

Exhibit ~~1~~
1

APPENDIX B

UNIVERSITY OF ALABAMA

The University of Alabama is the owner of all rights, title, and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals, and symbols.

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- Roll Tide ®
- Crimson Tide ®
- U of A ®
- Bama ®
- Alabama ®

Colors:

- Crimson PMS 201
- Gray PMS 429



Graphics:



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09/94

MOORE 001813

MOORE00181

March 12, 1999

Primary Marks

THE UNIVERSITY OF ALABAMA CRIMSON TIDE IDENTITY
2011 COLOR REFERENCE

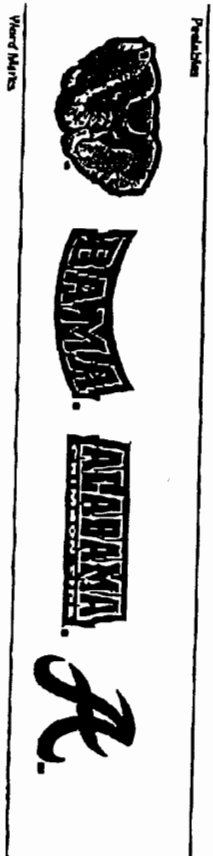


VERBIAGE:
 The University of Alabama
 Alabama
 Blarney
 U of A
 Crimson Tide
 Roll Tide

Secondary Marks



Young Mark



THE UNIVERSITY OF ALABAMA CRIMSON TIDE

CON ON INFORMATION
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MARKS FOR USE	REPRODUCTION
Alabama Light Blue	PANTONE 350
Alabama Dark Blue	PANTONE 271
Alabama Light Grey	PANTONE 428
Alabama Dark Grey	PANTONE 424
White	PANTONE Process Black
	White

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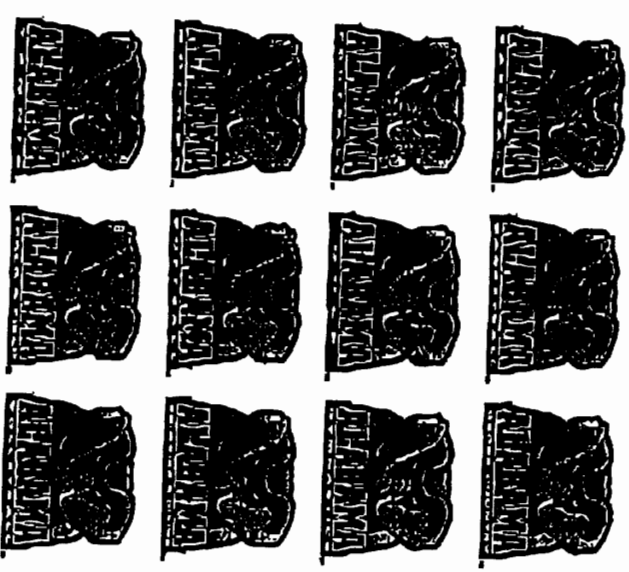
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March 12, 1999

THE UNIVERSITY OF ALABAMA CRIMSON TIDE IDENTITY
2011 COLOR REFERENCE

GENERAL INFORMATION
 LOCATION: Tuscaloosa, AL
 MASCOT: Crimson Tide
 MASCOT NICKNAME: Big Al
 ESTABLISHED DATE: 1831
 CONFERENCE: Southeastern Conference

Sport Specific Marks



ADDITIONAL PERMISSIBLE INFORMATION

ADDITIONAL PERMISSIBLE INFORMATION	Yes	No	Remarks
University seal permitted on products for resale:	X		
Alterations to seal permitted:		X	
Quadranting/interlocking graphics permitted with seal:		X	
University licenses commercial:	X		
University permits health & beauty products:	X		
University permits numbers on products for resale:	X		
Minor alterations permitted:	X		
Colors blending with other marks permitted:	X		
NO USE of current player's name, image or likeness is permitted on commercial products in violation of NCAA rules and regulations.			
NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.			
UNIVERSITY REQUIRES: Franchised sample form fill new licenses:			

MOORE 000242

Exhibit 3

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- U of A ©
- Bama ©
- Alabama ©

Colors:

- PMS 2811 Crimson
- PMS 429 Grey

Exhibit
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Graphics:



In addition to the indicia shown above, any indicia adopted hereafter and used or approved for use by University Of Alabama shall be deemed to be additions to the indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

July, 1997

MOORE 001470



Why Crimson?

