

NEBRASKA ATHLETIC DEPARTMENT

LICENSING

WELCOME TO THE UNIVERSITY ATHLETIC LICENSING DEPARTMENT

The University of Nebraska enjoys a rich heritage and is an outstanding institute of higher education, research, service and dedication to excellence in athletics. Since our founding on February 15, 1869, the University of Nebraska has developed and enriched the quality of life in the state of Nebraska and around the country. The University is committed to all its programs, including the Athletic Licensing Department.

The University's students, alumni, faculty and staff, plus our many supporters share tradition, loyalty and spirit. The support combined with the success of our athletic teams has created a demand for products that display our mark, symbols and insignia that are associated with the University. Through our athletic licensing program, we market and efficiently manage this demand by assuring that our marks appear only on quality products with minimal liability to both the University and the purchasers of these products.

WHAT DOES ATHLETIC LICENSING ACCOMPLISH?

Athletic Licensing promotes and protects our logos and marks. It also creates a cooperative and positive working relationship with licensees (manufacturers of products) and retailers. Fans of the collegiate arena and of the University of Nebraska have come to recognize our trademarks and look for the "officially licensed" products label on merchandise. The label assures the purchaser that he or she is buying from an official licensee and a percentage of the proceeds are going back to the University of Nebraska.

Athletic Licensing also monitors and generates growth for Husker merchandise not just in the state of Nebraska, but within the Big 12 Conference, the country and even internationally.

WHO NEEDS A LICENSE?

Any manufacturer merchandising product bearing or making reference to the University of Nebraska's logos and marks. The manufacturer must have a license before offering products for sale.

WHAT CAN BE LICENSED?

Athletic Licensing will consider most products. However, no products will be licensed without the approval of the Director of Athletic Licensing. The approval process assures retailers and purchasers that the products are of high quality and good taste. The scrutiny of products helps prevent misrepresentation of marks and minimizes liabilities from harmful or hazardous items.

WHAT QUALIFIES AS A TRADEMARK?

Any mark, symbol, logo, nickname, letter(s), word, or derivative that can be associated with the University of Nebraska and its athletic teams.

WHERE IS NEBRASKA ATHLETIC LICENSING LOCATED?

Athletic Licensing is located in South Stadium at the University of Nebraska. If you wish to contact us, please do so at the following:

Athletic Licensing
One Memorial Stadium
Lincoln, NE 68588
Phone: 402-472-9446
Fax: 402-472-3969
HUSKERS.COM

HOW DOES A MANUFACTURER OBTAIN A LICENSE?

Any prospective manufacturer who wishes to obtain a license to officially produce Nebraska merchandise must submit a license application. Our licensing agent, the Collegiate Licensing Company (CLC), does all the initial paperwork. Applications can be obtained by contacting them at the following:

The Collegiate Licensing Company
290 Interstate North Parkway, Ste 200
Atlanta, GA 30339
Phone: 770-956-0520
Fax: 770-955-4491
clc@clc.com
www.clc.com

CLC is responsible for assisting Athletic Licensing with processing of application; collecting royalties, enforcing the use of our trademarks, and helping us find new market opportunities.

WHAT ARE NEBRASKA TRADEMARKS?

Exclusively the University of Nebraska owns certain trademarks. Any design or presentation of these marks without permission is a trademark infringement. If you are in doubt, make sure to call Athletic Licensing.

The following is a list of Nebraska's marks:

VERBIAGE:

UNIVERSITY OF NEBRASKA®
NEBRASKA®
NU™
BIG RED™
CORNHUSKERS®
HUSKERS®
BLACKSHIRTS®

LOGOS:



COLORS:

NEBRASKA Red: PMS 186
LIL' RED Red: PMS 186, LIL' RED Yellow: PMS 102, LIL' RED Orange: PMS 148, LIL' RED Blue: PMS Process Blue