Hello and welcome to the first issue of the Trademark Licensing & Marketing Newsletter!

Our purpose in producing the Owls Post, is to keep our licensing vendors and constituents informed and involved, as well as to provide another vehicle to communicate, educate, encourage and inform.

Since we want the Owl Post to be as relevant to your business as possible, we look forward to hearing your comments on this first issue. We would also welcome any suggestions that you may have for future issues. Please email comments to trademarklicensing@fau.edu.

Also, we are excited to introduce our new website, www.fau.edu/otml. The site will provide a central hub for the latest news and information regarding Trademark Licensing & Marketing at Florida Atlantic University.
Popular Items to Look at!

Our licensees are able to provide FAU departments and organizations with promotional items. Showcased on this page are popular items provided by two licensees.

FAU Camo T-Shirts

“Camo t-shirts are unique, and comfortable” - It’s Owl Time

Ear Buds

“Ear Buds are a great promotional item because they are both useful and cost effective! This style is just one of many that Promotional Breezes can produce for you.” - Promotional Breezes

Reusable Cups

“Reusable Cups are one of the hottest items for 2014! It has an 18 oz. capacity, is dishwasher safe, and is available with an optional lid.” - Promotional Breezes

Build & Reinforce The FAU Brand With Quality Promotional Items!

Click HERE to access the most up to date list of FAU licensees and their contact information. The licensee list is always evolving and is updated monthly.

The site is fully optimized for mobile use, so you can enjoy the website on any device or desktop. Please email us at trademarklicensing@fau.edu if you see a broken link or feel that something should be reviewed or enhanced. We will do our best to perfect your browsing experience.

Florida Atlantic University, founded in 1961, is currently serving more than 30,000 undergraduate and graduate students at sites throughout its six-county service region in Southeast Florida, with state-of-the-art student housing available on the Boca Raton and Jupiter campuses. The service areas include over 150 miles of coastline from Fort Pierce to Dania Beach. FAU has an annual economic impact of $6.3 billion. The University's student body, which ranks as the most ethnically and culturally diverse in Florida's State University System, includes many men and women of non-traditional age. The University has over 127,000 alumni, with 99,534 living in Southeast Florida. FAU’s Lifelong Learning Society is one of the largest and most successful programs of its kind in the United States, with more than 20,000 patrons enrolled on the Boca Raton and Jupiter campuses.
What’s new?

New Royalty Exemption Policy - Florida Atlantic University

On January 1, 2014, the following changes to the Florida Atlantic University licensing program took effect.

Sales to Florida Atlantic University departments, athletics and student organizations are subject to royalties if:

• The product promotes a specific event for which a fee is charged (10% royalty)
• The product is being resold by members of the University community, including without limitation, registered student organizations and other affiliated organizations (10% royalty)
• The name, mark, or logo of a third party is used with a Florida Atlantic University trademark (12% royalty)

Licensees are encouraged to report royalties on all orders. During the design approval process, FAU will indicate whether the order is subject to, or exempt from royalties.

All Standard Licensees are required to report Florida Atlantic University sales and royalties to Strategic Marketing Affiliates on a quarterly basis.

Please see the following link for the Royalty Reporting Schedule (http://www.smaworks.com/Royalty-Reporting-Forms.aspx). Royalties on Sales to the University for Internal Consumption will be processed via SMART Online Royalty Reporting (www.smareports.com).

UPCOMING EVENTS

REDBLUE Spring Football Game
Saturday, April 5, 2014
www.fausports.com

FAU Golf Tournament – Trump International Golf Club
Thursday, May 15, 2014
www.fausports.com

Licensee Vendor Fair
June 2014

College Colors Day
Friday, August 29, 2014
www.collegecolorday.com

FAU and Coca-Cola Partnership Kick-Off Celebration

FAU and Coca-Cola featured two days of activities that included 8 Coca-Cola brand various sampling stations, activities and interactive games, recycling education, and giveaways for students and staff. In addition, the Coca-Cola freestyle Truck, which featured three Coca-Cola Freestyle fountains that provided more than 120 customizable flavors, was on campus along with the Dasani College Tour recycling display. The celebration activities occurred on Wednesday, March 12 and Thursday, March 13 on the Boca Raton, Jupiter and Davie campuses.
Royalties are due on Net Sales. For the purpose of determining Royalty Payments, sales shall be deemed to have been made at the time of invoicing/billing or delivery, whichever comes first. Here is a complete definition of Net Sales from Paragraph 1(e) from the Standard License Agreement:

“Net Sales” means the total gross invoice amounts of the Licensed Articles billed customers or payments received, whichever is greater, including the royalty amount, less lawful quantity discounts actually allowed and taken as such by customers and shown on the invoice, less any credits for returns actually made as supported by credit memoranda issued to customers, and less sales taxes and prepaid transportation charges on Licensed Articles if shipped by Licensee. No deduction shall be made for direct or indirect costs incurred in the manufacturing, selling, advertising (including cooperative and promotional allowances) or distributing the Licensed Articles, nor shall any deduction be made for uncollectible accounts, cash discounts, similar allowances or any other amounts.

If you have any questions, please contact Greg Treml at gtreml@smaworks.com.

SoBe Promos LLC,
Miami, FL
• Ad-Specialty Company
• Website: www.sobepromos.com

Via Apparel, Inc,
Doral, FL
• Apparel Company: men’s dress shirts
• Website: www.viauomo.com

Top Notch Apparel, LLC,
Boca Raton, FL
• Ad-Specialty Company
• Website: www.topnotchapparelllc.com

Website Man Productions,
Boca Raton, FL
• Ad-Specialty Company
• Website: www.wmprinting.com
Licensee Spotlight!

Adam McCarthy, President
PROforma PNP Marketing
Lake Worth, Florida
Ad-Specialty Company
Website: www.proforma.com/pnpmarketing

What do you think is the hottest product today?
Video Augmentation. This allows for digital and visual communication to be incorporated into current and future marketing initiatives with both promotional products and print.

Why did you become involved with FAU?
We have been doing business with universities for the past 10 years and love the challenge of incorporating new and unique branded items in all of their marketing initiatives.

What do you enjoy the most about being a licensed vender of FAU?
We enjoy the relationships we’ve made with the FAU staff and providing cutting edge marketing solutions.

What is the one product that you can’t live without?
My iPad! It allows me to stay in touch with the customers and be in front of them more.

What is the best advice you have ever received?
The only place success comes before work is in the dictionary.

Who is your favorite person that you follow on Twitter?
Arianna Huffington

What is the best way to get new ideas for products?
We attend all of our major industry shows, and have close working relationships with our suppliers which keeps us up to date on what’s new in the industry that we can share with our customers.

Has there ever been a new product that you weren’t expecting to come popular?
There hasn’t been yet. Typically we are in tune with industry trends to make sure our customers are aware of them prior to them becoming popular.

If you could take any course/class at FAU today which would it be and why?
Marketing. Although I studied it in college, it is ever-changing and allows me to stay on top of the trends and best ways to incorporate different technologies into this.

What was the hardest lesson to learn as a vender?
You can’t be everything to everyone. Be upfront and set realistic expectations from the start.