

NOT A CONTRACT



U.S. AIR FORCE

UNITED STATES AIR FORCE TRADEMARK LICENSE APPLICATION

This is not a contract. You are not authorized to use USAF 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.): _____

Web Address: _____

Address: _____

Street

City

State

Zip/PostalCode

Country

Telephone: _____ Fax: _____

Secondary Address: _____

Street

City

State

Zip/Postal Code

Country

Primary Contact: _____ Title: _____

Telephone: _____ Email: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Email: _____

State/Country of Incorporation or Organization: _____

Entity Type: Corporation Limited Liability Company
 Partnership Other

Top Competitors: _____

OWNER & MANAGEMENT INFORMATION

Principle Management:

President: _____

Vice President: _____

Licensing Director: _____

Sales Director: _____

Marketing Director: _____

Art Director: _____

Chief Financial Director: _____

Years in Business: _____

FINANCIAL INFORMATION

Bank Reference:

Branch: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

Bank Contact: _____

Telephone Number: _____

Does your company carry product liability insurance? Yes No

Carrier: _____ Individual and aggregate limit: _____

CREDIT REPORT AND BUSINESS INFORMATION

Check one of the following business credit report sources. Please provide a printout of the report, to include a visible credit score, with this application. This is a required item.

Experian[®] Equifax[®] Small Business Enterprise
Dun & Bradstreet[®] (PAYDEX) Score: _____

BUSINESS HISTORY

Company sales volume for most recent year: \$ _____

Company sales volume for previous year: \$ _____

**Start-up companies provide statement projecting total sales volume for the next twelve months.

Percent of dollar sales by distribution channel:

<u>% of Current</u>	<u>% of Anticipate Sales</u>	<u>Name of</u>
<u>Sales Volume</u>	<u>for Air Force Acct.</u>	<u>Leading Accts.</u>

Department Stores:

Specialty Stores:

Discount Stores:

Catalog Stores:

Toy Stores:

Internet Web Sites:

AAFES:

Other (specify):

LICENSING HISTORY

Does your company currently manufacture products under license? Yes No

If Yes, – Current primary licenses held:

Company 1: _____

Licensed Property: _____

Products: _____

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

Company 2: _____

Licensed Property: _____

Products: _____

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

Has your company previously applied for a license with the U.S. Air Force or any other Department of Defense Agency? Yes No

If yes, identify agency and property: _____

PROPOSED PRODUCT INFORMATION

Identify U.S. Air Force properties for which you are seeking a license (neither the U.S. Air Force Seal nor the Hap Arnold Wings are available for licensing)



USAF Symbol



USAF Coat of Arms

Other: _____

Description of product(s) and estimated prices per unit for each product you seek a license:

**Additional space available at the end of the application

Product	Estimated Wholesale Price	Estimated Retail Price

Territory to be covered with new license agreement:

U.S. Territories Worldwide Other

Requested term of license agreement: 1 yr 3 yr 5 yr

Estimated gross wholesale dollar sales for products manufactured under the U.S. Air Force license: _____

Proposed annual minimum guarantee: _____

Proposed advance on royalties: _____

Proposed royalty structure: _____

Specify plans for distribution and sales (H.J., retail accounts, 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: _____

Have any products you produced ever been involved in a product liability claim?

Yes No If yes, please explain: _____

MARKETING AND MANUFACTURING INFORMATION

Proposed advertising budget for U.S. Air Force licensed products: \$_____

Describe any advertising, promotion materials, or programs you plan to use to market the U.S.

Air Force products: _____

Will your company actually manufacture the product(s): Yes No

If yes, location of manufacturing plant (city/country): _____

If no, identify manufactures or subcontractors where the licensed products will be made:

Company: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

Contact/Position: _____

Telephone Number: _____ E-mail: _____

Does the manufacturer or any sub-contractor use any child labor in the manufacturing process?

Yes No *(If yes, attach details regarding working conditions and pay on a separate sheet of paper.)*

ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Air Force evaluate your license request. This additional information should include but not be limited to providing the following:

- Non-returnable product samples of similar products to those proposed for evaluation of materials, quality and workmanship.
- Catalogs, brochures and promotional materials that display your company's products.
- Materials or drafts showing how your company proposes to use the U.S. Air Force license on products.
- Any other information that will help demonstrate your company's ability to successfully develop and market the proposed products.

PROSPECTIVE LICENSEE STATEMENT

The undersigned hereby affirms that answers to the above questions are true and complete, except where such question calls for estimates or projections, and that all questions have been answered in good faith and to the best of the applicant's knowledge.

Name and Title of individual supplying information: _____

Signature: _____ Date: _____

RETURN COMPLETE APPLICATION TO:

U.S. Postal Service Address Only:

AFPAA Bldg. 171
ATTN: Air Force Trademark and Licensing
2261 Hughes Ave, Ste 157
Lackland AFB, TX 78236-9853

Courier and Delivery Services Address (FedEx, UPS, DHL):

Air Force Public Affairs Agency, Ste 7000
ATTN: Air Force Trademark and Licensing
3515 S. General McMullen
San Antonio, TX 78226-9853

ADDITIONAL PRODUCT INFORMATION

Product	Estimated Wholesale Price	Estimated Retail Price

Current as of 19 Oct 2011