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University of Virginia Aligns with Fermata Partners for Trademark Licensing Services

*UVA is Widely Regarded as One of The Top Public Universities in the World
The 2017-18 Academic Year will mark University's Bicentennial Commemoration
The University is Fermata's Seventh Major Collegiate Client and Third in the ACC*

ATLANTA, GA – The University of Virginia (UVA) has finalized a ten-year partnership with Fermata Partners to manage the University's trademark licensing program following an extensive competitive review process. The new partnership formally commenced on July 1, 2017.

A division of CAA Sports, Fermata Partners adds UVA to its expanding portfolio of top-selling collegiate licensing programs, including Notre Dame, Kentucky, Georgia, Oregon, Miami and Wisconsin. This announcement comes on the brink of the University's Bicentennial, which will be commemorated at least through the 2017-18 academic year.

"The University is excited to begin a new chapter in our licensing strategy through our partnership with Fermata," said Todd Goodale, UVA's Senior Associate Athletic Director for External Affairs. "This change in our licensing program's management partner coincides with a strategic shift in the University's licensing approach to place the consumer at the forefront of the decisions we make in the management of the program. Some initial steps we've taken include the development of standardized colors and the introduction of a broader family of marks and artwork representing the University. We look forward to working closely with Fermata to build progressive future strategies to better connect our students, alumni, donors and fans with the UVA brand and UVA branded merchandise."

UVA is widely regarded as one of the top public universities in the world and has been ranked in the top three of public universities for 18 straight years by the *U.S. News & World Report*. Since its founding by Thomas Jefferson in 1819, the University has focused on its singular mission to advance knowledge, educate leaders and cultivate an informed citizenry. The University's Grounds are a UNESCO World Heritage site, and its community of Charlottesville, Virginia is a destination for arts, culture and lifestyle and has been cited as one of America's best college towns.

"For two centuries, the University of Virginia has served as the flagship institution of higher education in Virginia -- and one of the premier public universities in the U.S.," said Derek Eiler, Managing Director, Fermata Partners. "It is an honor for our team to be selected to work alongside the University to help advance its mission through its consumer products licensing efforts."

The University's licensing program was started in 1981 and currently has agreements with more than 350 licensees. The UVA Bookstore is the largest retail outlet for Virginia merchandise; in addition, dozens of major retailers carry UVA branded apparel and hard goods across Charlottesville and the broader region. The trademark licensing program is managed by the University's Athletics Department, in close coordination with University Communications, the UVA Bookstore and the General Counsel's office.

Based in Atlanta, Fermata Partners is a specialized consumer products licensing agency focused on colleges and universities, global football clubs, and iconic lifestyle brands. The firm has assembled a diverse team with broad experience in the collegiate licensing industry as well as licensing for other sports and lifestyle brands. Fermata Partners was acquired by CAA Sports, a division of leading entertainment and sports agency Creative Artists Agency (CAA), in April 2015.

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