



Officially Licensed Collegiate Charms FAQs

Q: WHAT ARE THE RULES REGARDING WHAT MAY OR MAY NOT BE CREATED/POSTED TO SOCIAL MEDIA BY AN INDEPENDENT DESIGNER PROMOTING OFFICIALLY LICENSED COLLEGIATE LICENSING COMPANY AND FERMATA PARTNERS (“COLLEGIATE”) CHARMS?

A: Origami Owl has worked closely with the collegiate licensing entities to create approved social media and marketing materials for Independent Designers to use for promotional purposes. The O2 Academy in the Back Office contains approved collegiate social media and marketing materials, including different team “looks” that should be used to promote the charms. Independent Designers may post pictures of their personal lockets as a “look of the day” or may post other similar personal looks, but should not otherwise create their own marketing assets.

Q. WHAT ARE THE RULES REGARDING USING GREEK LETTER CHARMS ALONGSIDE THE COLLEGIATE CHARMS?

A. Independent Designers are free to use the Greek Letter Charms with Collegiate Charms to denote specific sororities and fraternities inside their Living Locket. Origami Owl does not have licensing agreements with any sororities or fraternities at this time. As a result, Origami Owl will not showcase specific sororities and fraternities in our official marketing materials. Designers are allowed to use Greek Letter Charms in any combination—whether for personal and business-related (and their independent logo is visible) reasons.

Q: ARE THE OFFICIALLY LICENSED COLLEGIATE CHARMS LIMITED EDITION ONLY?

A: No, we are happy to announce that these wonderful Officially Licensed Collegiate Charms are here to stay!

Q: WHAT ARE THE RETAIL AND WHOLESALE PRICE OF THE OFFICIALLY LICENSED COLLEGIATE CHARMS?

A:

- Retail: \$7.00 USD | \$8.00 CAD
- Wholesale: \$3.50 USD | \$4.00 CAD

Q: MAY OFFICIALLY LICENSED COLLEGIATE CHARMS BE ADDED AS A HOSTESS REWARDS ITEM?

A: Yes, Officially Licensed Collegiate Charms may be added as a Hostess Rewards item in the system.



Q: WILL AN AUTHENTICITY CARD BE PROVIDED WITH EACH COLLEGIATE CHARM PURCHASED?

A: Any order containing one or more Officially Licensed Collegiate Charms will receive **one** Authenticity Card.

Q: SHOULD AN INDEPENDENT DESIGNER PROVIDE AN AUTHENTICITY CARD WITH EACH PURCHASE?

A: We strongly encourage Independent Designers to include an Authenticity Card with each order containing an Officially Licensed Collegiate Charm to validate authenticity. Independent Designers may purchase extra Authenticity Cards (15 Pack) in their Back Office.

Q: WHAT IF COLLEGIATE POLICIES AND PROCEDURES ARE NOT FOLLOWED? HOW DOES THIS AFFECT OUR RELATIONSHIP WITH THE COLLEGIATE LICENSING ENTITIES?

A: If collegiate policies and procedures are not followed, Origami Owl is at risk of losing the licensing agreement and would no longer be able to offer the Officially Licensed Collegiate Charms. This is why it is critical that all Independent Designers follow the rules!

Q: IF AN INDEPENDENT DESIGNER INCLUDES OFFICIALLY LICENSED COLLEGIATE CHARMS ON TABLES DURING AN EVENT OR JEWELRY BAR®, IS AN OFFICIAL COLLEGIATE SIGN REQUIRED TO BE DISPLAYED?

A: No, it is not necessary to display a Collegiate Authenticity Display Sign at events and Jewelry Bars unless an Independent Designer wishes to do so.

Q: MAY AN INDEPENDENT DESIGNER USE OFFICIALLY LICENSED COLLEGIATE CHARMS AS PART OF FUNDRAISERS?

A: Officially Licensed Collegiate Charms may not be used for fundraising purposes or charitable efforts unless O2 provides approval.

Q: WHAT IS LAUNCHING ON 8/18 AS PART OF THE COLLEGIATE COLLECTION?

