

**THE OFFICE OF
AIR FORCE &
SPACE FORCE
INTELLECTUAL
PROPERTY
MANAGEMENT:
ANNUAL
REPORT**

2025



U.S. AIR FORCE®



**UNITED STATES
SPACE FORCE™**

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ABOUT US

The Office of Air Force & Space Force Intellectual Property Management (AFPAA/IP)

The Office of Intellectual Property Management is a directorate within the Air Force Public Affairs Agency (AFPAA) located at Joint Base San Antonio-Randolph, Texas.

The office includes three sections: Branding, Band Support and Music Copyright Licensing, and Trademark Licensing.

On behalf of the Secretary of the Air Force, this office protects the intellectual property (IP) rights of the Department of the Air Force (DAF), including its trademarks and music copyrights. It also protects against DAF employees' infringement on the music copyrights of artists, songwriters, producers, and music labels.



TML MISSION

Our mission is to serve as the first line of defense for the Department of the Air Force (DAF) brands, employing our expertise and unwavering commitment to safeguard and elevate with integrity their image, values, and credibility. Through proactive measures, comprehensive monitoring, and swift action, we strive to maintain the highest standards of excellence, instill trust, and build lasting connections among Airmen, Guardians, and the communities that support them.

TML VISION

To be the foremost guardians of the Department of the Air Force (DAF) brands, employing vigilant defense and strategic placement to extend their reach and impact, securing their legacy as enduring symbols that inspire generations to come.

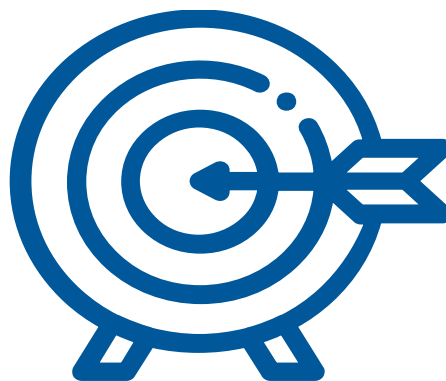
TML OBJECTIVES

Enhance the name, reputation, and public goodwill of the DAF by ensuring the DAF brands are recognizable and used in a consistent, responsible, and lawful manner by both internal and external users.

Manage the use of DAF marks to maintain the integrity of the Air Force and Space Force brands, which includes appropriate trademark licensing activities that associate the brands with quality products and are consistent with Air Force and Space Force standards.

Generate licensing revenues to cover the operating costs for the program while also supporting the morale, welfare, and recreational activities of the nation's Airmen and Guardians.

Support Air Force and Space Force recruiting and retention efforts.



LOYAL FANBASE FOR DAF PRODUCTS

5.6M – With \$2.5B Buying Power

Active Duty (Air Force)
315,000

Active Duty (Space Force)
10,000

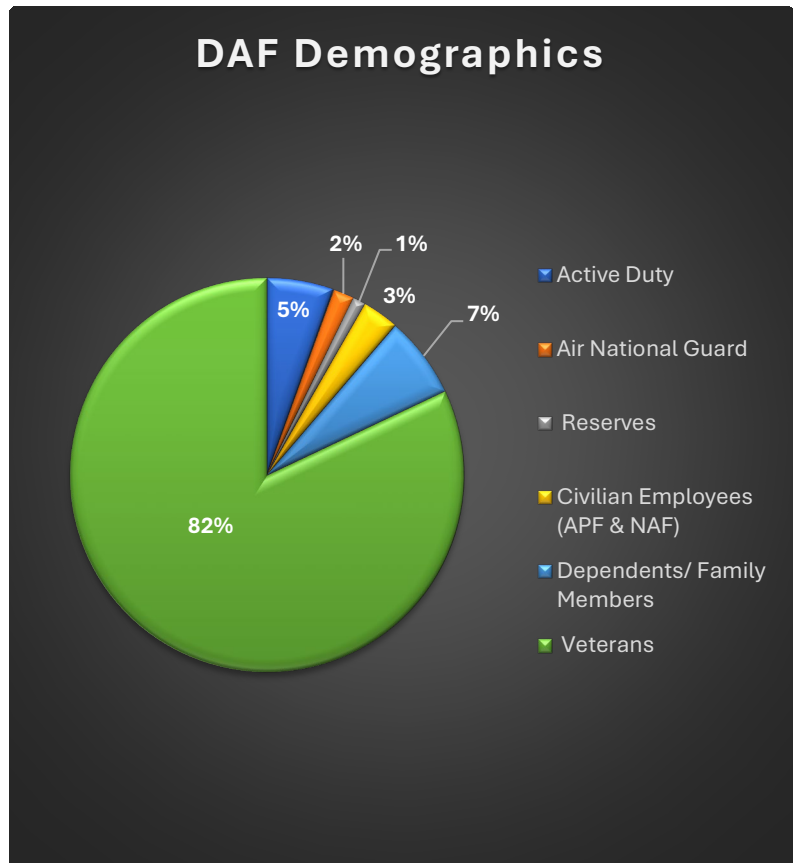
Air National Guard
105,000

Air Force Reserve
65,000

**Civilian Employees
(APF & NAF)**
179,000

Spouses/Children
400,000

Air Force Veterans
4,900,000



Sources: <https://dwp.dmdc.osd.mil/dwp/app/dod-data-reports/workforce-reports>;
<https://download.militaryonesource.mil/12038/MOS/Infographic/2022-demographics-active-duty-air-force-families.pdf>;

CORE VALUES

USAF

Integrity First
Service Before Self
Excellence In All We
Do

USSF

Character
Connection
Courage
Commitment

ESTABLISHED DATES

USAF: Sept. 18, 1947

USSF: Dec. 20, 2019

NOMENCLATURE

USAF: Airmen

USSF: Guardians

PUBLIC CONFIDENCE

77% of respondents said they had either a great deal or some confidence in the United States military.

