



The University of Texas at Austin
Office of Brand, Trademarks
and Licensing

Frequently Asked Questions – Interested Vendors and Licensees

Are there fees to become licensed and/or maintain a license?

Yes. There is an advance fee that varies depending on the school(s) you apply for, as well as a one-time application fee, and an annual renewal fee. Review the “Licensing Considerations” section available [here](#) for more info on application fees.

Where can I apply to become a licensed vendor?

You may start the application process [here](#). Questions should be directed to applications@clc.com. Applying does not automatically guarantee approval. Please do not start fulfilling orders with a university until your license becomes effective.

What are the steps of the application process?

Review this [flow chart](#). Take note that not all steps are applicable to all CLC clients.

As a licensee, do I have to pay royalties?

Royalties may be paid depending on the contract type. A royalty rate is based upon the total gross invoice amounts billed (“Net Sales”). The royalty rate is 12% for all UT System institutions, except UT Austin. The royalty rate for UT Austin is 15%.

As a licensee, where I do find current art files?

Licensees have access to current art files (and hologram stickers) via [JPatton](#).

I only supply giveaway items for internal departments. Do I still have to submit artwork for review after my client/department head/marketing office/etc. approved the art?

Yes. Please ensure the art is submitted to [Brand Manager 360](#) or the [Internal Request Portal](#) (depending on the university) for review and approval prior to production.

Furthermore, this is a contractual obligation, along with reporting sales, disclosing factory information and maintaining a current certificate of product liability insurance. Please review your signed contract issued by CLC (or previously Learfield Licensing) if you are unsure of your contractual obligations as a licensee.