



ROGER L. BLAKE, EXECUTIVE DIRECTOR

CALIFORNIA INTERSCHOLASTIC FEDERATION

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School Administration, Athletic Directors & Coaches,

As your school commemorates their spring championship season success, we wanted to take this opportunity to inform/remind you about the usage of approved vendors for championship ring purchases. The CIF and its logos/marks/initials have been trademarked to ensure consistency of brand, identity and image throughout our sections and 1590 member schools. The following companies have paid a licensing fee to the CIF to use our name/logos/marks and/or initials on championship rings; Balfour, Herff Jones, J. Lewis Small, Jostens, National Recognition Products and Signature Style Jewelry. All other ring manufacturers are not permitted to use anything referencing the CIF and/or our sections on championship rings.

“This trademark program ensures that only companies who support our schools can be involved in the championship ring production” stated Roger Blake, Executive Director. *“These outstanding companies support our schools efforts at the local level with great service and we must support those who support education based athletics in California.”*

Visit cifstate.org and scroll over the “Merchandise” tab on the top of the page, there is a link for Championship Ring Licensees. Each company logo has an active link to their website with information on championship rings and contact information for salespeople in your area. If you are contacted by a vendor that is not an approved licensee, please contact Chris Fahey, Director of Corporate Sponsorships, at cfahey@cifstate.org or (916) 239-4477 immediately.

Sincerely,

Roger Blake
Executive Director
California Interscholastic Federation

