

# K-State Research and Extension Licensing FAQ

## Why is K-State Research and Extension licensed?

K-State Research and Extension is a part of the larger Kansas State University family. Kansas State University and all affiliate brands is a trademarked brand and therefore licensed. Products produced with these brands must be produced through licensed vendors that pay royalties to use that brand.

## Why is 4-H included in the licensing policy?

Since the 4-H Youth Development Program and the 4-H name and emblem is entrusted to Kansas State University as the state designated land-grant university for the administration for statewide implementation, the name of 4-H and the state university that provides oversight to that program are intertwined. Therefore, each individual institution determines policies and procedures governing the name and emblems associated with those universities. The wordmark licensing policies and corresponding fees for use of the K-State name is not something that K-State Research and Extension or Kansas 4-H Youth Development are at liberty to separate. Kansas State University, and therefore K-State Research and Extension, is a trademarked name and therefore any use of it must be through a licensed vendor.

## Process to determine Co-Branding Policy

Our K-State Research and Extension team is working hard to ensure awareness of K-State Research and Extension and 4-H during this time of increasing pressure both through low awareness and the financially strained state budget. As we prepared for new branding changes across the K-State Research and Extension system, we conducted focus groups with local agents, specialists and faculty to gage their perception of awareness. Every agent focus group affirmed their local Extension office was seen as the 4-H office in their community. Additionally, an external survey was conducted by a contracted third-party to survey Kansans on their level of awareness of K-State Research and Extension. Through that research, we learned that 46% were aware of a university system in the state of Kansas that provided research-based information and education programs. Of that 46%, 22% associated the system with the University of Kansas. We feel that part of this large percentage false association is because historically, 4-H has been branded simply Kansas 4-H. Many often assume Kansas 4-H is affiliated with the University of Kansas. We want Kansans to align the great work 4-H does in local communities as part of a larger Kansas State University system.

## Licensing Fee

As this co-branding/licensing process was being considered over the past year, it was identified and understood that the typical licensing fee (\$1,000) would not be feasible for many small, local businesses. As a result, K-State Research and Extension worked with the licensing and trademark director of the University to identify a reduced small, local business fee resulting in a 80% reduction to a \$200 annual fee.

## Royalty Fees

Royalty percentages are a set amount and not something K-State Research and Extension has control over. Anything purchased with a trademarked brand, whether it be K-State, Nike, Yeti, etc. will have a royalty percentage included in that cost. We worked with K-State Licensing and Learfield Licensing to waive the advance royalty fee and the Fair Labor Standards Act for Kansas businesses.

## Where does the Royalty fee go?

The royalty fee is split between Kansas State University and K-State Athletics. The portion that goes back to the University is put into general university scholarship funds. We asked if there was a way to have this money come back to the 4-H program to at least know it was coming full circle to help 4-H youth. We were told that is not possible, for Kansas 4-H or any college or department on campus to receive specific monies allocated to the particular department. Those monies are distributed to students through the general university scholarship fund. K-State Research and Extension is not benefiting from this money and it does not affect our budget.

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## Reporting

Learfield Licensing requires quarterly reporting of licensed sales. The reporting structure is a business, bookkeeping aspect the licensing company has set in place to ensure that product leaving a given business matches their records. This is a Learfield Licensing company policy and not something that we can amend or change.

## Design Approval

Licensed vendors will submit designs via the Learfield Licensing Partners portal, but designs are approved through the K-State licensing office. Submitting a design to the portal is submitting a design to Tami Breymeyer. You do not have to submit two designs. Approval turnaround time is typically 24-48 hours on business days. The policy states to allow 2-4 weeks, as a cushion for her and her staff should someone be on vacation, traveling for business or school. She is a one-person team with interns.

Artwork is reviewed to solely make sure the brand is being used correctly, per the brand guidelines - <http://www.k-state.edu/vpcm/branding/KansasStateUniversity-BrandGuide.pdf> (page 22 for the 4-H co-brand), and that the design is appropriate (nothing vulgar or inappropriate). The quality of the design (kid created, etc.) is not something she reviews.

## Liability Insurance

Regarding the insurance policy, this is a non-negotiable item for Learfield Licensing and not something they are willing to negotiate the amount or necessity - we asked repeatedly. We did inquire what the rates for this type of policy typically cost a business annually and were told between \$300–\$500, but normally closer to \$300 annually (but do not know for certain because that this is something that can only be determined with an individual insurance provider). Vendors are free to use whatever insurance company they would like so they are able to shop/compare prices.

We understand that this is a very high product liability. When we asked why it was so large, the response was as follows: "Unintentional mistakes in a business may lead to liability claims which can be financial, psychological, or physical. The claimant may have a valid claim where they will need to be made whole and consequently pursue retribution from the university, the company of the Licensee and Learfield Licensing for damages incurred."

We further asked what sort of claims might result in the need for this large amount when dealing with something as low-risk as t-shirts. The Learfield licensing coordinator shared that they have had instances where someone was allergic to the dye in a shirt, had an allergic reaction and sued the company.

## Accessing wordmarks

Once a business has become a licensed vendor, you have access to the entire family of Kansas State University brands, including the Powercat. The official logos for the K-State University brands can be found on Learfield's Licensing Partners portal.

The K-State Research and Extension and K-State Research and Extension/4-H cobrand wordmarks are not found on this portal. This is to ensure National licensed vendors do not become confused and begin producing items with these brands. Please contact Megan Macy, [mnmac@ksu.edu](mailto:mnmac@ksu.edu), or your local extension agent for these files. Please indicate what local unit wordmarks you will need.

## Product samples

Learfield Licensing Partners requires vendors to submit examples of their products as part of the licensing application. The purpose of this submission is to showcase the quality of the material/fabric as well as the quality of the screenprint/embroidery. The application states that samples should "illustrate the planned method of enhancement for review." Vendors can use "extras" from previous jobs such as a local baseball shirt, etc, but should not feature the co-wordmark since they have not been approved to use this mark yet.

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