



# LICENSE TYPE QUICK REFERENCE

## TYPES OF CLC LICENSES

**I**

**INTERNAL CAMPUS SUPPLIER (ICS)**

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**L**

**LOCAL LICENSE**

Application Inquiries: Wanda Lowman  
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**S**

**STANDARD LICENSE**

Application Inquiries: Makayla Burtz  
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## DEFINITIONS & PARAMETERS

Allows a company to produce merchandise bearing the trademarks of collegiate institutions for university departments and related entities **for internal consumption only/not for resale**. Was known as a "Restricted" license until 2011.



Most expeditious and least costly to pursue with strict limitations on distribution.



Sales to restricted distribution only. Sales must be categorized as royalty exempt by the individual institution.



Sales to university bookstores or product being re-sold, and/or used for promotional purchases (gift with purchase) not permitted under ICS License. Internal orders that are determined to be royalty bearing require ICSR Addendum. Once addendum is finalized, ICS companies must report royalties on a quarterly basis.



Requires an Internal Campus Supplier application available for download on CLC.com.

Allows a company to produce merchandise bearing the trademarks of collegiate institutions **within the same state as the business' location for university departments and related entities in addition to retail distribution**.



Next easiest to pursue. Costs are higher and geographic restrictions exist.



Unlimited institutions within same state as business location or one school within 200 miles of institution and out of state.



Can apply for an institution outside of their state if Alumnus of said institution. Become ineligible to hold license for any other institutions in their state without submitting a Standard Application.



Local licensees must be licensed for one full year before being considered for a Standard License.



Contact CLC for special provisions relating to U.S. Air Force Academy/U.S. Military Academy & Washington D.C.

\*\*Requires quarterly royalty reporting



The most challenging and expensive type of license to pursue.



Companies must exhibit well-established marketing plans, existing product distribution, solid financial history of selling licensed products and/or are introducing unique and commercially viable product to collegiate market.



Standard License applicants should provide as much detailed information as possible in application to improve likelihood of acceptance by institutions.

\*\*Requires monthly royalty reporting.

## APPLICATION FEES

**\$100** \*Some exceptions apply.  
Covers administrative fees & one institution.

**\$100**  
Non-refundable.

**\$1,000**  
Non-refundable.

## LICENSE COSTS

**Additional Institutions: \$100 each**  
**Liability Insurance: \$200-\$4k**  
**Logos on Demand: \$50-\$500**

**Institutional Advance Fee: \$250-\$5k+**  
Variable by institution. See institution list.  
**FLA: \$100-\$10k**  
If applicable. See institution list.

**Holograms: \$75+**  
**Logos on Demand: \$50-\$500**  
**Liability Insurance: \$200-\$4k**

## TIMELINE

**2-3 Weeks**

**4-6 Weeks**

**8-12 Weeks**

## APPLICATION CHECKLIST

- ICS LICENSE APPLICATION
- APPLICATION FEE
- COMPLETE LIST OF INSTITUTION CONTACTS

- LOCAL/STANDARD LICENSE APPLICATION
- APPLICATION FEE
- CREDIT REPORT
- FINANCIAL STATEMENTS
- STRATEGIC MARKETING & DISTRIBUTION PLAN

- FACTORY/SUPPLIER INFO FORM
- INSTITUTION LIST
- QUALITY SAMPLE(S)
- MYICLC REGISTRATION FORM
- COMPANY NAME LABEL SAMPLE
- UL APPROVAL (ELECTRIC PRODUCTS)