(Source: <https://reaganfoundation.org>)

BRAND EXTENSION

The core product or service of the Air Force and Space Force is national defense. The distinctive logos and identifiers of the branches have global recognition and represent hope and security for those who are oppressed or in need.

Through trademark licensing, the team vigorously and creatively extends these popular brands into complimentary merchandise categories to help build public trust, reinforce the core values of the Air Force and Space Force, and establish an international fan base for the Air Force and Space Force.

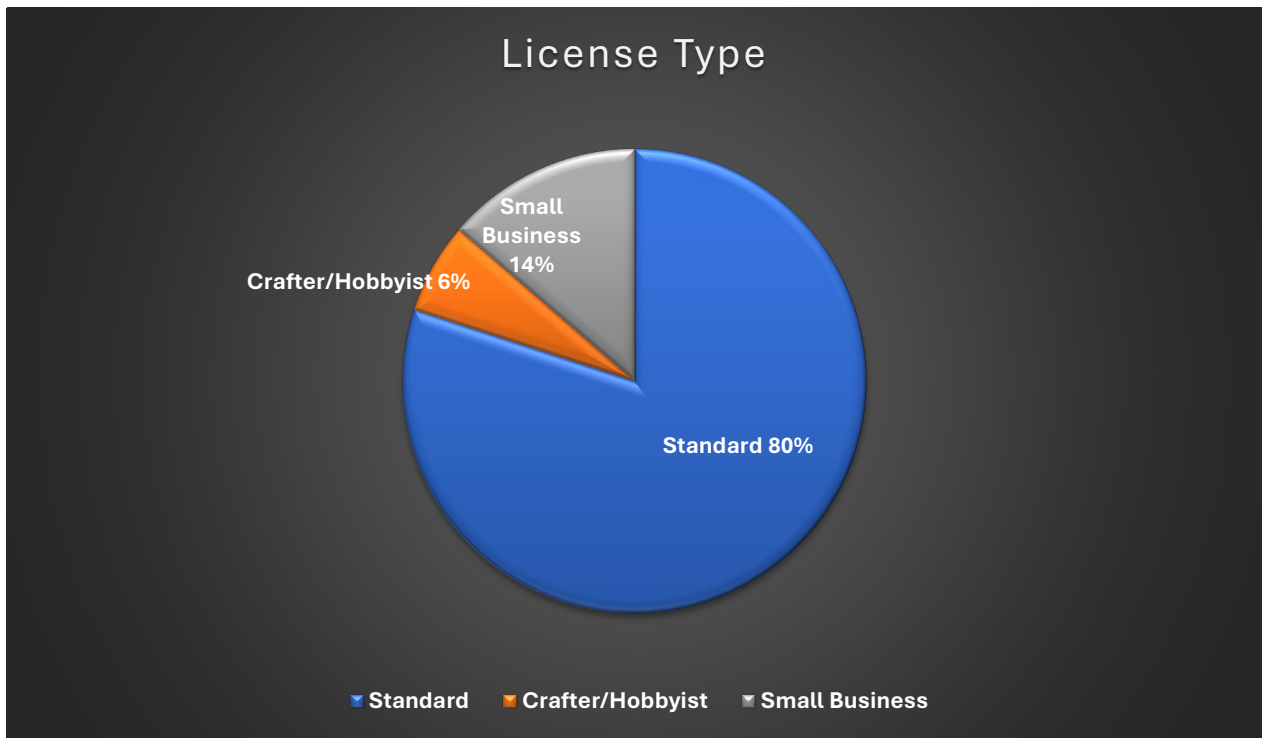
A BRAND'S STRENGTH IS BUILT UPON ITS
DETERMINATION TO PROMOTE ITS OWN
DISTINCTIVE VALUES AND MISSION.

- Jean-Noel Kapferer
Emeritus Professor of Marketing at HEC Paris

TML PORTFOLIO: License Category

The team issues legally binding licenses to qualified businesses based on self-reported data, the staff's internal research, interviews, and the needs of the DAF license portfolio. Businesses can range from at-home crafters with an employee base of one, to large corporations employing thousands around the globe.

On Dec. 31, 2025, there were 300 domestic and overseas businesses authorized to manufacture or distribute merchandise with Air Force and/or Space Force trademarks, up from 268 reported at the end of 2024. The 2025 license portfolio was comprised of 240 standard licenses, 41 small business licenses, and 19 crafter licenses.