A. Independent Designers can purchase the following items on 8/18:

- Collegiate Team Spirit Packs
 - **Arizona State University**
{SKU# SP2209}
\$97.50 US / \$116.50 CAD



- **University of Arizona**
{SKU# SP2208}
\$97.50 US / \$116.50 CAD
- **University of Georgia**
{SKU# SP2202}
\$97.50 US / \$116.50 CAD
- **Texas A&M University**
{SKU# SP2203}
\$97.50 US / \$116.50 CAD
- **University of Texas at Austin**
{SKU# SP2204}
\$97.50 US / \$116.50 CAD
- **Penn State**
{SKU# SP2205}
\$97.50 US / \$116.50 CAD
- **Auburn University**
{SKU# SP2206}
\$97.50 US / \$116.50 CAD
- **University of Alabama**
{SKU# SP2207}
\$97.50 US / \$116.50 CAD
- **University of Florida**
{SKU# SP2210}
\$97.50 US / \$116.50 CAD
- **Louisiana State University**
{SKU# SP2211}
\$97.50 US / \$116.50 CAD
- **University of Missouri**
{SKU# SP2212}
\$97.50 US / \$116.50 CAD
- **University of Nebraska-Lincoln**
{SKU# SP2213}
\$97.50 US / \$116.50 CAD
- **University of Virginia**
{SKU# SP2214}
\$97.50 US / \$116.50 CAD
- **University of Tennessee**
{SKU# SP2215}
\$97.50 US / \$116.50 CAD
- **University of Illinois**
{SKU# SP2216}
\$97.50 US / \$116.50 CAD
- **Collegiate Rack Card**
 - US + CA, English {SKU# SA7018}: \$3 USD / \$4 CAD
 - US, Spanish {SKU# SA7018SP}: \$3 USD
- **Collegiate Authenticity Insert Card**
 - SKU#CLPK03: \$1 USD/ \$1 CAD
- **Greek Letter Charms**
 - \$5 USD/\$6 CAD

Q: WHAT ARE THE SKUS AND PRICE FOR THE COLLEGIATE RACK CARDS AND THE AUTHENTICITY CARDS?

A: See below for Collegiate Rack Card and Authenticity Card SKUs and Pricing:

- **Collegiate Rack Card**
 - US + CA, English {SKU# SA7018}: \$3 USD / \$4 CAD
 - US, Spanish {SKU# SA7018SP}: \$3 USD



- **Collegiate Authenticity Insert Card**
 - SKU#CLPK03: \$1 USD/ \$1 CAD

Q: WHAT IS INCLUDED IN THE COLLEGIATE TEAM SPIRIT PACKS?

A: The Collegiate Team Spirit Packs include items that are hand selected for each school in order to create the perfect lockets to show at your Jewelry Bar. Each pack includes 30 pieces of jewelry, a 25-pack of Collegiate Rack Cards and an Authenticity Card and has a retail value of \$192 USD | \$229 CAD. Packs of Collegiate Rack Cards and Authenticity Cards are also available for purchase separately.

Collegiate Team Spirit Packs:

- **US:** \$97.50 USD Wholesale, 94.50 PV (\$192 USD Retail Value)
- **Canada:** \$116.50 CAD Wholesale, 90 PV (\$229 CAD Retail Value)

Q: CAN I ORDER THE COLLEGIATE TEAM SPIRIT PACKS THROUGH THE JEWELRY BAR TAB?

A: No, at this time you will not be able to include the Collegiate Team Spirit Packs in a Jewelry Bar order. You will receive an error message.

Q: CAN I ORDER THE COLLEGIATE RACK CARD WITH OTHER ITEMS?

A: The Collegiate Rack Card can only be combined with other business supply purchases.

Q: CAN I ORDER THE COLLEGIATE TEAM SPIRIT PACKS WITH OTHER ITEMS?

A: The Collegiate Team Spirit Packs can only be combined with other jewelry purchases.

Q: CAN I ORDER MORE THAN ONE OF THE COLLEGIATE RACK CARDS AND TEAM SPIRIT PACKS?

A: Yes, you can order multiple Collegiate Rack Cars and Team Spirit Packs.

Q: HOW CAN I PURCHASE THE COLLEGIATE RACK CARD AND TEAM SPIRIT PACKS?

A: The Collegiate Rack Card and Team Spirit Packs are available for sale in the Back Office.

To purchase the Collegiate Rack card, log in to your Back Office and click *Orders > Supply Orders > Business Essentials* from the drop-down menu provided.



To purchase the Collegiate Team Spirit Packs, log into your Back Office and click *Orders > Shopping > Packs and Bundles* from the drop-down menu provided.

