

# 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

Does the production of your product(s) involve a greater than 50% hands on process?

☐ Yes ☐ No

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

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**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 Fair Labor

Association (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) \_\_\_\_\_

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## 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
- Fair Labor Association (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 (FLA)
  - Collegiate Licensed Properties Association

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