Dear University of Kentucky Licensee:

The University of Kentucky has appointed Fermata Partners as its exclusive domestic trademark licensing agency for all sales of UK products starting July 1, 2014. The purpose of this message is to provide your company with the relevant details of our partnership with Fermata to ensure a seamless transition of your UK licensing rights.

Our Collective Pledge
We recognize change can be hard and will work diligently to create a smooth transition of your company’s association with the University. We call this commitment Our Collective Pledge, which is comprised of three fundamentals:

- The University will place the consumer at the center of its licensing program. The University will view each licensing decision through the lens of what is best for the consumers of the Big Blue Nation while aligning with licensees that enhance and extend UK’s brand.
- The University of Kentucky will retain decision-making authority over all decisions affecting its consumer products licensing program. Fermata will serve as the University’s co-plot with the specific responsibilities of protecting its intellectual property rights, administering the logistics of the licensing process, and forging new consumer product opportunities.
- Fermata has designed its infrastructure on four primary tenets: Speed, Transparency, Mobility and Paperless. Licensing can be cumbersome, so these guidelines help streamline all transactions between your company and UK. Fermata and UK will strive to be nimble and responsive, and are open to constructive and collaborative feedback in areas where we can achieve greater efficiency.

About Fermata
With more than 100 years of experience working in the collegiate consumer products business, the Fermata team is new to the college landscape. Fermata was launched with a core belief that centers on the transformative powers of universities to inspire ideas, propel people and connect communities. There are three key individuals at Fermata that will work with your company during this transition process:

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Transition Road Map
Attached is the Fermata Transition Road Map, which highlights key terms and mile markers regarding the transition process for your UK license agreement. We look forward to navigating this process with you in the near future. You have our pledge to keep it as simple and streamlined as possible.

On behalf of the University of Kentucky, we look forward to continuing our relationship through our new partnership with Fermata. Expect to hear further details in the near future from Fermata’s team.

Go Big Blue!

Jason Schaefer
Senior Associate Athletics Director, External Affairs