



1075 PEACHTREE STREET
SUITE 3300
ATLANTA GEORGIA
30309

P 770 956 0520
F 770 955 4491
www.clc.com

CLC INSURANCE REQUIREMENTS

OVERVIEW

All CLC Licensees are required to obtain a minimum of \$1 million in general insurance, including product liability and other coverage. Insurance is required to help protect the licensee, the institutions, and CLC in the case of any claims of damages or defects related to the collegiate licensed merchandise as well as other liability claims. All licensees, regardless of products or potential risk, are required to obtain this insurance, and some licensees with higher risk products will be required to obtain additional coverage beyond the \$1 million level (CLC will notify you if this is the case, but examples of products include but are not limited to consumables, items that require UL approval, health and beauty items, athletic equipment, and flammable items such as candles or lighters).

PURPOSE OF THIS DOCUMENT

Problems in obtaining the correct product liability insurance are a common reason for delays in the licensing process. The information in this document is provided to reduce the likelihood of delays by helping you to obtain the appropriate insurance in an efficient manner.

Note To Companies Responding To The CLC Application (Phase I)- Please do not purchase insurance until you are notified by CLC that your product and/or application has been approved. This packet is provided early in the process to acquaint you with the insurance requirements that you will need to meet in Phase II of the application process. We strongly encourage you to send the attached document (Insurance Agent Instructions) to your insurance provider so that they can understand the requirements and provide you with an accurate quote prior to Phase II.

FINDING A PROVIDER

The vast majority of licensed manufacturers partner with their existing business or personal insurance provider to satisfy CLC's insurance requirements. If this is not an option for you, we recommend that you research insurance providers within your state by searching <http://www.iaa.org/> for an insurance agent in your neighborhood. It is important that you select a provider that is licensed in your state as insurance laws vary widely from state to state.

COMMUNICATING WITH YOUR INSURANCE PROVIDER

Once you are preliminarily approved and enter the second phase of the licensing process or if the current insurance documentation on file has expired and renewed coverage must be submitted you are required to provide CLC with a copy of the appropriate insurance certificate and additional insured endorsement as outlined in the attached materials. A License Agreement will not be sent or maintained until the appropriate insurance is obtained. **The most common mistakes made by insurance providers are using the wrong type of endorsement and not including the correct verbiage on the endorsement.** Please emphasize to your provider the importance of using the exact endorsement type and correct verbiage on the endorsement. Examples of the correct insurance certificate and endorsements are enclosed.

Please forward the attached Insurance Agent Instructions document to your provider. Please note that all product liability insurance must be written exactly as shown in the attached materials. No deviations will be accepted. If your insurance provider refuses to provide the required endorsement and/or verbiage, we recommend that you find an alternative provider. Finding a provider that can meet our requirements should not be difficult as more than 2,500 licensees are currently insured according to our requirements.

ANSWERS TO YOUR INSURANCE QUESTIONS

Addressing your insurance needs early in the process may significantly speed up the licensing or renewal process. If you have any questions, please email our staff at insurance@clc.com.



1075 PEACHTREE STREET
SUITE 3300
ATLANTA GEORGIA
30309
P 770 956 0520
F 770 955 4491
www.clc.com

INSURANCE AGENT INSTRUCTIONS

OVERVIEW – CLC'S BUSINESS RELATIONSHIP WITH THE INSURED

The Collegiate Licensing Company (CLC) is the authorized licensing representative for more than 200 colleges and universities, bowl games, conferences, the Heisman Trophy, and the NCAA. As the exclusive licensing representative for these collegiate properties, CLC grants a license to manufacturers to produce and distribute merchandise incorporating the trademarks of CLC institutions upon approval by the institutions. Each manufacturer requesting a license must obtain general insurance coverage, including product liability and other coverages, and maintain coverage during the term of the License Agreement. CLC recommends that the required coverage be obtained for a term of one year.

THE NEED FOR AN EXACT RESPONSE

Inaccurate insurance submission is the top reason for delays in the licensing process. CLC has consulted extensively with experts in the industry to determine exact insurance specifications that must be met. **In the spirit of protecting the interests of our client institutions, CLC is unable to accept alternative certificates, types of endorsement forms, and/or language than what is presented in the section below.** As such, it is extremely important that you pay close attention to the requirements and provide your client (and CLC) with the exact certificate, endorsement types, and associated language to avoid delaying the licensing process for your client.

FINDING ANSWERS TO YOUR QUESTIONS

Attached to this document we have provided examples of correct insurance certificates and additional insured endorsement forms. Should you have any questions regarding CLC's insurance requirements, please email your questions to CLC's insurance processors at insurance@clc.com. Please be sure to include the name of your client in the body of the email.

