APPENDIX B

PURDUE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

Purdue University

Established: 1869
Location: West Lafayette, IN
Nickname: Boilermakers
Mascot Name: Boilermaker Special
Conference: Big Ten

Verbiage
- Purdue University®
- Boilermakers®
- Purdue™
- Boilers®
- Boilermaker™
- Boiler™
- Boiler Up®
- Boiler-Up...Hammer Down™
- Boilermaker Special™
- Old Oaken Bucket™
- Hill Purdue™
- "All-American" Marching Band™
- Paint Crew™
- Boiler Blackout™
- Ross-Ade Stadium™
- Mackey Arena™
- 1234...First Down™
- Cradle of Quarterbacks™
- Den of Defensive Ends™
- One Stick Higher™
- What We Move the World Forward®

"The word "Boiler" can be used in conjunction with a second word.

Approved University colors or the *PANTONE* colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.*

Primary Athletic Mark
- #1
- #2
- #3
- #4

Secondary Athletic Mark
- #5
- #6
- #7
- #8

Word Marks
- #9
- #10
- #11
- #12
- #13
- #14
- #15
- #16
- #17
- #18
- #19
- #20
- #21
- #22
- #23

Purdue Pete Marks
- #24

Helmet Marks
- #25
- #26
- #27
- #28
- #29
- #30

University Identity Marks
- #31

Graduation/Alumni Marks
- #32

Branch Campuses
- #33
- #34
- #35

Purdue Colleges
- College of Agriculture
- College of Education
- College of Engineering
- College of Health and Human Sciences
- College of Liberal Arts
- College of Pharmacy
- College of Science
- College of Veterinary Medicine
- Exploratory Studies
- The Graduate School
- Honors College
- Krannert School of Management
- Purdue Polytechnic Institute

ADDITIONAL PERTINENT INFORMATION
- University seal permitted on products for resale (reviewed on a case-by-case basis)
- Alterations or overlying graphics to seal not permitted (no borders/decorations, nothing may touch seal)
- University licenses consumables must have expiration date on packaging
- University does not license health and beauty products
- Purdue Pete caricatures permitted (with approval from Purdue Licensing office)
- Cross licensing with other marks not permitted

NOTE: The marks of Purdue University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and use or approved for use by PURDUE UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.