

## UNITED STATES AIR FORCE TRADEMARK LICENSE RENEWAL APPLICATION



It is a violation of the Trademark Act of 1946 to manufacture, produce, or distribute for sale Air Force-branded merchandise without a valid license from the brand owner.

Submitting a renewal application is not a guarantee of a license.

**Incomplete application packages will be rejected immediately and disqualified from consideration.**

**Incomplete applications will not be retained by the Government.**

The Air Force will not license certain merchandise, including, but not limited to, alcohol, tobacco, drug or smoking paraphernalia, weapons of any type, cosmetics, undergarments, products sexual in nature, item intended for ingestion, medical devices, or products contrary to the good order and discipline of the USAF.

Information, data and drawings embodied in this application are supplied on the understanding that they will be held confidentially and not disclosed to third parties without the prior written consent of the applicant.

## Company Information

Company name: \_\_\_\_\_

Other names used by the business (identify as subsidiaries, labels, DBAs, etc.):

\_\_\_\_\_

Web address: \_\_\_\_\_ Phone number: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Physical/shipping address for labels/hang tags (if different):

\_\_\_\_\_

EIN (Employer Identification Number): \_\_\_\_\_

Date of Incorporation (if applicable): \_\_\_\_\_ State of Incorporation: \_\_\_\_\_

DUNS number (if applicable): \_\_\_\_\_ Most recent D&B rating: \_\_\_\_\_

Primary contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Licensing Director: \_\_\_\_\_ Email: \_\_\_\_\_

President: \_\_\_\_\_ Email: \_\_\_\_\_

Vice President: \_\_\_\_\_ Email: \_\_\_\_\_

Artwork contact: \_\_\_\_\_ General-Use Email: \_\_\_\_\_

Accounting contact: \_\_\_\_\_ General-Use Email: \_\_\_\_\_

Marketing contact: \_\_\_\_\_ General-Use Email: \_\_\_\_\_

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Company size (based on SBA size standards – [www.sba.gov](http://www.sba.gov)):

- Small enterprise       Medium enterprise       Large enterprise

Company category (based on SBA standards - select all that apply):

- Woman owned       Veteran Owned  
 Small disadvantaged       Non-profit/501(C)

Company type:

- Corporation       Individual       Joint Venture  
 Partnership       Sole Proprietorship       Other: \_\_\_\_\_

Why are you seeking a license for the Air Force Brand?

Why should the Air Force license your company to carry our Brand?

### **Business Credit Report**

An accurate and recent business credit report with a visible credit score is a required item. By submitting an application, applicants are consenting to the USAF investigating their business credit history using the service of a third party. If a report is not available through the third-party provider, applicants will be notified to provide a report at their own cost.

### **Business History**

Enter your three-year gross sales\* history in the table below.

	Past 12 months	Past 13-24 months	Past 25-36 months
Sales of all merchandise			
Sales of licensed Air Force merchandise			

\* Overall sales that are not adjusted for discounts or returns; does not include operating expenses, cost of goods sold, payment of taxes, or any other charge

Did the sale of Air Force merchandise meet/exceed the annual minimum royalties established in the Table of Exhibits of your expiring Air Force license? Yes No

If “no,” use the last page of the application to provide details regarding which year(s), what actions were implemented to improve sales, and the result of those actions.

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Were all sales reports and applicable payments, valid insurance certificates, annual business plans, and annual factory inspection certifications submitted in accordance with your expiring Air Force license? Yes No

If “no,” use the last page of the application to provide details, to include what actions were implemented to correct the deficiencies, and the result of those actions.

### Insurance Information

Include the most recent copy of your insurance certificate with your application.

Have any product(s) your company has produced that has been involved in a product liability claim in the past five (5) years? Yes No

If yes, use last page of application to list claim, date of the claim, and resolution of claim.

### Legal History

Please check the following for your company:

Judgments: <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many? _____
Suits: <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many? _____
Bankruptcies: <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many? _____
Liens: <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many? _____
UCC filings: <input type="checkbox"/> Yes <input type="checkbox"/> No	If yes, how many? _____

For any item marked “Yes,” use the last page of the application to provide details and the resolution.

### “Made in USA” claim

The Air Force encourages Air Force-branded merchandise to be made in the USA. Do you manufacture products that meet the standards to carry the “Made in the USA” claim? Yes No

## Licensing History

Does your company currently sell/manufacture under other licenses? Yes No

**Company 1:** \_\_\_\_\_

Licensed property: \_\_\_\_\_

Products: \_\_\_\_\_

Number of years license held: \_\_\_\_\_

**Company 2:** \_\_\_\_\_

Licensed property: \_\_\_\_\_

Products: \_\_\_\_\_

Number of years license held: \_\_\_\_\_

\* List additional licenses on the last page of application.

In the past three years, has your company applied for a license with any federal/government agency and been denied? Yes No

If "yes," use last page of application to identify the agency, requested property, reason for declination, and declination date.

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**Property**

Identify the USAF property(ies) for which you are seeking a license.

**Note: The Air Force Seal is for internal Air Force use only and is not available for commercial licensing.**



USAF Symbol



Air Force Emblem



Air Force Thunderbirds\*

**USAF**

**United States Air Force**

**U.S. Air Force**

Word marks

Other: \_\_\_\_\_

\* How & where would you use the Thunderbirds logo: \_\_\_\_\_

**Licensed Use**

List all Air Force-branded merchandise your company was previously licensed to offer. Include projected sales and jpeg image of item(s)/link to item(s). **Two samples of all your licensed products must be sent to us for QC. (See page 17.)**

Product & SKU	Retail price	Projected gross sales for next 12 months	Projected gross sales for next 13-24 months	Insert jpeg or link to product

\* List additional products on the last page of application.

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Do you have new merchandise you would like considered for licensing?

Product	Estimated wholesale price	Estimated retail price	Projected gross sales for next 12 months	Projected gross sales for next 13-24 months	Does the item fall within the list below?*

\* Alcohol, tobacco, drug or smoking paraphernalia, weapon of any type, cosmetics, food or drink item, undergarment, product sexual in nature, or medical device

\*\* List additional products on the last page of application.

Will the product(s) be used in conjunction with any other marks? Yes No

If yes, identify marks: \_\_\_\_\_

### Distribution Channels

Select where Air Force merchandise will be offered. Check all that apply and annotate the stores. List additional locations on the last page of the application, if needed.

Internet (Ex: Amazon, eBay, company website)

List sites: \_\_\_\_\_

Are you currently selling in this channel? Yes No

Department store – Tier 1 (Upscale fashion. Ex: Nordstrom, Neiman Marcus)

List stores: \_\_\_\_\_

Are you currently selling in this channel? Yes No



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Department store – Tier 2 (Moderately priced. Ex: Macy’s)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Department store – Tier 3 (Value oriented. Ex: JCPenny, Sears, Kohl’s)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Discount store (Ex: Walmart, Kmart, Target, Costco)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Specialty store (Mall-based retailers. Ex: Hot Topic, Spencer’s, Urban Outfitters)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Category specialist: General (Ex: Barnes & Noble, Toys R Us, Best Buy, PetSmart)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Category specialist: Crafts (Ex: Michaels, Hobby Lobby)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Category specialist: Home Goods (Ex: BB&B, Pier 1, Williams-Sonoma, IKEA)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Category specialist: Home Improvement (Ex: Ace Hardware, Lowe’s)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Category specialist: Outdoor/Sports (Ex: Bass Pro, Dick’s, Academy)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

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Drug store (Ex: Walgreens, CVS)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Grocery store/convenience store/[DeCA](#) (Ex: Kroger, Whole Foods, gas stations)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Off-price store (Close-out retailers. Ex: Marshalls, HomeGoods)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Value store (Ex: Dollar Tree, Family Dollar)

List stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Catalog, direct mail, direct sales

List catalogs: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Wholesale/distributor

List customers: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Airshow

List shows: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

[Military Exchange/Veterans Canteen Service](#)

Are you already selling products in the Exchange?  Yes  No

Tradeshow/fair

List events: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

Other

List other channels and stores: \_\_\_\_\_

Are you currently selling in this channel?  Yes  No

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Requested territories to be covered under this license agreement

US: Regional - list region: \_\_\_\_\_

US: All states and territories

Overseas: Countries with an Air Force presence

List countries and justification:

\_\_\_\_\_

Overseas: Countries without an Air Force presence

List countries and justification:

\_\_\_\_\_

## Sales Projections

Complete the table below with projected gross sales\* of licensed Air Force products.

	Year 1	Year 2	Year 3	Year 4	Year 5
Projected gross sales of Air Force merchandise					

\* Overall sales that are not adjusted for discounts or returns; does not include operating expenses, cost of goods sold, payment of taxes, or any other charge

## Advertising Plan

Complete the table below with your proposed advertising plan for Air Force merchandise for the next 24 months.

	Months 1-6	Months 7-12	Months 13-18	Months 19-24
Advertising channels				
Estimated cost				

## Manufacturing Information

Does your company outsource its manufacturing? Yes\* No

\* If yes, identify 1) manufacturer(s) where the licensed products will be assembled, 2) the source of the goods that create the final product (to include blanks), and 3) provide the Fair Labor Association (or equivalent) assessment for each manufacturer. **Note: The Air Force reserves the right to not license products containing goods sourced from countries identified on the U.S. Labor Department's "List of Goods Produced by Child Labor or Forced Labor" – (<http://www.dol.gov/ilab/reports/child-labor/list-of-goods>)**

**Manufacturer 1:** \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email: \_\_\_\_\_

Source of goods: \_\_\_\_\_

Does this manufacturer outsource/subcontract its manufacturing? Yes\* No

\* If "yes," provide the following information:

Subcontractor: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email: \_\_\_\_\_

Source of goods: \_\_\_\_\_

**Manufacturer 2:** \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email: \_\_\_\_\_

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Source of goods: \_\_\_\_\_

Does this manufacturer outsource/subcontract its manufacturing? Yes\* No

\* If "yes," provide the following information:

Subcontractor: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Email: \_\_\_\_\_

Source of goods: \_\_\_\_\_

\* List additional manufacturers on last page of application.

## Community Outreach

Does your company support any charities or civic groups? Yes No

If "yes," which ones: \_\_\_\_\_

Does your company sponsor/run any community involvement programs or veterans' programs? Yes No

If "yes," provide brief description: \_\_\_\_\_

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## Business Plan

It is mandatory to submit a complete business plan for your proposed USAF-branded products. Follow the outline below:

### 1. Company:

- Give a brief description of your company.
- Include your company's mission and any involvement in community outreach/volunteerism.

### 2. Products:

- Explain what makes your product(s) unique.
- Explain why a branded version of your product did or did not exceed your expectations during the term of your last license.
- If you have any new products you'd like to introduce, include why the Air Force should incorporate these new product(s) into our licensing program.
- Provide a spreadsheet of your current Air Force inventory.

### 3. Market Analysis:

- Tell us about total sales reported for your industry during the term of your last license and your percentage of those sales.
- Identify your target consumer and explain why your product appeals to those consumers.

### 4. Air Force merchandise marketing:

- Describe how you implemented your promotional commitment into your marketing/advertising budget during the term of your last license. (Your minimum promotional commitment can be found in the Table of Exhibits in your license.)
- Identify any additional avenues you will use to market your Air Force merchandise if renewed.

### 5. Financial Plan:

- Tell us about your profit margin for your Air Force products during the term of your last license.
- Identify how you will increase your Air Force sales if renewed.