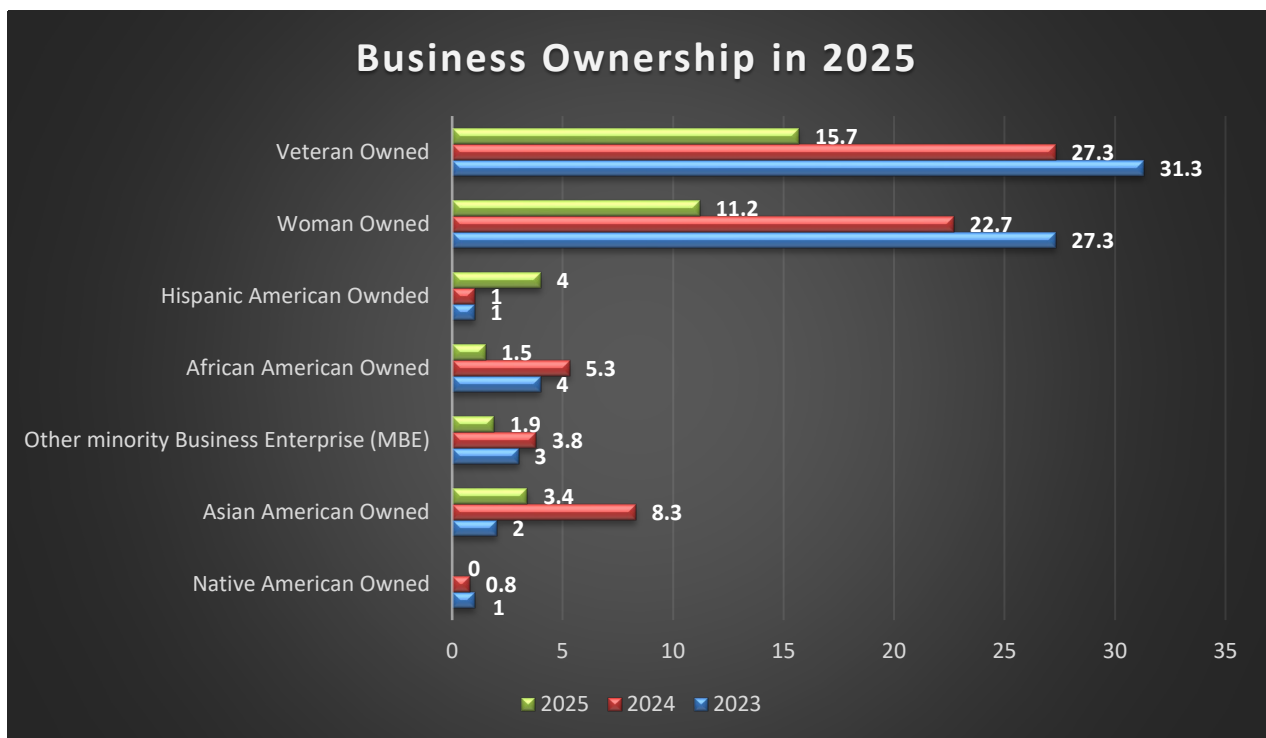


Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

TML PORTFOLIO: Ownership Category

The team is committed to providing a fair and unbiased licensing process that ensures equal opportunity for all qualified applicants. This commitment cultivates a rich array of business owners, fostering unique perspectives and innovative potential that drive success across the DAF brand portfolio.

There was a downturn in the number of women- and/or veteran-owned businesses in 2025, a stark reversal from 2023. This slowdown can be attributed to numerous factors that can disproportionately impact these groups: increased costs, consumers cutting back on discretionary spending, the conclusion of pandemic-era programs (ex., the Paycheck Protection Program), and the “Silver Tsunami.”



Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

Note: Ownership categories are self-reported and can include multiple statuses. A business could be woman owned, and veteran owned. At the time of this report, the Direct Licensing Hub (DLH) only reflected one category selected. Business status is not independently verified by the staff.

TML PORTFOLIO: Product Category

A varied product portfolio enables brands to reach a broader audience, strengthening support for DAF's global missions and workforce. By developing products tailored to local tastes and preferences, extension initiatives help brands stay relevant and appealing in specific markets, ultimately broadening their reach and impact.

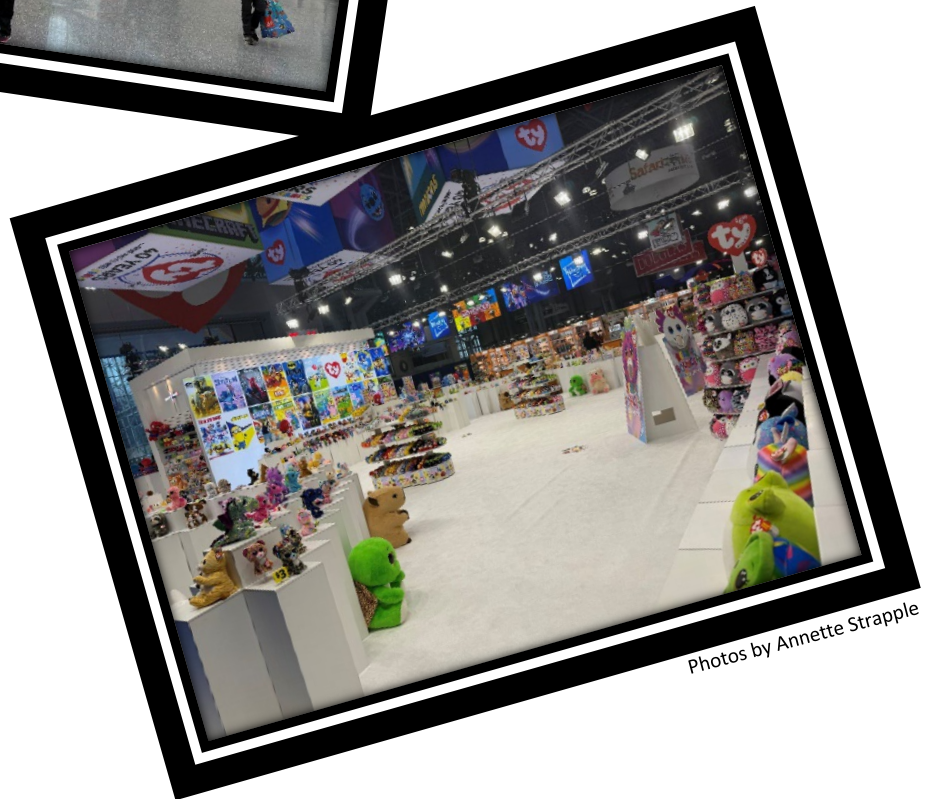
The power and appeal of our brand were on full display in 2025, driving exceptional performance across our entire licensed product portfolio. Among the 64 categories, products bearing our trademarks on T-shirts and computer accessories continued to generate the highest licensing revenue. The most exciting story, however, is the incredible growth in the toy category. The strength of our brand perfectly capitalized on the U.S. toy industry's 6% rebound¹, propelling licensed toys from fifth to third place in our revenue rankings. This is a powerful testament that the program is well aligned with industry-leading categories and consumer demand trends.



Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

¹ <https://toyassociation.org/ta/toys/research-and-data/data/us-sales-data.aspx>

The team continues to explore business opportunities by attending trade shows, reviewing market research, and researching consumer trends. In 2025, they had a presence at the Sports Licensing Show, Licensing Expo, and the Toy Fair®. The team reviewed over 600 companies, ultimately identifying and advising over 20 companies on infringements of DAF IP.



Photos by Annette Strapple

TML PORTFOLIO: Top Properties



Space Force Moves Up In 2025

The Air Force Symbol and the Air Force Emblem maintained their positions at No. 1 and No. 2. However, the Space Force Delta moved back up to No. 3 with the USAF wordmark moving to No. 4. The Roundel held steady again at the No. 5 spot as one of the most frequently used marks. Meanwhile, the USAF unit insignia moved to No.6 while the Thunderbirds logo moved from No. 8 in 2024 to No. 7 in 2025.

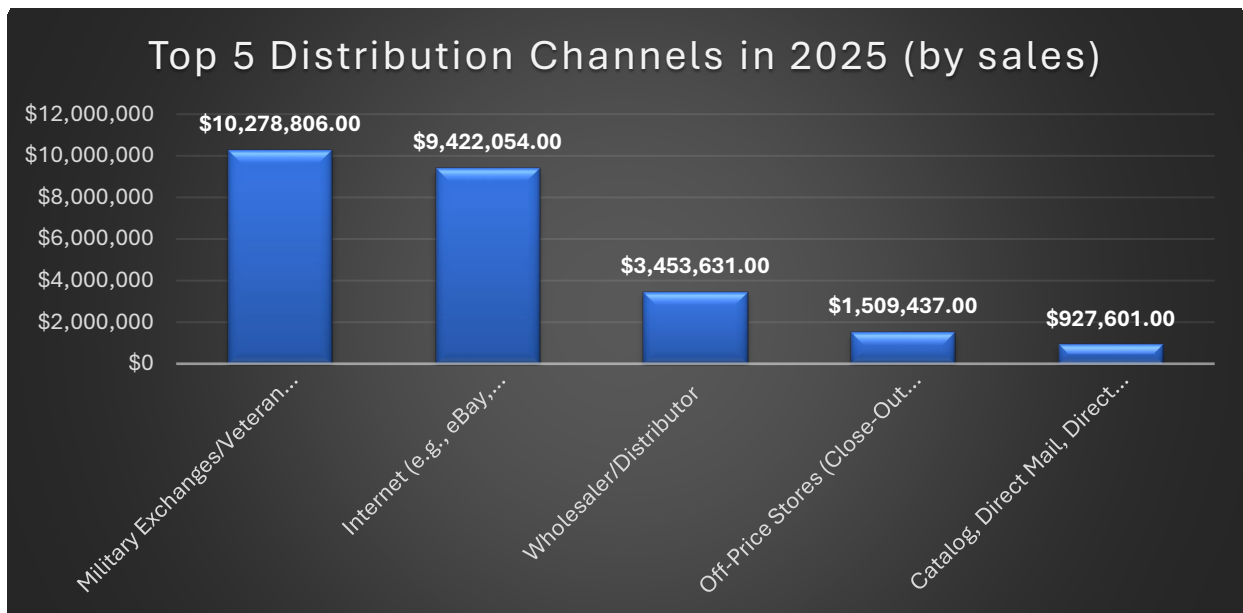


Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

TML PORTFOLIO: Distribution Channels

DAF-branded products reach customers through multiple distribution channels, including wholesalers/distributors, retailers, and an increasing presence of direct-to-consumer online platforms. A continuous review of distribution channels focuses on achieving greater alignment with current consumer buying habits and providing detailed insights into purchasing patterns for DAF-branded merchandise.

Although 2025 posed a challenging retail market, the Military Exchange surpassed the internet as the highest-grossing channel, driven by sustained direct-to-consumer engagement. While the Internet solidified its position as our second-largest distribution channel, leveraging a loyal customer base, our wholesale and distributor partnerships provided targeted market penetration. This multi-channel success underscores our ability to adapt and thrive in evolving market conditions.



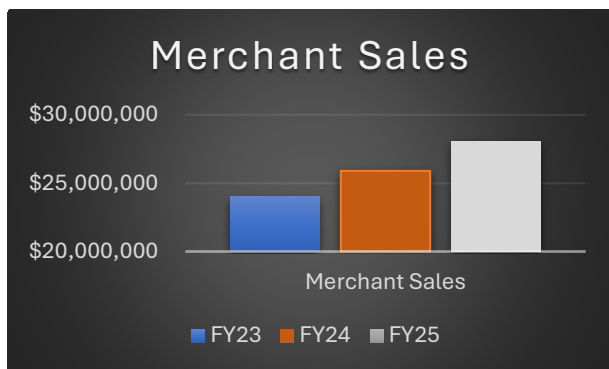
Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

TML FINANCIAL IMPACT

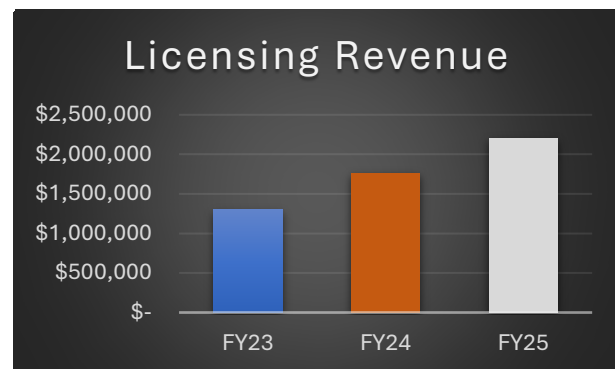
The authority to collect, retain, and execute licensing fees is codified in 10 U.S.C. 2260, *Licensing of Intellectual Property*, and DODI 5535.12, *DoD Branding and Trademark Licensing Program Implementation*.

TML funds are three-year, 3801 revenue funds exclusively for the development, improvement, and operation of the trademark licensing program. The licensing fees may be used to offset the program’s operating costs, which include, but is not limited to, team travel expenses, civilian salaries and benefits, service providers, and program marketing. Expiring funds are used to support military morale, welfare, and recreation (MWR) programs.

