
Michigan State University

Promotional Trademark License Application

\$50.00 Nonrefundable Application Fee Required

Thank you for your interest in featuring Michigan State University in your promotion. This form allows us to get to know you and the nature of your promotional plans better, so please answer these questions as completely as possible. Prior to completing this application, you should read our licensing brochure thoroughly, especially the sections on Obtaining a License and Promotional Agreements. Upon receipt of the \$50.00 application fee and approval of your application and prototype sample, you will be sent a contract and related materials to complete. **This form is not a Promotional Trademark License Agreement.** You are **not authorized** to use MSU marks until products and graphics are approved, product liability insurance is in place and the contract is duly executed.

Company Information:

Company Name: _____

Other Names (dba's): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Website: _____

U.S. Fed Tax ID #/SSN: _____

Contacts:

Company President: _____

Phone: _____ Email: _____

Licensing: _____ Title: _____

Phone: _____ Email: _____

Royalty Reporting: _____ Title: _____

Phone: _____ Email: _____

Artwork Approval: _____ Title: _____

Phone: _____ Email: _____

Addresses of other locations: _____

If this business is a subsidiary, indicate the following information for your parent company:

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Website: _____

Company Function: Manufacture and Imprint
 Manufacture only. Source of Imprint: _____
 Imprint only. Source of goods: _____
Method of Imprint: Screenprinting Embroidery Other _____
 Distributor Advertising Specialty (If either of these apply, a complete list of suppliers of the proposed MSU products must be submitted with the application.)

Type of Entity: Corporation Sole Proprietorship Limited Liability Corporation
 Limited Partnership General Partnership Arts and Crafts Other
U.S. State of Organization: _____ and year incorporated _____

Type of Ownership: Public Private Other

Please describe the nature of your promotion (include program dates, product premium/quantity/price): _____

Please identify your supplier for the premiums featuring Michigan State University Trademarks:

Company Name: _____

Address: _____

Phone/Fax/Email/Website: _____

Contact: _____

Is any part of your product premium manufactured outside of the United States? No Yes

If yes, please identify source of origin: _____

Are you currently a sponsor of the University? No Yes

Are you currently a supplier of the University? No Yes

If your product premium contains food, health and beauty aids, toys or other items that are subject to government regulation, describe product testing and standards met: _____

Have any products you produce ever been involved in a product liability claim? No Yes

If yes, please explain: _____

Obtaining A Promotional License

Application: The first step in obtaining a promotional license with Michigan State University is to submit the completed application form, the application fee, and a prototype sample product premium.

License Execution: If the application and product prototype are approved, the complete license packet will be sent. The following items must be submitted by your company and approved by MSU to finalize the licensing process:

- Two (2) signed and completed contracts
- Promotional fee
- Product sample bearing MSU trademarks and all additional artwork to be used
- Certificate of product liability insurance in the required amounts, naming MSU as an additional insured
- Product labels and hang-tags (MSU requires the use of a *Collegiate Licensed Product* label)

Return Completed Application To:

University Licensing Programs
Michigan State University
215 MSU Union
East Lansing, MI 48824-1029

Phone: (517)355-3434

Fax: (517)432-9859

DO NOT MARK BELOW - FOR OFFICE USE ONLY

Application Fee Paid: _____

Sample Submitted: _____

Application Approved: _____

Promotional Fee: _____

Insurance Amount: _____

Contract Number: _____

Name Code: _____