

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) Company name: _____

b) Company address: _____

c) Primary contact: _____

d) Telephone number: () _____

d) Fax Number: () _____

e) Email address: _____

f) Web Address: http:// _____

g) Twitter: _____

2. LICENSING PRODUCT INFORMATION

a) Description of the product(s) for which you seek a license:

b) Estimated retail selling price per unit: \$ _____ [US/CDN]

c) Does your company currently manufacture and sell the item(s) in question? Yes () No ()

3. MANUFACTURING INFORMATION

a) Will your company manufacture this product? Yes () No ()

b) If not, who will manufacture this product?

4. SALES AND DISTRIBUTION INFORMATION

a) Average sales volume over the last 3 years: _____

b) Company sales volume for previous year: _____

c) Estimate of annual wholesale dollar volume of the items under this license:

Year One: \$ _____ [US/CDN]

Year Two: \$ _____ [US/CDN]

5. LICENSING INFORMATION

a) Do you currently manufacture any other licensed products? Yes () No ()

b) Please specify which licenses your company holds:

<u>Licensing Company</u>	<u>Property</u>	<u>Years Under License</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. TIMING INFORMATION

a) Initial Marketing Date: _____

b) Date product is to be available to buyers: _____

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, ECHL, and Central Hockey League 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, ECHL, or CHL 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 the PHPA during the review period. These items will become the sole property of the Professional Hockey Players' Association. I acknowledge that the Players' Association may license other products or concepts similar to mine without obligation to me.

Name of individual supplying information: _____

Title: _____

Signature: _____

Date: _____