

# BONESMART TRADEMARK LICENSE APPLICATION

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## 1. COMPANY INFORMATION

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

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

City, State, Zip Code: \_\_\_\_\_

Parent Company (if applicable): \_\_\_\_\_

Company d/b/a (if applicable): \_\_\_\_\_

Mailing Address (if different from above): \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Primary Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

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

Telephone No.: \_\_\_\_\_

Fax No.: \_\_\_\_\_

Years in Business: \_\_\_\_\_

Type of Company (e.g., Public/Private): \_\_\_\_\_

Form of Business (e.g., Corporation, Partnership, Sole Proprietor, etc.): \_\_\_\_\_

Owners:

| Name | Title | Address |
|------|-------|---------|
|      |       |         |
|      |       |         |

Management:

| Name | Title | Address |
|------|-------|---------|
|      |       |         |
|      |       |         |

State of Incorporation (if applicable): \_\_\_\_\_

Federal Tax Identification Number: \_\_\_\_\_

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### 2. SALES INFORMATION

Company's Past Annual Gross Sales Volume:

| 2000 | 2001 | 2002 | 2003 |
|------|------|------|------|
| \$   | \$   | \$   | \$   |

Estimated Percent (%) of Sales by Current Retail Class:

Mass Merchants   
  Mid-Tier Dept. Stores   
  Specialty Stores   
  Direct Mail  
 Discount Stores   
  Upstairs Dept. Stores   
  Company's Website   
  Other

Estimated Percent (%) of Sales by Country/Region:

USA   
  Canada   
  Mexico   
  Europe   
  Asia   
  Other

List your five largest retail accounts, the contact information of the primary buyer, and the estimated percent (%) of your sales to each account:

|           |                |
|-----------|----------------|
| Company:  | Phone:         |
|           | Email Address: |
| Buyer(s): | Sales %        |

|           |                |
|-----------|----------------|
| Company:  | Phone:         |
|           | Email Address: |
| Buyer(s): | Sales %        |

|           |                |
|-----------|----------------|
| Company:  | Phone:         |
|           | Email Address: |
| Buyer(s): | Sales %        |

|           |                |
|-----------|----------------|
| Company:  | Phone:         |
|           | Email Address: |
| Buyer(s): | Sales %        |

|           |                |
|-----------|----------------|
| Company:  | Phone:         |
|           | Email Address: |
| Buyer(s): | Sales %        |

If you would prefer that we notify you before contacting any of those listed above, please indicate here:

Yes     No

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## 3. ADVERTISING & PROMOTIONS

Company's Annual Advertising/Promotion Volume:

| 2000 | 2001 | 2002 | 2003 |
|------|------|------|------|
| \$   | \$   | \$   | \$   |

Name & address of your advertising, promotional and/or public relations firm(s), if applicable:

|          |  |
|----------|--|
| Company: |  |
| Address: |  |
| Company: |  |
| Address: |  |

## 4. FINANCIAL INFORMATION

Primary Bank Reference:

|               |  |
|---------------|--|
| Name of Bank: |  |
| Contact:      |  |
| Address:      |  |
| Phone:        |  |
| Fax:          |  |

Credit Reference:

|               |  |
|---------------|--|
| Name of Bank: |  |
| Contact:      |  |
| Address:      |  |
| Phone:        |  |
| Fax:          |  |

Most Current D&B Rating: \_\_\_\_\_

## 5. INSURANCE INFORMATION

Identify your current product liability carrier(s) and describe the types & limits of each coverage:

| Carrier | Type & Limit of Coverage |
|---------|--------------------------|
|         |                          |
|         |                          |
|         |                          |
|         |                          |

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**6. CURRENT BUSINESS**

Trade References (Please list 2 references that we can contact regarding your product line & performance):

| Company | Contact | Phone | Fax |
|---------|---------|-------|-----|
|         |         |       |     |
|         |         |       |     |

Current Trademark Licenses (Please list all current Licenses with other entities, the Licensed Product, distribution and sales volume):

| License Trademark | Product | Distribution | Sales Volume (wholesale) |
|-------------------|---------|--------------|--------------------------|
|                   |         |              |                          |
|                   |         |              |                          |
|                   |         |              |                          |

**7. PROPOSED LICENSED PRODUCT(S) AND BUSINESS PLAN INFORMATION**

Identify the Trademark(s) you wish to use and describe specifically each product you wish to produce in association with the particular Trademark(s):

| Trademark(s) | Product(s) Description |
|--------------|------------------------|
|              |                        |
|              |                        |
|              |                        |
|              |                        |
|              |                        |
|              |                        |
|              |                        |

Anticipated timing for the marketing of each proposed Licensed Product(s):

| Trademark(s) | Month/Year |
|--------------|------------|
|              |            |
|              |            |
|              |            |
|              |            |
|              |            |

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Describe your sales force/rep organization:

|  |
|--|
|  |
|  |
|  |
|  |
|  |

State your distribution plan:

|  |
|--|
|  |
|  |
|  |
|  |
|  |

Provide the manufacturer(s) source of each proposed Licensed Product:

| Proposed Product(s) | Manufacture Source & Location (include d/b/a's) |
|---------------------|---|
|                     |   |
|                     |   |
|                     |   |
|                     |   |
|                     |   |
|                     |   |
|                     |   |
|                     |   |
|                     |   |

State your projected annual total gross wholesale sales for each proposed Licensed Product:

| Proposed Product(s) | Year 1 Projections |            | Year 2 Projections |            | Year 3 Projections |            |
|---------------------|--------------------|------------|--------------------|------------|--------------------|------------|
|                     | # Units            | Sales      | # Units            | Sales      | # Units            | Sales      |
|                     |                    |            |                    |            |                    |            |
|                     |                    |            |                    |            |                    |            |
|                     |                    |            |                    |            |                    |            |
|                     |                    |            |                    |            |                    |            |
|                     |                    |            |                    |            |                    |            |
|                     |                    |            |                    |            |                    |            |
| <b>Total</b>        | <b>0</b>           | <b>\$0</b> | <b>0</b>           | <b>\$0</b> | <b>0</b>           | <b>\$0</b> |

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Submitted by (signature): \_\_\_\_\_

(Printed Name): \_\_\_\_\_

Title: \_\_\_\_\_

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

Date: \_\_\_\_\_