



University of Southern California Licensed Product Application

Thank you for your interest in a University of Southern California trademark license. Please type or print clearly in the requested information below. All information will be kept confidential and used only in contract management and enforcement.

Company Name:	Telephone: Email: Fax:
Address (include street address):	Completed by: Title:

List other names under which you do business. (If this business is a subsidiary, list the name and address of parent company):

List other trade or brand names of products sold by your company:

Please provide a detailed description (be specific) of the products intended for licensing, enclose a representative sample and a price list for the products listed below. (If you need more space, please attach a separate list):

Attach a sample of your company's neck label(s), hangtags and/or other markings to your application.

Is your product, or any of its components, manufactured offshore?	Yes	No
If you indicated <i>yes</i> , will the product be embellished or decorated offshore:	Yes	No
List product(s), contact, company name and address, and the port of entry into the United States:		
Product(s):		
Company:	Port of Entry:	
Address:		
Contact:	Telephone:	

Please list all company contacts:

Name	Telephone / Email
President:	
Royalty Reporting Contact:	
Artwork Approval Contact:	
National Sales Manager:	
Southern California Sales Representative:	

Company's sales for most recent fiscal year: Distribution area(s):

Sales Force	
Own sales force:	# of Salespeople:
Independent Reps.:	# of Reps:
Distributors:	# of Distributors:
Total Number of Field Sales Force:	Other:
Explain:	

What is your company's primary selling season?
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List three trade contacts that you currently sell products to (list contact and telephone number):

Contact	Telephone

To what major accounts do you plan to sell the licensed products?
1.
2.
3.
4.
For which of these retailers is your company a current approved vendor?

Indicate the marketing and promotional support you plan to dedicate to the product:

Area of Focus	TV/Radio	Print
Consumer Advertising		
Trade Advertising		
In-Store Materials		
Sales/Trade Incentives		
Co-op Advertising		
Specify other: How much do you anticipate to spend on product promotion?		

Please list (address and telephone) your advertising agency:
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Describe areas of distribution and potential distributors/retailers. List regions or local areas in which you are targeting distribution (be specific):

Areas of Distribution	Potential Distributors/Retailers

List other licenses held:

Bank Reference (include address & contact name):
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List THREE credit references (include address & contact names):

If there is any other information you would like to include regarding your company that would benefit this proposal, feel free to comment here, or you may include a separate sheet:

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Additional Requirements (please include the following items when returning your proposal):

- A current sales catalog
- A current price list
- Representative, non-USC, samples of products proposed for this license

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Advance Fee Required	Insurance Requirements	Other
Sample Submitted	Date	Approved Denied Approved with changes