

The following information will need to be provided during the license application process. Please note this list is all-inclusive. **Internal License** applications contain a reduced subset of the requirements below.

#### **COMPANY INFORMATION**

- Legal Company Name; Owner/Parent Company; Mailing Address/Physical Address (if different); Phone; Fax; Email; Website
- Any other names under which you or principals of the company do business (dba's/aka's/etc)
- Type of Business Organization (i.e. corporation, LLC, partnership, proprietorship, etc) and State and Year of Company's Legal Formation

#### **COMPANY CONTACTS**

- Phone and e-mail for President, Principal Licensing Contact, Royalty Reporting Contact, Artwork Contact, Sales Contact

#### **FINANCIAL INFORMATION**

- Company's total gross sales for each of the last 4 years
- Percentage of overall gross sales derived from licensed product sales for each of the last 4 years
- List of principal owners (complete names) and % of ownership
- Upload a business credit report for your company (if a start-up business or individual, a personal credit report is required)
- Upload a certified bank statement from your financial provider (the statement must include the date the account was opened, the average balance in the account, whether the account is satisfactory, and the line of credit of extended)
- Have there been any bankruptcies/receiverships appointed/assignments for creditors requested? If yes, explain each instance
- Have any claims been filed against your company or any related entities for trademark, copyright or patent infringement or for a product liability claim? If yes, explain each instance

#### **LICENSING EXPERIENCE**

- Have you applied for a license under this or any other company name with Fermata Partners before? If yes, confirm company name
- Do you currently or have you ever held a license agreement for other licensors? If yes, specify what licenses

#### **PRODUCT CATEGORIES**

- Provide a list of the product(s) that you are seeking a license to produce, the wholesale/MSRP, minimum order amount and indicate if you currently produce/sell the product (If seeking a license for more than 5 products, a document should be uploaded with this info)
- Upload sketches or product line concepts
- Provide an estimated realistic forecast of gross sales by product category for the next two years if a license was granted (If seeking a license for more than 5 product categories, a document should be uploaded containing this information)
- Trade/brand names that will appear on the product. Upload a picture or artwork proof of all labels and/or product packaging
- Are your products subject to rules/regulations with UL, FDA, CPSIA? If yes, upload certifications/documents reflecting compliance
- Confirmation if your product(s) are in full compliance with all U.S. or state laws that are required for your product(s)

#### **DISTRIBUTION/SALES/ADVERTISING**

- List top 5 retail accounts and vendor number for products that you currently distribute (licensed or otherwise)
- Identify the following channels of distribution you currently do business with and the corresponding percentage of your business: Bookstores/Campus Area Fan Shops/University Affiliated Retail Outlets; Internal to Institution; Department Stores; Value Retailers (Dollar Stores, Supercenter/Wholesale Clubs, Outlets, Off-Price); Food & Drug (Convenience Stores/Gas Stations, Pharmacies/Drug Stores, Supermarket/Grocery Stores); Golf; E-Commerce & Media (online retailers, app download stores, mail order, TV home shopping); Direct to Consumer (company owned online stores, store front, catalog, etc.); Sporting Goods Stores; Specialty Retailers; Distributors; Other
- List all retail accounts whom you intend to sell the product if a license is granted and indicate if an order is pending. If an order is pending, provide vendor number & buyer name (If targeting more than 5 retail accounts, upload a document containing this information)
- Targeted launch date of proposed products if license is granted
- Indicate which is used to sell your product (internal sales force, independent/third party sales force, combination, distributors, other)
- If using independent/third party sales force or distributors, provide names
- Do you plan to conduct any advertising or promotion to support the products proposed? If yes what type (consumer advertising, trade advertising, in store promotional materials/signage, trade/sales incentives, press releases, co-op advertising, social media, other)
- Amount of advertising, promotion and merchandise funds you plan to spend in support of this licensed product in the first year

#### **MANUFACTURING & CORPORATE SOCIAL RESPONSIBILITY**

- Will your company manufacture all product(s) in-house, do you outsource production or a combination of both?
- If currently outsource or will outsource, provide factory name, country where factory (not agent or admin office) doing the product manufacturing is located and product categories from each factory (If utilizing 5+ factories, upload a document containing this info)
- Does your company have a Corporate Social Responsibility/Labor Compliance program?
- Does your company have a Workplace Code of Conduct?
- Are you currently registered with the Fair Labor Association (FLA)? If yes, upload current FL registration certificate

#### **SYSTEM CAPABILITIES**

- Does your company currently hold any licenses that require internet-based management of licensing processes and procedures?
- Does your system allow you to export sales data by SKU and retailer into a .CSV file?
- Does your company have EDI capabilities?

#### **ENGAGEMENT WITH UNIVERSITY BRANDS**

- Why do you want to be affiliated with The University of X?
- Share your company's Mission, Vision and Core Values
- What does success look like in your potential affiliation with The University of X?
- How will you ensure that your company upholds the brand of The University of X as a licensee?
- What makes your company different and how will that lead to your success as a licensee?

#### **ADDITIONAL INFORMATION**

- Upload any documents containing additional information that might be helpful for the institution to evaluate your application