



## HOLOGRAM COMPLIANCE GUIDELINES

Effective **April 1, 2016**, all CLC standard and local licensees must adhere to the following Officially Licensed Collegiate Products (OLCP) hologram guidelines:

**All licensed products will be required to contain OLCP holograms as follows:**

- All licensees are required to use the OLCP hologram stickers/labels (1" x 1"), regardless of wholesale price points, category or product type.
- Apparel licensees may choose to use the OLCP hologram hangtag.
- When using the OLCP hologram label, it must be affixed as follows:
  - **Apparel licensees** not using an OLCP hangtag must affix the hologram label to its own custom printed hangtag (that has been approved by CLC) or to the outside front chest area of the garment. The hologram label must not be affixed to the neck label, the inside neck area, the sleeves, or the back of the garment to avoid being rubbed off during merchandising.
  - **Headwear licensees** should affix hologram labels to the underside of the cap's bill.
  - **Non-Apparel licensees** should affix labels to the outside packaging of the product or directly on the product where outside packaging does not exist.
- Non-apparel licensees with very small products or companies with products that may be rendered unusable if a label is affixed to it may request a special exemption to the CLC labeling policy. Exemptions may require the use of the smaller (1cm x 1cm) hologram stickers or an on-package print option. Special exemptions are granted on a case by case basis and must be reviewed and approved by CLC. To request approval for a label exemption from CLC, please complete the form at <https://imgforms.wufoo.com/forms/m1u826uw1ebej5g/>
- In **"hot markets" and events** (conference tournaments/championships, bowl games, and national championships), special OLCP hologram stickers, such as the NCAA or College Football Playoff label, may be required. Hot market licensees should adhere to the same label policies as above.
- All licensees are still required to print the company name on the label, product or packaging.

**Licensee Agreement:**

- Licensee acknowledges that its use of the OLCP holograms is subject to the restrictions set forth above, which include but are not limited to certain provisions in the license agreement between CLC and Licensee.
- Licensee must maintain the rights to manufacture, distribute and/or sell licensed articles under its CLC license agreement.
- Licensee may only provide the OLCP holograms to its authorized manufacturers that have fully executed Authorized Manufacturers Agreements on file with CLC.
- Licensee and/or its Authorized Manufacturers are solely responsible for affixing the OLCP holograms to all licensed articles.
- Licensee is responsible for ensuring that the OLCP holograms are maintained in a secure environment.
- Licensee is responsible for reporting any loss or theft of the OLCP holograms to CLC immediately.
- Upon termination or expiration of the license agreement, Licensee must return all OLCP labels remaining in inventory to CLC for destruction, without any financial reimbursement from CLC to Licensee. This is subject to the provisions in the agreement regarding Licensee's ability to dispose of its inventory of licensed articles, if applicable.

AGREED AND ACCEPTED BY: \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_