**LICENSE TYPE QUICK REFERENCE**

**UPDATED SEPTEMBER 2017**

### TYPES OF LICENSES

- **INTERNAL CAMPUS SUPPLIER (ICS)**
  - Allows a company to produce product bearing the trademarks of collegiate institutions for university departments and related entities for internal consumption only. Cannot provide product at retail or direct to consumer.
  - Most expeditious and least costly to pursue with strict limitations on distribution.
  - Sales to restricted distribution (internal consumption by university) only.

- **LOCAL LICENSE**
  - Allows a company to produce product bearing the trademarks of collegiate institutions within the same state as the business' location for university departments and related entities in addition to retail distribution.
  - Unlimited institutions within same state as business location or one school within 200 miles of institution and out of state.
  - Can apply for an institution outside of their state if Alumnus of said institution. Become ineligible to hold license for any other institutions in their state without submitting a Standard Application.
  - Local licensees must be licensed for one full year before being considered for a Standard License.
  - Contact IMGCL for special provisions relating to U.S. Air Force Academy & Washington D.C.

- **STANDARD LICENSE**
  - Allows a company to produce product bearing the trademarks of unlimited collegiate institutions for university departments and related entities, in addition to retail distribution through all channels.
  - The most challenging and expensive type of license to pursue.
  - Companies must exhibit well-established marketing plans, existing product distribution, solid financial history of selling licensed products and/or are introducing unique and commercially viable product to collegiate market.
  - Standard License applicants should provide as much detailed information as possible in application to improve likelihood of acceptance by institutions.
  - **Requires monthly royalty reporting.**

### DEFINITIONS & PARAMETERS

- **INTERNAL CAMPUS SUPPLIER (ICS)**
  - Institutional Advance Fee: $100-$500
  - Liability Insurance: $200-$4k
  - Logos on Demand: $50-$500
  - Institutional Advance Fee: $100-$500

- **LOCAL LICENSE**
  - Local Administrative Fee: $100
  - Institutional Advance Fee: $250-$5k+
  - FLA: $100-$10k
  - Liability Insurance: $200-$4k

- **STANDARD LICENSE**
  - Standard Administrative Fee: $1,000
  - Additional Institutions: $100 each after first 10 schools. Standard Only.
  - Holograms: $57+
  - Logos on Demand: $50-$500
  - Liability Insurance: $200-$4k

### APPLICATION FEES

- **INTERNAL CAMPUS SUPPLIER (ICS)**
  - Admin Fee: $100 each
  - Liability Insurance: $200-$4k
  - Logos on Demand: $50-$500
  - Institutional Advance Fee: $100-$500

- **LOCAL LICENSE**
  - Local Administrative Fee: $100
  - Institutional Advance Fee: $250-$5k+

- **STANDARD LICENSE**
  - Standard Administrative Fee: $1,000
  - Additional Institutions: $100 each

### LICENSE COSTS

- **INTERNAL CAMPUS SUPPLIER (ICS)**
  - Admin Fee: $100 each
  - Liability Insurance: $200-$4k
  - Logos on Demand: $50-$500
  - Institutional Advance Fee: $100-$500

- **LOCAL LICENSE**
  - Local Administrative Fee: $100
  - Institutional Advance Fee: $250-$5k+

- **STANDARD LICENSE**
  - Standard Administrative Fee: $1,000
  - Additional Institutions: $100 each
  - Holograms: $57+

### APPLICATION TIMELINE

- **INTERNAL CAMPUS SUPPLIER (ICS)**: 4-8 Weeks
- **LOCAL LICENSE**: 6-10 Weeks
- **STANDARD LICENSE**: 10-15 Weeks

### APPLICATION CHECKLIST

- ICS LICENSE APPLICATION
- APPLICATION FEE
- COMPLETE LIST OF INSTITUTION CONTACTS
- LOCAL/STANDARD LICENSE APPLICATION
- APPLICATION FEE
- CREDIT REPORT
- FINANCIAL STATEMENTS
- MARKETING & DISTRIBUTION PLAN (RECOMMENDED)
- INSTITUTION LIST
- QUALITY SAMPLE(S)
- COMPANY NAME/LABEL SAMPLE
- UL APPROVAL (ELECTRIC PRODUCTS)