IOWA STATE UNIVERSITY

Trademark Licensing Overview

Disclaimer

A Couple of Quick Basics...

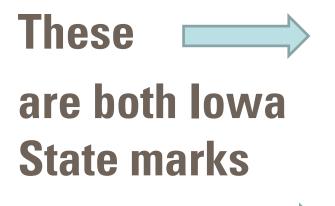
What is this?





This is an Iowa State 'Athletic brand'





IOWA STATE UNIVERSITY

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Royalty Rates...

Standard = 12%



Vintage = 14%



Where does this trademark revenue go? 100% to Athletics

Next up for Trademark Licensing Committee... Internal Guidelines

Questions?