

CORNELL UNIVERSITY SELECTS EXEMPLAR ASSOCIATES AS GLOBAL TRADEMARK LICENSING AGENCY

Boutique firm to deliver elevated and forward-looking practices to Ancient Eight university.

February 8, 2018 - Cornell University has entered into an agreement with Exemplar Associates to manage its worldwide trademark licensing program. The university made its selection following an extensive, competitive review process conducted over the past several months, and Exemplar's responsibilities will officially commence on April 1, 2018. Cornell joins Columbia University and the University of Pennsylvania as the third Ivy League institution to initiate a relationship with Exemplar.

"Exemplar Associates' commitment to creativity and customization, along with their proactive, expert, and Cornell-centered inspirations, really impressed our decision-making group," said Kyle Kubick, Cornell's Senior Director for Administration and University Licensing in University Relations. "We look forward to having their high-touch services elevate our licensing program."

Exemplar Associates will work closely with the University and approximately 200 current trademark licensees to administer the use of Cornell's name and marks on a wide range of consumer products. Exemplar will deploy a comprehensive suite of services, including the coordination of all license agreements, product and design approvals, supply chain code of conduct compliance, royalty management, and business planning, to bring about innovative programs and exciting, positive results.

"We are exceptionally honored, thrilled, and eager to begin work alongside the Big Red community! The university is respected around the world, and there are tremendous opportunities ahead," said Rick Merriam, the Founder of Exemplar Associates. "Exemplar Associates is all about the future of collegiate consumer product licensing, and Cornell will be a cornerstone of our long-term efforts."

About Exemplar Associates: Exemplar Associates is a specialized trademark licensing and brand stewardship firm that provides boutique services, premium results, and hand-crafted programming for premier colleges and universities. The agency was formed in 2015 and uniquely positions its clients to enjoy purposeful, prosperous futures.

About the University: Founded in 1865, Cornell is a privately endowed research university, a partner of the State University of New York and is home to nearly 22,000 students. As the federal land-grant institution in New York State, the university embraces the responsibility, unique within the Ivy League, to make contributions in all fields of knowledge in a manner that prioritizes public engagement to help improve the quality of life in New York, the nation, and the world. Cornell has been described as the first truly American university because of its founders' revolutionary egalitarian and practical vision of higher education.

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