

2024 LICENSE AGREEMENT

THIS LICENSE AGREEMENT (“Agreement”) is by and between _____.
(The “School” or “Organization”) and Creative Ventures LLC, of 49 Werner Road, Suite A, Picayune, Mississippi, 39466. (Herein known as “CV”). For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the School or Organization and CV agree as follows:

1) Use of Marks. The School or Organization gives CV the **non-exclusive** right and a license to use its Marks and to authorize the distribution and sale of merchandise by vendors approved by CV. “Marks” shall mean the School or Organization’s name, nicknames, mascots, logos, designs and graphics. “Products” shall mean all merchandise utilizing the School or Organization’s Marks. CV may place a tag, label, imprint, or other appropriate mark designating the Products as associated with a CV merchandising program.

2) Payments. The School or Organization will be paid a minimum royalty of **12%** on Revenues received by CV from the sale of Products, not wholesaled directly to the School or Organization. Royalties will be paid to the School or Organization within sixty (90) days after the end of each school year, or Organization’s athletic season. “Revenues” means royalty income resulting from the sale of Products during the term of this Agreement, which is paid to CV. “Revenues” shall not include deductions made for commissions, freight, uncollectible accounts, costs incurred in the manufacture, sale, advertisement, or distribution of the Products, or any indirect or overhead expense.

3) Booster Clubs. **Nothing in this Agreement shall prevent the School’s bookstore, booster club, concessionaires, or similar entities from purchasing, selling, marketing or distributing Products.**

4) Termination. This Agreement is effective upon execution by the School or Organization and will remain in effect with a perpetual term unless and until terminated in accordance with the provisions herein. **The School or Organization may terminate this Agreement at any time by sending written notice to CV.** Upon termination, CV and its vendors may continue to sell the existing inventory of Products and after sale of the existing inventory CV shall stop using the School or Organization’s Marks.

5) Use of Marks. CV will produce and distribute the Products in a manner that maintains the **integrity, character, and reputation of the School or Organization.** The School or Organization authorizes its Marks to be used for manufacture and distribution by CV’s vendors and in order to perform rights under this Agreement can be assigned or sublicensed by CV.

6) Ownership. CV is not obtaining any ownership of the Marks, and except as licensed to CV by this Agreement, **all rights in the Marks will be retained by the School or Organization.** The School or Organization represents to CV that it is the owner of all rights in the Marks, that it has the right to license the Marks to CV.

7) Miscellaneous. This Agreement is the entire understanding between the School and CV. This Agreement supersedes all previous understandings or agreements, oral or written, between the School and CV, and cannot be modified except by a written agreement signed by the School and CV. The signatory below has the authority to enter into this Agreement on behalf of School or Organization.

_____	Creative Ventures LLC (for BleacherFeature.Com)
School or Organization Name *	
_____	_____
Authority Name (Please Print)	Signature
_____	_____
Title (Athletic Director, Principle, Coach, Booster Club President)	Name
_____	_____
Email Address	Title
_____	_____
Address	Date
_____	_____
City State Zip	(Graphic File Name – For Production Tracking Use)

Signature	

Please provide a phone # to confirm this information, if needed: () _____

*If you represent more than one organization please list them separately.

NOTE: *Please Print/Sign and email completed document to sales@bleacherfeature.com