



CITY OF NORCO

TRADEMARK AND LICENSING PROGRAM

Application and Product Information Form

New Application Renewal

Applicant Name: _____

Business/Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Email Address: _____

Business/Organization Website: _____

Business/Organization Classification: For-Profit Non-Profit Municipality/Public Agency

Type of Business: Manufacturer Retailer Crafter Publication Service

Other: _____

Is your business/organization located in the City of Norco? Yes No

If yes, do you have a valid City business license? Yes No

PRODUCT INFORMATION FORM: Complete a Product Information Form (separate page) for each requested product you wish to license and provide a sample for review showing how the City of Norco trademark would appear on the requested product if the application were approved.

SUBMIT: Application Product Information Form(s) Product Samples Payment

- Make check payable to City of Norco in the amount of \$25
- Mail/Drop-Off to City of Norco City Manager's Office, 2870 Clark Avenue, Norco, CA 92860

FOR CITY USE ONLY: (A= Approve; D= Deny) Approved Denied **Date:** _____

Initial Review: A D Attorney Review: A D City Manager Review: A D

Reason for Denial: _____

Approved License Type: _____ City Manager Signature: _____



CITY OF NORCO TRADEMARK AND LICENSING PROGRAM

PRODUCT INFORMATION FORM: One Product Information Form must be submitted for each product that you wish to license. Applications will not be reviewed if they are received either without product samples or a Product Information Form for each product submitted.

1. Which City of Norco trademark are you requesting to use?

Horsetown USA



Name Only

Full Color
Illustration-Text Logo

Full Color
Text Logo

One Color
Illustration-Text Logo

One Color
Text Logo

2. How long are you requesting to use the City trademark? (i.e., specific dates)

3. Describe the product/use in as much detail as possible (i.e., material, color, size, handcrafted, etc.)

4. How many units of the product will be produced?

5. How will the City trademark be applied to the product? (i.e., print, screen print, engrave, hand paint, carve, embroider, emboss, heat transfer, woven, etc.)

6. In which way(s) will the product be used? (i.e., for sale, free giveaway, promotion, display, etc.)

7. Where will the product be distributed/sold/displayed? If including via online platform, provide URL.