



## University of Notre Dame Licensing Program

### *Hangtag / Sticker Policy*

It is the policy of the University of Notre Dame that all licensed products be identified by either a hangtag or a sticker as a "Genuine College Product."

All University of Notre Dame retail apparel licensees are required to use the specialized Notre Dame hangtag as shown. Notre Dame hard goods and headwear should feature the GCP micro-optic sticker.

#### **Stickers - 1" x 1"**



#### **Hangtags - 2" x 4"**



The required hangtags are dual-sided and feature the University of Notre Dame and the Genuine College Product logo and micro-optic label on one side and the Fanatics Licensing Management copyright language on the other. Every hangtag has a unique serial number.

Notre Dame licensees may order hangtags or stickers through FLM's online CAMPUS site at [www.brandcomply.com/campus](http://www.brandcomply.com/campus). Contact Octane5 at 404-889-8622 with questions about ordering.

#### **Products Exempt from Micro-Optic Stickers or Hangtags:**

- Hard Goods with wholesale price points of \$2.00 or less per unit
- Consumable products (e.g., food and beverage)
- Paper products (e.g., notepads, cards, books) that do not utilize product packaging

Licensees may make reasonable requests via e-mail to FLM for case-by-case exemptions. All requests should include a description of the product and packaging, the wholesale price point, and the reason for the request.

If a product is exempt from use of a micro-optic, the Genuine College Product (GCP) logo below must be printed on the product or packaging. The logo (shown below) is available for download under the Brand > Browse tab in CAMPUS. Non-resale promotional and internal products are exempt from both micro-optic and printed GCP logo.

