



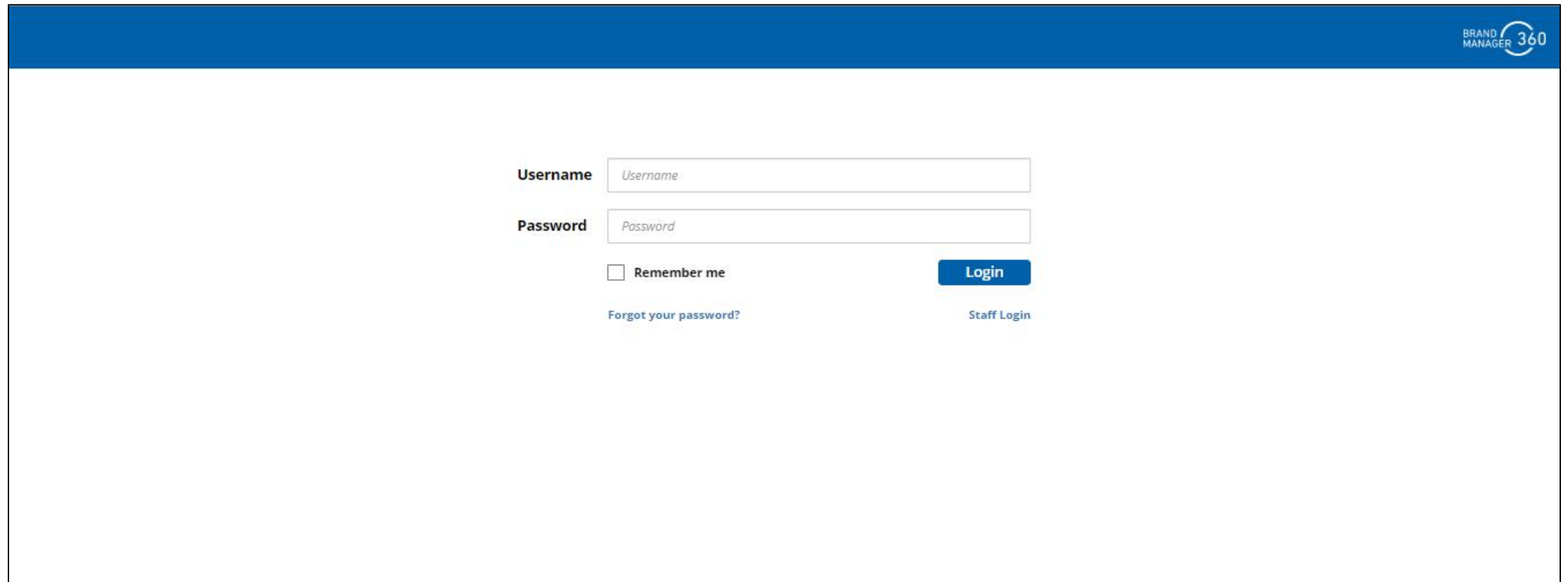
**REQUESTING A  
NEW LICENSE**

If you would like to request an additional License or School, you may follow the steps in this guide.

If you have further questions, feel free to reach out to us at [licensing@clc.com](mailto:licensing@clc.com)

Using Google Chrome as your internet browser, go to <https://brandmanager360.com> to log in.

Enter your username and password. If you do not know it, you may contact [licensing@clc.com](mailto:licensing@clc.com).



The image shows a login page for 'BRAND MANAGER 360'. The page has a blue header bar with the logo in the top right corner. The main content area is white and contains a login form. The form has two input fields: 'Username' and 'Password'. Below the 'Password' field is a checkbox labeled 'Remember me'. To the right of the 'Remember me' checkbox is a blue 'Login' button. Below the 'Remember me' checkbox is a link that says 'Forgot your password?'. To the right of the 'Forgot your password?' link is a link that says 'Staff Login'.

BRAND MANAGER 360

Username

Password


☐ Remember me


[Forgot your password?](#)

[Login](#)

[Staff Login](#)

Select the License Management tab from the blue toolbar at the top of your screen.

Welcome Test Licensee 1 (Do Not Process) 

**Dashboard** | **Artwork** | **License Management** | **Royalty Reporting** | **Reports** | **Resources** | **Disclosures** | **More** 

BRAND MANAGER 360


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Other Statistics





**Single Institution Artwork**  
Pending: 182  
On Hold: 3  
Questioned: 2  
Decisions (48-hrs): 0






**Multi Institution Artwork**  
Pending: 1  
On Hold: 0  
Questioned: 0  
Decisions (48-hrs): 0

**Requests**  
Decisions (48-hrs): 0  
Pending: 35

Action Items 

[Reset Filters](#)

 Date 	 Item Type	 Description	File ...
03/23/2019	Insurance Expirat...	Your insurance p...	



