



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. 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.
- 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.

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 master list that identifies the manufacturer/subcontractor where the licensed products will be made and provide a third party audit or factory certification for each manufacture. This is a mandatory requirement; applications received without this will not be processed and will be rejected

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:

Submit Quarterly royalty reports

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

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

COMPANY INFORMATION

Official Company Name: _____

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

Employer Identification Number (EIN)/Tax ID: _____

Physical Address: _____
Street

City State Zip / Postal Code Country

Telephone: _____ Alternate phone: _____

Website: _____

Mailing Address: _____
Street

City State Zip / Postal Code Country

Primary Contact: _____ Title: _____

Telephone: _____ Cel: _____ E-mail: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Cel: _____ E-mail: _____

State / Country of Incorporation or Organization: _____

Entity Type: Company size (based on SBA size standards - www.sba.gov):

Hobbyist Small Business Large Corporation Veteran Owned

Top Competitors: _____

OWNER & MANAGEMENT INFORMATION

President: _____

Vice President: _____

Licensing Director: _____

Telephone: _____ Cel: _____ E-mail: _____

Graphics Director: _____

Telephone: _____ Cel: _____ E-mail: _____

Accounting/Finance POC: _____

Telephone: _____ Cel: _____ E-mail: _____

Years in business: _____

FINANCIAL INFORMATION

D & B Number: _____ Most current D & B Rating: _____

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

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

Judgments	<input type="radio"/> Yes	<input type="radio"/> No	If Yes, how many?	_____
Suits	<input type="radio"/> Yes	<input type="radio"/> No	If Yes, how many?	_____
Liens	<input type="radio"/> Yes	<input type="radio"/> No	If Yes, how many?	_____
Bankruptcies	<input type="radio"/> Yes	<input type="radio"/> No	If Yes, how many?	_____
UCC Filings	<input type="radio"/> Yes	<input type="radio"/> 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?

Yes No If yes, please explain: _____

BUSINESS HISTORY

Company sales volume for most recent year: _____

Company sales volume for previous year: \$ _____

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: _____

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: 1 Year 2 Years 3 Years 4+ Years

Proposed royalty structure: _____

Estimated wholesale price per unit(s): _____

Estimated retail price per unit(s): _____

Estimated gross annual wholesale dollar sales for products manufactured under the

U.S. Navy license: _____

Proposed annual minimum guarantee (AMG): _____

NEX, AAFES), Direct mail, and Internet: _____

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

If yes, identify marks: _____

Product
launch date:

Please describe your quality control procedures: _____

MARKETING AND MANUFACTURING INFORMATION

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 and cut & sew**, here in the USA?:

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 a third party audit or factory certification for each manufacture. 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.

- * Certificate of Good Standing
- * 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.
- * Catalogs, brochures, and promotional materials that display your company's products.
- * 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: _____

Signature: _____ Date: _____

SEND THE COMPLETED APPLICATION TO:

Office of Naval Research
Trademark and Licensing Program
875 N. Randolph Street. Room 515A
703-696-4002 (tel)

*****PLEASE ENSURE TO INCLUDE THE FOLLOWING WITH YOUR APPLICATION*****

Any missing documentation may result in a delay

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 with corresponding third party audit's or factory certification's (required)
3. D&B report (required, if company has a D&B account)
4. Catalogs, brochures and promotion materials
5. Certificate of Good Standing (required)
6. Current copy of your company's certificate of liability insurance (required)
7. Any additional proposed uses, manufacturing details, or insurance claims, if applicable

*****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*****