BOISE STATE UNIVERSITY

Boise State University Crafters License Program

Boise State University has embarked on a new program to benefit the local craftsperson. We believe this program will provide crafters with an opportunity to use their creativity without infringing the University's trademarks, while still allowing the University to maintain the integrity of its brand. We also hope that this program will be used by local entrepreneurs to test the market, before entering into a broader license with the University through The Collegiate Licensing Company.

Outlined below are some of the elements that are incorporated into the Crafter License Program:

- Items must be hand-made; no commercially manufactured items are allowed.
- If anticipated sales exceed 500 units or sales revenue exceeds $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.
- A Crafter License allows for sales to individual consumers only, not via wholesale or a third party retailer.
- Sales may not be conducted through retail stores.
- Crafters Licenses are only available to in-state individuals.
- A $100 licensing fee will be charged by the University on an annual basis for gross sales up to $1,000 per year with the following additional fees payable at the end of the year if annual gross sales exceed $1,000;
  o $50 for gross sales between $1,000 and $1,500
  o $100 for gross sales between $1,000 and $2,000
  o $150 for gross sales between $1,000 and $2,500; and
  o An additional 10% royalty is payable on gross sales in excess of $2,500
- Crafter is required to bear all risk in respect of the articles and hold the University harmless. Crafter may wish to purchase product liability insurance.
- Licenses are valid for one calendar year and may be renewed.

Upon execution of a license and receipt of the licensing fee, an Officially Licensed Collegiate Craft certificate will be provided by University for display by the Crafter. Officially Licensed Collegiate hologram stickers are not currently required or provided under the Boise State Crafters Program. Crafter licensees are encouraged to display their Certificate(s) when selling their Licensed Articles.

The attached application form should be completed and submitted together with a sample of the proposed product to Rachael Bickerton, Director of Trademark Licensing at the address below or emailed to licensing@boisestate.edu.

Once the samples are reviewed and approved, a Crafter's License Agreement will be sent to the Crafter for signature. This License Agreement should be returned with a check or money order made payable to “Boise State University” and sent to: Rachael Bickerton, Director of Trademark Licensing, Office of General Counsel, Mail Stop 1002, 1910 University Drive, Boise, ID 83725

Thank you for your support of Boise State University
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Crafters License Application Form

Please provide all information requested. Attach additional sheets if necessary. Once completed, please submit together with a sample of the proposed product to Rachael Bickerton, Director of Trademark Licensing, Office of General Counsel, Mail Stop 1002, 1910 University Drive, Boise, ID 83725 or via email to licensing@boisestate.edu.

1. Name:
2. Doing business as (in own name/as company):
3. Address:

4. Email:
5. Phone number:

6. Description of product:

    Please provide photographs and/or a sample of the product(s) in respect of which you seek a license

7. Where do you plan to sell the product? (craft shows, person-to-person)

8. Do you have or intend to create an internet site from which you intend to sell the licensed products? If so, please provide details (including the website address if applicable):

9. Will the product be produced at home?
   _ Yes   _ No.
   If No, please state where the product will be made and by whom.

10. What is the approximate cost of production?

11. What is the intended retail price?

12. How many items do you expect to sell in one year?

13. Please feel free to provide any other information that you think is relevant to your license application.

Thank you for your support of Boise State University