

IOWA LICENSING APPLICATION FORM

Welcome to The University of Iowa Trademark Licensing Program. Our program's mission is to promote and protect the wordmarks, trademarks, logos and/or symbols associated with The University of Iowa. These symbols are a visual representation of The University of Iowa and what it stands for thus is it critically important that they be used in a consistent way. Proper and legal use of our trademarks protects the University's image and distinguishes us from other institutions and entities.

Initial Questions (please check yes or no):

Is your company geographically located within the state of Iowa?

Yes No

Is your business home based?

Yes No

Does your business expect more than \$3,000 in University of Iowa product sales annually?

Yes No

Do you sell to retail only?

Yes No

Do you sell apparel or headwear?

Yes No

Do you carry product liability insurance?

Yes No

Is greater than 50% of your products handcrafted or involve hands-on process?

Yes No

If YES, please provide a detailed description of your production process below:

Note: Answers to these questions will qualify a company as either a Cottage, Standard, or Promotional Licensee at The University of Iowa.

Company Information:

Name _____

Entity Type _____

Type of Ownership _____

Address _____

Direct Phone _____

DBA _____

This Company is (check all that apply):

Retailer Distributor Manufacturer Other

This Company is a Member of the FLA (check yes or no):

Yes No

References (at least one reference is required):

Currently licensed with another college or university:

Yes No

University Contact _____

Currently placing licensed products into the retail market:

Yes No

Retailer Contact _____

Business Reference:

Yes No

Contact Name _____

Product:

Please list product(s) that will be produced bearing The University of Iowa wordmarks, trademarks, logos, and/or symbols. A specific sample of each intended licensed product is required. (Note: initial sample shall NOT be a University of Iowa product, however a finished University of Iowa product sample is required before your agreement can be executed.)

Product(s) _____

Factory Disclosure:

Factory Name _____

Contact Person (responsible for factory disclose matters) _____ Email _____

Address _____

Direct Phone _____ Toll Free Phone _____

Licensee Business Association w/ Factory (check all that apply): home based business contractor - applies logo on behalf of the licensee

vendor/supplier - source of blank goods manufacturer - produces product and applies logo on behalf of the licensee

owned and operated by licensee subsidiary - factory and licensee owned by the same parent company

other _____



Trademark
Licensing Office

310 Karro Athletic Hall of Fame, Iowa City, Iowa 52242

319-384-2000 319-384-1032 uilicensing@hawkeyelicensing.com www.uilicensing.com

TRADEMARK LICENSING

Contact Information:

President:

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Licensing Administrator:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Business Manager:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Art Department:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Sales Rep:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Sales Management:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Social Compliance:

Same as President

Name _____

Email _____

Address _____

Phone _____ Cell-Phone _____

Documents:

Please submit the following documents with your application:

- Detailed Business Plan: include, but not limited to distribution channel, distribution/sales history, projected sales figures, company history, industry referrals, university licensing referrals and the means which you will be executing sales
- FLA Certification

Associated Costs

- Royalty Fees: 15% royalty rate on invoiced sales of The University of Iowa products.
- One-Time Fees:
 - Standard Non-Apparel Applicants: \$500.00 Application Fee
 - Standard Apparel or Headwear Applicants: \$750.000 Application Fee
- Annual Fees:
 - Cottage Applicants: \$120.00 Annual Advance to be used against royalty bearing sales.
 - Standard Applicants: \$100 Annual Administration Fee.
 - Promotional Applicants: \$1,000.00 Annual Fee. *Note: may be used as an advance on royalty bearing sales.*
- Membership Associations:
 - Fair Labor Association
 - Collegiate Licensed Properties Association

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