



LICENSEE APPLICATION FORM

Return this completed form to gm-licensing@gm.com

COMPANY INFORMATION

Company Name: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Contact Title \_\_\_\_\_

Principal Owner(s): \_\_\_\_\_

Title(s): \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ City State ZIP Code

Telephone: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Number of Years in Business: \_\_\_\_\_

Number of Employees \_\_\_\_\_

Current Year Total Sales Volume: \_\_\_\_\_

Previous Year Total Sales Volume: \_\_\_\_\_

What percentage of your overall sales is derived from licensed merchandise?: \_\_\_\_\_ %

Privately held company (Y/N): \_\_\_\_\_

Publicly held company (Y/N): \_\_\_\_\_



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BRAND LICENSE APPLICATION DETAIL

Please identify the type(s) of trademark you want to license (check all that apply):

<u>BRAND TRADEMARKS</u>		<u>TRADEMARKS (such as Corvette)</u>		<u>Licensed Product Category</u>	
Chevrolet	<input type="checkbox"/>	_____		Branded Merchandise	<input type="checkbox"/>
Buick	<input type="checkbox"/>	_____		Vehicle Accessory(ies)	<input type="checkbox"/>
GMC	<input type="checkbox"/>	_____		Performance Parts	<input type="checkbox"/>
Cadillac	<input type="checkbox"/>	_____		Restoration Parts	<input type="checkbox"/>
GM	<input type="checkbox"/>	_____		Technical Publications/Manuals	<input type="checkbox"/>
GMC HUMMER EV	<input type="checkbox"/>	_____			
HUMMER	<input type="checkbox"/>				
Oldsmobile	<input type="checkbox"/>				
Pontiac	<input type="checkbox"/>				
ACDelco	<input type="checkbox"/>				
OnStar	<input type="checkbox"/>				
Other:	<input type="checkbox"/>				

CHANNELS

Please indicate the percentage each of following distribution channels comprise of your related business products. For example, 0% indicates that no business is done within those channels, while 100% would indicate all of the company's business is done within that distribution channel.

Online Retailers	_____ %	Book Stores/Book Trade	_____ %
Department Stores	_____ %	Warehouse Clubs	_____ %
Distributors	_____ %	Direct-to-Consumer	_____ %
Mass Retailers	_____ %	Catalogs	_____ %
Gifts/Specialty Stores	_____ %		
Sporting Good Stores	_____ %	Merch by Amazon	_____ %
		Others	_____ %

LICENSING BUSINESS

Does your company currently manufacture products under licensing contracts? (Y/N): \_\_\_\_\_

Please specify the key licenses your company currently holds and for how long:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_



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SALES TEAM/CUSTOMER SERVICE

Please describe your organization's support structure for servicing retail accounts:

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MANUFACTURING INFORMATION

As it applies to products for this application, where will the proposed products be manufactured?:

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How many active manufacturing relationships does your organization have? \_\_\_\_\_

Please identify countries where you produce product in order of volume:

1) _____	6) _____
2) _____	7) _____
3) _____	8) _____
4) _____	9) _____
5) _____	10) _____

PRODUCT INFORMATION

Briefly describe the product(s) you are submitting for consideration. Please note that General Motors will not license products that do not meet our safety requirements and policies.

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Does your company currently manufacture or sell the product(s) being submitted ? (Y/N): \_\_\_\_\_

