

TM CONNECT

Welcome to the Summer 17 issue of TM Connect. It has been a busy spring for the Air Force Branding & Trademark Licensing Office. Between the Licensing Expo in Las Vegas and site visits, we have had the opportunity to meet several of our licensees face-to-face and get to know you and your business better. We look forward to continuing this trend and enthusiastically await seeing your fall and winter lines hitting the various distribution channels in the weeks ahead.



The Air Force licensing team helps tend to a community garden June 30 in San Antonio. The garden is part of an outreach effort to bring fresh food into urban areas.

Coming soon...updated hangtags

We are currently working with JPatton to update the Air Force hangtags. The update will include a QR code that, when scanned by the consumer, will reward them for their participation and link back to a website that will better allow us to gauge consumer engagement with our branded products. We are also working on allowing customization of the QR code that is specific to the licensee. For example, the QR code on your specific hangtag order could embed a link to a discount offer from your company. More information will be provided as we get closer to debuting the new technology.

The current hangtags will remain in production until the new elements are implemented. You may continue to use the original hangtags until your inventory is exhausted.

Reaching the Air Force Licensing Office

In the past few weeks, we've experienced several staff changes. We officially welcomed Ms. Myjorca (Maya) Johnson, our intern, as a full-time employee. We said goodbye to TSgt. Brad Kasch, welcomed TSgt. Christopher Carwile, and are preparing to deploy an Airman overseas.

To ensure continuity in communication, effective immediately send all emails to licensing@us.af.mil and delete any individual email addresses you may have in your contacts.

E-billing and online pay

In July 2016 we began rolling out our online pay service on Pay.gov, the Treasury Department's [electronic bill pay system](#), to help improve your experience with our office. By December we had developed e-billing profiles for all qualified licensees. To date more than 300 USAF royalty payments have been made through Pay.gov.

At present we are set up to accept the following methods of payment at Pay.gov: checking/saving account (personal or company) via a credit or debit ACH, credit/debit card (personal or company), PayPal, and

DWOLLA. For our international companies we offer wire transfers through FedWire. If there is another payment method you would like for us to consider, email us at licensing@us.af.mil.

Licensees must first report their sales into [Trademarx Online](#) as this is the data from which the e-bills are generated.

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. Do **NOT** mail any payments directly to CRS.

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.

Please continue to tell us what does or doesn't work for your company. We will then take those comments and share them with the program developers in the Treasury Department.

TM Connect publication update

Based on your feedback, we will be reducing the frequency of "TM Connect" from quarterly to bi-annually. We will continue to provide updates as needed by email, mail and/or on the Trademarx Online Dashboard.

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.

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: 2MyHero, Advantus Corp., Blue Chip LLC, Bunker 27, Catstudio Inc., Create It Your Way, Grunt Apparel, LuvMeWall, Ranger Industries LLC, VetFriends.com LLC, and Wood-N-Whimsies LLC.

We want to also recognize the following renewed licenses: B&A Lasering, Imperial Penworks LLC, JenTees Custom Screen Printing LLC, Medals of America LTD, SSP Flags Inc., The Forsyth Group, and The Northwest Company.

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



Nearly 700
designs/ products
were submitted
into Trademarx in
2Q/17.

Final Thoughts

Being an Air Force licensee means you have gone through a demanding vetting process and were one of the few selected to carry our brand to the public. To help ensure your license remains in good standing, we encourage you to know the terms set forth in your Table of Exhibits. If you have any questions, please don't hesitate to ask one of our qualified licensing specialists.

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.