

EXEMPLAR ASSOCIATES TABBED TO LAUNCH SAINT ANSELM COLLEGE'S TRADEMARK LICENSING PROGRAM

Specialized firm to deliver hand-crafted services and expertise.

March 19, 2018 – Saint Anselm College has entered into an agreement with Exemplar Associates to initiate and manage its new consumer products trademark licensing program. The College made its selection following an extensive and thoughtful review process conducted over the last year, and Exemplar's responsibilities will officially begin on April 1, 2018.

"A formalized licensing program is a first for Saint Anselm College and our NCAA Division II athletics program," said Daron Montgomery, Saint Anselm's Director of Athletics. "Engaging with Exemplar is the right fit for us as we enter the official collegiate licensing waters. As a small, private institution, we saw great value in being one of just a few clients. Rick Merriam and the Exemplar team will play an instrumental role in helping the Hawks Soar Higher."

Exemplar Associates will work closely with numerous on-campus departments and dozens of current product suppliers to craft, communicate and activate a robust, dynamic licensing strategy and program. Exemplar will utilize a comprehensive suite of services, ranging from license administration and business planning to product approvals and financial services, to launch and steward the college's formal program.

The Hawks licensing program will be co-managed by Athletics and College Communications & Marketing. In addition to strengthening the institution's brand, Exemplar will begin collecting royalties on behalf of the College for all merchandise and gifts that use Saint Anselm's emblematic logos and word marks.

"This marks a phenomenal milestone for our company," said Rick Merriam, the Founder of Exemplar Associates. "To work alongside and behalf of the Saint Anselm community to craft and implement their licensing vision from the ground-up is truly gratifying. Exemplar Associates is uniquely positioned to assist and elevate institutions like Saint Anselm College, and I know we'll enjoy a prosperous future together."

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 Saint Anselm College: Founded in 1889, Saint Anselm College is a nationally-ranked four-year liberal arts college providing a 21st century education in the Catholic, Benedictine tradition. Located in the greater Boston region in southern New Hampshire, Saint Anselm is well known for its strong liberal arts curriculum, the New Hampshire Institute of Politics, commitment to inclusiveness, a highly successful nursing program, and a legacy of community service. www.Anselm.edu

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Contacts: Chip Underhill, Saint Anselm Media Relations, cunderhill@anselm.edu, 603-641-7326
Mitch Capelle, Saint Anselm Athletics, mcapelle@anselm.edu, 603-641-7813
Rick Merriam, Exemplar Associates, rick@exemplarassociates.com, 616-212-9593