Trademarks and Licensing

SEPTEMBER 2019 NEWSLETTER | ISSUE 21

2019 Football Promotional Schedule

- September 7 vs. Vanderbilt: Hammer Down Cancer Day
- September 14 vs. TCU: Band Day
- September 28 vs. Minnesota: Military Appreciation Day
- October 12 vs. Maryland: Homecoming
- October 26 vs. Illinois: Family Weekend, Kids Club Day
- November 2 vs. Nebraska: Ag Day
- November 30 vs. Indiana: Old Oaken Bucket Game/Senior Day

Annual Licensee Fair: Open to Internal Licensees

Purdue Trademarks and Licensing’s annual Licensee Fair will be held on Wednesday, September 11, in the feature gym at Cordovo Recreational Sports Center. The deadline to register is September 9. Register here! Contact Rachel Gerdes at gerdesr@purdue.edu with any questions.

CLC: IMG College and Learfield Merger

Following the recent merge of IMG College Licensing and Learfield Licensing, CLC is restructuring their licensing department to have two teams. One team will serve the 215 licensees that make up more than 85% of all collegiate licensed sales and institution royalty revenue, and the other will serve smaller licensees or those with limited distribution. CLC has also established central email addresses for specific licensing questions that will be monitored by the licensing team. This is all in an effort to improve response time and provide quicker turn for licensing processes. Please contact your Partner Services Representative with any questions.
SEPTEMBER 2019 @REPPURDUE
SOCIAL MEDIA CALENDAR

September 4 – #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.

September 6 – We will be holding an Instagram giveaway for a Purdue Football home décor sign from Fan Creations in celebration of the football home opener. We will be holding a Tweet-to-win giveaway for a Big Ten Map.

September 7 – Purdue Football home opener vs. Vanderbilt – Hammer Down Cancer Day – We will be promoting Hammer Down Cancer product. We will be holding a Tweet-to-win giveaway for a Hammer Down Cancer hat and shirt bundle.

September 11 – #FreeHatWednesday

September 14 – Purdue Football vs. TCU – Band Day – We will be promoting Purdue football and band apparel.

September 14 – We will be holding a Tweet-to-win giveaway for a Rawlings Purdue Tote Cooler.

September 18 – #FreeHatWednesday

September 20 – We will be holding an Instagram giveaway for a Purdue Apple Watch band and AirPods case set from Affinity Bands.

September 21 – Sock it to ‘Em Saturday – One Saturday each month @RepPurdue will be holding a Tweet-to-win giveaway for a pair of Purdue socks from FBF Originals.

September 25 – #FreeHatWednesday – We will be partnering with Love Your Melon to hold an Instagram giveaway for a Purdue beanie.

September 27 – We will be holding a Tweet-to-win giveaway for a Purdue illuminated wall sign from Grimm Industries.

September 28 – Purdue Football vs. Minnesota – Military Appreciation Day – We will be promoting Military Appreciation product. We will be holding a Tweet-to-win giveaway for a Military Appreciation hat and shirt bundle.

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