



University of Massachusetts Trademark and Licensing Administration

AMHERST • BOSTON • DARTMOUTH • LOWELL • WORCESTER

Room 920
Lincoln Campus Center
University of Massachusetts
Amherst, MA 01003

David Curley, Director
Phone: 413-577-8125
Email: dpcurley@umass.edu
Email 2: eszymbor@umass.edu

Crafters License Application

University of Massachusetts Amherst Campus

<http://www.umassauxiliaryservices.com/licensing/>

Please note that there is a separate Crafters License Application for UMass Boston, Lowell, Dartmouth and Worcester Medical. If this form does not apply to your needs please contact the UMass Trademark and Licensing Administration for the appropriate forms, thank you.

The University of Massachusetts Trademark and Licensing Administration strives to protect the University's registered marks, insignia, seal and trademarks (Marks) in order to preserve the integrity and reputation for which it stands. Please note that the standard 10.0% Royalty Fee is applied on all Crafter's products bearing the University Marks and is to be reported back to the University's Trademark and Licensing Administration quarterly, please contact our office for more information.

Name of Individual: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email Address: _____

Name of product or brand being sold & advertised by Crafter: _____

Please describe the product and what University Marks are being used:

Locations and venues the product will be advertised and sold:

Number of items that will be produced for this calendar year: _____

Intended retail price per item: \$ _____

Estimated annual sales of product: \$ _____ / Year

Category of craft (Please check all that apply):

- Quilted/Sewn items/Needle work
- Hand painted pictures/Scenery
- Cakes/ Baked goods
- Candles/Wax made goods
- Independent Photography/ Scenic pictures of University
- Other: _____

Are you already selling handmade goods at any other University or surrounding shops/street vending?

- Yes / No

Obtaining a UMass Amherst License Agreement

This application is the first step in the process of obtaining a current Crafters License with the University of Massachusetts Amherst campus. Please note that for approval for the UMass Boston, Lowell, Dartmouth and Worcester Campuses, another Crafters License Application and Agreement must be filed with the Licensing Director.

Crafters License execution: If the Crafters Application and handmade prototype (Picture) is approved by the University's Trademark and Licensing Director the complete license packet will be submitted to the crafter for completion. Please take the time to read the details of which the Applicant must adhere to.

- Items produced must be genuinely handmade by crafter, products cannot be commercially manufactured.
- Items must be for individual sales only, a **10% Royalty Fee** is applied to all items sold and must be reported back to the UMASS Trademark and Licensing Administration with a check and Quarterly Sales Report.
- Sales of items on a wholesale basis to a third party are not permitted
- If anticipated sales exceed 500 units sold in one year and/or sales profit of \$2500.00 please contact the University's Trademark and Licensing director at 413-577-8125.
- Crafters License will serve for 1 year duration and may be renewed annually.
- Crafters License fee of **\$100.00** is required prior to the signing of each year's License.

We ask that all paperwork, prototype photographs and checks be addressed to:

**UMASS Trademark and Licensing Administration
Room 920, Lincoln Campus Center
Amherst, MA 01003**

Email all requests for art approval to dpcurley@umass.edu & eszymbor@umass.edu

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