



To Whom It May Concern:

Thank you for your interest in licensing the Ladies Professional Golf Association.

Below is the LPGA's licensing application. Please complete and return the application with a sample of your product. Be sure to fill out the application as completely as possible. Upon receipt, your application and product will be evaluated for approval. Please allow 2 to 4 weeks for this process. After the evaluation is complete, you will receive either an LPGA term sheet or an explanation of refusal.

Please know I will be available to assist you with questions. Be sure to enclose any additional information that might give us a better understanding of your company and its product line.

We appreciate your interest in the LPGA and look forward to receiving your completed application. If you have any questions, please do not hesitate to contact me at anne.mccarthy@lpga.com.

Best regards,

Anne McCarthy
Director of Licensing and Merchandising



LICENSEE APPLICATION

Please complete and return this application to the following address:

Ladies Professional Golf Association
Attn: Anne McCarthy
Director of Licensing and Merchandising
100 International Golf Drive
Daytona Beach, FL 32124
anne.mccarthy@lpga.com

I. Company Information:

A. Name of Company:

Other Assumed Names Used (if any):

B. State of Incorporation or Organization:

C. Type of Entity:

- Corporation Limited Liability Company
 Partnership Other

D. Mailing Address:

Street or P.O. Box

City: State: Zip:

E. Street Address (if different than above):

Street

City State: Zip:

F. Telephone Number:

G. Fax Number:

II. Ownership/Management Information:

A. Describe the ownership structure of your business (complete name and business address) for principal owners:

B. Principal Management (Designate primary contact with an asterisk "**"):

1. President:

2. Licensing Coordinator:

3. Sales Director:

4. Marketing/Advertising Director:

5. Chief Financial Officer:

6. Counsel (if applicable):

7. Other:

C. Years in Business:

III. Information on Product(s) to be Submitted for Licensing:

A. Description of Product(s) for which you seek a license:

B. Identify the marks you wish to obtain a license:

LPGA

LPGA These Girls Rock

C. Quantity of product(s) you desire to produce:

D. Estimated Wholesale Selling Price/Unit:

E. Estimated Retail Price/Unit:

F. Requested Term of Licensee Agreement:

G. Will the product(s) be used in connection with any other trademarks or proprietary rights?

Yes

No

If yes, please identify:

H. Source of Rights in these Marks:

I. Please forward a sample or prototype of each product to the LPGA address listed above.

IV. Marketing Information:

A. Describe any advertising and promotional materials or programs you plan to use to market the above products:

B. Describe anticipated timing for the marketing and production of each proposed licensed product:

C. Does your firm use an advertising agency?

1. Name:

2. Address:

3. Key Contact:

4. Telephone Number:

D. What amount of advertising, promotion and merchandising funds do you plan to spend in support of this new licensed product for the first year?

What type:?

Consumer Advertising

Trade Advertising

In-store Materials

Sales/Trade Incentives

Other

E. Does your company have product design and artwork capability? Yes

No

F. If yes, who does the design?

Company Art Department

Free Lance

Agency

G. Does your company have a formal Quality Control Program? Yes

No

If yes, what criteria is used for Quality Control?

V: Manufacturing Information:

A. Will your company actually manufacture this product? Yes No

B. If not, who will manufacture this product?

Name: Telephone:

Address:

C. Where will the product be manufactured?

U.S. Domestic Foreign Both

VI. Sales and Distribution Information:

A. Company sales volume for most recent year:

B. Company sales volume for previous year:

C. Distribution Capability: Number of Countries:

International List:

National Regional Number of States:

D. Territory where License requested:

United States International Please list countries:

E. Sales Force:

<input type="checkbox"/> Own Sales Force	Number of Salespersons	<input type="text"/>
<input type="checkbox"/> Reps, Jobbers, etc.	Number	<input type="text"/>
<input type="checkbox"/> Agents	Number	<input type="text"/>
	Total # of Field Sales Force	<input type="text"/>

F. Current Distribution:

- National Chains
- Regional Chains
- Department Stores
- Green Grass
- LPGA Tournaments
- Catalog Stores

Please list chains,
department stores, etc.

G. Estimate of annual dollar volume of the items you wish to manufacture under this License.

Year 1

Year 2

H. Accounts to whom you plan to sell the licensed product:

Wholesale:

Retail:

Other:

I. Please list three trade references we can contact who would be able to provide us with an opinion on your company's product line and performance:

Company Name

Contact

Phone Number

E-Mail

J. List trade shows where you exhibit your product:

K. List other products your company sells that are not included in this application:

VII: Licensing Information:

A. Does your company currently manufacture any other products under licensing contracts?

Yes

No

If yes, explain:

VIII. Insurance:

A. Does your company carry product liability insurance?

Yes

No

IX. Financial Information:

A. Bank References:

Name:

Branch:

Address:

Bank Contact:

Telephone:

B. Credit References (name, address and telephone number):

1.

2.

IX. Prospective License Statement:

I hereby attest that the information included herein is true and complete. I understand that any License which may be granted to this company by the Ladies Professional Golf Association will be subject to immediate termination without the return of any amount paid or the abatement of any amount due, in the event the Ladies Professional Golf Association finds that any of the information contained herein is false, misleading, fraudulent or incomplete in any material respect.

I hereby acknowledge the proprietary, nature of all names, likenesses and marks of the Ladies Professional Golf Association and that until such time, if any, as a License has been issued to this company, no right exist for use thereof.

I understand that this application does not constitute an offer from the Ladies Professional Golf Association, or imply any obligations on the part of the Ladies Professional Golf Association, to grant a License in any category. The Ladies Professional Golf Association may reject this application for any reason.

Signature:	<input type="text"/>
Print Name:	<input type="text"/>
Title:	<input type="text"/>
Date:	<input type="text"/>