



As of July 1, 2020, Kansas State University began working with a new licensing agency called [Affinity Licensing](#).

To begin the process, small companies working with 4-H groups will need to [register and apply for the license](#).

- Application fee is \$100
- Must have liability insurance
- Submit product sample
- Must submit designs for approval through the Affinity Licensing Gateway
- Royalties will be paid quarterly to Affinity Licensing; the current rate is 12%. As of July 1, 2023, the rate will increase to 16%.

The following standard requirements will be waived:

- Fair Labor Association (FLA) membership
- \$500 minimum guarantee

Once companies have registered and applied, they should email Tami Breymeyer, Director of Trademark Licensing with K-State Athletics (tbreymeyer@kstatesports.com) with the following information:

- Let Tami know they have applied for a license for Kansas State University 4-H
- Give the name they applied under
- Tami will notify Affinity to waive the above items and process the licensing request