

THIS IS NOT AN OFFER CAPABLE OF ACCEPTANCE NOR IS IT AN INTENTION TO ENTER INTO A LICENSE AGREEMENT. ONLY A LICENSE AGREEMENT FULLY SIGNED BY BOTH PARTIES WILL GRANT PERMISSION TO USE ANY ARMY TRADEMARKS, SYMBOLS, INSIGNIA, OR THE LIKE. NO PARTY SHOULD ACT IN RELIANCE ON THE FACT THAT THIS APPLICATION HAS BEEN PROVIDED OR SUBMITTED, OR ON ANY VERBAL REPRESENTATIONS OR ANY PAYMENT OF CONSIDERATION TO DEVELOP, SHIP, OR SELL PRODUCTS UNLESS AND UNTIL A LICENSE AGREEMENT IS FULLY EXECUTED.



U.S. ARMY

TRADEMARK LICENSE APPLICATION

Thank you for your interest in U.S. Army Trademark Licensing. This form allows us to get to know your company better, so please answer the questions as completely as possible.

STEP ONE: APPLYING FOR A LICENSE

To begin the licensing process, you must complete the following steps:

- Please complete the application with as much information as possible. This will provide the Army with a comprehensive look at your company and its involvement and experience within the licensing industry.
- Provide a representative sample of each product/s that you plan to produce bearing any Army property (mark, logo, symbol, slogan, insignia, or so forth). Catalogs and/or e-mail photos of products are acceptable during the pre-production phase. The samples must illustrate your planned method of enhancement. Samples bearing marks other than those of the Army may be submitted; however, the Army reserves the right to request a production-run sample of the licensed product prior to executing a license agreement. ***Note - Product samples will not be returned to the Perspective Licensee.**

- Provide a copy of your Company's **Comprehensive D&B Report** to include;

Payment Trends Profile
Judgments, Suits and Liens
Bankruptcies
PAYDEX Score
Credit Limit Recommendations
D&B Rating
Payment History Details
UCC Filings

- Provide a **certificate of product liability insurance**, which names the U.S. Army as additional insured's.
- Provide a current **state-issued certificate of good standing**.
- Your Company/Business must be at least **three years old**.
- Once you have completed the application, email it, or send it with the other required elements to the U.S. Army Trademark Licensing Office at the address at the end of this application and keep a copy of the application for your records.

Please note that, at its discretion after reviewing your application, the Army may choose to refer your application to the Army's external Trademark Licensing Agency, which may require the same or additional information.

****Applications submitted without all of the above-mentioned items will not be processed.****

STEP TWO: THE LICENSING PROCESS

- Once your application has been approved, we will draw up a license agreement and send it to you for your review and signature.
- Print out, and sign the license agreement. Scan and email the license agreement back to the Army Trademark Licensing Office.
- Submit the company's identification tag or label that will appear on all products. The U.S. Army requires all licensees to properly identify themselves on each product with either a neck label or hang tag.
- All artwork must be approved by the Army Trademark Licensing Office, prior to production.

****Authorization to produce products bearing Army marks will not be granted until the company has completed the licensing process in its entirety and received an executed standard license agreement.**

- Once the licensing process has been completed, the Army Trademark Licensing Office will forward an executed copy of the Standard License Agreement to your company.

STEP THREE: LICENSE MAINTENANCE

- To keep your license in good standing, you must remember to:
 - Maintain product liability insurance coverage for each license that you hold, and make sure that a copy of your current certificate of insurance is on file with the Army Trademark Licensing Office.

- Ensure all artwork/designs are submitted through the portal for approval. All products artwork/designs must be approved prior to production, and sale of products.

- Ensure that all royalty payments are received by the Army Trademark Licensing Office on time. Failure to do so could result of the **termination of your license agreement.**

- As a reminder, the use of U.S. Army insignia for commercial purposes, including reproduction on merchandise, is expressly prohibited unless the producer completes a license agreement with the U.S. Army.

Once again, **this is not a contract.** You are **not authorized** to use U.S. Army marks until:

- 1) You receive a fully executed Army Trademark License Agreement

- 2) Your products and graphics have been approved and

- 3) You have provided our office with evidence of product liability insurance.

A. COMPANY INFORMATION

Company Name: _____ (Please include; Co., Inc, LLC, etc)

Other names used by business (subsidiaries, brands, DBAs, etc.): _____

World Wide Web Address: _____

Primary Address: _____

Street

City

State

Zip/Postal Code

Country

Telephone: _____

Secondary Address: _____

Street

City

State

Zip/Postal Code

Country

Primary Contact: _____ Title: _____

Telephone: _____ Email: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Email: _____

State/Country of Incorporation or Organization: _____

Entity Type: Corporation Limited Liability Company

Partnership Other

Top Competitors:

B. OWNER & MANAGEMENT INFORMATION

Principal Owners (complete name and business address): _____

Principal Management:

President: _____
Vice Presidents (s): _____
Licensing Director: _____
Sales Director: _____
Marketing Director: _____
Art Director: _____
Chief Financial Officer: _____
Years in business: _____

C. FINANCIAL INFORMATION

Bank Reference:

Branch: _____
Address: _____
Street

City State Zip/Postal Code Country

Bank Contact: _____
Telephone Number: _____

D & B Number Report included (Paydex Score)

Please include a copy of your most recent D & B report.

