

EXEMPLAR ASSOCIATES APPOINTED AS THE UNIVERSITY OF PENNSYLVANIA'S GLOBAL TRADEMARK LICENSING AGENCY

MAY 3, 2017 - The University of Pennsylvania has entered into an agreement with Exemplar Associates to manage its worldwide trademark licensing program. The University made its selection following an extensive, competitive process conducted over the past several months, and Exemplar's responsibilities will officially commence on July 1, 2017. Penn joins Columbia University as the second Ivy League institution to inaugurate a relationship with Exemplar in the last 9 months.

"Exemplar demonstrated a strong commitment to ensuring that their efforts aligned with Penn's vision for its trademark licensing program," said Christopher Bradie, Penn's Associate Vice President for Business Services. "It was a message that came across very clearly in their presentations and resonated well with our decision-making team."

Exemplar Associates will work closely with Penn and more than 150 current trademark licensees to administer the use of Penn's intellectual property on a wide range of consumer products. Equipped with comprehensive capabilities, including the coordination of all license agreements, product and design approvals, code of workplace conduct compliance, royalty management, and business planning, Exemplar integrates citizenry - social, environmental, economic - into strategy to bring about innovative programs and exciting, positive results.

"We are tremendously pleased, humbled, and excited to work alongside Penn! For nearly three centuries, the University has built a reputation for achievement and excellence that people around the world respect, admire, and recognize." said Rick Merriam, the Founder of Exemplar Associates. "This creates a special opportunity to celebrate the Penn brand in a way that is relevant to the University, its people, and its heritage."

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 Pennsylvania is a historic Ivy League school with a record of innovation in interdisciplinary education and scholarship. Penn has a proud tradition of translating knowledge into social-minded action that dates back to its founder, Benjamin Franklin. This tradition of active pragmatism, articulated in Franklin's maxim "well-done is better than well-said," lives today through the inclusive policies, innovative work, and impactful engagement of the faculty, students, and staff. Academic life at Penn is unparalleled, with 100 countries and every U.S. state represented in one of the Ivy League's most diverse student bodies. Consistently ranked among the top 10 universities in the country, Penn enrolls 10,000 undergraduate students and welcomes an additional 10,000 students to its world-renowned graduate and professional schools.

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