

TM CONNECT

Vegas Bound

Schedule to meet with us at the Licensing Expo



June 21 - 23, 2016
Mandalay Bay Convention Center

In this busy industry, we're excited to have the opportunity to attend the Licensing Expo in Vegas, where we can attend industry-led seminars and meet with our licensees.

If you would like to schedule a meeting with us to pitch ideas or simply discuss the future of Air Force licensing, please email us at licensing@us.af.mil with proposed times and dates.

ISSUE 2, SPRING 2016

On the Horizon



We have several logos currently being prepared for registration at the USPTO, including the Emblem and the Thunderbirds logo. As our intellectual properties progress through the registration process, we will share the news.



We have invited a pilot group of licensees to test our new online payment system for 2Q/16. Based on their feedback, we will make necessary adjustments and phase the remaining licensees into Pay.gov during the 3Q and 4Q reporting periods.

Happening Now



The Online Merchant Seal (OMS) is available for download through [IPatton Online](#) to use on your online retail spaces.

Increase consumer confidence that your product is an officially licensed product by displaying the OMS wherever your licensed Air Force-branded products are sold online.

For more information, reference Page 4 of the [Winter "TM Connect."](#)

Coming Soon: Make Royalty Payments Via Credit/Debit Card

The Air Force Branding and Trademark Licensing team continues to work with the U.S. Treasury Department's Centralized Receivables Service (CRS) to launch an online payment system for your quarterly payments.

Under the new system, you will be able to pay your invoice via credit card, debit card, or electronic fund

transfer (EFT) using Pay.gov.

You'll see several changes when the program is rolled out this year.

1) Sales reports not submitted into Trademarx by COB on the 30th of January, April, July, and October

PAYMENTS continued on Page 4

New Brand Guides, Creative Available

Looking to refresh your Air Force-branded merchandise for the upcoming retail season? Do you want to expand the appeal of your product line to multiple generations and occupations?

New brand guides have been posted to [JPatton On Demand's](#) Air Force portal for your Air Force-branded items. The 35 graphics showcased in the brand guides are currently being prepared for posting to the site.

When you log into your JPatton account and click the Air Force logo, you will notice the "Logos" box now includes a general brand guide and a fashion brand guide. The primary marks style guide is still available as well.

The new brand guides feature 35 pieces of creative. The edgy designs are perfect for millennials. We have some retro concepts for our history buffs and contemporary designs for the baby boomers and Gen Xers.

The new graphics are generally Adobe Illustrator (.ai) files, although some files have been developed in Photoshop to allow for greater customization of the layered graphics.

We have definitely pushed boundaries with some of the new creative. You'll see that we now allow some moderate treatments to the Symbol - distressing, fading, and the

GUIDES continued on Page 4



There are 35 graphics featured in the general and fashion guides. The guides are ready for download from JPatton On Demand.

Spring Season, New Faces



Courtesy photo

Staff Sgts. Antonio Gonzalez (left) and Ian Hoachlander (right) joined the licensing team in February.

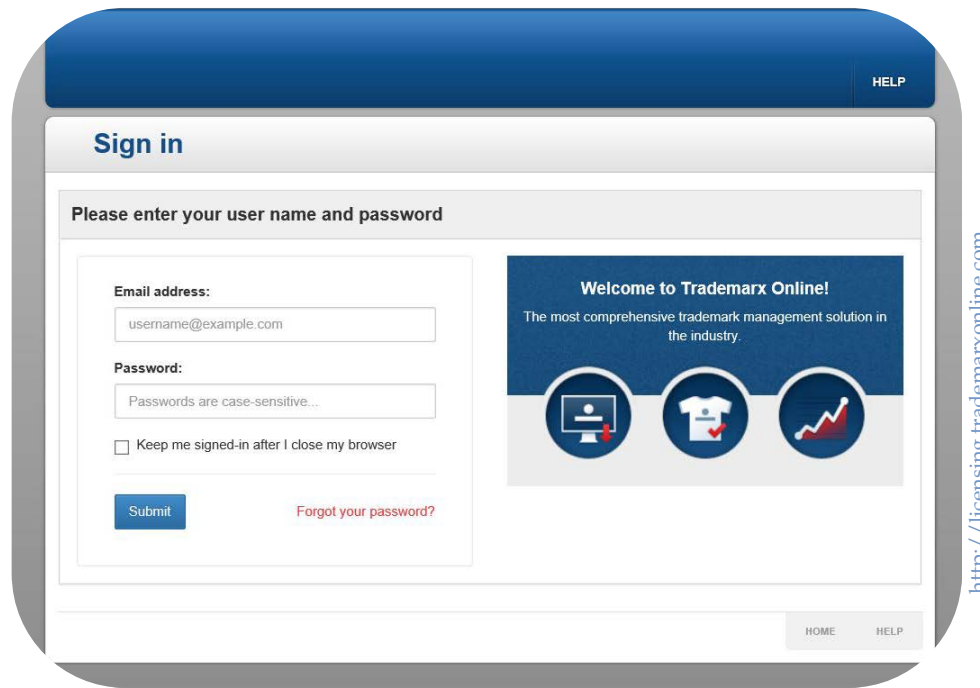
The Air Force Branding and Trademark Licensing Office is pleased to introduce two new members to the Air Force merchandise licensing team: Ian Hoachlander and Antonio Gonzalez.

These stellar Airmen joined the team in February.

MSgt. Jeffrey Saunders was also onboarded this spring. Sgt. Saunders is responsible for obtaining copyright licenses for the music performed by our Air Force bands.

