



# Application for License Part Two

SUBMIT PART TWO OF THE "APPLICATION FOR LICENSE" ONLY AFTER PART ONE HAS BEEN SUBMITTED AND NASA HAS REQUESTED THE INFORMATION.

### SUMMARY OF DEVELOPMENT AND MARKETING/SALES PLAN *(Attach full plan with five-year, pro forma.)*

1. SUMMARIZE THE ANTICIPATED DEVELOPMENT TIME WHICH APPLICANT BELIEVES WILL BE REQUIRED TO BRING THE INVENTION TO PRACTICAL APPLICATION. INCLUDE MILESTONES AND TARGET DATE WHEN APPLICANT WILL HAVE A COMMERCIAL PRODUCT AVAILABLE.

2. SUMMARIZE THE ANTICIPATED MARKETING AND SALES STRATEGY TO BRING THE INVENTION TO COMMERCIAL USE. INCLUDE TARGET MARKETS, DISTRIBUTION/SALES CHANNEL STRUCTURE, AND PRICING METHOD.

3. STATE THE APPLICANT'S CAPABILITY AND CAPACITY TO FULFILL THE DEVELOPMENT AND MARKETING PLAN, INCLUDING INFORMATION REGARDING MANUFACTURING (SPECIFY EVERY COUNTRY WHERE PRODUCTS EMBODYING THE INVENTION OF PRODUCED THROUGH THE USE OF THE INVENTION WILL BE MANUFACTURED), MARKETING AND TECHNICAL RESOURCES.

4. SUMMARIZE THE FIVE-YEAR FINANCIAL PRO FORMA IN TERMS OF DEVELOPMENT TIME AND COSTS, REVENUE PROJECTIONS, GROSS MARGIN PERCENTAGE, AND INVESTMENT CAPITAL REQUIRED.

5. STATE THE AMOUNT AND SOURCE OF ANTICIPATED INVESTMENT CAPITAL AND OTHER RESOURCES WHICH APPLICANT BELIEVES WILL BE REQUIRED TO MAKE THE INVENTION AVAILABLE TO THE PUBLIC.

6. STATE THE FIELDS OF USE FOR WHICH APPLICANT INTENDS TO PRACTICE THE INVENTION.

7. STATE THE GEOGRAPHIC AREAS IN WHICH THE APPLICANT INTENDS TO MANUFACTURE ANY PRODUCTS EMBODYING THE INVENTION AND THE GEOGRAPHIC AREAS WHERE APPLICANT INTENDS TO USE AND/OR SELL THE INVENTION.

### OTHER

8. STATE MINIMUM NUMBER YEARS FOR WHICH APPLICANT SEEKS A LICENSE.

9. IDENTIFY LICENSES PREVIOUSLY GRANTED TO APPLICANT UNDER FEDERALLY OWNED INVENTIONS.

10. STATE ANY OTHER INFORMATION WHICH THE APPLICANT BELIEVES WILL SUPPORT A DETERMINATION TO GRANT THE LICENSE TO APPLICANT.

11. TYPE OF LICENSE REQUESTED:

NONEXCLUSIVE

EXCLUSIVE

PARTIALLY EXCLUSIVE \_\_\_\_\_

*(identify limitations)*

IF AN EXCLUSIVE OR PARTIALLY EXCLUSIVE LICENSE IS REQUESTED, THE APPLICANT MUST PROVIDE REASONS WHY EXCLUSIVITY IS NECESSARY:

12a. SIGNATURE OF APPLICANT OR REPRESENTATIVE OF APPLICANT:

12b. DATE: