

LICENSEE APPLICATION SALEABLE USES



Application for use of the Pennsylvania Wilds logo on saleable products.

Got the wrong application? Find the one for **non-saleable** uses at www.pawildscenter.org

LICENSEE INFORMATION -

Licensee _____
COMPANY APPLYING TO USE THE LOGO

Address _____ County _____
MAIN LOCATION ADDRESS OF THE COMPANY

Website _____

Contact Name and title _____
MAIN PERSON ASSIGNED TO HANDLE APPLICATION AND RECEIVE CORRESPONDENCE

Phone & Fax _____

Email _____

PROPOSED LICENSED PRODUCTS

Provide a description of each product you would like to produce _____

Product Category. Check all that apply:

- | | |
|---|--|
| <input type="checkbox"/> Apparel (adults, kids) | <input type="checkbox"/> Music/video |
| <input type="checkbox"/> Accessories (head wear, jewelry, watches, other) | <input type="checkbox"/> Infant Products |
| <input type="checkbox"/> Consumer Electronics (headphones, smartphones, tablet accessories, children's electronics) | <input type="checkbox"/> Publishing |
| <input type="checkbox"/> Food/Beverage (Beverage, Candy, Other) | <input type="checkbox"/> Sporting Goods |
| <input type="checkbox"/> Footwear (Adults, kids) | <input type="checkbox"/> Paper Products/School Supplies (art, greeting cards, school supplies, lunch boxes, bags/totes, other) |
| <input type="checkbox"/> Home Décor (Furniture, Home Furnishings) | <input type="checkbox"/> Toys/Games (Dolls, action figures, games, preschool, other) |
| <input type="checkbox"/> Gifts/Novelties (collectibles, gifts, other) | <input type="checkbox"/> Software/Video Games (Handheld, software, accessories, other) |
| <input type="checkbox"/> Health/Beauty (health, cosmetics, other) | |
| <input type="checkbox"/> Housewares (Kitchenware, other housewares) | |

Proposed term. Check one: Initial Term (new license application) Renewal Term (existing license)

Proposed channels of distribution: Online Mass Market Specialty Trade

Proposed territory: USA Other [_____]

Sales Projections: Please estimate your net sales per year of the proposed licensed product. In no event may the total credit taken by Licensee for all discounts and returns taken during any Royalty Period exceed 5 % of the gross sales of Licensed Products for such Royalty Period. No credit will be permitted for cash or early payment discounts or allowances. No other costs incurred in the manufacturing, selling, advertising and distribution of the Licensed Products shall be deducted nor shall any deduction be allowed for any uncollectable allowances.

Estimated **wholesale** and **retail** price point of each licensed item _____

Estimated **number of units** projected to be sold of each licensed item _____

Projected **volume sales:** Year 1 _____ Year 2 _____ Year 3 _____

Top 3 Retailers: Where do you envision the proposed licensed products selling best?

1. _____ Do you currently sell your products to this company? ___ Yes ___ No
2. _____ Do you currently sell your products to this company? ___ Yes ___ No
3. _____ Do you currently sell your products to this company? ___ Yes ___ No

Proposed Marketing Date: Ideally, when would you like to start marketing the property? If its release is tied to a special campaign or event, please note that. At minimum, how long after signing the Licensing Agreement would you foresee starting marketing efforts? _____

Proposed First Sale Date: Ideally, when would you like to start selling the property? If its release is tied to a special campaign or event, please note that. At minimum, how long after signing the Licensing Agreement would you foresee having the product available for sale? _____

Marketing Strategy: What networks and platforms can you bring to bear to help market this product? Will you promote it through social media, existing catalogs, a network of existing retailers? _____

Current Licenses Held: Do you have licensing agreements in place for other properties? If so, please describe. _____

Main Product Lines: What are your company's main product lines and how do you see this product fitting in with them. _____

Do you have product liability insurance? ___ Yes ___ No. If you answered "yes" and your application is approved, are you willing to name the PA Wilds Center for Entrepreneurship on your product liability insurance policy for the products you will be branding with the PA Wilds logo? ___ Yes ___ No

Other Stipulations: Are there other things we should know when considering your application? _____

This document does not constitute a legal agreement. No agreement will exist until execution of a formal license agreement by both parties. Please allow a week (7 days) for processing and a first response.

Submitted By (Name & Title): _____ Date: _____



PLEASE EMAIL OR MAIL THIS APPLICATION TO
PA Wilds Center for Entrepreneurship | PO Box 285 | Sugar Grove, PA 16350 | tbrant@pawilds.com