

**FOR IMMEDIATE RELEASE**  
August 9, 2017

## **LEARFIELD LICENSING PARTNERS SIGNS 14 NEW CLIENTS AND RENEWS 19 CLIENT CONTRACTS IN THE FIRST HALF OF CY2017**

**Indianapolis.** Learfield Licensing Partners, a trademark management company specializing in collegiate licensing and branding, continues to add to its list of university clients, signing 14 new contracts in the first half of 2017. In addition to building new business, Learfield Licensing renewed 19 client contracts thus far in 2017.

During the past six months, Learfield Licensing welcomed the University of California, Berkeley, the University of Nevada, and Missouri State University, along with several other schools across the country. The Big Ten Conference and Northern Illinois University are among the 19 clients thus far whose contracts have been renewed.

Learfield Licensing continues to invest in people and solutions to provide an unmatched level of service, creativity and innovation to its clients. The company added several key staff positions, including omnichannel retail, systems/data, and legal services. This growth allows Learfield Licensing to develop new opportunities for its clients, further strengthen key partnerships with licensees and retailers, and maximize brand growth in the collegiate space.

“It has been an exciting 2017, and we are thrilled to be able to continue to add and retain such strong clients,” said Bob Bernard, president and CEO of Learfield Licensing. “Our focus remains squarely on providing best-in-class service to our clients to help them meet and exceed their goals, and working with our licensee and retail partners to find unique and innovative ways to continue to advance the collegiate licensed business.”

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### **About Learfield Licensing Partners**

Learfield Licensing Partners is a world-class licensing firm whose services and success align perfectly with Learfield’s history, strength and reputation. With industry-leading technology and a dynamic team of licensing and branding experts, we provide best practices and strategies to properly protect and promote our clients’ brands, and build partnerships that help our clients succeed, with resources and strategies for growth from Learfield.

Learfield, which has a deep presence in the college athletics landscape, manages the multimedia and sponsorship rights for more than 125 collegiate institutions, conferences and arenas, and supports athletic departments at all competitive levels as title sponsor of the Learfield Directors’ Cup. For more than four decades, Learfield has connected brands to the excitement, passion, tradition, fun and fans of college sports and now leverages multiple platforms and partnerships through distinct offerings through its affiliated companies.