



general motors

TRADEMARK LICENSING APPLICATION FORM

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

COMPANY INFORMATION

Company Legal Name & any DBAs:

Company Contact Name:

Contact Title:

Principle Owner(s):

Company Address:

Business Telephone:

Email Address:

Website Address:

Number of Years Business:

Current Year Total Sales Volume:

Previous Year Total Sales Volume:

3 Year Sales Forecast:

YEAR	UNITS	WHOLESALE PRICE	RETAIL PRICE

Privately Held Company (Y/N): _____ Publicly Held Company (Y/N): _____



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LICENSED TRADEMARKS

Identify the Division, Nameplate, and License Type you are requesting (check all that apply):

<u>Division</u>	<u>Nameplate (i.e. Corvette)</u>	<u>License Type</u>
<input type="checkbox"/> Buick	_____	<input type="checkbox"/> Branded Merchandise
<input type="checkbox"/> Cadillac	_____	<input type="checkbox"/> Vehicle Accessory(ies)
<input type="checkbox"/> Chevrolet	_____	
<input type="checkbox"/> GMC	_____	
<input type="checkbox"/> Other (i.e. Historic Brand)	_____	
<input type="checkbox"/> General Motors	_____	

DISTRIBUTION CHANNELS

Estimate a percentage of your related product business that occurs within the following channels:

Business-to-Business	_____ %	Gift/Specialty Stores	_____ %
Catalogs	_____ %	Mass Retailers	_____ %
Department Stores	_____ %	Online Retailers	_____ %
Direct-to-Consumers	_____ %	Sporting Good Stores	_____ %
Distributors	_____ %	Warehouse Clubs	_____ %
E-Commerce	_____ %	Other	_____ %

LICENSED PRODUCT INFORMATION

Briefly describe the product(s) you are requesting to produce with GM branding:

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

Has your company ever had a product that required a safety recall? (Y/N) _____



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LICENSED TERRITORIES

Please indicate the markets where you intend to sell Licensed Products. Check all that apply:

- | | | | |
|-------------------------------------|---------------------------------------|--|--|
| <input type="checkbox"/> Antarctica | <input type="checkbox"/> Asia | <input type="checkbox"/> Europe | <input type="checkbox"/> South America |
| <input type="checkbox"/> Africa | <input type="checkbox"/> Australia/NZ | <input type="checkbox"/> North America | <input type="checkbox"/> Worldwide |

ADDITIONAL REQUESTED MATERIAL

As part of the submission, in addition to this form, please include an electronic copy of any or all of the following materials for your company:

- ☐ Most recent annual report
- ☐ Sales catalogs, brochures, sell sheets
- ☐ Sample images of how brand is intended to be used/applied

LICENSING BUSINESS EXPERIENCE & REFERENCES

Does your company have active licensing contracts?: (Y/N) _____

If yes, specify what license(s) your company currently holds, how long you have been their licensee, a reference name and contact information:

1. _____

2. _____

3. _____

Please list your top 3 retail accounts along with buyer contact information:

1. _____
2. _____
3. _____



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LEGAL NOTICE REGARDING PROPRIETARY INFORMATION

Please note, it is the policy of General Motor's Licensing Department not to accept unsolicited submissions of creative ideas or materials. Accordingly, when you send us information about your company, do NOT include confidential or proprietary information, such as product concepts, designs, ideas, original artwork, or other original creative materials or suggestions. By not accepting any such unsolicited confidential or proprietary information, General Motors seeks to avoid possible future misunderstandings when products developed by our company or licensees might seem to others to be similar to their own creative work. You acknowledge and agree that General Motors at all times has many products and projects in various stages of development, and that the results of these endeavors may be similar or identical to your own products or projects.

If you ignore General Motor's policy and submit any creative suggestions, ideas, notes, drawings, concepts, designs, original artwork or other information (collectively, "Unsolicited Submissions"), The Unsolicited Submissions shall be deemed, and shall remain, the property of General Motors.

None of the Unsolicited Submissions shall be subject to any obligation of confidence on General Motor's part and General Motors shall not be liable for any use or disclosure of any Unsolicited Submissions.

Yes, I have read the **CONDITIONS FOR SUBMITTING A LICENSEE APPLICATION FORM** to **GENERAL MOTORS** (signature required):

Submitted By: _____

Signature: _____

Date: _____

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