



CLC Announces Getty Images as Preferred Commercial Image Provider for More Than 150 Collegiate Institutions

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Atlanta - October 27, 2022 – Today, [CLC](#) announced a new licensing relationship designating [Getty Images](#) (NYSE: GETY), a preeminent global visual content creator and marketplace, as the preferred provider of collegiate images for commercial use for more than 150 CLC partner institutions that have opted into the program. Available to more than 2,400 CLC retail licensees nationwide, this relationship enables efficient and effective copyright clearance and institution approval when images are used in the production and marketing of licensed products, as well as other commercial uses.

“With the increased demand for image content in licensed merchandise, especially as it relates to student-athlete name, image, and likeness (NIL), the new Getty Images commercial licensing program will make it easier for brands and companies to access approved images and provide increased opportunities for schools and college athletes alike,” said Dave Kirkpatrick, CLC’s SVP for Business Development. “We are excited for our partner institutions to align with Getty Images as the collegiate industry navigates the nuances of commercial photography use.”

Collegiate institutions will maintain approval rights of the inclusion of their intellectual property in the images through CLC’s product approval process and all licensees will be responsible for clearing any athlete or third-party rights included in the image.

“The collegiate business landscape is rapidly evolving, and by combining CLC’s extensive industry relationships and licensing expertise with Getty Images’ content creation, distribution, and licensing capabilities, we are creating a groundbreaking partnership that streamlines brands’ licensing efforts and maximizes value for student athletes and CLC partner institutions”, said Michael Zarrilli, Senior Director of Global Strategic Development for Getty Images. “The Getty Images photography team and its content partners are more focused than ever on creating the most comprehensive visual content marketplace for collegiate image content, enabling greater commercial opportunities for college athletes to leverage their NIL and helping universities further monetize their brands”.

Image credit: CHUYN/Getty Images