

APPENDIX B

DUKE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

APRIL 4, 2013

DUKE UNIVERSITY BLUE DEVILS



DUKE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

In addition to the Indicia shown below, any Indicia hereafter and used or approved for use by DUKE UNIVERSITY shall be deemed to be additions to the Indicia as though shown below and shall be subject to the terms and conditions of the agreement.






GENERAL INFORMATION		VERBIAGE
LOCATION: DURHAM, NC	ESTABLISHED DATE: 1838	Duke ® Duke University ® Blue Devils ®
MASCOT: BLUE DEVIL	MASCOT NICKNAME: N/A	
CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)		




COLOR INFORMATION		
You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" colors is a registered trademark of PANTONE, Inc.		

SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
BLUE	PANTONE 287	MADEIRA 1076	RA2436
WHITE	WHITE	WHITE	WHITE
DUKE BLUE			

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
•Alterations to logos permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
•Overlaying/intersecting graphics permitted with logos:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
•University licenses consumables:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
•University licenses health & beauty products:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
•University permits numbers on products for resale:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
•Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Approved on a case-by-case basis
•Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Approved on a case-by-case basis
•NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
•NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			
•All uses must comply with Duke's Trademark Licensing Policy found at www.trademarklicensing.duke.edu .			

PRIMARY MARKS		
 Devil Head ¹	 Iron Duke D with Devil Head ²	 Iron Duke D ³

WORD MARKS			
 Script Duke ⁴	 Gothic Duke University ⁵		
 Block Duke ⁶	 Block Duke Outline ⁷	 Duke Heart Design ⁸	 Blue Devils Stacked ⁹

BLUE DEVIL	PITCHFORK	
 Blue Devil ¹⁰	 Pitchfork Block Duke ¹¹	 Pitchfork Script Duke ¹²

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