

BUILDING A GREAT UNIVERSITY

California State University Long Beach was founded in 1949. Today, the university has an enrollment of more than 37,000 and has been ranked among the "Best in the West" by US News and World Report. Cal State Long Beach competes at the NCAA Division I level as members of the Big West Conference and fields 19 men's and women's varsity sports. Athletic teams are known as the 49ers and the Dirtbags (baseball only).



LOOK FOR THE LABEL!

The Collegiate Licensed Product Label is the consumer's assurance that the products they purchase are as authentic as their loyalty, passion and pride for Cal State Long Beach!



TM

49ER SHOPS, INC.

Kristin Bonetati, Kristin.Bonetati@csulb.edu
Lily Lopez, Lily.Lopez@csulb.edu
6049 East Seventh Street
Long Beach, California 90840
Telephone: 562.985.7711
www.shopthebeach.com

LEARFIELD LICENSING

Jacob Krebs, Brand Management Representative
jkrebs@learfieldlicensing.com
8900 Keystone Crossing, Suite 605
Indianapolis, Indiana 46240
Telephone: 317.749.0623
www.learfieldlicensing.com

LONG BEACH STATE™

TRADEMARK LICENSING PROGRAM POLICIES AND GUIDELINES

The Cal State Long Beach Trademark Licensing Program protects and promotes the trademarks of the university in a positive manner. Creating and maintaining positive relationships with manufacturers, retailers and consumers is an integral part of promoting the university, and helps to ensure that all products bearing the marks of Cal State Long Beach are of the highest quality.



WHAT IS A TRADEMARK?

All names and visual representations of California State University, Long Beach/ Long Beach State are considered its "trademarks." This includes all word marks, services marks, names, name variants, nicknames, logotypes, logos, insignia, shields, seals, designs, devices or symbols that refer to the university. Also included are any words, phrases or images that imply association with Cal State Long Beach.

WHAT ARE THE UNIVERSITY'S TRADEMARKS AND COLORS?

The graphics shown below represent only some of the logos and word marks included in the University's official graphic standards guide. This is available to all licensed vendors as part of their license agreement. The University Seal is available for use only with written permission from the University. Artwork must be obtained directly from the 49er Shops, Inc.



LONG BEACH STATE™

Dirtbags™

Beach™

BEACH™
BASKETBALL

OFFICIAL COLORS



LONG BEACH GOLD
PMS 123



LONG BEACH BLACK

UNIVERSITY VERBIAGE

California State University Long Beach

The Beach™

Go Beach™

49ers™

Dirtbags™

The Pyramid™

LBSU™

WHAT IS LONG BEACH STATE'S ROYALTY RATE?

The royalty rate is 10% which is charged on the wholesale price of each item. Revenue generated from the sale of licensed products is used to support campus groups, departments and athletics. Products purchased by the 49er Shops, Inc. are exempt from royalties. Campus purchases not intended for resale are also royalty-exempt.

WHO NEEDS A LICENSE?

Manufacturers, producers and any other entities that plan to use the trademarks of the university must complete the licensing process and carry an agreement prior to producing, distributing, and selling emblematic merchandise. This includes the use of logos and wordmarks on all products intended for retail, promotional use, fund raising, and university and student organization use (including giveaways).

HOW MAY A LICENSE BE OBTAINED?

All products bearing the Cal State Long Beach name, logos, and trademarks used in any color or letter style combination, must be licensed. Cal State Long Beach has contracted with Learfield Licensing to manage the licensing process on their behalf.



For Manufacturers: Contact Learfield Licensing or visit www.learfieldlicensing.com to obtain an application for license. The application will need to be completed and returned along with the required elements in order to be considered for a license with Cal State Long Beach.

Once the application has been approved, Learfield Licensing will send a licensing packet with an agreement along with a list of the elements needed to obtain and sustain a license with the university. Each manufacturer is required to keep their license in good standing in order to produce any products bearing any reference to Cal State Long Beach. This includes proper insurance coverage, adherence to all required codes of conduct, design approvals, and remitting quarterly royalty payments.

For Cal State Long Beach Departments, Organizations, Clubs and Groups:



If a department, organization, club, or group plans to have merchandise produced that bears any reference to the university, the manufacturer must be licensed prior to production. If the product produced is for resale (including fundraisers and other for sale situations), manufacturers are required to collect royalties.

If a department or organization is purchasing products or university use or give-away, the product must be obtained through a licensed manufacturer and the intended design approved by Cal State Long Beach prior to production; however, these products are royalty-exempt.

To determine if a particular manufacturer is licensed, or to find a licensed vendor to produce your product, visit www.learfieldlicensing.com to find a real-time report of all current licensed vendors.

ARE THERE PRODUCTS THAT ARE RESTRICTED?

Cal State Long Beach will not license alcoholic products, smoking paraphernalia or any product considered dangerous or offensive in any way or that do not represent the quality and integrity associated with Cal State Long Beach. The university will also not approve any design that is derogatory or offensive.