



Trademarks and Licensing

AUGUST 2019 NEWSLETTER | ISSUE 20



2019 Football Promotional Schedule

September 7 vs. Vanderbilt: Hammer Down Cancer Day

September 14 vs. TCU: Band Day

September 28 vs. Minnesota: Military Appreciation Day

October 12 vs. Maryland: Homecoming

October 26 vs. Illinois: Family Weekend, Kids Club Day

November 2 vs. Nebraska: Ag Day

November 30 vs. Indiana: Old Oaken Bucket Game/Senior Day

Clear Bag Policy Updates

Starting this year, clear bag policies will be implemented at Mackey Arena and Holloway Gymnasium in addition to Ross-Ade Stadium. Please keep this in mind as you work on future orders for Purdue clear bags.

Registration Live for Licensee Fair 2019

The annual Purdue Trademarks & Licensing Licensee Fair, open to internal licensees, will be held on Wednesday, September 11, 2019, in the Feature Gym at the Cordova Recreational Sports Center. Register online here!

FLA Reminder for Licensees

All licensees should be using the MyFLA 2.0 platform to disclose their tier 1 supply chains and link their headquarters and sites to collegiate licensors. If you have not yet registered or are having trouble registering, contact Earl Shank at renewals2019@fairlabor.org.

Purdue Football Kickoff Luncheon

The annual Purdue Football Kickoff Luncheon, sponsored by Greater Lafayette Commerce, will be held on August 16 at 11:30 a.m. in the Purdue Memorial Union ballrooms. For tickets, contact GLC at 765-742-4041.

AUGUST 2019 @REPPURDUE

SOCIAL MEDIA CALENDAR



August 1 – Respect for Parents Day – We will be promoting “Purdue Mom”, “Purdue Dad”, and other family apparel.

August 7 – #FreeHatWednesday – Every Wednesday, @RepPurdue does a “Free Hat Wednesday” giveaway where Twitter users are encouraged to follow and retweet for a chance to win a free cap.

August 14 – #FreeHatWednesday

August 17 – National I Love My Feet Day – We will be promoting Purdue socks and footwear.

August 19 – First Day of Fall Semester – We will be promoting back to school essentials.

August 21 – #FreeHatWednesday

August 24 – Sock it to ‘Em Saturday – One Saturday each month @RepPurdue will be holding a Tweet-to-win giveaway for a pair of Purdue socks from FBF Originals.

August 26 – National Dog Day – We will be promoting Purdue dog products. We will also be holding a Tweet-to-win giveaway for Purdue dog products.

August 28 – #FreeHatWednesday

August 30 – Purdue Football Season Opener – We will be promoting Purdue Football apparel and other merchandise.

August 30 – National College Colors Day – We will be encouraging Boilermakers everywhere to represent Purdue by wearing black and gold.

Location Change

The Trademarks & Licensing Office has moved. The new address is:

Purdue Technology Center Aerospace

1801 Newman Road, Suite 208

West Lafayette, IN 47906

Please contact Rachel Gerdes at gerdesr@purdue.edu if you are interested in donating product for any of these campaigns!