APPENDIX B

THE UNIVERSITY OF NORTH CAROLINA 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.

### University of North Carolina at Chapel Hill

- **Established:** 1789
- **Location:** Chapel Hill, NC
- **Nickname:** Tar Heels
- **Mascot Name:** Rameses
- **Conference:** Atlantic Coast Conference (ACC)

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<th>White</th>
<th>Navy Blue</th>
<th>Black</th>
<th>Silver</th>
<th>Flat Grey</th>
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<td>PANTONE 2767 C</td>
<td>PANTONE Process BLACK C</td>
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### Verbiage

- University of North Carolina *
- North Carolina *
- Carolina™
- UNC *
- Tar Heels *
- Carolina Fever *
- North Carolina Tar Heels™
- Carolina Tar Heels *
- Dean E. Smith Center™
- Dean Dome™
- Kenan Memorial Stadium™
- Boshamer Stadium™
- Carmichael Auditorium™
- Old Well™
- Carolina Blue™
- Hark the Sound™

### Primary Athletic Marks

1. Carolina Blue
2. Carolina Blue
3. Carolina Blue
4. Carolina Blue
5. Carolina Blue

### Secondary Athletic Marks

6. White
7. Navy Blue
8. Black
9. Silver
10. Flat Grey
11. White
12. Navy Blue
13. Black
14. Silver
15. Flat Grey
16. White
17. Navy Blue
18. Black
19. Silver
20. Flat Grey
21. White
22. Navy Blue
23. Black

**NOTE:** The marks of University of North Carolina are controlled under a licensing program administered by IMG College Licensing. Any use of these marks will require written approval from IMG College Licensing.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by THE UNIVERSITY OF NORTH CAROLINA 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.
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