

**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 [samford.edu/departments/files/Marketing/Licensed-Vendor-List.pdf](https://samford.edu/departments/files/Marketing/Licensed-Vendor-List.pdf).

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 [kmetz1@samford.edu](mailto:kmetz1@samford.edu).

Thank you for being one of Samford's licensed vendors. Samford University has a contractual agreement with Learfield Licensing Partners to manage all Samford University trademarks and copyright brands. Responsibility for oversight of the licensing agreement rests in the Division of Marketing and Communication.

## Information for all Vendors

### Definitions of Vendor Types:

**Standard:** Standard vendors provide Samford-branded products at a profit including fundraisers, resale and retail purposes.

**Internal:** Internal vendors provide Samford-branded products that are not resold for commercial or monetary gain or are for internal use or consumption by employees or students of the university. Examples include giveaway items and athletic uniforms.

*As a vendor, if you produce both products used for both of these purposes, you need a standard and internal license.*

### Royalties:

1. Twelve percent royalties are required for all products that are sold at a profit. See examples on the following page.
2. Any licensee that makes a sale under a standard license must pay royalties on that transaction. Any purchases made that will not be resold are considered royalty exempt under the internal license.



### **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 sold
- Clinical attire for instructional purposes (nursing scrubs, etc.)
- Athletics uniforms

### **Royalty Bearing** *(Anything that yields a profit to the Samford client requires a 12 percent 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.).
- Bookstore apparel

***The vendor is also responsible for paying the royalties quarterly to Learfield Licensing Partners. One hundred percent of the collected royalties support Samford student scholarships at Samford University.***

## **Trademarx:**

Every project that includes the name of SAMFORD™, SAMFORD UNIVERSITY®, one of our academic schools, or any university trademark must go through the Learfield Trademarx system, even if the project was designed by Samford’s Creative Services. There are no exceptions to this policy.

### **Vendors must include the following information in the notes section in Trademarx:**

***Samford Client Name***

***Samford Client Email***

***Date of Approval by Samford Client***

***Quantity Ordered***

### **Student Organization/Samford Department**

***Purpose of Product? (ex. fundraiser, giveaway, for profit)***

***Is this royalty bearing or royalty exempt?***

### **Artwork**

To protect Samford University’s trademarks and to promote a consistent visual brand identity, Samford logos, symbols and trademarks may vary in size, but cannot otherwise be altered, tampered with, modified, incorporated into other trademarks, or overprinted with other words or design elements. If revisions are needed, please contact the Samford client and they will submit new artwork. If a vendor makes alterations to any official mark, logo or artwork, the vendor will be suspended from Samford’s licensed vendor list for one calendar year.

If the artwork is rejected through Trademarx, the vendor must resubmit the artwork until it receives approval. The vendor cannot move forward with the project until approval is received through Trademarx. If a vendor allows production without official approval from Samford University, they will be banned from doing business with the university.

### **Client Approvals:**

Prior to submitting the artwork to Trademarx, the vendor must receive written approval of the artwork from the Samford client who requested the project.

### **Approval Turnaround Time:**

Submitted projects are reviewed and either approved/disapproved within 72 hours of submission. The Division of Marketing and Communication is unable to compress this timeline.

## **University Purchasing Policy**

Any item, product, signage, packaging or merchandise that incorporates any of Samford’s trademark federally registered trademarks (including the words or word phrases SAMFORD™, SAMFORD UNIVERSITY®, the names of academic schools, the bulldog logos, certain phrases and others) must be purchased through a university-licensed vendor.

To ensure brand consistency in the use of the university’s name and logos, all such items must comply with Samford University’s brand standards and licensing policies as outlined at [samford.edu/departments/marketing/licensing](http://samford.edu/departments/marketing/licensing).

**If you have any questions**, please contact Kristi Metz at [kmetz1@samford.edu](mailto:kmetz1@samford.edu).