

Trademark Licensing Program Overview

A trademark licensing program gives Richfield High School control over its logos and marks, thereby ensuring the quality and consistency of all the school's merchandise. It also enables Richfield High School to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs throughout the school. Outside of the school, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers that work with Richfield High School.

Anyone wishing to use the marks, logos, and symbols of the school **MUST** use a licensed vendor. If you are working with a vendor who would like to become licensed, please direct them to K12 Licensing to complete the application.

What is a trademark?

A trademark is any word mark, slogan, symbol, design, logo or combination of these elements, which identifies and distinguishes the goods or services of one party from others.

- A design that could create a likelihood of consumer confusion due to similarity to the district's trademarks may be an infringement of Richfield High School's trademark rights.

Where does the royalty revenue come from?

- The manufacturer of the product pays a royalty that is based on the net sales price. This royalty revenue gives Richfield High School additional revenue to support school programs.

How does one know that a product is licensed?

- Like the other associations and leagues (NCAA, NFL, NBA, etc.), the product will carry a distinct label and/or hang tag. It will identify the product as "Official NFHS High School Product."

What if I find product without the hangtag?

- If you find a product without the hangtag, please contact Richard Barton or Rob Estes and let them know what kind of product it is and where you found it.

How do I get access to the Richfield High School marks and logos?

Permission must be obtained to use Richfield High School marks and logos. Contact Richard Barton at 435-896-8247 or richard.barton@seviersd.org for more information.

Want to get licensed?

If you are a vendor who is interested in obtaining a license, K12 Licensing will aid individuals, companies, departments, and organizations in securing the proper agreements and forms. Please reach out to the K12 representative listed below.

Who do I contact with questions?

Contact Rob Estes with any questions or concerns you may have about trademark licensing.

K12 Licensing:

Richfield High School:

Rob Estes

Richard Barton

317-660-7158

435-896-8247

robert.estes@k12licensing.com

richard.barton@seviersd.org

About K12 Licensing

Richfield High School has contracted with K12 Licensing to help manage the school's trademark and licensing program. As the nation's largest and oldest prep licensing agency, K12 Licensing has a proven record of success that no other agency can match. Since 1997, K12 Licensing has helped thousands of high schools across the country implement and maintain an effective trademark licensing program. K12 Licensing helps to administer the application process, collect royalties, process insurance and factory disclosures, assist with marketing, and provide legal guidance.