

Salem State's trademark licensing program is under the direction of:

Mr. Tim Shea
352 Lafayette Street
Salem, MA 01970
Phone: 978-542-7260
e-mail: tshea@saalemstate.edu

For information on how to become licensed to manufacture Salem State's merchandise, contact:

Strategic Marketing Affiliates, Inc.
201 S. Capitol, Suite 520
Indianapolis, IN 46225
Phone: 317.829.5690
Fax: 317.829.5696
www.smaworks.com



STRATEGIC|MARKETING|AFFILIATES



Look for the
"Officially Licensed" label

Everytime you buy officially licensed merchandise, the manufacturer, returns a portion of that money to the College. The distinctive "Officially Licensed Collegiate Products" label assures that the merchandise you buy has been approved by Salem State.



TRADEMARK LICENSING PROGRAM

Salem State College represents a rich history and a bright future. The Salem name and its colors, symbols, and logos communicate proud heritage and future promise.

This tradition and spirit shared by Salem State's students, faculty, alumni, friends, and fans have created a growing demand for products displaying Salem State's marks, symbols, and logos. The number of manufacturers who want to produce such products is also growing.

The Salem State trademark licensing program is the College's response to these demands. It fills the responsibility to actively promote these quality products while ensuring the College is appropriately represented.

Why have a licensing program?

Trademark licensing creates cooperative working relationships between Salem State, the manufacturers of approved and authorized products and the retail community. It assures that all merchandise bearing Salem marks promotes and protects the image of the College while fulfilling the needs of consumers.

What qualifies as a trademark?

Any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with Salem State and can be distinguished from those of other institutions or entities qualifies as a trademark.

What are examples of trademarks?

Salem State trademarks may be any graphic representation of:

- Salem State
- Salem State Vikings
- Vikings

Trademarks may be any other designs, symbols, drawings, or verbiage that have become associated with Salem State.

What products can be licensed?

Salem State will consider most products. All products must be approved by the College licensing director. Products that do not meet minimum standards of quality and good taste, or that are judged to be dangerous or carry high product liability risk, will not be approved.

Who needs a license?

Any manufacturer of products bearing any Salem State marks must be properly licensed by the College before offering such goods for sale.

