

WASHINGTON UNIVERSITY IN ST. LOUIS SELECTS EXEMPLAR ASSOCIATES FOR GLOBAL TRADEMARK LICENSING MANAGEMENT

Specialized firm selected to advance and support leading global University.

October 2, 2019 – Washington University in St. Louis (WashU) announced today that it has selected Exemplar Associates to serve as its exclusive, global trademark licensing agency, beginning January 1, 2020. WashU becomes Exemplar's inaugural University Athletic Association program and joins Columbia University, Cornell University, and the University of Pennsylvania within Exemplar's expanding portfolio of selective, distinguished institutions.

"I am confident that our work with Exemplar Associates will be a positive catalyst for our licensing and brand stewardship efforts," said Karen Daubert, of WashU's Office of Public Affairs. "As our trademark management program approaches its 30th year, we are excited to embark on a high-touch and specialized path with the Exemplar team."

Exemplar Associates will work hand-in-hand with the University's administration to promote quality and consistency in the representation of WashU on all branded commercial and promotional products while leading and supporting a number of global citizenry initiatives, including many Fair Labor Association programs.

"Washington University in St. Louis is near the top of every 'Best of' university rankings list, and we are honored to have been selected," said Michael Van Wieren, a Co-Founder of Exemplar Associates. "From teaching and research to athletics and culture, the entire campus community is highly-regarded. We will further this broad commitment to excellence with exciting and thoughtful brand licensing programming."

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 WashU: Washington University in St. Louis is counted among the world's leaders in teaching and research, and it draws students and faculty to St. Louis from all 50 states and more than 100 nations. The total student body is more than 14,000 undergraduate, graduate and professional students. The approximately 3,400 faculty teach in seven schools: Arts & Sciences, Brown School, Olin Business School, Sam Fox School of Design & Visual Arts, McKelvey School of Engineering, School of Law and School of Medicine. Twenty-four Nobel laureates have been associated with the university, with nine doing the major portion of their pioneering research there. The university offers more than 90 programs and almost 1,500 courses leading to bachelor's, master's and doctoral degrees in a broad spectrum of traditional and interdisciplinary fields, with additional opportunities for minor concentrations and individualized programs. www.wustl.edu

###

Contact: Rick Merriam, Exemplar Associates, rick@exemplarassociates.com, 616-212-9593