OFFICE OF NAVAL RESEARCH  
NAVY TRADEMARK AND LICENSING PROGRAM OFFICE  

LICENSEE RENEWAL APPLICATION  
(Please Print or Type)

To begin the licensing renewal 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 copy of your company’s recent 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

▪ Ensure your account is in good standing and that all royalty reports and payments have been submitted.

*** Incomplete application packages will not be processed***

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***

If your company is renewed, 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>Name of Leading Sales Volume</th>
<th>Percent of Current Sales for Navy Acct.</th>
<th>Percent of Anticipated Accounts</th>
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<tbody>
<tr>
<td>Department Stores:___________</td>
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<td>Specialty Stores:___________</td>
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<td>Discount Stores:___________</td>
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<td>Catalog Sales:___________</td>
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<td>Toy Stores:___________</td>
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<td>Internet Web Sites:__________</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: __________________________________________

________________________________________________________________________________________

Signature: __________________________ Date: __________________________

SEND THE COMPLETED APPLICATION TO:

Office of Naval Research
Office of Counsel (Code 00CC)
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 of new products 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 current Navy branded products (required)

3. Master list of your company’s manufacturers (including blanks) involved in the production of Navy branded products (required)

4. FLA assessment or equivalent of all manufacturers involved in production of licensed products and third party audits (required)

5. D&B report (required, if company has a D&B account)

6. Catalogs, brochures and promotion materials that display your company’s Navy branded products

7. Your business plan (required)

8. Current copy of your company’s certificate of liability insurance naming the Navy as an additional insured (required)

9. Any additional proposed uses, manufacturing details, or insurance claims, if applicable