  **1**   100 items per page 






1 - 1 of 1 items

[Reset Filters](#)

Announcements

[Reset Filters](#)


 Title	 Summary
<a href="#">Licensing Information for 2019 Preseason Football Kick...</a>	Preseason Football Licensing Information in Brand Man...
<a href="#">Reporting System Will be Offline August 1-7</a>	The online reporting system will be suspended August ...
<a href="#">Brand Manager 360 Offline this Weekend</a>	The Brand Manager 360 system offline beginning Frida...
<a href="#">CLC Offices Closed July 4 and 5</a>	CLC will be closed Thursday July 4 and Friday, July 5.
<a href="#">New CLC Email Addresses</a>	Over the weekend, IMG College Licensing staff emails c...
<a href="#">Offices Closed for Memorial Day Weekend</a>	Our offices will be closed on Friday, May 24, and Monda...
<a href="#">IMG College Licensing to Return to CLC</a>	This week it was announced that our new combined lic...
<a href="#">Leadership Structure for Licensing Division of Learfield ...</a>	Merger update on licensing leadership


  **1** **2** **3** **4** **5**   100 items per page 1 - 100 of 441 items 

[Reset Filters](#)



Submission Volume

On the next page, select the “Create New Request” tab from the blue toolbar at the top of your screen.




















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**Active Requests** | Search | Exemptions | **Create New Request** | NBP Applications | Create New NBP Application | Addenda Rights

Search   


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 Request Type	 Submit Date 	 Status	 Info	Su...	Lice...
CLC International	08/02/2019	In Process			
Advertisement/Promo Materials	08/02/2019	New			
New Distribution	06/17/2019	In Process	Specialty Mid-Tier		
New Distribution	06/17/2019	New	Specialty Mid-Tier		
Application Request	12/03/2018	New	Test		
New Label	09/21/2018	In Process	Marie Key's		
New License	09/04/2018	In Process	Boise State University		

[Export to Excel](#) 

If you have any requests that are in progress, they will be shown in this window.

Use the drop down menu to select your request type – if you would like to request a new school, you should choose “New License”

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## Select New Request Type

Request Type \*

- New License

New License

New Label

New Product

New Distribution

New Distributor
- Next

Click the “Next” button to continue to the next page.

You will be asked some questions about the reason for your request. It is very important that you provide as much information as possible when making this request.

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Addenda Rights

## New License Request

Cancel Request

Please complete this 'New License Request' to add a license to your agreement. It is very important that you provide as much information specific to the license that you are requesting as possible when making this request. The information you provide in this request will be forwarded to the institution to review and as such, it is critical that you provide all the required information at this time. If your request is denied, most institutions will not reconsider their decision for a period of six (6) months or more.

If you do not see the institution listed in the drop down menu, please contact your account coordinator. You will be notified of the institutions decision via Brand Manager 360 once IMG College Licensing receives a response. If the institution conceptually approves your request, you remain unauthorized to produce and/or distribute merchandise until designs incorporating the institutions marks have been submitted and approved and an agreement has been executed.

What is the reason for this request ? \*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Characters used: 0 out of 5000

What is the marketing plan for this request ? \*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Characters used: 0 out of 5000

Next

The information that you enter on this page will be forwarded to the school to review and as such, it is critical that you are detailed in your explanations. Once you have entered all the required information, press the “next” button.

Use the drop down menu to select the license you would like to request. Please note that if you are just requesting a new school, you should choose the University name.

### New License Request - Select License

Cancel Request

Please select the institution you wish to add to your license by selecting a "License" from the drop down menu. You must also provide your projected sales volume. After selecting and completing the requested information, click "Next."

License \*

Projected Sales Volume \*

Comments

Test University 2

None

Tennessee Knoxville - University of - Rocky Top Logo

Tennessee Knoxville - Vintage

Test University 2

Texas A&M - "Texas Aggies" Logo

Texas A&M - Co Branded

Texas A&M - Fundraising

Texas A&M - Promotional/Premium

Texas A&M - Vintage

Texas A&M University

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Next

If you have questions about which license you should be requesting, you may reach out to our licensing team for assistance.



You are required to enter your projected sales volume in order to continue the request.

## New License Request - Select License

Cancel Request

Please select the institution you wish to add to your license by selecting a "License" from the drop down menu. You must also provide your projected sales volume. After selecting and completing the requested information, click "Next."

License \*

Test University 2 ▼

Projected Sales Volume \*

\$100.00

Comments

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Next

You may also include any additional comments that you have regarding the request. Once you are done, press the next button.

Now, you will be able to select the rights you want to request on this license. Please choose the combination of Products and Distribution that you intend to sell under this license.

### New License Request - Select Right(s)

Cancel Request

The rights matrix shown below is a combination of the approved products and distribution channels on your license. Please select the right(s) you wish to pursue for the selected institution. Once completed, click 'Next' to proceed.

