

For Immediate Release

CLC and University of Notre Dame Partner to Protect Trademarks at the 2015 Women's Final Four®

ATLANTA, Ga. (April 2, 2015) – As the University of Notre Dame prepares for this weekend's Women's Final Four games, the Collegiate Licensing Company (CLC), the licensing affiliate of IMG College, in close coordination with Notre Dame and the NCAA®, is making preparations to clear the marketplace of potential counterfeit and unlicensed merchandise.

CLC, the exclusive trademark licensing agent for Notre Dame, will work closely with the NCAA and Tampa Bay officials, as well as Homeland Security Investigations, to patrol the areas in search of counterfeit merchandise and any other unauthorized use of trademarks owned by Notre Dame. All counterfeit merchandise is subject to seizure.

"By protecting the Notre Dame brand, we are helping ensure that fans and consumers get high quality, authentic merchandise, the sale of which directly benefits the University," said Bruce Siegal, CLC's senior vice president and general counsel. "We will be teaming with law enforcement officials in the Indianapolis area in an effort to comprehensively cover the venue and event areas, stop counterfeiters, and safeguard customers from being sold inferior and counterfeit products."

When purchasing Notre Dame and Women's Final Four merchandise, consumers should look for the following identifiers to ensure that the merchandise they purchase is officially licensed:

- All officially licensed merchandise should display the "Officially Licensed Collegiate Product" hologram somewhere on the product or hangtag.
- The merchandise should depict the Notre Dame and NCAA marks in a tasteful manner, consistent with the designs and school depictions approved by Notre Dame and the NCAA.
- The tag on the garment should be intact. A torn or missing tag is evidence of a second-hand garment, one that probably would not meet the stringent quality standards put in place by Notre Dame and the NCAA.
- All merchandise should bear the name of the manufacturer on the product, either in the form of a hangtag, a neck label, or screen-printed directly on the garment.
- All merchandise should have the appropriate trademark designations (i.e., TM,®) next to a specific name or design.

Royalties generated from the sale of "Officially Licensed Collegiate Products" go back to Notre Dame to support scholarships and other vital programs and initiatives on campus.

About the Collegiate Licensing Company

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the leading collegiate trademark licensing agency in the U.S. and currently represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA. The mission of CLC is to be the guiding force in collegiate trademark licensing and one of the top sports licensing firms in the country. CLC is dedicated to being a center of excellence in providing licensing services of the highest quality to its member institutions, licensees, retailers and consumers. Headquartered in Atlanta, CLC is a full-service licensing representative, which employs a staff of more than 90 licensing professionals who provide full-service capabilities in brand protection, brand management, and brand development. For more information on CLC, visit: CLC.com or IMGCollege.com.

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