



PROSPECTIVE LICENSEE COMPANY INFORMATION

Please complete and return this form, along with a nonrefundable application fee of \$500, to the following address:

**Richard Childress Racing Enterprises, LLC
Attention: Jennifer White
425 Industrial Drive
Welcome, N.C. 27374
(336) 731-3334 ext. 3183
Fax (336) 731-5626**

If additional space is needed to adequately answer any of the below items, attach additional pages referencing that particular item number.

I. Company Information

A. Name of Company: _____

Other Assumed Names Used (if any): _____

B. State of Incorporation or Organization: _____

C. Type of Entity

_____ Corporation _____ Limited Liability Corporation

_____ Partnership _____ Other: _____

D. Mailing Address:

Address: _____

Street or P.O. Box

City

State

Zip

E. Street Address (if different than above):

Address: _____
Street

City State Zip

F. Telephone: _____
Area Code Number

Facsimile No: _____
Area Code Number

II. Ownership/Management Information

A. Describe the ownership structure of your business (complete name and business address) for principal owner.

B. Principal Management:

1. President: _____

2. Sales Director: _____

3. Marketing/Advertising Director: _____

4. Chief Financial Officer: _____

5. Counsel (if applicable): _____

C. Years in Business: _____

III. Properties

A. Identify the properties for which you seek a license by circling below.

YOU MUST LIST A GUARANTEE AND ADVANCE FOR EACH PROPERTY THAT YOU ARE REQUESTING A TRADEMARK AGREEMENT. BE SURE TO INCLUDE YOUR ROYALTY RATE REQUEST:

ROYALTY RATE: _____

<u>SPRINT CUP</u>	<u>GUARANTEE</u>	<u>ADVANCE</u>
Austin Dillon	\$ _____	\$ _____
Ty Dillon	\$ _____	\$ _____
Paul Menard	\$ _____	\$ _____
Ryan Newman	\$ _____	\$ _____
Brendan Gaughan	\$ _____	\$ _____
Brian Scott	\$ _____	\$ _____
RCR Generic	\$ _____	\$ _____

IV. Product Information

A. Description of Product(s) for which you seek a license.

B. Quantity of Product(s) that you desire to produce: _____

C. Estimated Wholesale Selling Price/Unit: _____

D. Estimated Retail Price /Unit: _____

E. Requested Term of License Agreement: _____

F. Has the Product(s) been tested for compliance with:

American Society for Testing & Material Standards? Yes No

Consumer Products Safety Commission Standards? Yes No

Other Laws _____

Results: _____ (attach reports)

If no testing, indicate method for ensuring compliance: _____

G. Will the product(s) be used in conjunction with any other trademarks or Proprietary rights?

_____ Yes _____ No

Identify: _____

Source of rights in these Marks: _____

H. Attach a sample or prototype of each product to this License Application.

V. Marketing Information

A. Describe any advertising and promotional materials or programs you plan to use to market the above products:

B. Describe anticipated timing for the marketing and production of each proposed licensed product:

C. Does your firm use an advertising agency? _____

1. Name: _____

2. Address: _____

3. Key Contact: _____

4. Telephone No: () _____

D. 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 this license?

\$ _____

And what type?

_____ Consumer Advertising _____ Trade Advertising

_____ In-Store Materials _____ Sales/Trade Incentives

_____ Other _____

E. Does your company have product design and artwork capability?

_____ Yes _____ No

F. If yes, who does the design?

_____ Company Art Department _____ Free Lance _____ Agency

G. Does your company have a formal Quality Control Program? _____

If "yes", what criteria is used for Quality Control?

VI. Manufacturing Information

A. Will your company actually manufacture this product? _____

B. If not, who will manufacture this product? {Manufacturing Agreement
Required} name,address,telephone number: _____

C. Where will this product be manufactured?

_____ U.S. Domestic _____ Foreign _____ Both

D. Number of factories involved in manufacture of product: _____

E. Location of principal plants (Complete address, telephone number):

1. _____

2. _____

VII. Sales and Distribution Information

A. Company sales volume for most recent year: \$ _____

B. Company sales volume for previous year: \$ _____

C. Distribution capability:

International (No. of Countries _____) list:

_____ National _____ Regional (No. of States _____)

D. Territory where sublicense requested:

_____ USA

_____ Other _____

E. Sales Force

1. _____ Own sales Force -No. of salespersons: _____

2. _____ Reps, Jobbers, etc. - No: _____

3. _____ Agents - No.: _____

4. Total number of Field Sales Force: _____

F. Current Distribution

Type of Account	% of Sales Volume	Leading Accounts Sold
1. National Chains	_____	_____
2. Regional Chains	_____	_____
3. Department Stores	_____	_____
4. Buying Offices	_____	_____
5. Discount Stores	_____	_____
6. Drug Stores	_____	_____
7. Food Stores	_____	_____
8. Convenience Stores	_____	_____
9. Catalog Stores	_____	_____
10. Toy Stores	_____	_____
11. Internet	_____	_____
12. Other (Specify)	_____	_____

G. Estimate of annual dollar volume of the items you wish to manufacture under this license.

Year 1 \$ _____ Year 2 \$ _____

H. Accounts to whom you plan to sell the licensed products:

Wholesale: _____

Retail: _____

Other: _____

K. If you currently manufacture a similar type of item, what was it's wholesale dollar volume for most recent years? \$ _____

L. Please list three (3) trade references we can contact, who would be able to provide us with an opinion on your company's product line and performance:

	Company Name	Contact	Telephone No.
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

M. List trade shows where you submit your product:

N. List other products your company sells that are not included in this license application:

VIII. Licensing Information

A. Does your company currently manufacture any other products under licensing contracts?

_____ Yes _____ No

B. Specify which licenses your firm currently holds:

IX. Insurance

A. Does your company carry product liability insurance? _____ If so, list carrier and amount of coverage:

Insurance Carrier: _____

Type of Coverage: _____

Individual Limit \$ _____

Aggregate Annual Limit \$ _____

Expiration: _____

Deductible \$ _____

X. Financial Information

A. Bank Reference

Name: _____

Branch: _____

Address: _____

Bank Contact: _____

Telephone: _____

Credit References (name, address and telephone number):

1. _____

2. _____

B. D & B Number: _____

C. Most Current D&B Rating: _____

D. Please include a copy of your most recent D&B Report.

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

XI. Additional Information

Please enclose any additional information you believe may be helpful in evaluating your sublicense request which should include but not be limited to the following:

1. Product samples, catalog, brochures and promotional materials which illustrate or reference your company's products.
2. Annual Report and/or Balance Sheet & Income Statement.

XII. Prospective Licensee Statement:

I hereby attest that the information included herein is true and complete. I understand that any License which may be granted to this company by RCR Race Operations, LLC, will be subject to immediate termination, without the return of any amount paid (including the non-refundable application fee) or the abatement of any amount due, in the event RCR Race Operations, LLC, finds that any of the information contained herein is false, misleading, fraudulent or incomplete in any material respect.

I hereby acknowledge the proprietary nature of all names, likenesses and marks of the properties represented by RCR Race Operations, LLC, and that until such time, if any, as a License has been issued to this company no rights exist for use thereof.

I understand that this application does not constitute an offer from RCR Race Operations, LLC, or imply any obligation on the part of Richard Childress Racing, LLC, to grant a License in any category. RCR Race Operations, LLC, may reject this Application for any reason. I understand that the application fee is non-refundable under any circumstances and that I will not receive credit against future royalties due for any or all of the application fee.

Signature: _____

Print Name: _____

Title: _____

Date: _____