

## Miami University Trademarks & Licensing

### Athletics Royalty Agreement

July 1, 2024 to June 30, 2025

This Royalty Agreement describes an arrangement between Trademarks and Licensing and Athletics for the payment of royalties on Miami branded merchandise purchased by the Athletic Department.

#### Royalty Terms

It is University policy to charge royalties on products used for promotional purposes, giveaways (including camps), gifts, fundraisers, and social events. Royalties are waived on required uniforms (for both teams and staff).

#### Trademarks & Licensing's Responsibilities

1. Waive royalties on individual orders. Instead, collect a one-time royalty payment on July 1, 2024.
2. Review all submitted artwork designs in a timely manner. Feedback will be provided within 2 business days.
3. Record all orders of Miami branded merchandise from Athletics in order to determine the amount of the one-time royalty payment.

#### Athletics Responsibilities

1. Pay a one-time royalty payment on July 1, 2024 of \$5,000 for the period of July 1, 2024 through June 30, 2025.
2. Utilize a licensed vendor to produce all products bearing Miami University's trademarks, word marks, logos, and/or symbols.

#### Licensee Responsibilities

1. Submit all Athletics orders into Brand Manager 360 prior to production. The following information should be included with the submission:
  - a. Name and contact information for the individual placing the order
  - b. Number of items being ordered
  - c. Cost per item
  - d. How the item will be used (i.e. promotions, giveaways, gifts, fundraiser, social events, uniforms)
  - e. Artwork proof

The renewal period runs from May 1, 2024 to June 1, 2024. Terms of the agreement may be reviewed and adjusted upon the agreement of both parties (Athletics and Trademarks & Licensing). Either party has the right to not renew this agreement for the following year. If the agreement is not renewed, royalties will be charged or waived on an order-by-order basis.

Index code to transfer funds from: ICA100 Index code to transfer funds to: 5124

Emily Kuhn 06/24/2024  
Trademarks & Licensing Date

[Signature] 06/23/24  
Athletics Date