



4. How many showrooms and/or how many sales people are currently presenting your products? Please state whether these showrooms and sales people are exclusive to your company, or if they are members of "outside" sales representative organizations.

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5. Please provide the names of your top 5 accounts and the percentage of your annual sales volume each represents. With your permission, we may check retail references. Please supply buyer names and telephone numbers from at least 3 of your top 5 accounts.

Account	Annual Sales	Buyer Name	Buyer Telephone/Email

6. What is the percentage breakdown of your business by product or product category (i.e. apparel, giftware, barware, etc.)? Where applicable, please give gender percentage breakdowns by category (i.e. men's versus women's)?

Product/Category	% of Business	% by Gender	Other Notes

7. What licenses does your company currently hold (if any) and for which products and channels of retail distribution? Please also indicate how long each license has been held. With your permission, we may check Licensor references. Please supply at least 3 Licensor contact names and telephone numbers.

Licenses Held	Product	Distribution	Years Held	Licensor Name	Licensor Email

8. Do you currently use an integrated accounting software program? If so, was this program developed internally or purchased from a 3<sup>rd</sup> party? If purchased, please provide name of company, the package, and date of implementation. Is your system capable of the following: taking orders, creating invoices, identifying royalty bearing sales, and calculating royalties resulting from sales?

Use an integrated accounting software program?

- Yes
- No

Name/Date of Implementation/Capability:

9. If an agreement were to be reached with your company, how many individual items (SKU's) would you introduce for the first 12-month of the potential agreement? During the second 12 months? Please provide a listing of the individual items (SKU's) that you would plan for each 12-month period.

SKU's during first 12-month period:

Items Planned:

SKU's during second 12-month period:

Items Planned:

10. What are the wholesale and retail prices represented in your line for the product(s) in question? Please provide the price range for suggested retail and wholesale.

Product/Category	Wholesale Price	Retail Price	Notes

11. What is the development time to take the product(s) you would propose under the license from initial concept through final production? Please provide a "critical path" chart for the development process including time needed to complete each step.

12. What is your company's Quality Control process for the products and product categories you would like to be licensed for?

13. Does your company have a documented/published product recall policy and process? If yes, please provide a copy as part of your proposal. Has your company executed any voluntary or involuntary recalls within the past 10 years? If yes, please provide specific and detailed information regarding each recall along with details of resolution for each such recall.

14. Do you have an in-house design staff or do you use freelance designers? Please provide the number of persons employed by your company exclusively for the design function. Explain each employee's function.

15. If granted a license, what type of marketing activities (i.e. press releases, social network media, trade advertising, etc.) would you enact in support of a launch and on an ongoing basis? What percentage of sales does your company traditionally allocate for A&P activity of its product lines?

16. If granted a license, would your marketing and promotion of the products proposed include any performance claims? If yes, please provide any product claims you would propose to be make.

17. What is the current structure of your manufacturing network for the sourcing of product (i.e. which countries do you manufacture in? Do you own the factories producing the proposed products or do you sub-contract?)

18. What would your estimated wholesale volume be for the proposed products/product line during the first 12-month period, and also during a possible second 12-month period?

19. Please provide the contact information for 1 bank reference and 3 supplier/trade references.

Reference	Name	Phone	Email	Notes
Bank				
Supplier/Trade				
Supplier/Trade				
Supplier/Trade				

This information will remain confidential and will help us decide if potential exists for an agreement between our two companies.

Company Representative to Contact:

Phone Number:

Email:

Date: