

PURDUE UNIVERSITY LAUNCHES PURDUE GLOBAL

Purdue Global began operation on April 2. Purdue Global's licensing needs will be operated by Purdue West Lafayette and Learfield Licensing. Please keep in mind that all Purdue Global orders will be royalty bearing. Purdue Global's ecommerce store is being operated by Follett. Purdue Trademarks and Licensing has shared its list of licensees with Purdue Global as a resource for their other licensed product needs. If you have any questions, please contact Erika Austin.

RYAN KERRIGAN/12TH BOILER GOLF OUTING REMINDER

This year's event will be held on Friday, May 11 at the Birck Boilermaker Golf Complex in West Lafayette. We are seeking vendors and partners who are interested in playing and/or willing to contribute products and prizes for the golfers. For more information, contact Jim Vrugink at 765-494-2086 or jvrugink@purdue.edu.

150TH ANNIVERSARY LOGO

Purdue University will be celebrating its 150th Anniversary next fall with a special kick-off Homecoming 2018 as the Boilermaker Football team faces Boston College on Sept. 22. The 150th celebration will continue all year long wrapping up Homecoming 2019. Purdue is currently working with an agency to create the logo and will be shared with licensees by May 1. Purdue Licensing will share the logo once it is approved.

2018 PROMOTIONAL FOOTBALL SCHEDULE

Aug. 30 vs. Northwestern - Hammer Down Cancer
Sept. 8 vs. Eastern Michigan - Youth Day, Band Day
Sept. 15 vs. Missouri - Military Appreciation Game
Sept. 22 vs. Boston College - Homecoming
Nov. 3 vs. Iowa - Boilermaker Kids Club Game
Nov. 17 vs. Wisconsin - Senior Day

NEW VENDOR FOR PURDUE ATHLETIC TEAM STORE, ATHLETIC AND UNIVERSITY E-COMMERCE STORES

Purdue University has selected MainGate Inc. as its new vendor to operate the Purdue Athletic Team Store, as well as the Athletic and University E-Commerce Stores. Upon successful execution of the agreement, MainGate will replace Fanatics effective July 1, 2018. In order to prepare for the transition, Justin Bryant from MainGate (jbryant@maingateinc.com) will be reaching out to Purdue Licensees to discuss product inventory for the stores.

Please note, only Purdue standard licensees may secure orders with MainGate for the stores as a retail operation. If you have any questions, please contact Erika Austin at elaustin@purdue.edu.

ROYALTY STRUCTURE REMINDER

Purdue Research Foundation

- For purchases that are for items that will be used by internal PFR staff such as office supplies, recruiting promotional items, staff merchandise, event specific items, which contain the PRF logo, those items should be royalty exempt.
- For all items that will be offered to the general public to purchase or for donation, which contain the PRF logo, such as fundraising activities, public merchandise, online stores, those will be royalty bearing. These items generate a profit or donation for PRF therefore they must be royalty bearing.

Purdue Polytechnic High School

- For purchases that are for items that will be used by internal PPHS staff such as office supplies, recruiting promotional items, staff merchandise, student organization/athletic merchandise, which contain the PPHS logo, should be royalty exempt.
- For all items that will be offered to the general public to purchase which contain the PPHS logo, such as fundraising activities, public merchandise, online stores, those will be royalty bearing. These items generate a profit for PPHS therefore they must be royalty bearing.

Purdue Alumni Association

- All PAA orders are royalty bearing since they are a separate entity from Purdue University.

APRIL WEBINAR

Purdue Trademarks and Licensing will be hosting a webinar on Friday, April 20 to share updated information and answer any questions you may have regarding the Purdue Licensing program. Please check your email for the agenda and meeting invite. We hope you can join us!

COLOR SWATCHES

Learfield Licensing has created Purdue Color Swatches, which contains the correct color codes for University, and Athletic appropriate colors. Please send an email to Taylor Zima at tzima@purdue.edu to request your copies. Please indicate how many swatches you would like as well.

NEW LOGO SHEET INFORMATION

Purdue Licensing has made several changes to the logo sheet. The changes consist of the following: 1.) On page 3, we added new football helmets. Please replace the old helmets with the new artwork. 2.) On page 4, we removed the all gold Purdue University Signature Logo. It is no longer permissible to use all the gold application of the signature logo. 3.) On page 5, we added "Defense Lives Here" to the list of Verbiage. This phrase is used often with Purdue Basketball. You may find the new logo sheet on the Trademarx website as well as the Purdue Trademarks and Licensing website.

**2018 PROMOTIONAL
BASEBALL
SCHEDULE**

APRIL 13 VS. MINNESOTA

B1G Home Opener

Greek Night

Purdue Greeks are invited out to Alexander Field.

APRIL 25 VS. INDIANA

Boilermaker Blackout

First 200 fans receive a free #BeatIU shirt.

Student Tailgate

Students are invited to a pregame tailgate.

APRIL 28 VS. RUTGERS

Alumni Night

Alumni will be recognized during the game.

APRIL 29 VS. RUTGERS

PUDM/Riley Family Day

PUDM and Riley families are invited to the game.

MAY 4 VS. NORTHWESTERN

Star Wars Night

MAY 6 VS. NORTHWESTERN

Bark at the Park

Treat your dog to a day at Alexander Field.

MAY 18 VS. MICHIGAN

Salute to Service Night

Purdue baseball would like to honor all active and retired service staff.

MAY 19 VS. MICHIGAN

Senior Day

Seniors will be recognized for the final game of the season.

APRIL 6 VS. NORTHWESTERN

**2018 PROMOTIONAL
SOFTBALL
SCHEDULE**

Strike Out Cancer

APRIL 7 VS. NORTHWESTERN

Alumni Reunion

Purdue Softball alumni will be recognized at the game.

Girl Scout Day

APRIL 8 VS. NORTHWESTERN

Salute to Service

Service staff members will be honored at the game.

APRIL 18 VS. DAYTON

Faculty/Staff Appreciation Day

Free admission for all staff/faculty members.

APRIL 25 VS. INDIANA

Boilermaker Blackout

The first 200 fans will receive a free #BeatIU shirt.

Student Tailgate

Students are invited to a tailgate before the game.

APRIL 28 VS. MINNESOTA

Bark in the Park

Treat your dog to a day at Bittinger Stadium.

APRIL 29 VS. MINNESOTA

Senior Day

Purdue Softball will celebrate the five seniors as they play their final game in Bittinger Stadium.

MARCH SOCIAL MEDIA CALENDAR

Please see below our social media marketing lineup for April. We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you want to donate product for any of these campaigns, please send the items to Erika Austin one week prior to date of campaign. Please email Taylor at tzima@purdue.edu if you have questions.

April 4 - #FreeHatWednesday

April 6 – Strike Out Cancer Softball Game vs. Northwestern – We will be marketing Hammer Down Cancer products.

April 8 – Salute to Service Softball Game vs. Northwestern – We will be marketing military appreciation products.

April 11 - #FreeHatWednesday

April 13 – B1G Home Opener Baseball Game vs. Minnesota – We will be marketing Purdue Baseball products.

April 18 - #FreeHatWednesday

April 20 - #FreeHatWednesday

April 25 – Boilermaker Blackout Baseball and Softball Game vs. Indiana – We will be marketing Purdue blackout apparel.

April 28 – Bark in the Park Softball Game vs. Minnesota – We will be marketing Purdue pet products.

April 30 – Finals Week Begins – We will be marketing finals week essentials.