

TO LICENSE USE OF THE REAL MEN READ TRADEMARK TO SCHOLASTIC INC.

THE BOARD OFFICE REPORTS THE FOLLOWING DECISION:

Approve entering into a 3 1/2 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. The license agreement will provide for payment of royalties to the Board based on net sales of the Scholastic Real Men Read program. Scholastic was not selected on a competitive basis because Scholastic has a large catalogue of books suitable for this

AFFIRMATIVE ACTION: Not Applicable.

LSC REVIEW: Local School Council approval is not applicable to this report

FINANCIAL: No Cost to the Board. Instead, Licensee shall pay the Board an advance, recoupable (against future royalties) license fee in the amount of \$60,000 upon agreement. Royalties shall be based on net sales

[REDACTED]

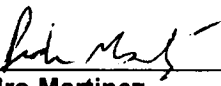
on cumulative basis over the 3 1/2 year term.

GENERAL CONDITIONS:

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

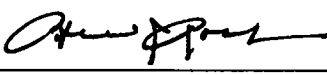
[REDACTED]

Within Appropriation:



Pedro Martinez

Approve as to legal form:



Patrick J. Rocks
General Counsel