

# TM CONNECT

Spring! It's springtime again (or at least right around the corner). Shoppers, weary of the winter cold, are searching for the latest in spring fashion for home and wardrobe. You, however, are already planning for the 2017 Fall/Winter retail season and beyond. We encourage you to check out our fashion creatives at [JPatton On Demand](#). Freshen up your Air Force product line this fall with these downloadable files...or use them to inspire new and innovative concepts to showcase the diverse missions brought to you by the United States Air Force.



*The Air Force licensing team joined in the fight against hunger March 24, helping sort more than 25,000 pounds of donated food at the San Antonio Food Bank.*

## E-billing is now fully implemented for Air Force

Last quarter, all licensees with a quarterly royalty payment of \$25 or more were able to use CRS (Pay.gov), the Treasury Department's [electronic bill pay system](#), to make their payment.

Through Pay.gov, payments can be made using a checking or savings account via ACH Debit or Credit, credit or debit card, PayPal, Dwolla, or FedWire.

Moving forward, licensees will continue to report their quarterly sales through [Trademarx Online](#) within 30 days from the end of the calendar quarter. *Please remember to click the "close/submit" button after you upload your sales data.* Licensees owing \$25 or more in royalties should expect to receive an e-bill from the Centralized Receivables Service (CRS) within 45 days after the end of the calendar quarter. The e-bill will include payment instructions.

Those owing less than \$25 should mail in their payment via check or cashier's check. Mailed payments must be postmarked within 45 days after the end of the calendar quarter to avoid a late fee. The mailing address can be found on our website – [www.trademark.af.mil](http://www.trademark.af.mil). Do NOT mail any payments directly to CRS.

If your accounting department is prohibited from making electronic payments, notify our office at [licensing@us.af.mil](mailto:licensing@us.af.mil).

Direct all questions on how to make a payment through CRS to their helpdesk - 1-855-649-1181 - between the hours of 7 a.m. and 7 p.m., Central Time, Monday through Friday, excluding holidays.

## Reaching an Air Force licensing specialist

In the upcoming months, several of our Air Force team members will be transitioning to their new assignments at other military installations. They will no longer be working any branding or licensing matters. To ensure continuity in communication, effectively immediately send all emails to [licensing@us.af.mil](mailto:licensing@us.af.mil) and delete any individual email addresses you may have in your contacts.

## Licensing Expo 2017

The Air Force licensing team is pleased to announce that we will be attending the Licensing Expo in Vegas May 23-25. We will have a meeting table in the SPLiCE Lounge. If you would like to meet with us, email us at [licensing@us.af.mil](mailto:licensing@us.af.mil) to schedule a time.

## Trademark portfolio modifications to make designing easier

Following a legal review, we have formally added “Air Force” to our trademark portfolio. In the past, to prevent “Air Force” (when used alone) from being considered a competing product, the standard license agreement stipulated that a second Air Force mark had to be incorporated somewhere on the product. This requirement has been removed, allowing greater flexibility in designing Air Force-branded merchandise. We will be sending out an amendment to the standard license annotating this change.

## Trouble resetting your Trademarx Online password?

If you have attempted to reset your password in [Trademarx Online](#) but did not receive an email with reset instructions, you may have entered a user name that is no longer active in the system. Please ensure you are using the most recent email address. This should be the departmental/organizational email address for your business unit/company.

Once you reset your password, communicate the shared password with the other [Trademarx Online](#) users in your company – generally the accounting department, sales department, and art department.

For additional help logging in, please email the Trademarx Support team at [support@trademarxonline.com](mailto:support@trademarxonline.com).

## Deactivating individual email logins for Trademarx Online

Beginning this spring, we will begin deactivating those [Trademarx Online](#) Air Force accounts still using individual email log ins. For the past year, our office has been updating company profiles with departmental/organizational email address(es) in lieu of an individual’s email. In the previous four issues of “TM Connect” we advised of the need for these monitored email accounts. We have also mailed and emailed this change.

Not only will the departmental email address will be used to access [Trademarx Online’s](#) systems, it will also be the receiving address for e-bills from the Treasury Department’s CRS system.

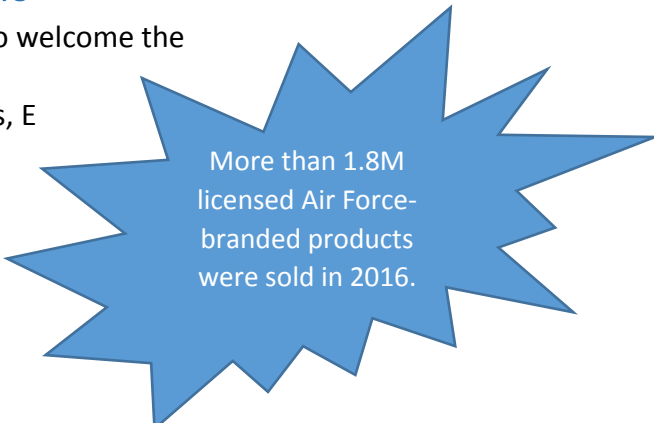
If you have not yet provided a departmental email address, please do so immediately.

## USAF adds new companies to the licensing portfolio

The Air Force Branding & Trademark Licensing team would like to welcome the following companies into our licensing portfolio: Qalo, Windham Millwork, JetBoatPilot, Card Isle, Custom Art Products, Cafe Press, E Group, and Reflections of Service.

We want to also recognize the following renewed licenses: Punita Leathers, Real-Time Marketing, MJ Soffe, and K&S Unique.

You can see the complete listing of current licensees [here](#).



More than 1.8M  
licensed Air Force-  
branded products  
were sold in 2016.

## Final Thoughts

We are part of a fast-paced, energetic, and dynamic industry. The constant change in consumer demand keeps everyone on their toes. If there's something we can do to assist you in better meeting your customers' needs, please don't hesitate to ask us.

## Important Links

[Trademarx Online](#)

[JPatton On Demand](#)

[USAF Branding & Trademark Licensing](#)

[Centralized Receivables Service \(CRS\) \(Pay.gov\)](#)

Internal audit: Check your Table to Exhibits to verify you're only selling in the authorized product categories, distribution channels, and territories.

It can take 90+ days to assess applications. Expired licenses will not be authorized to continue sales after the license expiration date. Plan accordingly. Submit renewal applications early.

Submitting a renewal application is no guarantee of renewal or renewal at the same terms.