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We have made a concerted effort over the last several years to both deter counterfeit or unauthorized memorabilia, and to legitimize authentic and authorized goods from former student-athletes. This has included meeting with the football team; talking to retailers; policing ebay; meeting with individual players; revoking memorabilia licenses; creating a one-source shop for player photos; working with Athletics on a photo and camera policy for football games days; etc.

I'll summarize below what I can recall or reconstruct from those meetings and/or efforts:

Meetings with Football Team – we have informally met with the team on two occasions: immediately following the Michigan game in 2008, and again in 2009. We told them what to look out for in regard to approaches they might encounter from those looking to profit from their signatures, memorabilia, etc.

Talking to Retailers – We have engaged in several one-on-one conversations with area retail stores that traditionally sell sports memorabilia, such as The Buckeye Corner, Cardboard Heroes, etc. to explain our policy on the use of player photos (post eligibility), and to discuss what avenues they are using to get signed memorabilia and photographs.

Policing ebay – Beginning in September 2008 we employed an internet watch service, Genunet, to begin monitoring sales of Ohio State products on ebay. This included searching for unlicensed products and memorabilia. When identified, we worked with Genunet and ebay to remove the items from sale, and to shut down the seller's sight. To date, over 2000 sites have been shut down, and over a \$1M in merchandise removed from sales, many of it photographs of both current and former players. When a current player was identified, we noticed Compliance.

Meeting with Individual Players – On a couple of occasions, we have met with [REDACTED] about merchandise we identified for sale at memorabilia shows or on ebay. He helped us verify his signature, and most items were not legitimate. We advised him how to spot dealers, and how to avoid being in a situation where he might be compromised.

Revoking Memorabilia Licenses – In an effort to better control access and distribution, primarily for photographs, we have cancelled or modified several photo licenses (Game Day, Photo File, Ohio Sports Marketing). We now require a numbered security hologram on every Ohio State photograph that has been authorized by the university. This helps us better track and identify legitimate vendors.

Creating Single-Source Photo Shop – In conjunction with Athletics, we created a single-source photo shop for photos of current and for student-athletes. This store, housed on a web site overseen by Athletics but operated by The Columbus Dispatch, is the only place parents and/or fans can purchase player photos – each identified with a numbered security hologram.

Game Day Photo Policy – In conjunction with Athletics, we helped revise the current stadium policy for cameras, to dissuade fans and/or professional photographers from shooting photos from the stands and later commercializing them. In addition, we met with media representatives prior to the 2009 season to clarify the aftermarket use of photos taken by credentialed photographers.

Additional efforts included meetings with individuals regularly involved with former players for autograph signings and the sale of memorabilia.

Dennis Talbot – Dennis has had photo credentials in the past, and was identified selling player photos on-line and at memorabilia shows. We first met with him in the Spring of 2009 when we identified his work on ebay. Subsequent meetings took place through the fall of 2010, and he became a source of information about others who were engaged in similar activities.

Jim Davidson – Jim is a professional photographer who is credentialed for the O-Zone, an internet-based fan site. We became aware of Jim selling photos of current athletes in 2009, and met with both him and the O-Zone editor, John Porentus to explain our policies and gain their cooperation. Jim also sold photos to football parents, and we had a follow-up meeting with John about this issue in 2010 when we heard he had continued to sell to parents after our mandate to stop.