Q: WILL I EARN PV ON THE COLLEGIATE RACK CARD AND AUTHENTICITY CARDS?

A: No, there is no PV on the Collegiate Rack Cards or Authenticity Cards.

Q: WILL I EARN PV ON THE COLLEGIATE TEAM SPIRIT PACKS?

A: Yes, please see below:

- US: \$97.50 USD Wholesale, 94.50 PV (\$192 USD Retail Value)
- Canada: \$116.50 CAD Wholesale, 90 PV (\$229 CAD Retail Value)

Q. WHEN WILL THE COLLEGIATE COLLECTION BE AVAILABLE FOR INDIVIDUAL PURCHASE FOR DESIGNERS?

A. The following Collegiate Collection will be available for Independent Designers to purchase beginning on Friday, August 21 at noon (CDT):

- Alabama Crimson Tide Charm {CH2208} \$3.50 USD | \$4 CAD
- Arizona Sun Devils Charm {CH2210} \$3.50 USD | \$4 CAD
- Arizona Wildcats Charm {CH2209} \$3.50 USD | \$4 CAD
- Auburn Tigers Charm {CH2207} \$3.50 USD | \$4 CAD
- Florida Gators Charm {CH2212} \$3.50 USD | \$4 CAD
- Georgia Bulldogs Charm {CH2201} \$3.50 USD | \$4 CAD
- U of I Fighting Illini Charm {CH2204} \$3.50 USD | \$4 CAD
- LSU Tigers Charm {CH2214} \$3.50 USD | \$4 CAD
- Missouri Tigers Charm {CH2213} \$3.50 USD | \$4 CAD
- Nebraska Cornhuskers Charm {CH2215} \$3.50 USD | \$4 CAD
- Penn State Nittany Lions Charm {CH2206} \$3.50 USD | \$4 CAD
- Tennessee Volunteers Charms {CH2202} \$3.50 USD | \$4 CAD
- Texas A&M Aggies Charm {CH2203} \$3.50 USD | \$4 CAD
- Texas Longhorns Charm {CH2205} \$3.50 USD | \$4 CAD
- Virginia Cavaliers Charm {CH2211} \$3.50 USD | \$4 CAD
- Football Dangle with Pave Crystals by Swarovski {DG4051} \$16 USD | \$19 CAD

Q: WHEN IS THE COLLEGIATE COLLECTION AVAILABLE FOR CUSTOMERS TO PURCHASE?

A: The entire Collegiate Collection will be available for Customers to purchase beginning **Tuesday, September 1 at noon (CDT)**.



Q: WHAT IS INCLUDED ON THE COLLEGIATE RACK CARD?

A: The Collegiate Rack Card features the following items.

- 15 Collegiate Licensed Charms
- New Swarovski Crystal Football Dangle
- Back from the Vault Sports Themed Charms
- Back from the Vault Greek Letter Charms

Q: WHEN ARE THE GREEK LETTER CHARMS AVAILABLE TO PURCHASE?

A: The Greek Letter Charms are included on the Collegiate Rack Card and will be available for Independent Designers and Customers to purchase on Tuesday 8/18 at noon (CDT).

Q. WHERE IS THE GREEK LETTER PSI CHARM?

A. The Greek Letter PSI Charm will be available soon. Stay tuned!

Q: ARE THE GREEK LETTER CHARMS OFFICIALLY LICENSED WITH ANY SORORITIES OR FRATERNITIES?

A: No, our Greek Charms are not officially licensed with any sororities or fraternities.

Q: WHEN WILL THE COLLEGIATE SOCIAL ASSETS AND BUSINESS TOOLS BE POSTED IN THE BACK OFFICE?

A: Official Collegiate Licensed business tools will be available in the Back Office starting August 18.

Q: WHAT IS THE RETURN POLICY FOR THE COLLEGIATE TEAM SPIRIT PACK?

A: There are no returns, exchanges or substitutes on the Collegiate Team Spirit Packs. Unfortunately, no exceptions will be made.

Q: WILL THERE BE ADDITIONAL COLLEGIATE LICENSED CHARMS RELEASE FOR OTHER SCHOOLS?

A: Yes, we are planning on releasing more Collegiate Licensed Charms periodically. Please use the Designer Wish List to make suggestions.