Hello All,

It’s officially spring and the FAU office of Trademark Licensing & Marketing would like to keep you updated on all the new policies and provide you with the events to help you spring into action.

As this is the third anniversary of our spring Owl Post issue, we want to make sure that we are still providing you with the necessary information that you want.

Please feel free to provide us with any comments or suggestions as we want to make The Owl Post relevant to your needs.

All the best,

FAU Trademark Licensing & Marketing

**2016 Football Theme Dates**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>September 3</td>
<td>Fellowship and Community Day</td>
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<tr>
<td>September 24</td>
<td>Youth Day/Parent &amp; Family Weekend</td>
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<tr>
<td>October 8</td>
<td>First Responders/Local Heroes Day</td>
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<tr>
<td>October 29</td>
<td>Homecoming</td>
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<tr>
<td>November 12</td>
<td>Military Appreciation Day</td>
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<tr>
<td>November 19</td>
<td>Season Finale/Senior Day</td>
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</tbody>
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*Dates and Themes are subject to change

Follow FAU Athletics on Twitter @FAUOwlAthletics or visit fausports.com
OFFICIAL FAU COLORS

Primary Identity
The primary colors for Florida Atlantic University are FAU Blue and FAU Red.

Secondary Identity
In addition to the primary colors of FAU Blue and FAU Red, there are two secondary identity colors. FAU Silver (and its nonmetallic alternative, FAU Gray) may be used with FAU Blue and FAU Red as an accent only. The use of FAU Silver/Gray should always be minimal. FAU Silver is always preferred, but at times when a metallic is not practical or possible, FAU Gray must be substituted.

VERBIAGE
Florida Atlantic University®
Florida Atlantic University Owls™
Florida Atlantic™
* General verbiage will not need to carry a designation when used in conjunction with a FAU logo.

Florida Atlantic Owls™
FAU®
FAU Owls®

THE SEAL
The Florida Atlantic University seal is to be used only for official business of the University. Like other institutional seals, it is designed to function as a stamp of validation and not as a logo. The University logo provides an official University mark to signify FAU’s quality and excellence.

DEPARTMENT LOGOS
Crystal Bacchus, Art Director/FAU’s Creative Services department can provide all license vendors with logos upon request. She can be reached directly at 561-297-0096 or via e-mail at cbacchus@fau.edu.

EMBROIDERY
FAU requires the trademark designation embedded in logos to be included on all product. If FAU believes the notice would be extremely large to be legible, we will waive the requirement but require an indicia statement either sewn on the product (preferred) and/or on the hang tag.

MODIFICATION
For FAU to maintain the design integrity of its identity marks and maximize each mark’s effectiveness as an identifier, it is mandatory that all marks be applied as indicated in the art sheet without modification. The marks are not to be altered in any way.

LOGO CLEAR ZONE
The University logo and wordmarks have established clear zones. The clear zones are intended to maintain the images’ integrity and avoid visual confusion. No other type or graphic element (including folds, trims or edges) should fall within the minimum clear zones. Please click here to view visual standards manual and examples.

UNIVERSITY LOGO
The clear zone equals the space between the bottom of the letter “F” and its middle horizontal stroke. For all of the word marks with type designs, the clear zone equals the height of the large cap in the type.

ATHLETICS LOGO
The clear zone must be one-fourth (1/4) of the height of the logo itself.
Florida Atlantic University is ranked as the top-performing public university in the state by The Florida Board of Governors (BOG), which oversees the State University System.

This No. 1 ranking is based on the BOG’s performance-based funding model for the 2016-17 academic year. With 84 out of a possible 100 points earned, FAU tied with the University of Central Florida for first place among the 11 state universities that receive performance-based funding.

FAU has consistently improved in the rankings since the performance model was introduced just three years ago, ranking sixth for 2015-16 and ranking second from the bottom the first year the list was released, which at that time put the University at risk of losing all performance funding.

“Today is a great day for Florida Atlantic University”, said FAU President John Kelly. “This is a wonderful achievement and everyone associated with FAU should be very proud of all we’ve accomplished in the last two years”.

