

Trademark Licensing Agency Services

Request For Proposal# 753-012-9342DJF

Responses to Questions

1.)Question: What is Sam Houston State's royalty revenue for the last five years?

Response: See attachment #1.

2.)Question: Can you provide a complete list of licensees?

Response: Go to www.gobearkats.com and visit the licensing and merchandise page under the athletics section.

3.)Question: Please identify the top 10 licensees and revenue totals for each from FY'2010-11?

Response: See attachment #2.

4.)Question: Please name the top 5 stores in the area carrying SHSU product?

Response: Visit the licensed apparel and merchandise section of www.gobearkats.com for a complete list of retailers.

5.)Question: What has been the most successful marketing/promotional program over the last four years?

Response: The Battle of the Piney Woods event and creating a rivalry program with special logo and license.

6.)Question: List the strengths of the current licensing program?

Response: Growth, quality control, service to client, retail presence in Huntsville, etc.

7.)Question: List the weaknesses of the current licensing program?

Response: Our inability to crack the city of Houston retail market.

8.)Question: What do you see as revenue projections over the next 3-5 years?

Response: A 10% annual increase.

9.)Question: How much revenue has been recovered over the last two years as a result of audits?

Response: 2009-10: \$150; 2010-2011: \$2200

10.)Question: Can you provide an updated copy of SHSU's style guide showing all licensed trademarks?

Response: See attachment #3. The file is currently in process of potential additions, but all marks represented are currently available to licensees.

11.)Question: Would the university consider amending the Performance Period indicated in BA5-b, such that the award of contract to Proposer has a start date of July 1, 2012 instead of September 1, 2012? The July 1 timeframe is typically when most licensees renew agreements. Thus, from an administrative standpoint, it makes the process much more efficient to begin, end or transition agreements around this date.

Response: The dates of the Performance Period will not be amended at this time.

12.)Question: Can you please clarify the format or order SHSU would like responses to follow?

- A-2 or D-1g Scope of Proposal/Services?
- If so should section E-1 and E-2 be included in Revenue Generation?
- Section C – Evaluation Criteria?

Response: The preferred format or order would be the one in Section C – Evaluation Criteria. All Revenues and Fees should be addressed in the proposal submission.

13.)Question: What is a five (5) year history of gross royalties? Can this information be provided broken down by quarters?

Response: See attachment #1.

14.)Question: What are the weaknesses of the current licensing program?

Response: Our inability to crack the city of Houston retail market.

15.)Question: What are the strengths of the current licensing program?

Response: Growth, quality control, service to client, etc.

16.)Question: What would the University consider to be their "peer" institutions?

Response: FCS and mid-major Division I programs that are strong academically.

17.)Question: What is the primary goal of the University's licensing program?

Response: To manage and monitor university marks, protect university brand, expand brand presence, cultivate university pride and increase revenue generation.

Attachment #1

Quater/Year	Gross Royalties	% Change
QTR3 2002		0.00
QTR4 '02		0.00
QTR1 '03	\$ 122.00	0.00
QTR2 '03	\$ 3,882.00	0.00
Total 2002-03	\$ 4,004.00	0.00
		0.00
QTR3 2003	\$ 8,191.00	0.00
QTR4 '03	\$ 11,354.00	0.00
QTR1 '04	\$ 13,954.00	11337.70
QTR2 '04	\$ 25,587.00	559.12
Total 2003-04	\$ 59,086.00	1375.67
QTR3 2004	\$ 19,946.00	143.51
QTR4 '04	\$ 15,903.00	40.07
QTR1 '05	\$ 27,489.00	97.00
QTR2 '05	\$ 52,453.00	105.00
Total 2004-05	\$ 115,791.00	95.97
QTR3 2005	\$ 25,877.00	0.00
QTR4 '05	\$ 20,803.00	0.00
QTR1 '06	\$ 16,621.00	0.00
QTR2 '06	\$ 51,121.00	-2.54
Total 2005-06	\$ 114,422.00	-1.18
QTR3 2006	\$ 21,325.00	-17.59
QTR4 '06	\$ 21,011.00	1.00
QTR1 '07	\$ 21,362.00	28.52
QTR2 '07	\$ 47,530.00	-7.02
Total 2006-07	\$ 111,228.00	-2.79
QTR3 2007	\$ 34,956.00	63.92
QTR4 '07	\$ 21,529.00	2.47
QTR1 '08	\$ 27,729.00	29.81
QTR2 '08	\$ 52,385.00	10.21
Total 2007-08	\$ 136,599.00	22.81
QTR3 2008	\$ 24,718.00	-29.29
QTR4 '08	\$ 26,674.00	23.90
QTR1 '09	\$ 23,524.00	-15.16
QTR2 '09	\$ 47,901.84	-8.56
Total 2008-09	\$ 122,817.84	-10.09
QTR3 2009	\$ 25,594.21	3.54
QTR4 '09	\$ 25,715.50	-3.59
QTR1 '10	\$ 22,280.50	-5.29

