

SALES REPORTING GUIDE

TO MANUALLY ENTER SALES DATA IN TRADEMARX:

1. Go to <http://licensing.trademarkonline.com>
2. Log in using your email address and password. If you don't know your password, please click the "Forgot Your Password?" link to reset your password for Trademarx. Enter your email address (Primary Contact), and click "Reset". You will receive an email with a temporary password to login and update your password.
3. From the Navigation Menu bar (top), select License Management.
4. Click the Royalties tab as you usually do when submitting royalties in Trademarx.
5. Choose the correct royalty quarter/year and click View – a grid should show up with the list of your Contracts:

The screenshot displays the Trademarx online interface. At the top, there is a navigation bar with icons for Dashboard, License Management, Design Approvals, and Artwork Distribution. The main header includes the Trademarx logo and the user's name, "Test Licensee! | United States Air Force Trademark and Licensing - Agency". Below this is a "License Management" section with a sub-header for the "Agency: United States Air Force Trademark and Licensing - Agency". A sidebar on the left contains "Help" and "Reports" buttons. The main content area shows a "Royalties" section with filters for "Quarter" (Q1) and "Year" (2016), and a "Transaction Date" of 03/22/2016. A table lists royalties with columns for Licensor, Contract, Reported Royalty, Applied Credit, Applied Advance, Balance Due*, and Zero Sales. The table contains one entry for "United States Air Force Branding and Trademark Licensing" with a "Standard" contract and zero values in the financial columns. Below the table, it states "Total Due \$0.00" and includes a note about interest charges. There are buttons for "Add Licensor", "Apply Zero Sales", "Submit/Close Quarter", and "Import". The footer shows "Powered by TRADEMARX | Copyright © 2016 Trademarx" and navigation links for HOME, HELP, and LOGOUT.

| | Licensor | Contract | Reported Royalty | Applied Credit | Applied Advance | Balance Due* | Zero Sales |
|-------------------------|--|----------|------------------|----------------|-----------------|--------------|------------|
| Details | United States Air Force Branding and Trademark Licensing | Standard | | 0.00 | 0.00 | 0.00 | |

- Click the "Details" link for your contract and a grid will open below, allowing you to manually enter sales detail for that contract:

Royalties

Quarter Q1 2016 View **Transaction Date** 03/22/2016

| | Licensor | Contract | Reported Royalty | Applied Credit | Applied Advance | Balance Due* | Zero Sales |
|-------------------------|--|----------|------------------|----------------|-----------------|--------------|------------|
| Details | United States Air Force Branding and Trademark Licensing | Standard | | 0.00 | 0.00 | 0.00 | |

Total Due \$0.00 *Note: Interest charges for late payments are not included in the balance due.

Click on the "details" link to add sales details for a contract

Sales Detail - United States Air Force Branding and Trademark Licensing, Standard

| Product Category | Distribution Channels | Royalty Type | SKU | Units | Sales Total | Royalty | Fix |
|------------------|-----------------------|---------------|-----|-------|-------------|---------|-----|
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |
| Select one... | Select one... | Select one... | | | | | |

7. Select the appropriate drop-down values and enter the number of units and total sales amount for each line. **NOTE: If you have varying royalty types (ex: Exchange, wholesale/distributor), your royalty type MUST match the distribution channel.**

Sales Detail - United States Air Force Branding and Trademark Licensing, Standard

| Product Category | Distribution Channels | Royalty Type | SKU | Units | Sales Total | Royalty | Fix |
|-------------------------|-----------------------------|---------------|-------|-------|-------------|---------|--------------------------|
| Apparel - tops: t-shirt | Discount store (Ex: Wal ... | Standard | T3255 | 237 | 3,723.80 | 8 | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |
| Select one... | Select one... | Select one... | | | | | <input type="checkbox"/> |