**Fall 2016 University/Campus Events**

- **August/September**: Vendor Showcase
- **August 18**: Moving In-Day (First Year Students)
- **August 19**: Moving In-Day (Upperclassmen)
- **August 22**: First Day of School
Common Mistakes

Institutional logo, Athletic logo or Spirit logo cannot be combined on same item.

FAU logo imprint color should never be GOLD.

FAU logo imprint color should never be RED.

Artwork needs to be submitted to trademark online system as it will appear on final product.

FAU Trademarks need to be used as they appear on the art sheet. Trademark designation location should not be changed.

Logo is wrong, needs to be reversed.

Welcome to LLP’s Corner

Royalty Reporting Webinar Recording

Your Learfield Licensing Q1 2016 royalty report was due April 30, 2016. Please contact LLP for link to the royalty reporting webinar training session for assistance submitting Q1 2016 royalty report.

With the launch of the new Trademarx software on January 4, licensees will have two options for submitting their reports in Trademarx- manual entry (current method) or sales data upload. Licensees will find both reporting options in the Royalties tab in Trademarx License Management. Learfield Licensing Partners will review both methods for submitting your report on the recorded webinar.

Please contact admin@learfieldlicensing.com if you have any questions. Thank you for your support of Learfield Licensing and our client institutions!

Stay Connected

FAU Trademark Licensing

Faulicensing

Faulicensing
Has there ever been a new product that you weren't expecting to become popular but did?
Yes, the selfie stick! The product seemed so bizarre at the time and I didn't understand why clients would even want it. One of my sales reps said we needed to start selling them. Sure enough, the sales started rolling in. We did a big event for the Miami Marlins with them and the rest is history! Now I always carry one with me and take selfies with my clients!

What was the hardest lesson to learn as a vendor?
You can't be everything to everyone. When I first started my company, I would say yes to everything, I was the YES man! Now, I've learned that it's better to focus on the products and services that we specialize in and since doing that, we have come to perfect them!

What do you think is the hottest product today?
Anything tech related is the hottest thing for clients right now. Whether it be a cost effective microfiber cloth for your tablet or smartphone, a portable charger, or Bluetooth speaker – they are all top selling items and very popular.

When you started out as a vendor what was your first biggest sale?
Our first biggest collaboration with FAU had to be when we partnered with the student government department to create the Owsley bobble-head to commemorate the grand opening of the brand new stadium. It was such a great event and everyone loved the bobble-heads!

Why did you become involved with FAU?
While I attended college, I was very active in a fraternity so when I moved to South Florida, I wanted to get more involved with my local chapter. I went to the FAU campus to meet with my fraternity brothers and see how I could be an active community supporter. One thing led to another and I ended up hiring one of the fraternity brothers to become an intern at Wizard Creations. He did so well that he eventually went on to work for us full time as a successful sales rep. I am a big proponent of education and Greek life on campus and it was a great feeling to be able to give back and help a fellow fraternity student find his career path with us at Wizard. Now, thanks to him, we have had an incredible 8-year relationship with FAU as one of your preferred vendors.

What is the best advice you have ever received?
The best advice I've ever received is to live by the “Golden Rule” and always treat people the way you would want to be treated yourself.

What is the best way to get new ideas for products?
We attend most national and international tradeshows to stay on top of the industry and find out about all the latest new products to offer to our clients. We like to stay up to date on all the hot trends in the industry.

How do you judge a new product?
We judge a product by using it as a self-promo for Wizard, then give to clients and the public to test them. If they like it and buy it, we know it's a success.

Is there a new product coming up that you are excited to debut?
Our microfiber cloth keychain pouch is my favorite new item we are thrilled to debut. This unique product packs a great 1-2 punch of serving as both a keychain and also a useful item you can use every day. It’s also completely customizable, which is a great feature for clients.

What is the most frequently asked question when one is ordering a product from you?
Can you get this to me tomorrow? Lol...”Rush!” has become our middle name with everyone wanting their products yesterday! Wizard Creations prides itself on delivering the highest quality items at the lowest cost and being on time every time.

Luke Freeman
President
Wizard Creations
Website: http://www.wizardcreations.com/

Why did you become involved with FAU?
What is the best advice you have ever received?
What is the best way to get new ideas for products?
How do you judge a new product?
Is there a new product coming up that you are excited to debut?
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