



## MHC Vendor Logo License Application

Please note: Submission of this application does not guarantee approval. Preference is given to local vendors. Any/all submissions that are not approved will be refunded.

Company Name	
Contact Person	
Contact Email	
Contact Phone Number	
Company Mailing Address	
Description of Product(s) requesting to be licensed	
Applicant Signature*	
Applicant Printed Name	
Job Title	
Date Submitted	

Completed form should be emailed to [bod@mandanhockey.com](mailto:bod@mandanhockey.com).

Application Fee of \$50.00 - Payable by **Check** to Mandan Hockey Club or **Venmo** to @Mandan-Mayhem must be received prior to application approval/denial. If this application is approved, a separate contract be required to be signed prior to any use of MHC logo and/or name.

\*I understand that as an approved vendor I will be required to submit quarterly and annual reports to Mandan Hockey in a timely fashion, to verify sales of product that would fall within the MHC Logo Licensing Guidelines. Failure to comply to these guidelines will result in the removal of approved vendor status. By checking this box, I agree to these terms and conditions.

### Why does MHC have a licensing program?

- All logos are the property of Mandan Hockey. Mandan Hockey paid for the design of the logo, which has been trademarked with the North Dakota Secretary of State's office to help protect MHC from people who may use it in an inappropriate or inconsistent manner.
- Other parties, therefore, may not use the MHC logo for their own profit.
- Vendors are required to apply with Mandan Hockey for a nominal cost, then submit annual reports and 10% royalty fees for all approved uses, regardless of who it is sold to unless it is exempt. Random compliance checks will be made. Revenue from licensing comes back to Mandan Hockey.
- MHC does not permit any group or outside entity to use unlicensed vendors to produce merchandise using the marks of Mandan Hockey. The fine for doing so is \$500. Vendors who produce merchandise without a valid agreement with MHC will be prohibited from participation with the licensing program. Unlicensed vendors will be required to remit unreported royalties to MHC. MHC may pursue legal action against vendors who do not follow these guidelines.

### What must be licensed?

- Anything with a MHC Logo or Name that is sold or given to another party, such as team gifts, apparel (t-shirts, caps, etc.), water bottles, bleacher chairs, blankets, etc.

### What is exempt?

- Anything sold to MHC for its OWN USE such as athletic team warm up gear/uniforms worn during game/event time, official coaching apparel worn at games/events; employee work shirts, logos on websites or social media, letterhead/brochures, signs, office supplies, awards, plaques or trophies, etc.
- Other exempt items include: consumables such as graduation cakes, plates, napkins, balloons or graduation announcements.
- Anyone who violates the policy may be fined \$500, and royalties must still be paid to Mandan Hockey.
- Annual reports & 10% royalty fees paid to: Mandan Hockey Club.