the limited terms and conditions herein. Licensee may only sell the Licensed Articles directly to individual consumers. Examples of such sales include through websites, craft shows, flea markets, holiday shows, festivals, gift marts, and events organized by religious organizations, schools, counties and states. Licensee acknowledges and agrees that, with the exception of the rights granted herein to use the Licensed Indicia of University, it may not use the indicia of any other colleges, universities, conferences, bowl games or the NCAA, or the names and/or likenesses of any third party, in connection with the Licensed Articles. No wholesale sales or sale to any third party retailers are permitted.

3. TERM.

This Agreement shall be deemed effective as of the date of the last signature below, and shall expire June 30, 2017. This Agreement may be renewed for additional yearly periods upon mutual written agreement of the parties, unless Licensee distributes and/or sell five hundred (500) or more Licensed Articles or two thousand five hundred dollars (\$2,500.00) or more in Licensed Articles, during the initial term or any renewal period. In such case, Licensee will be required to proceed with one of the following options: a) obtain a license agreement from the University's authorized licensing representative, The Collegiate Licensing Company or b) purchase two hundred (200) additional Licensed Articles or one thousand dollars (\$1,000.00) additional in Licensed Articles for a cost of fifty dollars (\$50.00) to be paid to University.

4. APPROVAL OF LICENSED ARTICLES.

The execution of this Agreement shall be considered the University's approval for Licensee to sell the Licensed Articles displaying the Licensed Indicia. In the event that Licensee wants to get licensed for any products not set forth in Appendix A, Licensee shall submit a sample of such product to University for written approval.

5. OFFICIAL LABEL

Licensee shall, prior to the distribution or sale of any Licensed Article, affix its name and an official label in the form prescribed by University ("Official Label") label to each Licensed Article.

6. ROYALTY PAYMENTS/REPORTS.

(a) Royalty Payments. Upon execution of this Agreement, and upon renewal of this Agreement as set forth in Paragraph 3 above, Licensee shall pay to University a royalty fee in the amount of one hundred dollars (\$100.00) and twenty-five dollars (\$25.00) for 500 official "Made in Arkansas" labels.

(b) Royalty Reports. At the end of the initial term, and at the end of any renewal term agreed to by the parties, Licensee shall provide University a report indicating the total sales amounts of Licensed Articles, total units of Licensed Articles sold, and the specific location where such sales were made.

7. INDEMNIFICATION

The University shall have no liability arising out of Licensee's use of the Licensed Indicia during the Term. Licensee hereby agrees to indemnify and hold harmless the University, and its officers, employees and agents, from any and all liability that arises in connection with Licensee's sale of the Licensed Articles.

8. SEVERABILITY.

In the event that any term or provision of this Agreement shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other term or provision and this Agreement shall be interpreted and construed as if such term or provision, to the extent the same shall have been held to be invalid, illegal or unenforceable, had never been contained herein.

9. INTEGRATION.

This Agreement represents the entire understanding between the parties hereto with respect to the subject matter hereof and this Agreement supersedes all previous representations, understandings or agreements, oral or written, between the parties with respect to the subject matter hereof and cannot be modified except by a written instrument signed by the parties hereto.

11. APPLICABLE LAW.

This Agreement shall be governed by the laws of the State of Arkansas.

By their execution below, the parties hereto have agreed to all of the terms and conditions of this Agreement.

Crafter Licensee

University of Arkansas

Name: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Address: _____

City, State: _____

Zip Code: _____

Phone: _____

Email: _____

Website: _____

Signature: _____

Appendix A
Products Offered

(Include pictures or send live sample to the Razorback Licensing Office:
350 N. Razorback Rd. Fayetteville, AR 72701)

Appendix B University of Arkansas Logo Sheet

APPENDIX B
UNIVERSITY OF ARKANSAS is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.


UNIVERSITY OF ARKANSAS RAZORBACKS

APRIL 22, 2014




PRIMARY MARKS

Left-facing hog can only be used in cases where a 2-sided hog is needed, as on a football helmet or paired sides of apparel (e.g. pants or jerseys).




1




2


Body of hog must remain in white with red or black outline.




3



4



5



6

SECONDARY ATHLETICS MARK

This mark has limited use until 4/21/2017. For a list of restricted product categories, click [HERE](#).



7



8



9



10

WORDMARKS



11



12



13



14



15



16

SPORT SPECIFIC MARKS

All University sports available upon further request. Please contact licenses@uark.edu for more information.



17



18



19



20

INSTITUTIONAL MARKS

Case-by-case conditional occasions



21



22



23




24



25

HELMET MARK **BASEBALL/SOFTBALL MARK**



26



27

VERBIAGE **GENERAL INFORMATION**

Arkansas Razorbacks ®
University of Arkansas ®
Arkansas ®Razorbacks ®
Arkansas ®
Razorback ®
Go Hogs™

Hogs™
Wood Pig Sookie ®
The You of A ®
Fastest 40 Minutes in Basketball™
Fastest 40™
Never Yield™

LOCATION:
FAYETTEVILLE, AR
MASCOT:
RAZORBACKS
MASCOT NICKNAME:
BIG RED

LIVE MASCOT:
TUSK
ESTABLISHED DATE:
1871
CONFERENCE:
SOUTHEASTERN CONFERENCE

ADDITIONAL PERTINENT INFORMATION

	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Only in limited occasions
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Contact licenses@uark.edu for list of approved numbers
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			
• The secondary font of athletics is Interstate Black (as seen in marks 17-20). The previous font, Razorback, is still acceptable.			

COLOR INFORMATION

You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.

SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
CARDINAL	PANTONE 201	MADEIRA 1181 POLYNEON 1981
WHITE	WHITE	WHITE WHITE
ANTHRACITE	PANTONE 447	MADEIRA 1361 POLYNEON 1665
CARDINAL	WHITE	ANTHRACITE

NOTE: The marks of University of Arkansas are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF ARKANSAS shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

Appendix C
Distribution Plan and Brief Marketing Plan
(How and where you plan to sell your product(s))