



DISCOVER
GREATNESS!

NEGRO LEAGUES BASEBALL MUSEUM

NLBM AUTHENTICATION AND TRADEMARK LICENSING PROGRAM

PROGRAM SUMMARY

The NLBM, through its Research Center, has created a four-divisional licensing program that provides a licensee with accurate design information and the use of the museum's authentication emblem to attest to a product's incorporation of authentic marks and/or proprietary retro team logos for Negro Leagues teams and the leagues they played in. A digital NLBM Design Notebook which contains team and league artwork provided to each licensee through a password portal on the NLBM website. Licensing royalties are used to support the museum's efforts to preserve, display, and disseminate the history and accomplishments of black baseball in general and the Negro Leagues in particular.

AUTHENTIC BLACK DIAMOND SERIES

The first division is called the Authentic Black Diamond Series and is limited to authenticating team properties for use on actual uniform replica items (e.g., jersey, cap, jacket). Only those apparel items which were actually worn by the players at the time will be included in this line. The line will encompass both exact reproductions (e.g., design, fabrics, construction methods, embroidery techniques, etc.) and high quality look-alike reproductions. Licensees will be entitled and required to affix the NLBM's Authentic Black Diamond Series logo mark to all licensed products in this line. Exact reproduction licensees will be entitled to advertise their products as such. Look-alike reproduction licensees will be required to affix hang tags to their products that contain disclaimer language stating the article does not incorporate identical fabrics, construction methods, etc.

NEGRO LEAGUES BASEBALL LINE

The second division is called the Negro Leagues Baseball Line and encompasses the use of authentically correct designs of NLB teams as well as their names' usage in novel design formats and the use of the NLBM Retro Team Logos on any product other than actual uniform reproductions. Licensees will be entitled and required to affix the NLBM logo mark to all licensed products in this line. The Retro Team Logos are trademarks of the NLBM and were created to capture the spirit of the past and to increase public awareness of Negro Leagues Baseball history. While the teams of the Negro Leagues were noted for their pizzazz, team logos were rarely created for them. The Retro Logos were developed to highlight the distinct identities of the NLB teams and to penetrate the more sophisticated fashion wear market. Retro logos may only appear on non-authentic merchandise.

Baltimore
ELITE GIANTS

CHICAGO
CUBS

Cleveland
BROWNS

DETROIT
★

Elite Giants

GRAYS

Hilldale

INDIANAPOLIS
INDIANAPOLIS

Clowns
5

JAX. RED CAPS

MONARCHS
KC

MEMP HIS
RED
SOX

Newark

CUBANS

Crawford

Schmelzer
ALL
NATIONS

ST. LOUIS

Veracruz

BARNSTORMERS

This program was developed to achieve two goals. First, provide an opportunity to feature the nationally renowned barnstorming teams that operated for a number of years outside of league play. Second, spread the geographical reach of NLB licensing to the western half of the United States where no league teams operated. Examples of the first group would include the Page Fence Giants, All Nations, Indianapolis ABC's, Homestead Grays, Kansas City Monarchs, Hilldale Giants, Cuban Stars, Brooklyn Bushwicks, Zulu Cannibal Giants, Ethiopian Clowns, Indianapolis Clowns, Havana Red Sox, and Harlem Stars. Examples of the second group include such teams as the St. Paul Gophers, Denver White Elephants, and the black teams that played in the Southern California Winter League over the years of its operation (e.g., Los Angeles Giants, Los Angeles Stars, Los Angeles White Sox, Philadelphia Royal Giants, Wilson's Elite Giants, and the Kansas City Royals). The Barnstormers Program currently features nine teams (i.e., All Nations, Brooklyn Bushwicks, Denver White Elephants, St. Paul Gophers, Philadelphia Royal Giants, Los Angeles Giants, Brown's Tennessee Rats, Chicago Leland Giants, and New York Lincoln Giants). A proprietary Negro Leagues Barnstormers logo is required to be affixed to all licensed goods made under this program.

LATIN LEGACY

The fourth division is called the Negro Leagues Latin Legacy program. This program features the teams from Latin America that played in the Negro Leagues and those historic Latin American teams that Negro League players competed on during the winter months. The NLBM has designed a proprietary Negro Leagues Latin Legacy program logo that must be affixed to all licensed products to authenticate the team designs included in the program. Authentic uniform designs are provided along with league and country design marks. Initially, eleven teams will be featured: Cuban Stars (West) - NLB; Cuban Stars (East) - NLB; Bacharach Giants - NLB; New York Cubans - NLB; Cuba - Cuba; Cuban Stars - Cuba; Ciudad Trujillo (Trujillo All-Stars) - Dominican Republic; Veracruz Azules - Mexico; Vargas - Venezuela; Santa Clara Leopards - Cuba; and Santurce Congrejeros - Puerto Rico.

ROYALTY RATE: 9%

MINIMUM ROYALTY GUARANTEE: Negotiable

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