### 6. Social Responsibility:

- Tell us where the goods in your Air Force products are sourced from. Trace the origins of the goods, such as thread, fabric, paints, electronics, metals, fabrics, plastics, magnets, etc. Include the sourcing history of any blank products you will be using. (Note: The Air Force reserves the right to not license products containing goods from the industries in regions listed on the U.S. Labor Department's "List of Goods Produced by Child Labor or Forced Labor.")
- **Attach all social compliance audits as required by your Schedule E.**

### 7. SWOT Analysis:

- Elaborate on your company's strengths, weaknesses, opportunities and threats (SWOT), to include your barriers to gaining market share.

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- Include a list of your top competitors.

### 8. Sales Strategy:

- Describe your current sales strategy. Include a comprehensive listing all companies you currently use in each distribution channel or provide a completed Distribution Channel Worksheet.
- Identify your top two distribution channels for the previous year.
- Explain how your sales strategy will evolve if renewed.
- List your annual minimum sales and minimum royalty guarantee (found in the Table of Exhibits in your license) and identify if you did or did not meet the minimum sales and the MRG during the term of your last license.

### 9. Quality Control:

- Describe your quality control process.
- Describe your process for preventing unauthorized manufacturing/selling by your manufacturers.

### 10. Historical Analysis:

- Reflect on your experience with the Air Force Brand during the term of your last license. Consider ability to meet minimum royalties, challenges faced selling the brand, support from the Air Force licensing staff, ease of entering the distribution channels, etc.

11. Goals: Share the goals for Air Force merchandise if renewed.

12. Supplemental/supporting documents: Submit any documents you feel supports your business plan.

## 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: \_\_\_\_\_

**EMAIL COMPLETED APPLICATION PACKET TO THE FOLLOWING:**

[LICENSING@US.AF.MIL](mailto:LICENSING@US.AF.MIL) and [AFPAA.HQ.TL@US.AF.MIL](mailto:AFPAA.HQ.TL@US.AF.MIL)

**SEND PRODUCT SAMPLES TO:**

Air Force Branding and Trademark Licensing  
Air Force Public Affairs Agency  
555 E Street East  
Suite 3, Room 113  
JBSA-Randolph, TX 78150



## DID YOU INCLUDE THE FOLLOWING WITH YOUR APPLICATION?

### Any missing documentation will stop the processing of your application

Physical product samples of all current Air Force merchandise under license. Use the approval portal to upload photos of the products prior to sending. (2 products each, required)

*If you would like the product samples returned, you are required to provide a FED-EX pre-paid, return shipping label. (Other courier services' labels will not accepted.)*

Using the approval portal, upload materials or drafts showing how your company would like to use Air Force properties on any new merchandise (required if adding products)

Using the approval portal, upload catalogs, brochures and promotion materials that display your company's Air Force merchandise

DUNS report (required, if company has a D&B account)

Last three P&L (Profit and Loss) Statements submitted to the IRS or equivalent (required)

FLA assessment or equivalent of all manufacturers involved in production of licensed products, including the blanks on which the Air Force Brand will be applied (required)

Your business plan (required)

Copy (email or hard copy) of the most recent insurance certificate (required)

Any additional licenses, proposed uses, unit-provided permission letters, manufacturing details, or insurance claims

Any other information that will help demonstrate your company's compatibility with the Air Force Brand

## NOTICE

If your application is approved, you are not authorized to sell Air Force-branded merchandise until:

- 1) You receive a fully executed License that is countersigned by the Air Force;
- 2) Physical samples of merchandise has been approved in our approvals portal;
- 3) You have acquired the appropriate hang tags/labels; and
- 4) You have provided our office with proof of product liability insurance that names the Air Force as an additional insured.

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**Use this page for additional information.**

Business History:

Insurance Information:

Legal History:

Licensing History:

Licensed Use

Current:

Desired:

Manufacturing Information:

Other: