

# “Licensing Your Trademark at the Two-year College Level? Yes ... No ... Maybe,”

The pros and cons of having your logo and other items licensed.

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# What is Licensing?

Licensing is the granting of permission to use intellectual property rights, such as trademarks, patents or technology under defined conditions.

Okay, what's that really mean?

*No more phenomenally ugly shirts being worn by students, faculty and staff with a backwards, skewed, misspelled logo.*

# Example of Licensing Partner

- ✓ Both TSTC and Tyler Junior College use Learfield Licensing.
- ✓ Learfield is a licensed partner with more than 570 institutions throughout the country.
- ✓ Multiple offices throughout country including Texas
- ✓ You can view their info at:  
[www.learfieldlicensing.com](http://www.learfieldlicensing.com)

Formerly used Strategic Marketing Affiliates(SMA).  
Bought by Learfield in late 2014.

# Other Collegiate Licensing

- ✓ The Collegiate Licensing Company
  - ✓ Mostly used by large athletic groups/teams

The other company available in Texas was also purchased by Learfield.

Learfield handles the “middle dogs” including NJCAA

*National Junior College Athletic Association*

# Different types of licenses

There are two (2) license types:

Internal Usage License – this license grants you permission to produce your college branded items and sell them back to the University for internal, promotional and or departmental use. Sales of such items are exempt from royalty payments.

Standard License – this license grants you permission to produce your college branded items and sell them to and for retail for resale. If your customer will be re-selling an item you are producing, a standard license is required. All sales are subject to the 10% royalty fee.

# Cost to Institution

## \* **TJC**

- \* Learfield takes their cut out of the 10% royalties collected
- \* There is no out-of-pocket expense to TJC

## \* **TSTC**

- \* First \$4,000 of Gross Revenues- Learfield keeps 100%
- \* Gross Revenues in excess of \$4,000 - Learfield keeps - 40%
- \* Royalties – 8% (Bookstore)

# Cost to Vendors

First time applying for a license, the application fee is \$250.00.

The annual renewal fee is \$150.00.

This is an annual license.

If the vendor already has a license with Learfield there is an \$100 cost for each additional institution added.

*HUB vendors may find the cost a bit steep and each vendor is required to carry a minimum \$1 million liability insurance.*



# Pros & Cons

## PROS

- ✓ Protects your brand
- ✓ No more skewing of your logo
- ✓ Learfield deals directly with the vendors
- ✓ Logos available online to vendors
- ✓ Use only licensed vendors
- ✓ Proofing is online through Trademarx, and you see every design (*as long as the vendor submits it*)
- ✓ Their legal department handles infringement claims (material and cyber)
- ✓ Quarterly revenue checks
- ✓ Annual Report each year



# Pros & Cons

## CONS

- ✓ Your responsibility to track down infringements, contact Learfield and followup that action happened
- ✓ Promise of bringing big vendors like Walmart to carry our products – didn't happen
- ✓ Learfield requires a minimum \$1 million insurance policy
- ✓ **Learfield has only 1 license (used to be restricted or full)**
- ✓ There is sometimes a slow response time from Learfield on meeting the institution's needs.
- ✓ Implementation with faculty and staff can be interesting.

# What's it look like?

Vendors are able to see your licensed marks and download them.

At TJC, we have several: institutional, alumni, foundation, Science Center, spirit and an Athletic pack.

Additionally, your style guide can be uploaded, designation of PMS colors and TM verbiage. You can separate out the downloads.

