APPENDIX B

UNIVERSITY OF TENNESSEE AT CHATTANOOGA 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.

### PRIMARY MARKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><img src="Image1" alt="C Logo" /></td>
</tr>
<tr>
<td>2</td>
<td><img src="Image2" alt="C Logo with Chattanooga" /></td>
</tr>
</tbody>
</table>

### SECONDARY MARKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td><img src="Image3" alt="Mocs Logo" /></td>
</tr>
<tr>
<td>4</td>
<td><img src="Image4" alt="Chattanooga Logo" /></td>
</tr>
<tr>
<td>5</td>
<td><img src="Image5" alt="UTC Logo" /></td>
</tr>
<tr>
<td>6</td>
<td><img src="Image6" alt="Mocs Logo with Chattanooga" /></td>
</tr>
</tbody>
</table>

### BIRD FOOT MARK

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td><img src="Image7" alt="Bird Foot Logo" /></td>
</tr>
</tbody>
</table>

### ADMINISTRATIVE MARKS

<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td><img src="Image8" alt="University of Tennessee Chattanooga Logo" /></td>
</tr>
<tr>
<td>9</td>
<td><img src="Image9" alt="UTC Logo" /></td>
</tr>
<tr>
<td>10</td>
<td><img src="Image10" alt="University of Tennessee Chattanooga Logo" /></td>
</tr>
<tr>
<td>11</td>
<td><img src="Image11" alt="The University of Tennessee Chattanooga Logo" /></td>
</tr>
</tbody>
</table>

### VERBIAGE

**University of Tennessee at Chattanooga™**
UTC®
Chattanooga™
Mocs ®

**LOCATION:**
CHATTANOOGA, TN

**MASCOT:**
Mocs, Lady Mocs

**MASCOT NICKNAME:**
Scrapy

**ESTABLISHED DATE:**
1886

**CONFERENCE:**
SOUTHERN CONFERENCE

### GENERAL INFORMATION

**C** MARKS

- **On dark backgrounds, the C should remain gold but outlines can be inverted.**
- **C” Mark must be displayed in either one color or all three.**

### ALUMNI MARKS

**LOCATION:**
CHATTANOOGA, TN

**MASCOT:**
MOCS, LADY MOCS

**MASCOT NICKNAME:**
SCRAPPY

**ESTABLISHED DATE:**
1886

**CONFERENCE:**
SOUTHERN CONFERENCE

### ADDITIONAL PERTINENT INFORMATION

- University crest permitted on products for resale:
  - Yes: **X**
  - No: **-**

- Alterations to crest permitted:
  - Yes: **X**
  - No: **-**

- University licenses consumables:
  - Yes: **X**
  - No: **-**

- University licenses health & beauty products:
  - Yes: **X**
  - No: **-**

- University permits numbers on products for resale:
  - Yes: **X**
  - No: **-**

- Mascot caricatures permitted:
  - Yes: **X**
  - No: **-**

- Cross licensing with other marks permitted:
  - Yes: **X**
  - No: **-**

- NO USE of current player’s name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
  - Yes: **-**
  - No: **-**

- NO REFERENCES to alcohol, drugs, tobacco, sex, fire arms or related products may be used in conjunction with University marks.
  - Yes: **-**
  - No: **-**

- PMS 151 CAN ONLY APPEAR ON THE “UT” ICON USED WITH THIS ONE WORDMARK. NO OTHER MARK FOR THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA WILL BE APPROVED OR ALLOWED USING THIS PANTONE COLOR. THE ONLY COLOR COMBINATIONS FOR THIS MARK ARE ALL BLACK, ALL WHITE, OR BLACK AND PMS 151.

- Blue
- Gold
- Metallic Silver
- Silver

**NOTE:** The marks of the University of Tennessee, Chattanooga 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 UNIVERSITY OF TENNESSEE AT CHATTANOOGA 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.