

State/Local

Royalties from A&M logo use total more than \$200,000

By Scot Walker
Staff Writer

Texas A&M earned more than \$200,000 last year by requiring manufacturers to sign a royalty agreement before distributing products displaying various A&M logos.

Don Powell, director of business services, said that amount is comparable with what other major colleges and universities around the country make from their licensing agreements.

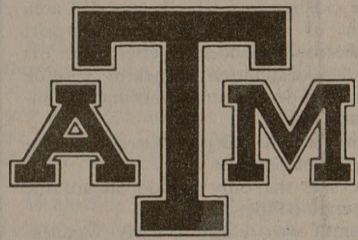
"Every major college and university in the country has a licensing program now, and has had one for several years," Powell said.

made \$278,000 from its licensing program last year, according to published reports.

The money that A&M takes in is used to support student activities on campus, based on requests made through the office of Dr. John Koldus III, vice president for student services. Powell said that the program has been responsible for more than \$500,000 in funding for student activities.

Powell said that 501 companies and individuals currently hold licenses with A&M to produce products with the nine registered logos and symbols: the seal of the University, the ring crest, Old Sarge, 12th (or Twelfth) Man, Gig 'em Aggies, TAMU, Texas A&M University, Texas Aggies, and the ATM symbol.

The word "Aggies" by itself is not sole property of Texas A&M because other



A&M colleges, such as New Mexico State University, also use that nickname, Powell said.

According to the terms of the A&M licensing contracts, a manufacturer who desires the use of a logo agrees to pay A&M 6.5 percent of the manufacturer's net sales price for each item sold, in ad-

dition to a one-time, \$100 licensing fee to cover necessary paperwork.

The contract for UT symbols is similar, with wearing apparel charged at a 7 percent royalty and all other uses charged at 6 percent.

Rice University, Texas Christian University, and the University of Houston are represented by the marketing firm of Collegiate Concepts Inc., as are Southern Methodist University, Baylor University and 92 other colleges. A contract with CCI costs the manufacturer 6.5 percent interest and an up-front fee of \$250.

Most schools, including A&M, also reserve the right to screen all designs and to reject any that it feels are not in good taste or in keeping with the image of the school. Powell said he could only remember two recent instances when the school refused permission for a product to be marketed.

One was a "really goofy" Old Sarge, he said, and the other was an inappropriate use of a Corps of Cadets emblem that was later redesigned and approved.

When A&M first began registering symbols and charging royalties, a group of local retailers and manufacturers sued the school, but the courts upheld A&M's right to limit the uses of marks identified with the school. Powell said the outcome of other legal battles over licensing around the country has been similar to A&M's experience.

"Without exception, the rulings have been in favor of the University, or the case was settled out of court," Powell said. "There has never been a final ruling denying the right of a school to register its logos."

Powell said that because most manufacturers are now aware of the licensing

requirements, it is becoming less common to find products on the market without a licensing agreement.

When A&M becomes aware of an apparently unlicensed product, its first step is to contact the manufacturer, inform them of the licensing procedure, and find out whether the manufacturer already has signed an agreement.

"Sometimes a parent company has signed a contract with us, and then farmed the manufacturing out to a subsidiary with an entirely different name," Powell said.

But if A&M finds that the product is unlicensed, the manufacturer is told either to sign a contract or stop making the product.

"They almost always choose to sign the contract," Powell said. "We've always been able to reach an agreement, so we've never had to sue anybody."

Organizations team up to educate pet owners

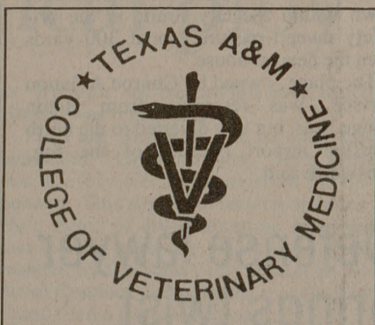
The Brazos Animal Shelter, the Student Chapter of the American Veterinary Medical Association and *The Battalion* are combining their efforts to promote responsible pet ownership.

