



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, "™ 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:

	Percent of Current Name of Leading <u>Sales Volume</u>	<u>Sales for Navy Acct.</u>	Percent of Anticipated <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
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