APPENDIX B

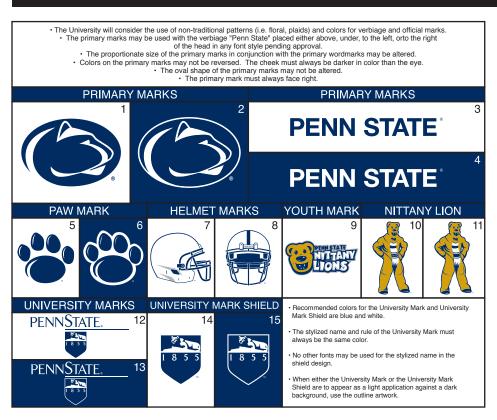
THE PENNSYLVANIA STATE UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

MAY 25, 2011

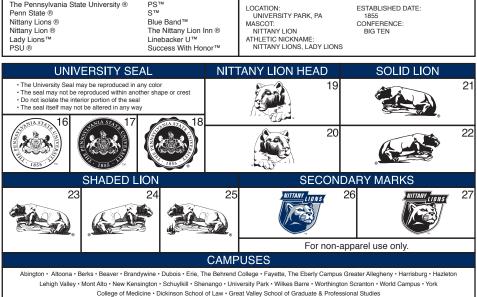
THE PENNSYLVANIA STATE UNIVERSITY



GENERAL INFORMATION







No Restrictions · University seal permitted on products for resale: · Alterations to seal permitted: · Overlaying / intersecting graphics permitted with seal: · University licenses consumables: · University licenses health & beauty products: University permits numbers on products for resale: Mascot caricatures permitted · Cross licensing with other marks permitted: · NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and · NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks. · Verbiage may be used in any color, and may be used in any font as a stand alone logo.

Penn College of Technology - requires PSU approval only when used with other Penn State trademarks

ADDITIONAL PERTINENT INFORMATION

• Paw prints are protected indicia of the University. Must use Official Paw - Logo #5 and Logo #6.

• Images of all campus landmarks are protected, including: OLD MAIN, BRYCE JORDAN CENTER, BEAVER STADIUM

• The block "S" may be used on Penn State items as long as another PSU logo is on the design somewhere.

· NO REFERENCES to religious holidays (including, but not limited to Christmas, Hanukkah, St. Patrick's Day, and Valentine's Day) are permitted on Penn State products

NOTE: The marks of The Pennsylvania State University 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 THE PENNSYLVANIA STATE UNIVERSITY 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.