

UNITED STATES AIR FORCE TRADEMARK LICENSE APPLICATION DIRECTIONS

STEP ONE: APPLYING FOR A LICENSE

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

- Complete the application in full, providing the 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. To view examples of approved Air Force Trademarks visit www.trademark.af.mil/downloads/index.asp
- Once you have completed the application, send it with the other required elements to the United States Air Force Public Affairs Agency Trademark and Licensing Office at the address listed at the end of this application. Please remember to keep a copy for your own records. The Chief or designee of Air Force Trademark and Licensing will review each application based on the information provided. Once your application is approved you will be sent a draft license agreement for review.

STEP TWO: THE LICENSING PROCESS

Once your application is approved you will be sent a draft license agreement for review. You must complete the following steps in order to obtain a finalized, legally binding agreement before you begin production:

- Sign and return the Standard License Agreement
- Submit a certificate of product liability insurance that names the USAF as an additional insured entity.
- Submit your company's identification tag or label that will appear on all products. The USAF requires all licensees to properly identify themselves on each product with either a neck label, hang tag or byline. Hang Tags may not be suitable for all products. If you think your product is not suitable for displaying 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 to 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 of the Department of the Air Force
 3. Recruiting website and contact information:

Example of approved layouts: 1'x1'



▪ All artwork must be approved by the Air Force Public Affairs Agency Trademark and Licensing Division prior to production.

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

STEP THREE: LICENSE MAINTENANCE

Once the licensing process has been completed, the Air Force Trademark and Licensing Office will forward an executed copy of the Standard License Agreement to your company. 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 Air Force Trademark and Licensing Office when introducing new products with Air Force marks to market.

