OFFICE OF NAVAL RESEARCH  
NAVY TRADEMARK AND LICENSING PROGRAM OFFICE  

LICENSEE APPLICATION  
(Please Print or Type)

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

▪ Complete the application in full, providing the Navy Trademark Licensing Program Office with a comprehensive look at your company and its involvement and experience within the licensing industry.

▪ Provide a representative sample of each product that you plan to produce and/or sell bearing any Navy marks. 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 Navy may be submitted; however, the Navy reserves the right to request a production-run sample of the licensed product prior to executing the Standard License Agreement.

▪ 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  
  Financial Statements  
  Payment History Details  
  UCC Filings

▪ Once you have completed the application, send it with the other required elements to the Navy Trademark Licensing Office at the address at the end of this application, and keep a copy of the application packet for your records. The Licensing 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 in writing.

*** Incomplete application packages will not be processed***
STEP TWO: THE LICENSING PROCESS

Once your application has been approved for license, you will receive a licensing packet. You must complete the following steps in their entirety and receive a fully executed agreement before you may begin production:

- Sign and return the Standard License Agreement
- Submit a certificate of product liability insurance
- Submit the company’s identification tag or label that will appear on all products. The Navy requires all licensees to properly identify themselves on each product with either a neck label, hang tag or byline with the following, “TM Department of the Navy. Officially Licensed by the Department of the Navy.”
- All artwork must be approved by the Navy Trademark Licensing Office prior to production.

***Authorization to produce products bearing Navy marks will not be granted until the company 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 Standard License Agreement to your company. 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 Navy.
- Always secure written approval of artwork from the Navy Trademark Licensing Program Office prior to production.

***This License Application is not a contract. You are not authorized to use Navy 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 Name: ____________________________________________
Other names used by business (subsidiaries, brands, DBAs, etc.): ________________

Primary Address: ____________________________________________
   Street
   City   State   Zip / Postal Code  Country

Telephone: ______________________  Facsimile: ______________________
Secondary Address: ____________________________________________
   Street
   City   State   Zip / Postal Code  Country

Primary Contact: __________________________  Title: __________________
Telephone: ______________  Facsimile: _____________  E-mail: ________________
Secondary Contact: __________________________  Title: __________________
Telephone: ______________  Facsimile: _____________  E-mail: ________________
State / Country of Incorporation or Organization: ______________________
Entity Type: Company size (based on SBA size standards – www.sba.gov):
☐ Small enterprise  ☐ Medium enterprise  ☐ Large enterprise
Company category (based on SBA standards - select all that apply):
☐ Woman owned  ☐ Veteran Owned  ☐ Non-profit/501(C)  ☐ Small disadvantaged
Top Competitors: ________________________________________________

OWNER & MANAGEMENT INFORMATION

Principal Owners (complete name and business address): ______________________

__________________________________________

__________________________________________

Principal Management:
President: __________________________  Military Veteran? ☐ No ☐ Yes
Vice President: ________________________  Military Veteran? ☐ No ☐ Yes
Licensing Director: ______________________
Sales Director: ________________________________
Marketing Director: ________________________________
Chief Financial Officer: ________________________________
Years in business: __________________

FINANCIAL INFORMATION

Bank Reference:
Name: ________________________________
Branch: ________________________________
Address: ________________________________

Bank Contact: ________________________________
Telephone Number: ________________________________
D & B Number: ____________________________ Most current D & B Rating: ________________

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

Credit rating or other credit references: ________________________________

If your company does not possess a D&B please check the following questions:

Judgments  □ Yes  □ No  If Yes, how many? ______
Suits  □ Yes  □ No  If Yes, how many? ______
Liens  □ Yes  □ No  If Yes, how many? ______
Bankruptcies  □ Yes  □ No  If Yes, how many? ______
UCC Filings  □ Yes  □ No  If Yes, how many? ______

Does your company carry product liability insurance? □ Yes  □ No
Carrier: ____________________________ Individual/Aggregate limits: ________________
(Please include a copy of your product liability insurance certificate)

Have any products you produced ever been involved in a product liability claim? □ No □ Yes  If yes, please explain: ________________________________

