DUKE UNIVERSITY 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.

In addition to the Indicia shown below, any Indicia adopted hereafter and used or approved for use by DUKE UNIVERSITY shall be deemed to be additions to the Indicia as though shown below and shall be subject to the terms and conditions of the agreement.

### GENERAL INFORMATION

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<th>LOCATION:</th>
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<th>MASCOT:</th>
<th>CONFERENCE:</th>
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<td>1838</td>
<td>BLUE DEVIL</td>
<td>ATLANTIC COAST CONFERENCE (ACC)</td>
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**VERBIAGE:***

- Duke University ®
- Wade Wacko ®
- Duke ®
- Blue Devils ®
- Cameron Crazy ®

**PRIMARY MARKS**

- **5.** Iron Duke D with Devil Head
- **6.** Devil Head
- **7.** Iron Duke D

**IRON DUKE D VARIATIONS**

- **8.** Iron Duke D with Basketball
- **9.** Iron Duke D with Football
- **10.** Gothic D

**WORD MARKS**

- **11.** Script Duke
- **12.** Gothic Duke
- **13.** Duke University®

**DUKE SHIELD**

- **18.** Duke Shield
- **19.** Duke Shield Outline
- **20.** Gothic Duke and Shield

### ADDITIONAL PERTINENT INFORMATION

- **DUKE BLUE**

  - Duke Shield permitted on products for resale: **X**
  - Alterations to logos permitted: **X**
  - Overlaying/intersecting graphics permitted with logos: **X**
  - University licenses consumables: **X**
  - University licenses health & beauty products: **X**
  - University permits numbers on products for resale: **X**
  - Mascot caricatures permitted: **X**
  - Cross licensing 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.
  - All uses must comply with Duke’s Trademark Licensing Policy found at www.trademarklicensing.duke.edu.

### SCHOOL COLORS

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### DUKE BLUE DEVIL

**Addendum must be signed before using marks 3 & 4**

- Blue Devil
- Flaming Blue Devil
- Pitchfork Block Duke
- Pitchfork Script Duke

- Duke
- Duke PItchfork
- Script Duke
- Gothic Duke
- Duke University

- Block Duke
- Block Duke Outline
- Duke Heart Design
- Blue Devils

- Duke Shield
- Duke Shield Outline
- Gothic Duke and Shield

- Duke Shield
- Duke Shield Outline
- Gothic Duke and Shield