



April 13, 2017

University of Virginia
Procurement and Supplier Diversity Services
P.O. Box 400202
Charlottesville, Virginia 22904-4202
(434) 924-4212

ADDENDUM TWO TO ALL FIRMS:

Reference: Request for Proposal (RFP) #SH032817

Commodity: University Trademark Licensing Plan

Dated: March 28, 2017

Proposal Due: April 25, 2017

Please reference the following for clarifications and changes to the RFP #SH032817 issued on March 28, 2017 for a University Trademark Licensing Plan:

Section II, Background Discussion and Goals of the University

On pages 3-4, in the section entitled, Current Status of the University's Licensing Program

Add this additional information regarding financial history as follows:

2012-13

- Total Royalties: \$911,672

2011-12

- Total Royalties: \$1,036,200

Also note that through the first nine months of the 2016-17 fiscal year (July 1, 2016 – March 31, 2017), the University has generated \$840,405 in royalties, which is a decrease of 11% year-over-year. However, Q1 provided a lot of positive growth for the University, as royalties generated were up over \$51,000, or 32% year-over-year.

Add these exhibits linked below:

[Virginia Exclusive Programs.pdf](#)

[2015-16 Virginia Sales Data.pdf](#)

[2015-16 Virginia Retail Summary.pdf](#)
[Power 5 Licensing Contract Overview.xlsx](#)
[Local Retail Licensing Survey 2017.docx](#)

Add this information on the College Vault Program:

College Vault is a brand of exclusive trademarks that showcases a premium product assortment with unique marketing and product placement aimed at mid-tier and premium distribution. Since the inception of College Vault in 2007, the program has generated more than \$17 million in royalties for participating CLC institutions. For the University of Virginia specifically, the program generated \$13,728 during the 2015-16 fiscal year. The list of approved College Vault licensees for the University of Virginia is listed below:

- Collegiate Pacific Company
- Nike USA
- Tailgate Clothing Company
- Twins
- Victory Tailgate
- Whitman Publishing
- Wildcat Retro Brand
- Wincraft
- Winning Streak Sports

The link below provides a listing of the firms attending the Preproposal Conference held on April 10, 2017:
[Firms Attending RFP SH032817 Preproposal Conference 20170410.pdf](#)

The link below provides University responses to selected questions asked during the Preproposal Conference held on April 10, 2017:
[Responses to 20170410 Preproposal Conference Questions.docx](#)

If you have any questions concerning this Addendum or the RFP, please contact me at (434) 924-4217. Thank you for your participation in this RFP process. I look forward to receiving your firm's proposal.

Sincerely,

Steve Heldreth,
Major Procurements Manager

Please sign below, acknowledging receipt of this Addendum and return this document with your response to the RFP.

Signature

Name of Firm

Please Print Name of Person Signing Above

Date