

Licensee Proposal



In order for SteelSole™ to consider your company for a licensing opportunity, this form must be completed in its entirety. Along with the submission of this form, please send in Company Information/History, Representative Samples of the product that you are wanting to brand Coleman to:

Brevo, LLC  
 335 E Linton Blvd  
 Suite B14-2099  
 Delray Beach, FL 33483  
 Fax: 888-552-9913

[Info@Brevo.com](mailto:Info@Brevo.com)

<b>Date:</b>	
<b>COMPANY INFO:</b> Company Name Address City, State, Zip Code Telephone Number Fax Number	
<b>DBA:</b>	
<b>State of Incorporation:</b>	
<b>Co-Ownership:</b>	[Private or Public]
<b>Dun &amp; Bradstreet#:</b>	
<b>Business Contact Name:</b> Phone#: Fax#: Email:	
<b>Legal Contact Name:</b> Phone#: Email: Fax#:	
<b>Finance/Royalty Contact:</b> Phone#: Email:	
<b>Articles/Categories Requested:</b>	[Please be specific]
<b>Term:</b>	[MM/DD/YYYY to MM/DD/YYYY]
<b>Territory:</b>	[Please List each Territory/Countries of interest]
<b>Exclusivity:</b>	Non-Exclusive
<b>Sell-Off:</b>	___ Days
<b>Distribution:</b>	[Please list each distribution channel, be specific. i.e. mass market, grocery, department stores, mid-tier, department stores, warehouse clubs, computer, specialty stores, etc]
<b>Royalty Rate:</b>	7% Domestic, 8% FOB
<b>Advertising Fund:</b>	1% of Net Sales
<b>Product Sell-in Date:</b>	[MM/YYYY]
<b>On-Shelf Date:</b>	[MM/YYYY]
<b>PROPOSED Up Front Fee:</b>	

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<b>PROPOSED GUARANTEE:</b>	Please break out by product category, by country.		
<b>COUNTRY NAME:</b>			
Product Line:			
Contract Year 1			
Contract Year 2			
Contract Year 3			
<b>Total</b>	\$0	\$0	\$0
<b>COUNTRY NAME:</b>			
Product Line:			
Contract Year 1			
Contract Year 2			
Contract Year 3			
<b>Total</b>	\$0	\$0	\$0
<b>COUNTRY NAME:</b>			
Product Line:			
Contract Year 1			
Contract Year 2			
Contract Year 3			
<b>Total</b>	\$0	\$0	\$0
<b>Minimum Sales Projections:</b>	What you are willing to commit to.		
<b>COUNTRY NAME:</b>	<i>Please break out by country and by product category</i>		
Product Line:			
Year 1			
Year 2			
Year 3			
<b>Total</b>	\$0	\$0	\$0
<b>COUNTRY NAME:</b>			
Product Line:			
Year 1			
Year 2			
Year 3			
<b>Total</b>	\$0	\$0	\$0
<b>COUNTRY NAME:</b>			
Product Line:			
Year 1			
Year 2			
Year 3			
<b>Total</b>	\$0	\$0	\$0

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<b>Potential Sales Projections:</b>	What you believe the product line could do.
<b>COUNTRY NAME:</b>	<i>Please break out by country and by product category</i>
Product Line:	
Year 1	
Year 2	
Year 3	
<b>Total</b>	\$0                      \$0                      \$0
<b>COUNTRY NAME:</b>	
Product Line:	
Year 1	
Year 2	
Year 3	
<b>Total</b>	\$0                      \$0                      \$0
<b>COUNTRY NAME:</b>	
Product Line:	
Year 1	
Year 2	
Year 3	
<b>Total</b>	\$0                      \$0                      \$0
<b>Top 10 Retailers:</b> (Please rank in order of sales. #1 being the highest)	1) 2) 3) 4) 5) 6) 7) 8) 9) 10)
<b>Top 5 Competitors:</b>	1) 2) 3) 4) 5)
<b>Current Licenses Held:</b>	[Please list]
<b>Stipulations:</b>	[Please outline if any]

**This document does not constitute a legal agreement but is a summary of the deal points being discussed. No agreement will exist until execution of a formal license agreement by both parties.**