We are excited to kick off an eventful 2017 Fall Semester!

It is our priority to update you on our new policies and upcoming events. If you would like any additional information or have any questions or comments, please contact us and we will gladly assist you.

Go Owls!

FAU Trademark Licensing & Marketing

Fall 2017 Campus Events

- Aug. 14: New FAU Faculty Orientation
- Aug. 17: Freshman Move-in Day
- Aug. 21 - Sept. 1: Weeks of Welcome
- Aug. 22: First Day of Classes
- Sept. 1: College Colors Day
- Oct. 11: Vendor Showcase
- Oct. 14 – 21: Homecoming Week

Contact Us!

Trademark Licensing & Marketing
Division of Public Affairs
777 Glades Road, AD 115
Boca Raton, FL 33431
Trademarklicensing@fau.edu
New Season, New Coach!

Lane Kiffin was named Florida Atlantic University's head football coach on Dec. 13, 2016. Kiffin came to FAU with extensive college and professional coaching experience. Kiffin joins the FAU Owls after three seasons at the University of Alabama, where he served as the Tide's offensive coordinator and quarterbacks coach. Before the University of Alabama, he worked with University of Southern California, University of Tennessee, Oakland Raiders, Jacksonville Jaguars and Fresno State.

2017 Home Schedule

**Sept. 1 vs. Navy**
Celebrate FAU Day

**Sept. 16 vs. Bethune-Cookman**
Youth Day/Parent & Family Weekend

**Sept. 30 vs. Middle Tennessee**
Local Heroes Day

**Oct. 21 vs. North Texas**
Homecoming

**Nov. 3 vs. Marshall**
Military Appreciation

**Nov. 18 vs. FIU**
Senior Day/Rivalry Game

PURCHASE TICKETS TODAY!

1-866-FAU-OWLS

http://www.fausports.com/
With the beach right down the road, headwear is the perfect way to brand FAU!

**OVERSIZED UMBRELLA**

http://fau.shoptruespirit.com

A great way to promote school spirit, while staying dry during the afternoon showers!

**ADJUSTABLE HAT**

http://fau.bncollege.com

Students are excited to kick off Intercollegiate Athletics with FAU foam hands!

**FAU FOAM HANDS**

www.rootsportswear.com

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**Student Summer Favorites**
ARTSHEET UPDATE
Florida Atlantic University completed registration for additional marks. The ™ trademark designation was replaced with ®. Log into Trademarx account to upload the most updated artsheet and logos, including new FAU helmet graphics.

As of September 1, 2017, FLORIDA MARKS must be accompanied with ATHLETICS primary, secondary or word mark.

INDICIA STATEMENT
When the use of the registration mark (®) and TM symbols are not practical (too small, too big, or used repeatedly, etc.) the statement “The Indicia depicted on this product are trademarks of the Florida Atlantic University.” may be used in lieu of the registration mark or trademark. Permission is needed from the Florida Atlantic University prior to use of the Indicia statement. The indicia statement may appear on the product itself, the product tag, the product sticker, or on the packaging of the product.

Welcome to LLP’s Corner

Stay Connected

FAU Licensing
FAU Trademark Licensing
FAU Licensing
A special thank you to all the FAU vendors who have worked with us last year!

