

Carnegie Mellon University

Application for a Trademark License

Term ending June 30, 2027

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):

- | | | |
|--|---|--|
| ☐ Corporation | ☐ Woman owned. | ☐ Minority owned. |
| ☐ Sole Proprietorship | ☐ Veteran owned. | |
| ☐ Partnership | | |
| ☐ 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 _____

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 Retailers - 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
Carnegie Mellon University
4721 Fifth Avenue, 2nd FL Office #212
Pittsburgh, PA 15213-3890

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