Their goal is to promote knowledgeable pet care, kindness, public health and civic responsibilities by publishing weekly articles, which will help A&M students and faculty become more informed pet owners.



If you have a pet or are planning to purchase one, here is a simple list of considerations. Pets deserve a serious commitment, and all good Aggies should abide by the Aggie Pet Pledge. I shall:

- Check with my landlord before bringing home a new pet.
- Make a lifelong commitment to my pet.
- Provide my pet with proper veterinary care, including yearly check-ups and vaccinations.
- Be willing to invest much time and effort in training my pet to make him an enjoyable companion and to provide for his safety.
- Be prepared to deal patiently with the nuisance behaviors of my pet, like crying all night, scratching and chewing.
- Give my pet love and attention daily and be a companion when he needs me, not just at my convenience.
- Spay/neuter my dog or cat to prevent it from contributing to the tragic pet overpopulation problem.
- Ensure that my dog or cat wears a collar with a Brazos County License Tag, which is required by law and could save his life.



- Obey the leash law and prevent my dog or cat from becoming a neighborhood nuisance.
- Check the Brazos Animal Shelter immediately if my pet is missing.
- Make proper care provisions for my pet when I am away, ensuring that the caregiver will follow through with emergency veterinary care and will look for my pet should he get lost.
- Never abandon my pet. If I am no longer able to keep my pet, I shall try to find a loving and responsible home or I will take it to the Brazos Animal Shelter where it has a chance of finding a home.

Convict faces death by lethal injection

HUNTSVILLE (AP) — A convicted killer once characterized by his own attorney as the most hated man in San Antonio faced execution early Thursday for the 1975 abduction-slaying of a nurse.

Donald Gene Franklin's hopes for a reprieve were dashed Wednesday when the U.S. Supreme Court voted 7-2 against his request for a stay. Other federal and state courts earlier had refused similar motions.

Franklin's only response was "Thank you," when told of the high court's ruling, Texas prison officials said. He was visiting with his parents at the time.

Franklin, who had three trials and at least five execution dates, was slated for lethal injection before dawn Thursday for the July 1975 death of Mary Margaret "Peggy" Moran.

"He just told me he was framed for something he didn't do," a fellow death row inmate, Johnny Penry, said Wednesday. Franklin, 37, for years has refused interview requests from reporters.

Texas Department of Corrections officials described Franklin — who requested a final meal of a hamburger and french fries — as calm as he awaited the execution in a small cell adjacent to the death chamber.

Penry, however, who saw Franklin earlier in the week, described Franklin as up-tight.

"He's not calm," Penry said. "He's worried about what's going to happen to him."

Franklin's case virtually halted all Texas executions for about a year when the Supreme Court last year agreed to consider his challenge to the Texas capital punishment law.

But in June, the court ruled 6-3 to reject his claim that jurors unfairly were not allowed to consider mitigating circumstances when deciding his punishment.

Moran's mother, Patricia Crawford, said, "I think for so long everyone was so concerned about Franklin's rights, I really felt Peggy's rights got lost in the process. I know I'm not at peace. I feel Peggy is not at

peace. . . . I hope some day — and I hope it's (Wednesday) night, we can have peace and have relief."

The disappearance of Moran from a San Antonio hospital in July 1975 prompted a highly publicized city-wide search. She was found in a vacant lot five days after her abduction, nude and bleeding from multiple stab wounds and barely alive. She died later in a hospital.

"I have nightmares about that — wondering what went through her mind those days," her mother said.

Franklin, who was on parole for a rape conviction when he was arrested for the Moran abduction, consistently denied any involvement in the incident and blamed it on a friend. Eyewitnesses, however, provided his license plate number from a car speeding away from the hospital. Police found the nurse's belongings in his garbage can and blood found on his clothing matched Moran's blood.

VOTE BY ABSENTEE BALLOT

Avoid the lines on Nov. 8. It's quick and it's easy so absentee vote now at the following locations:

- The College Station Community Center
1300 Jersey St.
across from TAMU campus
- The Brazos County Courthouse
on Texas Avenue in Bryan
between 26th and 25th streets

Open 8am to 5pm

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