Ordering and Paying for Licensed Merchandise
A licensed vendor must be used any time the Cal Poly name, symbol, logo, or mark is used.
(This includes club names, emails, and websites containing the Cal Poly name, symbol logo or mark)

**Club**
*Gather information*
- Determine the design and language to be placed on the merchandise
- Verify that the design conforms with Cal Poly trademark licensing
- Verify that the preferred vendor is currently licensed with CLC (www.clc.com)
- Contact licensed vendor to obtain a written quote and proof of the design
- Complete “Student and Internal Request to use Cal Poly Name” form in the Epicenter and the Trademark and Licensing Office

**Club**
*Obtain University Approval*
- Attach proof of design, provided by vendor, to the “Student and Internal Request to use Cal Poly Name”
- Submit documents to the Office of Trademark Licensing (located in the El Corral Bookstore), attention Kim Shank

**Office of Trademark Licensing**
*Review and approve request*
- Review use of proper name, logo, mark, etc.
- Review content of merchandise
- Verify vendor licensing
- Return (approved or denied) request to the club’s mailbox in the Epicenter

**Club**
*Finalize order*
- Verify written approval on request form
- Work with vendor to make any necessary revisions/adjustments to original design
- Obtain revised quote (if necessary)

**ASI Club Services**
*Process Purchase Order Request*
- Review documentation, create Purchase Order, reserve funds, obtain appropriate authorizations
- Fax completed Purchase Order to vendor

**Club**
*Request Purchase Order (PO)*
- Complete Payment Request Form for a PO
- Obtain appropriate signatures
- Attach quote from vendor
- Attach approved Student and Internal Request to Use the Cal Poly Name Form

**NOTE:** Steps 1-4 must be completed in order to pay a vendor or reimburse an individual for payment