

UNITED STATES AIR FORCE TRADEMARK LICENSE APPLICATION



THIS IS NOT A CONTRACT. You are not authorized to use USAF marks until:

- 1) You receive a fully executed Trademark License Agreement that is countersigned by the USAF;
- 2) Your products and hangtags have been approved; and
- 3) You have provided our office with proof of product liability insurance that names the USAF as an additional insured.

Incomplete application packages will not be evaluated.

Incomplete applications will not be retained by the Government.

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Company Information

Company name: _____

Other names used by the business (subsidiaries, brands, DBAs, etc.):

Web address: _____

Mailing address: _____

Telephone number: _____

Primary contact and title: _____

Telephone: _____ Email: _____

Secondary contact and title: _____

Telephone: _____ Email: _____

Company type:

Years in business: _____

Top competitors: _____

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Owner and Management Information

President: _____

Vice President: _____

Licensing Director: _____

Sales Director: _____

Marketing Director: _____

Art Director: _____

Chief Financial Officer: _____

Financial Information

Bank reference

Branch: _____

Address: _____

Telephone number: _____

Point of contact: _____

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, applicant will be notified to provide a report at their own cost.

Initial _____

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Business History

Company gross sales volume for current fiscal year: _____

Company gross sales volume for previous fiscal year: _____

Note: Start-up companies must project total gross sales volume for the next twelve (12) months: _____

Licensing History

Does your company currently manufacture products under license?

If yes, current primary licenses held*:

Company 1: _____

Licensed property: _____

Products: _____

Number of years license held: _____ Royalty percentage: _____

Company 2: _____

Licensed property: _____

Products: _____

Number of years license held: _____ Royalty percentage: _____

* List additional licenses on a separate page and include with application.

Has your company previously applied for a license with the USAF or any other federal agency?

If yes, identify the agency, licensed property and application date:

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Property

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



USAF Symbol (with and without logotype)



Air Force Emblem

Other**:

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

*** When requesting unit patches, applicants must include a permission letter from the unit's commander. Applicants should call the unit's public affairs office for assistance.*

Proposed Use

Describe the product(s) and estimated price per unit for each product carrying USAF marks:

Product	Estimated Wholesale Price	Estimated Retail Price

* List additional products on a separate page and include with application.

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Estimated annual gross wholesale dollars for USAF-branded products: _____

Territories to be covered under this license agreement

If other, explain: _____

Requested term of license agreement

Proposed annual minimum guarantee: _____

Proposed advance on royalties: _____

Proposed royalty structure: _____

Desired date that the product(s) will be available to the public: _____

Will the product(s) be used in conjunction with any other marks?

If yes, identify marks: _____

Manufacturing Information

Does your company outsource its manufacturing?

If yes, location of manufacturing plant: _____

If no, identify manufacturers or subcontractor where the licensed products will be made:

Company: _____

Address: _____

Point of contact: _____

Telephone number: _____ Email: _____

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Does the manufacturer or any sub-contractor use any child labor in the manufacturing process?

* If yes, attach details regarding working conditions and pay on a separate sheet of paper.

Insurance Information

Product liability insurance provider: _____

Individual limit: _____ Aggregate limit: _____

List any product(s) your company has produced that has been involved in a product liability claim, date of the claim, and resolution of claim:

* List additional claims on a separate page and include with application.

Business Plan

Submit a business plan for your proposed USAF-branded products. Follow the outline below:

1. Company – Give a two-sentence description of your company.
2. Products and Services – Give a two-sentence description of your products and services.
3. Market Analysis – Tell us about total sales reported for your industry and your target consumer.
4. Strategy and Implementation – Give a short paragraph describing how you will implement your USAF product promotional commitment into your advertising budget, in addition to other ways you plan or already market your products.

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5. Financial Plan – Tell us about your profit margin and what your projected USAF product sales will be through your requested license term.
6. Sources and Use of Funds – Give a short paragraph on how you're able to fund your business.
7. SWOT Analysis – Elaborate on your company's strengths, weaknesses, opportunities and threats (SWOT); also include your barriers to gaining market share.
8. Philosophy – Share your business philosophy.
9. Internet Strategy – Describe your internet strategy, if applicable.
10. Sales Strategy – Describe your sales strategy, to include your distribution channels and anticipated percentage of Air Force sales in each channel.
11. Quality Control – Describe your quality control process.
12. Goals – Share the goals you wish to accomplish for selling USAF 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: _____

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RETURN COMPLETED APPLICATION PACKET TO ONE OF THE FOLLOWING:

AFPAA.HQ.TL@US.AF.MIL

OR

U.S. Postal Service Address Only:

AFPAA Bldg. 171
ATTN: Air Force Trademark and Licensing
2261 Hughes Ave, Ste 157
Lackland AFB, TX 78236-9853

OR

Courier and Delivery Services Address (FedEx, UPS, DHL):

Air Force Public Affairs Agency, Ste 7000
ATTN: Air Force Trademark and Licensing
3515 S. General McMullen
San Antonio, TX 78226-9853

DID YOU INCLUDE THE FOLLOWING WITH YOUR APPLICATION?

Any missing documentation will stop the processing of your application

1. Product samples of similar products for evaluation of materials, quality and workmanship
(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.)

2. Materials or drafts showing how your company would like to use Air Force properties on the proposed product (required)
3. Catalogs, brochures and promotion materials that display your company's products
4. Your business plan
5. Any additional licenses, proposed uses, unit-provided permission letters, manufacturing details, or insurance claims
6. Any other information that will help demonstrate your company's ability to successfully develop and market the proposed product

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