

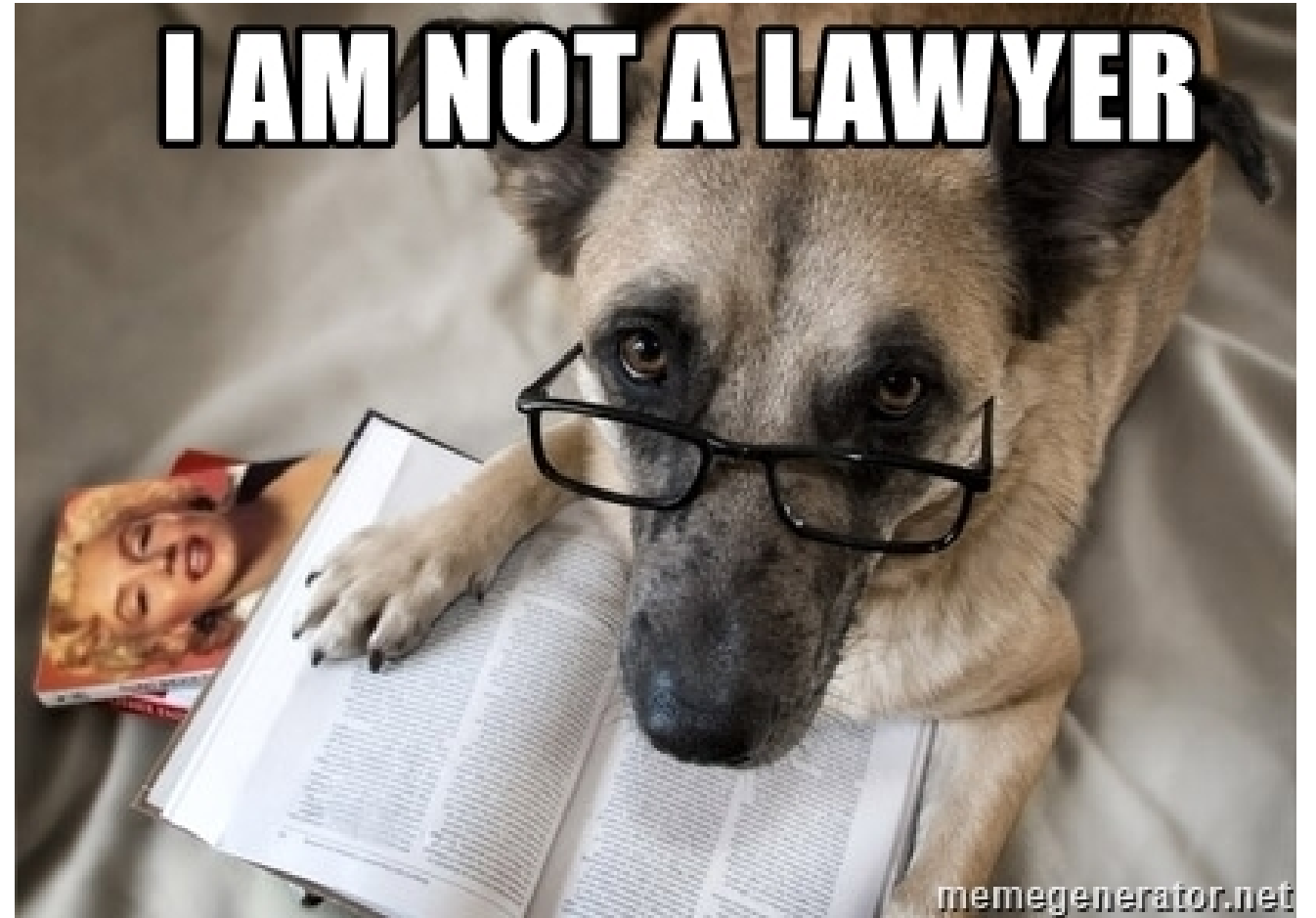


**PRINTING
LICENSED LOGOS
[WEBINAR]**



Today's Agenda

- What is licensed apparel
- Where you would get a license
- Cost of a license
- Alternatives to licensing



Licensed Apparel



The term **trademark** refers to a recognizable insignia, phrase, word, or symbol that denotes a specific product and legally differentiates it from all other products of its kind.