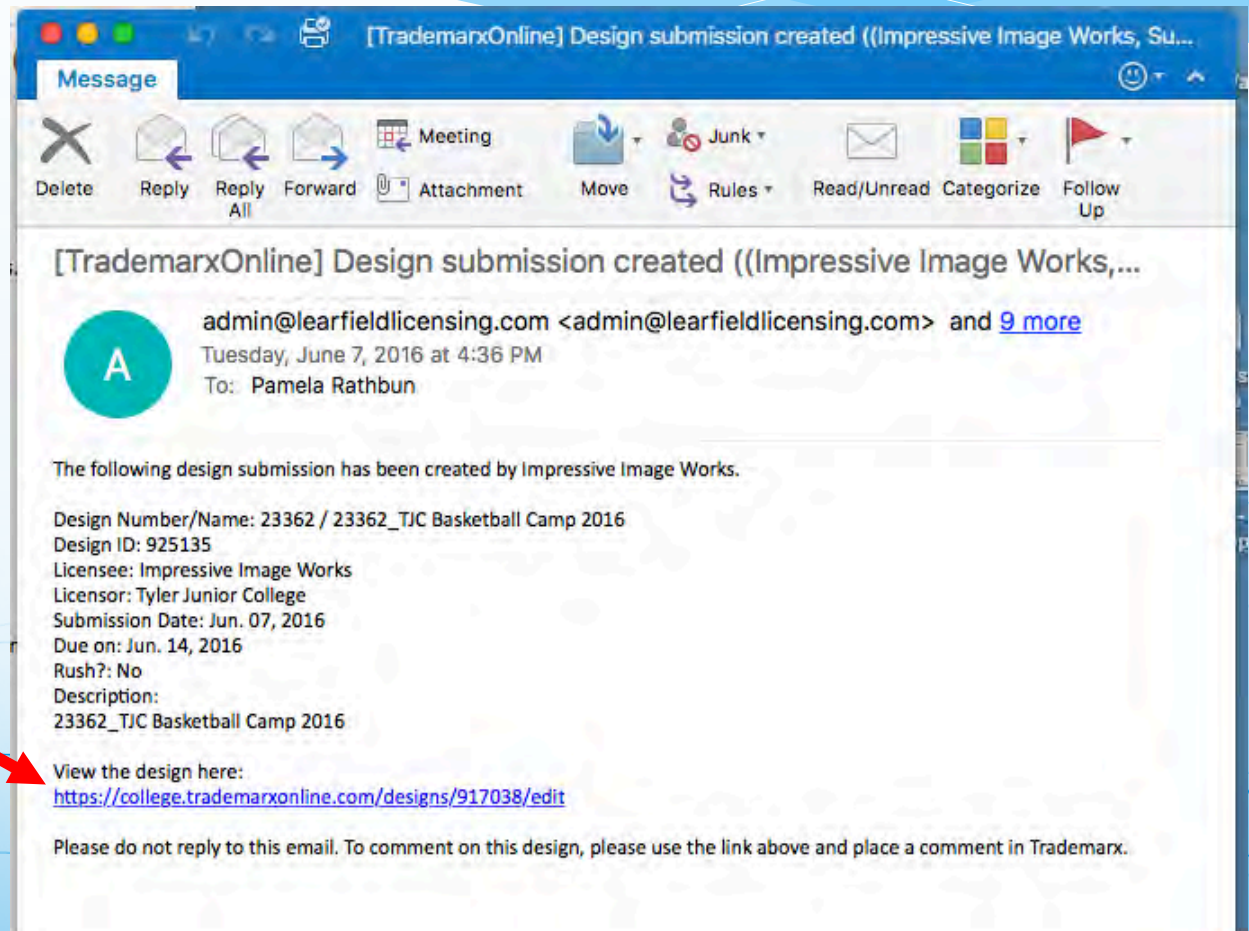
And because we really, really love logos, we're about to add a 90<sup>th</sup> anniversary logo - available for one year.

The screenshot shows the Learfield Licensing Partners interface for Tyler Junior College. The header includes the Learfield logo and navigation links for ARTWORK, SUBMISSION CENTER, and HELP. The main content area is titled 'Tyler Junior College' and features a 'Back to Artwork Collections' link. Below this, there are filters for 'Select: All | None' and a 'Download Selected Mark(s)' button. The primary marks section displays a grid of logos, including Tyler Junior College, Tyler Junior College Apache, Tyler Junior College Foundation, and Tyler Junior College Science Education. The institutional marks section shows logos for Tyler Junior College, Tyler Junior College Alumni Association, Tyler Junior College Foundation, and Tyler Junior College Science Education. The center for earth/space science edu marks section displays logos for the Center for Earth & Space Science Education. The right sidebar contains a 'Documents' section with links for Style Guide, Sport Specific Marks, and Download Artwork Pack. Below this is a 'COLOR INFORMATION' section with color swatches for Black, Yellow, and Brown, each with corresponding PANTONE and CMYK values. The 'CMYK Information' section provides a detailed explanation of the CMYK values shown. The 'VERBIAGE' section lists the trademarks and service marks used on the site. The 'BRAND INFO' section provides details about the location, mascot, and established date of Tyler Junior College.

This screenshot shows the 'SPIRIT MARKS' section of the Tyler Junior College licensing portal. It displays a grid of 20 spirit marks, each with a unique identifier (e.g., TJC-00034A, TJC-00035A, etc.). The marks include various versions of the Tyler Junior College Apache logo, the Tyler Junior College Foundation logo, and the Tyler Junior College Science Education logo. Each mark is presented in a grid format with a checkbox for selection.

# What's proofing look like?

First, you receive an email:



Click on the  
hyperlink



# What's it look like?

The hyperlink takes you to the Trademarx site:

Dialog box:  
e.g. Why are you  
using “Tyler” instead  
of “TJC”?

These then post  
(externally) to the  
vendor, and they are  
notified by email.

23362\_TJC Basketball Camp 2016 — Impressive Image Works

[View Fullscreen](#)

+ ADD NOTE

1

FRONT  
Imprint 11 wide by 4.8 tall  
Black and Gold 116 ink

BACK  
No Imprint

2016  
TYLER BASKETBALL CAMP

Job# 23362

Production Notes:  
☒ True PMS Ink Colors:  
☐ White Underbase  
☐ 1 Stroke + Reducer  
☐ Press Proof w/ Artist Before Production

Design is on hold until:  
☐ Approved on \_\_\_\_/\_\_\_\_/\_\_\_\_  
☐ See changes. Need new proof

Artist Initials: JC

Please note that all designs are held subject to description. Exact measurements are at user's discretion. We are not responsible for any typographical errors. The RGB color of a monitor may vary slightly from the actual color of the printed ink and of the printed fabric. Standard production takes 5-7 business days from final proof approval.

