

ARKANSAS

ATHLETICS

June 1, 2016

To whom it may concern,

Thank you for your support of the crafter program at the University of Arkansas. The crafter program is very beneficial to the University and helps extend our brand across the region.

Following is the agreement for a crafter's license. Please sign and return the new agreement with the payment of \$125 if you are a new crafter or \$100 for a renewal. You may add an additional \$25 if you need to replenish your "Arkansas Crafter" hologram stickers. You will be able to purchase additional units (200) or revenue (\$1,000) if you eclipse the limits outlined in the contract during the year. Please contact me when you are going to go over the initial limit of 500 items or \$2,500 in sales so we can add the extension to your agreement. The cost to add these additional items to your agreement is \$50.

Please note that only those items listed in the Appendix A can be produced during the upcoming year (2016-17). The Licensing Office must approve all new items and designs. As you create new products throughout the year, those can be submitted for approval via email.

A signed copy of your agreement will be sent to your attention and will include your crafter number. Please include your number and crafter name when offering your items for sale in the local market or online. This helps police vendors who are not licensed.

If you have any questions please contact me at 479-575-3517 or harrismr@uark.edu.

Sincerely,



Michael Harris
Director of Licensing & Revenue Generation



UNIVERSITY OF ARKANSAS DEPARTMENT OF INTERCOLLEGIATE ATHLETICS

FRANK BROYLES ATHLETIC CENTER | POST OFFICE BOX 7777 | FAYETTEVILLE, AR 72702 | OFFICE: 479.575.7457 | FAX: 479.575.4904

ARKANSAS RAZORBACKS.COM

2016-17 UNIVERSITY OF ARKANSAS CRAFTER LICENSE AGREEMENT

This Agreement shall serve as a legal and binding Agreement by and between the **University of Arkansas**, an institution of the State of Arkansas, having its principal place of business at 350 N. Razorback Road, Fayetteville, AR 72701 (hereinafter "University") and _____, individually, having an address of _____ (hereinafter "Licensee").

WHEREAS, the University is the owner of certain designations, including designs, trademarks, service marks, logo graphics, symbols, and other indicia (hereinafter "Licensed Indicia").

WHEREAS, Licensee desires to use certain of the Licensed Indicia in connection with the sale of University displaying the Licensed Indicia (hereinafter "Licensed Articles").

WHEREAS, University is willing to authorize Licensee to use certain of the Licensed Indicia in connection with the sale of the Licensed Articles.

NOW, therefore, in consideration of the mutual promises, covenants and conditions contained herein, the parties hereto agree as follows:

1. OWNERSHIP OF RIGHTS.

Licensee acknowledges and agrees that University is the sole and exclusive owner of all rights, title and interest in and to its Licensed Indicia as shown on Appendix B, as well as any derivatives of the Licensed Indicia, and all rights relating thereto are expressly reserved by University.

2. GRANT.

University hereby grants to Licensee permission to sell the Licensed Articles listed in Appendix A and displaying certain of the Licensed Indicia set forth in Appendix B, and in accordance with the limited terms and conditions herein. Licensee may only sell the Licensed Articles directly to individual consumers. Examples of such sales include through websites, craft shows, flea markets, holiday shows, festivals, gift marts, and events organized by religious organizations, schools, counties and states. Licensee acknowledges and agrees that, with the exception of the rights granted herein to use the Licensed Indicia of University, it may not use the indicia of any other colleges, universities, conferences, bowl games or the NCAA, or the names and/or likenesses of any third party, in connection with the Licensed Articles. No wholesale sales or sale to any third party retailers are permitted.

3. TERM.

This Agreement shall be deemed effective as of the date of the last signature below, and shall expire June 30, 2016. This Agreement may be renewed for additional yearly periods upon mutual written agreement of the parties, unless Licensee distributes and/or sell five hundred (500) or more Licensed Articles or two thousand five hundred dollars (\$2,500.00) or more in Licensed Articles, during the initial term or any renewal period. In such case, Licensee will be required to proceed with one of the following options: a) obtain a license agreement from the University's authorized licensing representative, The Collegiate Licensing Company or b) purchase two hundred (200) additional Licensed Articles or one thousand dollars (\$1,000.00) additional in Licensed Articles for a cost of fifty dollars (\$50.00) to be paid to University.

4. APPROVAL OF LICENSED ARTICLES.

The execution of this Agreement shall be considered the University's approval for Licensee to sell the Licensed Articles displaying the Licensed Indicia. In the event that Licensee wants to get licensed for any products not set forth in Appendix A, Licensee shall submit a sample of such product to University for written approval.

5. OFFICIAL LABEL

Licensee shall, prior to the distribution or sale of any Licensed Article, affix its name and an official label in the form prescribed by University ("Official Label") label to each Licensed Article.

6. ROYALTY PAYMENTS/REPORTS.

(a) Royalty Payments. Upon execution of this Agreement, and upon renewal of this Agreement as set forth in Paragraph 3 above, Licensee shall pay to University a royalty fee in the amount of one hundred dollars (\$100.00) and twenty-five dollars (\$25.00) for 500 official "Made in Arkansas" labels.

(b) Royalty Reports. At the end of the initial term, and at the end of any renewal term agreed to by the parties, Licensee shall provide University a report indicating the total sales amounts of Licensed Articles, total units of Licensed Articles sold, and the specific location where such sales were made.

7. INDEMNIFICATION

The University shall have no liability arising out of Licensee's use of the Licensed Indicia during the Term. Licensee hereby agrees to indemnify and hold harmless the University, and its officers, employees and agents, from any and all liability that arises in connection with Licensee's sale of the Licensed Articles.

8. SEVERABILITY.

In the event that any term or provision of this Agreement shall for any reason be held to be invalid, illegal or unenforceable in any respect, such invalidity, illegality or unenforceability shall not affect any other term or provision and this Agreement shall be interpreted and construed as if such term or provision, to the extent the same shall have been held to be invalid, illegal or unenforceable, had never been contained herein.

9. INTEGRATION.

This Agreement represents the entire understanding between the parties hereto with respect to the subject matter hereof and this Agreement supersedes all previous representations, understandings or agreements, oral or written, between the parties with respect to the subject matter hereof and cannot be modified except by a written instrument signed by the parties hereto.

11. APPLICABLE LAW.

This Agreement shall be governed by the laws of the State of Arkansas.

By their execution below, the parties hereto have agreed to all of the terms and conditions of this Agreement.

Crafter Licensee

University of Arkansas

Name: _____

By: _____

Title: _____

Title: _____

Date: _____

Date: _____

Address: _____

City, State: _____

Zip Code: _____

Phone: _____

Email: _____

Website: _____

Signature: _____

Appendix A

Products Offered

(Include pictures or send live sample to the Razorback Licensing Office:
350 N. Razorback Rd. Fayetteville, AR 72701)

Appendix C
Distribution Plan and Brief Marketing Plan
(How and where you plan to sell your product(s))