In 2025, the United States economic landscape was marked by a slowdown, with gross domestic product growth dropping below that of 2024.² However, the licensing program reached new heights in 2025, delivering record-breaking revenue and demonstrating the remarkable commercial power of our brands. In 2025, the program continued to be self-sustaining under 10 U.S.C. 2260. Sales of branded merchandise exceeded \$28 million and generated more than \$2M in royalties and licensing fees. This robust expansion was driven by strategic new relationships and the performance of our licensees, who have successfully tapped into the public’s deep pride and fascination with our Airmen and Guardians.

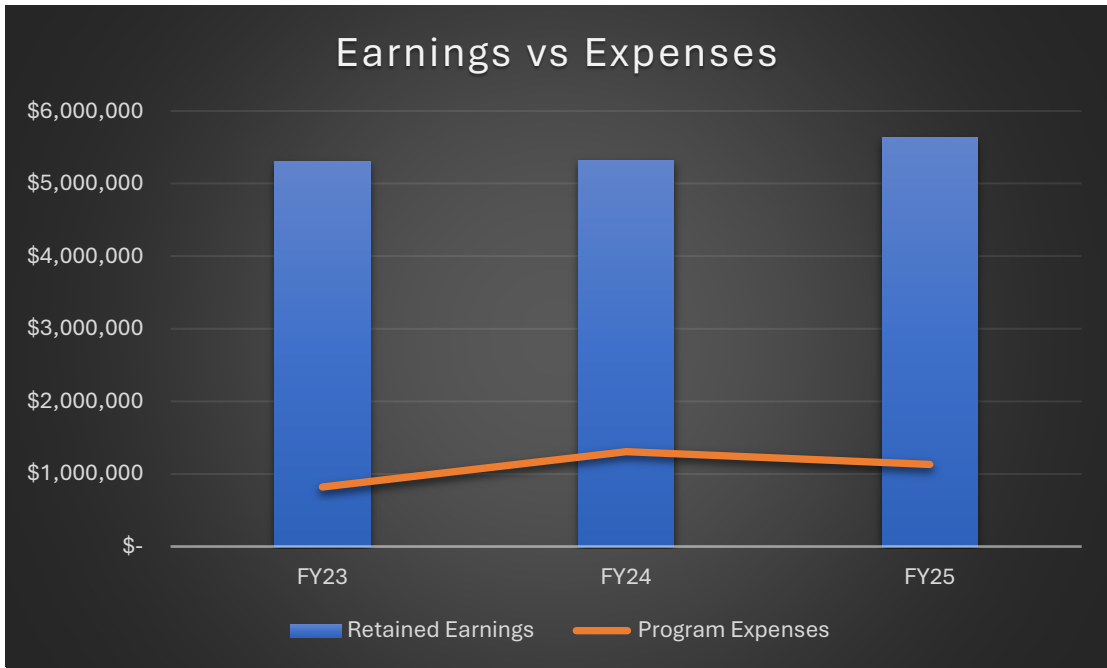


Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>



Source: Defense Enterprise Accounting & Management System

² <https://www.bea.gov/sites/default/files/2026-03/gdp4q25-2nd.pdf>



Source: Defense Enterprise Accounting & Management System

The program remains financially strong, with revenues consistently exceeding expenses. This positive financial performance reflects strategic efforts to enhance efficiency and drive sustainable growth. As a result, the program is uniquely positioned to build on this momentum, continuing to protect and elevate our iconic trademarks while maximizing support for our force and deliver long-term value to the Department of War (DOW), the DAF, the American public, and other stakeholders.

By maintaining low operational expenses, the Air Force and Space Force Intellectual Property Management Office allocated \$510,000 in 2025 to support joint military services Morale, Welfare, and Recreation (MWR) programs. Since 2008, the TML program has contributed more than \$9M to MWR, helping the Air Force Services Center (AFSVC) fund its mission of providing high-quality events—including STEAM programs, youth activities, entertainment, and deployment support—for past and present Airmen, Guardians, and their families.

