

**APPROVE ENTERING INTO AN EXCLUSIVE TRADEMARK LICENSE AGREEMENT TO LICENSE
USE OF THE REAL MEN READ TRADEMARK TO SCHOLASTIC INC.**

THE CHIEF EXECUTIVE OFFICER REPORTS THE FOLLOWING DECISION:

Approve entering into a three year exclusive trademark license agreement to license use of the REAL MEN
READ trademark to Scholastic Inc. Scholastic will pay a recoupable (against future royalties) license fee in the

amount of \$60,000 to the Board upon execution of the agreement. During the three year term, the Board may
receive royalties based on net sales of the Scholastic Real Men Read program. Scholastic was not selected

GENERAL CONDITIONS:

Inspector General. Each party to the agreement shall acknowledge that, in accordance with 105 ILCS 5/24

13.1, the Inspector General of the Chicago Board of Education has the authority to conduct certain investigations and that the Inspector General shall have access to all information and documents necessary to

Approved for Consideration:

Barbara Eason-Watkins
Chief Education Officer

Within Appropriation:

Pedro Martinez
Chief Financial Officer

Approve as to legal form:

Patrick J. Rocks
General Counsel

Approved:

Arne Duncan
Chief Executive Officer