



OFFICIAL NOTICE

Subject: Enforcement of the Marks of the Institutions represented by the Collegiate Licensing Company

The Collegiate Licensing Company is the licensing representative for the colleges, universities, bowls, and athletic conferences set forth on the attached list (hereinafter "Institutions"). We have established a licensing program to control the use of the names, abbreviations, logos, mascots, slogans and other proprietary rights associated with the institutions (the "Marks").

All products and designs referring to the Institutions and bearing the protected Marks must be approved and must contain the licensed manufacturer's name and the "Officially Licensed Collegiate Products" hologram label.

Unauthorized use of the Marks is trademark infringement. Any production or sale of unauthorized products is a violation of the federal Lanham Trademark Act of 1946, the federal Trademark Counterfeiting Act of 1984, the Anticounterfeiting Consumer Protection Act of 1996, the federal Trademark Dilution Act of 1995, and state infringement and unfair competition laws, among others. Said violations subject one to liability for damages, injunctive relief, attorney's fees and other penalties, civil and criminal. Infringing merchandise is subject to seizure.

Product offered for sale that does not display the "Officially Licensed Collegiate Products" hologram label will be subject to seizure as unlicensed products. The Collegiate Licensing Company, the Institutions, and law enforcement are dedicated to utilizing all legal avenues to protect the Marks.

Should any person or entity disregard the foregoing and engage in the distribution or sale of unauthorized products, we will hold them responsible for such actions to the fullest extent provided by law.

The foregoing is without prejudice to the rights of the Collegiate Licensing Company and the Institutions.

All exhibitors selling collegiate products must comply with the collegiate licensing company. If your product is produced in school colors or uses a school name you must comply with the rules of the collegiate licensing company.

CHRISTMAS VILLAGE REQUESTS YOU DIRECT ALL QUESTIONS TO:

The Collegiate Licensing Company
290 Interstate North Circle
Suite 200
Atlanta, GA 30339
(770) 956-0520 www.clc.com

Christmas Village Festival

An Alabama Tradition

