



# Licensing 101

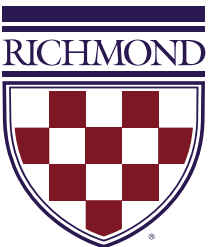
A quick glance at our Collegiate Licensing Program

**Liz St. John**

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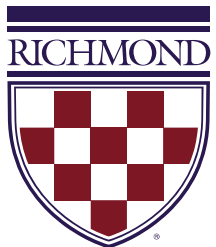
# What is Collegiate Licensing

- The legal process that the university grants permission to third-party companies to use its protected intellectual property on products or promotional purposes.
  - Names, logos, mascots and seals.
- In exchange for permission to use our intellectual property, the university receives a percent of sales (royalties).
  - UR currently has a 12% royalty rate for both internal and external sales.



# Who is CLC?

- A third party that manages collegiate trademark licensing and marketing for universities, connecting fans with college brands.
- Our contracted partner that helps the university collaborate with vendors that adhere to accepted labor standards, ethically sourced materials and production processes and utilizes our logos in a responsible manner.



# What is the University's intellectual property?

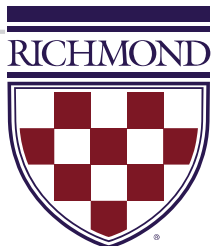
What the university owns:

- Logos
- Official Colors
- Athletic Mascots
- Institutional names/seals

University of Richmond Current Revision Date: 08/01/22			Verbiage	
Established: 1840	Location: Richmond, VA	Mascot: Spiders	University of Richmond © Richmond ™	University of Richmond School of Professional & Continuing Studies ™
Mascot Name: WebstUR	Conference: Colonial Athletic Association (Football), Atlantic 10 (Basketball)		Richmond Spiders ® Spiders © UR ™ Robins School of Business ™	University of Richmond School of Arts and Sciences ™ Jepson School of Leadership Studies ™ University of Richmond School of Law ™
Richmond Law ™ Richmond College ™ WebstUR ™				
Athletics Blue	Red	Institutional Blue	Mascot Gray	Black
PANTONE 289 C MADEIRA: 1197	PANTONE 200 C MADEIRA: 1039	PANTONE 281 C MADEIRA: 1197	PANTONE 423 C MADEIRA: 1212	PANTONE Process Black C MADEIRA: 1000
<small>Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.</small>				

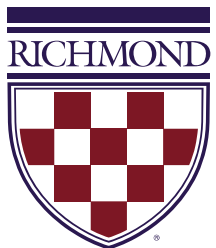
Primary Institutional Marks		Shield Word Mark
1	2	5
3	4	6
		7

\* This is a screenshot of the approved art sheets held by CLC and given directly to vendors when they are approved to hold our license \*



# What is subject to royalties?

- All “merchandise” orders placed using university logos/marks – including internal and external orders, for faculty, staff, and student organizations.
  - “Merchandise” includes items that may be sold and promotional items for giveaways, gifts, etc. or items for fundraisers.
  - These items include but are not limited to: apparel, uniforms, headwear, footwear, house wares, office supplies, food items, etc.

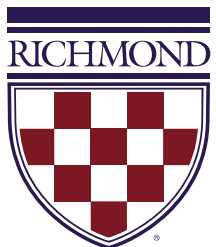


# What is Co-branding?

Any time that the university logos/marks are used in tandem with another company.

- The university mark must be:
  - Of equal or greater size
  - In a prominent position

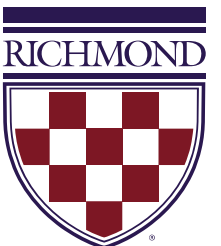
Typically occurs with Athletics sponsorships, but can also occur with retail merchandise.



# What is Name, Image & Likeness?

NIL – Name, Image and Likeness

- Allows athletes to earn money on their name, image and likeness. Athletes earn a royalty % and the university earns the royalty.
- NIL is a separate license that companies must apply for.
- The university currently has one chosen NIL partner, Athletes Thread.



# How do I order licensed merchandise?

1. Contact a university-licensed vendor to begin the ordering process.
2. Finalize proposed artwork and order quantity with the university-licensed vendor.
3. The vendor will submit artwork, order quantity, and any other relevant details to CLC's Brand Manager 360 online portal for final approval by Collegiate Licensing.
4. Collegiate Licensing provides approval (or any required changes) back to the licensed vendor through CLC's Brand Manager 360 online portal.
5. The licensed vendor is responsible for reporting and paying royalties to CLC on University of Richmond's behalf.

