



**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, "™ 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:

	<u>Sales Volume</u>	<u>Sales for Navy Acct.</u>	<u>Accounts</u>
Department Stores:	_____	_____	_____
Specialty Stores:	_____	_____	_____
Discount Stores:	_____	_____	_____
Catalog Sales:	_____	_____	_____
Toy Stores:	_____	_____	_____
Internet Web Sites:	_____	_____	_____
NEX-AAFES:	_____	_____	_____
Other (specify):	_____	_____	_____

**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: \_\_\_\_\_

Signature: \_\_\_\_\_ 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