



Licensing: Basic Information

Any group that wishes to manufacture, distribute or advertise a product or service bearing the registered trademarks of our various clients must first obtain a license from that organization. The name (including the Greek letters), logos, emblems, nicknames, and symbols of these organizations are legally recognized intellectual property protected by United States trademark laws.

A license involves signing an agreement (contract) with the organization(s) in which the licensee (vendor) agrees to comply with various provisions. The following is a summary of the provisions and highlights contained within the License Agreement for each of our clients:

- A. License** – The member organizations grant non-exclusive licenses for the use of their registered marks.
- B. Quality Standards** – Licensee must provide a representative sample of the product proposed to be sold. Samples are to be sent to Affinity Consultants at the address in the letterhead.
- C. Royalties** – Licensee agrees to pay a royalty, based on the gross sale of the product or service, for all licensed products sold by licensee. Standard royalty is 8.5% of gross sales with an annual \$40 royalty advance per licensed group.
- D. Reporting** – Licensee must report sales and pay royalties on a quarterly basis (within thirty (30) days of September 30, December 31, March 31 and June 30).
- E. Term** – One year agreement, automatically renewing each year unless terminated by either party.
- F. Termination** – The organization(s) can terminate upon written notice if licensee fails to observe the terms of the agreement.
- G. Insurance** – Licensee must maintain a \$1 million comprehensive general and product liability insurance policy naming "Affinity Consultants' clients" as additional insured.

Prior to executing the agreement, the licensee should read it carefully as the above outlines only major terms under the agreement.

The enclosed application is used to assess whether your product or service is well-suited for the needs of their members. We require that you furnish us with a completed application as well as all appropriate supporting material. Applications that are received without all the required information may not be reviewed.



Our Goal at Affinity

Our goal is to license companies who are dedicated to providing quality products and services with fair prices. Our clients represent a large and unique audience whose affinity to their organization is unparalleled. These organizations encourage all vendors to apply to become licensed.

If you have any further licensing questions, please contact us at (760) 734-6764 ext. 140, or by email at melissa@affinity-consultants.com.



Licensing Application

To apply for a non-exclusive license to use the trademarks for various organizations, please complete the following application.

1 COMPANY INFORMATION:

Type of Company/Organization: Corporation Partnership Sole Proprietor Other:

Company/Organization name

Contact person(s) responsible for licensing matters

Address

City State Zip

Phone Fax

Email (required) Website

Prior Experience with Licensors (fraternities, universities, etc.)

2 PROPOSED USE OF LICENSED PROPERTIES:

Description of products to be manufactured/produced or services to be provided

Name of suppliers; if you are not the manufacturer

Proposed target audience(s) (students, alumni/ae, etc.)

Channels of Distribution: Wholesale Retail

If Retail: Direct Mail (catalogs) Campus Store Internet Advertising Other:

Projected geographic area of distribution

Date when final designs and production samples available for approval

Date when items available for wholesale and retail sale

3 ORGANIZATION(S):

Please select the organization(s) for which your business/organization is applying.

- AXΩ ΔX NSCS ΣX
- ΑΔΠ ΔΔΔ ΟΔΚ ΣΔΤ
- ΑΕΦ ΔΓ ΦΧΘ ΣΚ
- ΑΕΠ ΔΚΕ ΦΔΕ ΣΛΒ
- ΑΓΔ ΔΦΕ ΦΔΘ ΣΝ
- ΑΓΡ ΔΦΛ ΡΙΙΙ ΣΦΕ
- αΚΔΦ ΔΣΦ ΦΚΨ ΣΠ
- ΑΚΛ ΔΤΔ ΦΚΣ ΣΣΣ
- ΑΚΨ ΔΥ ΦΚΤ ΣΤΓ
- ΑΟΠ ΔΖ ΦΚΘ ΤΒΣ
- ΑΦ ΓΦΒ ΦΜ ΤΚΕ
- ΑΦΩ ΚΑ ΦΣΚ ΘΧ
- ΑΣΑ ΚΑΘ ΦΣΣ ΘΦΑ
- ΑΣΦ ΚΔ ΠΑΦ ΘΤ
- ΑΣΤ ΚΔΡ ΠΒΦ ΘΞ
- ΑΤΩ ΚΚΓ ΠΚΑ Triangle
- ΑΞΔ ΚΚΨ ΠΣΕ ΖΒΤ
- ΒΘΠ ΚΦΛ ΨΥ ΖΤΑ
- ΧΩ ΚΣ ΣΑΕ
- ΧΦ ΛΧΑ ΣΑΙ
- ΧΨ ΝΡC ΣΑΜ

4 FINANCIALS & SAMPLES:

Please include the following with this completed application:

- A copy of your company's financial statements, or a reference letter from your financial institution, for the most recently completed fiscal year.
- A representative sample from each proposed product category, bearing graphics of other licensed property.
- A \$40 annual royalty advance payment, for each group you are applying to be licensed with.

5 DELIVERY:

Once you have finished each step, please send all materials to:



Affinity Consultants – Licensing Division

106 W. Main Street
Cortland, NY 13045

Phone: (760) 734-6764 ext. 140

Fax: (413) 513-2135

E-mail: melissa@affinity-consultants.com

License Agreements will be sent to you for each group selected.