

# LOOK FOR THE LABEL

2016

Your guide to buying High Quality and Responsibly-Made, Licensed Collegiate Products  
University of Massachusetts

## LICENSED PRODUCTS

Once a product design is approved by the UMASS Trademark & Licensing Administration, it is deemed appropriate to represent the UMASS Campus and appeal to the greater UMASS Community. Licensees are required to join the Fair Labor Association (FLA) and adhere to their high standards of manufacturing and fair labor.



OLCP Hologram Hangtag

## WHAT IS A LICENSED COLLEGIATE PRODUCT LABEL AND WHY SHOULD I CARE?

The University of Massachusetts Trademark and Licensing Administration has licensed over 150 approved vendors to produce UMASS collegiate products ranging from your favorite Hockey game hoodie to promotional items to boost your student group or department's visibility. Look for the special "Officially Licensed Collegiate Products" Hologram tag, sticker or label to verify that it is a quality item, manufactured according to the Fair Labor Association's standards and accurately reflects the University's high standing. It's important to support both Licensed Vendors and Licensed Local Crafters because their products have been tested for quality, authenticity, they only use high quality UMASS logos as well as follow fair manufacturing practices and labor laws. All UMASS Licensed Vendors belong to the FLA.

### Commonly Asked Questions

**Q: Where are UMASS Licensed Collegiate Products sold?**

A: Let's start with on campus! Located on the main concourse of the Lincoln Campus Center, you will find the UMass Follett Bookstore. Visit their website for store hours and daily deals: [http://www.bkstr.com/mass-amherststore/home/en?cm\\_mmc=Redirect--VanityURL--umass.bkstr.com--10571](http://www.bkstr.com/mass-amherststore/home/en?cm_mmc=Redirect--VanityURL--umass.bkstr.com--10571).

For a full listing of UMass Products at a retailer near you, please visit us at <http://www.umassauxiliaryservices.com/licensing/>

**Q: Where can the Hologram hang tag, sticker or label be purchased?**

A: As a Vendor, once you're licensed with the UMASS Trademark and Licensing Administration, you'll need to obtain tags/ labels for your products at: <http://www.capsinfo.com/content.cfm?capsnav=collegiate&subnav=4>

Please refer to the Officially Licensed Collegiate Product (OLCP) Hologram Hang tag for apparel displayed on the left and the alternative OLCP Hologram Sticker below for non-apparel products.



**OLCP Hologram Sticker**

## ***Contact Us***

**University of Massachusetts**  
Trademark and Licensing Administration  
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For Additional Forms, Information and Directories,

### **Visit our Website:**

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

### **Visit our Facebook:**

<https://www.facebook.com/umasslicensing/>

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*“Approved NCAA Licensees should display the Official NCAA Hologram sticker on all NCAA merchandise.”*

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## ***LICENSED VENDOR DIRECTORY***

Looking for a specific product to buy or custom order? If you don't find exactly what you're looking for at the UMASS Bookstore or the area's retailers, please browse our large selection of vendors, categorized by products. For a current directory, please refer to the UMASS Trademark and Licensing Website at:

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

### **Licensing > UMass Licensees by Product Category**

Love a certain vendor that is already licensed by UMASS? Check out their individual product selections at

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

### **Licensing > Licensed Companies**

***GO UMASS!***