

MEMO

To: Current and potential licensees (vendors)
From: University of San Diego
Re: Licensing Program

Hello,

I am the Marketing Director for Auxiliary Services at the University of San Diego. I wanted to update you on our new licensing program.

The University of San Diego has appointed The Collegiate Licensing Company (CLC) to serve as its exclusive trademark licensing representative in effect as of 7/1/2016.

CLC administers the licensing programs of more than 185 colleges, universities, bowls, and conferences across the U.S. We believe that by working with CLC, we will further expand our licensing program, which will be beneficial for both the University and its licensees.

As a current – or potential - San Diego licensee, all future correspondence needs to be sent to CLC. In addition, all royalty reports and payments for sales made after June 30, 2016 should also be sent to CLC. Regarding artwork, while we are working to transition your agreement for San Diego to CLC, please feel free to send the artwork to me via email for approval. Once your University of San Diego addendum is finalized through CLC, you will be able to submit artwork in MyiCLC for the University.

Should you have any questions about the CLC licensing program, you may contact:

Makayla Burtz, Manager, Licensing Operations
The Collegiate Licensing Company
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
Em: mburtz@clc.com Tel: [770-956-0520](tel:770-956-0520) Fax: [770-955-4491](tel:770-955-4491)

We are excited about the new direction of the University of San Diego trademark licensing program, and hope you will continue, or become, one of our licensing partners. Again, if you have any questions, please do not hesitate to call Makayla Burtz directly at CLC.

Sincerely,

Loryn Johnson
Director of Marketing and Licensing
University of San Diego
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