

Carnegie Mellon University

Trademark Licensing Application for

July 1, 2023 to June 20, 2025 with possible extensions

Section 1: Company Profile

Company's full legal name _____

If applicable, name of parent corporation or subsidiaries _____

Mailing Address _____

Physical Address _____

City _____ State ____ Zip _____

Phone (____) _____

Website _____

Type of organization (check all that apply):

- | | | |
|----------------------------------------------|-----------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Woman owned. | <input type="checkbox"/> Minority owned. |
| <input type="checkbox"/> Sole Proprietorship | <input type="checkbox"/> Veteran owned. | <input type="checkbox"/> Native American - owned. |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> LBGQTQ+ owned. | <input type="checkbox"/> Other, please elaborate. |
| <input type="checkbox"/> LLC | | |

Years in Business _____ Total Employees _____

Contact person responsible for licensing: _____

Title _____

Email _____

Phone (____) _____

Fax (____) _____

Company President/Owner is: _____

Title _____

Who will sign the contract? _____

What is their email? _____

Sales Representative _____
Telephone (____) _____
Email _____

Who will complete the quarterly sales/royalty reports? _____
Telephone (____) _____
Email _____

Art Department Contact _____
Telephone (____) _____
Email _____

Name of insurance carrier _____
Address _____
Email _____
Telephone _____

Current level of commercial general aggregate liability insurance "per each occurrence"

Current level of commercial general aggregate liability insurance _____
Current level of umbrella liability insurance _____

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

Yes No If yes, please explain _____

Section 2: Corporate Social Responsibility

Are you a member of the Fair Labor Association (FLA)? ___ yes ___ no

If "yes", indicate your status (approved or pending) and category (Participating Company/PC, B, C, or D) _____

In addition to membership in the FLA what is the Corporate Social Responsibility (CSR) policy for your company? Please attach your policy to this application or provide URL. _____

Corporate Social Responsibility administrator (name) _____

(email) _____

If you don't have a CSR program you are asked to explain why in an attached letter.

Do you currently know the all the manufactures, decorators, and sub-contractors in your supply chain? _____ yes _____ no.

Section 3: Product and Sales Information

Which items in your product mix do you want permission to brand with CMU's marks" (list them below or expand your list to another sheet if necessary)

Will these branded products reach consumers via direct sales or channel sales?

Direct Sales:

- Carnegie Mellon's University Store
- CMU campus departments
- Discount stores - brick and mortar
- Specialty stores - brick and mortar
- Chain store (grocery)
- Small retail (convenience store)
- Independent Retailers – online
- Independent Retails - brick and mortar
- Other _____

Channel Sales:

- Resellers
- Affiliate Partners
- Distributors
- Independent Retailers
- Other _____

Sales estimate for first year _____ second year _____

Section 4: References (you do not need to complete this section)

Please list at any collegiate, corporate or professional sports team licenses you hold:

Licenser	Contact	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please list three credit references:

Name	Address	Phone Number
_____	_____	_____
_____	_____	_____
_____	_____	_____

Please email this completed application to the director of trademark licensing.

John C. "Jay" Marano, Jr.
The Trademark Licensing Office
412-268-3904

marano@andrew.cmu.edu

This document is a proposal only, and does not authorize you to manufacture, promote or distribute any merchandise that depicts the trademarks of Carnegie Mellon University. This form is to assist us in the review of your product for possible licensing only, and does not constitute permission to begin production and/or offering products for sale. Unauthorized use of Carnegie Mellon's trademarks is a violation of both state and federal law, subject to criminal and civil remedies.