4imprint, Inc
A Special T of the Palm Beaches, Inc
A1 Screenprinting
ABC Printing Co
ACCO Brands USA LLC
Accolade Group dba Levelwear
Ad Graphics, Inc
Ad Image, Inc
Advanced Graphic Products, Inc
Advertising Specialties
Ahead LLC
Alta Gracia Holdco
American Collegiate Sports LLC
APISource, Inc
Automotive Advertising Associates, Inc
Awards by Glyptics Inc dba Action Trophies & Awards
Baden Sports, Inc
Barsalou Ventures LLC
Baru Agency
Beverly Hills International, Inc
Blue Ocean Press
Boelter Brands
Booker Promotions
BoxerCraft Inc
Branded Custom Sportswear Inc
Brown & Bigelow
BSN Sports, LLC
Business Colorful LLC
Business Impact Group LLC
CB Graduation Announcements
Champion Custom Products
Chillinder Coolers LLC
Church Hill Classics
College Concepts, LLC
Colosseum Athletics Corporation
Commemorative Brands, Inc
Commencement Group, Inc
Computer Digital Imaging Corp
Creative Apparel Concepts, Inc
Creative Knitwear
Customlink LLC
Cutter & Buck, Inc
CZOC Housewares
Edison Advertising Corporation
EmbroidMe (Delray Beach
Emory Group LLC
Fan LoyalTEES LLC
The Fanatic Group
Fanatics Apparel Inc
FanPrint Inc
Farfromboringpromotions.com LLC
Fastsigns of Deerfield
Flagcraft, Inc
FlippyMagz, LLC
Four Point Products
From The Heart Enterprises, Inc
Full Press Apparel Inc
G and R Enterprises
Garb, Inc
GFSI, Inc
GG Millwork Contracting Inc
Harland Clarke Corp
Healy Awards Inc
Herff Jones LLC
Insignia Promotions LLC
It’s Owl Time LLC
J America LLC
JanSport, a Division of VF Outdoor, LLC
Jardine Associates
Jewel-Craft Inc
Joni Ken Inc DBA Awards by Academy
Jostens, Inc
Kaeser & Blair Inc
Knights Apparel LLC
Kolder, Inc
KPA Promotions, Inc
Kranos Corporation
KYBOE!
Lakeshirts Inc
League Collegiate Wear
Legacy Athletic Apparel
LogoBrands Inc
Logofit LLC
Luttrel Investments Inc dba Image One
Mascot Factory Medwear Uniforms Inc
Medwear Uniforms Inc
The Memory Company, LLC
Midwest College Marketing Group
MMP Boca Raton LLC
MorUniversity, LLC
Mr. Idea, Inc
MV Sport
MyWeb GP LLC
New Era Cap Co., Inc
New World Graphics
Nordic Company, Inc
Outdoor Custom Sportswear, LLC
Outdoor Recreation Company of America
P & S Promotional Specialties
Panini America, Inc
Payne Publishers
Pel Industries Inc
Plair Sports and Apparel Inc
Print Basics, Inc
Professional Framing Ventures
Promotional Breezes Inc
Promoverity LLC
RB III Associates Inc
Rebel Athletic Inc
Renaissance Imports, Inc
RFSJ, Inc
Rico Industries
Roaring Spring Blank Book Co
Rock ‘Em Apparel
Root Sportswear
Russell Brands LLC
Scalable Licensing Inc
SDS Design Associates
Sewing Concepts
Shenandoah Framing Inc
Sideline Sneakers LLC
Signature Announcements
Sobe Promos LLC
Southeastern Printing Company, Inc
Spirit Products Ltd
Sports Licensed Division of the Adidas Group, LLC
Sports Licensing Solutions LLC
Spot On Creative Concepts
Standard Chair of Gardner
Staples Promotional Products
Stackdale Technologies, Inc
Suncoast Marketing Inc
Sutter’s Mill Specialties
Synergy Imports LLC
Team Beans, LLC
Team Golf
Tervis Tumbler
To The Game, LLC
Top Line Screen Printing & Embroidery
Top Of The World
Twins Enterprise, Inc
Under Armour by Gear For Sports
University Blanket & Flag
University Frames, Inc
University Tees
UTrau, Inc
Vantage Custom Classics
Varsity Spirit Fashions
Victory Tailgate
Violet Victoria Handbags, LLC
Website Man Productions
Wild Sales LLC
Wildcat Retro Brands, LLC
Wildman Business Group, LLC
Wincraft Inc
Wizard Creations
Wool Felt Products, Inc
Zephyr Graf-X
Licensee Spotlight

Steven Lazarus
VP of Sales and Marketing
Promotional Breezes
promotionalbreezes.com

What was the toughest lesson to learn as a licensee?

Fortunately, we have not experienced this – but at times the department individual wants to change the approved FAU logo. If an order gets approved without going through Learfield Licensing, the items would have to be reprinted. Make sure wording, spacing, and imprint colors are not changed.

Who typically buys the most FAU gear (alumni, parents, etc.)?

Many different student organizations and campus offices order items. This is done to help recruit members into your organization, or to a specific university program. Also, promotional products are used frequently as giveaways at off campus events to help promote brand identity.

What is the most frequently asked question by customers?

“Can I get the items I need next week?” Our team at Promotional Breezes has great relationship with our vendors and are trained in working with them to help make sure our clients at FAU can get the items they order on time, and done right.

What is your favorite part about being a FAU licensee?

The day-to-day working relationship we have with our customers. It has been our pleasure being an approved vendor since 2008.

What is the best advice you have ever received?

If you first don’t succeed, try, try again.

What is the best piece of advice you could give store managers?

Make sure you always prepare, keep adequate inventory on all items and sizes especially items that are new and innovative.

What is your favorite part about working for Promotional Breezes?

Our customer service team is TOP notch – where the customer comes first and our follow up is impeccable.

What do you think is the hottest promotional item trend today?

Fidget spinners! They seem to be used for many different types of businesses as well as student organizations!