

NORTHWEST MISSOURI STATE UNIVERSITY ATHLETIC LICENSING PROGRAM

Any individual or company seeking to market and/or manufacture products bearing the name, seal and other identifying marks of Northwest Missouri State University Athletics must obtain a license from the University Athletic Department to use such marks. These logos and word marks are protected as trademarks of the University Athletic Marketing. Through this licensing program, Northwest Missouri State University Athletics seeks to protect its good name and generate funds for worthwhile projects. For participating firms, the University Athletic Licensing Program provides assistance and support in the manufacture and distribution of quality Northwest Missouri State University Athletics imprinted merchandise.

LISTING OF PROTECTED USES OF NAME

Bearcat(s)	Bearcat/NW Volleyball
Bearcat Athletics	Bearcat/NW Soccer
Bearcat/Northwest Football	Bearcat/NW Tennis
Bearcat/Northwest Basketball	Bearcat/Northwest Cross-Country
Northwest Bearcats	Bearcat/Northwest Track and Field
Northwest Athletic Department	Bearcat/Northwest Softball
Northwest Athletics	Bearcat/ Northwest Baseball
Cats	Northwest

The above list is not all inclusive. There may be additional protected uses of Northwest Missouri State's Athletic marks. The Bearcat Paw logo must have the registered sign (®) attached at the lower right corner of the logo. All verbiage representing Northwest Missouri State University Athletics must have the trade marked sign (™). If you have questions, please err on the side of caution and contact the Director of Athletic Licensing.