INSURANCE REQUIREMENTS

1. A Certificate of Insurance must be provided to CLC. CLC is unable to accept renewal declarations, or a binder, as these documents are not sufficient in meeting CLC's insurance requirements.
2. Commercial General Liability coverage must be maintained, including product, advertising, and contractual liability insurance.
3. On the certificate, the licensee's name must appear under "Insured." It may be listed as an "a.k.a." or "d.b.a."
4. A policy number and effective dates must be included on the certificate.
5. The certificate must be marked for Commercial General Liability coverage. The certificate must also be marked for the following:
 - a. Product Liability (\$1,000,000)
 - b. Personal & Advertising Injury (\$1,000,000)
 - c. \$1,000,000 of coverage for Each Occurrence (Claims made policies are not accepted).
6. The "Description" area on the face of the certificate must include the following statement:

"Additional Insured: Collegiate Licensing Company ("CLC") all in accord with (insert applicable endorsement form number here, either a Grantor of License endorsement or a Designated Person or Organization endorsement), as modified and attached, hereto."

(If your carrier uses Insurance Services Office (ISO) forms, the correct Grantor of License endorsement number is CG 20 36 10 01 and the correct Designated Person or Organization endorsement is CG 20 26 11 85 or CG 20 26 07 04. If you don't use ISO forms, you must use a Grantor of License or Designated Person or Organization equivalent. Please be sure to include the equivalent endorsement form number in the Description area of the certificate.)

7. A Grantor of License endorsement form (ISO form CG 20 36 10 01) or a Designated Person or Organization endorsement form (ISO form CG 20 26 11 85 or CG 20 26 07 04) must be signed by the agent (if applicable) and attached to the insurance certificate (it is not acceptable to include the endorsement language in the Description section of the certificate). CLC will only accept a Designated Person or Organization or Grantor of License endorsement. **CLC will not accept a Vendors endorsement, Grantor of Franchise endorsement, or Owners, Lessees, or Contractors endorsement.** The contractual relationship between CLC and the licensee does not fall within the parameters defined by these endorsement types. If your company does not use ISO forms, CLC will accept comparable forms as long as they are Grantor of License or Designated Person or Organization endorsements or equivalents.

8. The language of the additional insured endorsement must read exactly as follows:

Name of Person or Organization
Collegiate Licensing Company, LLC ("CLC"), all institutions represented by CLC for which insured is licensed, and their respective officers, agents and employees.

9. The certificate holder must be listed exactly as follows:

Collegiate Licensing Company, LLC
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309

10. The policy number(s) must be included on the additional insured endorsement. We also recommend that the insured's name be included somewhere on the endorsement form if possible.

NEXT STEPS

Your client may have sent this information to you during what is called Phase I of the application process in order to determine if you could provide the required coverage and/or to obtain a quote. It is very important that you do **NOT** proceed in providing the insurance until your client is notified by CLC that their application is approved (which occurs during Phase II of the application process). If your client is within Phase II of the licensing process or is an existing licensee in the process of renewing coverage, please proceed in providing the required insurance certificate and endorsement at this time. Please communicate directly with your client to determine when you should proceed in actually issuing the required certificate and endorsement. Your client will not be granted or be allowed to maintain a license until the appropriate insurance certificate and additional insured endorsement, meeting all of the requirements noted above, are received by CLC.

WHERE SHOULD THE CERTIFICATE AND ENDORSEMENT BE SENT?

Once your client requests that you issue the coverage, you should provide copies of the certificate and endorsement form to both CLC and to your client. To expedite processing, CLC recommends e-mailing the information directly to your client's assigned Coordinator at CLC, if you know who that is, or to the attention of insurance@clc.com. If possible, we also recommend that you include your client's name and policy number on the certificate and the endorsement form, so that CLC can connect your document submissions with the correct company.

Collegiate Licensing Company
Attention: Insurance
1075 Peachtree Street Suite 3300
Atlanta, GA 30309
Fax 770-955-4491

CERTIFICATE OF INSURANCE

ISSUE DATE (MM/DD/YY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

PRODUCER

AGENT'S NAME & ADDRESS

COMPANIES AFFORDING COVERAGE

INSURED

LICENSEE'S NAME & ADDRESS

Name of insured must match name under which license is being obtained.



