UNITED STATES AIR FORCE

LICENSE APPLICATION

(Please Print or Type)

Thank you for your interest in United States Air Force (USAF) trademark licensing. This form allows us to get to know your company better, so please answer the questions as completely as possible.

STEP ONE: APPLYING FOR A LICENSE

To begin the licensing process, you must complete the following steps:

_ Complete the application in full, providing USAF with a comprehensive look at your company and its involvement and experience within the licensing industry.

_ Provide a representative sample of each product that you plan to produce bearing any USAF mark. Catalogs and/or e-mail photos of products are acceptable during the pre-production phase. The samples must illustrate your planned method of enhancement. Samples bearing marks other than those of the USAF may be submitted; however, the USAF reserves the right to request a production-run sample of the licensed product prior to executing the Standard License Agreement.

_ Once you have completed the application, send it with the other required elements to the United States Air Force Public Affairs, Integrated Marketing Division at the address at the end of this application, and keep a copy of the application packet for your records. The Chief of Air Force Branding and Trademark will review each application based on the information provided and if your application is approved, you will receive a licensing packet. If your application is not approved, you will be notified in writing.

Applications submitted without all of the above-mentioned items will not be processed

STEP TWO: THE LICENSING PROCESS

Once your application has been approved for license, you will receive a licensing packet. You must complete the following steps in their entirety and receive a fully executed agreement before you may begin production:

_ Sign and return the Standard License Agreement

_ Submit a certificate of product liability insurance that names the USAF as additional insureds.

_ Submit the company's identification tag or label that will appear on all products. USAF requires all licensees to properly identify themselves on each product with either a neck label, hang tag or byline.

_ Submit a sample of the USAF Licensed Product label. The USAF requires that all licensees identify their products as approved to be licensed by displaying the USAF Hang Tag prominently on the product. Hang Tags may not be suitable for all products. If your feel your product would not be able to display a hang tag, please provide a description of where/how you plan to place the information below. We recommend Hang Tags be on 80# to 100# Gloss Cover paper stock and are required include the following information:

1. The official USAF Symbol and the words U.S. Air Force

2. Statement that the product is an officially licensed product Department of the Air Force

3. Recruiting website and contact information:
   (www.airforce.com/1-800-423-USAF)

Example of approved layouts: 1'x1'

_ All artwork must be approved by the Air Force Public Affairs, Integrated Marketing Division prior to production.

**Authorization to produce products bearing USAF marks will not be granted until the company has completed the licensing process in its entirety and received an executed standard license agreement.

STEP THREE: LICENSE MAINTENANCE

Once the licensing process has been completed, the Integrated Marketing Division will forward an executed copy of the Standard License Agreement to your company along with a unique user name and password that will help you gain access to production-ready artwork located on the Air Force Link website. To keep your license in good standing, you must remember to:

_ Maintain product liability insurance coverage for each license that you hold, and make sure that a copy of your current certificate of insurance is on file with USAF.

_ Always secure written approval of artwork from the Integrated Marketing Division prior to production.

Once again, **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.):_____
_____

World Wide Web Address: _____

Primary Address: _____
Street

_____
City State Zip/Postal Code Country

Telephone: _____ Facsimile: _____

Secondary Address: _____
Street

_____
City State Zip/Postal Code Country

Primary Contact: _____ Title:_____

Telephone: _____ Facsimile: _____ Email: _____

Secondary Contact: _____ Title: _____

Telephone: _____ Facsimile: _____ Email: _____

State/Country of Incorporation or Organization: _____

Entity Type: ☐ Corporation ☐ Limited Liability Company
☐ Partnership ☐ Other

Top Competitors:

_____

_____

OWNER & MANAGEMENT INFORMATION

Principal Owners (complete name and business address): _____

_____

_____

_____

Principal Management:

President: _____

Vice Presidents (s): _____

Licensing Director: _____

Sales Director: _____

Marketing Director: _____

Art Director: _____

Chief Financial Officer: _____

Years in business: _____

FINANCIAL INFORMATION

Bank Reference:

Branch: _____

Address: _____
Street

_____
City State Zip/Postal Code Country

Bank Contact: _____

Telephone Number: _____

D & B Number: _____ Most current D & B Rating: _____

Please include a copy of your most recent D & B report.

