

Welcome to the Retail License Program of VOLKSWAGEN AG

We are pleased that you are interested in designing your product in such a way that the brands or the products, respectively, of our company will be represented. However, we want you to understand that we can only give someone the right to our brands, design patents and products after a thorough check of the license request. Therefore, we would now like to briefly familiarize you with the basic steps towards a prospective allocation of the requested license.

1. We request from you a quality sample (including packaging) as well as information about the proposed marketing intentions and your company (see below).
2. The documents sent by you will be checked by a trademark license committee, which usually meets once a month.
3. If the trademark license committee grants the license, we will both sign the agreement. In any case the contract will not come into effect until after we have commissioned the necessary release of the product(s) to be licensed.
4. After you have sent us a product sample, complete with packaging, together with enclosure 2 of the license agreement, we will check them. The production sample must correspond with what your company intends as its standard product.
5. After a positive test of the product sample the signed enclosure 2c of the contract will be sent back to you. **After that the license agreement will come into effect.**

We reserve the right to change the above procedure at any time.

In order to proceed with your application we ask that you send the following documents in addition:

- A quality sample, including packaging. This quality sample can be a sample of the proposed licensing object or a sample of a comparable object already offered by you.
- Clear illustrations of the quality sample.
- A short description of your company.
- References regarding similar articles already offered by you.
- The enclosed questionnaire: please fill in all points.

With the submission of the requested documents, you agree in principle that this becomes the property of our company. Should you by way of exception not agree with it, please indicate this on the enclosed questionnaire. **The costs to send back the documents will be honored in this case with at least 50 EURO.**

We will proceed with your request as quickly as possible, as soon as the required materials reach us **fully completed**. Otherwise, we will unfortunately not be able to proceed with your request.

Please send your materials and duty-paid samples to:

Volkswagen AG
Brieffach 1770
D-38436 Wolfsburg
Attention: Patent Group: Trademark Licensing Section

Fax: 011 49-5361-9-39607

Yours sincerely

Volkswagen AG Trademark Licensing Committee

Questionnaire for Licensing Inquiries VOLKSWAGEN AG, Wolfsburg

I. Company Facts

Corporation:
Address:
Branch:
Company figures:
Turnover: <i>(last complete year)</i> Total in EUR Product Branch A Product Branch B Product Branch C
Sales regions: (please indicate market shares of important market segments in %, in terms of quantity and value) Europe North America South America Africa Asia/Far East	Main countries:..... Main countries:..... Main countries:..... Main countries:..... Main countries:.....
Distribution channels: Direct Distribution (Internet, Mail-order, Catalogue, etc.) Via Wholesaler Via Retailer
Certificates: <i>(for instance ISO....)</i>	since.....

We recommend the inclusion of a copy of the current company report and a company brochure if available.

Advertising Budget: Promotion Budget Others: Production Sites:	
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III. Licensing Experience

Product:
Price:
Distribution channel:
Sales per year:
Turnover per year:

IV. Return of quality samples with reimbursement of mailing-costs required ?

Yes No