



**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 or Experian Business Profile and Intelliscore.
- 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.
 - Apparel Licensees are required to purchase approved hologram hangtags on all merchandise. Guidelines on how to order holograms are included within the final license agreement.
 - Headwear and Non-Apparel Licensees are required to purchase the hologram stickers (1" x 1").

- Licensees with very small products may be permitted to purchase the smaller (1cm x 1cm) hologram stickers with special written approval.
 - 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 is complete, the Navy's Trademark Licensing Office will forward an executed copy of the Standard License Agreement to your company. Your company must then contact the specified hologram label provider to order labels. You will also be provided a unique user name and password that will help you gain access to production-ready artwork hosted on the hologram label provider website. 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

Official Company Name: _____

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

State/Country of Incorporation or Organization: _____

Physical Address: _____

Street

City	State	Zip / Postal Code	Country
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Website: _____

Company telephone that we can list on our website: _____

Mailing Address: _____

Street

City	State	Zip / Postal Code	Country
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Primary Contact: _____ Title: _____

Telephone: _____ Cel: _____

E-mail: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Cel: _____

E-mail: _____

State / Country of Incorporation or Organization: _____

Entity Type:

Corporation Partnership Limited Liability Corporation Other

Top Competitors: _____

OWNER & MANAGEMENT INFORMATION

President: _____ Military Veteran? No Yes

Vice President: _____ Military Veteran? No Yes

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: _____

Include a copy of your most recent D & B report

Or

Experian Intelliscore: _____

Include an Experian Business Profile and Intelliscore report with this application

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: \$ _____

Total Navy branded sales volume for most recent year: \$ _____

Total Navy branded sales volume for previous year: \$ _____

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: _____

License 2

Company: _____

Licensed Property: _____

Products _____

Number of year's license held: _____ Royalty percentage: _____

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

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): _____

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** 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.

Does your company offer customization?

Yes No

If yes, please list the product and type of customization: Ex. Screen printing for unit t-shirts, custom command coins, custom drinkware, embroidered polos with name and rank.

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.

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 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