



# Licensee Application

- Please answer each question as completely as possible. Note that incomplete forms may delay processing or may be rejected.
- If a prototype or sample of the proposed product or similar product is available for review, please submit a sample with this completed application.
- Please provide copies of advertising material for the proposed product or similar products.
- Information provided to us will be handled as proprietary and will not be shared. This information will solely be used to assess your application.

## Company Information

Company/Organization name

Parent company (if any)

Street address

Mailing address (if different)

City

Province/State

Postal/Zip code

Country

Contact name

Title

Telephone

Fax

E-Mail

Company/Organization website

WWW.

## If non-profit organization, go to page 4

If incorporated, State of incorporation

If not incorporated, principal owner(s)

Years in business

Number of employees

Description of primary business



## Company Information continued

Products offered


### Company Financial Information

Annual gross sales volume in dollars (\$) for the last three (3) years

Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US
Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US
Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US

Annual net profits in dollars (\$) for the last three (3) years

Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US
Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US
Year	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US

Does your company carry product liability insurance? ☐ Yes ☐ No

If so, provide name of insurance company

Amount of coverage

	\$		<input type="checkbox"/> CDN	<input type="checkbox"/> US
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## Proposed Product Information

Check the field for which you wish to obtain a license from CN:

<input type="checkbox"/> Art	<input type="checkbox"/> Books	<input type="checkbox"/> Videos
<input type="checkbox"/> Publications	<input type="checkbox"/> Computer/Software	<input type="checkbox"/> Merchandise/Souvenirs
<input type="checkbox"/> Model trains	<input type="checkbox"/> Supplies	<input type="checkbox"/> Other

Describe the CN product you wish to produce, market and/or distribute. Specifically describe your proposed use of CN trademark(s):  
e.g. current and historic CN-controlled logos are displayed on trains and equipment.

1.
2.
3.

Materials to be used in the product:


If paint is used in the product, is it certified lead/chrome-free? ☐ Yes ☐ No

Name of manufacturer

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Indicate timeline for product development, including anticipated date that product will be available for purchase.




## Product Marketing and Sales

Anticipated distribution territory

☐ State/Province ☐ Regional ☐ National ☐ International

Please list:

•	•
•	•
•	•

How many years or months will your product be manufactured and/or available for distribution in the above territory?

List all the distribution channels you plan to utilize

☐ Retail\* ☐ Wholesale ☐ Trade shows ☐ Internet  
☐ Catalogs ☐ Direct marketing ☐ Dealers  
☐ Other (please list)

*\*If retail, list the name of the store(s) where the product will be sold:*

Store	City	Province/State	Region

How will you promote the product?

☐ Magazine/Publications ☐ Point-of-purchase ☐ Direct mail ☐ Catalogs  
☐ Internet ☐ Sales incentives ☐ Trade shows ☐ Other

Please list specific names of publications, websites, etc.

What is your promotional budget for this product for the first year?

\$  ☐ CDN ☐ US

List current licenses held, number of years held, products licensed, as well as the territory beginning with CN-related licenses.

Company	Years held	Products	Territory



## Non-profit Organization

Non-profit designation

Years in existence

Mission statement

Last tax declaration (*Province/State and federal*)

**If you are requesting permission to use a CN trademark in conjunction with your organization's logo, please attach a 8" x 10" image of your proposed artwork.**

## Product Information

List CN-branded products that you currently offer or plan to introduce (or provide a copy of a current catalog). The list should include newsletters, publications or any products that carry a current or historic CN-controlled logo.

Do you have CN-branded equipment on display? ☐ Yes ☐ No

Do you use CN trademarks in any other way? ☐ Yes ☐ No

If so, explain:

Do you maintain an inventory of products? ☐ Yes ☐ No

If not, are products only available through special order? ☐ Yes ☐ No

Where are these products offered for sale?

☐ Gift shop ☐ Website ☐ Special order ☐ Direct mail to membership ☐ Other

If you are offering these products through a gift shop or website, please indicate your total gross sales for the last full calendar year:

\$  ☐ CDN ☐ US


## Proposed Logo Use

- **Please check the CN or CN controlled logo/trademark requested for license**
- **You may view these logos at [http://www.cn.ca/companyinfo/history/en\\_Aboutlogo.shtml](http://www.cn.ca/companyinfo/history/en_Aboutlogo.shtml)**




### CN

-  1852 – Grand Trunk Railway
-  1883 – The People's Railway
-  1896 – Grand Trunk Railway System
-  1899 – Canadian Northern
-  1905 – Grand Trunk Pacific
-  1915 – Canadian Government Railways
-  1919 – Canadian National Railways – Square
-  1919 – Canadian National – Circular
-  1923 – Canadian National
-  1943 – CNR Serves All Canada
-  1954 – Canadian National Railways
-  Current logo since 1960 – CN










### WC

-  1885 – Wisconsin Central's shield emblem – Red


### Great Lakes Transportation LLC

-  N/A – Bessemer and Lake Erie Railroad –  
« Bessemer » in Red Square
-  N/A – Duluth, Missabe and Iron Range Railway Company  
– DM&IR
-  N/A – Pittsburgh & Conneaut Dock Company –  
P&C in circle




### IC

-  1851 – Black Diamond
-  1883 – I.C. Central Route R.R. Black Diamond
-  1896 – Illinois Central Railroad Circle /  
Red Mississippi Valley Diamond
-  1923 – Illinois Central System Circle /  
Red Efficient Service Diamond
-  1936 – Illinois Central Diamond – Green
-  1950 – Illinois Central Diamond and Rectangle -  
Green
-  1966 – Illinois Central - Black « i » - shaped logo
-  1972 – Illinois Central Gulf –  
black « i » - shaped logo in circle
-  1988 – « i » - shaped logo –  
Circle with Black and White Lines

### Algoma Central Railway

-  N/A – Algoma Central Railway –  
Red Circle with Black Bear

### BC Rail

-  1912 – Pacific Great Eastern RLY –  
Green & Yellow, Circle, Moose
-  1912 – PGE – double rectangles, slanted,  
Green, Black & White
-  1949 – British Columbia Railway –  
Black Rectangle, Yellow circle, flower