



Wyoming Authentic, Wyoming Proud  
Trademark Licensing & Marketing  
Dept. 3322 • 1000 E. University Ave.  
Laramie, Wyoming 82071  
307.766.LOGO (5646) Fax: 307.766.4049

Dear Potential Licensee:

Thank you for contacting our office regarding becoming properly licensed to use the State of Wyoming's trademarks. Within this licensing packet, you will find information on how one would become properly licensed along with information about what is involved as a licensee.

If at any point you have questions regarding the licensing process, please do not hesitate to contact our office.

Sincerely,

Shaun Ziegler  
Manager, Trademark Licensing  
(307) 766-5646

A PROGRAM OF THE WYOMING SECRETARY OF STATE'S OFFICE



State of Wyoming  
licensing packet



# *Out-of-State Bucking Horse & Rider Agreement*

This agreement has been established for those manufacturers based out of Wyoming seeking use of the Bucking Horse & Rider mark or other State trademarks as shown on the application. There are no upfront fees or costs for this agreement, but does require the collection and submission of royalties at a 7.5% rate (royalties are based on wholesale value of the commercial product). With the exception of select product categories, product liability insurance is not required.

## **Licensing Steps:**

- Submit a completed licensing application. Along with the application, please submit a sample of the products currently produced by your company.
- If application is approved, a contract will be returned for licensees review and signature.
- Once a license agreement has been fully executed, a disk containing the necessary graphics will be provided.
- Licensee must then submit a finished sample bearing the licensed marks of the University or State.

## **Once Licensed:**

- Affix an officially licensed label as shown below to each product that will be resold by a retailer, etc.
- Include if at all feasible your company's name on the product.
- Submit all designs (i.e. screenprinters/embroiders) and new products for review and approval.
- Submit royalty reports and appropriate royalties on a quarterly basis.

\*Always refer to the actual licensing agreement as it relates to requirements, payments, etc.





**Distribution & Sales Information**

Does your business currently have a sales representative that actively seeks business from third parties?  Yes  No

If yes, does this sales representative travel to Wyoming to call on accounts?  Yes  No

Where do you expect a majority of your licensed products to be sold? (Please mark only those that apply)

- State Depts.    Fundraisers    Concessionaire    Department Stores    Regional Mass Merchants
- Sports Specialty Stores    Convenience Stores    Tourist Oriented Stores    Mom & Pop Stores
- Grocery Stores    Catalogs    Internet    Own Retail Operation    Walk-in Business    Flee Markets
- Craft Shows    Other

If "Other" please explain: \_\_\_\_\_

State Trademarks



The State's ownership would also include any confusingly similar versions.

If product liability insurance is deemed necessary, you will be notified when a contract is returned. Please do not purchase this insurance until a licensing agreement has been executed by both parties.

I hereby affirm that my answers to the above questions are, to the best of my ability, true, accurate, and complete.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Please return application to:  
 Trademark Licensing Office  
 Dept. 3322  
 1000 E. University Ave.  
 Laramie, WY 82071

For UPS or FedEx shipments please send to:  
 University of Wyoming Trademark Licensing  
 WYO Hall 356  
 c/o Shipping & Receiving  
 15<sup>th</sup> & Gibbon St.  
 Laramie, WY 82071

Internal use only:		
Application received: _____	Contract sent to Lic: _____	Artwork sent to Lic: _____
Quality Sample: _____	Contract sent to Legal: _____	