



Polk State College's trademark licensing program is under the direction of:

David Steele  
Associate Vice President,  
Communications & Public Affairs  
Polk State College  
999 Avenue H NE  
Winter Haven FL 33881  
Phone: (863) 292-3744  
Email: [dsteele@polk.edu](mailto:dsteele@polk.edu)

For information on how to become licensed to manufacture Polk State College merchandise, contact:

Strategic Marketing Affiliates, Inc.  
201 S. Capitol, Suite 520  
Indianapolis, IN 46225  
Phone: 317.829.5690  
Fax: 317.829.5696  
[www.smaworks.com](http://www.smaworks.com)



STRATEGIC **MARKETING** AFFILIATES



**POLK STATE**  
COLLEGE

## TRADEMARK LICENSING PROGRAM



Look for the  
"Officially Licensed" label

Everytime you buy officially licensed Polk State College merchandise, the manufacturer returns a portion of that money to the College. The distinctive "Officially Licensed Collegiate Products" label assures that the merchandise you buy has been approved by and benefits Polk State College.

Polk State College represents a rich history and a bright future. The Polk State name and its colors, symbols, and logos communicate proud heritage and future promise.

This tradition and spirit shared by Polk State students, faculty, alumni, friends, and fans have created a growing demand for products displaying Polk State College's marks, symbols, and logos. The number of manufacturers who want to produce such products is also growing.

The Polk State College trademark licensing program is the College's response to these demands. It fills the responsibility to actively promote these quality products while seeing that Polk State is appropriately represented.

### What qualifies as a trademark?

Any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with Polk State College and can be distinguished from those of other institutions or entities qualifies as a trademark.

### What are examples of Polk State College trademarks?

The Polk trademarks may be any graphic representation of:

- Polk State College™
- Polk State™
- Polk™
- Polk State College Athletics™
- Polk State Athletics™
- Polk Athletics™
- Polk State College Eagles™
- Polk State Eagles™
- We are Polk™
- Soar, Eagles!™

Trademarks may be any other designs, symbols, drawings, or verbiage that have become associated with Polk State College.

### Why have a licensing program?

Trademark licensing creates cooperative working relationships between the College, the manufacturers of approved and authorized products and the retail community. It assures that all merchandise bearing Polk State marks promotes and protects the image of the College while fulfilling the needs of consumers and our merchandise partners.

### What product can be licensed?

Polk State College will consider most products. All products must be approved by the College's licensing director. Products that do not meet minimum standards of quality and good taste, or that are judged to be dangerous or carry high product liability risk, will not be approved.

### Who needs a license?

Any manufacturer of products bearing any Polk State marks must be properly licensed by the College before offering such goods for sale.



**POLK**

*We are Polk.*



**Soar, Eagles!**



**EAGLES**



**POLK STATE**  
EAGLES



ALUMNI