For trademarked logos you will need a licensing agreement to print it.

Licensed Apparel

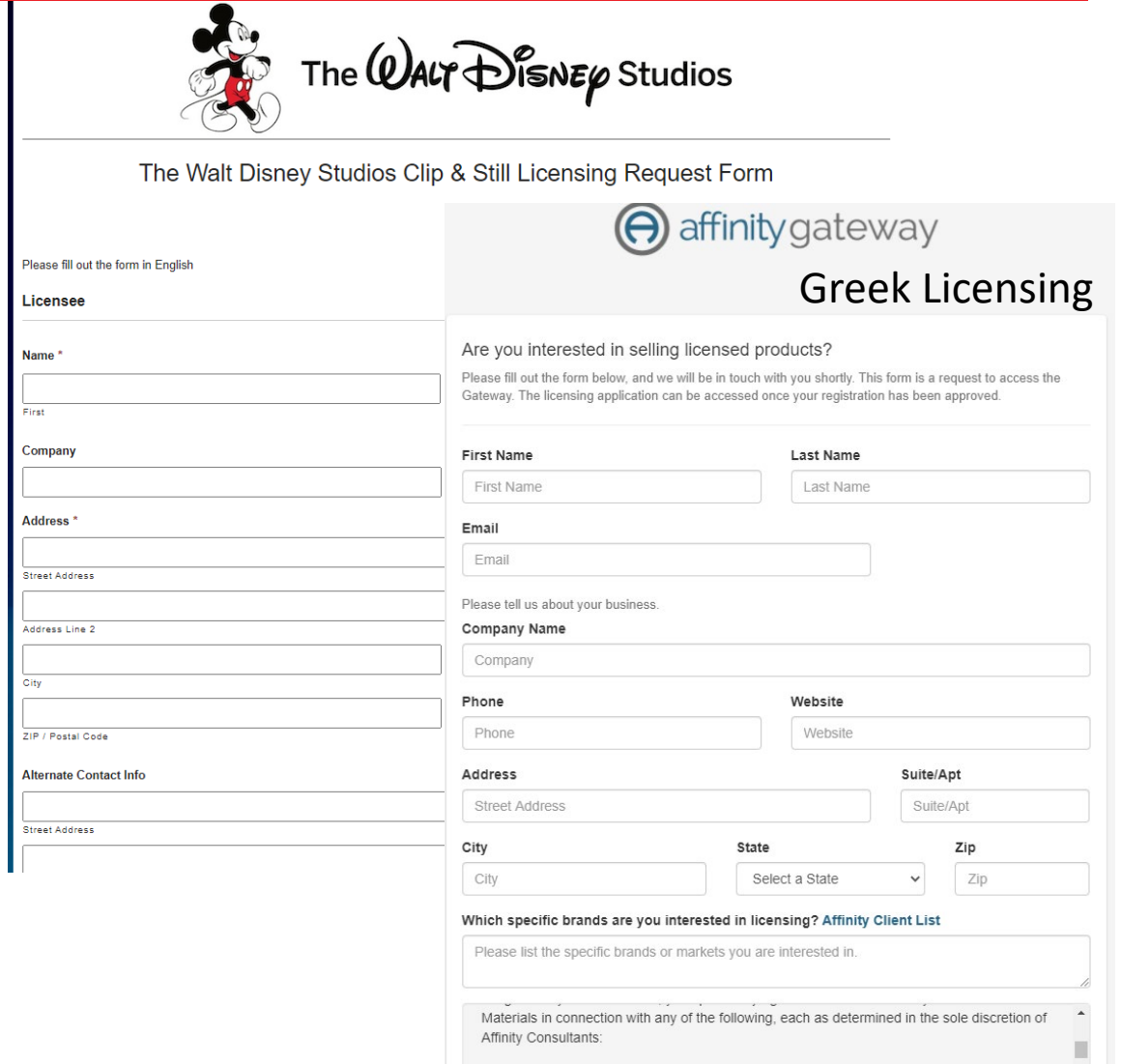
Most Requested:

- Professional sports teams
- College logos
- Disney
- Clothing brands - Nike, Adidas, Under Armour
- Looney Toons
- Movies
- Boy Scouts
- Sorority and Fraternity



Where to Get License Agreements

- Contractual agreement between you and the holder of the trademark
- Typically a flat fee plus per sale royalty
- Submit a concrete business plan



The screenshot shows a web form for "The Walt Disney Studios Clip & Still Licensing Request Form". At the top left is the Mickey Mouse logo and "The WALT DISNEY Studios" text. Below this is the form title. The form is divided into two main sections: "Licensee" and "Affinity Gateway".

Licensee Section:

- Text: "Please fill out the form in English"
- Section: "Licensee"
- Field: "Name *" (with sub-label "First")
- Field: "Company"
- Section: "Address *"
- Fields: "Street Address", "Address Line 2", "City", "ZIP / Postal Code"
- Section: "Alternate Contact Info"
- Field: "Street Address"

Affinity Gateway Section:

- Logo: "affinitygateway"
- Section: "Greek Licensing"
- Text: "Are you interested in selling licensed products?"
- Text: "Please fill out the form below, and we will be in touch with you shortly. This form is a request to access the Gateway. The licensing application can be accessed once your registration has been approved."
- Fields: "First Name", "Last Name", "Email"
- Text: "Please tell us about your business."
- Section: "Company Name"
- Field: "Company"
- Fields: "Phone", "Website"
- Section: "Address"
- Fields: "Street Address", "Suite/Apt", "City", "State", "Zip"
- Section: "Which specific brands are you interested in licensing? Affinity Client List"
- Text: "Please list the specific brands or markets you are interested in."
- Text: "Materials in connection with any of the following, each as determined in the sole discretion of Affinity Consultants:"

Where to Get License Agreements

Here is who to contact to apply for a license:

NCAA; IMG College Licensing

<http://www.imgcollegelicensing.com/>

Sorority and Fraternity

<https://greeklicensing.com/>

Individual NFL Players

<https://www.nflpa.com/players/about>

Major League Baseball

http://www.mlb.com/mlb/official_info/about_mlb/

National Basketball Association

<http://global.nba.com/nba-license-application/>

Licensing for NHL Players (NHLPA)

<https://www.nhlpa.com/the-pa/business-affairs>

Cost of an NFL License

1

Gain three years of manufacturing experience. The NFL only grants vendor licenses to manufacturers, not middlemen or distributors. Your manufacturing experience should also include experience distributing the products you manufacture.

2

Secure a minimum of \$100,000 to meet the royalty guarantee required by the NFL. The NFL requires licensed manufacturers to pay 100 percent of the royalty guarantee every year. Ensure that your annual sales can cover this \$100,000 guarantee — and ideally exceed it so that you can profit from your merchandise sales.

3

Secure a comprehensive commercial general liability policy. The NFL expects its licensed vendors to possess this insurance policy, which should be worth \$3 million per occurrence and \$6 million on the aggregate.

4

Apply for prequalification to become an NFL licensed vendor. Visit the NFL's website to access the prequalification application, which requires detailed information about your business's organization, finances and history. In conjunction with this application, write a business plan and proposal that details how you plan to use the licensed NFL merchandise in your business.