Credit rating or other credit references: _____

_____

_____

Does your company carry product liability insurance? ☐ Yes ☐ No

Carrier: _____ Individual and aggregate limit: _____

BUSINESS HISTORY

Company sales volume for most recent year: $_____

Company sales volume for previous year: $_____

Percent of dollar sales by distribution channel:

	Percent of Current Sales Volume	Percent of Anticipate Sales for Air Force Acct.	Name of Leading Accounts
Department Stores:	_____	_____	_____
Specialty Stores:	_____	_____	_____
Discount Stores:	_____	_____	_____
Catalog Sales:	_____	_____	_____
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:

License 1

Company: _____

Licensed Property: _____

Products: _____

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

License 2

Company: _____

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: _____

_____

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

Product	Estimated Wholesale Price	Estimated Retail Price

** additional space available at the end of the application

Requested territory to be covered: _____

_____

Requested term of license agreement: _____

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 i.e., 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?

☐ No ☐ Yes 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:

SAF/PAN
1690 Air Force Pentagon, Room 4A1088A
Washington DC 20330-1690
703-695-2414 (phone);703-614-1292 (fax)
afstory@pentagon.af.mil

Additional Product Information

Product	Estimated Wholesale Price	Estimated Retail Price

FREQUENTLY ASKED QUESTIONS

Why Have A Licensing Program?

A trademark licensing program gives the United States Air Force (USAF) control over its logos and marks, thus, ensuring the quality and consistency of all of the licensed merchandise. It also enables the USAF to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance Morale, Welfare and Recreation programs for America's Troops Air Force wide.

U.S. AIR FORCE

Air Force Trademark Licensing

Outside of the USAF, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with the USAF.

What Qualifies As A Trademark?

Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with the USAF qualifies as a trademark.

What Products Can Be Licensed?

Military members, families and the American public generate many great ideas for new products displaying USAF marks. Products will be considered and must be approved by the Air Force Public Affairs Trademark Licensing office. No products will be licensed without the approval of this office. This ensures all products associated with the USAF are of high quality and good taste and, ensures the non-approval of potentially hazardous items.

Who Needs A License?

Anyone wishing to use the marks, logos and symbols of the USAF must obtain a license.

What If You Do Not Get A License?

All products must be approved by the Air Force Public Affairs, Trademark Licensing office. Failure to obtain a license or approval would be grounds for the seizure of all non-approved merchandise bearing USAF marks. It also could result in jail time and numerous fines if convicted.

Can Air Force Units or Members Sell Products Using The USAF Marks As A Fundraiser?

Before contacting local manufacturers regarding new products, designs, or an idea for a fundraiser, be sure to check with Air Force Public Affairs Trademark Licensing office. They will be able to identify local manufacturers to produce the items, saving everyone

time and effort.

What About Using USAF Or Its Logo On A Web Site?

Every use of USAF trademarks requires permission from Air Force Public Affairs, Integrated Marketing Division. The World Wide Web has made it easy for everyone to build web pages with the USAF and its marks, and the USAF appreciates this support. However, federal trademark laws require that the USAF control it's name and marks; therefore, the USAF must be very selective in granting permission in these and all instances. For more information, contact Air Force Public Affairs, Integrated Marketing Division.

Who is responsible for the program?

The person responsible for the Trademark Licensing Program for the USAF is:

Capt Maureen Schumann
SAF/PAN
1690 Air Force Pentagon, Room 4A1088A
Washington DC 20330-1690
703-695-2414(phone);703-614-1292 (fax)
afstory@pentagon.af.mil

How Can You Obtain A License Application?

Anyone who wishes to obtain a license to produce merchandise must submit a license application. This application informs the USAF of how its marks will be used, what type of product the applicant makes, how the USAF is going to be represented, etc. Applications can be obtained by contacting:

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SAF/PAN
1690 Air Force Pentagon, Room 4A1088A
Washington DC 20330-1690
703-65-2414(phone);703-614-1292 (fax)
afstory@pentagon.af.mil

How Long Until I Receive A Determination On My Application?

Requests to use any Air marks on commercial products or endorsements require a minimal of 30 days for approval. However mission requirements may prolong the process.

Who Is Licensed With The USAF?

Air Force Public Affairs Trademark Licensing office can provide a list of current licensees for merchandise with USAF marks.