

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Trademark Licensing Program
1350 Beardshear Hall
Ames, Iowa 50011-2038
515 294-4402
FAX 515 294-8926

October 1, 2005

Dear Licensee:

Iowa State University is concerned that goods bearing the name and marks of Iowa State University be produced under humane and environmentally responsible conditions. You may be aware that other institutions of higher education and other organizations are participating in efforts to adopt codes of conduct for manufacturers of trademarked goods. In order to preserve the good will of Iowa State University trademarks, we are writing to you to indicate our expectations of conduct for Iowa State's trademark licensees.

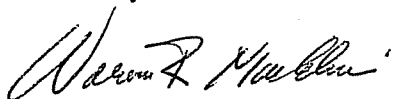
Iowa State University trademark licensees are expected to adhere to the following standards in manufacturing of, contracting for, and procuring of goods that will bear the trademarks of Iowa State University:

- Assure that Trademarked Goods are produced under humane and reasonably safe working conditions for employees. At a minimum, Licensees and their manufacturers and suppliers should comply with their countries' laws regarding labor conditions, wages, benefits and child labor. Licensees must understand that Iowa State University is particularly concerned about the use of child labor by Licensees, their manufacturers and suppliers.
- Licensees, manufacturers and suppliers are expected to produce licensed goods in an environmentally responsible manner. At a minimum they should comply with their countries' environmental and safety regulations in conducting their business.

We hope you agree with these standards and that you will take action to assure that they are met.

There is progress being made to be reasonably practical using fair means of enforcing the codes developed by the Fair Labor Association and the Workers Rights Consortium. As these codes are developed with viable mechanisms for enforcement, Iowa State University will continue to monitor and determine whether to adopt a code and require its trademark licensees to comply. If you have comments on this issue, please let us know.

Sincerely,



Warren Madden
Vice President for Business and Finance
Iowa State University