



LICENSING APPLICATION FOR CRAFTER PROGRAM

Thank you for your interest in licensing The Ohio State University's identifying marks. The purpose of this application is to obtain detailed information about you/your company and the product(s) you seek to produce under license so that Ohio State may determine if providing a license to you is in the best interest of its licensing and merchandising program. It is important that you provide thorough and accurate information. Note that this document is an application only, and does not authorize the applicant to make, promote, or distribute any merchandise that bears the identifying marks of The Ohio State University.

Crafter Program Structure:

- Products must be hand-made in your home
- Sales will be permitted to individuals only through craft shows, fairs, events, and/or your own hosted website
- No wholesale sales to any third party retailers
- Available to residents of Ohio
- Apparel and Drinkware categories are not available

An application is considered ready to review once we receive the following information:

- Completed licensing application
- A physical sample of the proposed product

Requirements IF a crafter license agreement is approved:

- \$100 annual contract advance payment
- Royalty rate to be paid to Ohio State - 12% of sales
- Designated set of logos available via style guides and digital format
- Obtain updated logo approval prior to using Ohio State's trademarks on any product
- Obtain product liability insurance
- Purchase officially licensed product labels
- Track and Report sales of products on an annual basis



LICENSING APPLICATION CRAFTER PROGRAM

CONTACT INFORMATION

Name:	
Doing Business As (in own name/as company):	
Address:	
City, State, Zip:	
Email:	
Phone:	
Website (if applicable):	

Are you an alum of Ohio State University?

Yes

No

If no, are you an alum of another Ohio university? _____

Are you a current employee at Ohio State University?

Yes

No

Are you a current student at Ohio State University?

Yes

No



LICENSING APPLICATION CRAFTER PROGRAM

SALES AND DISTRIBUTION INFORMATION

Do you currently hold any craft licenses?

Yes

No

If yes, please list licensor and length of license:

Where do you plan to sell your proposed product(s)?

Craft Shows (please list below)

Person to Person

Other (please explain below)

Proposed craft shows to attend:

If other, please explain:

How many items do you plan to sell in one year?

< 50

50-100

100-200

200-300

300-400

400+



LICENSING APPLICATION CRAFTER PROGRAM

PRODUCT INFORMATION

Please provide information for each item you would like to include for consideration. This page may be duplicated as needed if more than 2 products are being requested.

- **Product Description** _____

Estimated Sales Price _____ **Estimated Sales Quantity/Year** _____

How will the product be produced?

Where do you get the supplies? Please list all materials and your source(s).

- **Product Description** _____

Estimated Sales Price _____ **Estimated Sales Quantity/Year** _____

How will the product be produced?

Where do you get the supplies? Please list all materials and your source(s).



LICENSING APPLICATION CRAFTER PROGRAM

I have read and understand this application and hereby state that to the best of my knowledge all information provided is accurate and complete. I acknowledge that I may not reproduce Ohio State's logo without permission.

Signature: _____

Name: _____

Date: _____

RETURN COMPLETED APPLICATION AND SAMPLE(S) TO:

Office of Trademark & Licensing Services
The Ohio State University
2400 Olentangy River Road
Columbus, OH 43210