

## EXEMPLAR ASSOCIATES SELECTED TO REPRESENT COLUMBIA UNIVERSITY

*Specialized agency will steward and elevate the University's domestic trademark licensing program*

JUNE 16, 2016 - Columbia University has entered into an agreement with Exemplar Associates to manage its domestic trademark licensing program. The University made its selection following a competitive process conducted over the past several months, and the partnership will officially launch on July 1, 2016.

“We look forward to beginning a new chapter in our licensing operations and are pleased to be the first university to align with Exemplar Associates,” said Honey Sue Fishman, Columbia’s Executive Director of Business Services.

Exemplar Associates will work closely with the University to administer the use of Columbia’s trademarks on a wide range of consumer products. More than 150 companies are presently licensed to produce and distribute such branded items, and Exemplar will deploy a comprehensive suite of services, including the coordination of all license agreements, product and design approvals, code of workplace conduct compliance, royalty management, and business planning.

“Columbia University has been a leader in education for more than 250 years, and we are deeply honored to be chosen as its domestic licensing partner,” said Rick Merriam, the Founder of 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. Equipped with comprehensive capabilities ranging from royalty management and trademark enforcement to brand development and strategic planning, Exemplar integrates citizenry - social, environmental, economic - into strategy to bring about innovative programs and exciting, positive results. The agency was formed in 2015 and uniquely positions its partners to enjoy purposeful, prosperous futures.

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Contact: Rick Merriam, Exemplar Associates, [rick@exemplarassociates.com](mailto:rick@exemplarassociates.com), 616-212-9593