


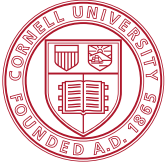
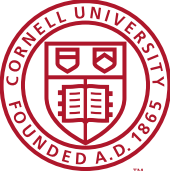
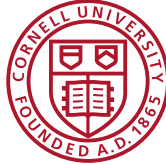

APPENDIX B

CORNELL UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.






AUGUST 17, 2011

CORNELL UNIVERSITY



INSTITUTIONAL MARKS	
1 	2  Cornell University®
3 	4  Cornell University®
5 	6 Cornell University®

VERBIAGE	GENERAL INFORMATION
Cornell University® Cornell™ CU™	C™ Big Red™ Cornell Big Red™
	LOCATION: ITHACA, NY ESTABLISHED DATE: 1865 MASCOT: BEAR CONFERENCE: IVY LEAGUE ATHLETIC NICKNAME: BIG RED

PRIMARY ATHLETIC MARK	SECONDARY ATHLETIC MARK
7 	8 
BLOCK "C" MARK	WORD MARK
9  MAY ALSO BE USED IN BLACK	10 CORNELL. MAY ALSO BE USED IN BLACK
11 	12 

COLOR INFORMATION			
<p>You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</p>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
INSTITUTIONAL RED BROWN DARK BROWN BLACK WHITE	PANTONE 187 PANTONE 4635 PANTONE 469 PANTONE PROCESS BLACK WHITE	MADEIRA 1181 MADEIRA 1145 BLACK WHITE	RA 2472 RA 2251 BLACK WHITE
INST. RED	WHITE	BROWN	DK. BROWN BLACK

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	—	X
• Alterations to seal permitted:	—	X
• Overlaying / intersecting graphics permitted with seal:	X	—
• University licenses consumables:	—	X
• University licenses health & beauty products:	—	X
• University permits numbers on products for resale:	X	—
• Mascot caricatures permitted:	X	—
• Cross licensing with other marks permitted:	X	—
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	—	—
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	—	—
	Restrictions	

NOTE: The marks of Cornell University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by CORNELL UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.