



EXEMPLAR ASSOCIATES SELECTED TO REPRESENT THE GEORGE WASHINGTON UNIVERSITY

*Specialized agency will elevate the District of Columbia based university's
national trademark licensing program*

August 9, 2021 - An exciting new chapter for the George Washington University licensing and trademarks program was launched on July 1, 2021, when Exemplar Associates became the exclusive agency representative for the 200-year-old institution. Following a months-long and competitive review process in which Exemplar's service and capability offerings shone, the university now joins Columbia University, Cornell University, the University of Pennsylvania, and Boston College among the firm's impressive portfolio of world-class institutions.

"Our cross-functional review team felt that aligning GW with a focused and trusted agency was of paramount importance, and we found the perfect fit with Exemplar Associates," said Leslie Ogus, GW's Licensing & Trademarks Manager. "While we're only a few weeks into the relationship, Exemplar's efforts and strategies are already providing positive results to the university's licensed suppliers and manufacturers, retail partners, and consumers."

Exemplar Associates will work collaboratively with the university to steward and administer the use of GW's valuable intellectual property on a wide array of branded consumer products being manufactured and distributed by approximately 100 current licensees.

"We are privileged to represent and incredibly eager to continue to work alongside the GW community," said Rick Merriam, the Founder of Exemplar Associates. "There is a centuries old history and heritage to celebrate, and the future looks very bright!"

The George Washington University is Exemplar's first Atlantic-10 Conference partner.

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

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