

UNITED STATES MINT OFFICE OF LICENSING
APPLICATION FOR COMMERCIAL PRODUCT LICENSE

OMB Control No. 1525-0013

Use this form to apply for permission/license to use United States Mint intellectual property and related materials in connection with products for commercial use. Please address all the information requested in this application by using this form. You may supplement with a separate proposal. Also, please indicate which, if any, information you provide that you consider to be proprietary.

If an agent, please provide this information for both the agent and the licensee.

General Company Information

1. Your Name and Title: _____
2. Company Name: _____
3. Company Address: _____
City: _____ State: _____ Zip Code: _____
4. Phone: () _____
5. Fax: () _____
6. E-mail: _____ Website (URL): _____
7. Type of Company: _____
☐ Non-Government Business ☐ Government Agency ☐ Other: (Please specify): _____

8. What differentiates your company and products from your competitors?

9. Number of Years in business? _____ Annual Revenue from Sales _____

United States Mint Intellectual Property

1. Please check the United States Mint intellectual property in which you are interested in obtaining a license:
☐ "United States Mint®" name
☐ United States Mint banner logo with Mint seal ☐ Color ☐ Black & White
☐ "50 State Quarters®" or "50 State Quarters® Program" name
☐ 50 State Quarters® Logo ☐ Color ☐ Black & White
☐ "United States Mint Proof Set®" name
☐ "United States Mint Uncirculated Coin Set®" name
☐ "United States Mint 50 State Quarters Proof Set™" name
☐ "United States Mint Silver Proof Set™" name
☐ Golden Dollar obverse (front) image with Sacagawea
☐ Other United States Mint program names or images (Please specify): _____

Interested in using images or designs of circulating coins or the quarters issued under the 50 State Quarters[®] Program?
Consult the United States Mint Circulating Coin Policy, which governs the use of United States circulating coins or the United States Mint Quarters Design Use Policy, which governs use of the new quarter designs that have been approved by the United States Secretary of the Treasury.

Where did you see this image? Please specify.

☐ Print: _____

☐ Website (URL): _____

☐ Other: _____

2. Have you been approved previously to produce and distribute licensed products using intellectual property of the United States Mint?

☐ Yes. If yes, please indicate the date, intellectual property used and the product(s) developed and distributed.

☐ No

FINANCIAL INFORMATION

Financial Requirements:

1. Dun & Bradstreet Report analysis will be conducted.

Financial Information Requested:

1. General information regarding Licensee's total sales figures, showing gross vs. net sales, insurance, credit rating, bank references, and credit history. Provide sales and earnings reports and annual reports if available for the previous two years.
2. Projected Sales Forecast. Please provide the following information for each of the proposed products you would like us to consider for licensing:

	Product Name	Estimated Number of Unit Sales	Wholesale \$/Unit	Gross Sales \$/Term	Per Unit Retail Price	Target Market(s)
A.						
B.						
C.						
D.						
E.						
F.						

3. Proposed Term of Agreement? _____ Year(s)
4. Territory: _____
5. Proposed Royalty Rate: _____ %
6. Proposed Advance on Royalties: \$ _____
7. Proposed Minimum Royalty Guarantee: \$ _____
8. Product Launch Date (when product(s) will be available at retail): _____

MANUFACTURING EXPERIENCE

1. Would these products be manufactured/assembled in the USA? ☐ Yes ☐ No
If no, please indicate countries in which these products would be manufactured/assembled.

2. Is the manufacturing for this (or these products) done in house ☐ or sub-contracted ☐? If subcontracted, the United States Mint reserves the right to request the same information in this application form for each applicable subcontractor.

3. Please provide a copy or explanation of your quality control policies and the policies of your subcontractor if applicable.

4. If you have previously produced licensed products for the United States Mint or other licensors, please provide us samples of the products for quality inspection. If no licensed products are available, please provide samples of some of your core products.

5. Please provide a manufacturing timeline for each proposed licensed product.

LICENSING EXPERIENCE

Do you have previous experience as a Licensee?

☐ Yes. Please explain your experience. Include the following:

a. List of Licensors and licenses held.

b. List of licensed products developed (provide samples of products as requested above).

c. Provide information regarding types of past and current licensed products.

☐ No. Please provide the same information in this section regarding sample core products.

DISTRIBUTION CHANNELS

1. Do you have a nationally established channel(s) of distribution for these proposed licensed products?
☐ Yes ☐ No
2. If yes, through which channels would you distribute these proposed licensed products (please check all that apply and please specify names next to each channel marked):

☐ Mass retailers:

☐ Specialty retail chains:

☐ Kiosks (at shopping malls, train stations, or airports):

☐ Web sites:

☐ Catalogs:

☐ Wholesalers:

☐ Other (please specify):
3. Please describe your order fulfillment capabilities.
4. Please describe your customer service and customer satisfaction policies.
5. Please include sample catalogs, brochures and other sales materials if applicable to these proposed licensed products.
6. Do you have your own sales force? ☐ Yes ☐ No If yes, how many representatives?

Other (please explain): _____

ADVERTISING AND MARKETING

Please provide us with the following information regarding advertising and marketing (if applicable) for these proposed licensed products:

- a. Explain how you will promote education and/or the coin-collecting hobby with the use of these proposed licensed products.
- b. Specify the type of media (radio, T.V., print, web, et al.) that you will utilize to advertise these licensed products.
- c. Provide a proposed advertising budget to market these licensed products.
- d. Identify any collateral/point of sale materials that you will use to promote these licensed products and explain the corresponding promotion.
- e. Identify any conventions or licensing shows in which your company participates, along with the frequency of participation.

Privacy Act Notice: The United States Mint uses the information we collect to help us determine whether and in what manner to grant a license or permission to use United States Mint trademarks, copyrighted materials and other United States Mint-controlled matter, and to perform studies and statistical analyses, maintain records, and respond to inquiries. Completing an application for intellectual property licenses and permissions is voluntary, but failing to complete the form and provide the all of the information applicable to your request can delay or prevent processing of your application and prevent you from obtaining your requested license or permission. For more details on what we collect(including information from outside sources), additional uses we may make, and our authority to collect this information, please see our Privacy Policy Statement at www.usmint.gov/policy/index.cfm?action=full.

The United States Mint estimates it will take approximately 3 hours to complete this application form. If a valid OMB control number does not appear on this form, you are not required to complete the form. Any comments or suggestions regarding this application form should be sent to the United States Mint, Office of Licensing, 801 9th Street, N.W., Washington DC 20220.

Mint Form 3044