

## Out-of-State Product Licensing Application

Prior to completing the attached application, please read through the following information and determine which type of license agreement best fits your intended product lines and/or goals. Our licensing program is structured to allow scalability and to encourage growth of licensed product sales. If you are seeking a one-time approval to use the State of Wyoming's trademarks, or already have a license in effect with IMG College Licensing, you are encouraged to call the Trademark Licensing Office ("TLO") directly before completing this application.

### Key Elements of all Licensing Agreements:

- No application fee.
- Placement of an officially licensed tag on retail products.
- Submission of a finished sample.
- All artwork must be submitted for approval.

### Entrepreneur License:

This license is intended to provide small entrepreneurs and crafters the opportunity to use their creativity without infringing upon Wyoming's Bucking Horse & Rider trademark ("BH&R). It also provides entrepreneurs the ability to test the market before entering into a broader license. This agreement is NOT intended for screenprinters, embroiders, distributors, or ASI companies. Key elements of this license are as follows:

- Licenses are granted for one calendar year and may be renewed.
- Insurance requirements are generally waived.\*
- Sales must be made direct to the consumer or retailer. The use of a distributor or agent is not allowed under this license.
- A \$40 licensing fee will be charged on an annual basis for gross sales up to \$500 per year with the following additional fees payable at the end of the year if annual gross sales exceed \$500;
  - \$40 for gross sales between \$500 and \$1000
  - \$80 for gross sales between \$1,000 and \$1,500

### Standard License:

A standard license agreement is intended for screenprinters, embroiders, distributors, ASI and those companies with anticipated annual licensed product sales surpassing \$1,500. Key elements of this license are as follows:

- Collection and submission of royalties at an 8.5% rate (based on wholesale value).
- Royalty reports must be submitted quarterly.
- Licenses are generally granted for two year periods with the option to renew.
- Product Liability Insurance requirement is generally waived.\*
- Administrative fee – if licensee submits less than \$85 in royalties over a two year period, an \$85 administrative fee will be assessed upon renewal of the licensing agreement.

### Licensing Steps:

Given our commitment to ensure that all licensed products positively reflect upon the State of Wyoming and its citizens, the licensing steps are the same for both types of licenses.

- Submit a completed licensing application. Along with the application, please submit a sample of the products currently produced by you or your company (i.e., tee shirt, candle, drinkware).
- If your application is approved, a contract will be sent for your review and signature. A check or money order must be included when returning the Entrepreneur License Agreement.
- Once a license agreement has been fully executed (i.e., signed by both parties), licensee will be given access to the necessary graphics via an online artwork website.
- Licensee must then submit a finished sample(s) bearing the licensed marks to the TLO for review/approval.
- Licensees must submit artwork for approval in accordance with licensing agreement.

### \*Insurance Requirements:

Licensees producing the following items will be required to secure commercial liability insurance and name the University of Wyoming as an additional insured:

- Consumable items (food, beverages, etc.).
- Goods marketed for use by children.
- Any goods considered high risk.
- All licensees approved for ad specialty items.

Liability requirements generally start at \$1,000,000 for most products, but may be increased at the discretion of the TLO. Licensees required to carry commercial liability insurance must submit proof of insurance within 60 days from execution of the licensing agreement.

### Wyoming Trademarks:



Any mark, logo, design, verbiage, wording or abbreviation not explicitly shown or described here which is confusingly similar, shall also be considered a licensed mark.

## Out-of-State Product Licensing Application

*This application should only be completed by those entities physically located outside of the State of Wyoming.*

The purpose of this application is to obtain detailed information about your company and the product(s) you seek to produce under license so that the Trademark Licensing Office (TLO) may determine whether a license should be granted.

**Please indicate the type of license you are applying for by checking the appropriate box below:**

- Entrepreneur License (.01 - \$1,500 annual sales)
- Standard License (annual sales surpassing \$1,500 or screenprinters, embroiders, distributors, ASI)

### COMPANY INFORMATION

<b>Company Name:</b>	
<b>Company Also Known As:</b>	
<b>Physical Address:</b>	
<b>Mailing Address (if different):</b>	
<b>City, State, Zip</b>	
<b>Main Phone:</b>	
<b>Fax Number:</b>	
<b>Please enter the address of any online presence (i.e. website, Facebook, Etsy, etc.)</b>	

Company Contacts	Name/Title	Email Address	Phone number
Primary Contact:			
Royalty Reporting: <i>(royalty reports will be directed to this individual)</i>			

Is business owner an alumni of the University of Wyoming?  Yes  No

Type of organization: (check one)

- Corporation     
  Partnership     
  Limited Liability Company  
 Sole Proprietorship     
  Other: \_\_\_\_\_

Number of employees (FTE): \_\_\_\_\_

Identify licenses held by your company (Disney, University of..., MLB, etc.):

Company Function:

 Retailer    Manufacturer    Distributor/Wholesaler    Ad Specialty    Artist/Crafter

**PRODUCT AND MANUFACTURING INFORMATION**
*Please provide information about the products to which you wish to apply licensed marks*

Product Description <i>(e.g. t-shirts, drinkware)</i>	Method of Logo Application <i>(screenprint, engraving, etc.)</i>	Anticipated Selling Price	Distribution Channel

**Please specifically identify those items, listed above, that will be marketed for use by children with an asterisk.**

\* If you are producing items that will require commercial liability insurance, please do not purchase this insurance until your application has been approved and a licensing agreement has been executed.

I have read and understood this application and hereby state that to the best of my knowledge all information provided is accurate and complete.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

*If you use an internet email service such as Yahoo, Hotmail or Gmail, you are recommended to save this form and then manually attach it to an email addressed to [trademrk@uwyo.edu](mailto:trademrk@uwyo.edu). If you choose to click the submit button shown online, please follow-up within 3 business days if you have not received a response.*

 Application materials may also be returned via fax (307) 766-4049 or through the USPS at the address shown on page 1. Packages sent via UPS or FedEx should contain the following address: UW Trademark Licensing, WYO Hall 356, c/o Shipping & Receiving, 15<sup>th</sup> and Gibbon, Laramie, WY 82071.

**TLO Use Only:**

App rec'd: \_\_\_\_\_ Contract sent to Lic: \_\_\_\_\_ Activate: \_\_\_\_\_ Artwork sent to Lic: \_\_\_\_\_ Quality sample: \_\_\_\_\_