

University licenses health and beauty products: University permits numbers on products for resale:

YES

YES

YES

YES

**Mascot caricatures permitted:

Cross licensing with other marks permitted:

* For graduation products, high-end products, and products ordered by the Office of the President. **With Athletic Department approval.

NO USE of current player's names, 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.

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Brand: University of South Carolina Upstate Current Date: November 13, 2014			NOTE: The marks of University of South Carolina Upstate are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.				
	Sport Specific Marks	Sport Specific Marks	Sport Specific Marks	Sport Specific Marks	Sport Specific Marks	Sport Specific Marks	
Colors: Pantone PMS Black White PMS 349 PMS 231 (Cancer Support)	USCU-00037A	USCU-00043A	USCU-00049A	USCU-00055A	USCU-00061A	USCU-00067A	
Never use fluorescent lights when color matching. When using CMYK builds match the PMS color not the CMYK. Do not use a Pantone book older than 1 year to use for matching.	USCU-00038A Baseball	USCU-00044A Baskethall	USCU-00050A	USCU-00056A	USCU-00062A	USCU-00068A	
Verbiage: University of South Carolina Upstate™ USC Upstate™ Upstate™ South Carolina Upstate™ USC Upstate Spartans™ Spartans™		USCU-00045A	USCU-00051A	USCU-00057A	USCU-00063A		
General Information: Location: Spartanburg, SC Nickname: Spartans Established Date: 1967 Conferences: Atlantic Sun Conference - NCAA Div.I		USCU-00046A Basigupan	USCU-00052A	USCU-00058A	USCU-00064A	USCU-00070A	
Additional Pertinent Information: *University seal permitted on products for resale: Alterations to seal permitted: Overlaying/intersecting graphics permitted w/ seal: University licenses consumables: YES University licenses health and beauty products:							

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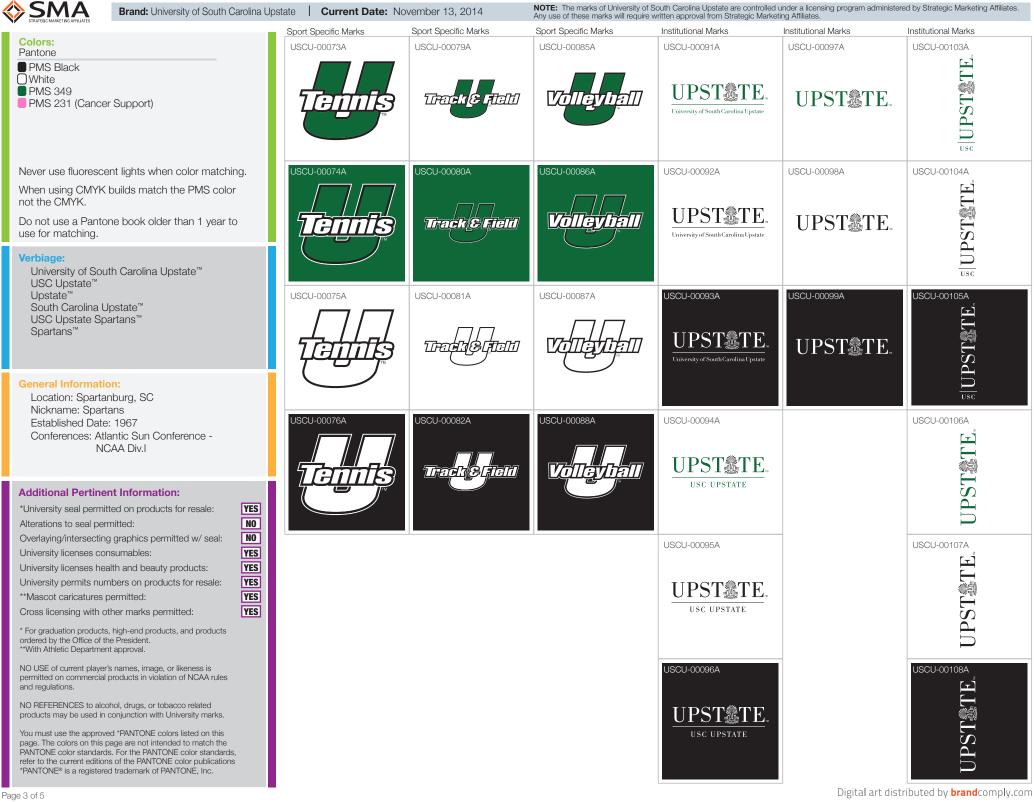
YES

