

California Ballroom Trademark License Application

£50.00 Nonrefundable Application Fee Required

Thank you for your interest in California Ballroom trademark licensing. This form allows us to get to know your company better, so please answer these questions as completely as possible. 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 is not a contract.

You are **not authorised** to use our trademarks until:

- 1) you receive a fully executed Trademark License Agreement,
- 2) your products and graphics have been approved,
- 3) you have provided our office with evidence of liability insurance

Please note: If the product you require the license for is an event, you will need to provide evidence of the employment of at least two verified California Ballroom Disk Jockeys along with a guarantee that they will attend. In the event that one does not attend, due to illness or other unforeseen circumstance, you must have made provision for a suitable backup.

Company Information:

Company Name: _____

Other Names: _____

Names on branding: _____

Address: _____

Town: _____ County: _____ Post Code: _____

Phone: _____ Fax: _____ Website: _____

Reg Company No.: _____

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:

Town:

County:

Post Code:

Phone:

Fax:

Website:

Company Function:

Type of Entity: Corporation Sole Proprietorship Limited Liability Corporation

Limited Partnership General Partnership Arts and Crafts Other

Type of Ownership: Public Private Other

List and give a description of each product for which you are seeking a license:

Have any products/events you have produced ever been involved in a liability claim?

No Yes

If yes, please explain:

Please describe your proposed method of distribution of California Ballroom products and target markets

Have you previously applied for a California Ballroom trademark license? No Yes

If yes, please explain:

Are you licensed with other entities? No Yes

Licenser Contact Phone

If yes, list other licenses held (not those under application):

Obtaining a License

Application: The first step in obtaining a non-exclusive license with California Ballroom is to submit the completed application form, the application fee, and details of intended use.

License Execution: If the application is approved, the complete license packet will be sent. The following items must be submitted by your company and approved by us to finalise the licensing process:

- Two (2) signed and completed contracts
- Advance royalty fee
- Product sample bearing California Ballroom trademarks and all additional artwork to be used
- Certificate of product liability insurance in the required amounts, naming California Ballroom as an additional insured
- If the license is to be used for an event, details of the verified California Ballroom DJs you intend to use along with details of backups plus their contact details
- Product labels/tickets/advertising samples
- Sample of royalty calculation worksheet and back-up paperwork from which royalties are determined

Registration: On completion the license will be registered with the UK Patent Office against Trademark No. 2365512

Return Completed Application To:

JBVisions (Licensing)
72-74 Chapel Street
Thatcham
Berkshire
RG18 4QN

Email: enquiries@jbvisions.co.uk

DO NOT MARK BELOW - FOR OFFICE USE ONLY

Application Fee Paid:
Sample Submitted:
Application Approved:
Advance Amount:
Insurance Amount:
Contract Number:
Name Code: