LICENSING 101
ARMY WEST POINT ATHLETICS INTERNAL GUIDE

1 Why use licensed vendors?
- Our policy requires that Army West Point-branded items be purchased from licensed vendors.
- Using a licensed vendor protects the Academy from product liability concerns.
- Use of licensed vendors ensures that Army West Point logos will be used correctly.
- Licensed vendors have access to Army West Point’s logos and artwork.
- There are already nearly 30, including many that are Army-based, approved “internal use” vendors ready and willing to service Army West Point Athletics.

2 What items need approval?
Any items bearing the Academy’s name, nickname, seal, mark or logotype must have the approval through licensing. This includes items for resale and giveaways, which also includes all flash stores.

All uses of the shield and Army West Point need a ® and only the classic A logo should have a ™.

3 What steps do I take?
- Find a licensed vendor. Contact Rich if you are unable to find one.
- Work on the design with the vendor.
- The vendor will submit the artwork to licensing for approval.

4 Flash Store Regulations
- Flash stores are intended for orders from members of the team, families, coaches and alumni
- All outreach for the flash store should come from the team, and not the vendor
- Flash stores CANNOT be used as a team fundraiser, and no mention of fundraiser should be mentioned in any correspondence about the store
- Flash stores CANNOT be promoted through social media

Licensed Vendors Available for Flash Stores
Authentically American: www.authenticallyamerican.us or dwegner@authenticallyamerican.us
Boathouse Sports: www.boathouse.com or 1.800.875.1883
BSN: www.bsnteamsports.com or 1.800.749.3813
Promoversity: www.promoversity.com or 1.877.737.7137

For general trademarks and licensing inquiries, please contact: Rich.DeMarco@usma.edu

What is a trademark?
A trademark may be a word, symbol, design, or a combination of a word and design, a catch phrase or even a unique sound, which identifies and distinguishes the goods or services of one party from those of another.