

APPENDIX B

UNIVERSITY OF MISSISSIPPI is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

MARCH 10, 2010

# UNIVERSITY OF MISSISSIPPI REBELS



PRIMARY MARKS	
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SECONDARY MARKS				
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POWER M	HELMET MARKS		WORD MARK
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COLOR INFORMATION			
<p>You must use the approved university colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</p>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
RED NAVY BLUE BLACK WHITE	PANTONE 186 PANTONE 281 PANTONE PROCESS BLACK WHITE	MADEIRA 1147 MADEIRA 1242 BLACK WHITE	POLY-NEON 1747 POLY-NEON 1742 BLACK WHITE
RED	NAVY BLUE	BLACK	

VERBIAGE	GENERAL INFORMATION
University of Mississippi © Ole Miss © UMT™ U of M™ Rebels™ Lady Rebels™ The Lyceum™ The Grove™ University of Mississippi - Medical Center™ University of Mississippi - Tupelo™ University of Mississippi - Southaven™	Paris-Yates Chapel™ Ventress™ Bonduant™ Craft™ Barnard Observatory™ Swayze Field™ Tad Smith Coliseum™ Tad Pad™ Vaught-Hemmingway Stadium™ Hotly Toddy™ Mississippi™
	LOCATION: OXFORD, MS MASCOT: REBELS ESTABLISHED DATE: 1848 CONFERENCE: SOUTHEASTERN CONFERENCE

WORD MARKS		
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WORD MARKS			
15 	16 	17 	18 

THE GROVE MARK	SCHOOL SEAL		
19 	20 	21 	22 

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses consumables:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	<input type="checkbox"/>	<input type="checkbox"/>	_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of the Rebel Flag is permitted.	<input type="checkbox"/>	<input type="checkbox"/>	_____

NOTE: The marks of The University of Mississippi are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF MISSISSIPPI shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.