MIZZOU

CRAFTERS PROGRAM

Becoming a Licensed Crafter
BECOMING A LICENSED CRAFTER

The University of Missouri’s Licensing & Trademarks office monitors the use of its trademarks. Only approved Crafters and Licensees may produce items bearing Mizzou trademarks.

Please use this document as a reference to become a Licensed Crafter and the steps to produce approved items. Reference the Design & Usage Guidelines for correct mark and verbiage use, color, and design do’s and don’ts.

A crafter is defined as an individual producing domestic handcrafted items in the home with collegiate marks, and selling/distributing to individual consumers via events or direct sales. This might include events organized by church, school, county, state, craft, holiday, Junior League, street festivals, gift marts, or flea markets. In addition, not more than (500) units may be sold per year and less than ($2500) total sales per year. No sales will be permitted on a wholesale basis or to a third party retailer.

- $100 annual fee
- Sample/design required
- Signed license agreement

1 **Apply for Crafters License**

A Crafters License is required prior to production of product. Please complete the Application for a Local/Crafter Licensee form at licensing.missouri.edu/crafters.

2 **Develop Proposed Item**

As part of the approval process, please be prepared to provide pictures, artwork and descriptions to create a clear example of the proposed craft item(s). Submission of a similar item with an image on it that would be replaced with a University of Missouri mark upon approval is permissible.

Example: Description - Wooden 5” circle ornament. Wood burned image of Stacked MU mark front side. Black and gold ribbon to hang ornament. Include - Picture of a similar ornament, or drawing or proof of proposed ornament.

This is required for each type of craft item and for each proposed University mark. For example, an ornament utilizing the Mascot Mark and another ornament utilizing the Spirit Mark would require an approval on both items.

3 **Review & Approval**

The Application and each craft item will be individually reviewed. Changes may be requested to ensure each item meets identity standards and trademark guidelines.

Upon approval, a Crafter License Agreement will be issued to the Crafter. At this time their signature on the Crafter License Agreement and the $100 annual fee will be due.

4 **Approved Crafter Licensee**

Upon receipt of signed Crafter License Agreement and $100 annual fee the following will be sent to the Crafter:

- Fully executed agreement
- Welcome letter
- Marks approved for use
- Design and Usage Guidelines
- “Officially Licensed Collegiate Products” hologram stickers for placement on all approved items or item packaging.
- Officially Licensed Crafter Certificate for display.
- Sales Record Sheet
Final Artwork Approval & Proceed With Production

After receipt of Design and Usage Guidelines the Crafter may proceed with production of the item(s). Follow all identity standards and trademark guidelines. Upon completion of the first, official item pictures must be submitted again to ensure the University of Missouri marks are correct and used as proposed. Physical samples may be required for some items. Upon final approval the item may be reproduced and sold.

If the Crafter would like to add new products or new designs of products that were not submitted as part of the original Application, they will need to be submitted for approval by email with pictures and descriptions to crafters@missouri.edu. A new Application or additional Crafter License Agreement is not needed.

*Please note, guidelines are subject to change. We will do our best to keep you updated, however please check licensing.missouri.edu for the most up-to-date guidelines.*

## ITEMS NOT APPROVED

There are items that will not be allowed such as:

- Baby items (articles of clothing may be allowed and will be reviewed carefully during the licensing process.)
- Some food and perishable items.
- Some items that require a source of power, such as electrical or battery operated items. A lamp shade could be approved but a lamp would not be.
- An item that does not have a handcrafted or unique nature. For example: Purchase of a metal tumbler and engraving a mark is not considered handcrafted as that item can be found at many retailers.
- An item that may cause injury is not permitted. This includes any type of weapon, sharp object or item that can cause a burn or other injury.

The Office of Licensing & Trademarks will use its discretion on the approval of each item individually during the approval process. Items will be reviewed annually prior to contract renewal. The Crafter is required to bear all risk in respect of the articles and agrees to indemnify and hold harmless the University as stated in the Crafters License Agreement. The Crafter may wish to purchase product liability insurance.

## MIZZOU TRADEMARKS

The trademarks available for Crafter use include the names, logos, slogans and images below:

### Trademarked verbiage

- University of Missouri®, Missouri®, MU™, Missouri Tigers®, Tigers™, Mizzou®, Mizzou Tigers™, Mizzou-rah™, Truman™, The Zou™, MIZ™, ZOU™

### Trademarked marks approved for use in the Crafters Program

- University of Missouri

*The Design & Usage Guidelines outline the correct use for each mark.*

## CONTACT

licensing.missouri.edu | crafters@missouri.edu | 573-882-7256