

National Headquarters One Waterfowl Way Memphis, TN 38120

TRADEMARK LICENSE APPLICATION

DATE:				
COMPANY BACKGROUND IN 1. Company Name:				
Other Names Used (e.g., d/b/a's	s or a/k/a's):			
Primary Contact Person (s): _				
Address:				
Telephone: ()		Fax:()	
E-Mail:		Website:		
Addresses of Other Locations (e.g., headquarters	, branches, wareho	uses):	
<u> </u>				
<u> </u>				
Years in Business:		Years Produ	ucing Product:	
Proposed Term for License:				
2. Financial Information (most rec	ent years):			
	20	20	20	20
Company's annual gross sales volume				
Company's annual advertising / promotional budget				
3. Please attach your company's n	nost recent annual	report.		
4. Please provide the following cr	edit information o	n your company:		
Who will sign our contract/agree	eement?			
His or her title:				
Company's state of incorporation	on:			
Please provide your recent Dun	n and Bradstreet r	ating		
and include a copy of the most	current report:			



5. Bank or Financial Institution Reference(s):

Firm Name:	Address:	Contact name:	Telephone:

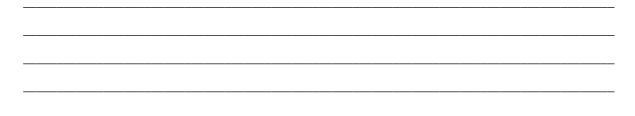
OWNERSHIP/MANAGEMENT INFORMATION:

Principal Owners (Complete Name, Title and Business Address)

1	2
3	4
DDINCIDAL MANACEMENT.	
PRINCIPAL MANAGEMENT:	
1. President:	
2. Vice President(s):	
3. Licensing Manager:	
7. Art Director:	
8. Other Applicable:	
DISTRIBUTION:	
1. Distribution capability: National Regional _	(Number of States:)
2. Would your company distribute this product? \Box Y	les 🗌 No
3. If regional distribution, which states?	
4. Distribution to Foreign territories? If so, please spec	sify:



5. Describe the structure and distribution of your sales organization. Be sure to include locations, territories, etc. and describe any recent or projected growth.



Type of Account:	% Sales Vol.
Mass Merchants (JC Penny, Sears)	
Discounters (K-Mart, Wal-Mart)	
Department Stores (Dillard's)	
Drug Chains	
Gift Stores	
C-Stores	
Mail Order	
Direct Mail *	
Grocery Chains	
Warehouse Clubs (Sam's Club, Price Club)	
Hardware Stores	
Sport Specialty Stores	
Tractor Supply Company's	
Farmer's Co-Op	
World Wide Web (Internet)	

* If Direct Mail, please explain success/experience in Direct Mail Marketing:

6. Estimate of *Annual Wholesale Dollar Volume* of the items you wish to manufacture under this license: Year 1: \$_____ Year 2: \$_____



7. List your five largest retail accounts and the name of primary/chief buyer(s)/account manager(s) of each. If you would prefer that we notify you before contacting any of those listed, please indicate here:

Yes No

Retail Account:

Firm Name:	Account type:	Address:	Contact name:	Telephone:

8. Accounts to whom you plan to sell DU licensed products:

a	
b	
C	
d	

9. What is your experience and/or track- record selling to these accounts?

10. Please list any current trademark licenses you currently have in place:



11. If applicable, please identify your top three trademark licenses with other entities, including information about the license (for example, licensed trademarks and products, licensor contact persons with address and telephone number, geographical distribution area, annual unit sales volume, and annual gross revenue). If you would prefer that we notify you before contacting any listed entities, please indicate here: Yes No

	Reference #1	Reference #2	Reference #3
Property Name:			
Trademarks:			
Products(s):			
Contact name:			
Address:			
Phone:			
Geographical distribution area:			
Annual unit sales volume:			
Annual gross revenue:	\$	\$	\$

PROPOSED DUCKS UNLIMITED LICENSED PRODUCT(S):

1. Please describe in detail the proposed Ducks Unlimited Licensed Product(s). Be sure to include description of materials, paints, dyes, dimensions, country of origin, proposed packaging materials.

