

Licensing Considerations

Each institution utilizes its own decision-making process to determine how to grant licenses based on the information provided by the applicant.

Successful applicants typically demonstrate a proven track record in the following criteria:

- A commitment and ability to invest in the collegiate segment of the market
- Investments in retail, consumer, digital media or print media marketing efforts
- Ability to track and manage approval and royalty reporting processes.
- Commitment to responsible sourcing and production of products throughout the supply chain

FEES

CORE81 requires a \$100 application fee that covers the up-front processing and review of each application. The non-refundable application fee must be submitted with an application.

Note: Additional institution-specific fees may apply.

LABELING REQUIREMENTS

To ensure authentication of licensed merchandise in the marketplace, all retail licensees will also be required to order “Officially Licensed Collegiate Products” (OLCP) hologram labels and affix them to all licensed items. CORE81 will provide you with specific guidelines for use of the hologram labels and instructions for purchasing them if your application is approved by the institution(s).

Corporate Responsibility

CORE81 is committed to supporting the efforts of our partner institutions and licensees to source goods and manufacture collegiate licensed merchandise in an ethical fashion with an emphasis on the workers and communities involved.

Corporate Responsibility (CR) represents a set of standards that universities require of their licensees to respect workplace rights and conditions at both a licensee’s own operations and throughout those of their supply chains. As a licensee, your company is responsible for the action or in-action of all manufacturers and suppliers throughout its supply chain, including third-party vendor/suppliers or authorized manufacturers.

A company’s current and ongoing commitment to and execution of CR standards throughout its supply chain is considered by many universities to be an essential part of the licensing approval and renewal process. If approved for a license, your company will be required to demonstrate its commitment and capacities for ensuring that your products are manufactured under safe, healthy, and fair conditions wherever these operations occur, as is outlined in the CORE81 License Agreement.

As part of your agreement, you will be required to disclose your supply chain (manufacturers, finishers, materials providers, etc., including locations and other company information) and maintain those disclosures to ensure supply chain transparency.

Additionally, your company may be required to sign and commit to implementing university-specific Labor Codes of Conduct based on the individual institution or supply additional CR-related information

as a basis of licensure or renewal. Many institutions also require licensees to affiliate or align with third-party, nonprofit labor rights organizations or global agreements, including but not limited to, the Accord on Fire and Building Safety in Bangladesh, the Fair Labor Association, and the Worker Rights Consortium.