



UNIVERSITY OF
SOUTH CAROLINA

Posting Date: February 19, 2016

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, 2016, unless otherwise suspended or canceled. Vendors are encouraged 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 any 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:

Chief Procurement Officer
Materials Management Office
1201 Main Street Suite 600
Columbia, SC 29201

Solicitation Number: USC-RFP-2900-CJ

Issue Date: December 3, 2015

Opening Date: January 6, 2016

Description: Exclusive Agent for the Operation of the University of South Carolina's Domestic Trademark and Licensing Program

Awarded To: Collegiate Licensing Company, LLC
ATTN: Cory Moss
1075 Peachtree Road
Suite 3300
Atlanta, GA 30309

Initial Contract Term: July 1, 2016 through June 30, 2017
Maximum Contract Term: July 1, 2016 through June 30, 2021

Estimated Potential Value of Contract: Not To Exceed \$15,000,000.00

Royalty Share of:

- **90 percent (90%) of the first \$4,000,000.00 in royalties collected**
- **85% of royalties collected between \$4,000,000.00 and \$8,000,000.00**
- **90% of royalties collected above \$8,000,000.00**

CLC will also pay The University of South Carolina 92.5% of all national champions gross royalties

The University of South Carolina's Licensing Department will receive a multimedia rights package of mutually agreed upon assets valued at \$50,000.00 with Gamecocks IMG Sports Properties at no cost to the Licensing Department and a one-time signing bonus of \$200,000.00.

Charles C. Johnson, III.

Charles C. Johnson, III
Procurement Manager