Credit rating or other credit references: _____

Does your company carry product liability insurance? Yes No

Carrier: _____ Individual and aggregate limit: _____

Provide your **Tax ID Number** (TIN) _____

D. BUSINESS HISTORY

Company sales volume for most recent year: \$ _____

Company sales volume for previous year: \$ _____

Percent of dollar sales by distribution channel:

	<u>Percent of Current Sales Volume</u>	<u>Percent of Anticipated Sales for Army Acct.</u>	<u>Name of Leading Accounts</u>
Department Stores:	_____	_____	_____
Specialty Stores:	_____	_____	_____
Discount Stores:	_____	_____	_____
Catalog Sales:	_____	_____	_____
Toy Stores:	_____	_____	_____
Internet Web Sites:	_____	_____	_____
AAFES:	_____	_____	_____
Other (specify):	_____	_____	_____

E. LICENSING HISTORY

Does your company currently manufacture products under license? Yes No

If Yes, – Current primary licenses held:

License 1

Company: _____

Licensed Property: _____

Products: _____

Number of year's license held: _____ Royalty percentage: _____

License 2

Company: _____

Licensed Property: _____

Products: _____

Number of year's license held: _____ Royalty percentage: _____

Has your company previously applied for a license with the U.S. Army or with any other

military department or other Department of Defense component? Yes No

If yes, identify component and the property (trademark, symbol, etc.) licensed:

F. PROPOSED PRODUCT INFORMATION

Identify U.S. Army properties (trademarks, symbols, etc.) for which you are seeking a license:



U.S. ARMY







Description of product(s) and estimated prices per unit for each product you seek a license:

Product	Estimated Wholesale Price	Estimated Retail Price

** Additional space is available at the end of the application.

G. PROPOSED LICENSE DETAILS

Requested territory to be covered: _____

Requested term of license agreement: _____

Estimated gross wholesale dollar sales for products manufactured under the U.S. Army license: _____

Proposed annual minimum guarantee: _____

Proposed advance on royalties: _____

Proposed royalty structure: _____

Specify plans for distribution and sales i.e., retail accounts, AAFES, direct mail, Internet, etc: _____

Desired date that the product will be available to the public: _____

Will the product(s) be used in conjunction with any other proprietary marks?

Yes No If Yes, identify marks: _____

Please describe your quality control procedures: _____

Have any products you produced ever been involved in a product liability claim?

No Yes If yes, please explain: _____

H. MARKETING AND MANUFACTURING INFORMATION

Proposed advertising budget for U.S. Army licensed products: _____

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Army products: _____

Will your company actually manufacture the product(s): Yes No

If yes, location of manufacturing plant (city/country): _____

If no, identify manufacturers or subcontractors where the licensed products will be made:

Company: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

Contact/Position: _____

Telephone Number: _____ E-mail: _____

Attach similar information for other manufacturers or subcontractors on a separate sheet.

NOTE: ALL ARMY TRADEMARK LICENSES REQUIRE THAT MANUFACTURERS, WHEREVER LOCATED, ABIDE BY CERTAIN “STANDARDS OF MANUFACTURING PRACTICES,” WHICH SET MINIMUM STANDARDS FOR LABOR CONDITIONS. YOU WILL BE REQUIRED TO PRODUCE AGREEMENTS SIGNED BY MANUFACTURERS THAT THEY WILL ABIDE BY THOSE STANDARDS.

ADDITIONAL INFORMATION

Please enclose any additional information that you believe will help the U.S. Army evaluate your license request. This additional information may include the following:

- Non-returnable product samples of similar products to those proposed for evaluation of materials, quality and workmanship.
- Catalogs, brochures and promotional materials that display your company's products.
- Materials or drafts showing how your company proposes to use the U.S. Army license on products.
- Any other information that will help demonstrate your company's ability to successfully develop and market the proposed products.

PROSPECTIVE LICENSEE STATEMENT

The undersigned hereby affirms that answers to the above questions are true and complete, except where such question calls for estimates or projections, and that all questions have been answered in good faith and to the best of the applicant's knowledge.

Name and Title of individual supplying information: _____

Signature: _____ Date: _____

RETURN COMPLETE APPLICATION TO:

usarmy.pentagon.hqda-asa-mra.mbx.army-trademark-licensing@army.mil

or Mail via **USPS** to the address below:

Director, Army Trademark Licensing Program
2530 Crystal Drive Suite 12062
Arlington, VA 22202-3934

