




EXHIBIT B

NCAA.org	NCAA.com	NCAASTudent.org	NCAAPublications.com	Double-A Zone	Champion Magazine
----------	----------	-----------------	----------------------	---------------	-------------------

Home ▶ About The NCAA ▶ Corporate Relationships ▶ **Licensing**


NCAA Licensing Program

Frequently Asked Questions

 [Email this page](#)
 [Print this page](#)
 [Link to this page](#)

Click on the question for the answer.

- [1. Why have a licensing program?](#)
- [2. What is the difference between an NCAA license, conference license and a school license?](#)
- [3. Does the NCAA own trademarks and logos?](#)
- [4. What qualifies as a trademark, logo and/or symbol?](#)
- [5. Where can I get a catalog?](#)
- [6. What products can be licensed?](#)
- [7. Who needs a license?](#)
- [8. Are any products exempt from licensing?](#)
- [9. What are the benefits of being an NCAA licensee?](#)
- [10. Does a license agreement mean the NCAA will endorse my products?](#)
- [11. What if I do not get a license?](#)
- [12. Is there a source that I can view the most current trademarks/logos for a university, conference or for the NCAA?](#)
- [13. What about using the NCAA's logo on a Web site?](#)
- [14. Who is responsible for the NCAA licensing program?](#)
- [15. What is the Collegiate Licensing Company \(CLC\)?](#)
- [16. How do I become an NCAA licensee?](#)
- [17. Who is licensed with the NCAA?](#)



1. Why have a licensing program?

The licensing program at the NCAA has four main objectives:

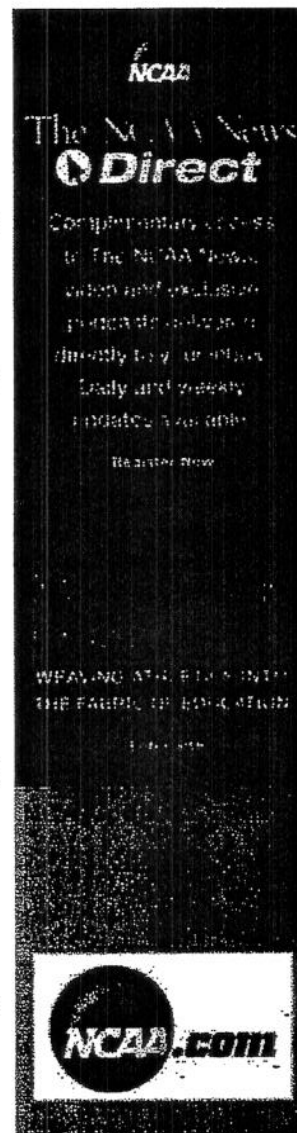
- Ensure the quality and consistency of all of the NCAA's Championship Event merchandise.
- Protect all service marks, trademarks and verbiage that relates to the NCAA (or have come to be associated with the NCAA), and to ensure that the use of these marks reflects on the NCAA in a favorable manner.
- Produce revenue to support and enhance NCAA programs and to fund scholarships, programs or services to student-athletes of our member schools and conferences.
- Protect the consumer from faulty or inferior products bearing the NCAA's trademarks.

[Back to top](#)

2. What is the difference between an NCAA license, conference license and a school license?

The NCAA license allows licensees to produce product leading up to and during its 88 Championship Events. A list of those events can be found at [NCAA Sports and Championships Homepage](#). The NCAA does not manage or monitor the licensing agreements of the conferences, schools or its other member institutions. If you are interested in using their logos and/or trademarks, you will need to contact each conference or institution individually. The NCAA does not maintain a list of each school's licensee contact. A link has been provided to assist you in gathering this information. [Licensing Home Page](#)

[Back to top](#)



3. Does the NCAA own trademarks and logos?

Yes, all rights to the identifying marks and symbols of the NCAA are reserved. No one may reproduce or copy them without the permission of the NCAA. Vigorous legal action will be taken against violators. [NCAA Current Trademarks](#)

[Back to top](#)

4. What qualifies as a trademark, logo and/or symbol?

A trademark is any mark, logo, word, letter, symbol or combination of these that can be associated with the NCAA and can be distinguished from those of conference, teams or organizations. [NCAA Current Trademarks](#)

For further clarification, please visit the USPTO Web site found at: [USPTO Web Site](#).

[Back to top](#)

5. Where can I get a catalog?

The NCAA does not produce a catalog. For NCAA merchandise, please visit our Web site at [NCAA.com Shop](#).

[Back to top](#)

6. What products can be licensed?

Collegiate fans generate many great ideas for new NCAA products. Product ideas will be reviewed and approved by CLC's Review Committee and the NCAA's Assistant Director of Licensing. No products will be licensed without the approval of the Assistant Director of Licensing. This ensures all products associated with the NCAA are of high quality and good taste and helps to prevent the

Page 3

approval of potentially hazardous items.