YES

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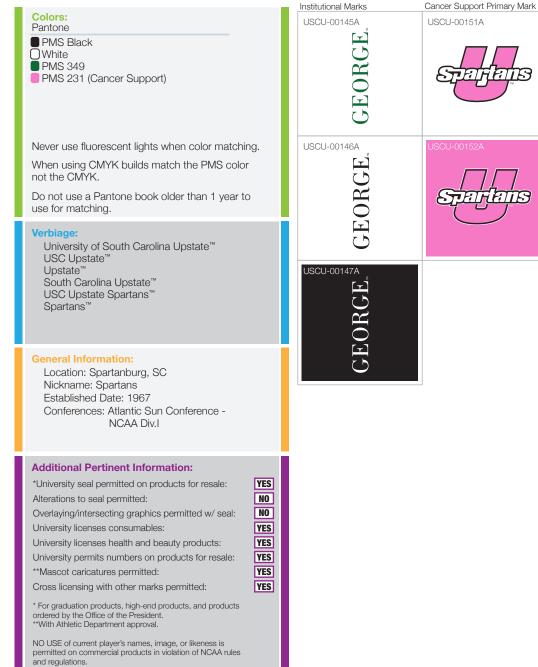
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Brand: University of South Carolina Up:	state Current Date: No	ovember 13, 2014	NOTE: The marks of University of Any use of these marks will require	South Carolina Upstate are controlled written approval from Strategic Marke	under a licensing program administered by Strategic Marketing Affiliates. ting Affiliates.	
	One Color Identity	One Color Identity	One Color Identity	Full Color Identity	One Color Identity	One Color Identity
Colors: Pantone	USCU-00109A	USCU-00115A	USCU-00121A	USCU-00127A	USCU-00133A	USCU-00139A
 PMS Black White PMS 349 PMS 231 (Cancer Support) 	UPSTATE USC UPSTATE	GE RGE » DEAN JOHNSON, JR. College of Business and Economics University of South Carolina Upstate	GE RG E., USC UPSTATE	GE & RGE.	HE GE RGI	GEORG USC UPSTATE
Never use fluorescent lights when color matching. When using CMYK builds match the PMS color not the CMYK. Do not use a Pantone book older than 1 year to use for matching.	USCU-00110A <u>UPSTATE</u> USC UPSTATE	USCU-00116A GE RGE , DEAN JOHNSON, JR. College of Business and Economics University of South Carolina Upstate	USCU-00122A THE GERGE. USC UPSTATE	USCU-00128A	USCU-00134A PBU BU THE	USCU-00140A $G \overline{EORG} E_{USC UPSTATE} E_{w}$
Verbiage: University of South Carolina Upstate [™] USC Upstate [™]					ТНЕ	
Upstate™ South Carolina Upstate™ USC Upstate Spartans™ Spartans™	USCU-00111A UPSTATE USC UPSTATE	USCU-00117A GE RGE, DEAN JOHNSON, JR. College of Business and Economics University of South Carolina Upstate	USCU-00123A $G \overline{E} \underbrace{\overset{THE}{\boxtimes} RG}_{USC UPSTATE} E_{*}$	uscu-00129A GERGE	USCU-00135A BBU BU THE	USCU-00141A $G \overline{EORG} E_{usc upstate} E_{\pi}$
General Information: Location: Spartanburg, SC Nickname: Spartans Established Date: 1967 Conferences: Atlantic Sun Conference - NCAA Div.I					USCU-00136A	
Additional Pertinent Information: *University seal permitted on products for resale: Alterations to seal permitted: NO	UPSTATE.				GE	
Overlaying/intersecting graphics permitted w/ seal: NO University licenses consumables: YES University licenses health and beauty products: YES University permits numbers on products for resale: YES	USCU-00113A				USCU-00137A	
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