MISSISSIPPI STATE UNIVERSITY™
CENTER FOR ENTREPRENEURSHIP & OUTREACH

Entrepreneurship Center Operating Policy

DATE: October 1, 2019

POLICY: ECOP 9.2 – Sales of Merchandise Containing MSU Trademarks in the Idea Shop

Policy

Vendors in the MSU Idea Shop who wish to sell products containing Mississippi State University designations including designs, trademarks, service marks, logographics, symbols, and other indicia must be licensed.

MSU has a special, expedited Crafter's License to accommodate individuals producing domestic, handcrafted items in the home with collegiate marks. There are restrictions, which include, but may not be limited to:

- All items must be hand-made. No commercially manufactured items are allowed.
- Sales must be direct and not wholesale; however, crafters may have "booths" within retailers such as the MSU Idea Shop.
- No more than 500 units may be sold per year and total sales per year must not exceed $2,500, whichever occurs first.
- Sales must be reported annually and contracts will be issued on a fiscal year basis (Jul 1 – Jun 30)
- In lieu of affixing holograms/labels to the items, crafters will be provided with an "Officially Licensed Collegiate Craft" Certificate and will be required to display the Certificate in the MSU Idea Shop

The licensing fee for the Crafter's License for the first full year is $120, and $100 to renew annually.

- Download Sample Crafter's License Agreement
- Download Official Program Guidelines

Vendors unable to participate under the Crafter's License must apply as a regular licensee through IMG College Licensing.

All licensing is administered by the Office of Trademark Licensing and not the MSU Idea Shop. Vendors are responsible for ensuring their own compliance. The MSU Idea Shop reserves the right to remove and return any merchandise deemed out of compliance by General Counsel.

Approval

This policy was recommended to the Entrepreneurship Center Advisory Board (ECAB) and approved by a quorum in accordance with the operating procedures of the Center for Entrepreneurship and Outreach.

Eric Alan Hill — 01 OCT 2019
Director, Center for Entrepreneurship and Outreach — Date

Dr. Sharon L. Oswald — 10-1-19
Dean of the College of Business — Date

Board Member — 10.19.19
Entrepreneurship Center Advisory Board — Date