Crimson was officially designated as Harvard's color by a vote of the Harvard Corporation in 1910. But why crimson? A pair of rowers, Charles W. Eliot, Class of 1853, and Benjamin W. Crowninshield, Class of 1858, provided crimson scarves to their teammates so

that spectators could differentiate Harvard's crew team from other teams during a regatta in 1858. Eliot became Harvard's 21st president in 1869 and served until 1909; the Corporation vote to make the color of Eliot's bandannas the official color came soon after he stepped down.

But before the official vote by the Harvard Corporation, students' color of choice had at one point wavered between crimson and magenta - probably because the idea of using colors to represent universities was still new in the latter part of the 19th century. Pushed by popular debate to decide, Harvard undergraduates held a plebiscite on May 6, 1875, on the University's color, and crimson won by a wide margin. The student newspaper - which had been called The Magenta - changed its name with the very next issue.

In 1898, Robert Todd Lincoln, Class of 1864, served as the 24th president of the Harvard Alumni Association (est. 1840).
In 1872, the Harvard University Foot Ball Club organized in Holden Chapel; Bob Grant, Class of 1873, was the first president.

Exhibit 5

<previous next>

Exhibit 6

Ripon College football

From Wikipedia, the free encyclopedia

The Ripon College Red Hawks are members of the Midwest Conference. Their current head coach is Ron Ernst. The team has been known as the Red Hawks since 1985. Prior to that time, the football team was known as the Redmen.

Redmen nickname

Early Ripon College teams in athletics -- and in other activities, such as debate -- were referred to as the Crimson or Crimson and White. Crimson warriors, Crimson-clad men, and even Crimson tide were popular descriptions, just as opposing teams were referred to as Maroons and Blue and Gold or Navy, in the style of the times.

It is widely believed that the name "Redmen" was adopted because of Donald "Red" Martin, who starred in football as a quarterback, and in basketball and track from 1926-1929, and who became a coach of freshman football and basketball in 1930. However, a *College Days* article of February 7, 1928 indicates that the term Redmen had been used for "several years," and indeed, sportswriters in the *Days* used the term "Redmen" alongside "Crimson" as early as 1923.

It is commonly asserted that "Redmen" derived from "Red's men," following the convention that referred to teams by their coach's name--usually the coach's last name--"Rippe's men" or "Kolfmen," for instance, after coaches of 1924-1930. In fact, *College Days* articles can be found which refer to the Martinmen for Martin's basketball teams. Coach Doehling was the athletic director and coach of football and other sports when Martin was a player and coach, and those teams were often called the Doehlingmen or Doehlingites. According to George Miller, however, Coach Doehling made his objections to this practice quite clear.

A survey of the *Days* does not show a direct link from Red Martin to Redman (which, as stated earlier, was used in *Days* headlines before Martin was a student). During Martin's years, Crimson, Redmen, Doehlingmen, Doehlingites, the Reds and other phrases were used interchangeably, although the term Redmen appeared to gain in use over the term Crimson in the late 1920s and early 1930s. The *Days* referred to Martin as the Ripon "Redhead" and used his nickname, Red, frequently--a common practice then. The *Days* did not call the team "Red's men" while Martin was a player and there are only one or two instances of that while he was a coach. No published source has been found that directly links Red's men to Redmen. "Red" Martin's popularity as athlete and coach may have contributed to the increased use of the nickname Redmen, although, since Coach Doehling was the dominant figure in athletics of that period, it is likely that he influenced the adoption of the name, too. Redmen probably referred, however, simply to the traditional school colors and the name Crimson.

After attention began to be paid to women's athletic activities on campus, some problems occurred with adapting the Redman name to women's teams which might not have occurred with the use of Crimson. No satisfactory nickname for women's teams seems to have been found. "Redwomen" and "Lady Red" were both used in the 1980s and 1990s.