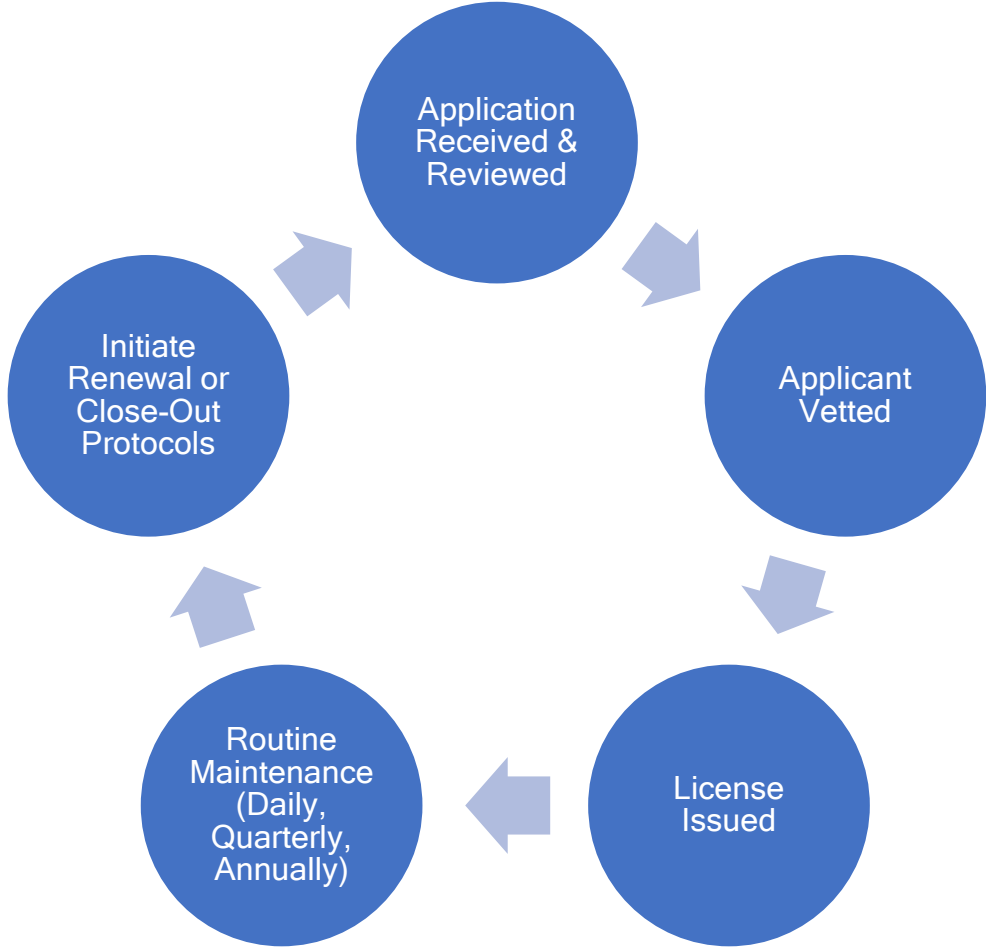


Photo by Air Force Staff Sgt Harrison Winchell

LIFECYCLE MANAGEMENT

Effective management of the licensing process—from application to close-out—requires a comprehensive lifecycle approach that ensures every application and request is handled with the utmost diligence from day one. Poor license management can pose significant risks, including costly litigation, trademark rights loss, and reputational damage to the DAF. Prioritizing robust license management practices enables the team to mitigate these risks and facilitate smooth, compliant, and mutually beneficial agreements.

A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL.
-Jeff Bezos



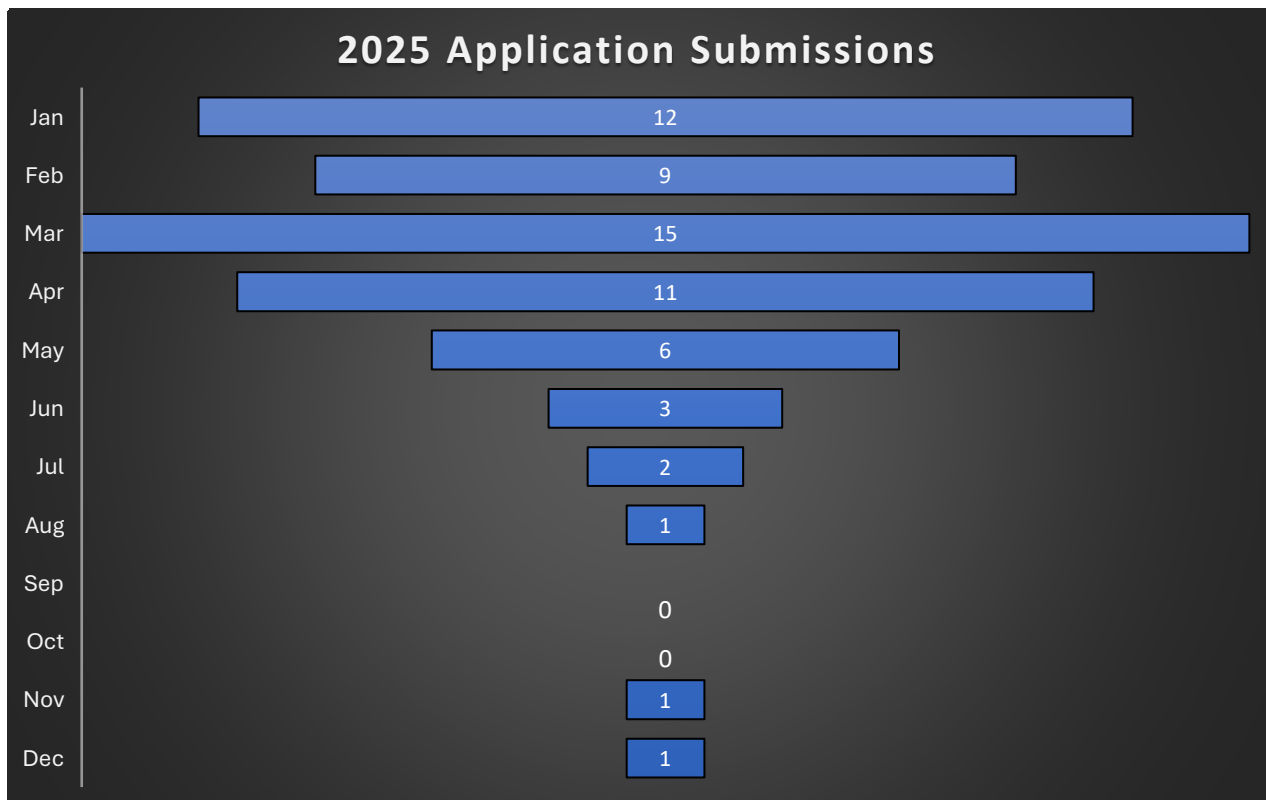
APPLICATIONS & PRODUCT APPROVALS



In July of 2025, TML initiated a mid-year strategic pause on accepting new applications to effectively manage the high demand for DAF brands. The strategic pause implemented in July allowed the team to focus on maximizing value from existing licenses while ensuring long-term health. The department prioritized artwork review, responsive communication and alignment with high demand categories. This approach strengthens long-term brand integrity and royalty potential – mirroring successful strategies among premium corporate trademark licensors.

Both domestic and international entities continue to show strong interest in these brands. To safeguard the integrity and reputation of the brands, the TML staff conducts a rigorous evaluation of each application. Only those applications that demonstrably align with the high standards, values, and needs of the Air Force and Space Force receive approval.

In 2025, the team processed 61 applications—both new and renewal—and 61 contract addendums.



Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

Licensed companies are required to obtain approval from the TML team for all new designs and products prior to release. This rigorous approval process is critical to upholding the integrity and reputation of DAF brands. Each product undergoes a thorough evaluation to ensure it meets stringent quality standards and reflects the proud legacy of the Air Force and Space Force. Only those products that meet these high standards are granted the honor of bearing our iconic marks.

The Trademark Licensing team reviewed a record-breaking number of artwork submissions in 2025 - more than 9,340 unique mockups. An increase of 25% from 2024. Fifty-five percent of the 58 executed licenses in 2025 (i.e., signed by all parties) were completed in less than 60 business days, on par with the four-year trend.