Save / Next Save

8. Once all data has been entered (or if you need additional sales lines), click “Save” and royalties will be calculated for all contracts with data entered.
9. If you have no sales during this period, you still need to enter a “Zero Sales” line by checking the checkbox under “Zero Sales” in the top grid and clicking on the “Apply Zero Sales” button, or by entering 0.00 in the total column in the sales detail and clicking “Save”.
10. If you need to remove a sales line, simply delete the value in the “Sales Total” column and click “Save”.
11. **Once you have completed entering and have saved all your sales data, you must submit your report by clicking the “Submit/Close Quarter” button.**
12. An Invoice will appear in a new window (make sure any pop-up blockers are off) for you to print and return with your royalty payment.
13. If you need to generate the invoice again at a later date, there is a link to generate the PDF document on the Royalties tab (go to the desired reporting period and click View to get back there).

TO UPLOAD SALES DATA FROM A SPREADSHEET:

Rather than manually entering each line of sales data, you may upload an Excel spreadsheet containing your sales information. This is useful if you have many lines of sales data.

1. After selecting a quarter, click “Import” (lower right corner) on the royalty page.

The screenshot shows the TRADEMARX ONLINE interface for the 'United States Air Force Trademark and Licensing - Agency'. The 'License Management' section is active, and the 'Royalties' tab is selected. The page displays a table for royalties with the following data:

| | Licensor | Contract | Reported Royalty | Applied Credit | Applied Advance | Balance Due* | Zero Sales |
|-------------------------|--|----------|------------------|----------------|-----------------|--------------|------------|
| Details | United States Air Force Branding and Trademark Licensing | Standard | | 0.00 | 0.00 | 0.00 | |

Total Due \$0.00 *Note: Interest charges for late payments are not included in the balance due.

Click on the "details" link to add sales details for a contract

Buttons: Add Licensor, Apply Zero Sales, Submit/Close Quarter, **Import** (highlighted with a yellow arrow)

- The system will navigate to another tab or window, as shown below (Please ensure your pop-up blocker is turned “off”).

Upload Import File

Importing Sales for **Test Licensee X**

SELECT A FILE TO UPLOAD:

No file selected.

First row contains column headers

MANAGE FILE-DATABASE MAP:

Use the form below to define which columns in your import file match to the relevant database field. **Required fields must be mapped before you can proceed to the next step.**

| Required Fields | | | Optional Fields (**) | | |
|-----------------------|--------------------------------|-------------------------------------|----------------------|----------------------|--------------------------|
| Database Column | Column Letter | Required? | Database Column | Column Letter | Required? |
| Contract | <input type="text" value="A"/> | <input checked="" type="checkbox"/> | Month | <input type="text"/> | <input type="checkbox"/> |
| Product Category | <input type="text" value="E"/> | <input checked="" type="checkbox"/> | Product | <input type="text"/> | <input type="checkbox"/> |
| Distribution Channels | <input type="text" value="G"/> | <input checked="" type="checkbox"/> | | | |
| Royalty Type | <input type="text" value="H"/> | <input checked="" type="checkbox"/> | | | |
| Licensor | <input type="text" value="B"/> | <input checked="" type="checkbox"/> | | | |
| Quantity | <input type="text" value="C"/> | <input checked="" type="checkbox"/> | | | |
| Total Sales | <input type="text" value="D"/> | <input checked="" type="checkbox"/> | | | |
| SKU | <input type="text" value="F"/> | <input checked="" type="checkbox"/> | | | |

** Optional fields that are not used can be left blank. Columns with a column letter specified must be included in the imported file.

You will verify the result of the upload in the next step.

- Enter the column letter that matches your spreadsheet for each of the Required Fields. Please note, this is the letter that appears at the top of the column on your Excel database. After your first import, these column definitions will be saved and used for future imports. If you need to adjust simply click the field under “Column Letter” and enter the new letter.
- Click “Choose File” to select your sales upload file to import. If you have a header row in your upload file, check the box next to “First row contains column headers”.
- Once the columns have been mapped and file has been selected, click “Upload and Verify” in the lower right corner to import the data file.
- The system will upload the file and begin the validation process. This may take a few minutes depending on the size of your file.

