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**PREP**

[www.NFHSlicensing.com](http://www.NFHSlicensing.com)

**PERSONALIZED SERVICE. PROVEN RESULTS.**



## We Are LRG

We're passionate. We're not afraid to make a little noise or wear our hearts on our sleeves. Most of all, we're not shy about wanting to help our clients succeed.

We're the Licensing Resource Group, a trademark management company that isn't afraid to challenge the status quo. Since our founding in 1991, we've been an aggressive industry leader that has worked to change old methods and perceptions of collegiate licensing, created industry-leading technology, and blazed trails in brand development, online enforcement and license management. From customer service and full account management to creative marketing and merchandising, we infuse spirit, pride and dedication into everything we do.

We're not an agent... we're a partner, and we're there, game day or any day, to help each client achieve their licensing goals. Our team boasts some of the most dynamic and passionate leaders in the industry, and our dedication to creating true partnerships has helped hundreds of colleges, universities, athletic conferences and special properties nationwide achieve greater brand awareness and royalty revenues.

<b>Michigan</b> 442 Century Lane Suite 100 Holland, MI 49423 Phone: (616) 395-0676 Fax: (616) 395-2517	<b>North Carolina</b> 7990 N. Point Boulevard Suite 120 Winston-Salem, NC 27106 Phone: (336) 896-7907 Fax: (336) 896-7910	<b>Iowa</b> VJS Executive Park 2570 Holiday Road, Suite 250 Coralville, IA 52241 Phone: (319) 351-1776 Fax: (319) 351-1978	<b>Rhode Island</b> 495 Hope Street Suite 5 Bristol, RI 02809 Phone: (401) 396-5588 Fax: (401) 396-5589



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# About LRG Prep

- Parent company (Licensing Resource Group) manages 205 collegiate licensing programs, including 11 in OH;
- 4,079 high schools participating in the NFHS Licensing Program nationwide, including 249 in OH;
- More than 35 licensees including globally recognized brands;
- Regional and National Retail partners buy from LRG Prep's list of approved licensees;



# LRG Prep Services Include:

- License management and execution;
- Financial accounting, royalty management, & audit services;
- Workplace code of conduct & social compliance requirements;
- Marketing, merchandising, & brand development services;
- Online management solutions including secure brand standards for every high school;



# LRG Prep Partners

LRG has developed a vast network of licensees and retailers in the last 20+ years.

More than 30 licensees including:



National and regional retail partners including (but not limited to):



**DOLLAR GENERAL**



**Walmart** 

**SPORTS AUTHORITY**

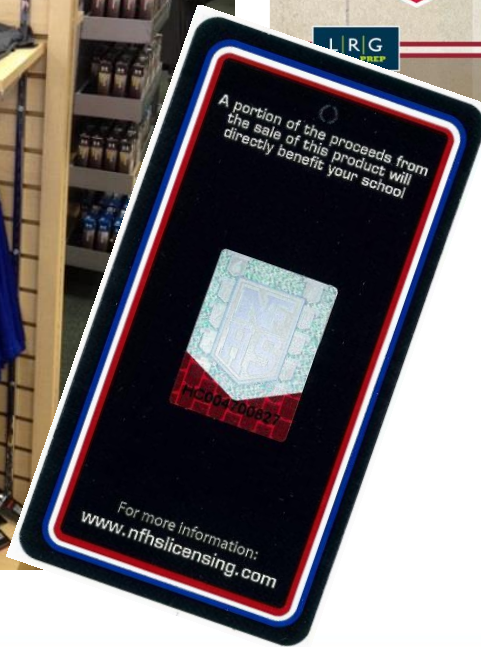


# Retail Marketing

- LRG Prep leverages its relationships with retail buyers to entice them to only purchase from approved licensees;
- LRG Prep reinvests on behalf of its high school clients, offering in-store point of purchase signage and displays;
- The hangtag which was created by LRG Prep clearly indicates that the product is licensed and the school depicted on the merchandise is being financially compensated;



# Retail Marketing: Examples



# Online Solutions: Trademarx®

The screenshot shows the Trademarx interface for the collection 'AL-35216-01\_Vestavia Hills High School'. At the top, there is a blue navigation bar with 'Welcome LRG Licensee', 'LOGOUT', 'ARTWORK', and 'HELP'. Below the collection name, there are links for 'Back to list of collection categories' and a 'Download Selected Mark(s)' button. A 'Documents' section contains a 'Download Artwork Pack' link. The 'VH MARK' section displays three image thumbnails: 'AL-35216-01\_Vestavia Hills High School.png', 'AL-35216-01\_Vestavia Hills High School.eps', and a 'Do Not Use' image showing a mascot with 'Do Not Use' written over it. On the right, there are three informational sections: 'SPECIAL MESSAGE' (Primary Mark: Ole Miss Reb. DO NOT USE), 'COLLECTION INFORMATION' (URL: http://www.vestavia.k12.al.us/vestavihigh/?CFID=3578600&CFTOKEN=22512411), and 'COLOR INFORMATION' (For Royal use PANTONE® 072, For Red use PANTONE® 187, For White use PANTONE® White). A 'CMYK Information' section is also present.

Trademarx is a secure site that provides licensees access to approved school logos, mascot names, and color information to ensure accurate reproduction. This is an online style guide created by LRG's in-house graphic design team.





# Why Partner With LRG Prep?

- Control the use of school names, mascots, & logos with support from LRG Prep's in-house legal & accounting;
- Generate royalty revenue from the sale of licensed merchandise through LRG's extensive network of retailers & licensees;
- Brand development, including new logo designs;



# LRG Prep, LLC

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