



**UNITED STATES MARINE CORPS**  
**STANDARD 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 your company better, so please answer the questions as completely as possible.

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

Once you have read through our Qualification Standards and wish 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 this application in full, providing our office 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 and or sell bearing any USMC insignia. The samples must illustrate your planned method of enhancement. Samples bearing marks other than those of the USMC may be submitted; however, the USMC reserves the right to request a production-run sample of the proposed licensed product prior to executing the Standard License Agreement.
- Provide a copy of your company's **Experian Business Profile and Intelliscore**
- Once you have completed the application, send it with the other required elements to the Trademark Licensing Office at the address at the end of this application, and keep a copy of the application for your records. The Trademark Office will review each application based on the information provided. 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***

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 Standard License Agreement
- Submit a certificate of product liability insurance
- Submit the company's identification tag or label that will appear on all products. USMC requires all licensees to properly identify themselves on each product with either a neck label, hang tag or byline.
- All artwork must be approved by the Trademark Licensing Office prior to production.
- Apparel Licensees are required to use a Trademark Licensing Office approved hologram hangtag or affix the 1" Marine Corps hologram sticker to an approved custom hangtag on all merchandise. Guidelines on how to order holograms are included within the final license agreement.
- Headwear and Non-Apparel Licensees are required to use Trademark Licensing Office hologram stickers (1" x 1"). Those Non-Apparel Licensees with very small products may be permitted to use the smaller (1cm x 1cm) hologram stickers with special written approval from the Marine Corps.

#### Ordering Labels

- Please note that USMC Trademark Licensing labels will not be shipped from the manufacturer until/unless you have an agreement in place with the Marine Corps Trademark Licensing Office.

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

Once the licensing process has been completed, the Trademark Licensing Office will forward an executed copy of the Standard License Agreement to your company. Your company must then contact the specified hologram label provider to order labels. You will also be provided a unique user name and password that will help you gain access to production-ready artwork hosted on the hologram label provider 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 our office.
- Always secure approval of artwork from the Trademark Licensing Office prior to production.

Once again, **this is not a contract or license**. You are **not authorized** to use USMC 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 President: \_\_\_\_\_  
 Licensing Director: \_\_\_\_\_  
 Sales Director: \_\_\_\_\_  
 Marketing Director: \_\_\_\_\_  
 Art Director: \_\_\_\_\_  
 Chief Financial Officer: \_\_\_\_\_  
 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/Aggregate limits: \_\_\_\_\_  
**(Please include a copy of your (1-pg) product liability insurance certificate)**

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

No  Yes If yes, please explain:

\_\_\_\_\_  
 \_\_\_\_\_

**BUSINESS HISTORY**

Total company sales volume for most recent year: \$ \_\_\_\_\_

Total company sales volume for previous year: \$ \_\_\_\_\_

Total USMC branded sales volume for most recent year: \$ \_\_\_\_\_

Total USMC branded sales volume for previous year: \$ \_\_\_\_\_

Requested distribution channels:

	Percent of Current Sales Volume	Percent of Anticipate Sales for Marine Corps Acct.	Name of Leading Accounts
Department Stores:	_____	_____	_____
Specialty Stores:	_____	_____	_____
Discount Stores:	_____	_____	_____
Catalog Sales:	_____	_____	_____
Toy Stores:	_____	_____	_____
Internet Web Sites:	_____	_____	_____

MC Exchange: \_\_\_\_\_  
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. Marine Corps or any other Department of Defense Agency?  Yes  No If yes, identify agency and property:

## PROPOSED PRODUCT INFORMATION

Identify U.S. Marine Corps properties (logos) for which you are seeking a license:

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	Country of Manufacture	Estimated Retail Price


\*\* additional space available at the end of the application

Requested territory to be covered: \_\_\_\_\_

Requested term of license agreement: \_\_\_\_\_

Estimated annual gross wholesale dollar sales for products manufactured under the U.S. Marine Corps license:

Proposed annual minimum guarantee (minimum due at end of each year regardless of sales): \_\_\_\_\_

Specify plans for distribution and sales i.e., retail accounts, MCX, 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: \_\_\_\_\_

## 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:

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.

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: \_\_\_\_\_

## 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:

- United States Postal Service 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.
- Full listing of manufacturers to include blanks, and cut and sew facilities

## 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  
(703) 784-6887 (phone)

[Trademark\\_licensing@usmc.mil](mailto:Trademark_licensing@usmc.mil)