It is not certain when the Indian-head logo was adopted, but the association of the name Redman with stereotypical Native American imagery was well established between 1924 and 1929 in *College Days* sports columns, college yells, pep rallies, and homecoming events. The use of the Native American stereotypes appears to have increased as the use of the name Redman became more dominant. At that

Although the college dropped the Redmen name primarily because of negative implications to American Indian culture, the college's historical records show the name was originally used in association with the school's primary color-red.

It wasn't until years later the image of an Indian was even added to college uniforms and equipment.

Although the Redmen name was used to describe Ripon's athletics for more than 60 years, the actual origin of the name is somewhat sketchy.

"I think it came from a coach in the 20s," speculates sophomore tennis player Ben Sweeney, who is not alone in his assumption.

Some, including current athletes, are under the impression the name was a product of Donald "Red" Martin, an athlete and coach for Ripon during the late 1920s and early 30s.

Yet, information from the college's archives, including reports from the College Days, indicates the name Redmen was used by the college before Martin attended the school.

"Early Ripon College teams in athletics—and in other activities, such as debate—were referred to as Crimson or Crimson and White," writes Louise Schang in a report on the Redmen name, housed in the college's archives.

Popular descriptions during the time included the Crimson Warriors, Crimson-clad Men and Crimson Tide, which was the style of the time, according to Schang.

For example, Schang writes, "Opposing teams were referred to as Maroons and Blue and Gold or Navy."

By the time use of the Redmen name developed, it was used as an extension of previous names that were an easy way to include one of the school's colors.

Although no precise records as to when the Redmen name first appeared were available, College Days sports pages contained the name as early as 1923.

Therefore, while Martin cannot be credited as the source behind the name, it appears to have been popularized by Martin, who was a star quarterback and athlete in track and basketball and played for Ripon between 1926 and 1929.


In 1930 Martin became a coach of football and basketball.

While Martin was a coach, terms such as Crimson, Redmen, Doehlingmen (named for Coach Doehling, who was the athletic director, coach of football and other sports at the time) and the Reds were among the phrases used interchangeably, says Schang's report.

It wasn't until the late 20s and early 30s that the term Redmen gained usage over Crimson.

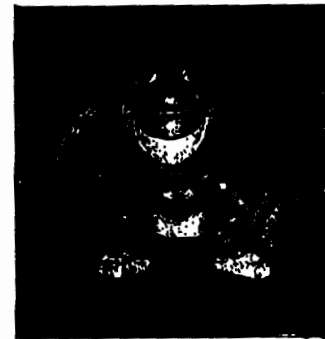
"Red' Martin's popularity as athlete and coach may have contributed to the increased use of the nickname Redmen, although, since Coach Doehling was the dominant figure in athletics of that period, it is likely that he influenced the adoption of the name, too," Schang writes.

She continues, "Redmen probably referred however, simply to the traditional school colors and the name

Exhibit 

Redmen shirts with the former college logo. The emblem is a sign of unity, success and strength, they say.

[\[Click to enlarge\]](#)



Media Credit: Photo courtesy Ripon College archives

A squeaky toy of old. Under its earlier mascot of Redmen, toys such as this could be found representing Ripon College.

[\[Click to enlarge\]](#)

Handwritten marks: a circled 'Q' and a scribble.

time, references to scalping the opponents, the Redmen tribe, powwows on the Square and squaws were not apparently seen as offensive, but simply added variety to a sportswriter's pool of clichés or the possibilities for Homecoming themes. Other minorities, of course, were accorded similar treatment in other contexts. These stereotypes continued in varying degrees from then through now: A publication for freshmen women published by the Women's Self-Government Association in 1945-46 was titled *The Ripon Squaw*; the Indian-head logo appeared on cheerleader outfits into the 1970s and that image still appears on floor mats at Storzer.

In summary, Red Martin's years as a player and coach coincide with the transition to the use of Redmen instead of Crimson for college teams, but his nickname does not appear to be the direct source of the Redman name, since it was in use before he was a student. Also, the name Redmen apparently did not originate from Native American imagery, but it did become associated with it fairly quickly. The earliest traditional college name was Crimson, a nickname that survives in the college yearbook title today, reflecting the use of Crimson for academic, social and athletic activities in the early years of Ripon College.

