



March 25, 2008

North Carolina Department of Motor Vehicles  
Attn: Kay Hatcher  
Special License Plate Unit  
3155 Mail Service Center  
Raleigh, NC 27699

**Re: University Trademark License for State License Plates**

Dear Ms. Hatcher,

Your office has requested permission to use certain trademarks currently owned by The Pennsylvania State University ("University") solely for the purpose of reproducing such trademarks on specific license plates issued to residents of North Carolina. University has reviewed this request and will grant permission to use approved trademarks in the form of a limited non-exclusive license.

Therefore, University hereby expressly grants to the North Carolina Department of Motor Vehicles a non-exclusive, royalty free, non-transferable, non-assignable, revocable license to use and exhibit or reproduce all or part of the University trademark(s) listed in Attachment "A" hereto for the sole purpose of producing an official North Carolina license plate that includes the approved University trademark(s). The North Carolina DMV and the State of North Carolina will not acquire or assert any ownership rights in the University trademark by virtue of their use of the trademark pursuant to this authorization. Under no circumstances may this authorization be deemed to permit the manufacture or sale of any promotional, gift or memorabilia item other than the official license plate discussed herein, nor does this authorization permit either the North Carolina DMV or the State of North Carolina to sublicense the rights provided herein.

Please note that University has developed and enforces certain usage guidelines for its trademarks. The limited license created herein requires conformity with these guidelines. In the event any uses are objectionable to University, the North Carolina DMV and the State of North Carolina expressly agree to make any and all requested modification to make the uses acceptable to University. Furthermore, any violations of the terms of this limited license may result in its immediate revocation. In the event you need to review or discuss potential uses under this limited license, the North Carolina DMV and the State of North Carolina shall contact the below identified University office for guidance and/or approval of use:

Maureen E. Riedel  
Director, Trademark Licensing  
The Pennsylvania State University  
108 Procurement Services Building  
University Park, PA 16802-1004

Thank you for your consideration and cooperation with this matter. If the terms of this limited license are acceptable, please note your agreement to and acceptance of these terms and conditions by signing and returning the enclosed copy of this letter.

Sincerely,



Daniel W. Sieminski  
Associate Vice President for Finance and Business

Date: 3/25/08

Cc: Geoff Conrad, Anne Davis, Tom Hammond, Adam Morris

Attachment "A"

**THE PENNSYLVANIA STATE UNIVERSITY TRADEMARK**



**\*Please note that a registration mark ® must follow Penn State's mark.**