

DEERE & COMPANY LICENSEE APPLICATION

Please complete and submit to:

Corporate Brand Management
One John Deere Place
Moline, IL 61265

Attention: Cory Sprague

General Applicant Information

Company (Applicant) Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____ Title: _____ Phone: _____

Fax: _____ E-mail: _____

Company Web-Site: _____ If corporation, state of incorporation: _____

If not corporation, principal owners: _____

Years in business: _____ Current number of employees: _____

Is your primary business manufacturing? Yes: ____ No: ____ If no, what is your company's primary business? _____

Financial Information

Does your company carry product liability insurance? Yes: ____ No: ____

If yes, list insurance carrier: _____ Amount of coverage \$ _____

Banking Institution: _____

Address: _____

Phone: _____ Contact Person: _____

As an individual, as an officer of a corporation, or as a partner in a partnership, have you ever filed for bankruptcy voluntarily or been proceeded against involuntarily as a bankrupt? If yes, give details (date, court, case number, etc.) _____

PLEASE PROVIDE A RECENT COPY OF AN AUDITED FINANCIAL REPORT, SUCH AS AN ANNUAL REPORT

Product Information

Description of proposed licensed product(s) that a license is needed: _____

Proposed retail price: \$_____ Proposed wholesale price: \$_____

Material to be used in product? _____

If any paint is used in the manufacturing of the product, is it lead / chrome free? Yes: ____ No: ____

Type of packaging: _____

Anticipated date of proposed product(s) introduction to marketplace: _____

Reason for interest in the product? _____

Is a prototype or sample of the proposed product available for review? Yes: ____ No: ____

What product mix do you currently offer? _____

What resources do you deploy for product research and development? _____

What is your production capacity to meet anticipated customer demand? _____

Can you maintain an active inventory of the proposed product? Yes: ____ No: ____

If you will not manufacture the product(s), who is the manufacturer? _____

Would you be willing to source or manufacture product exclusively for John Deere? Yes: ____ No: ____

IF A PROTOTYPE OR SAMPLE OF THE PRODUCT IS AVAILABLE FOR REVIEW, PLEASE SEND ONE OF EACH PROPOSED PRODUCT WITH THE COMPLETED APPLICATION.

Sales & Distribution Information

Projected number of units sold under license: Year 1 _____ Year 2 _____

Is the proposed product(s) to be sold only by your own sales force? Yes: ____ No: ____

What is the size of the sales force (number of representatives)? _____

What is your distribution capability? International: ____ National: ____ Regional: ____ State(s): ____

If the distribution is limited to a state or states, please list: _____

Please list the distribution channels you plan to utilize (ex: retail, dealers, wholesale, direct marketing, trade shows, catalogs). If retail, please list the name of the retail store: _____

What customer service / support capabilities do you have in place? _____

Promotional Information

What types of promotional mediums are to be used to promote the product(s)? Please list specifics.

Magazines, Press: _____

Point-of-Purchase: _____

Literature: _____

Direct Mail: _____

Catalogs: _____

Co-op Programs: _____

Sales / Trade Incentives: _____

What amount of advertising, promotion and merchandising funds do you plan to spend in support of this new licensed product for the first year, should you receive a license? \$ _____

PLEASE PROVIDE COPIES OF ANY OF THE ITEMS LISTED ABOVE. THE MORE INFORMATION YOU CAN PROVIDE, THE FASTER WE CAN MAKE A DECISION REGARDING THIS APPLICATION.

Licensing Information

Below, list current licenses held with other companies and the number of years held:

Licensing Company: _____ Years held: _____

Licensing Company: _____ Years held: _____

Licensing Company: _____ Years held: _____

Licensing Company: _____ Years held: _____

Deere & Company Property the Applicant wishes to use (check all that apply):

- Current "leaping deer" trademark* _____
- Old version "leaping deer" trademark* _____
- JOHN DEERE trademark _____
- Horizontal "yellow stripe" trademark _____
- "Green machine / yellow wheel" trademark _____
- Model number or letter _____
- Green and yellow trade dress _____
- Machine configuration _____
- JD trademark _____
- Other historical trademark (describe) _____

*"Leaping deer" trademark is the leaping deer and the JOHN DEERE logotype within a border.

Information supplied by: _____

Title: _____

Date: _____