

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.

 <h3 style="margin: 0;">Duke University Blue Devils</h3> <p style="margin: 0;">Current Revision Date: 05/16/18</p> <p style="margin: 5px 0 0 0;">Established: 1838 Location: Durham, NC Mascot: Blue Devil</p> <p style="margin: 5px 0 0 0;">Mascot Name: N/A Conference: ACC</p>	<p style="text-align: center; margin: 0;">Verbiage</p> <p style="margin: 5px 0 0 0;">Blue Devils®</p>	<p style="text-align: center; margin: 0;">Note</p> <p style="margin: 5px 0 0 0;">DUKE UNIVERSITY is the owner of all rights, title and interest in and to the following, Indicia, which includes trademarks, service marks, designs, logos, seals and symbols. In addition to the Indicia shown below, any Indicia adopted 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.</p>
<p style="margin: 0;">Duke Blue</p>	<p style="margin: 0;">White</p>	
<p style="margin: 0;">PANTONE 287 MADEIRA: 1076 RA: 2436</p>	<p style="margin: 0;">White MADEIRA Rayon: 1001 MADEIRA Polyneon: 1801</p>	
<p style="margin: 0;">Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.</p>		

Primary Marks			Word Marks			
1	2	3	6	7	8	9
						
Devil Head	Iron Duke D with Devil Head	Iron Duke D	Block Duke	Block Duke Outline	Duke Heart Design	Blue Devils Stacked
Word Marks			Blue Devil		Pitchfork	
4	5		10	11		12
						
Script Duke	Gothic Duke University		Blue Devil	Pitchfork Block Duke		Pitchfork Script Duke

<p style="margin: 0;">ADDITIONAL PERTINENT INFORMATION</p>	<ul style="list-style-type: none"> NO alterations or overlaying graphics to marks permitted University DOES NOT license consumables University DOES NOT license health and beauty products University DOES NOT permit numbers on products for resale Mascot caricatures permitted (reviewed on a case-by-case basis) Cross licensing with other marks may be permitted with an additional agreement (reviewed on a case-by-case basis) 	<ul style="list-style-type: none"> No use of current players' 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.
---	--	---

PAGE 1/1 NOTE: The marks of University are controlled under a licensing program administered by Collegiate Licensing Company. Any use of these marks will require written approval from Collegiate Licensing Company.

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