Red Hawk nickname

In the mid-1980s, the College sought to develop a comprehensive identity program. Though the seal continues to be used as a formal icon of the College, appearing on more formal college publications, stationary, plaques and banners, a more flexible and contemporary image was in demand, according to Douglas Northrop, professor of English and chair of the department and vice president and dean of the College from 1979-94.

Northrop says there was a significant push under William R. Stott Jr., president of the College from 1985-95, to produce a coherent and consistent identity for the College. "Much of the effort was designed to create and to express a pride in the institution, which had regularly kept its light under a basket or at least hidden in the trees," says Northrop.

In 1985, the College hired Rotelli Design, Inc. of Chicago to design a logo that would distinctively convey the traditional image of Ripon College yet be flexible. Rotelli worked with campus officials to produce recommendations to assist Ripon in presenting a consistent, well-defined image to the public. The Ripon College logo type, or Carolus Roman, was adopted at the recommendation of Rotelli and is still used on college publications.

"We worked for a consistent typeface and colors of ink on stationary, posters, brochures and other college objects, including plant department vehicles and other equipment," says Northrop.

Ripon has consistently had a historic affiliation with the color red. At Rotelli's recommendation, a deep red, specifically Pantone Matching System (PMS) color number 201, was adopted as the College's official color.

References

- History of the Redmen Name - http://www.ripon.edu/library/archives/reference/redman_name.html
- History of the Red Hawk name - <http://www.ripon.edu/library/archives/reference/symbols.html>

Retrieved from "http://en.wikipedia.org/wiki/Ripon_College_football"
Categories: Midwest Conference

- This page was last modified on 31 May 2008 at 01:09.

Exhibit 9

The Crimson has a rivalry with the *Harvard Lampoon*, which it refers to in print as a "semi-secret Sorrento Square social organization that used to occasionally publish a so-called humor magazine."^[4] The two organizations occupy buildings within less than one block of each other; interaction between their staff has included pranks, vandalism, and even romance.^[5]

Crimson alumni include Presidents John F. Kennedy of the Class of 1940 (who served as a business editor) and Franklin D. Roosevelt (who served as president of the newspaper), Class of 1904. Writer Cleveland Amory was president of *The Crimson*; when Katharine Hepburn's mother asked him what he planned to do after college, he says he replied teasingly that "once you had been president of *The Harvard Crimson* in your senior year at Harvard there was very little, in after life, for you."^[6]

Currently, *The Crimson* publishes three weekly pullout sections in addition to its regular daily paper: A Sports section on Mondays, a magazine called *Fifteen Minutes* on Thursdays, and an Arts section on Fridays.

The Crimson is a nonprofit organization that is independent of the university. All decisions on the content and day-to-day operations of the newspaper are made by undergraduates. The student leaders of the newspaper employ several non-student staff, many of whom have stayed on for many years and have come to be thought of as family members by the students who run the paper.

History

Early years

The Harvard Crimson was one of many college newspapers founded shortly after the Civil War and describes itself as "the nation's oldest continuously published daily college newspaper," although this fact is hotly contested among other college newspapers.^{[7][8]}

The Crimson traces its origin to the first issue of *The Magenta*, published January 24, 1873 despite strong discouragement from the Dean. The faculty of the College had suspended the existence of several previous student newspapers, including the *Collegian*, whose motto "Dulce et Periculum" ("sweet and dangerous") represented the precarious place of the student press at Harvard University in the late nineteenth century. *The Magenta's* editors, undeterred, politely declined Dean Burney's advice and moved forward with a biweekly paper, "a thin layer of editorial content surrounded by an even thinner wrapper of advertising."

The paper changed its name to *The Crimson* in 1875 when Harvard changed its official color by a vote of the student body—the announcement came with a full-page editorial announcing, "Magenta is not now, and ... never has been, the right color of Harvard." This particular issue, May 21, 1875, also included several reports on athletic events, a concert review, and a call for local shopkeepers to stock the exact shade of crimson ribbon, to avoid "startling variations in the colors worn by Harvard men at the races."

The Crimson included more substance in the 1880s, as the paper's editors were more eager to engage in a quality of journalism like that of muckraking big-city newspapers; it was at this time that the paper moved first from a biweekly to a weekly, and then to a daily in 1883.

Twentieth century