

ICLA Hall of Fame



DEREK EILER

Collegiate Licensing Company



Derek Eiler, former senior vice president and managing director of The Collegiate Licensing Company (CLC), was instrumental in the execution of the company's long-standing vision for more than 17 years and for its growth as the leader in the collegiate licensing industry.

Eiler joined CLC in 1993 and quickly rose to vice president in 1997 and executive vice president in 2000. He later became chief operating officer and was named SVP and managing director after the company was acquired by IMG in 2007.

During his tenure, Eiler led CLC in developing innovative new services, world-class technology, and creative marketing programs to enhance collegiate licensing programs. He has been instrumental in helping develop the team of licensing professionals at CLC, which continues to push the company and its clients to new levels of success in collegiate licensing.

Eiler is a 1993 graduate of Bowling Green State University, which honored him with a Distinguished Alumni Award in 2002. He was also named to *SportsBusiness Journal's* Forty Under 40 in 2009. He resides in Atlanta with his wife Sarah and two children, Ryan and Kelsey.



ANNE CHASSER

*University of Cincinnati &
The Ohio State University*



Anne Chasser and a group of collegiate licensing administrators from the University of Alabama, University of Iowa, UCLA and Michigan State University founded the Association of Collegiate Licensing Administrators (ACLA) in 1986, which is now the International Collegiate

Licensing Association (ICLA).

Anne's distinguished career began at The Ohio State University where she was responsible for establishing and building the Trademark Licensing Program which is now one of the exemplars in the collegiate licensing industry. Chasser was President of ACLA in 1990 and in 1999 was President of the International Trademark Association.

President Bill Clinton appointed Chasser to serve as the Commissioner for Trademarks at the United States Patent and Trademark Office in Washington D.C. She served in both the Clinton and Bush Administrations.

Since 2005, Chasser has served as the Associate Vice President in the Office of Research at the University of Cincinnati where she was responsible for Intellectual Property Office, Technology Transfer and UC's Trademark Licensing Program. Currently she is responsible for cross campus collaboration and innovation. Chasser is co-author of "Brand Rewired" published in July 2010 by Wiley.