

IOWA STATE UNIVERSITY

# **Trademark Licensing Overview**

# Disclaimer

# **A Couple of Quick Basics...**

# What is this?





This   
is an Iowa State  
**'Athletic**  
brand'



**These** 

**are both Iowa  
State marks**



**IOWA STATE UNIVERSITY**

**IOWA STATE  
UNIVERSITY**

# Royalty Rates...

Standard = 12%



Vintage = 14%





**Where does this trademark  
revenue go?**

**100% to Athletics**

**Next up for Trademark  
Licensing Committee...**

**Internal Guidelines**

**Questions?**