



**UNION PACIFIC LICENSEE APPLICATION FOR  
MODEL RAILROAD MANUFACTURERS AND DISTRIBUTORS**

Please complete all information and return to:

Brenda Mainwaring  
Director, Corporate Relations  
Union Pacific  
1400 Douglas Street, Stop 1550  
Omaha, NE 68179  
Fax: 402-501-0011

**COMPANY INFORMATION:**

Company Name: \_\_\_\_\_

Parent Company (if any): \_\_\_\_\_

Street Address: \_\_\_\_\_

\_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Country: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Company Web site: \_\_\_\_\_

If incorporated, state of incorporation: \_\_\_\_\_

If not incorporated, principal owner(s): \_\_\_\_\_

\_\_\_\_\_

Years in business: \_\_\_\_\_ Number of employees: \_\_\_\_\_

Is model railroading your company's primary business? If not, please explain: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What product mix do you currently offer? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does your company carry product liability insurance? ☐ Yes ☐ No

Amount of coverage \$ \_\_\_\_\_

**PROPOSED PRODUCT INFORMATION:**

Please provide a complete list of products already produced or in production, which carry a Union Pacific-controlled logo or name. (A current catalog may be submitted in lieu of a list.)

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Describe the Union Pacific product(s) you propose to introduce in the next 12 months: \_\_\_\_\_

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*Please submit representative product sample(s) with this completed application.*

Material to be used in the product(s): \_\_\_\_\_

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If paint is used in the product(s), is it certified lead/chrome free? ☐ Yes ☐ No

How do you plan to handle inventory?

☐ Will maintain an active inventory of the proposed product

☐ Product will be available only through special orders

What is your distribution capacity? ☐ State ☐ Regional ☐ National ☐ International

If distribution is limited to state or region, please list: \_\_\_\_\_

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List the distribution channels you plan to utilize:

☐ Retail ☐ Wholesale ☐ Trade shows ☐ Internet

☐ Dealers ☐ Direct Marketing ☐ Catalogs

How will you promote the product? List specific publications, Web sites, etc.

☐ Magazine/publication ads

☐ Direct mail

☐ Catalogs

☐ Internet

☐ Trade shows

☐ Other

Specify: \_\_\_\_\_

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***Please provide copies of advertising materials for the proposed product(s) or similar products.***

List any current licenses held, number of years held and products licensed:

Company	Years Held	Product(s)
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***Please see payment options at the end of this application for more information about this section.***

***Option 1***

If you wish to make royalty-based payments based on Union Pacific-branded product only, please provide the following information:

Anticipated wholesale price range \$ \_\_\_\_\_

Anticipated retail price range \$ \_\_\_\_\_

How many UP-branded units (including constituent or predecessor railroads) do you project to sell in the next 12 months: \_\_\_\_\_ units

***Option 2***

If you wish to make an annual payment based on gross sales of all your model railroad products, please submit a financial report and provide the following information:

Annual gross sales volume in dollars for the last two years.

Most recent complete year: 20\_\_\_\_ \$ \_\_\_\_\_

Previous year: 20\_\_\_\_ \$ \_\_\_\_\_

***Information provided here will be handled as proprietary and will not be shared. Union Pacific will use this information to assess your application.***

**UNION PACIFIC PROPERTY REQUESTED FOR LICENSE (INDICATE ALL THAT APPLY):**

- ☐ Union Pacific shield with Building America tag line
- ☐ Union Pacific winged logo (authorized only for use on locomotives)

Historical logos:

- ☐ Chicago & Northwestern
- ☐ Denver & Rio Grande (Western)
- ☐ Missouri, Kansas, Texas (Katy)
- ☐ Missouri Pacific
- ☐ St. Louis Southwestern (Cotton Belt)
- ☐ Southern Pacific
- ☐ Texas & Pacific
- ☐ Union Pacific Overland shield
- ☐ Union Pacific Platte Valley Route
- ☐ Western Pacific

The information on this application was supplied by:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

In order to encourage model railroad hobbyists, Union Pacific has created two payment options for licensees in the model railroad industry. These options are available only for model railroad equipment sold primarily to hobbyists. Licensee applicants who produce Union Pacific-branded products sold primarily as toys must fill out the standard licensee application and are not eligible for these payment options. If you are not sure whether your product should be classified as a toy or a hobbyist item, please contact Union Pacific.

**Option 1**

A royalty of three percent is payable on any product bearing a modern, historic, or constituent logo licensed by Union Pacific. The licensee will pay an advance on royalties based on the wholesale price of the product(s) and estimated annual sales of UP-branded products.

**Option 2**

An annual fee of .5 percent (one half of one percent) of total licensee gross sales of all model railroad products will be paid to Union Pacific. Gross sales will be calculated on the most recent completed year of sales and will be based on an audited financial report. Licensee applicants with gross sales in excess of \$1 million should contact Union Pacific for additional information.

*Option 2 is based on the assumption that Union Pacific-branded merchandise comprises roughly 20 percent of average industry sales; licensee applicants whose Union Pacific-branded inventory comprises less than 20 percent may want to consider selecting Option 1.*