



Purchasing Division
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MEMORANDUM

October 23, 2003

Subject: Licensing Requirements with CLC.com

Dear Vendor:

The University of Kentucky has partnered with the Collegiate Licensing Company to establish a licensing program to protect the use of its logos and insignias. The licensing program strives to regulate, promote and protect the commercial use of the University's name and identifying marks, both on and off campus. Licenses must be obtained for the use of any UK mark, image, photograph or logo in a commercial product. Although items consumed internally by the University, its departments, campus organizations, and University related clubs are NOT required to pay royalties on items produced for them and not for resale, they must be produced by an official University of Kentucky Licensee, and designs must be approved by the University's licensing office. This policy ensures that all items bearing the University's identity represent the University in an acceptable manner and on a quality product.

Therefore, the University of Kentucky requests all vendors who wish to do business go through the registration process prior to the deadline of **January 31, 2004**. Vendors may go online to <http://ukathletics.ocsn.com/ot/licensing.html> and click the Licensing icon to the left of the screen and review the policy or go directly to Collegiate Licensing Company at www.clc.com or call (770) 956-0520 to initiate the registration process.

We look forward to working with you as a licensed participating provider. Should you have any questions please contact me at (859) 257-2964.

Sincerely,

Craig Locke
Contracting Officer