5

Submit other business documentation with your prequalification application. The NFL requires potential vendors to submit two years of audited financial statements and tax returns, an annual report and a credit reference from a financial institution

Source: Houston Chronicle

“I bought it on Etsy”



Response To Your Request To Use Disney Intellectual Property

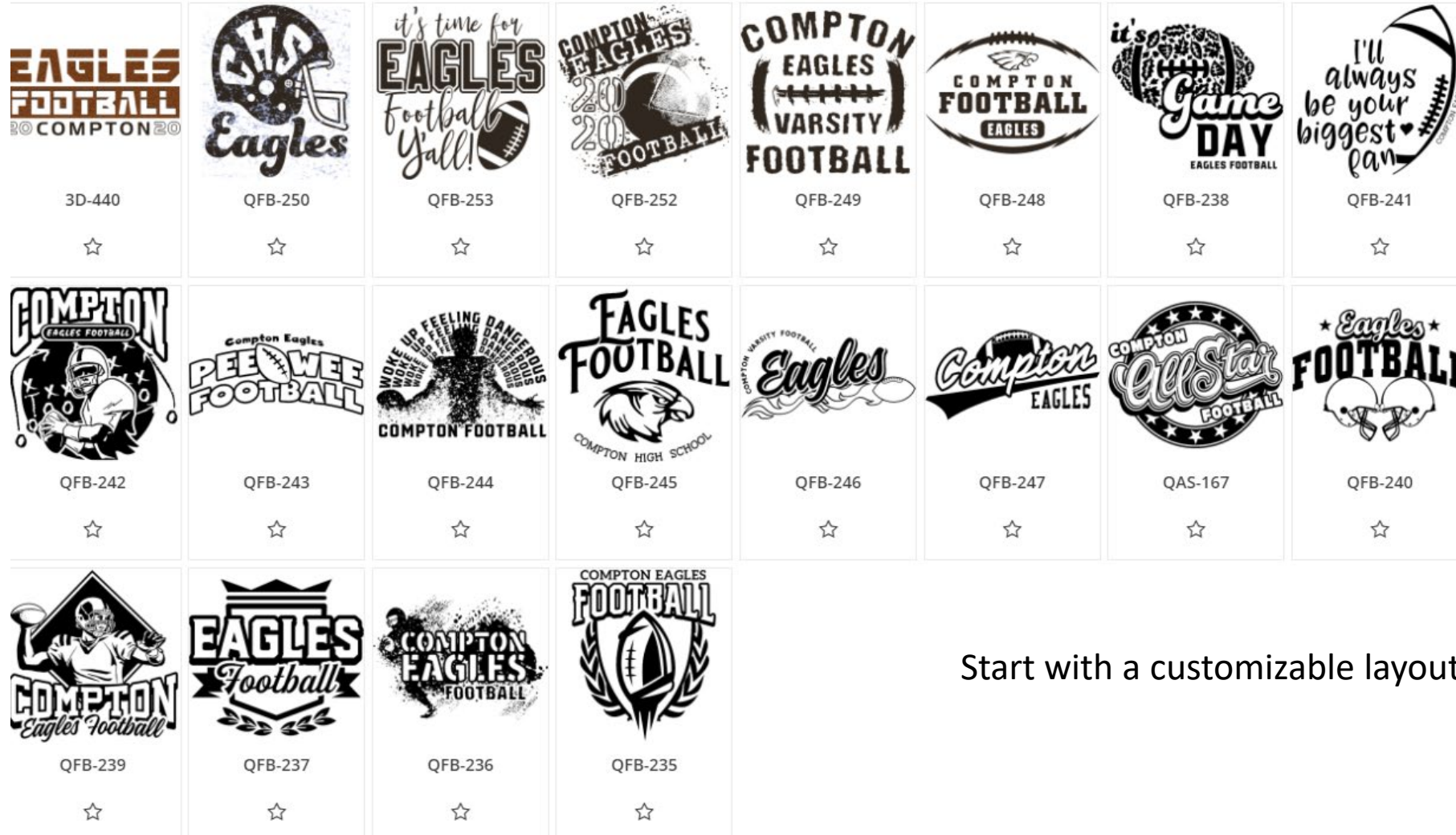
Items sold or purchased on Etsy may not be authorized and we encourage you to report the seller, which you can do anonymously, to the following email address:
Tips@DisneyAntipiracy.com