- The system will navigate to the “Verify Import” screen and you will see the items uploaded. Those highlighted in red are fields the system does not recognize and need to be mapped. Mapping a value allows you to tell the system how your term relates to a system recognized value.

Verify Sales Import

Imported File Contents for **Test Licensee X** Revalidate Restart Upload

Please review the data grid below and correct any errors found. You may close this form at any time and resume later.

Errors were found on the following pages.
1 2

Import contains **194** records. Displaying page **1** of **2**.

| Action | Contract | Licensor | Product Category | Quantity | Total Sales | Distribution Channels | SKU | Royalty Type |
|--------|----------|----------|------------------|----------|-------------|-----------------------|--------|--------------|
| | Standard | USAF | Headwear | 12 | 51 | WAL-MART STORES | H-8275 | Co Branded |
| | Standard | USAF | Headwear | 12 | 82.50 | WAL-MART STORES | H-9193 | Co Branded |
| | Standard | USAF | Headwear | 12 | 51 | WAL-MART STORES | H-2004 | Co Branded |
| | Standard | USAF | Headwear | 6 | 25.50 | WAL-MART STORES | H-1024 | Co Branded |
| | Standard | USAF | Headwear | 24 | 102 | WAL-MART STORES | H-1026 | Co Branded |
| | Standard | USAF | Headwear | 24 | 141.90 | WAL-MART STORES | H-1646 | Co Branded |

- To map field data, click on the cell with the invalid value and the Mapping window opens.

Verify Sales Import

Imported File Contents for **Test Licensee X** Restart Upload

Please review the data grid below and correct any errors found. You may close this form at any time and resume later.

Errors were found on the following pages.
1 2

Import contains **194** records. Displaying page **1** of **2**.

Mapping Your Terms to Trademark Terms for Licensor

Your Term: USAF

Trademark Term:

Save Next Value to Map >> 1 of 1

Close Finished

| Action | Contract | Licensor | Product Category | Quantity | Total Sales | Distribution Channels | SKU | Royalty Type |
|--------|----------|----------|------------------|----------|-------------|-----------------------|--------|--------------|
| | Standard | USAF | Headwear | 12 | 51 | WAL-MART STORES | H-8275 | Co Branded |

9. Select the appropriate Trademarx term from the dropdown and click “Save”. Trademarx will save your mapped terms and will automatically apply them to future imports.

The screenshot shows a web interface titled "Mapping Your Terms to Trademarx Terms for Licensor". It features a form with two main sections. The first section is labeled "Your Term:" and contains the text "USAF". The second section is labeled "Trademarx Term:" and contains a dropdown menu with the selected option "United States Air Force Branding and Tradem:". Below the dropdown menu are three buttons: a blue "Save" button with a floppy disk icon, a grey "Next Value to Map" button with a right-pointing arrow, and the text "1 of 1". At the bottom right of the form are two buttons: a grey "Close" button and a blue "Finished" button.

10. If you have additional values for this column that need to be mapped, you can click “Next Value to Map” to map the next term.
11. Once all fields for this column have been mapped, click “Finished” in the bottom right corner to revalidate the report and go back to the “Verify Import File” page.
12. After revalidating, the system will highlight any other fields that need to be mapped. You can perform this same mapping process for all invalid values.
13. If you need to edit or delete any sales rows, you can click the Pencil (edit) or Trash Can (delete) button on the left of the sales row.
14. Please note that this mapping process may take some time during your first import, but since all your mapped values are saved, subsequent imports should go much more quickly.
15. Once all fields have been mapped and/or edited, you will be able to click “Submit” at the bottom of the screen to complete your sales upload. You may need to move to the other pages of your import (or click “Revalidate” at the top of the page) to make sure the entire import is validated properly if the “Submit” button is not available.
16. If at any time you need to start over you can click “Restart Upload” at the top of the page. This will allow you to import another file, overwriting the existing import.
17. After submitting the import, you will see a screen stating the upload has been completed. Simply click on “Finish & Close”
18. After importing your data, you must reload the royalty page for that quarter and click on the “Submit/Close Quarter” button to generate your invoice and finish the process.