A Letter from Trademark Licensing and Marketing

Hello All,

I trust everyone is enjoying a wonderful summer!

As we get ready for the kick-off of Intercollegiate Athletics and the back-to-school season, we would like to remind you about the FAU Vendor Showcase on August 20, 2014 from 11:30 a.m. to 3:00 p.m. in the Student Union Grand Palm Room on the Boca Raton campus.

The vendor showcase provides an opportunity for license vendors to exhibit products or services, and network with key decision-makers at Florida Atlantic University. Did you know in fiscal year 2014, Florida Atlantic University spent over $1.2 million on promotional type items?

Faculty, staff and students are excited to hear about the latest industry trends, and see the best selection of quality promotional products that can help build and reinforce the FAU Brand.

Click here to register today! Registration deadline is Friday, August 8, 2014.

Contact Us!
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Popular Items to Look at!

License vendors inform FAU faculty, staff and students about the latest industry trends to make sure they are aware of them prior to them becoming popular items.

Showcased on this page are two popular items that can help reinforce the FAU brand.

Powerbanks

“Powerbanks are the hottest item of the year so far! Mostly everyone is using Smart Phone, but they use battery quicker and quicker. Powerbanks are a great way to get a battery boost On-The-Go throughout the day!”
- Suncoast Marketing

Reusable Grocery Bags

“Use this reusable grocery bag instead of store packaging to reduce waste and carry more! They come in multiple different styles, colors, sizes, and shapes. One to multiple color imprints are available. From grocery stores, to bookstores, to a trip to the beach, these bags hold it all!”
- P&S Promotional Specialties

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 start of football season less than a month away!
Below are the home game day themes for 2014:

September 13  FAU Pride Day; Band Day
September 27  Parent & Family Weekend, Youth Day
October 18   Emergency Personnel Day, Health & Wellness & Pink Game
November 1   Homecoming, Heritage Day
November 29   Military Appreciation Day, Senior Day

2014 Owl Football Season Tickets Available
Owl football season tickets are on sale and include all five home games. Season ticket prices begin at $50. For more information on ticketing options click here or call 1-866-FAU-OWLS. The Owls first 2014 home game at FAU Stadium is Saturday, Sept. 13 versus Tulsa at 7 p.m.

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?

SMA was pleased to announce the launch of phase two of our licensing management system, SMART (SMA Reports Technologies) on June 16, 2014. This enhancement supported our goal of providing our institutional partners and licensees with the best service, support and licensing technologies in the collegiate licensing sector.

About SMART2.0
SMART2.0 is an expansion of SMART, which was released in July 2013. Our latest enhancement to the system delivers all of our key functions – artwork, approvals, royalties, compliance documentation, security marks ordering and new property applications – in a streamlined, easy-to-use portal. SMART2.0 delivers an improved user experience and critical time-savings for you, the licensor, and your licensees.

Implementation and Action Items
On June 16, licensees were able to utilize the system to access official institution artwork and logos and submit designs for approval. Your assistance was critical in helping to ensure a smooth phase two launch. The current Logos on Demand and Approvals on Demand systems was taken offline on June 30.

On July 1, 2014, the full spectrum of SMA licensing services pertaining to your program was made available to you in one place via SMART2.0.

Upcoming Events

FAU Vendor Showcase
Wednesday, August 20, 2014
Student Union
Grand Palm Room
11:30 a.m. - 3:00 p.m.
Click here to register.

Get It The Spirit - College Colors Day Celebration
Friday, August 29, 2014
Traditions Plaza
11:30 a.m. - 2:30 p.m.
Click here for more information.

777 Glades Road
Boca Raton, Florida 33431

College Colors Day!

College Colors Day is a national celebration of the kick-off of intercollegiate athletics and the back-to-school season. It seeks to celebrate and promote the traditions and spirit that make college great by encouraging fans, alumni, and students to wear apparel of their favorite college throughout the day of Friday, August 29, 2014.

College Colors Day is a national platform that allows individual institutions to build fan spirit at the local level.
SMA provided multiple opportunities for you to get familiar with the new system. We are glad that you took full advantage of the webinar trainings which provided the best opportunity to learn about the new system, compare old vs. new functions, and ask questions regarding the new features of the system.

Recorded Sessions – A webinar will be recorded and hosted on SMART2.0 for viewing at a later time.

Mini Help Videos – SMART2.0 will offer short videos on key functions so you can have mini training sessions at any time.

Manuals - SMART2.0 will have pdf manuals that will walk you, step-by-step, through the new process.

We are confident you will recognize this latest improvement to SMART as an enhancement of our services to you as a partner. We thank you in advance for your cooperation and patience during the transition and we look forward to sharing our continued innovations with you.

Thank you for your continued support.

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Why did you become involved with FAU?
I am an alumnus of FAU and have been following their athletic programs for 20 years. I recognized a need for licensed FAU merchandise and decided to start the business.

What do you enjoy the most about being a licensed vendor of FAU?
The creative process of coming up with products that never existed in the past.

What is the best advice you have ever gotten?
Build relationships instead of just acquiring customers.

What was the hardest lesson to learn as a vendor?
Keep your inventory under control.

What do you think is the hottest product today?
We have so many products it is difficult to choose one, but would say that apparel using the moisture-wicking polyester material is really popular.

What is your favorite product that you sell?
Our line of "Football in Paradise" shirts is unique.

Why open a store instead of just staying online?
People like to touch and feel the products and try on apparel to make sure it fits properly. Most universities have off-campus stores and that was lacking for FAU.

What event have you attended at FAU that you would like to go to again?
We love the football games and have attended every home game in history except two.

Who do you wish would start following on twitter?
Every FAU student who has a twitter account.

How do you judge a new product?
We like having products that are unique. Ninety percent of our products in our store cannot be found elsewhere.