



Trademarks and Licensing

NOVEMBER 2019 NEWSLETTER | ISSUE 23



2019 Football Promotional Schedule

November 2 vs. Nebraska: Ag Day

November 30 vs. Indiana: Old Oaken Bucket Game/Senior Day



2019 Men's Basketball Promotional Schedule

November 1 vs. Southern Indiana: Schedule Magnet Giveaway

November 6 vs. Green Bay: Big Ten Championship Replica Ring Giveaway

November 16 vs. Chicago State: Food & Fun Pack

November 23 vs. Jacksonville State: Star Wars Day

December 4 vs. Virginia: T-Shirt Game

December 8 vs. Northwestern: Big Ten Home Opener

January 24 vs. Wisconsin: Hammer Down Cancer

February 22 vs. Michigan: Brad Miller Bobblehead Giveaway

February 27 vs. Indiana: Boilermaker Blackout

March 7 vs. Rutgers: Senior Day

Calling all headwear producers!

#FreeHatWednesday is the staple social media program of @RepPurdue. Unfortunately, however, we are experiencing a shortage of new Purdue hats and other items to share with our followers. If you are interested in donating product to be a part of this program, please contact Rachel Gerdes at gerdesr@purdue.edu.

Logos On Demand from CLC

Purdue logos are now live and available for download on the Logos on Demand system. If you currently have access to Logos on Demand, your log-in credentials remain the same. If you do not have log-in credentials for Logos on Demand or other JPatton services, you should have received an email from JPatton, letting you know how to access the system and reset your password. Please look out for an email from jpattonondemand.com and ensure your security settings allow for this email to come through. Please also make sure you check your spam folders to ensure delivery. If by some chance you didn't receive an email with log-in information, please contact support@jpattonondemand.com.

2019 Women's Basketball Promotional Schedule

November 10 vs. Milwaukee: Service Appreciation Day

November 24 vs. Northern Illinois: Light Box Giveaway

December 18 vs. Western Kentucky: Education Day

December 21 vs. Bowling Green: Ugly Christmas Sweater T-Shirt Giveaway

December 31 vs. Wisconsin: Tote Bag Giveaway

January 5 vs. Rutgers: Special Olympics Day

January 16 vs. Illinois: T-shirt Thursday

January 19 vs. Minnesota: Community Night

January 26 vs. Penn State: Shereka Wright Bobblehead Giveaway

February 3 vs. Indiana: Boilermaker Blackout

February 9 vs. Iowa: Beat Cancer Pinkout & Rally Towel Giveaway

February 20 vs. Michigan State: Trapper Hat Giveaway

February 20 vs. Ohio State: Senior Day & Tote Bag Giveaway

Signature Mark

It is now permissible to use the Purdue Signature Mark in PMS 110. PMS 110 is the only permissible gold for the signature logo. If you have any questions regarding this change, please contact Erika Austin at elaustin@purdue.edu.

NOVEMBER 2019 @REPPURDUE

SOCIAL MEDIA CALENDAR



November 1 – National Jersey Friday – We will be promoting football and basketball jerseys.

November 2 – Purdue Football vs. Nebraska – Ag Day – We will be promoting Ag Day merchandise.

November 6 – #FreeHatWednesday – Every Wednesday, @RepPurdue does a “Free Hat Wednesday” giveaway where Twitter users are encouraged to follow and retweet for a chance to win a free cap.

November 9 – #SockItToEmSaturday – One Saturday each month @RepPurdue will be holding a Tweet-to-win giveaway for a pair of Purdue socks from FBF Originals.

November 11 – Veterans Day – We will be holding a Tweet-to-win giveaway for a Military Appreciation hat and tee combo.

November 13 – #FreeHatWednesday

November 16 – National Indiana Day – We will be promoting the greatest school in Indiana – Purdue!

November 20 – #FreeHatWednesday

November 22 – #FlyYourFlagFriday – Every Friday is #FlyYourFlagFriday, but once a month @RepPurdue holds a flag giveaway to encourage Boilermakers to show their spirit on #FlyYourFlagFriday.

November 23 – Men’s Basketball vs. Jacksonville State – Star Wars Day – We will be holding a Tweet-to-win giveaway for Purdue School of Engineering Star Wars t-shirts.

November 27 – #FreeHatWednesday

November 28 – Thanksgiving – We will be holding a Tweet-to-win giveaway for a \$25 gift card to Purdue Team Store. Followers will be asked to tell us what they’re thankful for to enter.

November 29 – Black Friday

November 30 – Purdue Football vs. Indiana – We will be promoting Purdue Football apparel.

Please contact Rachel Gerdes at gerdesr@purdue.edu if you are interested in donating product for any of these campaigns!