



For TTBDO use only:
TMLA Application No.:
Date received:
Officer in-charge:

Office of the Vice President for Academic Affairs
TECHNOLOGY TRANSFER AND BUSINESS DEVELOPMENT OFFICE

To: Trademark (TM) License Applicant
From: Technology Transfer and Business Development Office
Re: TM LICENSE APPLICATION FOR COMMERCIAL USE

We appreciate your interest in applying for the University of the Philippines (UP) TM license for commercial use.

You should be aware that, as standard license terms UP requires, among other things, payment of the following: (i) an upfront and one-time license fee of One Hundred Thousand Pesos (P100,000.00) for a 3-year contract; (ii) a royalty fee equivalent to ten percent (10%) of the net wholesale price of each licensed product sold; and (iii) an annual minimum guarantee based on the projected minimum and guaranteed annual sales of the licensed products. Moreover, as a prerequisite to UP's consideration of a new licensee, the applicant must have an established means of distribution and a sufficient direct sales force (or number of sales representatives) to actively promote the sale of the licensed product throughout the authorized territory.

Please be advised that UP has the exclusive right to license for commercial purposes the use of the names, images, symbols, emblems, designs, logo identifications and other marks of UP.

Only duly accomplished and signed applications will be reviewed. Failure to provide any of the information requested in the application will preclude UP's consideration. Please allow a minimum of four (4) weeks from receipt of your completed application for our review.

UP regularly receives numerous licensing requests and suggestions, many of which are very similar to concepts and initiatives that UP has previously developed on its own or that have been proposed by third parties. Accordingly, when submitting your license application, **do not include any information nor material (including samples) that you want to keep confidential or that you believe is proprietary or legally protectable.** By submitting your license application, you acknowledge and agree that (1) no confidential relationship is established between you and UP, (2) UP shall have the right to use and/or disclose any information or material that you present in connection with your license application freely and without any obligation to you whatsoever, (3) UP's use and/or disclosure thereof will not give rise to any claims by you or anyone else against the UP, any of its constituents, or any of their respective employees, representatives, agents or affiliates, and (4) you shall be bound by the Application Terms and Conditions attached at the end of this application.

We look forward to receiving your completed application.

Sincerely yours,

UP SYSTEM TTBDO

APPLICANT INFORMATION FORM

A. Instructions

Before submitting this information form to TTBD0, please review carefully for completeness. **All questions must be answered** (if an item does not apply, write “N/A”). Failure to respond to any item, or to sign on page, will preclude further consideration of your license application. **THE INFORMATION REQUESTED BY TTBD0 HEREIN DOES NOT CONSTITUTE AN OFFER TO CONTRACT OR A SOLICITATION BY TTBD0 TO OFFER CONTRACT.**

B. General Information

Hereafter, your organization is to be referred as the “Company”

A. Company

Please provide the following as supporting documents 1) SEC Certificate of Registration, including Articles of Incorporation or Partnership, By-Laws, and General Information Sheet; 2) DTI Certificate, if proprietorship; 3) BIR Certificate; and 4) LGU Business Permit

Full Legal Name of Company:		
Registered Business Address:		
Mailing Address <i>(if different from above)</i> :		
Telephone No/s:		
Fax No.:	Mobile No.:	
E-mail Address:		
Website URL:		
Legal Form of Organization <i>(e.g. proprietor, corporation, partnership or government)</i> :		
Certificate of Registration of Tax Identification Number <i>(TIN No.)</i> :		Issued Date:
Business Permit Number:	Place of Issue:	Issued Date:
Securities and Exchange Commission Number <i>(SEC)</i> :		Issued Date:

Certificate of Business Name Registration Number (<i>DTI</i>):	Issued Date:
--	--------------

B. Principal contact

Name of Principal Contact:	Position in the Company:
Mailing Address (<i>if different from above</i>):	
Telephone Number:	Mobile Number:
E-mail Address:	Government-issued Identification Number:

C. Organizational structure

Please illustrate the company's organizational structure

--

4. Description of Business

Provide a brief description of the company's business lines:
Mission Statement:
Vision Statement:
Core Competencies:
Name and position of the key officers and each executive who would be involved in the proposed business relationship with the UP <i>(Use a separate sheet, if necessary)</i> : 1) 2) 3) 4) 5)
Total Number of Employees/ Workforce:

5. Financial Information

Please attach an audited financial statement (FS) for the last three (3) years. For **START-UP COMPANIES**, please provide most current FS.

