

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:			<u></u>	
E-mail Address:			<u></u>	
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 derived from licensed merchandi			% —	
Privately held company (Y/N):		Publicly held company (Y/N):		



BRAND LICENSE APPLICATION DETAIL

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

BRAND TRADEMARKS		TRADEMARKS (such as Corvette	<u>Licensed Product Ca</u>	<u>tegory</u>
Chevrolet [Branded Merchandi	se
Buick [Vehicle Accessory(ie	es)
GMC [Performance Parts	
Cadillac [Restoration Parts	
GM [Technical Publicatio	ns/Manuals
GMC HUMMER EV			_	
HUMMER [
Oldsmobile				
Pontiac				
ACDelco				
OnStar				
Other:				
CHANNELS				
Please indicate the percer	ntage each of follo	owing distribution channels com	prise of your related business pr	roducts.
			vhile 100% would indicate all of t	
done within that distribut				, ,
Online Retailers	c	%	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				
	entlu manufacture	e products under licensing contra	acts? (Y/N):	
		, ,		=
Please specifu the keu lice	enses uour compa	ny currently holds and for how I	ona:	
	g _f		9-	
1)				
,				
2)				
,				
3)				
•				
4)				
·				
5)				



NANUFACTURING INFORMATION		
s it applies to products for this app	olication, where will the proposed products be manufactured	i ?:
low many active manufacturering	relationships does your organization have?	
	produce product in order of volume:	
	7)	
<u> </u>	8)	
	9)	
·)	10)	
PRODUCT INFORMATION Briefly describe the product(s) you	are submitting for consideration. Please note that General I	Motors
	t meet our safety requirements and policies.	



	<u>N</u> te the regions whe your total sales.	re your products a	re currently bei	ng sold. List indivic	lual countrie	s within region	ns if sales in that c	ountry:
U.S.		Canada			Mexico			
Australia/NZ								
Europe South Americ Asia Africa	:a							
	REQUESTED MATER e submission, in add y:		please include a	an electronic copy c	of any, or all,	of the followin	ng materials for	
1) N	lost recent Annual F	leport						
2) Sa	Sales catalogs, brochures, sell sheets							
3) A	Articles or any other media coverage of your company							
LEGAL NOTIC	E REGARDING PROF	PRIETARY INFORM.	<u>ATION</u>					
provided by y confidentialit "CONFIDENT! whatsoever o limitation, in contained in t	on, and any prior or on entirely voluntary, compensation or AL," "SECRET," "PRO on the part of GM. Gonnection with the submission, and a submit will not be	rily and without ex the granting of a li PRIETARY" or with M shall not be rest development or lid you shall not be el	pectation of an cense to you. To other words to t ricted in its use o censing of any g ntitled to any co	y obligation on the o the extent that an hat effect, such not of any information loods or services wh ompensation in con	part of GM in y part of the ations will ha contained in i ich may be th	ncluding, witho Submission is r ave no effect an the Submission ne same or subs	ut limitation, marked as Id will create no ol including, withou stantially similar t	bligation ut to those
Yes, I have red	nd the CONDITIONS	FOR SUBMITTING A	A LICENSEE APPL	LICATION FORM to (GENERAL MO	TORS (signatur	e required):	
Informat	ion Submitted By:							
	Signature:							