

FLORIDA STATE TRADEMARK LICENSING - SEMINOLE CLUBS

WHAT IS A TRADEMARK?

- A trademark (or mark) is any logo, symbol, nickname, letter(s), word, font, slogan, or derivative used by an organization, company or institution to identify its goods/services and distinguish them from other entities or competitors.
- Any reference to the University or trademarks adopted hereafter and used or approved for use by Florida State University shall be subject to the policies and procedures of the Office of Trademark Licensing.



OUR GOALS

- **PROTECT** the marks, images, and heritage associated with Florida State University, and ensure the proper use and application of those marks.
- **PROMOTE** the brand by elevating the level of exposure in the retail marketplace and heighten awareness among campus departments, student organizations, alumni, and fans.

WHY LICENSED VENDORS?

- Licensed manufacturers have been vetted for product quality and carry required product liability insurance.
- Using a licensee also ensures that FSU's trademarks and colors are properly used and guarantees that the manufacturer uses fair labor practices.
- Using a licensee raises money for FSU in the form of royalties.

USING A LICENSEE

- A licensee must be used to produce any FSU merchandise. While there are over 400 licensees who produce Florida State product, the licensees listed on this page offer low minimums and are accustomed to fulfilling orders of your nature.
- Submit artwork to a licensed manufacturer or have the licensee create the artwork for you.
- The licensee will submit the artwork to Trademark Licensing for approval.

CONTACT US

Office of University Trademark Licensing
225 University Center, Suite C-5300
Tallahassee, FL 32306-2710
boosters.fsu.edu/trademark-licensing

Katie Watt, Director
Phone: (850) 644-3141
Email: kwatt@fsu.edu

Garrett O'Connor, Assistant Director
Phone: (850) 644-8690
Email: goconnor2@fsu.edu

FSU LICENSEES

4 Imprint

4imprint.com
877-466-7746

The Clothesline Inc.

www.clothesline.net
850-877-9171

Custom Ink

customink.com
800-293-4232

Full Press Apparel Inc.

fullpressapparel.com
850-222-1003

NewClients

www.newclientspromo.com
800-582-9850

Promoversity

Promoversity.com
877-737-7137

RaGZ

<http://ragz.biz>
850-656-1223

Tally Tees

407-412-7467

Zazzle

www.zazzle.com