Avoiding Licensing

- Use team colors without the logo or team name
- Be creative - use a popular cheer/chant
- Hot in Cleveland - airport abbreviation CLE and area code
- Use Easy View® to create art in seconds
- Test the waters: Share ideas on Social to see what people will like



Avoiding Licensing



Avoiding Licensing

STAHL'S TRANSFER EXPRESS

New Design Open Job Add from My Library

Training Videos ? Settings

Object Align Order Artboard Zoom

Layout(s): QBA-318

Standard Sheet Size (11.25 x 14)

Print Method Screen Print (\$5.07)

Transfer Type Goof Proof (\$5.07)

Fabric 100% Cotton

Cut Apart No (N/A)

Number of Colors 2 (Brown (Dark),White)

Apparel Color

Image Quantity 25

Color Changes 0 + Color Change

Order Notes

Total Price **\$126.75** View Details

Apparel / Share Done

QBA-318

- Change the text, colors, clip art and size

Avoiding Licensing

Select Apparel to
Preview

T-Shirts

Search...

- LPC54
- LPC61
- LPC55
- 64000L
- 5000L
- 2000L
- 5V00L
- DT6001
- 880

Clear Apparel Preview

Show Generic Apparel

Watermark Download Email Print



- Show on apparel
- Email or download to potential customers

Avoiding Licensing

The screenshot displays the STAHL'S TRANSFER EXPRESS design tool interface. The main workspace shows a design on a standard sheet size (11.25 x 14) with a brown background. The design features the word "Cleveland" in a large, white, cursive font with a black outline, set against a silhouette of the city skyline. Below the name is a white outline of a football jersey with a star on the left chest and the year "1946" on the right. The design is repeated in smaller sizes around the main graphic. The interface includes a top navigation bar with "New Design", "Open Job", and "Add from My Library" options. A left sidebar contains editing tools like "Add Text", "Add Clip Art", "Add Layout", and "Add Your Art...". A right sidebar shows settings for "Print Method" (Screen Print \$3.59), "Transfer Type" (Goof Proof \$3.59), "Fabric" (100% Cotton), "Cut Apart" (No (N/A)), "Number of Colors" (2 (Brown (Dark), White)), "Apparel Color" (Brown), "Image Quantity" (50), and "Color Changes" (0). A "Total Price" of \$179.50 is displayed at the bottom right of the design area.

- Build your sheet - add left chest, heart, mask and cap size

Avoiding Licensing



Avoiding Licensing



Avoiding Licensing



Layout QCL-52



Layout QVA-16

Avoiding Licensing

Tips

- Use a heat press to apply to apparel
- Applies in seconds, so no need to tie up shirt inventory until sold
- Good starting order is 25, the more you order, the less the cost
- Take pre-orders - one color Easy Prints® ship next business day so you can order once you have a count
- Allow 1-2 shipping days (with Speedy Air everyone in contiguous US gets their package in 2 days from when printed)





- Register for an instant account at TransferExpress.com if you don't yet have one
- With registration, a sample pack is sent out
- 30 days Easy View use included... give it a try!
- At end of 30 days, if you have started using it to order, Easy View remains open. If not, Easy View simply closes.
This IS NOT a membership and there is never a charge for its use.

Thank You For Attending

Do you have more questions?

Stay in touch. **We're here to help you grow your business!**

- Email us – info@transferexpress.com
- Read and Subscribe to our Blog - <http://blog.transferexpress.com/>
- Watch our videos and previous webinars – <http://www.TransferExpress.com/Webinars>
- Visit our website: www.TransferExpress.com
- Visit us at Trade Shows
- Connect with Us on Social Media
- Watch us on YouTube

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