



501 Stockton Street * P.O. Box 6885 * Radford, VA. 24142

CONTRACT RENEWAL LETTER

Date: September 11, 2019

Contract Number: RU15001

Service: Trademark Management Program

Renewal Term: October 1, 2019 to September 30, 2024 [Renewal No. 1 of 1]

Issued by: Radford University
Ronda London, Contract Officer
540-831-5090, Email: rlondon1@radford.edu

Contractor: Collegiate Licensing Company LLC d/b/a CLC
1075 Peachtree Street NC, Suite 3300
Atlanta, GA 30309
Cory Moss, EVP & Managing Director
770-956-0520, Email: Cory.Moss@clc.com

Contract Administrator: Cory Durand, Associate AD for External Operations
540-831-6423, Email: cdurand@radford.edu

Description of Renewal Notice:

In accordance with Section 14, Renewal of Contract, the following renewal provisions have been negotiated between CLC and Radford:

- (a) Contract RU15001 is hereby renewed for an additional five years from October 1, 2019 through September 30, 2024.
- (b) Attachment G, Pricing Table, is hereby revised – see Attachment G included in this Contract Renewal 1.

All references in the Contract to the “Tradmarx” and “Client Connect” systems are revised to refer to “Brand Manager 360”.

Products and materials formerly stored at the LRG offices in Michigan are now stored at the CLC offices in Atlanta, Georgia.

All references to the Collegiate Licensing Properties Association (CLPA) and related labels are revised to refer to J. Patton Sports Marketing, LLC.



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All marketing and related services shall be provided as agreed upon between RU and CLC from time to time and in accordance with the agreed upon marketing budget.

The Trademark Registrations section of the Contract is updated to read as follows:

CLC is happy to counsel and advise RU in its preparing, filing, and renewing of its registrations on a state and federal level. Our legal team has extensive expertise in preparing and filing trademark registrations and renewals, and is available to consult with the licensing director and university counsel to provide in-depth explanation and analysis of the trademark application process.

Except as provided herein, all terms and conditions of Contract Number RU15001, as heretofore changed, remain unchanged and in full force and effect.

CLC

By: Cory E. Moss
(Signature)
Name: Cory Moss

Title: EVP & Managing Director

9/13/2019 | 11:40 AM EDT
Date Signed: _____

RADFORD UNIVERSITY

By: Kimberly Delaney
(Signature)
Name: Kimberly Dulaney

Title: Executive Director of Strategic Sourcing

9/13/2019 | 2:09 PM EDT
Date Signed: _____



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Renewal No. 1

Price Table – Attachment G

The pricing structure for the split of gross annual royalties is as follows:

Gross Annual Royalties	Radford	CLC
\$0 - \$50,000	70%	30%
\$50,001 and above	90%	10%

CLC shall contribute \$2,000 per year to help fund marketing and merchandising initiatives through the term of this Renewal 1.

CLC shall provide a one-time renewal sign on bonus of \$20,000. This signing bonus shall be paid, by check, within 45 days after the effective date of this Renewal 1.