



U N I V E R S I T Y O F
SOUTH CAROLINA

February 16, 2010

INTENT TO AWARD

This is a statement of intent to award a contract and becomes the official statement of award effective 8:00 AM, March 1, 2010 unless otherwise suspended or canceled. Vendors are cautioned not to begin work on the contract or incur any costs associated with the contract prior to the effective date of the contract. The University of South Carolina assumes no liability for the expenses incurred by vendors prior to the effective date of the contract.

Bidder's right to protest as listed in section 11-35-4210 in the South Carolina Consolidated Procurement Code applies to this award. Protest to be filed with:

Voight Shealy
Chief Procurement Officer
1201 Main Street Suite 600
Columbia, SC 29201

Referenced Solicitation Number:	USC-RFP-1592-CJ
For Furnishing:	Exclusive Agent for the Operation of the University of South Carolina Aiken, the University of South Carolina Beaufort, and the University of South Carolina Upstate Campuses' Domestic Trademark and Licensing Program
Issue Date:	December 9, 2009
Deadline for Receipt of Responses:	January 15, 2010 at 3:00 PM
Awarded to:	Strategic Marketing Affiliates, Inc. ATTN: Robert G. Bernard, President/CEO 201 S. Capitol Suite 520 Indianapolis, IN 46225

Total Potential Value of Contract: \$130,000.00

Evaluated Amount:

<u>Royalties Received</u> <u>for each 12 month period</u> <u>of the contract</u>	<u>Percentage (%) to University of South Carolina Aiken,</u> <u>University of South Carolina Beaufort, and University of</u> <u>South Carolina Upstate</u>
\$0-\$20,000.	70%
In excess of \$20,000.	75%

Initial Contract Period: March 1, 2010 – February 28, 2011
Maximum Contract Period: March 1, 2010 – February 28, 2015

Charles C. Johnson, III.

Charles Johnson
Procurement Manager