

Date

Name

123 High School

Address

City, State, Zip Code

Dear High School Athletic Director/Superintendent/Authority Figure:

The Rhode Island Interscholastic League (RIIL) is constantly seeking new opportunities that will provide benefits to its member schools and their students, especially in these trying economic times. We believe that we have come across one such opportunity that will not only provide positive visibility for each member school, but create a new source of revenue that will benefit our overall mission.

Over the past few years, you may have noticed numerous products bearing the logos and names of various high schools in traditional retail storefronts. In most cases, these products are being sold without any financial return to the school. We feel that there is significant benefit in controlling these sales to help ensure that each school receives their rightful share of revenue generated; therefore, the National Federation of High Schools (NFHS) and the RIIL have entered into an agreement with the Licensing Resource Group (LRG) to help manage this new program.

LRG is a trademark management company that has specialized in the collegiate licensed product business for more than 18 years. LRG currently manages the licensing interests of more than 160 collegiate institutions nationwide. As part of our agreement, LRG will track the revenue generated for each high school and will pay the royalties due directly to the school on an annual basis. This program will not affect any product sales being conducted by booster clubs, products sold for fund raising events, or merchandise sold at your high school bookstore. It also does not affect team uniform sales. These types of programs are considered exempt from any royalty charge.

As part of creating a more formalized program for our members, several questions have been raised as to how to protect or “trademark” the school’s name or logo. We suggest that you explore registering your logo with the state of Rhode Island to help further protect it against misuse. If you have questions about this process or how to determine the best course of protection for your mark, please contact _____.

We are treating this as an “all in” opportunity, meaning that all members of the RIIL will participate in this program. If for some reason you do not care to participate in this opportunity, please contact _____ and we will remove you from the program.

We are very excited about this opportunity and hope that you will realize the value in participating. If you have any questions or would like to discuss this new program in more detail, please contact Dick Welsh, LRG, at dwelsh@lrgusa.com

Sincerely,

Person, Title
Rhode Island Interscholastic League