

MEMORANDUM

TO: 2011 Football Vendors

**FROM: Patricia Terrell, Assistant Director
Auxiliary Services**

DATE: July 12, 2011

RE: Merchandise Restrictions and Adherence

In accordance with our Norfolk State University Non-Food Vendor License Agreement, we find it necessary to remind vendors of our strict adherence to the stipulations. We do not allow selling of counterfeit merchandise (i.e. CD's, DVD's, purses, etc.). All merchandise not meeting the University's quality standards will not be allowed, displayed or sold on campus.

In addition, please ensure that merchandise sold will not be illegal or sexually explicit. Merchandise will not bear the name, trademark or logo of Norfolk State University unless under a logo licensing agreement with Strategic Marketing Affiliate (SMA).

Thank you for choosing Norfolk State University and we look forward to a safe, productive and eventful season.

OFFICIAL NOTICE

Subject: Enforcement of the Marks of Norfolk State University



Questions regarding this information can be addressed to Davida H. Williams, Director of Auxiliary Services, Norfolk State University (757) 823-8085 or Tony Johnson, SMA (317) 829-5690

Strategic Marketing Affiliates is the licensing representative for Norfolk State University. As the licensing representative for NSU, SMA is responsible for ensuring that only officially licensed merchandise is sold in the marketplace. The University has established a licensing program to control the use of the names, abbreviations, logos, mascots, slogans and other proprietary rights associated with Norfolk State University (the “Marks”).

All vendors wishing to produce Norfolk State University products must be licensed with the University and SMA. Application materials can be found on line at www.smaworks.com under the “Apply for a License” tab. Questions regarding this process can be directed to Karen Grizzle at (317) 829-5690.

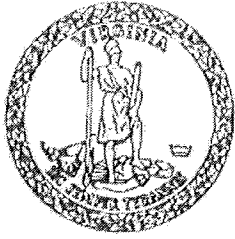
All products and designs referring to Norfolk State University and bearing the protected Marks must be submitted for review and approved by the University via the Approvals On Demand on-line system. Finished products for sale in the market must feature the “Officially Licensed Collegiate Product” (OLCP) label/hangtag and also need to show the manufacturer’s name and contact information.

Unauthorized use of the Marks is trademark infringement. Any production or sale of unauthorized products is a violation of the Federal Lanham Trademark Act of 1946, the Federal Trademark Counterfeiting Act of 1984, the Anticounterfeiting Consumer Protection Act of 1996, the Federal Trademark Dilution Act of 1995, and state infringement and unfair competition laws, among others. Said violations subject one to liability for damages, injunctive relief, attorney’s fees and other penalties, civil and criminal. Infringing merchandise is subject to seizure.

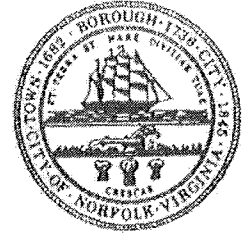
Product offered for sale that does not display the “Officially Licensed Collegiate Product” label will be subject to seizure as unlicensed products. Strategic Marketing Affiliates, Norfolk State University, and law enforcement are dedicated to utilizing all legal avenues to protect the Marks.

Should any person or entity disregard the foregoing and engage in the distribution or sale of unauthorized products, we will hold them responsible for such actions to the fullest extent provided by law.

The foregoing is without prejudice to the rights of Strategic Marketing Affiliates and Norfolk State University.



Commissioner of the Revenue
Norfolk, Virginia



Sharon M. McDonald
Commissioner of the Revenue

Telephone (757) 664-7890
Fax (757) 441-1286

July 12, 2011

City of Norfolk Festival Participants

Dear Sir or Madam:

The Commissioner of Revenue's office welcomes you as a vendor in the City of Norfolk. We look forward to assisting you in processing your application for a Norfolk Special Event Business License.

Please read carefully the following information so that obtaining your license can be handled as quickly and efficiently as possible. The license fee to participate in this year's events will be \$50.00. **All participants are required to provide proof of a current City of Norfolk Special Event business license.**

If your business charges a fee for entertainment and/or amusements, you are required to collect and remit a 10% admissions tax due to the City of Norfolk. A reporting form will be forwarded to you after the event for reporting revenue and remittance of taxes.

If your business sells prepared food, you will be responsible for collecting the City of Norfolk meal tax, which is 6.5%. This tax is on your customers, not your business, but is payable to the city. A reporting form will be forwarded to you after the event for you to report and remit payment.

All admission and meal taxes will be due the 20th of the month after the event.

All applications, with the \$50.00 fee, must be returned to the Commissioner of the Revenue in the envelope provided. Please remit no later than 10 days prior to the event to ensure the timely processing of your application. All checks should be made payable to the Norfolk City Treasurer.

If you have already purchased a Special Event Business License for the current business year, please complete only the top portion of the application form and return it with your account number included.

Please know that failure to respond could automatically prevent you from participation in any further festival activities in Norfolk.

If you have any questions, please call this office at (757) 664-7886.

Sincerely,

Sharon M. McDonald
Norfolk Commissioner of Revenue

City of Norfolk
Application for Special Event Business License

New Applicant **Renewal – Account #** _____

Applicant Name & Mailing Address

Trade Name & Business Address

Social Security # or Federal ID#: _____

Phone Numbers: Business _____ Cell/Other _____

Description of business activity:

- | | | | |
|--------------------------|---|----------|------------------|
| <input type="checkbox"/> | Non-food Vendor | \$50.00 | <u>999100-01</u> |
| <input type="checkbox"/> | Non-food Vendor - games, rides, etc.
10% admissions tax required | \$50.00 | <u>999100-01</u> |
| <input type="checkbox"/> | Food Vendor – Prepackaged | \$50.00 | <u>999101-01</u> |
| <input type="checkbox"/> | Food Vendor – On site prepared foods
6.5% meals tax required | \$50.00 | <u>999101-01</u> |
| <input type="checkbox"/> | Itinerant Merchant or Show Promoter | \$500.00 | <u>999300-01</u> |
| <input type="checkbox"/> | *Scope Promoter (please call for license fee) | | <u>999300-02</u> |

Event name and date(s) in Norfolk:

1. _____
2. _____
3. _____
4. _____

This information is true and correct to the best of my knowledge.

Name (Print) _____ Title _____

Signature _____ Date _____

Please notify this office if any of the above information changes

Phone 757-664-7886 - Fax 757-441-1346

ENCLOSE FEE - payable to Norfolk City Treasurer

Return to: Andrea Jackson, License Inspector, Commissioner of the Revenue,
P O Box 2260, Norfolk, VA 23501-2260