



INSURANCE AGENT GUIDELINES & SAMPLE POLICY

OVERVIEW – CLC’S BUSINESS RELATIONSHIP WITH THE INSURED

Collegiate Licensing Company/DBA CLC is the authorized licensing representative for nearly 800 colleges and universities, bowl games, athletic conferences, the Heisman Trophy, the College Football Playoff, the NCAA, and other top collegiate institutions. As the exclusive licensing representative for these collegiate brands, CLC grants a license to manufacturers to produce and distribute merchandise incorporating the trademarks of CLC partner institutions upon approval by the institutions. Each manufacturer requesting a license must obtain general insurance coverage, including product liability and other coverages, and maintain coverage during the term of the License Agreement. CLC recommends that the required coverage be obtained for a term of one year.

THE NEED FOR AN EXACT RESPONSE

Inaccurate insurance submissions are the top reason for delays in the licensing process. CLC has consulted extensively with experts in the industry to determine the exact insurance specifications that must be met. In the spirit of protecting the interests of our client institutions, CLC is unable to accept alternative certificates, types of endorsement forms, and/or language other than what is presented in the section below. As such, it is extremely important that you pay close attention to the requirements and provide your client (and CLC) with the exact certificate, endorsement types, and associated language to avoid delaying the licensing process for your client.

Please note: Your client may have sent this information to you during what is called Phase I of the application process in order to determine if you could provide the required coverage and/or to obtain a quote. It is very important that you do NOT proceed in providing the insurance until your client is notified by CLC that their application is approved (which occurs during Phase II of the application process). If your client is within Phase II of the licensing process or is an existing licensee in the process of renewing coverage, please proceed in providing the required insurance certificate and endorsement at this time.

Please communicate directly with your client to determine when you should proceed in actually issuing the required certificate and endorsement. Your client will not be granted or be allowed to maintain a license until the appropriate insurance certificate and additional insured endorsement, meeting all of the requirements noted below, are received by CLC.

CERTIFICATE OF INSURANCE REQUIREMENTS

1. A Certificate of Insurance must be provided to CLC. CLC is unable to accept renewal declarations or a binder, as these documents are not sufficient in meeting CLC’s insurance requirements.
2. Commercial General Liability coverage must be maintained, including product, advertising, and contractual liability insurance.
3. On the certificate, the licensee’s name must appear under "Insured." It may be listed as an "a.k.a." or "d.b.a."
4. A policy number and effective dates must be included on the certificate.
5. The certificate must be marked for Commercial General Liability coverage. The certificate must also be marked for the following: Product Liability (\$1,000,000)
 - a. Personal & Advertising Injury (\$1,000,000)
 - b. \$1 Million of coverage for Each Occurrence. “Occur” box must be marked (Claims made policies are not accepted).
 - c. \$2 Million of coverage required for General Aggregate

**Please note that the foregoing amounts are minimum requirements. Some licensees with higher risk products will be required to obtain additional coverage beyond the minimum level. Your client will notify you if this is the case, but examples of products include but are not limited to consumables, items that require UL*



approval, health and beauty items, athletic equipment, infant non-apparel products, infant/toddler & youth products and youth sleepwear and flammable items such as candles or lighters).

6. The "Description of Operations" area on the face of the certificate must include the following statement: "CLC, all institutions represented by CLC for which insured is licensed and their respective officers, agents and employees are additional insured."
7. The certificate holder must be listed exactly as follows: Collegiate Licensing Company ("CLC"), 1075 Peachtree Street, Suite 3300, Atlanta, GA 30309

ADDITIONAL INSURED ENDORSEMENT REQUIREMENTS

1. A Grantor of License endorsement form or a Designated Person or Organization endorsement form must be signed by the agent (if applicable) and attached to the insurance certificate. CLC will only accept a Designated Person or Organization or Grantor of License endorsement. CLC will not accept a Vendors endorsement, Grantor of Franchise endorsement, or Owners, Lessees, or Contractors endorsement. The contractual relationship between CLC and the licensee does not fall within the parameters defined by these endorsement types.
2. The policy number(s) must be included on the additional insured endorsement. We also recommend that the insured's name be included somewhere on the endorsement form if possible.

