



Trademark & Licensing Services

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Ohio State Licensing Royalty Rate Increase Reminder:

Effective January 1, 2009 through December 31, 2009 – THE ROYALTY RATE WILL MOVE FROM 8% TO 10%

Initial Announcement June 26, 2008:

After much consultation with licensees, discussion with our senior university management, and evaluation of benchmarking data, Ohio State is announcing that the licensing royalty rate will change from the current 8% to 10%, to become effective January 1, 2009 through December 31, 2009. In addition to this change, we are also announcing a phase-in plan that will take our rate to 12% over the next three years. We believe this rate is in line with most major sport and brand properties, and reflects Ohio State's position in the marketplace.

The phase-in will be as follows:

Effective	January 1, 2009 - the rate will move from 8% to 10%
Effective	January 1, 2010 - the rate will move from 10% to 11%
Effective	January 1, 2011 - the rate will move from 11% to 12%

Please remember to adjust your royalty calculating and reporting mechanisms accordingly so as to avoid errors in future reports and payments.

NOTICE: 12/22/08