



Licensing 101: ***WHAT YOU NEED TO KNOW TO BE*** ***SUCCESSFUL*** ***(but your boss didn't know to tell you)***

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Today's Goals

Present a Point of View

Ask Unusual Questions

Engage in a Dialogue

Learn From Each Other

Have Fun!



What's the difference?



TRADEMARK

COPYRIGHT



PATENT



Licensing:

Why do we do it?

Protection

Universities want to prevent the unauthorized use of their names, logos, and other intellectual properties

Promotion

Universities want to increase public awareness and increase institutional awareness

Profit

Universities need operational revenues and deserve to share the profits created by the sale of emblematic merchandise



Protection:

How do we do it?

- License Your Trademarks
- Trademark Registrations
 - State Registrations
 - Federal Registrations
- Labor Standards – Code of Conduct
- Develop Sound Policies
- Police the Marketplace
- Be Consistent



Promotion:

How do we do it?

You cannot promote what you don't understand!

What are your institutional values?

Institutional Goals?

Institutional Expectations?

Develop a plan!

ELEVATE

Change the licensing paradigm by shifting from enforcement to brand strategy – set direction and expectations for licensees and hold them accountable for performance. Proactive vs. reactive licensing programs with product category management strategy.

EVOLVE

Integrate brand building activities – licensing / licensees, athletics, alumni, bookstore. Internal partnerships on campus; external partnerships with key licensees and national retail accounts in developing product lines and retail programs.

EXPAND

Move the Notre Dame brand back to the national forefront through strategic leadership in the collegiate licensing industry



Profit: **More than \$\$\$**

Professionalism

Realistic

Oppportunistic

Future

Image

Trustworthy



***How many licensees do you
need?
Can you have too many?***

As long as they pay their minimums - - who cares?

My bookstore wants the product - - do I really need
to license it?

The Company says “we have orders totaling
\$75,000” why wouldn’t we license them?

The company is licensed by 75 other universities
shouldn’t they be a good addition?



How do you decide to renew a licensee?

- Evaluate by:
 - Good, better, best
 - Distribution channel
 - Product category



When I need advice . . . who can I turn to?

- Internal campus resources
- Peer institutions with comparable licensing programs
- Other (ICLA, CLC, LRG, SMA, FLA, WRC)



FAQ's

“Why can't I buy it from an unlicensed company, they're cheaper?”

"It's only a beer bottle, what's the big deal?"

“I'm not selling it, why does it have to be licensed?”

“I'm not using a logo, just the name, why does it have to be licensed?”



Other FAQ's

“Why can't I alter the logo?”

DRINK LIKE
A CHAMPION
TODAY



VANDERBILITY





DILUTION !



**ANYTHING ELSE
YOUR BOSS DIDN'T
KNOW?**