NON-MERCHANDISE REQUESTS



The team recognizes that timely email responses are essential to first-rate customer service. Efficient communication is key to addressing customer inquiries, fostering seamless collaboration with partners, and ensuring the swift resolution of issues. By prioritizing email responsiveness, the team reinforces its commitment to exceeding customer expectations, enhancing operational efficiency, and building strong, lasting relationships with all stakeholders.

In 2025, the TML team answered more than 8,800 messages in the organizational inbox - licensing@us.af.mil – received either directly or forwarded through the online form, as well as hundreds of emails addressed to individual work email addresses. A broad cross-section of the public regularly requests permission to use DAF marks in projects such as museum exhibits, veterans’ monuments, military appreciation events, building signage, and commemorative books. Leading requestors include civic groups, city planners, representatives from the sports and entertainment industries, and business and community leaders. The team also addressed various licensing inquiries, assisted with sales report uploads, scheduled onboarding interviews, and provided support with the licensing portal. Additionally, the team offered direct feedback to the DAF enterprise on display guidelines and the development of program logos.

8,895
Emails
Answered

MUSIC COPYRIGHT LICENSING (MCL) & BAND SUPPORT

The Band Support and Music Copyright Licensing Division resides in the Intellectual Property Management Directorate. The division chief is an Air Force master sergeant who also serves as the directorate's superintendent. The division houses the Music Copyright Licensing program and supports the 10 official Air Force bands and nearly 60 separate performing groups.

In 2022, "Semper Supra" was approved as the official song of the U.S. Space Force, marking the first time the DAF has secured the copyright to one of its service songs. (Rights to "The U.S. Air Force," the official song of the Air Force, are owned by Carl Fischer LLC.) To protect and manage the copyright for "Semper Supra," the music copyright licensing program was launched the same year. By 2024, a streamlined licensing process was established with a framework in place to generate revenue on behalf of the DAF through the official licensing of "Semper Supra."

The division chief facilitates most music related requests for the band career field, oversees the official use of "The U.S. Air Force," (also known as "The Air Force Song") provides training and guidance on securing music copyright licenses for band performances and arrangements, and maintains the public facing website, www.music.af.mil.

MCL & BAND SUPPORT OBJECTIVES

1. Protect and manage the copyright of the U.S. Space Force official song, “Semper Supra,” by maintaining a streamlined licensing process that ensures compliance, supports intellectual property rights, and enables revenue generation on behalf of the DAF.
2. Support the mission of Air Force bands by facilitating music-related requests, licensing, and distribution efforts in alignment with the guiding principles of Honor, Inspire, and Connect, while serving both Department of War and the public.
3. Expand public access and usage of “Semper Supra” through proactive collaboration with arrangers and publishers to license and distribute diverse arrangements, meeting growing demand during national holidays and ensuring the song’s inclusion in Armed Services Medleys.

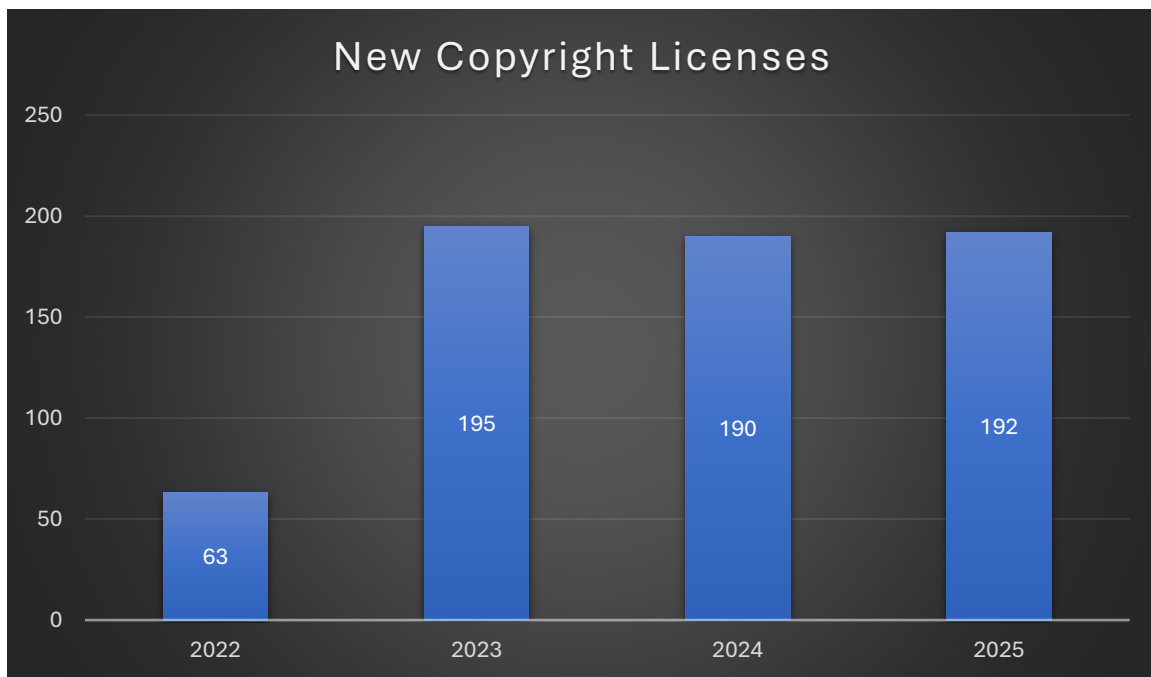
MCL FINANCIAL IMPACT

Royalties collected through the licensing of “Semper Supra” are deposited into a general fund managed by the DAF. The authority to collect the royalties is established under U.S. Copyright Law; in the absence of a specific statute authorizing retention, the MCL program is not permitted to reinvest the funds into the program.

