



BACK TO SCHOOL

One more week and Oxford, Ohio will return to normal. Students will be back on campus, parking will be a nightmare and the event calendar will be filled up once again.

I have been eagerly anticipating the new fall product lines that are hitting our retail shelves and racks, and loving what I've seen so far. I've had over 1900 artwork submissions since January 1, 2014, and it's so great to see the final product in stores and online.

This past month I've been finalizing the marketing plan for the upcoming year, gearing up for special promotions with some of our retailers, as well as enjoying a little R & R with the family before the craziness of work, school and activities takes over (as of Tuesday, I'll officially be a mom of a kindergartner, not sure how the time has flown so fast). Later this month, and into September, I plan to visit all of our retail locations and continue to update our retailer list.

I hope you enjoy the latest edition of my newsletter. Thanks for taking the time to learn more about Miami University and trademarks & licensing. As always, I look forward to working with you. Please stop in, call or email anytime.

Love & Honor,

-Sami



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ShopMiamiOH.com
MiamiOH.edu/trademarks



BACK TO SCHOOL GIFT GUIDE LAUNCHED

Gear up for back to school, tailgating, or simply updating your wardrobe. Our fall [Back to School Gift Guide](#) is the one-stop shopping destination for all of your Miami merchandise needs.

The back to school gift guide was released on Tuesday, August 12th through Miami University social media accounts. Over the next few weeks we will send the guide out via a dedicated e-blast to Miami alumni with a reach of well over 90,000 email addresses. We will also continue promoting the guide throughout the fall in our parents newsletter, alumni newsletter and social media channels.

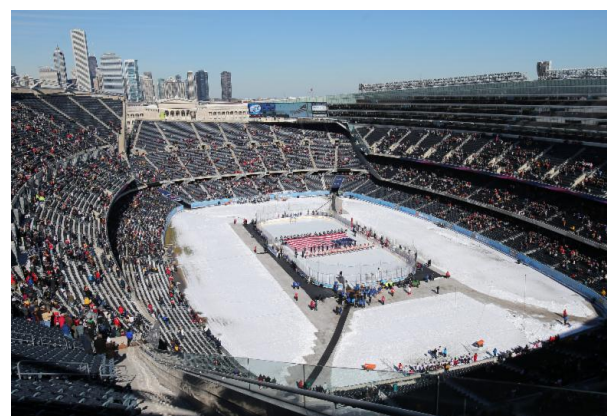
The guide was made available to retailers at no cost. We value each of our brick and mortar stores, as well as e-commerce sites and are committed to letting our fans know where to buy Miami merchandise. Please click on the image to view the guide. Enjoy!



MIAMI RETURNS TO HOCKEY CITY CLASSIC

Two years after getting its first taste of outdoor hockey, the Miami University hockey team will return to the Windy City for the 2015 Coyote Logistics Hockey City Classic.

A big National Collegiate Hockey Conference rivalry resumes on Saturday, Feb. 7, when Miami takes on Western Michigan at Soldier Field, home to the National Football League's Chicago Bears. That game is part of an outdoor doubleheader that also features Michigan and Michigan State, former conference foes of the RedHawks and Broncos in the days of the Central Collegiate Hockey Association.



Miami served as host of the 2013 Hockey City Classic, facing Notre Dame on the outdoor rink. This time around, it's Western Michigan that serves the honor of hosting the event. The RedHawks' contest against the Broncos will replace their Jan. tilt in Kalamazoo, Michigan.

"This is a great opportunity for us to play in such a historic stadium in a city with a lot of both Miami University alumni a Miami Hockey alumni," said Miami head coach Enrico Blasi. "We are grateful for the opportunity and look forward to play one of our big rivals in Western Michigan. This was a tremendous experience for us two years ago and we are happy return in February." [Learn more](#)

SOCIAL MEDIA PROMOTIONS

At Miami we have very active Trademarks & Licensing social media accounts. We follow retailers and licensees and pass on information to our fans about upcoming sales, new products, new store alerts, as well as hold giveaway contests.

