GUIDELINES FOR CENTENNIAL ADD-ON LICENSE

Zeta Phi Beta Sorority, Incorporated (the “Sorority”) has initiated planning for its Centennial in 2020. “The Journey to Centennial” will consist of marks created for the exclusive use of approved licensees. These policies will apply to all marks created by the Centennial Commission or other designated entities working under the auspices of the Centennial Commission and words and graphics that allude to the centennial anniversary of the Sorority (the “Centennial Marks”).

The Centennial Commission is an approved committee within the Sorority and has been charged with the execution of the 2020 Centennial.

To protect and preserve the historic legacy of the Centennial, the Sorority will enforce limited usage of the Centennial Marks. Usage of Centennial Marks in violation of these Official Marks and Usage Guidelines for Official Licensed Centennial Vendors (these “Marks and Usage Guidelines”) will be subject to legal action to the full extent of the law.

OFFICIAL CENTENNIAL MARKS

Certain Centennial Marks are listed on Schedule 1 of this document and may be updated by the Centennial Commission from time to time in its sole discretion. It is important to note that the Sorority will not permit use of words that allude to the Sorority’s centennial anniversary without an active Centennial Add-On License Agreement in place.

VENDOR USAGE OF THE CENTENNIAL MARKS

Official Centennial Licensed Vendors
Entities who have secured a vendor license with Zeta through Headquarters or through Zeta’s licensing agency CLC (the “Vendor License”) are eligible to be approved for a Centennial Add-On License. As always, all products must be approved in advance of production (see process flow below).

Centennial Add-On License Fee
The fee to utilize the Centennial Marks (including words or graphics alluding to the Sorority’s 100 year anniversary) under the Centennial Add-On License Agreement is:

- $1,500 for Wholesale vendors, and
- $500 for Retail vendors.

The Centennial Add-On License fee is separate and in addition to any other licensing fees or royalties paid to Zeta for use of its intellectual property. Zeta reserves the right to approve or deny all requests for approval of items in its sole discretion; however, there is not a limit as to how many items may be approved by Zeta under the Centennial Add-On License. As usual, all items must be approved by the Sorority or its licensing agency CLC (formerly known as Learfield) before the item may be produced under the Vendor License or the Centennial Add-On License agreement.
Approval of Usage – Centennial Commission’s Discretion
Official Centennial Licensed Vendors can only be licensed and approved through the Centennial Commission. The Centennial Commission, in its sole discretion, will approve or deny all usage of the Centennial Marks (including use of words or graphics that allude to the 100-year anniversary of the Sorority).

Process for Application and Approval of Official Centennial License
Use of any Centennial Mark (including use of words or graphics that allude to the 100-year anniversary of the Sorority) on each product must be approved by the Centennial Commission before it is considered a licensed item. The Centennial Licensing Process Flow:

- Click Buy Blue on the tool bar to access the current version of the Marks and Usage Guidelines.
- Complete the Centennial License Approval Form that is included with this document and submit to iHQvendor@zphib2020.com. You will be notified of approval or denial as soon as possible after we receive your request.
  - If approved, the Centennial Licensing Team and Centennial Commission will send an email confirmation that will include the Centennial Add-On License Agreement, point of contact and any additional information required by the Centennial Commission.
  - If denied, an email will be sent with suggestions that the Vendor should consider if they wish to resubmit a product.
- Upon receipt of the Centennial Add-On License Agreement, read carefully, and if you agree, sign (electronic signature is acceptable) and return to the Centennial Commission as instructed along with full payment of the license fee as instructed.
- Once the agreement and deposit has been received, you will receive the applicable Centennial Mark(s).
- The prototype submission period ends on April 1, 2020.
- After approval, at the discretion of the Sorority, the Vendor’s name, URL link and official image of product will be posted on the official Centennial Website under the “Buy Blue” section. The Vendor will be notified that the prototype has been accepted and whether the product will be placed on the ZPHIB2020.com site.
- If any prototype is denied, the Vendor will have 10 days to resubmit a proposal. If a Vendor does not provide a viable prototype after two attempts, Zeta reserves the right to refund the monies in full and terminate the Centennial Add-On License Agreement.
- Vendors under this license program will receive:
  - acknowledgment on the Centennial Website;
  - special signage to use when selling licensed Centennial merchandise;
  - authorization to use the Official Centennial Licensed Vendor logo on the Vendor’s website and other marketing vehicles
Centennial Add-On License Agreement

Request for Approval

Name: 

Business Name (If Applicable) 

Mailing Address: 

City State Zip Country 

Email Address Phone Number 

Are you a vendor licensed by Zeta Phi Beta Sorority, Inc.? Yes □ No □

If yes, please attach a copy of the current license.

Indicate the Centennial Marks you are requesting to use:


Describe or Submit an Image/Description of the proposed product usage for the Centennial Mark listed above:


To request approval to become an licensee under the Centennial Add-On License Agreement, please e-mail a completed copy of this form with a copy of your current license to IHQvendor@zphib2020.com. All proposals become the property of Zeta Phi Beta Sorority, Incorporated.

For use by Zeta Phi Beta Sorority, Inc.

Date Received by Centennial Commission 

Received by: 

For use by Zeta Phi Beta Sorority, Inc.
Official Centennial Logo (Silver)
This image in any form is the official Centennial logo. It is not to be reproduced or used in any way without the permission of the Centennial Commission.

Official Centennial Logo (Blue)
This image in any form is the official Centennial logo. It is not to be reproduced or used in any way without the permission of the Centennial Commission.

Official Centennial Licensed Vendor
This image is for the use of approved Official Centennial Licensed Vendors. It is not to be reproduced or used in any way without the permission of the Centennial Commission Team.

Sisterhood Circle
This image is not to be reproduced or used in any way without the permission of the Centennial Commission Team.