

Samford University has a contractual agreement with a licensing agency to manage all Samford University trademarks and copyright brands. Samford's federally registered trademarks include the words or word phrases SAMFORD™, SAMFORD UNIVERSITY®, the names of academic schools, the bulldog logos, certain phrases and others. The university is contractually obligated to assure that all merchandise that incorporates any Samford trademark or copyright must be purchased through a licensed vendor. To find a list of licensed vendors, go to affinitylicensing.com/products.

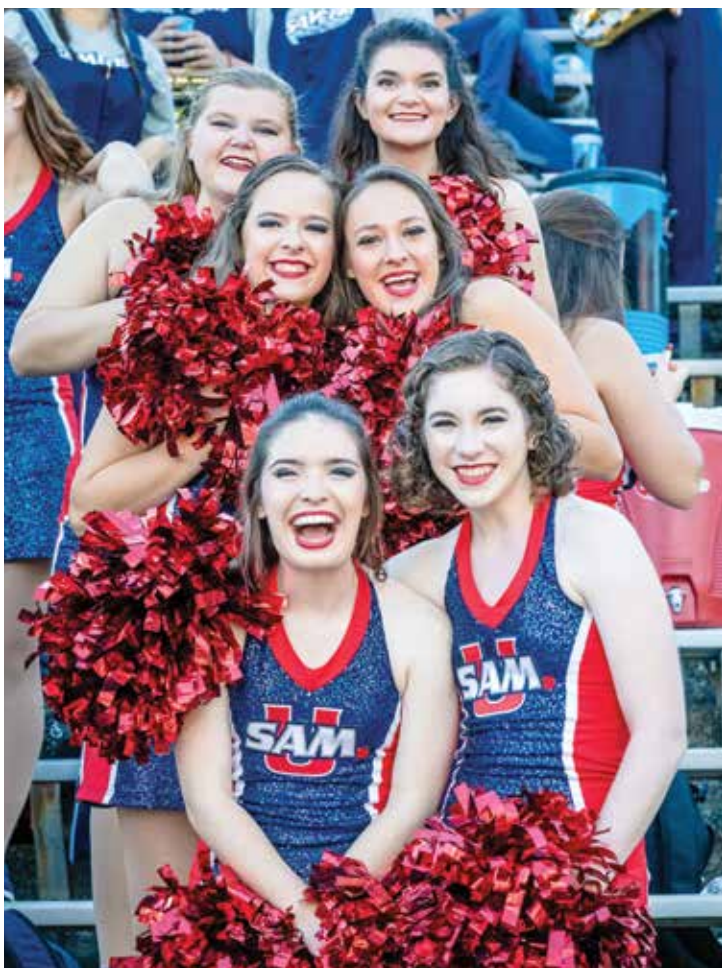
Licensed vendors must submit all product designs to the university for approval before production following the procedures in place through the Division of Marketing and Communication and the university's licensing agency. If a department or student group cannot find a supplier/vendor offering the desired merchandise, or if there are questions concerning the design or use of the university trademarks, please contact the Division of Marketing and Communication for assistance at swaller@samford.edu.

Anyone in the Samford community who orders products or specialty items containing the name of the university and university logos is required to use one of our licensed vendors. For more information, go to samford.edu/departments/marketing/licensing.



Why?

- **It's the law.** Samford's trademarks are federally registered with the United States Patent and Trademark Office (USPTO), and if an unlicensed vendor produces products with Samford's name or trademarks, it is in violation of the law.
- **Protect Samford's name, brand and identity.** Licensed vendors are required to comply with the university's brand standards. They are required to upload artwork to a central approval system called Affinity that allows the Division of Marketing and Communication to check for brand compliance.
- **Support student scholarships.** Licensed vendors pay a 12% royalty charge for any for-profit purchases that use the university's names or logos/trademarks. The money collected from the vendors goes directly to student scholarships. Since 2013, licensed products have contributed more than \$250,000 to Samford student scholarships.
- **Purchasing ease.** The list of licensed vendors are familiar with Samford's brand standards and procurement process so they will be prepared to help you.



What is the process?

- 1 Select a licensed vendor. (Find a list of vendors at samford.edu/departments/marketing/licensing.)
- 2 If you are student organization, upload artwork to Bulldog Central for approval by the Office of Student Leadership or the Office of Greek Life.
- 3 Once approval is received, submit artwork to the licensed vendor.
- 4 The licensed vendor submits the artwork to a central approval system called Affinity. The Division of Marketing and Communication reviews the artwork within 72 hours.
- 5 The licensed vendor will contact you if the artwork needs revisions.
- 6 The licensed vendor produces the item.

Royalties:

Licensed vendors pay 12% royalties to Samford for the ability to use the university name and university trademarked logos on for-profit purchases.

Royalty Exempt (*No royalties collected by the vendor*)

- Giveaway: Any item given away or sold at the true wholesale cost will not be subject to royalties since there is no profit gained from its sale. (For example, if a T-shirt costs \$5 and the Samford client is giving away the T-shirt at no cost.)
- Selling at cost (For example, if a T-shirt costs \$5 and the Samford client is selling the T-shirt to others for \$5.)
- Any product ordered for internal use that is not resold
- Clinical attire for instructional purposes (nursing scrubs, etc.)
- Athletics uniforms

Royalty Required (*Anything that yields a profit to the Samford client requires a 12% royalty fee to be paid by the vendor*)

- Fundraiser: Any item sold in the context of a "fundraiser" will be royalty bearing since there is some form of profit gained from its sale—regardless of whether or not the vendor or Samford client receives the profit (For example, a T-shirt sold by Spanish Club at a profit with the funds going toward Habitat for Humanity will still be subject to royalty fees even though the profit does not directly benefit the Spanish Club.)
- Resale: Any item that is sold for a profit (For example, if a T-shirt costs \$5 and the Samford client is selling the T-shirt to others for \$6.)
- Samford Bookstore and all other retail apparel and merchandise.

If you have any questions, please contact Sarah Waller at swaller@samford.edu.