Most products will be considered for licensing. However, the NCAA reserves the right to decline licensing of specific products. Alcohol, tobacco and gambling products will not be considered.

[Back to top](#)

7. Who needs a license?

Any individual, organization or company wishing to use the name or identifying marks of the NCAA and/or any of the NCAA's Championship Events must obtain a license. This includes manufacturers or service providers who use the NCAA name or logo on products (including premiums for promotions) or in advertising.

[Back to top](#)

8. Are any products exempt from licensing?

No. All goods bearing a mark of the NCAA must be licensed.

9. What are the benefits of being an NCAA licensee?

A license agreement with the NCAA grants a manufacturer the right to use certain NCAA-related designations, which may include each year's championship logo and/or NCAA trademarks, on specific articles of merchandise pursuant to conditions and restrictions set forth in the agreement. The agreement also grants the right to use NCAA trademarks and logos in advertising, promotion and merchandising of these articles subject to prior approval by the NCAA.

Page 4

[Back to top](#)

10. Does a license agreement mean the NCAA will endorse my products?

A license agreement does not indicate the NCAA's endorsement of a product. The NCAA does not endorse products covered in license agreements; the NCAA only permits use of its registered trademarks for products that have met strict standards of excellence and quality, and that enhance the image of the NCAA.

[Back to top](#)

11. What if I do not get a license?

All products must be approved by the NCAA and the Collegiate Licensing Company. Failure to obtain a license or approval from the NCAA and CLC would be grounds for the seizure of all non-approved merchandise bearing the NCAA's marks. Vigorous legal action will be taken against violators, which could result in jail time and numerous fines.

[Back to top](#)

12. Is there a source where I can view the most current trademarks/logos for a university, conference or for the NCAA?

The NCAA logo library contains NCAA logos only and is accessible for all authorized entities of the NCAA. The NCAA does not have the authority to maintain a database for conference or university logos. [NCAA Members by Division](#)

[Back to top](#)

13. Can I use the NCAA's logo on a Web site?

Every use of the NCAA's trademarks requires permission from the NCAA Licensee Office.

Page 5

The World Wide Web has made it easy for NCAA supporters to build web pages with the NCAA's name and logos, and the NCAA appreciates this support. However, federal trademark laws require that the NCAA control its name and marks; therefore, the NCAA must be very selective in granting permission in these and all instances. For more information, contact the NCAA's Licensing Office.

Ms. Durenka Robie, Coordinator for
Corporate Broadcast and Alliances
NCAA Corporate and Broadcast
Alliances
P.O. Box 6222
Indianapolis, Indiana 46206-6222
317/917-6222
drobie@ncaa.org

[Back to top](#)

14. Who is responsible for the NCAA licensing program?

The NCAA entered into a long-term agreement with CBS Sports to administer various rights belonging to the NCAA. Host Communications, Inc. ("HOST") has secured the rights from CBS Sports to administer the domestic and international licensing programs for the NCAA. The Collegiate Licensing Company ("CLC") is an agent of HOST, and works with it on the daily administration of the domestic licensing program.

The NCAA licensing program consists of a limited number of companies that are committed to producing quality products with NCAA registered trademarks and registered trademarks of member institutions that compete in NCAA Championships. The person responsible for the Trademark Licensing Program at the NCAA is:

Ms. Erika Austin, Assistant Director
of Licensing
NCAA Corporate and Broadcast

Page 6

Alliances
P.O. Box 6222
Indianapolis, Indiana 46206-6222
317/917-6222
eaustin@ncaa.org

[Back to top](#)

15. What is the Collegiate Licensing Company (CLC)?

The Collegiate Licensing Company is the licensing representative for the NCAA. CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the NCAA. [Visit The CLC Homepage](#)

[Back to top](#)

16. How do I become an NCAA licensee?

Anyone who wishes to obtain a license to produce merchandise containing NCAA trademarks may contact:

The Collegiate Licensing Company
290 Interstate North
Suite 200
Atlanta, Georgia 30339
Phone: (770) 956-0520
Fax: (770) 955-4491
<http://www.clc.com/>

[Back to top](#)

17. Who is licensed with the NCAA?

Either the NCAA's Licensing ([Current NCAA Licensees](#)) office or The Collegiate Licensing Company ([Visit The CLC Homepage](#)) can provide a list of current NCAA licensees. It is typically much easier to work with an established NCAA licensee than to try and license a new product or idea. Both the NCAA and CLC can provide you with information on the products produced by all licensees so you

Page 7

can match your needs with the right company.

[Back to top](#)

© The National Collegiate Athletic Association