

Last fall, the University entered into an agreement with Learfield Licensing Partners (LLP) to become the official licensing agency for Midwestern State University. Learfield represents more than 570 client institutions, including 53 institutions in Texas and seven of the nine Lone Star Conference members.

Representatives were on campus July 29 to review and answer questions about the program. If you were unable to attend, below is a brief synopsis of their presentation.

What is licensing?

Licensing is the granting of permission to use intellectual property rights, such as trademarks, patents, or technology, under defined conditions.

How will licensing help the university?

There are several benefits to the licensing program including:

- Added protection of our brand
- Consistency of our logos and colors
- Additional opportunities for promotion
- Additional revenue stream

What does this mean to you?

Learfield has established the following policies in the terms of its agreement with MSU:

- Vendors who produce items for internal, school consumption are exempt from royalties, however vendors must still be licensed via an Internal Usage License.
- Vendors who produce items for general resale need to acquire a Standard License and are required to pay a royalty on the wholesale cost of the item.
 - Midwestern State University has established a 10 percent royalty rate.
- When ordering items bearing the MSU marks and/or verbiage, individuals will need to use an approved vendor. A list of approved vendor can be found at <http://learfieldlicensing.com/vendor-list/>.
- All artwork and designs bearing any of the MSU marks and verbiage are approved through Learfield's Trademarx system. Through this system, approved vendors will have access to all approved University marks and logos.

Are local vendors included in the program?

Yes, there are now several local vendors who have been approved. However, we are continuing to work to add additional vendors. The list can be found at <http://learfieldlicensing.com/vendor-list/>.

What do you need to do?

- Provide Learfield Licensing with a list of all the vendors which you use to purchase branded merchandise.

- Make sure that your vendors are officially licensed before you order.
- Use Learfield Licensing as a resource.

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Thank you for your support of this program as we work to extend the reach of our brand and image. We realize that there may be additional questions about this program, especially as we work to expand our list of vendors. We are happy to answer your questions. This is an important step in making sure we are protecting the image and brand of Midwestern State University.