

**VIRGINIA MUSEUM OF TRANSPORTATION, INC.
N&W CLASS J 611 LICENSING APPLICATION**

The Virginia Museum of Transportation, Inc. is an independent 501 (c)(3) non-profit corporation in Roanoke, VA. 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 license, then, promotes a win-win situation both for you and the Museum.

This application requires a \$50 non-refundable application fee which is applied to the licensing fee if your application is approved. The license will be good for five years. The 611 product license fee structure is as follows:

- A flat fee of \$100 for businesses with total revenue (all products) of less than \$100,000
OR \$250 for businesses with total revenue of \$100,000 or above, plus
- A negotiable fee based on net profits (not gross sales) from the sales of 611 licensed products

Required:

- A completed 611 Licensing Application.
- Sample/prototype of product.
- This completed application must be accompanied with a check made payable to the Virginia Museum of Transportation, Inc., in US dollars in the amount of \$50 as an administration fee. This fee is non-refundable and non-transferable unless otherwise authorized by the Virginia Museum of Transportation. The Virginia Museum of Transportation is under no obligation to accept or approve this application. The acceptance of this application and fee by the Virginia Museum of Transportation and the depositing of the fee do not constitute approval of this application.

Optional information:

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

Please return the completed Licensing Application to:

Virginia Museum of Transportation, Inc.
Don Moser
Deputy Director
303 Norfolk Avenue SW
Roanoke, VA 24016

N&W CLASS J 611 LICENSING APPLICATION FORM

Company/business information:

Legal name of your company: _____

Doing business as: _____

Name of your parent company (if applicable): _____

Mailing address: _____

City, State, Zip: _____

Telephone: _____

Website: _____

Facebook URL: _____

In business since (year): _____

Type of business: sole proprietor partnership corporation type: _____

Total sales for the past two years: 2013: _____ 2014: _____

Primary Contact:

Name: _____

Title: _____

Are you: owner manager sales/marketing agent other: _____

Email address: _____

Phone: _____ Cell phone: _____

Address if different from above: _____

City State Zip: _____

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 _____ |

Description of the licensed product:

How many licensed items do you expect to sell?: 1-100 100-1,000 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.

Date the product will be available to customers: _____

Initial marketing date: _____

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

- 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.
- Financial information including banking references, credit references, audited financial statements and additional letters of references.

I hereby affirm that my answers on this 611 Product 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.

Print name: _____

Title: _____

Company: _____

Signature: _____

Date : _____