

MSU Crafter's License

Who needs a Crafters License?

Any vendor selling items that contain MSU trademarked elements must obtain a Crafter License.

Vendors who have previously applied for a license should **renew** yearly. A new application is not required.

What are MSU trademarks?

Trademarks can be displayed in many forms. The list below pairs a type of trademark with a Michigan State example. **Note that these are not the only trademarks registered to MSU.*

- Word (Michigan State)
- Phrase (Go Green Go White)
- Symbol (Spartan Helmet logo)
- Design (Spartan caricature mark)
- Sound (Fight Song)
- Color (Green and White)
- Group of letters or numbers (MSU)

Note: if you purchase MSU Trademark fabric and create a new product, that product requires a new license.

How do I get a Crafter's License?

Crafter's Licenses are processed by the University Licensing Department and verified by UAB staff before the show.

- Applications and more information can be found here:
<https://licensing.msu.edu/licensees/crafter.html>.

What fees and restrictions are associated with a Crafters License?

- Obtain permission and approval prior to using MSU trademarks on any product
- Show a sample of the product to the MSU licensing office. It is important that crafters attempt to match our MSU green (PMS 567) as close as possible when applicable.
- Enter into a one-year contract
- Pay \$100 application and royalty fee for the year
- Only sell items directly to individuals at festivals, fairs, events or online. No wholesales or sales to any third-party retailers are permitted.
- Sell no more than 400 units or \$2000 worth of merchandise in one contract year.
- Purchase and display "Collegiate Licensed Product" holograms on products (\$5 per 50 holograms)