



Licensing and Trademarks
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Crafter FAQs

What is the purpose of this program?

The purpose of the crafter program is to provide a license to vendors that will only be selling in the craft market (i.e. craft fairs and shows, Etsy, and Facebook Marketplace). These vendors are typically creating items in their own homes and not selling to a large market.

Who can apply?

Any vendor that is going to be selling through the channels indicated in the Crafter Agreement (craft fairs/ shows). Etsy and Facebook Marketplace vendors will be considered if the school has indicated these are acceptable channels of distribution.

What are the fees?

The administration fee for a crafter license is \$100. Some schools do also charge a usage fee in place of an advance as Crafter Agreements are set up with a 0% royalty rate. It is up to the school to decide if they will charge a usage fee. The renewal fee is \$100.

What are the major differences between this license type and the standard agreement?

The major differences between the agreement types are the limitations on sales channels, royalties, and amount of sales for a Crafter Agreement. With the Crafter Agreement there are clearly defined sales channels and royalties are not charged on sales. Crafter Licensees are limited to \$2500 in sales or 500 units.

How do royalties work?

Crafter Licensees only report once a year. They report during Q2 and report all sales for the year. There is no royalty percentage charged unless the licensee exceeds the \$2500- or 500-unit limit indicated in the agreement.

What happens if a Crafter License sells more than the amount indicated in the agreement?

If a crafter licensee sells more than the set limits they will be required to obtain the standard license for the school. They will also be required to pay the standard royalty percentage on sales over the amount limit indicated in the agreement.

What is the renewal process?

The renewal process is like the standard renewal process. Reps will be notified prior to the contract expiration so the client can renew all vendors with the license type just like the standard renewal process. Crafter Licensees will be provided with renewal documents and an invoice that must be returned prior to the June 30th expiration date.

Is insurance required?

Per the agreement, Crafter Licensees are required to hold Product Liability Insurance, however we do not obtain a copy of the certificate.

Are Crafters Licensees required to submit artwork and attach CLPA labels/hashtags?

Crafter Licensees are required to submit ALL artwork through crafter@clc.com and attach the appropriate CLPA labels/hangtags.