

UNIVERSITY OF HAWAI'I NOTICE OF EXEMPTION CHAPTER 103D, HRS

The Chief Procurement Officer, University of Hawai'i, is in the process of reviewing the request from University of Hawaii at Manoa Department of Intercollegiate Athletics (Department/Campus) for exemption from Chapter 103D, HRS, for the following goods and services:
To provide comprehensive international licensing services, focusing on brand protection, market analysis, and strategic licensing management.

Vendor/Contractor: Collegiate Licensing Company, LLC dba CLC
(If known)
Address: 1075 Peachtree Street NE, Suite 3300
Atlanta, Georgia 30339

Term of Contract: (If known)	From: contract execution	To: June 30, 2027	Cost: 50% of annual revenue
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Direct any inquiries to: Department: University of Hawaii at Manoa Department of Intercollegiate Athletics Contact Name/Title: Jim Stein, Asst. Athletics Director, Administrative Services Address: 1337 Lower Campus Road Honolulu, Hawaii 96822	Phone Number: 808-956-2637 Fax Number: 808-956-4637
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Date Posted: January 10, 2025

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement Management
1400 Lower Campus Road, Room 15
Honolulu, Hawai'i 96822
email: OPM@hawaii.edu

UNIVERSITY OF HAWAI'I
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

To: Kalbert Young **Date:** December 9, 2024
Chief Procurement Officer, University of Hawai'i

Via: Office of Procurement Management

From: University of Hawaii at Manoa, Department of Intercollegiate Athletics
(Campus & Department/Program)

Vendor/Contractor: Collegiate Licensing Company, LLC

Estimated Amount: CLC is entitled to retain 50% of annual revenue in jurisdictions outside of the U.S.

Term of Contract, if applicable: Upon approval through June 30, 2027. Renewable up to two additional years.

Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

See attached.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

See attached.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

See attached.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

See attached.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

See attached.

6. Direct questions to: Jim Stein Email Address: jrstein@hawaii.edu

Certification: I certify that the information provided herein is true and correct to the best of my knowledge.

Jim Stein
Full Name of Principal Investigator, Department Head, or Administrator

Jim Stein Digitally signed by Jim Stein
Date: 2024.12.09 09:11:08 -10'00'
Signature Date

Tiffany Kuraoka
Full Name of Fiscal Administrator

Tiffany Kuraoka Digitally signed by Tiffany Kuraoka
Date: 2024.12.09 12:14:04 -10'00'
Signature Date

APPROVED:
Alexandra French, Chief Business Officer
Full Name of Vice President or Chancellor

Alexandra French Digitally signed by Alexandra French
Date: 2024.12.19 16:11:30 -10'00'
Signature Date

FOR OPM USE ONLY

OPM COMMENTS:

APPROVED DENIED
Alexandra French
CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

January 23, 2025
DATE

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS
INTERNATIONAL COLLEGIATE LICENSING SERVICES
UNIVERSITY OF HAWAII AT MĀNOA, OFFICE OF INTERCOLLEGIATE ATHLETICS**

1. Description of the goods or services:

The Collegiate Licensing Company (CLC) offers comprehensive international licensing services, focusing on brand protection, market analysis, and strategic licensing management. CLC helps to ensure University indicia is globally protected, preventing unauthorized use. They conduct market research to identify opportunities and handle all aspects of license agreements. Collaborating with international licensees, CLC ensures product quality and branding alignment while developing marketing campaigns to boost brand visibility. CLC's extensive global network helps establish partnerships with manufacturers and retailers, ensuring accurate royalty collection and financial reporting, ultimately expanding brand reach and increasing revenue for the University.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

The University maintains an agreement with CLC to provide domestic licensing services through at least June 30, 2027 with the opportunity for two extension years. Using CLC as the sole provider for both domestic and international licensing services offers significant advantages for the University, ensuring brand consistency and operational efficiency. CLC, being the established domestic provider, already understands the university's branding, trademarks, and business goals, providing a seamless transition to international markets. It wouldn't be possible to solicit another provider solely for international services, as Universities only utilize one provider to ensure consistency in licensing trademark rights. This singular approach streamlines communication, fosters a cohesive global branding strategy, and avoids the potential for conflicts or duplications in licensed rights.

3. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor:

CLC requires a separate contract for international licensing services, as these services require a different royalty split and may require CLC to utilize a third-party agent or other vendor to negotiate agreements with potential licensees abroad. Universities only maintain one licensing services provider, and it's not possible to solicit a collegiate licensing services provider for only international services. The Department will collaborate closely with CLC to negotiate an agreement that secures international licensing services on the most favorable terms for the University.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

The Department's leadership will work with CLC to establish processes for international licensing services to run coterminous with the University's agreement with CLC for domestic licensing services.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

Lois Manin, Acting Athletics Director

Vince Baldemor, Associate Athletics Director, External Operations

Jim Stein, Assistant Athletics Director, Administrative Services

Tiffany Kuraoka, Assistant Athletics Director, Business Operations