

EXEMPLAR ASSOCIATES SELECTED AS THE UNIVERSITY OF WYOMING'S EXCLUSIVE TRADEMARK LICENSING AGENCY

May 8, 2018 – Exemplar Associates announced today that it has been selected to serve as the exclusive trademark licensing agency for the University of Wyoming, beginning July 1, 2018. Through an agreement between the University and the State of Wyoming, one of the nation's most iconic and beloved trademarks - the Wyoming Bucking Horse and Rider - is featured within the University's extensive and unique licensing program.

"Exemplar demonstrated the professional and technical capabilities to preserve, amplify, celebrate, and steward the Wyoming brand and our unique identity," said Shaun Ziegler, Wyoming's Associate Director for Auxiliary Services. "We are excited to align with their expertise, specialized platform and pioneering spirit all of which will serve to elevate our own unique vision for the University of Wyoming."

The partnership with Exemplar will enable the University to better manage its valuable intellectual property, activate innovative retail and consumer programming, and integrate best-practices from beyond the traditional limitations of collegiate licensing. Equipped with comprehensive capabilities, including the coordination of all license agreements, product and design approvals, royalty management, and business planning, Exemplar will position Wyoming back at the center of its licensing program.

"We are extremely honored and privileged to have been chosen by the University of Wyoming community," said Michael Van Wieren, the Founder of Exemplar Associates. "Personalization and customization are essential components within mature licensing programs, so aligning with a company that embodies those characteristics becomes paramount."

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: The University of Wyoming is the only accredited four-year school in a state of just over one-half million people. The University is dedicated to providing quality instruction to students, conducting valuable research programs, and serving Wyoming through a wide variety of educational and cultural programs. The University has more than 3,000 benefited faculty and staff dedicated to educating nearly 13,000 students. More than 200 undergraduate, graduate, and professional programs of study are offered with seven colleges: Agriculture and Natural Resources, Arts and Sciences, Business, Education, Engineering and Applied Science, Health Sciences, and Law.

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