PRODUCTS:	DESCRIPTION:	MATERIALS MANUFACTURED:	DIMENSIONS:	FINISH TREATMENTS:	COUNTRY OF ORIGIN:	PACKAGING:



- 2. Please submit samples of each product for which you would like a trademark license (samples are required to evaluate quality standards, workmanship and material(s), etc.). The samples will be retained by Ducks Unlimited and not returned to applicant. Ducks Unlimited is willing to consider special arrangements for evaluating very large or bulky product samples.
- 3. Please describe in detail the Ducks Unlimited Mark(s) you wish to use, how they will appear, where they will be used, etc. (attach additional listing if more than four).

Product:	DU Mark(s) to be used:	Where will they appear?	How will they be applied/fixed?	Marks on Packaging:

4. Please state projected annual gross sales for each proposed licensed product:

Product:	First year units:	First year gross revenue:	Second year units:	Second year gross revenue:	Third year units:	Third year gross revenue:
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$
		\$		\$		\$



7. Outline any proposed exclusivity terms you are seeking.

MANUFACTURING INFORMATION:

1.	Will your company actually manufacture this product? Yes No If no, who will manufacture this product?
2.	Where will the product be manufactured? United States/Domestic Foreign/International Both
3.	Number of factories involved in manufacture of product:
	Location of principal plants, and capacity and number of years each facility has been in place:
	a
	b

- c. _____
- 4. Describe each of your current warehousing and distribution facilities and/or capabilities. Be sure to include capacity and number of years each facility or capability has been in place.



MARKETING INFORMATION:

1.	Do you plan to conduct any advertising or promotion to support the product? Yes No If yes, what type? (Please check)				
	Consumer Advertising				
	Trade Advertising				
	In-Store Materials				
	Sales/Trade Incentives				
	Press Release				
	Co-Op Advertising				
	Billboards				
	Other(s): (Specify)				
2.	Does your company use an advertising agency? If so, please provide the following information.				
	Agency's Name:				
	Agency's Address:				
3.	Key Contact:				
4.	Telephone Number: () Fax Number: ()				
5.	What amount of advertising, promotion and merchandising funds do you plan to spend in support of this new licensed product for the first year, should you receive the license? \$				
6.	Does your company have product design and artwork capability?				
7.	If yes, who does the design? Company Art Department Freelance Agency				
8.	3. Does your company have a formal Quality Control Program? 🗌 Yes 🗌 No				
9.	Do you plan to offer this product by mail? Yes No				
10	. Please list the anticipated timing for each product to get to market, anticipated date for promotions to start,				

and the anticipated retail price of the products:

PRODUCT:	ANTICIPATED DATE TO MARKET:	ANTICIPATED DATE PROMOTIONS BEGIN:	ANTICIPATED RETAIL PRICE:



PROPOSED BUSINESS PLAN:

1. Please describe in detail below (or attach) your "Business Plan" for marketing the licensed product(s). Please be sure to include advertising, promotions, sampling, trade shows, etc. that will be incorporated. Enclose outline of proposed catalogs, POP and POS materials you would develop.

2. Please enclose catalogs, price lists, brochures, and promotional materials that illustrate or reference your company's products, as well as attach any additional information you believe may be helpful to evaluate your license request.

The undersigned understands and agrees that this application does not constitute an offer from Ducks Unlimited, Inc. nor implies any obligation on the part of Ducks Unlimited, Inc. to grant a license for any product(s).

The undersigned also understands that any samples submitted to Ducks Unlimited, Inc. become the property of Ducks Unlimited, Inc.

Signature

Please Print Name

Title

Company

Date