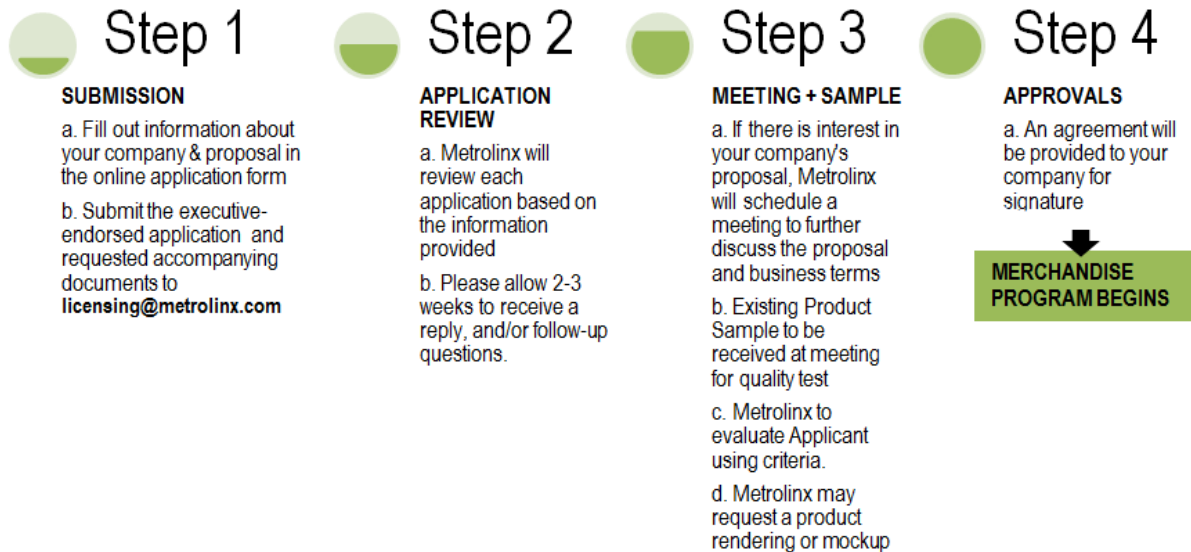




## LICENSEE APPLICATION PROCESS OVERVIEW

Metrolinx has provided an Official Licensed Portal for prospective licensees to submit pre-qualification information and forms. This portal is ONLY for companies that are interested in having Metrolinx consider their unsolicited proposals for the licensing of Metrolinx trademarks.

If your company would like to become a Metrolinx licensee, please download the application form and submit when completed to [licensing@metrolinx.com](mailto:licensing@metrolinx.com). You may also submit any questions to the e-mail address provided.



## REQUIRED SUBMISSION ATTACHMENTS

Prospective licensees must also submit the following with their application:

- A copy of the company's most recent Equifax Credit Report
- A copy of the commercial general liability insurance certificate
- A copy of signed Schedule 'C'
- Reference Check
- Meet the Minimum Requirements outlined below

Metrolinx may request a product sample similar to the proposed product upon receipt of this application and prior to a meeting between Metrolinx and the Applicant. Metrolinx may also request further clarification or information in relation to the License Application at any time.

## OPTIONAL SUBMISSION ATTACHMENTS

Prospective licensees may also submit the following with their application to help Metrolinx evaluate your license request:

- Catalogs, brochures and promotional items that display your company's products;

2. Materials or drafts showing how your company proposes to use the Metrolinx marks on products;
3. Full listing of manufacturers
4. Sales and Marketing Plan

## AVAILABLE PRODUCT CATEGORIES

Metrolinx is currently seeking non-exclusive licensees for the product categories below. The product list includes, but is not limited to what is listed. Licensees may select multiple product categories within their application.

### APPAREL

- |            |             |          |
|------------|-------------|----------|
| • T-shirts | • Scarfs    | • Toques |
| • Sweaters | • Hats      | • Socks  |
| • Jackets  | • Sleepwear | • Ties   |

### PROMOTIONAL ITEMS

- |                             |                      |                  |
|-----------------------------|----------------------|------------------|
| • Magnets                   | • Wallets            | • Books          |
| • Keychains                 | • Phone case         | • Calendars      |
| • Pins                      | • Bedding            | • Postcards      |
| • PRESTO cardholders        | • Home & Décor       | • Greeting Cards |
| • Plush Toys (e.g. GO Bear) | • Toy Trains + buses | • Posters        |
| • Art                       | • Umbrellas          | • Photos         |

### MODEL TRAINS & REAL PROPERTY REPLICAS

- |                        |                     |                          |
|------------------------|---------------------|--------------------------|
| ▣ Model Train (GO, UP) | ▣ Service vehicles  | ▣ Model Bus              |
| ▣ Metrolinx Signage    | ▣ Station Buildings | ▣ Maintenance Facilities |

## AVAILABLE TRADEMARKS

Metrolinx is currently providing licenses for the trademarks below. Trademarks may also include such other images associated with Metrolinx and its affiliates and subsidiaries as Metrolinx may approve from time to time for use pursuant to this License.

- |  |                       |                              |
|--|-----------------------|------------------------------|
| • Metrolinx logo                                   | • GO Train            | • GO Bus                     |
| • UP Express logo                                  | • UP Express Train    | • GO System Map              |
| • GO Transit logo                                  | • PRESTO Card         | • UP System Map              |
| • PRESTO logo                                      | • PRESTO              | • Union Pearson Express      |
| • The Official Metrolinx<br>licensing program logo | • GO Transit          | • Station Signage            |
|  | • GO Service Vehicles | • Metrolinx Service Vehicles |

Including any other trademarks of Metrolinx for which Metrolinx provides prior approval in writing.

## MINIMUM REQUIREMENTS

### MINIMUM REQUIREMENTS

### SCORE

Note: Applicant must be able to comply with all the minimum requirements identified below.

- |   |             |
|---|-------------|
| 1. Application forms and supplemental materials have been completed to the best of the applicant's knowledge and submitted. | Pass / Fail |
| 2. Applicant is in good financial standing, as determined by review of the credit score and business failure metrics.       | Pass / Fail |

3. Applicant has \$5 million in commercial general liability insurance. Pass / Fail
4. Applicant has identified at least one (1) distinct planned distribution channel. Pass / Fail
5. Applicant has demonstrated that it holds a license for or is in the process of acquiring at least one (1) brand (other than the license that they are applying for with Metrolinx). Pass / Fail
6. Applicant has demonstrated, and attests to, compliance with Fair Labour standards and Working Conditions criteria (as set out in Schedule C of Agreement). Pass / Fail
7. Applicant has no Conflicts of Interest, or has disclosed such Conflicts of Interest in the Application and Metrolinx has determined that such Conflict of Interest shall not preclude the Applicant from entering into the resultant contract. Pass / Fail
8. Applicant has been successful in Reference Check Pass / Fail