

**UNITED FARM WORKERS OF AMERICA
LICENSING APPLICATION**

The United Farm Workers (UFW) has exclusive rights to Si Se Puede® and the UFW Eagle Marks. The UFW maintains its intellectual property in commerce and licensing for projects, events and publications in harmony with the work of the UFW.

As the first successful and largest farm workers union, the UFW's goal is to organize in major agricultural industries across the nation to improve working and living conditions for farm workers and create sustainable relationships with agricultural employers for a safe and just food supply for all. Si Se Puede® and the UFW Eagle have become unmistakably associated with the UFW and services sponsored, approved by, or affiliated with the UFW in its efforts to accomplish these goals.

For more information on the UFW Trademark Protection and Licensing program, please go to http://ufw.org/page.php?menu=about&inc=about_office.html and click on the link to FAQ.

If you wish to use one of the UFW's Marks, please complete the below application as it applies to your project, event or publication, and return to info@farmworkerlaw.com. Please include the phrase "UFW licensing application" in the subject line of your email. Where a question doesn't apply to your project, please write "N/A." Feel free to attach to your email additional information including any brochures or other materials that will help us better understand your project.

Should email be unavailable to you, a physical copy of the application may be sent to UFW Trademark Licensing, P.O. Box 62, Keene, CA 93531.

We will respond to you in a reasonable amount of time, but if it is urgent, please feel free to call the office at 661-823-6155 after you've completed the application. We'll let you know the right person to speak with about a license agreement.

¡Si Se Puede!®



This is a request for permission to use UFW's Service Mark(s). By filling out this questionnaire, the UFW does not in any way commit to granting a license for its Service Mark to the person/entity making this request. By submitting this request, seeker of the License declares that the information provided herein is true and correct.

Primary contact person:

Name of person authorized to sign license agreement, if different:

Name: _____

Name: _____

Title: _____

Title: _____

Company: _____

Company: _____

Address: _____

Address: _____

City/State/Zip: _____

City/State/Zip: _____

Phone: _____

Phone: _____

E-Mail/Website: _____

E-Mail/Website: _____

1. Provide a brief description of your organization or company (non-profit, for-profit, school, independent, major studio, industry, etc.)

2. Will another company/entity ultimately own your planned production and/or publication? If so, state name, address, phone, and e-mail.

3. Which of the UFW Marks are you seeking permission to use:
 Si Se Puede® UFW Eagle Both
 Other: _____

4. Provide a brief description of your project, including a description of how you propose to use the UFW image(s).

5. Will the Mark(s) be:
 Prominent part of the finished product Featured
 Used in background (If background, what will be in the foreground?)
If the UFW Mark(s) will be used in connection with other Marks, symbols or references, please include an image of the proposed work or design with this application.

6. Will the Mark(s) be part of a work that is:
 Fiction Non-Fiction Both

7. Will the Mark(s) be part of a work that is:
- Educational Entertainment Commentary
 News Nonprofit For-profit
8. Geographically, where do you want to distribute the Publication or Production?
- In the United States In North America Worldwide
 Other: _____
9. Length of license sought: _____
10. Will the production be in:
- Color Black and white Both
11. Estimated date or dates of public distribution of Production or Publication or Event?
12. Date by which you need us to respond to this request:
13. Annual gross revenues of your company:
14. Proposed license fee or royalty (A minimum \$50 processing fee is requested but larger donations are encouraged as the money is needed and used for organizing farm workers.)
15. Are there any recent, current, or pending labor actions, strikes, or boycotts against your company? If so, explain.

Details on use of Mark(s)

- Commemorative Event:** An event to commemorate the work of the UFW, Cesar Chavez or the Farm Worker Movement: (please describe briefly and include quantity where applicable)
- On a brochure, flyer, or other materials promoting the event. Specifically:
- On tee-shirts or other premiums or products that will be given away, specifically:
- On tee-shirts or other premiums or products that will be sold for \$_____
- In connection with a fundraising activity. Specifically:

How do you plan to use the funds raised?

Print: A print medium, specifically: (check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Mass-market hard cover book | <input type="checkbox"/> Periodical |
| <input type="checkbox"/> Mass-market paperback book | <input type="checkbox"/> Posters |
| <input type="checkbox"/> Trade book | <input type="checkbox"/> Billboards |
| <input type="checkbox"/> Textbook – Elementary or Secondary | <input type="checkbox"/> Textbook - College |
| <input type="checkbox"/> Sales collateral <u>excluding</u> point-of-sale and packaging | |
| <input type="checkbox"/> Point of Sale | <input type="checkbox"/> Biography |
| <input type="checkbox"/> Packaging | <input type="checkbox"/> Children’s picture book |
| <input type="checkbox"/> Other: _____ | |

Dimensions of final publication: _____ x _____

Number of pages: _____

Will the UFW’s Mark(s) appear on: (check all that apply)

- Front cover Back cover Inside page(s), numbers: _____

It will cover the:

- Full page Half page
 Quarter page Thumbnail (less than 1.5” X 1.5”)

How many Editions: _____ How many Issues: _____

How many copies printed in the first printing? _____

Is a second printing planned? Yes No

How many copies in the second printing? _____

Film: In a (the “Production”), specifically:

- Film Video Both

The final production is estimated to run for approximately: _____

The approximate length of time the UFW’s Mark(s) would be shown/ audible is: _____

Distribution agreement? Yes No

Distribution date: _____

Distribution Company (name, address, phone, fax and e-mail):

The production Will be distributed via... May be distributed via...

- PBS
- Theaters
- In-house, who? _____
- Wholesale, details: _____
- Retail, details: _____
- Other: _____
- Network TV
- Internet
- Cable
- DVD

Electronic:

- E-book
- CD
- CD-ROM
- CD-Interactive
- CD-Graphics
- Software
- Website/still images
- Website/streaming video
- Other: _____

Number of pressings: _____ Number of copies each pressing: _____

Are downloads allowed? Yes No
Are downloads limited? Yes No

Distribution method/ to whom or what market:

Wholesale \$ per unit: _____ Retail \$ per unit: _____

If use of the UFW's Images will be on the Internet, are you able to:

Provide hypertext link to the UFW's website?

Yes No

Refer requests for permission use the UFW's images to the UFW?

Yes No

Offer files at a screen resolution or sampling rate that is adequate for viewing or listening but does not have print, film, sound, video publication, or broadcast quality?

Yes No

Sound Recording: A sound recording media, specifically a:

- DAT or ADAT recording
- MP3, .wav, or other digital sound
- Other tape or digital media storage format, specifically:
- Cassette tape

What is the length of the material you wish to use?

Will the sound recording be used in synchronization with images (still or moving)?

How many copies of the sound recording do you want to make? _____

Details on use of Mark(s) in Advertising

Do you plan to use the UFW's Mark(s) in the advertising and promotion of the Production or Publication or Event? Yes No

If so, how?

- Catalogues Flyers Posters Billboards
 Website Film, video or audio trailers
 Other: _____

Please include any additional information you would like us to know.

Date: _____

Name: _____

By submitting this request, seeker of License declares that the information provided herein is true and correct.

Thank you!