Financial Data	Y1	Y2	Y3
Inventories - Net			
Current Assets			
Non-current Assets			
Assets			
Current Liabilities			
Equity			
Liabilities and Equity			
Sales			
Cost of Sales and Services			
Gross Profit			

Operating Expenses			
Operating Profit			
Tax Expense			
Net Income			

6. Product Information

Please provide a sample or prototype of each proposed product

A. Description of product/s for which a UP TM license is sought (*Use a separate sheet, if necessary*):

Product 1:	Estimated wholesale selling price per unit:
Product 2:	Estimated wholesale selling price per unit:
Product 3:	Estimated wholesale selling price
Product 4:	Estimated wholesale selling price per unit:

B. Does the company currently sell the above-mentioned products it seeks to have licensed:

Yes No

C. Trade or brand names of products manufactured or sold by the company:

7. Manufacturing Information

NOTE: If more than four (4) products, kindly use a separate sheet to answer all questions for each product. Hereafter we refer to Product 1 as P1, Product 2 as P2, and so forth.

A. Where will the UP licensed product/s be manufactured? (D=Domestic; F=Foreign; and B=Both)

P1 _____ P2 _____ P3 _____ P4 _____

B. Will the Company manufacture the product/s? (Y/N)

P1 _____ P2 _____ P3 _____ P4 _____

If yes, please provide the name and address of the manufacturing facility.

C. Who will be the manufacturer if NOT the company?

	Name	Address	Phone
P1			
P2			
P3			
P4			

7. Sales and Distribution Information

A. Sales force **No.**

Reps = _____

Distributors = _____

Sales and distribution outlet = _____

Distribution Summary – Please provide below a list of top retail accounts to which the Company currently distributes:

Outlet name: _____

Address: _____

Telephone no.: _____

B. 3-year sales projection and minimum guaranteed royalty fee (10% of the net wholesale price)

Year	Period Covered	Projected Sales	Minimum Guaranteed Royalty Fee
1			
2			
3			

C. Does the company hold other licenses? [] Yes [] No

If "yes" please provide the details below:

Licensor:	Years Under License:
Licensed Property:	
Contact/Info:	

8. Marketing Information

A. Indicate the marketing promotions / strategies the Company plans to implement to support UP licensed products. *Please use a separate sheet if necessary.*

B. Who is responsible for the design and artwork of the UP licensed products. *Please use a separate sheet if necessary.*

C. Describe your quality control process. *Please use a separate sheet if necessary.*

9. Other Information

A. Has the Company, its predecessor in interests, or any of its principals ever been the subject of any bankruptcy, insolvency, or receivership proceeding? If "yes," please explain each instance.

B. Has the Company, its predecessor in interests, or any of its principals ever been the subject of any proceeding or action arising out of trademark, copyright or patent infringements, or product liability? If "yes," please explain each instance:

- C. Does any government or government entity, agency or official control or otherwise participate in the day- to-day operations of the Company? If “yes,” please describe.

10. Supplementary Items

Please attach the following with this form:

- A. SEC-Certificate of Registration, including approved Articles of Incorporation/ Partnership, By-Laws, and General Information Sheet (if applicant is a corporation or partnership)
- B. DTI- Certificate of Registration of Business Name
- C. BIR - Certificate of Registration of Tax Identification No. (TIN)
- D. Business Permit issued by the LGU
- E. Most recent annual report or audited financial statement
- F. A sample/ prototype of each product
- G. A business plan for the product(s)
- H. Additional pages, as necessary, to supplement any answer above
- I. Any additional information the Company wishes UP to consider

11. Applicant Acknowledgement

I acknowledge and agree that (a) no confidential relationship is established between me and UP, (b) UP shall have the right to use and/or disclose any information or material that I present in connection with my license application freely and without any obligation to me whatsoever, (c) UP’s use and/or disclosure thereof will not give rise to any claims by me or anyone else against the UP, any of its constituent university, or any of their respective employees, representatives, agents or affiliates, and (d) I shall be bound by the Application Terms and Conditions.

Signature:
Name (please print):
Title:
Date:

Return the completed and signed license application to:

UP System Technology Transfer and Business Development Office
3/F TTBDO Rm301 National Engineering Center, F. Agoncillo St
University of the Philippines, Diliman, Quezon City, Philippines 1101
02 8 981 8500 local 2542 | 0998 589 8023 | techtransfer@up.edu.ph | www.ttbdo.up.edu.ph

ATTN: DR. LUIS G. SISON, Director