

# Crafter’s License Program

A crafter's license is reserved for individuals wishing to produce handmade James Madison University products. This license is ideal for fans who are interested in producing small quantities (500 units or less) of merchandise for craft fairs and online marketplaces instead of at retail stores. These agreements are a legal necessity when selling products with university logos and trademarks.

Interested parties should fill out an application and submit a physical sample of the product(s) they intend to sell. After reviewing your application, the University will either approve the applicant or contact the applicant to correct any problems that are currently preventing approval. Once approved, a contract will be offered detailing the terms of the yearly membership. After completion of the contract, the party will have membership in the JMU Crafters Program and rights to use the trademarks of James Madison University. Approval grants the party rights to use the trademarks of James Madison University for a period of one year. If all requirements are met, the contract is renewable each year. The annual cost to become a crafter is $200.

If you have any questions or concerns regarding the Crafter’s License Program please contact the JMU Foundation Licensing Director:

Garrett King

[gking@jmufoundation.org](mailto:gking@jmufoundation.org)

540-568-4933

Thank you,

Go Dukes!



# Crafter’s License Application

This document is a proposal only, and does not authorize the submitter to manufacture, promote or distribute any merchandise that bears the identifying marks of James Madison University. This form is to assist us in the review of your product for possible licensing only, and does not constitute permission to begin production and/or offering products for sale. Unauthorized use of the University’s marks is a violation of both state and federal law, subject to criminal and civil remedies.

**Applicant Information**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Full Name: |  |  |  | Date: |  |
|  | *Last* | *First* | *M.I.* |  |  |

Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |  |
| --- | --- | --- | --- |
| Address: |  |  |  |
|  | *City* | *State* | *ZIP Code* |

|  |  |  |  |
| --- | --- | --- | --- |
| Phone: |  | Email |  |

**Product(s) Information**

Description of Product(s):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Will this product be produced at your home? Yes­\_\_\_\_\_\_\_\_\_\_ No\_\_\_\_\_\_\_\_\_\_

If No, please state where the product will be made and by whom:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Intended sales price per product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Proposed method of distribution & target market:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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How many items do you expect to sell in one year?­­\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please include photos of each product. Applicant may be required to submit additional photos or physical samples to ensure product quality.**

Is there any additional information that you would like to provide that may assist us in review your proposal?

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**ONLY COMPLETED AND SIGNED PROPOSALS WILL BE REVIEWED. PLEASE MAKE SURE YOU HAVE ANSWERED EACH QUESTION COMPLETELY AND INLCLUDED YOUR PRODUCT PHOTOS.**

I have read and understand this proposal and herby state that to the best of my knowledge all information provided is accurate. I also grant the James Madison University Foundation permission to verify, as well as, exchange information on the company (person) filing this proposal.

Print Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

SUBMIT COMPLETED PROPOSALS AND PRODUCT SAMPLES TO:

**James Madison University Foundation**

**Attn: Garrett King**

1031 Harrison Street

MSC 8501

Harrisonburg, Virginia 22807

Please allow up to two weeks for application approval/denial.

Thank you

Go Dukes!