- COMPANY LETTER A
- COMPANY LETTER B
- COMPANY LETTER C
- COMPANY LETTER D
- COMPANY LETTER E

COVERAGES
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
	GENERAL LIABILITY	XXX	XX/XX/XX	XX/XX/XX	GENERAL AGGREGATE \$1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY				PRODUCTS-COMP/OP AGG. \$1,000,000
	CLAIMS MADE X OCCUR.				PERSONAL & ADV. INJURY \$1,000,000
	OWNER'S & CONTRACTOR'S PROT.				EACH OCCURRENCE \$1,000,000
	<input checked="" type="checkbox"/> PRODUCTS LIABILITY				FIRE DAMAGE (Any one person)
	<input checked="" type="checkbox"/> CONTRACTUAL LIABILITY				MED. EXPENSE (Any one person)
	AUTOMOBILE LIABILITY				COMBINED SINGLE LIMIT \$
	ANY AUTO				BODILY INJURY (Per person) \$
	ALL OWNED AUTOS				BODILY INJURY (Per accident) \$
	SCHEDULED AUTOS				PROPERTY DAMAGE \$
	HIRED AUTOS				
	NON-OWNED AUTOS				
	COMBINED SINGLE LIMIT				
	EXCESS LIABILITY				EACH OCCURRENCE \$
	UMBRELLA FORM				AGGREGATE \$
	OTHER THAN UMBRELLA FORM				
	WORKER'S COMPENSATION AND EMPLOYER'S LIABILITY				STATUTORY LIMITS
					EACH ACCIDENT \$
					DISEASE- POLICY LIMIT \$
					DISEASE- EACH EMPLOYEE \$

Certificate must be marked for Commercial General Liability, Products Liability, and Contractual Liability and include \$1,000,000 coverage for each.

The endorsement form must be referenced and must be comparable to a Grantor of License or Designated Person or Organization endorsement.



DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS
ADDITIONAL INSURED: COLLEGIATE LICENSING COMPANY ALL IN ACCORD WITH ENDORSEMENT CG 20 36 10 01, AS MODIFIED AND ATTACHED, HERETO.

CERTIFICATE HOLDER

COLLEGIATE LICENSING COMPANY
1075 Peachtree Street Suite 3300
ATLANTA, GA 30309

CLC's name and address must be listed as the certificate holder.



CANCELLATION
 SHOULD ANY OF THE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL ___ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OF LIABILITY OF ANY KIND UPON THE COMPANY.

The certificate must be signed by your insurance agent.



AUTHORIZED REPRESENTATIVE _____

CLC SAMPLE ENDORSEMENT FORM

For the purposes of this sample we have used Insurance Services Office (ISO) Grantor of License form CG 20 36 10 01. While we prefer the Grantor of License, we also accept ISO Designated Person or Organization form numbers CG 20 26 11 85 or CG 20 26 07 04 and non-ISO forms as long as they are Grantor of License or Designated Person or Organization equivalents. The requirements notated below apply to all ISO and equivalent forms.

POLICY NUMBER:

COMMERCIAL GENERAL LIABILITY

Your client's insurance policy number should be included somewhere on the endorsement form. We also recommend that you include the insureds name somewhere on the document such as at the bottom or top of the document.

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

ADDITIONAL INSURED - GRANTOR OF LICENSES

CLC DOES NOT ACCEPT THE FOLLOWING ENDORSEMENT TYPES: VENDORS, LESSEES, GRANTOR OF FRANCHISE, OWNERS, OR CONTRACTORS.

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART.

SCHEDULE

Inexact endorsement language is one of the most prevalent problems among unaccepted endorsements submitted to CLC. Please be sure to include this language on your endorsement exactly as shown here.

Name of Person or Organization:

Collegiate Licensing Company ("CLC"), all institutions represented by CLC for which insured is licensed, and their respective officers, agents and employees.

(If no entry appears above, information required to complete this endorsement will be shown in the Declarations as applicable to this endorsement.)

(Section II) - WHO IS INSURED is amended to include as an insured the person(s) or organization(s) shown in the Schedule, but only with respect to their liability as grantor of license to you.

Insurance agents should sign and date the endorsement if the endorsement form being used includes these fields (some do not).

Authorized Insurance Agent Signature: _____

Date: _____

If applicable, the endorsement form number should be included somewhere on the endorsement. It is usually, but not always, placed at the bottom left of the endorsement form. However, any location on the endorsement is acceptable.

Other information that is acceptable and may be included on the endorsement form without consequence includes: Endorsement Issue Date, Policy Effective Date, and Insurer/Carrier Company Name.

CG 20 36 10 01

Copyright. Insurance Services Office, Inc.

If using Adobe Acrobat, in order to print this document properly be sure to select File on the top tool bar, then select Print, and then Document and Markups in the Comments and Forms section. Also, ensure that Print Color as Black is deselected. Adobe Reader users should be able to print the document using default settings.