MISSISSIPPI STATE UNIVERSITY
TRADEMARK LICENSING

CRAFTER'S PROGRAM GUIDELINES

A crafter is defined as an individual producing domestic, handcrafted items in the home with collegiate marks, and selling/distributing to individual consumers via events or direct sales. This might include events organized by church, school, county, state, craft, holiday, Junior League, street festivals, gift marts, or flea markets.

This license allows a Crafter to sell to individual consumers only. Sales of items on a wholesale basis or to a third party are not permitted. **All items must be hand-made. No commercially manufactured items are allowed.**

No more than 500 units may be sold per year and total sales per year must not exceed $2500, whichever, occurs first.

The licensing fee for the Crafter's License for the first full year will be $120; at renewal, the fee will be $100. Sales must be reported annually. Contracts will be issued on a fiscal year basis: July 1 – June 30. If the initial contract is issued for less than a full fiscal year, the fee will be prorated.

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 Certificate at all shows and events.

A sample OR picture of each product category (i.e., pottery, yard/garden accessories, etc.) to be offered for sale bearing the University's trademarks and logos must be submitted for review before the License is granted. Samples or pictures should be mailed to: Office of Trademark Licensing, PO Box 6171, Mississippi State University, or emailed to licensing@legal.msstate.edu and please cc: mgordon@legal.msstate.edu, or hand delivered to 195 Lee Blvd., YMCA Building, Room 3150, Mississippi State, MS 39762. Once the samples/pictures are reviewed and approved, a Crafter's License Agreement will be sent to the Crafter for signature. This License Agreement should be returned with a check or money order made payable to "Mississippi State University" and mailed to Mississippi State University, Trademark Licensing Program, PO Box 6171, Mississippi State, MS 39762. Upon receipt of signed License Agreement and payment, a Crafter's Certificate and artwork will be provided. Artwork is available in digital format and PDF.

If you have questions, please contact the Licensing Office at 662-325-8131.