

OLD DOMINION UNIVERSITY
University Policies and Procedures

2300 - LICENSING/MARKETING POLICY

Purpose:

- (1) Increase the extent to which Old Dominion University products are marketed.
- (2) Preserve the integrity of how all university marks are displayed on merchandise.
- (3) Develop a unified effort among the bookstore, Alumni Association, and athletic department in marketing products.
- (4) Control and promote outside sources marketing university products.
- (5) Increase revenues to the University through licensing agreements and increased sales of university merchandise.

Trademarks:

- (1) University Seal
- (2) University Logo
- (3) Athletic Logo
- (4) Others as registered by the University

Statement:

Any item for resale which carries any university label must be approved by a committee designated by the President. The committee shall, at a minimum, consist of a member from the bookstore, Alumni Association, athletic department, and Institutional Advancement. The committee must develop a set of guidelines which will allow creation of certain products without committee review. Review will include both content and actual presentation of products. Any manufacturer who wishes to produce university approved items having a registered mark must execute a licensing agreement with the University and pay to the University an application fee, a licensing fee, and a percent of sales (royalties), all of which shall be determined by the President. Application and licensing fees shall be paid at the point of execution and royalties shall be paid on a quarterly basis. Items sold to university groups for other than resale (e.g., basketball uniforms, etc.), as approved by the President, shall not be subject to established fees and royalty payments. Direct sales to the University Bookstore, Alumni Association, athletic department, and firms under contract for the provision of

service to the University (e.g., concessions vendor, etc.) as identified by the University in writing shall be exempt from the royalty payments. The administration of contracts shall be overseen through Institutional Advancement with wholesaler sales audits conducted by the Office of Finance.

Revenue:

Licensing fees and royalty payments, generated by items developed by the University Bookstore, shall be credited to local auxiliary services vending while those generated by the Alumni Association and athletic department shall be credited to their respective funds. Initially all funds shall be deposited to a local auxiliary services account with funds distributed in June each year for that year. When annual revenues reach a sufficient level, accrued interest earnings shall also be credited to the respective groups on a prorated basis.

On-campus Sales:

The University Bookstore shall have first right of refusal for any sales of memorabilia (registered or otherwise) on the university campus, except that the athletic department may do so in athletic facilities and the Alumni Association from their offices and in the future Alumni Hall/Conference Center. Other exceptions may be granted by the President or his/her designee. Sales by other than the bookstore, athletic department, and Alumni Association should be discouraged.

Off-campus Sales:

The University Bookstore, athletic department, and Alumni Association may conduct sales of approved products off campus. University approved merchandise having a registered mark may be sold by private sector outlets if purchased from a manufacturer having executed a licensing agreement.

Joint Marketing:

Barnes and Noble Bookstores, Inc., will enter into joint marketing efforts with the Alumni Association and athletic department.

Alumni Association activities may include, but are not limited to, the following efforts:

1. Mailings to alumni;
2. Sale of merchandise on consignment or by direct purchase through the respective chapters;

3. Provision of concession space for the bookstore to sell merchandise at events;
4. Old Dominion University alumni staff promotion of consignment merchandise at chapter meetings.

Athletic Department activities may include, but are not limited to, the following efforts:

1. Sale of merchandise on consignment or by direct purchase at Scope Cultural and Convention Center, the baseball stadium, Foreman Field, the field house, or other locations where athletic events and sport campus/clinics are sponsored;
2. Mailings to season ticket market;
3. Provision of concession space for the bookstore to sell merchandise at sports campus/clinics and athletic events.

Barnes and Noble Bookstores, Inc., shall pay the athletic department or Alumni Association not less than 10 percent of net sales when such are a result of mailings, consignment efforts, or provision of concession space by the respective groups. Direct sales activity will require that merchandise is sold to the groups at a discounted price. Although the discounting will vary depending on the particular items, discounting will generally be 15-20 percent below standard margins.

The bookstore staff will work with the respective groups to establish specific procedures, including forms that will assure tracking of sales subject to percentage payment to the respective groups, that will generate accurate records of sales and commissions subject to audit.

Responsibility: Office of Institutional Advancement

Authorization: Joseph M. Marchello, President

Date: December 1, 1988