

# UNIVERSITY OF SAN DIEGO LICENSING OPPORTUNITIES

The University of San Diego is a Roman Catholic institution committed to advancing academic excellence, expanding liberal and professional knowledge, creating a diverse and inclusive community, and preparing leaders who are dedicated to ethical conduct and compassionate service.

**Total Enrollment: 9,041**

**Total Alumni: 77,143**

**64% of Alumni Live in California**

## BUILDING UNIQUE PARTNERSHIPS

The University of San Diego is dedicated to building meaningful relationships with the community through partnerships with alumni and locally-owned businesses. These partnerships help enhance the University's mission by creating new resources and opportunities for its students and campus as a whole. Led by Auxiliary Services, Licensing has provided new opportunities for alumni and local businesses to integrate USD's prestigious brand with their own, building brand value and opening new channels for both parties.



## WHAT DOES IT MEAN TO BE A UNIVERSITY OF SAN DIEGO LICENSEE?

A University of San Diego licensee is a partner of the University that has been granted rights to produce product featuring the University's name, logos, or likeness through a licensing agreement. A licensee is granted a licensing agreement administered by the University of San Diego's licensing agent, CLC. Depending on the nature of your business and intent, the University and CLC will help you determine what licensing agreement applies to your business.



## WHY SHOULD YOU BECOME A UNIVERSITY OF SAN DIEGO LICENSEE?

As a University of San Diego licensee, you become part of the USD family. As USD seeks to expand its own brand, the University is eager to do so through true partnerships that benefit both licensee and the University. By expanding efforts beyond that of the standard licensed product, USD is building a unique program encompassing the personality and passions of its students, staff, faculty and alumni. As a licensee, you gain access to USD's 77,143 alumni, it's 9,041 bright-minded students, and a legacy of academic success, compassionate service, and community.



# CONSUMABLE PARTNERSHIPS

Over the past few years, consumable products have become a staple in collegiate licensing programs across the nation. These programs often times feature a consumable product that is co-branded with both the University's and manufacturers brand. Keeping up with this innovative step within the industry, the University of San Diego is actively looking for consumable partners to produce co-branded products such as beer, wine, coffee, etc.

A consumable partner would follow the same licensing process and standards as any other licensee; becoming both a licensee and partner of the University. Due to the positioning of USD's licensing program, consumable licensing partners may also have access to unique opportunities on campus such as product placement and partnerships with the following on-campus entities:

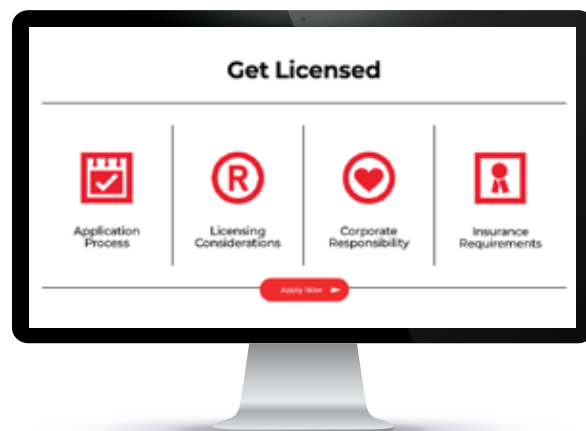
- USD Torero Store
- Jenny Craig Pavilion
- Fowler Park
- Alumni Events
- La Gran Terraza
- O'Toole's Pub
- Campuswide Events
- University Catering



## HOW TO BECOME LICENSED?

The first step to becoming licensed with the University of San Diego is to visit [clc.com](http://clc.com) and follow the steps below:

1. Select Get Licensed
2. Review our guidelines: application timeline, licensing fees, corporate responsibility, business considerations, labels, samples, and insurance requirements.
3. Begin the online application. Once you begin the online application you can track your progress and submit once all the information has been finalized.
4. Once your application has been received, you will receive information for the next phases of the application from an CLC representative.



If you have questions regarding this process, please contact CLC: [licensing@clc.com](mailto:licensing@clc.com), or, USD Licensing Director: [usdaux@sandiego.edu](mailto:usdaux@sandiego.edu)