

**WOODSY OWL® LICENSING PROGRAM  
LICENSEE APPLICATION**

**GENERAL COMPANY INFORMATION**

1. Your Name:	Title:
2. Company Name: Address: City:	State: Zip:
3. Phone:	
4. Fax:	
5. E-mail:	Website:
6. Type of Company:    ___Partnership <input type="checkbox"/> Subsidiary/Division of _____ <input type="checkbox"/> Proprietorship <input type="checkbox"/> Other _____  Name of the person who has the authority to sign Licensing Contract _____	
7. Years in Business:	Annual Sales Volume:
8. Bank Reference:	
9. Own Sales Force? Sales Reps (How Many?):	(How Many?): Other (Explain):
10. Products made in USA? If Sub-Contractors used please name:	Where Made:
11. Other Licenses Held:	
12. Will you include your product catalogues, brochures and other sales materials to be reviewed with this Application?	
13. What are the products you would like us to consider for licensing?	
a.	
b.	
c.	
d.	
e.	
14. Who is your target market for each of the above products?	
a.	
b.	

c.

d.

e.

15. What are your channels of distribution for each product?

a.

b.

c.

d.

e.

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

17. How does this product promote environmental conservation and Woodsy Owl's mission?

## FINANCIAL PROPOSAL

### 18. Sales Forecasts:

Product	Sales Units	Wholesale \$/Unit	Gross Sales \$	Per Unit Retail Price
a.				
b.				
c.				
d.				
e.				

19. Term of Agreement?                  Year(s)

20. Territory:

21. Royalty Rate:

22. Advance on Royalties:

23. Minimum Guarantee:

24. Marketing Date (when product(s) will be available at retail):                                                  months

25. Other Information that may be helpful in consideration of this application:

**Thank you for completing this Application!**

**Please return the signed and completed application to [WoodsyOwl@themetisgroup.com](mailto:WoodsyOwl@themetisgroup.com) or fax it to 202.822.5082. If you have any questions, please call Libby Kavoulakis at 202.822.5080.**

**Privacy Act Statement for OMB0596-0087 Commercial Use of the Woodsy Owl Symbol Authority:** The Woodsy Owl Licensing Program operates under 16 U.S.C. 580p, p-1, p-3, and p-4, 18 U.S.C. 711a, and 36 CFR Part 272.

**Purpose:** The information will be used to determine an applicant's eligibility to for licensing and commercial use of the Woodsy Owl symbol and associated slogans.

**Routine Uses:** The information will be used for the purpose set forth above and may be provided to Congress or other Federal, state and local agencies, when determined necessary.

**Mandatory or voluntary disclosure and the effects on the individual of not providing information:**  
Disclosure of personal information is voluntary. Failure to disclose the personal information requested may prohibit the Agency from being able to assess the individual's eligibility for application approval.

**WOODSY OWL® LICENSING PROGRAM  
LICENSEE APPLICATION APPROVAL FORM**

*To be completed by Representative for USDA Forest Service:*

APPROVAL STATUS:

- Approved as submitted
  
- Not approved as submitted

COMMENTS:

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APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