QTR2 '10	\$ 58,342.53	21.80
Total 2009-10	\$ 131,932.74	7.42
QTR3 2010	\$ 28,382.00	10.89
QTR4 '10	\$ 31,010.90	20.59
QTR1 '11	\$ 28,045.61	25.88
QTR2 '11	\$ 68,251.29	16.98
Total 2010-11	\$ 155,689.80	18.01

* % Change is calculated from the same quarter prior year

Top 10 Increasing Licensees (YTD) for Quarter-2 2011

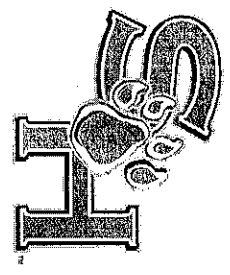
Licensee	YTD	% Change	Local/ Restricted/ Standard
Balfour	\$69,746.80	17%	Standard
EA Sports	\$8,761.87	194%	Standard
Knights Apparel Inc.	\$4,443.83	82%	Standard
CC Creations Ltd.	\$4,771.33	64%	Standard
Club Colors Inc.	\$1,616.53	743%	Standard
J America	\$2,879.00	86%	Standard
JansSport a division of VF Outdoor Inc.	\$4,048.36	47%	Standard
Tri-Lake Inc.	\$1,265.33	1,165%	Standard
MJ Softe LLC	\$1,132.58	1,033%	Standard
Herff Jones Inc.	\$4,518.80	25%	Standard

JUNE 21, 2011

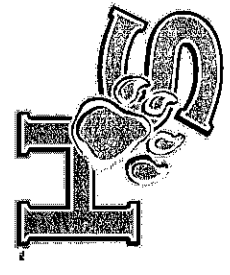
SAM HOUSTON STATE UNIVERSITY BEARKKATS



PRIMARY MARKS



1



2

WORDMARKS



3

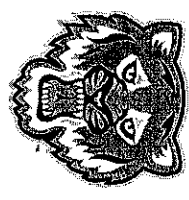


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BEARKKAT HEAD



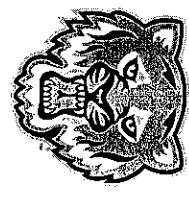
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VERBAGE

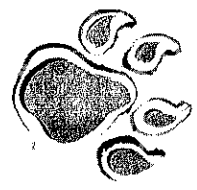
Sam Houston State University™
 Sam Houston State™
 Sam Houston™
 SHSU™
 SH™

GENERAL INFORMATION

LOCATION: HUNTSVILLE, TX
 MASCOT: BEARKKATS
 MASCOT NICKNAME: SAMMY & SAVANTHA

ESTABLISHED DATE: 1879
 CONFERENCE: SOUTHLAND CONFERENCE

PAW MARK



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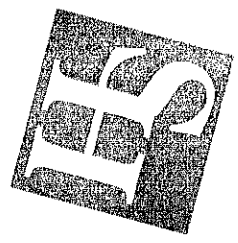


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INSTITUTIONAL MARK



11



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May also be used in PMS 021 Orange.



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COLOR INFORMATION

You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. PANTONE's is a registered trademark of PANTONE, Inc.

SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
CHANGE	PANTONE 021	
BLUE	PANTONE REFLEX BLUE	
BURNT ORANGE	PANTONE 406	
BLACK	PANTONE 167	
WHITE	PANTONE PROCESS BLACK	
ORANGE	SILVER	BURNT ORANGE
	BLUE	BLACK

ADDITIONAL PERMISSION INFORMATION

- University seal permitted on products for resale: Yes No
- Alterations to seal permitted: Yes No
- Overlaying / Intersecting graphics permitted with seal: Yes No
- University licenses consumables: Yes No
- University licenses health & beauty products: Yes No
- University permits numbers on products for resale: Yes No
- Mascot caricatures permitted: Yes No
- Cross licensing with other marks permitted: Yes No
- NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations: Yes No
- NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks: Yes No

NOTE: The marks of Sam Houston State University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.