WHERE SHOULD THE CERTIFICATE AND ENDORSEMENT BE SENT?

Once your client requests that you issue the coverage, you should provide copies of the certificate and endorsement form to both CLC and to your client. To expedite processing, CLC recommends e-mailing the information directly to CLC at insurance@clc.com. If possible, we also recommend that you include your client's name and policy number on the certificate and the endorsement form, so that CLC can connect your document submissions with the correct company. Certificates can also be sent to:

CLC
Attention: Insurance
1075 Peachtree Street Suite 3300
Atlanta, GA 30309
Fax 770-955-4491

CERTIFICATE OF INSURANCE

ISSUE DATE (MM/DD/YY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CON-FERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

PRODUCER

AGENT'S NAME & ADDRESS

COMPANIES AFFORDING COVERAGE

INSURED

LICENSEE'S NAME & ADDRESS

Name of insured must match name under which license is being obtained.



- COMPANY LETTER A
- COMPANY LETTER B
- COMPANY LETTER C
- COMPANY LETTER D
- COMPANY LETTER E

COVERAGES

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDINTION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS

CO LTR	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD/YY)	POLICY EXPIRATION DATE (MM/DD/YY)	LIMITS
	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY CLAIMS MADE <input checked="" type="checkbox"/> OCCUR.	XXX	XX/XX/XX	XX/XX/XX	GENERAL AGGREGATE \$2,000,000
	OWNER'S & CONTRACTOR'S PROT.				PRODUCTS-COMP/OP AGG. \$1,000,000
	<input checked="" type="checkbox"/> PRODUCTS LIABILITY				PERSONAL & ADV. INJURY \$1,000,000
	<input checked="" type="checkbox"/> CONTRACTUAL LIABILITY				EACH OCCURENCE \$1,000,000
					FIRE DAMAGE (Any one person)
					MED. EXPENSE (Any one person)
	AUTOMOBILE LIABILITY ANY AUTO				COMBINED SINGLE LIMIT \$
	ALL OWNED AUTOS				BODILY INJURY (Per person) \$
	SCHEDULED AUTOS				BODILY INJURY (Per accident) \$
	HIRED AUTOS				PROPERTY DAMAGE \$
	NON-OWNED AUTOS				
	COMBINED SINGLE LIMIT				
	EXCESS LIABILITY				EACH OCCURENCE \$
	UMBRELLA FORM				AGGREGATE \$
	OTHER THAN UMBRELLA FORM				
	WORKER'S COMPENSATION AND EMPLOYER'S LIABILITY				STATUTORY LIMITS
					EACH ACCIDENT \$
					DISEASE- POLICY LIMIT \$
					DISEASE- EACH EMPLOYEE \$

Certificate must be marked for Commercial General Liability, Products Liability, and Contractual Liability and include \$1,000,000 coverage for each.

The below verbiage is required and must be verbatim



DESCRIPTION OF OPERATIONS/LOCATIONS/VEHICLES/SPECIAL ITEMS

Collegiate Licensing Company ("CLC"), all institutions represented by CLC for which insured is licensed and their respective officers, agents & employees are additional insured.

CERTIFICATE HOLDER

CLC's name and address must be listed as the certificate holder.

Collegiate Licensing Company (CLC)
1075 Peachtree Street Suite 3300
ATLANTA, GA 30309

CANCELLATION

SHOULD ANY OF THE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING COMPANY WILL ENDEAVOR TO MAIL ___ DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT, BUT FAILURE TO MAIL SUCH NOTICE SHALL IMPOSE NO OBLIGATION OF LIABILITY OF ANY KIND UPON THE COMPANY.

The certificate must be signed by your insurance agent. Digital signature is acceptable.

AUTHORIZED REPRESENTATIVE