Finally, join us in sending well wishes to Airman Zach Kee as he fulfills his military duties overseas.

If you would like to meet with the Air Force licensing team during the Licensing Expo in June, email us to propose a date and a time.



Logging In Gets More Inclusive

Using General Use Email Addresses Will Improve Continuity

In the next several weeks, we will begin requiring licensees to provide general use email addresses to access [Trademarx](#). We will be calling or emailing to get this address.

If your company currently doesn't have a general use address, such as sales@xxx.xxx, please contact your IT department. It is recommended they set the filters to allow the address to accept system-generated emails from the USAF and Trademarx.

Currently most individuals gain access to Trademarx using a personal work email address and a customized password. Consequently, when the employee moves, the replacement is unable to log into Trademarx when it's time to submit the quarterly sales reports or upload concept designs.

Additionally, submissions uploaded to the Design Approvals (DA) system are associated to the email

address of the user who uploaded the design. Other members of the art, sales and marketing departments are unable to view those submissions.

Using a general use email and shared password will correct this.

Once our office updates a company's account with a monitored, general use address, the Trademarx team will be able to migrate submissions from the personal addresses to the single email account.

Companies may provide a general use email to access both the DA and the License Management systems; or two general use emails, one per system.

In March we implemented the Single Sign-On (SSO) for Trademarx to improve your experience with the program. This is the next step in streamlining the process and ensuring continuity of operations.

PAYMENTS (Continued)

may be subject to a \$25 charge, as well as a daily late fee.

2) You will receive your invoice via mail and/or email (e-billing). You will continue to post your sales data into [Trademarx](#) and submit/close the quarter. However, the payable invoice will come from CRS and carry our logo.

3) Your invoice will reflect any balance due, including current royalties, any underpayments, minimum royalties due, and late fees/interest.

4) You will be able to pay via credit card, debit card, or EFT. The CRS invoice will include directions on how to make online payments.

A pilot group of licensees will use the new payment system for 2Q/16 and provide feedback.

Those not in the pilot group should continue making all payments as usual. We will notify you when you can begin paying online.

We project all our licensees will be paying via Pay.gov by the 4Q/16 reporting period.

As we systematically launch this initiative, we will share information through email and the [Trademarx](#) dashboard.

GUIDES (Continued)

overlapping of design elements.

However, merchandise using these treatments MUST include a clean logo in a prominent location somewhere on the merchandise.

A “clean logo” is one that adheres to all the previously established display guidelines, i.e., the 15% clear space on all sides of the logo, proper location of the logotype when used, inclusion of the registration and trademark legends, etc.

Per the standard approvals process, products carrying the new creative must be submitted through the [Trademarx](#) Design Approvals (DA) system twice – the first time as a mockup (Phase I) and a second time when the pre-production sample is sent to our office for inspection (Phase II).

Please ensure the submissions are properly categorized as Phase I or Phase II.

We hope your art department will use the creative as-is or as inspiration for new designs that support our branding mission: to build public support for the Air Force and to help recruit and retain Air Force talent.

APPROVALS CORNER

Goods	Regions
64	64
42	42
29	29
1	1

Social Responsibility

We are rejecting many renewal applications and physical samples sent in for inspection because the merchandise includes goods from industries in regions identified on the [Labor Department's list of child labor/forced labor](#).

It is the Air Force's position that Air Force-branded merchandise generally should not include goods from the industries in these regions.

Please refer to Page 3 of the [Winter edition of "TM Connect"](#) for more details.

All new applications and renewal applications must be in compliance with the Air Force position prior to finalizing the merchandising license.

Plan ahead.

Review Process: Two Steps To Get Your Products Approved

All Air Force-branded products and the associated collateral must be reviewed and approved by our office prior to being offered for sale or advertised.

For approvals, follow this two-step process using [Trademark Design Approvals \(DA\)](#) system.

1) Submit concept art, mockups, video or print ads, etc., into the DA system. Categorize the entry as "Phase I: Concept proof, marketing mockup." (See right)

After we have approved the Phase I submission and you are close to bringing a product to market, accomplish step two.

2) Send a physical sample to our office for inspection. Prior to shipping, photograph the merchandise and upload the photo to the DA system as a new submission. Categorize the entry as "Phase II: Physical sample sent to Air Force."

Send a pre-paid shipping label with the samples for items you want returned.

Our office has 20 business days to review submissions.

Generally, collateral materials only require Phase I approval while merchandise requires approvals at Phase I and II.

http://licensing.trademarkonline.com

If you don't have record of a product's approval, please submit it through the DA portal.

FINAL THOUGHTS

The Air Force Branding and Trademark Licensing team has been very active this spring.

Sgt. Gonzalez and Ms. Rowden won quarterly awards for outstanding performance in 1Q/16. Sgt. Bradley Kasch earned his promotion to technical sergeant (E6). Sgt. Hoachlander completed an arduous professional military education course.

Collectively, the team reviewed more than 1,200 designs and products, received 18 applications, and responded to more than 130 public queries.

When the team isn't giving it their all in the office, they are giving back to the community. As part of the Texas Diaper Bank program, the team recently spent an afternoon packaging 8,525 diapers to be distributed to San Antonio families in crisis. We are also active in neighborhood watch groups, youth tutoring programs, and Scouting events.

Our team is proud to put service before self.



Courtesy photos



The licensing team worked together to bundle baby diapers for families in crisis.

Above (left to right): Ms. Rowden, MSgt. Saunders, TSgt. Kasch, SSgts. Gonzalez and Hochlander

Left: TSgt. Kasch