We look forward to expanding our giveaways and contests throughout the season. We welcome any samples or giveaway items that you would like us to highlight as a licensee or a retailer. For items donated by licensees, those retailers carrying the item can be highlighted. For items donated by retailers, the retailer will be highlighted and we suggest the winner pick up the prize from the store(s) to drive additional sales. Please contact Sami at steven15@MiamiOH.edu if you'd like to engage in social media promotions with the trademarks & licensing office.



We'll select a winner today at 3:00 for the #loveandhonor spirit sign. Enter here: <http://bit.ly/1jG778j> #MiamiOH



Example of a giveaway we did with Address Your Passion

**SHOP MIAMI
SOCIAL MEDIA:**

Like us on Facebook 

Follow us on **twitter**

 **Join our
Mailing List**

Please feel free to forward this newsletter on and encourage others to join our mailing list.

UPCOMING EVENTS



Football Home Schedule

	<i>Campus</i>	8/30	Marshall (White Out)
		9/6	Eastern Michigan
8/21	Move In Day	10/4	Massachusetts
8/25	Fall Semester Begins	10/25	Kent St. (Family Weekend)
10/10	Fall Break	11/1	Western Michigan
10/25	Aziz Ansari headlines FamilyWeekend		(Red Out & Homecoming)
		11/25	Ohio

TM

MIAMI vs MARSHALL

WHITEOUT

SATURDAY, AUGUST 30 3:30 PM

YAGER STADIUM



PAULSON DESIGNS
Featured Licensee of the Month



PAULSONDESIGNS

In 2009, two Aggie students, friends, and roommates Rene Garza, Class of '11, and Caleb Paulson, Class of '12, recognized an opportunity to help college fans celebrate these traditions long after the posters have been taken off of the dorm room walls after graduation. With Caleb's love for art and design and Rene's passion for business, they joined forces and united amongst one common ground, a love for college traditions. With the help of the friends and colleagues, they founded Paulson Designs and began their story of entrepreneurship. From its inception, Paulson Designs has grown their collection of commemorative college décor from 1 school to now 65 in efforts to help college fans across the nation boast their pride and reminisce on the many great memories they made while in college.

Paulson Designs' company motto and way of life, "Keep Tradition", stems from their commitment to honor those who "keep college traditions" sacred. As such, Paulson Designs has actively sought out and supports those student and alumni organizations whose goal is, likewise, to enhance/maintain the college spirit and tradition. In doing so, they have established close relations, established endowment funds, partnerships, and engaged in profit shares with these groups in efforts to not only build, but keep these traditions forever sacred. [Learn more](#)

REICHLEY'S HALLMARK

Featured Retailer of the Month

Hallmark Gold Crown® stores make up one of the nation's longest-lived network of specialty retail stores with a focus on helping consumers connect, celebrate and commemorate all of life's special occasions.

The stores are known for their breadth of selection and personalized customer service. They carry the widest selection of Hallmark greeting cards, stationery, gifts and gift wrap, as well as products for decorating and entertaining, personal accessories, baby and kids' gifts, and gourmet food and candy. At Reichley's you will even find a collegiate section complete with Miami merchandise.

Most Hallmark Gold Crown stores are independently owned and operated. They are not franchises, operating instead under licensing agreements to use the Hallmark Gold Crown name and carry Hallmark products. Personalized service from Hallmark Gold Crown store associates helps customers find just the right card or gift. Stores in the network must meet specific standards that help store owners focus on providing enjoyable shopping experiences. In return, Hallmark provides a number of services and benefits that offer some of the economies of scale enjoyed by national chains while maintaining the advantages of local ownership that consumers appreciate.

There are three Reichley's Hallmark stores in the Dayton and Cincinnati region: Liberty Square in Liberty Township, Villa Green in Fairfield and Centerville Place in Centerville.





MIAMI UNIVERSITY

TRADEMARKS & LICENSING



Check out ShopMiamiOH.com for access to a list of our retail locations.

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