



## UNITED STATES ARMY

### HOBBYIST LICENSE APPLICATION

*(Please Print or Type)*

Thank you for your interest in United States Army trademark licensing program. This form allows us to get to know you and your company better, so please answer the questions as completely as possible.

**\*\*This is a HOBBYIST License Application designed for companies and individuals grossing less than \$5,000 annually in Army sales. If you or your company gross more than \$5,000 annually in Army sales, then please fill out our standard LICENSE APPLICATION\*\* The cost of the Hobbyist License is between \$500.00 and \$700.00 a year. This is paid upon the execution of your License (when you sign the License Agreement).**

#### STEP ONE: APPLYING FOR A LICENSE

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

- You must **be in business for at least three (3) years**.
- Complete the application in full, providing needed information to best review your request.
- Provide a current **state-issued certificate of good standing**.
- Provide a **certificate of product liability insurance** that names the ARMY as additional insured.
- Complete a Verification of Financial Standing form.
- Provide a Tax ID (TIN/EIN) Number.
- Provide a representative sample of each product that you plan to produce and or sell bearing any U.S. Army insignia. Catalogs and/or e-mail photos of products are **not** acceptable. The samples must illustrate your planned method of enhancement. **\*Note – The samples that you provide will not be returned to you.**

- Once you have completed the application, email it, or send it with the other required elements to the Director, Army Trademark Licensing Office at the address at the end of this application, and keep a copy of the application packet for your records. The Trademark Office will review each application based on the information provided and if your application is approved, you will receive a licensing packet. If your application is not approved, you will be notified by email.

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

## **STEP TWO: THE LICENSING PROCESS**

Once your application has been approved, you must complete the following steps in their entirety and receive a fully executed agreement before you may begin production:

- Sign and return the Hobbyist License Agreement
- If requested, submit the company's identification tag or label that will appear on all products.
- All artwork must be approved by the Army's Trademark Licensing Office prior to production.

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

## **STEP THREE: LICENSE MAINTENANCE**

Once the licensing process has been completed, the Trademark Licensing Office will forward an executed copy of the Hobbyist License Agreement to you or your company. To keep your license in good standing, you must remember to:

- Maintain product liability insurance coverage on your license, and make sure that a copy of your current certificate of insurance is on file with ARMY.
- Always secure written approval of artwork from the Trademark Licensing Office prior to production.
- 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.**
- Submit a sales volume report annually so we may track your progress.
- 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 Trademark License Agreement
- 2) Your products and graphics have been approved and
- 3) You have provided our office with evidence of product liability insurance.

## COMPANY INFORMATION

Company/Owner Name: \_\_\_\_\_

World Wide Web Address: \_\_\_\_\_

Primary Address (**No PO Boxes**):

\_\_\_\_\_ Street

\_\_\_\_\_ City State Zip/Postal Code Country

Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Years in business: \_\_\_\_\_

## FINANCIAL INFORMATION

Does your company carry product liability insurance? ☐ Yes ☐ No

Carrier: \_\_\_\_\_ Individual and aggregate limit: \_\_\_\_\_

Provide your **Tax ID Number** (TIN) \_\_\_\_\_

## BUSINESS HISTORY

Date that Business was established: \_\_\_\_\_

Company sales volume for most recent year: \$ \_\_\_\_\_

Company sales volume for previous year: \$ \_\_\_\_\_

ARMY product sales or projected sales volume for most recent year: \$ \_\_\_\_\_

ARMY product sales volume for previous year: \$ \_\_\_\_\_

In what distribution channels are you requesting approval?

Percent of Current or Anticipated Sales Volume

Department Stores: \_\_\_\_\_

Toy Stores: \_\_\_\_\_

Internet Web Sites: \_\_\_\_\_

Catalog Sales: \_\_\_\_\_

AAFES \_\_\_\_\_

Discount Stores: \_\_\_\_\_

Specialty Stores: \_\_\_\_\_

Other (specify): \_\_\_\_\_

Craft Shows: \_\_\_\_\_

Custom Orders: \_\_\_\_\_

## PROPOSED PRODUCT INFORMATION

Identify U.S. Army properties for which you are seeking a license (e.g. Army Logo, Army Log (stacked) Army Symbol, Soldier for Life Logo, and the Retired Soldier for Life Logo)

☐


**U.S. ARMY**

☐

☐

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

Product	Estimated Wholesale Price	Estimated Retail Price

Requested territory to be covered (e.g. U.S. and its territories):

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Requested term of license agreement (how many years would you like to be licensed?):

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Will the product(s) be used in conjunction with any other proprietary marks? (e.g. Nike swoosh):

☐ Yes ☐ No If Yes, identify marks: \_\_\_\_\_

Please describe your quality control procedures: \_\_\_\_\_

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

☐ No ☐ Yes If yes, please explain: \_\_\_\_\_

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## MARKETING AND MANUFACTURING INFORMATION

☐ Do you manufacture the product/s yourself? ☐ Yes ☐ No

If no who is your manufacturer: \_\_\_\_\_

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## ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Army evaluate your license request. This additional information should include but not be limited to providing the following:

- ☐ Non-returnable ARMY product sample 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 emblem on products.
- ☐ Any other information that demonstrates your company's 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.trademark-licensing@army.mil](mailto:usarmy.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