



## **UNITED STATES MARINE CORPS**

### **SMALL BUSINESS LICENSE APPLICATION**

(Please Print or Type)

Thank you for your interest in United States Marine Corps (USMC) Trademark Licensing. This form allows us to get to know you and your company better, so please answer the questions as completely as possible.

**\*\*This is a SMALL BUSINESS License Application designed for companies and individuals grossing less than \$5 million total sales annually. If you or your company gross more than \$5 million annually in product sales, then please fill out our STANDARD LICENSE APPLICATION\*\***

#### ***STEP ONE: APPLYING FOR A LICENSE***

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

- Read through the Trademark Licensing Qualification Standards prior to filing out this application.
- Once you have determined that you would like to apply for a license please complete the application in full, providing our office with information needed to best review your request.
- Provide a non-returnable representative physical sample of each product that you plan to produce and or sell bearing any USMC insignia. Catalogs and/or e-mail photos of products are helpful but not themselves sufficient. The samples do not need to have USMC marks affixed, but must demonstrate to this office the quality of the proposed product.
- Once you have completed the application, send it with the other required elements to the United States Marine Corps, Trademark Licensing Office at the address at the end of this application, and keep a copy of the application packet for your records. The Trademark Office will review each application based on the information provided and if your application is approved, you will receive a license proposal. 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***

Current a/o 1 May 2018

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

- Sign and return the Small Business License Agreement
- If requested in the proposed Small Business License Agreement, submit a certificate of product liability insurance with the USMC named as additional insured
- If requested in the proposed Small Business License Agreement, submit the company's identification tag or label that will appear on all product.
- All artwork must be approved by the, Trademark Licensing Office prior to production

**\*\*Authorization to produce products bearing USMC marks will not be granted until the company or individual has completed the licensing process in its entirety and received an executed Small Business License Agreement.**

### **STEP THREE: LICENSE MAINTENANCE**

Once the licensing process has been completed, the Trademark Licensing Office will forward an executed copy of the Small Business License Agreement to you or your company. To keep your license in good standing, you must remember to:

- If required in the Small Business License Agreement, 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 USMC.
- Always secure written approval of artwork from the Trademark Licensing Office prior to production.
- Submit a sales volume report annually so we may track your progress.

Once again, **this is not a contract**. You are **not authorized** to use USMC marks until: 1) you receive a fully executed Small Business 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/Owner Name: \_\_\_\_\_

World Wide Web Address: \_\_\_\_\_

Primary Address (No PO Boxes):

\_\_\_\_\_

Street

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City	State	Zip/Postal Code	Country
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Primary Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Entity Type:      Corporation            Limited Liability Company  
                   Partnership            Other \_\_\_\_\_

Years in business: \_\_\_\_\_

### **FINANCIAL INFORMATION**

Federal Tax Identification Number (EIN): \_\_\_\_\_

Experian Intelliscore: \_\_\_\_\_

**Include an Experian Business Profile and Intelliscore report with this application.**

Does your company carry product liability insurance?    Yes    No

Carrier: \_\_\_\_\_ Individual and aggregate limit: \_\_\_\_\_

**Include your (1-pg) certificate of commercial liability insurance (COI) with this application.**

### **BUSINESS HISTORY**

Company sales volume for most recent year:     \$ \_\_\_\_\_

Company sales volume for previous year:        \$ \_\_\_\_\_

In what distribution channels are you requesting approval?

Percent of Current or Anticipated Sales Volume

Department Stores: \_\_\_\_\_ Toy Stores: \_\_\_\_\_

Internet Web Sites: \_\_\_\_\_ Catalog Sales: \_\_\_\_\_

MCX (Exchange): \_\_\_\_\_ Discount Stores: \_\_\_\_\_

Specialty Stores: \_\_\_\_\_ Other (specify): \_\_\_\_\_

Craft Shows: \_\_\_\_\_ Custom Orders: \_\_\_\_\_

### **PROPOSED PRODUCT INFORMATION**

Identify U.S. Marine Corps properties for which you are seeking a license (e.g. Eagle Globe and Anchor, USMC initials, term U.S. Marine Corps):

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Are you applying for the "Made in USA" royalty rate incentive of 2.5% net sales?

Yes, our proposed licensed products are "Made in USA" in accordance with Federal Trade Commission (FTC) policy.

No, our proposed licensed products are not FTC "Made in USA" compliant.

Is your company a member of the Fair Labor Association (FLA)?  Yes  No

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

Product	Estimated Wholesale Price	Estimated Retail Price

Requested territory to be covered (e.g. U.S. and its territories, Worldwide):

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Requested term of license agreement (how many years would you like to be licensed?):

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Will the product(s) be used in conjunction with any other proprietary marks? (e.g. Nike swoosh):

Yes  No If Yes, identify marks: \_\_\_\_\_

Please describe your quality control procedures: \_\_\_\_\_

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Have any products you produced ever been involved in a product liability claim?

No  Yes If yes, please explain: \_\_\_\_\_

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## MARKETING AND MANUFACTURING INFORMATION

Proposed advertising budget for U.S. Marine Corps licensed products: \_\_\_\_\_

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Marine Corps products:

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Please list all registered trademarks, domain names (such as USMCGear.com), Facebook names, screen names, Twitter handles, etc. that you own and are related to the USMC and/or military.

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Will you or 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: \_\_\_\_\_

## ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Marine Corps evaluate your license request. This additional information may include the following:

- USPS, FedEx or UPS return shipping label should you wish to have product samples returned
- Catalogs, brochures and promotional materials that display your company's products
- Materials or drafts showing how your company proposes to use the U.S. Marine Corps emblem on products
- Copy of previous written permission from HQMC to use USMC marks commercially prior to 2009
- Any other information that demonstrates your company's 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:

Marine Corps Trademark Licensing Office  
Headquarters United States Marine Corps  
Public Affairs (PA)  
925 Corporate Drive Suite 208  
Stafford, Virginia, 22554

Questions?  
(703) 784-6887 (phone)  
[Trademark\\_licensing@usmc.mil](mailto:Trademark_licensing@usmc.mil)