

University of Tennessee®
Trademark Licensing

College Crafter Program Information and Application

Thank you for your interest in the University of Tennessee® College Crafter Program!

A crafter is defined as an individual producing domestic handcrafted items in the home with collegiate marks and selling/distributing to individual consumers via events or direct sales. This might include events organized by church, school, county, state, craft, holiday, Junior League, street festivals, gift marts, or flea markets.

Before an individual or business may use the University of Tennessee's logos and marks, formal permission must be granted through a license agreement. There are several types of licensing agreements to accommodate different licensee needs.

This license allows a Crafter to sell to individual consumers only. Sales of items on a wholesale basis to a third party are not permitted. All items must be handmade. No commercially manufactured items are allowed.

If anticipated sales will exceed 100 units or sales revenue of more than \$2,500 in one year, please refer to www.clc.com for more information on the Local or Standard Licenses available through the University's licensing agent, The Collegiate Licensing Company.

All products produced and sold must be affixed with an "Official UT Craft" hologram label distributed by the University. Additionally, the Crafter must display the "Officially Licensed Collegiate Crafter" sign also distributed by the University at all points of sale and have the College Crafter License Agreement on hand.

The annual licensing fee for the College Crafter's License varies depending on average selling price of items produced.

Applicants must submit a picture of each item to be offered for sale bearing the University's trademarks and logos for the University's review before the License is granted.

Please complete the following forms and send directly to:

Office of Trademark Licensing
1551 Lake Loudon Blvd.
Lawson Athletic Center
Knoxville, TN 37996
kphelps5@tennessee.edu

This form is **NOT** the legal binding agreement between the College Crafter and the University. Upon approval of your application by the Trademark Licensing Department, you will receive a College Crafter License Agreement by mail. This form should then be read in its entirety by the Crafter and returned to the University. The University will then sign the agreement and mail a copy back to the Licensee along with one hundred hologram labels and one “Officially Licensed College Crafter” sign.

Collegiate products shall not be sold before the College Crafter License Agreement is complete and/or without affixed holograms. Doing so can result in legal action taken by the University of Tennessee ®.

Please refer all questions to the Office of Trademark Licensing via e-mail or telephone.

E-mail: license@tennessee.edu
Telephone: (865) 974-7543

Name: _____

Company Name: _____

Date: _____

Address: _____

City, State: _____

Zip Code: _____

Phone: _____

Email: _____

Fax: _____

Website: _____

Facebook Fan Page: _____

Best Form of Contact:

- Telephone
- E-mail
- Fax
- Paper Mail

Where do you intend to sell your product?

Please list a product description and the selling price for ALL University of Tennessee ® products you wish to sell. Additionally, please attach a picture of each product. You may also send a sample.

Please note: The University reserves the right to request a sample from the licensee at any time and as the Trademark Licensing Department deems fit.

Product Description:

Selling Price:

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Estimate number of units sold:

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Estimated number of units sold:

→

Estimated number of units sold:

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Estimated number of units sold: