

**SONY PICTURES CONSUMER PRODUCTS
DOMESTIC/ GLOBAL LICENSE PROPOSAL FORM**

Date of Submission:					
Account Exec:					
SECTION A: LICENSEE PROFILE					
Company Name:					
Current Address:					
City:		State:		ZIP Code:	
Business Contact:		Email:			
Phone:		Fax:			
Website:					
Legal Form of Organization:	Corporation:	Type:			
	Partnership:	Type:			
	Sole Proprietorship:	Type:			
Is the Company:	Publicly Held	<input type="checkbox"/>	Privately Held	<input type="checkbox"/>	
	Primary Company:		Owned Subsidiary:		
	If Owned Subsidiary, please name parent company:				
Company Profile:	Length of time company has been in existence:				
	Number of owned shops:				
Principal Officers:	CEO:				
	President:				
	Signatory:				
Other licenses held and distributed:	Licensor:	Property:			

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SALES AND DISTRIBUTION INFORMATION

Annual Sales Volume:	Percentage of business dedicated to licensing:		Percentage of business dedicated to the distribution of children's merchandise:	
	%		%	
Primary Product Categories, Countries, Market Share:	Product Category		Country	Market Share
Primary Competitors:	Company	Product Category	Country	Market Share
Distribution Channels:	Channel		% of Total Sales	Leading Account
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input checked="" type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
			<input type="checkbox"/>	
	Other (Please List)			

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Please Provide at least 3 Buyer References with contact information:	Retailer	Buyer	Telephone	Email
MANUFACTURING INFORMATION				
Place of Product Manufacturing:	Domestic:		Overseas:	
Status of Manufacturing Facilities:	Company Owned: <input type="checkbox"/>	Contracted: <input checked="" type="checkbox"/>	Other:	
SECTION B: LICENSING STRATEGY AND BUSINESS PLAN				
<p>Licensee's proposal is for those retail channels of distribution indicated above and for a non exclusive grant of rights using the Licensed Property as supplied to Licensee once a definitive agreement is executed and limited to concepts and drawings printed in and adapted from the style guide or other artwork provided from Licensor's online artwork bank, which may evolve. It is understood that the grant of rights specifically excludes the use of the licensed products for use in third party advertising (except as approved for the products themselves), commercial tie-ins or promotional activity with other products, brands or services, or as premiums, gifts, added value, and/or bonuses</p>				
Licensed Property/ Entity/ Artwork:				
Term Date:	From:		To:	
Earliest In-Store Date:			Ship By Date:	
Scope of Exclusivity:	Exclusive: <input type="checkbox"/>		Non-Exclusive: <input type="checkbox"/>	
Territory(ies):				
Distribution Channels:	Mass Merchants <input type="checkbox"/>		Airport/ Duty-Free Shops <input type="checkbox"/>	
	Mid-Tier <input type="checkbox"/>		Army Navy Exchange <input type="checkbox"/>	
	Department Stores <input type="checkbox"/>		Catalogs/Direct Mail <input type="checkbox"/>	
	Specialty Store <input type="checkbox"/>		Dollar Chains <input type="checkbox"/>	
	Food and Drug Store <input type="checkbox"/>		Online <input type="checkbox"/>	
	Other (please list):			
Target Age/ Gender Categories:			Number of Samples:	
Specific Definition of Products:	Product Category/ Article		Specific Definition/Description	

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PRODUCT LINE PROPOSAL AND FINANCIALS

Year 1 Projections:	Product/ Description	Net Sales Price	Gross List Price	Total Units	On Shelf Date	Revenues in Royalty	Lead Time
Year 2 Projections:	Product/ Description	Net Sales Price	Gross List Price	Total Units	On Shelf Date	Revenues in Royalty	Lead Time
Total Sales Projections:	\$						
Insurance Coverage:							

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SECTION C: FINANCIAL SUMMARY

Guarantee:	Guarantee (USD):	Due Date:
	Advance (USD):	Due Date:
	Second Installment (USD):	Due Date:
	Third Installment (USD):	Due Date:
	Fourth Installment (USD):	Due Date:
Royalty Rates:	% Net Sales:	% FOB:
Other Financial Notes:		

SECTION D: ADDITIONAL NOTES

*This license proposal does not constitute a contract. It is subject to establishment and execution of the License agreement and payment of the amount due upon signature. Use of the Licensed Property** before execution of binding contract is strictly limited to the release of pre-concepts to be directly and solely sent to SONY. Prospecting on the basis of such pre-concepts is strictly forbidden.*

Offer Valid Until:			
For In-House Use Only:	Account Executive:	Alex Schondorf	Date:
	MC:		Date:
	GE:		Date: