



## SYRACUSE UNIVERSITY

### OFFICE OF ATHLETIC COMPLIANCE

Transmitted via e-mail

realcriminalswearorange@gmail.com

February 22, 2013

Casual Hoya

To whom it may concern:

By means of this letter, Syracuse University (SU) requests that Casual Hoya cease and desist using the names of Syracuse University student-athletes in association with the promotion/sale of your commercial product, the "Real Criminals Wear Orange" t-shirt. National Collegiate Athletic Association (NCAA) rules preclude such activity and, as a result, the University is required to take steps to stop Casual Hoya from using the names of Syracuse University student-athletes in such a manner.

Michael Carter-Williams is a currently enrolled Syracuse University Men's Basketball Student-Athlete featured with respect to the promotion/sale of the "Real Criminals Wear Orange" T-shirt. The use of a student-athlete's name in conjunction with the promotion/sale of a commercial product is viewed by NCAA rules as an explicit endorsement/promotion of a commercial product sold by an individual or agency which is expressly prohibited by NCAA Bylaw 12.5.2.2 (see attached).

As such, the University respectfully asks that Casual Hoya cease from using currently enrolled SU student-athletes for commercial advertising/retail purposes and not allow their names to be used for the same purpose in the future. Thank you for your prompt attention to this matter and request.

Should you have questions regarding this issue, please contact the Office of Athletic Compliance at 315-443-1265.

Respectfully,

Dan Isaf  
Assistant Director of Athletic Compliance

Attachment: (1)

cc: Marc Donabella, Associate Director of Athletics/Director of Marketing  
Tom Evans, University Legal Counsel  
Daryl Gross, Director of Athletics  
Lou Marcoccia, Executive Vice President and Chief Financial Officer  
Mike Wasylenko, Faculty Athletics Representative  
Jennifer Condaras, Associate Commissioner for Compliance – Big East Conference