The division chief works with arrangers and publishing companies to grant arranging and distribution licenses for “Semper Supra,” ensuring that a variety of complete arrangements of all the service songs are commercially available to customers. By the end of 2025, there were 18 active arranging licenses, generating a lifetime total of almost \$3,000 in royalties, doubled as of 2024.

THE MCL PORTFOLIO

At the end of 2025, active licenses for “Semper Supra” totaled 638, an increase from 448 in 2024. Most licensees are 501(c)(3) or other non-profit organizations, representing a broad geographic and demographic cross-section of the country—including schools, colleges, churches, veterans’ centers, retirement homes, and various community bands, choirs, and orchestras. Requests typically peak around patriotic holidays such as Memorial Day, Independence Day, and Veterans Day, reflecting strong public demand for Armed Services Medleys that feature the official song of the newest military branch.



Source: <https://insights.directlicensinghub.com/dlh/hub/stream/>

2025 HIGHLIGHTS

This year marked significant advancements and achievements for all the programs in the directorate, reflecting growth, innovation, and a strong commitment to supporting the mission. The following highlights key accomplishments and milestones.

Band Support/MCL Division

Strategic Planning and Alignment

In 2025, the division significantly advanced its strategic framework and operational oversight. The year was marked by the release of the division's first strategic plan annex, which aligned Music Support operations with key Air Force Public Affairs Agency and Pentagon priorities. To measure the success of this new strategy, five Key Performance Indicators (KPIs) were implemented. These KPIs aimed to strengthen communication between AFPAA Headquarters and the Bands Division at the Pentagon, standardize the "Semper Supra" licensing program, and track progress toward new goals. The division also enhanced its intellectual property management, contributing to the directorate's annual report to communicate the evolution of the Space Force song licensing effort and updating copyright guidance for bands in DAFI 35-110.

Professional Development and Training

The division chief completed the Public Affairs Communication Strategy Qualification course, establishing a precedent for the position and enhancing capacity to advise commanders, integrate strategic communication with Public Affairs and Band leadership, and improve service to internal and external customers.

Career Field Education and Digital Transformation

At the 8th annual Public Affairs Content Strategies and Management Workshop, the division chief briefed the PA career field on copyright law for music in audiovisual products, providing resources to support compliant mission execution. The division continued leading the career field's migration to digital streaming platforms, with the division chief serving as SME, briefing ten senior leaders, and training units on digital content publication.

Semper Supra Licensing Growth and Protection

Royalty-paying clients for "Semper Supra" more than doubled in 2025 as the division processed over 200 licenses, bringing the lifetime total near 650. The full four-verse version of the Space Force's service song was published and registered with the U.S. Copyright Office, securing DAF ownership. A new infringer-notification process generated takedown actions that expanded legitimate licensing while reinforcing Space Force branding.

Ceremonial Support

Three lyric videos—two for "The U.S. Air Force" and one for "Semper Supra"—were commissioned and made available for official ceremonies. The division filled 251 official song requests, strengthening ceremonial support and representation across the total force.

Trademark Licensing Division

High Visibility Projects

The TML Division participated in multiple high-profile projects in 2025. They worked with the 89th Airlift Wing on custom-order items for the President and Vice President aboard Air Force One. They reviewed several videos for brand compliance, including USSF's "Always Above" and "The U.S. Space Force – America's Invisible Front Line." The latter was created to help educate Congress and other decision makers on the U.S. Space Force. The team provided feedback on the Chief of Staff of the Air Force's commemorative challenge coin that he presented to international Air Chiefs. The division responded to a request from the Assistant Secretary of the Air Force to review mementos for the Air & Space Forces Association's National Convention. Additionally, the team coordinated on the Air Force Recruiting Service's proposed "Level 62 Elevator," a recruiting tool that takes users on a virtual journey into space, 62 miles above earth.

US Patent and Trademark Office (USPTO) Filings

More than 15 filings were submitted to the USPTO on behalf of the Department of the Air Force in 2025. Filings included trademark registrations, intent to use applications, and oppositions to other's registrations. One lengthy opposition action culminated in the USPTO siding with the DAF by denying an applicant's registration for "Old Air Force." The DAF proactively gained early trademark protection by filing an intent to use application for the aircraft name "F-47." For additional registration details, navigate to the "Branding" tab at www.trademark.af.mil.

Career Field Education and Digital Transformation

An TML team member delivered a critical branding brief to 73 Public Affairs leaders at the 8th annual Public Affairs Content Strategies and Management Workshop. This presentation was instrumental in driving policy compliance and extending trademark program influence across the entire career field.

Customs and Border Protection Interdiction

By identifying and intercepting a significant shipment of unauthorized military-branded hats originating from China, the TML division demonstrated a core tenet of vigilance and the protection of our symbols of honor. The team's swift confirmation of counterfeit products and their decisive recommendation to Customs and Border Protection (CBP) for the destruction of these items underscored a commitment to upholding the highest standards. This decisive action ensured that the symbols of our armed forces, particularly the U.S. Air Force, are not devalued by unauthorized reproductions.

THE FUTURE

The Intellectual Property Management Office is committed to strengthening its trademark licensing and music copyright licensing programs by engaging in a broad range of distribution channels and product categories. The team will continue to monitor consumer trends and preferences through social media, small business forums, and industry publications. This research will enable the licensing programs to stay aligned with current market interests and the Department of the Air Force’s values, particularly in areas such as elevating awareness of the Space Force and protecting the IP of new airframes. This approach will help ensure the program remains relevant, competitive, and impactful.

The TML program recognizes the importance of supporting the DAF’s recruiting and retention efforts. Ensuring the availability of high-quality, visually appealing merchandise that reflects the values and traditions of both the Air Force and Space Force, the program fosters pride, esprit de corps, and a sense of unity across the ranks and the American public.

The MCL program plays a vital role in supporting the DAF’s outreach and heritage efforts by protecting and promoting official service music, including “Semper Supra.” Through strategic licensing and rights management, the program strives to ensure military bands, educational institutions, and community organizations can access and perform authorized arrangements that honor the legacy of the Air Force and Space Force.

