Happy Holidays!

As we prepare to end the year, we would like to wish our licensees and retail vendors a joyful and restful holiday season and a very happy New Year.

Thank you for your support and we wish you continued success in 2016.

All the best,
FAU Trademark Licensing & Marketing

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Before we go forward

A look back at 2015

Share A Coke – August 20, 2015

College Colors Day - September 4, 2015

FAU vs UM Tailgate & Football Game - September 11, 2015
Popular Items to Look at!
Take a look at some of the exciting new items coming to an FAU bookstore near you.

Upcoming Events
Spring 2016

Men’s Basketball

Blue Out
January 14, 2016
FAU vs. Southern Miss

Red Out
February 27, 2016
FAU vs. FIU

White Out
March 3, 2016
FAU vs. Middle Tennessee State

Women’s Basketball

Youth & Jersey Night
January 23, 2016
FAU vs. Southern Miss

Cancer Awareness/ Play for Kay
February 18, 2016
FAU vs. Rice

National Girls & Women’s in Sports Day
February 20, 2016
FAU vs. North Texas

For complete basketball schedules, visit FAUsports.com GO Owls!
Why did you decide to open “It’s Owl Time”?
I’m an FAU Alumnus, when I was a student there I saw the lack of FAU merchandise, even 20 years later. So when the time came I took a package to retire early from my former job and I decided to open the store.

What is the most common question you get from FAU students?
Why are our prices so much better than other stores?

What is your most used social media platform?
Twitter, it’s just a faster way for us to connect with our customers.

What products do you sell the most of?
It’s hard to say, we have the largest selection of FAU gear on the planet, but if I had to pick I would say it’s definitely polo shirts.

What season do you believe brings in the most traffic to your store?
No question, football season.

Did you predict the traffic the FAU vs. UM football game brought to your store?
Yes, I knew it was going to be crazy. We have a track record so we are able to predict things like this and better prepare for it.

In terms of sales variance, did the FAU vs. UM game put you ahead for year?
Every year we get better, we’re about 20% higher than we were last year.

Did you receive any advice before opening your store?
I didn’t take any advice, I took what I learned from my years of working at a Fortune 500 company and I set out to open the store. I find that it’s all about relationships not transactions. People come in here all the time and talk about FAU, talk about games, to talk about anything. We are more than a store or a licensed vendor.

Do you see yourself making the store a family business by passing it down to your kids?
Yes, it’s a possibility, if they are interested.

What is your favorite FAU swag?
It would have to be the mini football helmets. I have my own personal collection.

Which FAU athletic events do you mostly attend?
The football games, we have been to every home game since they started the program in 2001.
Dear Licensed Vendors:

As of October 1, 2015, the following Florida Atlantic University changes were made:

1) University Administration Fee was increased from $50 to $75.
2) Advance Royalties:
   a. Apparel advances was added - $100
   b. Non-apparel advances was added - $50

Florida Atlantic University's updated art sheet guide is now available on trademarxonline.com. These changes include the combining of the institutional art sheet and the athletic art sheet, the addition of mascot graphics and, most importantly, updated numbering.

If you have any questions about these changes, please contact Learfield Licensing Partners.