



UNITED STATES COAST GUARD **CONSENT TO USE AGREEMENT APPLICATION**

Thank you for your interest in using the United States Coast Guard (USCG) insignia. This form allows us to get to know you and your company better, so please answer the questions as completely as possible.

- It is a violation of the Trademark Act of 1946 to manufacture, produce, or distribute for sale Coast Guard-branded merchandise without a valid license from the USCG.
- Submitting an application does NOT guarantee a license.
- An incomplete application package will stop the processing of your application. Incomplete applications will not be returned or retained by the Government.
- Please allow 4-6 weeks for application review.

STEP ONE: APPLICATION

To begin the process, you must complete the following steps:

- Complete the application in full, providing the USCG with information needed to best review your request.
- Provide a representative sample of each product that you plan to produce and or sell bearing any Coast Guard insignia. Catalogs and/or email photos of products are acceptable. The sample must illustrate your planned method of enhancement. However, the USCG reserves the right to request a non-returnable sample of the licensed product prior to executing an Agreement.
- Once you have completed the application, send it and any other required information to the U.S. Coast Guard at the address at the end of this application. Please retain a copy of the application packet for your records. The program manager will review the

application based on the information provided. If the application is not approved, you will be notified in writing.

STEP TWO: PROCESS

Once your application has been reviewed and approved, you will receive a Consent to Use Agreement. You must complete the following steps in their entirety and receive a fully executed agreement before you may begin production:

- Sign and return the Agreement
- If requested in the proposed Agreement, submit the company’s identification tag or label that will appear on all products.
- All artwork **must** be approved by the U.S. Coast Guard prior to production.

STEP THREE: MAINTENANCE

Once the process has been completed, the USCG will forward an executed copy of the Consent to Use Agreement to you or your company. To keep your agreement in good standing, you must remember to:

- Maintain product liability insurance coverage for each license that you hold, and make sure that a copy of your current certificate of insurance is on file with USCG.
- Always secure written approval of artwork from the Coast Guard prior to production.

COMPANY INFORMATION

Company/Owner Name: _____

Company Website: _____

Primary Address (No P.O. Boxes):

_____ Street

City State Zip/Postal Code Country

Primary Contact: _____ Title: _____

Telephone: _____ Email: _____

ENTITY TYPE:

Corporation Hobbyist Small Business Partnership

Limited Liability Company Other: _____

Years in business: _____ Check here if this is a start-up company

PROPOSED PRODUCT INFORMATION

Identify the U.S. Coast Guard protected words and symbols for which you are seeking an agreement.



USCG
U.S. Coast Guard
United States Coast Guard

U. S. Coast Guard Emblem

U. S. Coast Guard Mark (Racing Stripe)

Word Marks

Description of product(s) and estimated prices per unit for each product you seek a license:

Product (s)	Estimated Wholesale Price	Estimated Retail Price	*Does the item fall within the list below?

* Alcohol, tobacco, drug or smoking paraphernalia, weapons of any type, cosmetics, food or drink items, undergarments, products sexual in nature, medical devices, or products that carry political connotations. Requested territory to be covered (e.g. U.S. and its territories, worldwide):

Have any products you produced ever been involved in a product liability claim?

Yes No If yes, please explain: _____

MARKETING AND MANUFACTURING INFORMATION

Describe any advertising, promotion materials, or programs you plan to use to market the U.S. Coast Guard products:

Will you or your company actually manufacture the product (s): Yes No

If yes, location of manufacturing plant (city/country) _____

If not, identify manufactures or subcontractors where the licensed products will be made:

Company: _____

Address: _____

Street

City

State

Zip/Postal Code

Country

LICENSING HISTORY

Does your company currently sell/manufacture items under license? Yes No

Company 1: _____

Licensed property: _____

Products: _____

Number of years license held: _____

* List additional licenses, properties, products, and years licensed below.

In the past three years, has your company applied for a license with any federal/government agency and been denied? Yes No

LICENSING HISTORY: Additional Information

ADDITIONAL INFORMATION

Please enclose any additional information you believe will help the U.S. Coast Guard evaluate your request. This additional information should include but not be limited to providing the following:

- Physical product samples of similar products for evaluation of materials, quality and workmanship (required) *Note, if you would like the product samples returned, you are required to provide a pre-paid, return shipping label.

- Materials or drafts showing how your company would like to use Coast Guard properties on the proposed product (required)

- Catalogs, brochures and promotion materials that display your company’s products

NOTICE

If your application is approved, you are not authorized to distribute or sell Coast Guard-branded merchandise until:

- 1) You receive a fully executed License that is countersigned by the Coast Guard;
- 2) Physical samples of your products that have been approved;
- 3) You have acquired the appropriate security hang tags/labels; and
- 4) You have provided our office with proof of product liability insurance that names the USCG as an additional insured.

How did you hear about the Coast Guard Licensing Office?

- Official hangtags/labels Word of mouth Online Tradeshow/Expo
- Contacted directly by licensing office Other _____

PROSPECTIVE LICENSEE STATEMENT

The undersigned hereby affirms that answers to the above questions are true and complete, except where such questions call for estimates or projections, and that all questions have been answered in good faith and to the best of the applicant’s knowledge.

Name of individual supplying information: _____

Title of individual supplying information: _____

Signature: _____ Date: _____

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RETURN COMPLETE APPLICATION AND PRODUCT SAMPLES TO:

United States Coast Guard
Trademark and Licensing
ATTN: Deborah Claiborne
2703 Martin Luther King Jr. Ave. SE
Washington, DC 20593

CONTACT US:

(202) 372-4640 (phone)
trademarks@uscg.mil