REQUEST TO ADD PRODUCTS TO YOUR CURRENT LICENSING AGREEMENT

PRODUCT MARKETING AND DISTRIBUTION PLAN

Please submit a product marketing and distribution plan in accordance with the outline below. Please include your company name and address at the top of each page of the plan.

I. Product Information:
   a. **Products**: Provide a complete list of products you are requesting to produce under license. *For each product, include:*
      i. manufacturer or source of products
      ii. method of logo imprint/enhancement
      iii. channel of distribution
      iv. minimum quantity or order stipulations
   b. **Labeling**: OSU requires that all licensed merchandise bear your company name and an authentication label endorsed by the Collegiate Licensed Properties Association (CLPA). Please provide a sample of your company name label and describe your capabilities for applying the CLPA label to your products.

II. Sales Information:
   a. **Licensing History**: Identify current licenses held by your company. Please specify the Licensor contact information, length of the license, the licensed products and product category sales history for each.
   b. **Sales Projections**: Provide your projected sales volume by *product category* for the next three (3) years.
   c. **Territory**: Please specify the proposed geographic territory for distribution, i.e. Columbus only, Ohio only, U.S. or international territories.
   d. **Retail Distribution**: Provide a complete list of current retail accounts or other channels of distribution. Include the buyer contact name, address, phone, email and vendor account number for each.
   e. **Target Market**: Identify the target demographics and retail accounts or other channels of distribution that you plan to target for OSU licensed merchandise.
   f. **Sales Force**: Provide detailed information regarding your current sales representatives and distributors and the geographic region they cover.

III. Advertising and Promotions:
   a. **Trade Shows**: List all trade shows that you attend or at which you exhibit.
   b. **Advertising**: Provide your advertising budget and target advertising media for OSU collegiate sales.
   c. **Promotions**: Describe any additional methods that will be used to promote OSU merchandise.
   d. **Existing Materials**: Provide a copy of your current catalogs and other printed advertising materials.