

# TM CONNECT

**H**appy holidays! It's that time of year when twinkling lights and sparkling decorations are spotted all across the landscape. Thoughts turn to friends and family, both near and far, that have made a difference in our lives. In this season of reflection, of thankfulness, and of giving, our team would like to say "thank you" for your continued support of the world's greatest Air Force. We appreciate you and your commitment to manufacturing and distributing quality Air Force-branded merchandise proudly showcased by patriotic consumers. Through your work, we are recruiting and retaining some of the best Air Force talent in history.

Thank you and Merry Christmas.



## Report through Trademarx, pay through CRS

Effective for the 4Q/16 reporting cycle, **ALL** licensees will be eligible to make their quarterly royalty payment of \$25 or more using CRS, the Treasury Department's [electronic bill pay system](#). Payments can be made using a checking or savings account via ACH Debit or Credit, credit or debit card, PayPal, Dwolla, or FedWire.

Licensees will continue to report their quarterly sales through [Trademarx Online](#) within 30 days from the end of the calendar quarter and click the "close/submit" button. Licensees owing \$25 or more in royalties should expect to receive an e-bill from the Centralized Receivables Service within 45 days after the end of the calendar quarter. The e-bill will include payment instructions.

Those owing less than \$25 should mail in their payment via check or cashier's check. 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](http://www.trademark.af.mil). Do NOT mail any payments directly to CRS.

If your accounting department is prohibited from making electronic payments, notify our office at [licensing@us.af.mil](mailto:licensing@us.af.mil).

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.

## Happy Birthday Air Force!

The USAF turns 70 years old in 2017. That's 70 years of providing superior air, space, and cyberspace security in defense of our Nation. We encourage licensees to develop and submit for approval commemorative merchandise to celebrate this milestone. Turning 70 has never looked better.

## Annual business plans due Jan. 30, 2017

In accordance with Section 3.11 of the standard license agreement, licensees are required to submit an annual business plan that outlines how they will grow their Air Force business in the upcoming year. It's also where licensees can provide feedback on their experience with our Brand and request the addition/removal of distribution channels, product categories, and manufacturers.

For your convenience we have provided an outline for the business plan at <http://www.trademark.af.mil/Resources/DocumentLibrary.aspx>

Business plans may be emailed or mailed to our office.

Licensees whose most recent license was signed by our office on or after 1 July 2016 will not need to submit their next annual business plan until 2018.

## 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 company.

Once you reset your password, communicate the password with the other [Trademarx Online](#) users in your company – generally the accounting department, sales department, and art department.

## Adding departmental/organizational emails to profiles

Our office is still updating licensee profiles with departmental/organizational email address. In the Spring, Summer and Fall issues of "TM Connect" we advised of the need for these monitored email accounts. The departmental email address will be used to access [Trademarx Online's](#) systems, to receive e-bills from the Treasury Department's CRS system, and to ensure continuous receipt of communication regardless of personnel changes.

If you have not yet provided a departmental email address, please do so immediately. We will begin deactivating personal email accounts in [Trademarx Online](#) in early 2017.

## 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: Military Pride Gear, Just Write Laser Engraving, and 4Heroes LLC.

We want to also recognize the following renewed license: Angel 7 Industries.

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



Reported sales of Air Force-branded merchandise exceeded \$16M in 2016.

## Know your license's expiration date

It is up to each licensee to know when your license is expiring and submit a renewal package. The term of your license agreement can be found in your license's Table of Exhibits.

To receive a renewal application you will need to complete a [License Renewal Application Request](#). We highly recommend submitting this request and the subsequent package **at least six months** prior to your license expiring. Companies may not continue to manufacture, distribute, or process sales under an expired license.

Submitting a renewal application does not extend your license agreement, nor does submitting a renewal application guarantee your continued relationship with the Air Force Brand.

## Final Thoughts

The licensing team is happy to welcome home SrA Zachary Kee from his overseas deployment. Our Nation asks a lot of our active-duty Airmen – whether it's going to the front line to protect our personal freedoms, helping others gain their freedom, or providing food, shelter, and comfort after a natural disaster. Our Airmen boldly and without hesitation answer the call, often leaving behind family and friends for long periods of time.

When you see a military member – Soldier, Sailor, Airman, Marine, or Coast Guardsman – take a moment to appreciate their sacrifice. And rest well knowing that you have the best of the best watching out for you.

## Important Links

[Trademarx Online](#)

[JPatton On Demand](#)

[USAF Branding & Trademark Licensing](#)

[Centralized Receivables Service \(CRS\)](#)

Ensure you click "close quarter" after saving your quarterly sales report in [Trademarx Online](#).

The Air Force licensing team has 20 business days to review all submissions in the [Trademarx Online](#) design approvals system. Plan your submission accordingly.

Include projected wholesale and retail prices in [Trademarx Online](#) when uploading "Phase II" submissions.