










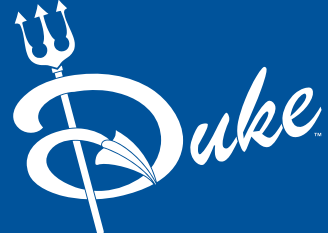








DUKE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

# DUKE UNIVERSITY BLUE DEVILS

PRIMARY MARKS				
1		2		
				
WORD MARKS				
3	4	5	6	7
<i>Duke</i> <sup>TM</sup>	<i>Duke</i> <sup>TM</sup>	DUKE <sup>TM</sup>	DUKE <sup>TM</sup>	D♥KE <sup>TM</sup>
8		9		
<b>Blue Devils</b> <sup>®</sup>		Duke University <sup>®</sup>		
ATHLETIC MARK	BASKETBALL MARK	FOOTBALL MARK	SOCCER MARK	GOLF MARK
10	11	12	13	14
				

COLOR INFORMATION			
<p><small>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.</small></p>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
BLUE WHITE	PANTONE 287 WHITE	MADEIRA 1076 WHITE	RA 2436 WHITE
DUKE BLUE			

VERBIAGE	GENERAL INFORMATION	
Duke University <sup>®</sup> Duke <sup>™</sup> Blue Devils <sup>®</sup>	LOCATION: DURHAM, NC MASCOT: BLUE DEVILS MASCOT NICKNAME: N/A	ESTABLISHED DATE: 1838 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)

PITCHFORK MARKS			
<b>12% royalty rate and addendum must be signed before using marks 15-21</b>			
15	16	17	
			
18	19	20	21
			
UNIVERSITY SHIELD			INSTITUTIONAL MARKS
22	23	24	25
			

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University shield permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Alterations to logos permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Overlaying / intersecting graphics permitted with logos:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• University licenses consumables:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• University licenses health & beauty products:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• University permits numbers on products for resale:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Mascot caricatures permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.		Approved on a case-by-case basis.
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.		

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by DUKE 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.