

**PROUD
TO BE**

**PROTECTED BY
THE FSU TRADEMARK
LICENSING PROGRAM**



The Fayetteville State University trademark licensing program is under the direction of:

**THE OFFICE OF MARKETING
AND SPECIAL EVENTS**

Fayetteville State University
1200 Murchison Road
Fayetteville, NC 28301
Phone: 910. 672.1838
email: bminter@uncfsu.edu

For information on how to become licensed to manufacture Fayetteville State University merchandise, contact:

STRATEGIC MARKETING AFFILIATES, INC.

201 S. Capitol, Suite 520
Indianapolis, IN 46225
Phone: 317.829.5690
Fax: 317.829.5696
www.smaworks.com



STRATEGIC | MARKETING | AFFILIATES



**LOOK FOR THE
"OFFICIALLY LICENSED" LABEL**

Every time you buy officially licensed Fayetteville State merchandise, the manufacturer, returns a portion of that money to the University. The distinctive "Officially Licensed Collegiate Products" label assures that the merchandise you buy has been approved by Fayetteville State University.



1200 Murchison Road • Fayetteville, North Carolina 28301-4298

www.uncfsu.edu

Fayetteville State University is a constituent institution of The University of North Carolina. Fayetteville State University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, or disability. Moreover, Fayetteville State University values diversity and actively seeks to recruit talented students, faculty, and staff from diverse backgrounds.



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TRADE-MARK /'TRÄD,MÄRK/

NOUN: A SYMBOL, WORD, OR WORDS LEGALLY REGISTERED OR ESTABLISHED BY USE AS REPRESENTING A COMPANY OR PRODUCT.

WHY HAVE A LICENSING PROGRAM?

Trademark licensing creates cooperative working relationships between Fayetteville State University, the manufacturers of approved and authorized products and the retail community. It assures that all merchandise bearing Fayetteville State marks promotes and protects the image of the University while fulfilling the needs of consumers.

WHAT QUALIFIES AS A TRADEMARK?

Any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with Fayetteville State University and can be distinguished from those of other institutions or entities qualifies as a trademark.

WHAT DOES A TRADEMARK LOOK LIKE?

TM

Trademark (May have state registration)

®

Federally Registered Trademark



WHAT ARE EXAMPLES OF FAYETTEVILLE STATE UNIVERSITY TRADEMARKS?

Fayetteville State trademarks may be any graphic representation of:

- Fayetteville State University
- Fayetteville State Lady Broncos
- Fayetteville State Broncos
- FSU Lady Broncos
- Lady Broncos
- Fayetteville State
- FSU Broncos
- Broncos
- FSU

Trademarks may be any other designs, symbols, drawings, or verbiage that have become associated with Fayetteville State University.

WHAT PRODUCT CAN BE LICENSED?

Fayetteville State University will consider most products. All products must be approved by the Fayetteville State University licensing director. Products that do not meet minimum standards of quality and good taste of quality and good taste, or that are judged to be dangerous or carry high product liability risk, will not be approved.

WHO NEEDS A LICENSE?

Any manufacturer of products bearing any Fayetteville State marks must be properly licensed by the University before offering such goods for sale.

Fayetteville State University represents a rich history and a bright future. The Fayetteville State University name and its colors, symbols, and logos communicate proud heritage and future promise.

This tradition and spirit shared by Fayetteville State University's students, faculty, alumni, friends, and fans have created a growing demand for products displaying Fayetteville State's marks, symbol, and logos. The number of manufacturers who want to produce such products is also growing.

The Fayetteville State trademark licensing program is the University's response to these demands. It fills the responsibility to actively promote these quality while seeing that Fayetteville State University is appropriately represented.

