



THE COLLEGE OF THE HOLY CROSS TABS EXEMPLAR ASSOCIATES AS EXCLUSIVE TRADEMARK LICENSING AGENCY

Prominent liberal arts college to be represented by premier agency.

November 26, 2018 – Exemplar Associates announced today that it has been selected to serve as the exclusive trademark licensing agency for The College of the Holy Cross (Holy Cross), beginning February 1, 2019. Holy Cross becomes Exemplar's inaugural Patriot League partner and joins Columbia University, Cornell University, the University of Pennsylvania, Saint Anselm College, and the University of Wyoming among Exemplar's expanding portfolio of distinguished institutions.

"As Holy Cross celebrates our 175th Anniversary throughout the 2018-19 academic year, it's fitting to look back and to also look ahead," said Dave McKenna, the Director of Auxiliary Services at Holy Cross. "Exemplar's specialized capabilities and expertise will allow Holy Cross to forge a customized program, steward our traditions, and help shape the future of collegiate licensing."

Exemplar Associates will work closely with the College's administration and dozens of licensees to craft, communicate and activate a robust, vibrant consumer products licensing strategy. Deploying 360° resources, including the coordination of all license agreements, product and design approvals, social and environmental code compliance, royalty management, and business planning, Exemplar will deliver innovative programs and positive results.

"It is an honor for our team to be selected to work alongside and on behalf of Holy Cross," said Rick Merriam, the Founder of Exemplar Associates. "For 175 years, Holy Cross has educated students who live by the highest intellectual and ethical standards, and we will advance this mission through dynamic licensing initiatives that reflect the excellence of the College."

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. www.ExemplarAssociates.com

About the College: The College of the Holy Cross was founded in 1843 by the Society of Jesus (Jesuits) in Worcester, Massachusetts. Holy Cross is a highly selective, four-year, undergraduate, liberal arts institution and is ranked among the nation's leading four-year liberal arts colleges. www.HolyCross.edu

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