

Financial Services  
Mr. Ron Y. Steiger, Chief Financial Officer

**SUBJECT: AWARD REQUEST FOR PROPOSALS NO. RFP-16-062-MT –  
TRADEMARK MANAGEMENT AND LOGO PROTECTION  
SERVICES**

**COMMITTEE: FISCAL ACCOUNTABILITY & GOVERNMENT RELATIONS**

**LINK TO STRATEGIC  
BLUEPRINT: EFFECTIVE AND SUSTAINABLE BUSINESS PRACTICES**

Procurement Management Services released solicitation for Trademark Management and Logo Protection Services. The purpose of this Request for Proposals (“RFP”) is to request sealed proposals for trademark management and logo protection services, which will be funded by sales. This RFP compliments the approved March 9, 2016, Board item G-4, the Trademark Licensing Program, which provided notice and guidance to school sites and vendors regarding authorized and unauthorized uses of registered trademarks; clarifies procedures related to advertising in schools; and, clarifies existing law and makes technical changes. This RFP was advertised on the Procurement Management Services website, the DemandStar website, BidNet and Florida Bid, as well as emailed to 351 potential bidders.

The initial term of the bid shall be for one (1) year, commencing February 21, 2018 through February 20, 2019, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidders, be extended for two (2) additional one (1) year periods.

Strategies were employed to increase SBE/MBE participation. The Goal Setting Committee recommended that this solicitation be open with five (5) preference points for SBE/MBE certified proposers and five (5) preference points for all local proposers.

The Selection Committee met and reviewed one (1) submitted proposal, from K12 Licensing, LLC., as well as completed an oral presentation with the proposer. After several meetings and the request for Best and Final Pricing, the Selection Committee has recommended an award for K12 Licensing, LLC. K12 Licensing, LLC. will provide the following services to the District’s Trademark Licensing Program: consultation and program launch; administrative work; artwork; accounting; legal; and retail and e-commerce services. The revenue sharing model being offered will be 70% of sales going to the District and 30% going to K12 Licensing, LLC.

Fund Source  
Revenue Generated

**E-141**

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida:

1. **AWARD** REQUEST FOR PROPOSALS NO. RFP-16-062-MT – TRADEMARK MANAGEMENT AND LOGO PROTECTION SERVICES, is to request sealed proposals for trademark management and logo protection services to be funded by sales, with an initial effective date of February 21, 2018 through February 20, 2019, and may, by mutual agreement between The School Board of Miami-Dade County, Florida, and the successful bidder, be extended for two (2) additional one (1) year extension periods thereto, as follows:

K12 LICENSING, LLC.  
8900 KEYSTONE CROSSING, SUITE 605  
INDIANAPOLIS, IN 46240  
OWNER/OFFICER: JARED HARDING, GENERAL MANAGER

2. **AUTHORIZE** Procurement Management Services to award the contract to provide income generating services for the District's Licensing Program, as may be required of these services, for the initial contract term, and for each subsequent one (1) year extension period(s).