

# ***PROFESSIONAL HOCKEY PLAYERS' ASSOCIATION***

## **LICENSING INFORMATION REQUEST FORM**

**\*NOTE: This is an application, not a license. It will be reviewed and accepted or rejected at the sole discretion of the Professional Hockey Players' Association.**

### **1. COMPANY INFORMATION**

- a) Name of Company: \_\_\_\_\_
- b) Address of Company: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- c) Telephone Number: (    ) \_\_\_\_\_
- d) Fax Number: (    ) \_\_\_\_\_
- e) Web Address            http://

### **2. LICENSING PRODUCT INFORMATION**

- a) Description of the properties for which you seek a license:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- b) Estimated wholesale selling price per unit:            \$ \_\_\_\_\_ [US/CDN]
- c) Estimated retail selling price per unit:                \$ \_\_\_\_\_ [US/CDN]
- d) Is a prototype or sample of the product to be sold available for review?             Yes  No
- e) Does your company currently manufacture and sell the item(s) in question?             Yes  No
- f) Trade/brand names of products sold by your company:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**3. OWNERSHIP / MANAGEMENT INFORMATION**

a) Principal Owners *[please provide complete name(s), title(s) and business address(es)]*:

|       |       |      |       |
|-------|-------|------|-------|
| (i)   | _____ | (ii) | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
| (iii) | _____ | (iv) | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |
|       | _____ |      | _____ |

b) Principal Management

|      |                         |       |
|------|-------------------------|-------|
| i)   | President:              | _____ |
| ii)  | Vice President(s)       | _____ |
|      |                         | _____ |
|      |                         | _____ |
| iii) | Sales Director          | _____ |
| iv)  | Marketing Director      | _____ |
| v)   | Chief Financial Officer | _____ |



e) Current Distribution:

Type of Account

Leading Accounts Sold

- i) National Chains
- ii) Regional Chains
- iii) Department Stores
- iv) Buying Offices
- v) Discount Stores
- vi) Food/Drug Stores
- vii) Convenience Stores
- viii) Hobby Shops / Collectible Stores

f) Estimate of annual wholesale dollar volume of the items you wish to manufacture under this license:

Year One      \$ \_\_\_\_\_ [US/CDN]

Year Two      \$ \_\_\_\_\_ [US/CDN]

g) Accounts to whom you plan to sell licensed products:

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_
- v) \_\_\_\_\_
- vi) \_\_\_\_\_

h) If you currently manufacture a similar type of item(s), what was its/their wholesale dollar volume for the most recent year?

i) \_\_\_\_\_ \$ \_\_\_\_\_ [US/CDN]

ii) \_\_\_\_\_ \$ \_\_\_\_\_ [US/CDN]

iii) \_\_\_\_\_ \$ \_\_\_\_\_ [US/CDN]



## Prospective Licensee Statement

1. I hereby affirm that my answers to the above questions are true and complete except that such questions which explicitly call for estimates, plans, or projections have been answered by me in good faith and to the best of my knowledge. I understand that any license which may be granted to me by the Players' Association will be subject to immediate termination, without the return of any amounts paid or the abatement of any amounts due, in the event the Players' Association finds that I have supplied false, misleading, fraudulent, or incomplete information.
2. I hereby acknowledge the proprietary nature of all American Hockey League and ECHL players' names, likenesses, photos, signatures, statistics, and biographical data, and I further acknowledge that all rights, title, and interest to such names, likenesses, photos, signatures, statistics, and biographical data belong to the individual players and/or the Professional Hockey Players' Association. I agree that I will make no use of any AHL or ECHL player's name, likeness, signature, statistics, or biographical data without the prior written consent of the Players' Association.
3. I hereby agree that my product or concept will be reviewed and accepted or rejected at the sole discretion of the Professional Hockey Players' Association.

The Professional Hockey Players' Association has agreed that any product sample(s), mock-up(s), renderings(s), etc., which I submit in support of my application will be examined only internally within our organization during the review period. These items will become the sole property of the Professional Hockey Players' Association. I acknowledge that from time to time the Players' Association may license other products or concepts similar to mine without obligation to me.

Name of individual supplying information: \_\_\_\_\_

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

Signature: \_\_\_\_\_

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

**IMPORTANT**

Please include with this form, any of all of the following documents you can provide. The more information that is submitted, the faster we can make a decision on your application.

- a) Annual Report
- b) Sales Catalogue
- c) Letter of Recommendation from retailers for product quality/service
- d) Articles about your company

Please feel free to supplement this form with other materials which may help us to evaluate your company.

Information supplied by: \_\_\_\_\_

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

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