BUSINESS HISTORY

Company sales volume for most recent year: $______________________________
Company sales volume for previous year: $______________________________
Percent of dollar sales by distribution channel:

<table>
<thead>
<tr>
<th>Distribution Channel</th>
<th>Sales Volume</th>
<th>Sales for Navy Acct.</th>
<th>Accounts</th>
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<tr>
<td>Department Stores:</td>
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<td>Specialty Stores:</td>
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<td>NEX-AAFES:</td>
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<td>Other (specify):</td>
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**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: ________
- Annual wholesale dollar volume: ________________________________
- Distribution Channels: ________________________________

License 2
- Company: ________________________________
- Licensed Property: ________________________________
- Products: ________________________________
- Number of year’s license held: ______ Royalty percentage: ________
- Annual wholesale dollar volume: ________________________________
- Distribution Channels: ________________________________

Has your company ever previously applied for a license with the U.S. Navy or any other Department of Defense agency?  □ Yes  □ No  If yes, identify agency and property:

__________________________

**PROPOSED PRODUCT INFORMATION**
Identify U.S. Navy properties for which you are seeking a license: ____________________________

____________________________________________________________________________________

Description of product(s) for which you seek a license: _________________________________

____________________________________________________________________________________

Requested territory to be covered: ________________________________

____________________________________________________________________________________

Requested term of license agreement: ________________________________

Proposed royalty structure: ________________________________

Estimated wholesale price per unit: ________________________________

Estimated retail price per unit: ________________________________

Estimated gross annual wholesale dollar sales for products manufactured under the U.S. Navy license: ________________________________

Proposed annual minimum guarantee: ________________________________

Proposed advance on royalties: ________________________________

Specify plans for distribution and sales e.g., Retail accounts, Military Exchange (e.g., NEX, AAFES), Direct mail, and Internet: ________________________________

____________________________________________________________________________________

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: ________________________________

____________________________________________________________________________________

MARKETING AND MANUFACTURING INFORMATION

Proposed advertising budget for U.S. Navy licensed products: $________________________

____________________________________________________________________________________

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Navy licensed products: ________________________________

____________________________________________________________________________________
Will your company manufacture the product, including the blanks?: □ Yes □ No

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

If no, please provide master list that identifies the manufacturer/subcontractor where the licensed products will be made and provide the Fair Labor Association (or equivalent) assessment for each manufacturer and a third party audit. This is a mandatory requirement; applications received without this will not be processed and will be rejected.

ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Navy evaluate your license request. Additional information should include, as appropriate, the following:

☐ Product samples of similar products to those proposed (for evaluation of materials, quality, and workmanship). If you would like the product samples returned, you are required to provide a pre-paid, return shipping label.

☐ Catalogs, brochures, and promotional materials that display your company's products.

☐ Materials / drafts showing how your company proposes to use the U.S. Navy license on products.

☐ Any other information that helps demonstrate your company's ability to successfully develop and market the proposed product.

☐ Company business plan

PROSPECTIVE LICENSEE STATEMENT

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

Name & Title of individual supplying information: ________________________________

________________________________________ Date: __________________________

SEND THE COMPLETED APPLICATION TO:

Office of Naval Research
Trademark and Licensing Program
875 N. Randolph Street. Room 515A
Arlington, VA 22203-1995
703-696-4002 (tel)
***PLEASE ENSURE TO INCLUDE THE FOLLOWING WITH YOUR APPLICATION***

Any missing documentation will result in your application not being considered

1. Product samples for evaluation of materials, quality, reproduction accuracy and workmanship (required). If you would like the product samples returned, you are required to provide a pre-paid, return shipping label
2. Master list of your company’s manufacturers (including blanks) that will be involved in the production of Navy branded products (required)
3. FLA assessment or equivalent of all manufacturers involved in production of licensed products and/or third party audits of the manufacturers facility. (required)
4. D&B report (required, if company has a D&B account)
5. Catalogs, brochures and promotion materials
6. Your business plan (required)
7. Current copy of your company’s certificate of liability insurance (required)
8. Any additional proposed uses, manufacturing details, or insurance claims, if applicable