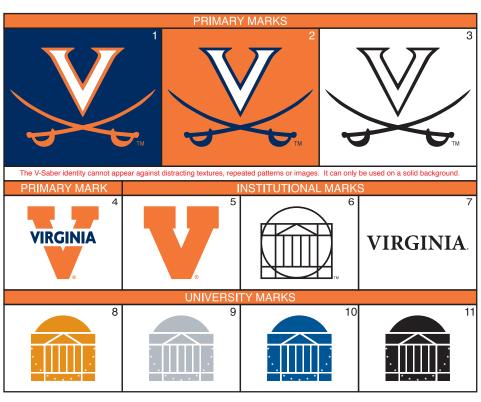
APPENDIX B

UNIVERSITY OF VIRGINIA 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.

NOVEMBER 22, 2010

UNIVERSITY OF VIRGINIA CAVALIERS





VERBIAGE		GENERAL INFORMATION		
University of Virginia ® Virginia Cavaliers ® UVA ® Virginia ® U.Va ®	Cavs ® Cavaliers ® Wahoos ® 'Hoo Crew™	LOCATION: CHARLOTTESVILLE, VA MASCOT: CAVALIERS MASCOT NICKNAME: CAVALIER	ESTABLISHED DATE: 1819 CONFERENCE: ATLANTIC COAST CONFERENCE (ACC)	



COLOR INFORMATION								
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, refer to the current editions of the PANTONE color publications, "PANTONE" is a registered trademark of PANTONE, Inc.								
SCHOOL COLORS PANTON		OLORS THI	THREAD COLORS					
ORANGE BLUE LIGHT BLUE BROWN WHITE	PANTONE 172 PANTONE 282 PANTONE 294 PANTONE 145 WHITE	MADEIRA 1378 MADEIRA 1243 WHITE	RA 2467 RA 2303 WHITE	GS/SULKY 1246 GS/SULKY 1043 WHITE				
FOR PRINT USE ONLY ORANGE BLUE	PANTONE 021 PANTONE 288	WHILE	WHITE	WHITE				
ORANGE	BLUE	BLUE		BROWN				

ADDITIONAL PERTINENT INFORMATION						
	Yes	No	Restrictions			
University seal permitted on products for resale:	X	_	Case-by-Case basis: Official Seal may only be used by the President's Office.			
 Alterations to seal permitted: 	$\frac{\overline{X}}{X}$	_				
 Overlaying / intersecting graphics permitted with seal: University licenses consumables: 	Ŷ	_				
University licenses health & beauty products:	X	=				
 University permits numbers on products for resale: 	X	_				
 Mascot caricatures permitted: Cross licensing with other marks permitted: 	Ŷ	_				
 NO USE of current player's name, image, or likeness is p 	ermitted o	n comm	ercial products in violation of NCAA rules and			
regulations.						

· NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

NOTE: The marks of the University of Virginia 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 VIRGINIA 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.