☒ Semi-Exclusive ☒ Exclusive / Restricted

ALL	CAMP	REST	AMP	SCWC	GDC	SMC	DPT	BDPT	GLFS	SGSS	SMT	ITC	RRET	TDLR	OPC
01A-1 - Men's/Unisex T-shirts (short sleeve-cotton)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01A-3 - Men's/Unisex T-shirts (short sleeve-synthetic)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01A-4 - Men's/Unisex T-shirts (short sleeve-blend)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01A-5 - Men's/Unisex T-shirts (long sleeve-cotton)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01A-6 - Men's/Unisex T-shirts (long sleeve-synthetic)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01A-7 - Men's/Unisex T-shirts (long sleeve-blend)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01F-1 - T-shirts (sizes 0-4T)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01I-1 - Women's T-shirts (short sleeve-cotton)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01I-20 - Women's T-shirts (short sleeve-synthetic)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
01I-21 - Women's T-shirts (short sleeve-blend)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<<

1

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The above example may not look exactly like your screen. When you have made your selections and you are done, press the next button.

Please provide us with the name of the retailer that you will be selling your product through. You should click “Add New Entry” and then enter all the information in the appropriate fields. Please indicate with the check boxes if the retailer is being targeted, if they are expressing interest or if you have a pending order.

New License Request - Retailer Information

Cancel Request

Please add information for at least one retailer or internal department that you wish to target. If you have a pending order or interest in the product, you must include the buyer name, phone number and/or email address.

After entering the information for each contact, click the 'file save' icon at the end of each row before adding additional contacts or moving onto the next step.

1. Add New Entry

Retailer Name	Buyer Name	Phone Number	Email Address	Order Pending	Interested	Targeting	
2. retailer name	buyer name	(555) 555-5555	test@test	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	3. <input checked="" type="checkbox"/> <input type="button" value="x"/>

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4. Next

When you are done, make sure you click the check box to add the retailer information to the request. You may add as many as you like. When you are done, please click the “Next” button.

Finally, you have the opportunity to upload any files or supplemental material that you would like CLC or the school to have access to while reviewing your request. You may do this by selecting “SELECT FILES” and choosing file from your computer.

## New License Request - Summary and Upload

Cancel Request

Please upload additional files that pertain to this request including pictures of your products, company/product catalogs, an overview of your collegiate focus, or marketing plan specific to the institution you are requesting and any additional information that distinguishes your company from existing or potential competition. Once all files have been uploaded, please review the summary information of your request to ensure its accuracy as well as the submission statement. Please click 'Submit' once the form has been completed.

The file types allowed are DOCX, XLS, DOC, JPEG, JPG, GIF, PNG, PDF, PPT, and FLV. **Files cannot exceed 5 megabytes and cannot include symbols or special characters in the file name.**

### Files Upload

The Upload can be used as a drop-in replacement for file input elements.

SELECT FILES

Drop files here to upload

Although uploading files isn't a requirement, it is helpful. When you have uploaded your files, you may scroll down.

Below the file uploader, you will see a summary of all the information you entered previously. Please review it for accuracy. If you need to make changes, please use the “Back” button in the lower left corner to go back.

I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate and complete. I acknowledge that my submission will be reviewed and accepted or rejected at the discretion of IMG College Licensing and its institutions and that the submissions of any and all product samples is at my expense and the samples will not be returned. Until/unless the request is approved by IMG College Licensing and the institution and the license agreement has been amended, I understand that I am not authorized to produce and/or distribute this product and acknowledge that doing so is in breach of the license agreement and cause for termination.



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Submit

Any school-specific special requirements will be communicated to you on this screen before you submit. When you have reviewed all the information and read the statements, you can click “I Agree” and you will be allowed to submit your request.

When you have submitted the request, you will be taken back to the “Create New Request” page. If you would like to confirm that your request was submitted successfully, you may select the “Active Requests” tab on the grey toolbar.

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Request Type	Submit Date	Status	Info	Summary	Licenses
New License	08/08/2019	New	Test University 2		
CLC International	08/02/2019	In Process			
Advertisement/Promo Materials	08/02/2019	New			
New Distribution	06/17/2019	In Process	Specialty Mid-Tier		
New Distribution	06/17/2019	New	Specialty Mid-Tier		
Application Request	12/03/2018	New	Test		
New Label	09/21/2018	In Process	Marie Key's		

You may want to confirm that you are sorting by most recent request first in this list. You may do this by clicking the “Submit Date” column and checking the dates.

Your request will be reviewed by CLC and then by the school you have requested. When a decision is made on your request, you will be notified by an automated message.

If you have further questions, feel free to reach out to us at  
[licensing@clc.com](mailto:licensing@clc.com)