VERSION 1

Download original submissions

View all design details

ADMIN  
Tyler Junior College

REVIEWERS

COMMENTS External Internal

Post a new comment:

Attach a file to this comment  
Choose File No file chosen

Post External Comment

ADMIN NOTES

STATUS (Pending)

Change status from pending to:

☒ Approved  
☐ Approved with Changes  
☐ Rejected  
☐ Resubmit

☐ Submission sample is required.

Comments:

Sign here (username):  
TYLE

Update Status Cancel

Design  
submission

Details  
(opens  
new tab)

Approval  
options &  
comments

# What's it look like?

## Design Details View

Vendor is suppose to fill out this information & it should help you with your proofing process.

**LEARFIELD LICENSING PARTNERS**

Dashboard License Management Design Approvals Artwork Distribution

Tyler Junior College | Learfield

ARTWORK SUBMISSION CENTER HELP

### Edit Design

[Back to Design Overview](#)

#### Design Info

Project: 23362\_TJC Basketball Camp 2016 or [Create A New Project](#)

Name: 23362\_TJC Basketball

Design Number: 23362

Description: 23362\_TJC Basketball

Submission Type: Default

Routing: Tyler Junior College

File:  No file chosen

☐ Rush this design

#### Product Info

Material/fiber content \*  
Cotton

Product color \*  
Sport Gray

Brand \*  
Gildan

Country of origin

Wholesale price

Retail price

Minimum

#### Distribution

☐ Department store ☐ Chain store/gen. merchandise ☐ Non-store retail

☐ Specialty store ☐ Mass merchant/discount ☐ On-campus bookstore

☐ Student organization

Distribution other:

Ship date:

#### Design Info

Graphic name \*  
23362\_TJC Basketball

Application method \*  
Screenprint

Design placement \*  
Full front

Colors used in design \*  
Black, Gold 116

Enter Any Additional Notes or Comments here

or [Cancel](#)

CON: Distribution should be a required field.

Without this, you don't know if it is internal use, and possibly needing to meet other identity standards.

# What's it look like?

Approved Design

The screenshot displays the LEARFIELD Licensing Partners web application. The top navigation bar includes links for Dashboard, License Management, Design Approvals, and Artwork Distribution. The user is logged in as Tyler Junior College | Learfield. The main header shows the project name: 23362\_TJC Basketball Camp 2016 — Impressive Image Works. Below the header, there's a toolbar with options like ADD NOTE, search, zoom to fit, and a refresh button. The central area shows a design for a t-shirt, labeled 'VERSION 1'. The design is for a 'Sport Gray Gildan G500/G500B T-Shirt' with 'Black and Gold 110 Ink'. The front view shows a design with '2018 TYLER BASKETBALL CAMP' and a basketball graphic. The back view shows 'No Imprint'. To the left of the design is a sidebar with a thumbnail of the design. Below the design, there are 'Production Notes' and 'Artist Initials: JC'. A red arrow points to the 'STATUS' section, which shows 'Approved' with a green checkmark and the date 'Jun. 07, 2016'. The bottom section includes a 'COMMENTS' area with a text input field and a 'DESIGN INFORMATION' section showing the project name and date.

Dashboard License Management Design Approvals Artwork Distribution

LEARFIELD LICENSING PARTNERS

Tyler Junior College | Learfield

ARTWORK SUBMISSION CENTER HELP

23362\_TJC Basketball Camp 2016 — Impressive Image Works

[View Fullscreen](#)

+ ADD NOTE

1

FRONT Imprint 11 wide by 4.8 tall Black and Gold 110 Ink

BACK No Imprint

2018 TYLER BASKETBALL CAMP

Job# 23362

Production Notes:

- ☒ True PMS Ink Color(s)
- ☐ White Underbase
- ☐ 1 Stroke + Reducer
- ☐ Press Proof w/ Artist Before Production

Please note that all designs are NOT scaleable proportion. Exact measurements are shown above shirt templates. We are not responsible for any typographical errors. The RGB color of a monitor may vary slightly from the actual color of screenprinted ink and of the approved fabric. Standard production takes 5-7 business days from final proof approval.

Artist Initials: JC

Design is on hold until:

- ☐ Approved on: / /
- ☐ See changes. Need new proof.

X

VERSION 1

Download original submissions View all design details

ADMIN

Tyler Junior College

REVIEWERS

COMMENTS External Internal

Post a new comment:

Attach a file to this comment:

STATUS

Approved Jun. 07, 2016

Previous Design Next Design

Return to Submission Center

DESIGN INFORMATION

Project 23362\_TJC Basketball Camp 2016

# Questions?