

# VIRGINIA MUSEUM OF TRANSPORTATION

## N&W CLASS J 611 TRADEMARK LICENSING APPLICATION

The Virginia Museum of Transportation, Inc. is an independent 501(c)3 non-profit corporation located in downtown Roanoke, Virginia. We have been the registered owners of the 611 trademarks since August 5, 2015.

Trademark licensing and royalty fees support the Museum's mission to protect, preserve and promote its significant collection, including the Norfolk & Western Class J 611 Steam Passenger Locomotive. This attention to 611 will drive product sales for our approved 611 vendors. The Trademark License then, promotes a win-win situation both for the Museum and you.

- This Application requires a \$50.00 non-refundable Application Fee which will be applied to the 611 Trademark License Agreement fee once your application is approved.
- The Trademark License will be good for a period of (5) five years.

### Required Information:

- 1) Completed 611 Trademark License Application
- 2) Sample/prototype of product to be sold
- 3) Payment in the amount of \$50.00 made payable to: *Virginia Museum of Transportation, Inc.*  
This fee is non-refundable and non-transferable unless otherwise authorized by the Virginia Museum of Transportation.

The Museum is under no obligation to accept or approve this application. The acceptance of this Application and Fee by the Museum and the depositing of the Fee do not constitute approval of this application.

### Optional Information:

- 1) Background information about your company/business beyond what is requested in this application.
- 2) Letter(s) of recommendation from retailers or customers regarding your company's product quality/ service/ delivery.

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Please submit your information to:

Mendy Flynn  
Trademark Manager  
Virginia Museum of Transportation, Inc.  
303 Norfolk Avenue SW  
Roanoke, VA 24016



Company / Business  
Info / Legal Name of  
Company: \_\_\_\_\_  
\_\_\_\_\_

Doing Business As: \_\_\_\_\_

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

Business Mailing  
Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Cell Phone: \_\_\_\_\_

Business Email: \_\_\_\_\_  
\_\_\_\_\_

Business Website: \_\_\_\_\_  
\_\_\_\_\_

Business Facebook  
URL: \_\_\_\_\_  
\_\_\_\_\_

Number of Years in  
Business: \_\_\_\_\_  
\_\_\_\_\_

Type of  
Business:  Sole Proprietor  Partnership  Corporation

Total Sales for the Past Two Years: 2015 \$ \_\_\_\_\_ 2014 \$ \_\_\_\_\_

Primary Contact  
Name: \_\_\_\_\_  
\_\_\_\_\_

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

Are  
You:  Owner  Manager  Sales/Marketing  Agent  Other

Contact Person's Mailing  
Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Personal Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Personal Email: \_\_\_\_\_  
\_\_\_\_\_

## PRODUCT INFORMATION

Please complete this page for each requested licensed product.

### Type of licensed product:

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Photography/Posters/Prints               | <input type="checkbox"/> Home goods |
| <input type="checkbox"/> Artwork/painting/ drawing/graphic design | <input type="checkbox"/> Jewelry    |
| <input type="checkbox"/> Video/Film                               | <input type="checkbox"/> Toys       |
| <input type="checkbox"/> Apparel                                  | <input type="checkbox"/> Models     |
| <input type="checkbox"/> Book/Calendar                            | <input type="checkbox"/> Other      |

If "Other", describe: \_\_\_\_\_

### Description of the Licensed Product:

How many licensed items do you expect to sell:

- 1 - 100     101 - 999     more than 1,000

Number to be sold wholesale: \_\_\_\_\_

Number to be sold retail: \_\_\_\_\_

Estimated wholesale sales price: \$ \_\_\_\_\_

Estimated retail sales price: \$ \_\_\_\_\_

### Manufacturing Information:

Will you or your company manufacture this product:

- Yes     No

If not, who will manufacture this product: \_\_\_\_\_

Where will the product be manufactured: \_\_\_\_\_

### Sales, Marketing and Distribution Information:

Where will the product be sold? Identify stores/chains, websites, events, direct to customer, etc.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please explain how you will advertise and/or promote the product. Identify media, websites, etc.

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Date the product will be available to  
customers:

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Initial marketing  
date:

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The Virginia Museum of Transportation may ask for the following, if applicable:

- 1) A certificate of insurance providing evidence of appropriate commercial liability insurance and professional liability insurance in amounts applicable or consistent with the type of product request to be licensed.
- 2) Financial information including banking references, credit references, audited financial statements and additional letters of references.

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I hereby affirm that my answers on this 611 Trademark Licensing Application are, to the best of my ability, true, accurate and complete.

I understand that any license which may be granted to me/my company by the Virginia Museum of Transportation, Inc., will be subject to immediate termination:

- Without the return of any amount paid or the abatement of any amount due
- In the event that the Virginia Museum of Transportation finds that I have supplied false, misleading, fraudulent or incomplete information

I agree that I will make no use of any of the Virginia Museum of Transportation's trademarks or terminology without prior written consent of the Virginia Museum of Transportation.

I understand that acceptance of this application by Virginia Museum of Transportation does not constitute a license or that such acceptance requires Virginia Museum of Transportation to enter into any licensing agreement.

I hereby agree that my product and/or concept submitted upon request will be reviewed and accepted or rejected at the sole discretion of the Virginia Museum of Transportation.

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

Print name: \_\_\_\_\_

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

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