

The University of  
**Nebraska**

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**TRADEMARK  
LICENSING  
PROGRAM**

A large, stylized white outline of the letter 'N' is centered on the page. The word 'Huskers' is written in a bold, black, cursive script font across the middle of the 'N'. The entire graphic has a 3D effect with a white inner border and a black outer border.

**Huskers**

## Welcome To The University Athletic Licensing and Sales Department!

The University of Nebraska enjoys a rich heritage and is an outstanding institute of higher education, research, service and dedication to excellence in athletics. Since our founding on February 15, 1869, the University of Nebraska has developed and enriched the quality of life in the state of Nebraska and around the country. The University is committed to all its programs, including the Athletic Licensing and Sales Department.

The University's students, alumni, faculty and staff, plus our many supporters share tradition, loyalty and spirit. The support combined with the success of our athletic teams have created a demand for products that display our mark, symbols and insignia that are associated with the University. Through our athletic licensing program, we market and efficiently manage this demand by assuring that our marks appear only on quality products with minimal liability to both the University and the purchasers of these products.

## What Does Athletic Licensing Accomplish?

Athletic Licensing promotes and protects our logos and marks. It also creates a cooperative and positive working relationship with licensees [manufacturers of products] and retailers. Fans of the collegiate arena and of the University of Nebraska have come to recognize our trademarks and look for the "officially licensed" product label on merchandise. This label assures the purchaser that he is buying from an official licensee and a percentage of the proceeds are going back to the University of Nebraska.



Athletic Licensing also monitors and generates growth for Husker merchandise not just in the state of Nebraska but within the Big 12 Conference, the country and even internationally.

## **Who Needs A License?**

Any manufacturer merchandising product bearing or making a reference to the University of Nebraska's logos and marks. The manufacturer must have a license before offering products for sale.

## **What Products Can Be Licensed?**

Athletic Licensing and Sales will consider most products. However, no products will be licensed without the approval of the Director of Athletic Licensing. The approval process assures retailers and purchasers that the products are of high quality and good taste. The scrutiny of products helps prevent misrepresentation of marks and minimize liabilities from harmful or hazardous items.

## **What Qualifies As A Trademark?**

Any mark, symbol, logo, nickname, letter(s), word, or derivative that can be associated with the University of Nebraska and its athletic teams.

## **Where Is Athletic Licensing and Sales Located?**

Athletic Licensing and Sales is located north of Memorial Stadium at the University of Nebraska. If you wish to contact us, please do so at the following:

Athletic Licensing and Sales Office  
1024 Avery Avenue  
Lincoln, NE 68588  
Phone: 402-472-0774  
Fax: 402-472-0455  
e-mail: [huskerwebcast.com](mailto:huskerwebcast.com)

## **How Does A Manufacturer Obtain A License?**

Any prospective manufacturer who wishes to obtain a license to officially produce Nebraska merchandise must submit a license application. Our licensing agent, The Collegiate Licensing Company, does all the initial paperwork. Application can be obtained by contacting them at the following:

The Collegiate Licensing Company  
320 Interstate North Parkway, Suite 102  
Atlanta, GA 30339  
Phone: 770-956-0520  
Fax: 770-955-4491  
e-mail: [clc@clc.com](mailto:clc@clc.com)

## **Who Is The Collegiate Licensing Company?**

The Collegiate Licensing Company is the licensing representative for the University of Nebraska. CLC is responsible for assisting Athletic Licensing and Sales with the processing of applications; collecting royalties, enforcing the use of our trademarks, and helping us find new market opportunities.



## **Licensing Works.**

The "Officially Licensed Collegiate Products" label not only signifies that the merchandise has passed high standards from the University, but that a percentage of the money will help the University of Nebraska raise dollars to provide additional academic support and first-class facilities for Nebraska's student-athletes.

# What Are Nebraska Trademarks?

Exclusively the University of Nebraska owns certain trademarks. Any design or representation of these marks without permission is a trademark infringement. If you are in doubt, make sure you call Athletic Licensing and Sales.

The following is a list of Nebraska's marks:

## Verbiage:

University of Nebraska™  
Nebraska™  
UN™  
NU™  
Go Big Red™

Cornhuskers®  
Huskers™  
Blackshirts™  
Husker Power™

## Logos:



Nebrasketball™

Nebraska  
UNIVERSITY OF NEBRASKA - LINCOLN™



**Colors:** NEBRASKA Red: PMS 186

LIL' RED Red: PMS 186, LIL' RED Yellow: PMS 102,

LIL' RED Orange: PMS 148, LIL' RED Blue: PMS Process Blue