

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 208375, 2 Whitney Avenue, Room 642, Yale University, New Haven, Connecticut 06520-8375; email to Denise.Castellano@yale.edu 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, please provide parent company information:

Parent

company

Address

City/State/Zip code

Telephone

Fax

Web address

Type of company (circle one):

Corporation

Partnership

Sole proprietorship

Limited Liability Corporation

Number of years in business

Tax/Employer ID#

Bank/Financial Information

Primary bank

Address

City/State/Zip code

Company contacts

License agreement signatory

Title E-mail

Telephone Fax

Primary Licensing contact

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? Category:

Product information

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

Product (please be specific: i.e. instead of "apparel" specify individual product and gender, e.g. women's cotton shirts)

Application of Yale marks: Silkscreen Embroidery Other

Please indicate if your company provides any of the following services:

 custom-printed merchandise eco-friendly apparel drop-shipping

If yes, please describe:

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 check specific retailers through whom you already do business or have confirmed distribution. On the following page, please list any retailers through whom you intend to do business but who have made no commitments as yet.

Confirmed Distribution Channel	Name of store/chain (please list address if known)	Domestic (national or regional; if regional, please list regions)	International (please list specific territories)
<input type="checkbox"/> Yale Bookstore			
<input type="checkbox"/> Mass Market Retailers			
<input type="checkbox"/> Mid-Tier Retailers			
<input type="checkbox"/> Department Stores			
<input type="checkbox"/> Gift Market Stores			
<input type="checkbox"/> Mail Order and Catalog Companies (print only) (<u>not</u> owned or controlled by Licensee)			
<input type="checkbox"/> Mail Order and Catalog Companies (print only) (owned or controlled by Licensee)			
<input type="checkbox"/> Online Retailers (<u>not</u> owned or controlled by Licensee or Licensee's affiliate)			
<input type="checkbox"/> Online Retailers (owned or controlled by Licensee or Licensee's affiliate)			
<input type="checkbox"/> Television Home Shopping Channels			

Please list any retailers through whom you intend to do business but who have made no commitments as yet, along with the locations of each store/chain if known):

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 insurance as follows. A certificate of insurance must be provided upon approval of this application and annually thereafter for the length of the license.

- (1) Commercial general liability in amount no less than \$1 million combined single limit per occurrence/\$2 million aggregate; \$5 million per occurrence in the case of consumable items and children's sleepwear.
- (2) All insurers must be rated A- or higher by Best Rating company.
- (3) Ten days' notice of cancellation or material change coverage is required.
- (4) Yale University is to be names as an additional insured for both ongoing operations and product completed operations.
Certificate holder: Yale University: Attn: Marketing & Trademark Licensing, 2 Whitney Avenue, New Haven, CT

How much liability insurance does your company carry?

Is your insurance company rated?

If so, how?

Insurance company name

Contact person

Address

Ciy/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

Name of applicant: _____

Signature: _____

Date: _____

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

Received _____ Reviewed _____ Application approved _____

Effective Date _____