



Trademark Licensing Program
 Department of University Relations
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LICENSING APPLICATION

Please type or print legibly. All information will be kept confidential and used only in contract management and enforcement. This form may be returned to us via fax or email when it is completed.

COMPANY INFORMATION

Company name as it will appear on the agreement:	Date:
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Additional names under which you do business (please indicate DBA, AKA, or subsidiary):

Corporate Street Address:

City, State, Zip:

Corporate Mailing Address:

City, State, Zip:

Telephone #:	Fax #:	Web Address:
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Is your company a: Corporation Partnership Proprietorship

State of Incorporation:	Years in Business:	Number of Employees:
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Do you have consolidated revenues of: \$50 million or more below \$50 million below \$1 million

Name & Address of Insurance Carrier:

THIS SECTION MUST BE COMPLETED. Current level of product liability insurance (must be at least \$1 million each):

Bodily Injury: each occurrence _____ aggregate _____

Property Damage: each occurrence _____ aggregate _____

Do you wish to register as:

Small Business Enterprise (SBE): a business which is independently owned and operated with 100 or fewer full time employees.

Minority Business Enterprise (MBE): a business which is at least 51% owned and controlled by a minority(ies).

Qualifying groups include:
 African Americans: persons with origins in any of the black racial groups of Africa;
 Latino Americans: persons of Spanish cultures with origins in Mexico, Central or South America or the Caribbean Islands, regardless of race;
 Asian Pacific Americans: persons with origins in any of the original peoples of the Far East, Southeast Asia, or the Indian Subcontinent, Hawaii, or the Pacific Islands.

Women Business Enterprise (WBE): a business which is at least 51% owned and controlled by a female(s).

Rutgers is a participating member of the Fair Labor Association, a labor standards initiative. We require all our licensees to also become affiliated with this organization. For more information go to: www.fairlabor.org or call us.

Are you currently registered with the Fair Labor Association? () Yes () No Date of Registration: _____

Have you completed the FLA application process? () Yes () No Date of Application: _____

Are you an approved Follett licensed vendor? () Yes () No

Are you or is anyone else in your company an employee of Rutgers University? () Yes () No

If yes, who is the person in your company? () Self () Employee Name of Employee: _____

What is the relationship to the Rutgers employee? _____

Name of Employee: _____ Title: _____

Department: _____ Telephone #: _____ Email: _____

CONTACT INFORMATION

President

Local Sales Representative

Name:

Name:

Address:

Address:

City, State, Zip:

City, State, Zip:

Telephone #:

Telephone #:

Fax #:

Fax #:

Email:

Email:

Licensing Contact

Artwork Approvals

Name:

Name:

Address:

Address:

City, State, Zip:

City, State, Zip:

Telephone #:

Telephone #:

Fax #:

Fax #:

Email:

Email:

PRODUCT INFORMATION

List all products you are requesting to have licensed (attach additional sheet if necessary):

Is your company the sole manufacturer of the finished product, including application of logos? () Yes () No

Does your company purchase blanks and then apply logos? () Yes () No

If yes, list source of all blank goods (attach additional sheet if necessary):

Do you manufacture the blanks and then have the logos applied elsewhere? () Yes () No

If yes, list company names and if logos are screen printed, embroidered, or other (attach additional sheet if necessary):

Are you currently licensed with any other colleges or universities? If so, please list the schools:

Do you use labels or hangtags on products? () Yes () No If yes, please provide samples.

SALES/DISTRIBUTION INFORMATION

Will your company be producing merchandise for: () resale only () internal use only () both

Are you an advertising specialty company? () Yes () No

Are you a member of ASI? () Yes () No

If these products are for resale, where will they be sold (university bookstores, specialty stores, department stores, sporting goods stores, retail stores, discount stores, web sites, other)?

List the areas of distribution of Rutgers' finished products (attach additional sheet if necessary):

National: _____

Regional (list regions): _____

Local (list areas): _____

List departments and student groups within Rutgers you have worked with previously or expect to work with (include contact person):

Do you currently have an order to produce Rutgers merchandise? () Yes () No

If yes, please specify from whom: _____