Happy Holidays!

It is that time of year again when we enjoy looking back at our fall highlights that many of you have helped make possible. May the joy of the holidays be with you now and throughout the New Year!

All the best,

FAU’s Trademark Licensing and Marketing

Please feel free to contact us at trademarklicensing@fau.edu
Before Moving Forward

A Look Back at 2016!

**College Colors Day**
**September 2**
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!

**Licensee Showcase**
**September 7**
Eleven of Florida Atlantic University’s licensees attended the 2016 showcase to exhibit their products and services to FAU faculty, staff and students.

**T-shirt Exchange- November 17**
Students had the opportunity to exchange opposing university t-shirts for FAU shirts. The rivalry shirts were turned into rags, and used in Salvation Army’s local clean up kits.
Custom shape power banks are a perfect way to brand FAU! Your branded power banks will come to the rescue when people need to recharge their devices.

High-socks like these are a great way to promote school spirit, while staying cozy during the winter season!

**What’s Trending**

**In Merchandise**

**Upcoming Events**

**Spring 2017**

**Men’s Basketball**

- **Rivalry Night**
  January 7, 2016
  FAU vs. FIU

- **Greek Night**
  January 19, 2016
  FAU vs. UAB

**Women’s Basketball**

- **Greek Night**
  January 12, 2016
  FAU vs. UTSA

- **Rivalry Night**
  January 26, 2016
  FAU vs. FIU

**Faculty Staff Appreciation**

- February 9, 2016
  FAU vs. North Texas

**Student Push for 90’s Night**

- February 18, 2016
  FAU vs. Southern Miss

For complete basketball schedules, visit FAUsports.com GO Owls!
Welcome to LLP’s Corner

Florida Atlantic University Usage Guidelines

Sales to the University for Internal Consumption are subject to royalties, unless exempted by Florida Atlantic University's Trademark Licensing Office. This policy includes sales to Florida Atlantic University departments, athletics and student organizations.

Sales for Florida Atlantic University requires royalties if:
1. The product promotes a specific event for which a fee is charged (12% royalty);
2. The product is being resold by members of the University community, including without limitation, registered student organizations and other affiliated organizations (12% royalty); or
3. The name, mark, or logo of a third party is used with a Florida Atlantic University trademark (14% royalty).
4. The product is being resold by members of the University community, including without limitation, registered student organizations and other affiliated organizations.

*Activities or products that include the use of commercial entities names or logos on them will generally be assessed a higher royalty.

Need to Request A New School?

Licensees can send requests to add new contracts through the Add a School form on our website: http://learfieldlicensing.com/add-a-school/
If you are sending requests for more than five new contracts, please email directly to addaschool@learfieldlicensing.com.

Thank you for your continued support of Learfield Licensing and our client institutions!

Stay Connected

FAU Trademark Licensing

Faulicensing

Faulicensing
Retail Spotlight

Kmart

Eric Booker
General Store Manager of Kmart
1401 W Palmetto Park Road
Boca Raton FL 33486

What is your favorite part about working for Kmart? Kmart is a very challenging, and aggressive retailer. It has been a part of me for some time, as I began this journey back when I was in high school. For the last 17 years, I’ve been able to travel the Southeast Region and meet a lot of people from different cultures. The greatest thing over the years has been watching the growth in other people that was inspired by my leadership.

How long have you been selling FAU merchandise? We have been selling FAU product for over 5 years now. We, just last year, partnered with a new apparel vendor, for an upgraded product line that’s selling extremely well for our store.

What is the best piece of advice you could give store managers? All people are different, and you have to lead with an open mind to remain successful.

What is the most challenging part of managing a store? Managing effectively is all about the people who you surround yourself with. Retail is a very competitive environment so, retaining the right talent to execute the day-to-day processes is challenging. When you sometimes turnover good associates, you must have a plan on how to fill that position.

Typically, what is the busiest time of year for your store and why?
November and December due to the Christmas holiday selling season. We at Kmart, generate a large percent of our annual revenue in those two months out of the year.

Are there any additional comments or stories you would like to share in regards to selling FAU merchandise?
I am happy to have been given this opportunity as a community leader to reach out to others and share my experience. I also enjoy the partnership that Kmart has with FAU and would love to see continuous growth in selling FAU merchandise.

FAU product located in Kmart