

Yale Licensing Program

TRADEMARK LICENSE APPLICATION

Please contact Denise Castellano at 203 432-2313 or at denise.castellano@yale.edu with any questions regarding this application.

Mail completed application to: Denise Castellano, P.O. Box 208230, 105 Wall Street, Yale University, New Haven, Connecticut 06520-8230; or fax to 203 432-4645.

Company information

Company name

DBA (if applicable)

Address

City/State/Zip code

Telephone

Fax

Web address

Is this company a subsidiary?

If yes, provide parent company information:

Parent company

Address

City/State/Zip code

Telephone

Fax

Web address

Type of company:

Corporation

Partnership

Sole proprietorship

Number of years in business

Tax/Employer ID#

Bank/Financial institution

Primary bank

Address

City/State/Zip code

Company contacts

License agreement signatory

Title E-mail

Telephone Fax

Distribution contact

Title E-mail

Telephone Fax

Marketing contact

Title E-mail

Telephone Fax

Art/Design contact

Title E-mail

Telephone Fax

FLA affiliation

Yale University is a member of the Fair Labor Association (FLA) and requires all licensees to be registered with the FLA or to provide proof of adherence to guidelines that meet or exceed those of the FLA.

Is your company registered with the FLA? If yes, category:

If no, please provide details:

Product information

Proposed product(s) for Yale University (please specify details as known):

Mark to be used (i.e., "YALE," athletic mark, etc.)

Product (e.g., cotton T-shirt)

Application of Yale marks: Silkscreen Embroidery Other

Manufacturing information

Please list facilities (or attach separate sheet):

Your company's role (i.e., manufacture, assemble, imprint, finish):

Estimated Yale product sales

Please estimate sales: Year 1 Year 2

Distribution

Please list specific retailers through whom you will do business. Include name of store/chain and address if known.

The Yale Bookstore:

Mass-market retailers:

Mid-tier retailers:

Department stores:

Gift market stores:

Mail order and catalog companies (print only; not owned or controlled by Licensee):

Mail order and catalog companies (print only; owned or controlled by Licensee):

Distribution, cont.

Online retailers (not owned or controlled by Licensee or Licensee's affiliate):

Online retailers (owned or controlled by Licensee or Licensee's affiliate):

Television home shopping channels:

Other licenses

Please list other collegiate licenses your company currently holds (include additional sheet if needed):

Liability insurance

Yale University requires all licensees to carry a minimum of \$1,000,000 per occurrence of liability insurance, from insurance companies rated A or higher by Best Ratings Company and naming Yale University as an additional insured.

How much liability insurance does your company carry?

Is your insurance company rated?

If so, how?

Insurance company name

Contact person

Address

City/State/Zip code

Telephone

Fax

Additional information

Has your company previously been licensed with Yale?

If yes, under what name was the company licensed (if different from current name)?

Dates/years licensed

Why did the license terminate?

Does your company currently sell licensed products overseas for other properties? [Answer only if requesting non-U.S. rights]:

If yes, please list properties and countries in which you have activity:

Has your company ever filed for bankruptcy (including Chapter 11)?

If yes, please explain:

Date application submitted:

Please do not write in box. For Yale Trademark Program use only.

Received _____ Reviewed _____ Application approved _____

Effective date _____