

Proposal Name: Request for use of Apecoin Digital License in order to create and sell merchandise

Proposal Category: Core: Brand Decision

#### Abstract:

This proposal seeks to grant Livefast9986 a one-year license for the commercialized use of the ApeCoin logo. The usage will be for producing and selling merchandise, such as Patches, T-Shirts, and Hoodies.

#### Author Description:

I am LiveFast9986, the Community Manager and one of the main contributors for the DAOpunks, and a recent owner of a Mutant Ape #28526

. I have been active in DAOpunks for over a year now, and during my tenure in DAOpunks I have worked on our Interim Governance and Grants Frameworks, facilitated one of our Grants Rounds, launched an supplement NFT project for DAOpunks, called [I AM A](#), that also included launching [new merchandise](#) that I had designed and implemented on the DAOpunks Shopify page.

The origin of this project started off because I enjoy collecting patches and t-shirts of various projects that I belong to and/or that I believe in (please see attached photo). Originally, I wanted to create a handful of Mutant Ape patches for myself to put on my backpack and my hat, but thanks to fellow community member 0xSword, they had encouraged me to think bigger and more broader and to try applying for this Digital License in order to be eligible to create more patches and other merchandise for both myself and our fellow community members as there is a desire within the community for merchandise.

#### Motivation:

The drive behind this proposal is to provide members with a means and opportunity of purchasing officially licensed Apecoin DAO merchandise. This will allow members of the community or anyone else to showcase their enthusiasm and support of the ApeCoin brand, the community, and the DAO.

This also provided the inherent benefit of free advertisement and marketing of the DAO by virtue of its community members wearing, talking about, and sharing photos of themselves and their merchandise on social media, which will expand visibility of Apecoin DAO with the potential to bring in new members.

Lastly, this project also provides additional value to the Intellectual Property belonging to Apecoin DAO. As the success of this project will increase the value of the Apecoin DAO's IP allowing more flexibility and more options for additional or future licensing deals or arrangements.

#### Rationale:

Endorsing community-led initiatives encourages active engagement, fosters loyalty, promotes creativity, and broadens the reach of the ApeCoin brand. This proposal creates a win-win scenario where the community member, myself, benefits from their creative endeavor, the community at large get access to officially licensed merchandise, and Apecoin DAO has its visibility increased while also having the value of intellectual property increased.

#### Specifications:

1. Livefast9986 is granted a one-year license to use the ApeCoin logo and its derivatives for the purpose of creating and selling merchandise.
2. Livefast9986 will design and launch a T-shirt and/or a Hoodie, utilizing a Print-On-Demand service, with the potential for additional clothing types and other merchandise based on sales and demand. Here is a potential design for a shirt:
3. Livefast9986 will design and launch Apecoin branded patches, with the potential for further designs within the year based on sales and demand.
4. Livefast9986 will be eligible to hire artists to create new derivative art of the Apecoin logo for commercialized use based on the previous sales as stated above in 2 and 3.
5. Livefast9986 will not create superfluous merchandise, and the merchandise that created and sold will have the primary goal of being affordable (for example ~\$25-35 USD t-shirts), that is of good quality, and that is globally available with reasonable shipping costs.
6. Livefast9986's sales posts on Twitter will be retweeted occasionally by the main ApeCoin account to boost awareness and availability.

#### Steps to Implement:

1. Design any additional logos to use with merch (ex. an AIP-269 logo indicating Officially Licensed by Ape Foundation)
2. Create test prints of each merchandise for QA and Photos

3. Create online store, and process any necessary paperwork from creation of said online store.
4. Make formal announcement on Twitter/X/Discord of the online store being live.

Timeline:

Following approval, the licensing agreement could be prepared and implemented within approximately one month. Livefast9986 will then begin placing orders for production, launch an online store, and begin taking orders for the sale of the merchandise within approximately one month of the licensing agreement. Occasional progress reviews and promotions via retweets on the main ApeCoin Twitter account will continue throughout the year. The license term will end one year from the agreement execution date.

Overall Cost:

There are no direct costs to the Apecoin DAO associated with this proposal, as it does not involve a grant but rather a digital licensing agreement. Potential indirect costs may arise from any legal or administrative requirements related to the licensing agreement, and these should be anticipated and planned for.