



OFFICIAL LICENSING PROGRAM  
FOR THE NFHS

### **Who is K12 Licensing?**

Previously known as LRG Prep, K12 helps schools administer trademark licensing programs designed to protect and promote each partner's brand. K12 assists thousands of schools, 31 state associations, and the NFHS with their trademark licensing programs. To date, K12 has paid millions of dollars in royalties back to schools across the country.

### **Why a licensing program? How does it benefit my school?**

Through licensing, schools can promote and maintain a more consistent brand by controlling how and when their brand is used on products.

At K12, our school partners generate revenue from the sale of licensed merchandise sold at various retailers and ecommerce websites. K12 also helps prevent the unauthorized usage of marks at retail and online.

### **How much time will be required by my school and staff?**

Almost none. K12 handles all the administrative paperwork. We manage contracts, collect royalties, verify insurance coverage for participating manufacturers, and conduct audits all on your behalf.

### **Does it cost money to participate?**

There is no fee to participate in the program – K12 and the school operate on a revenue share system.

### **Who pays the royalties?**

The manufacturer of the product, known as a licensee, pays a fee based on the sales price to its customer.

### **How often will I receive a royalty check?**

Royalty checks are distributed once a year, no later than the end of August.

### **How do I know that a product is licensed and will therefore generate revenue?**

Like the other associations and leagues (NCAA, NFL, NBA, etc.), the product will carry a distinct label and/or hangtag. It will identify the product as an "Official NFHS High School Licensed Product."

### **How will this affect my booster club?**

This program will **NOT** affect booster clubs or spirit shops, etc. The focus of the program is regional retailers, national chains, and ecommerce vendors selling high school merchandise.

### **How do I take advantage of this opportunity?**

There is a simple one-page agreement that we require to get started. Contact General Manager, Jared Harding, for an agreement at [jharding@k12licensing.com](mailto:jharding@k12licensing.com) or 765-404-1770