



COMMERCIAL LICENSE APPLICATION FOR THE UNITED METHODIST
CROSS AND FLAME INSIGNIA

The Cross and Flame is the official insignia of The United Methodist Church and is a registered service mark of the General Council on Finance and Administration of The United Methodist Church ("GCFA"). A "commercial use" of the United Methodist Cross and Flame means any use of the insignia in connection with the sale of goods, with or without the expectation of profit. This includes, but is not limited to, use of the insignia on clothing, jewelry, decorations, and crafts. A commercial use of the Cross and Flame requires explicit written authorization by GCFA.

When using the insignia, one must maintain the integrity of the symbol in its design, proportion, and style. All reproductions of the insignia must be faithful to the original design. For a complete list of design reproduction guidelines, please see <https://www.gcfa.org/services/legal-services/cross-and-flame/>. If your application is approved, GCFA will issue you a license agreement that may be renewed annually. All fees are payable to GCFA.

1. Name of Applicant and Company/Organization _____

Address _____

Phone _____ Fax _____ E-mail _____ Website _____

2. How will the insignia be used and to whom will the product be marketed? (Please describe in detail): _____

3. Description of product to be manufactured or developed _____

4. How will the product be manufactured? _____

5. What is the anticipated selling price? _____

6. What is the anticipated annual gross sales for the product? _____

7. Will the insignia be used under the authorization and direction of a United Methodist organization? _____

If so, name of organization: _____

8. If this is a renewal application, give the date that permission was first granted: _____

The undersigned hereby accepts responsibility of maintaining the integrity of the insignia by representing it accurately in terms of its design, color, proportion, and style.

Signed _____ Title _____ Date _____

This completed application, a check for the appropriate fee, and a sample product, should be sent as soon as available to:

General Council on Finance and Administration of The United Methodist Church
Legal Department
1 Music Circle North
Post Office 360029
Nashville, TN 37203-0029

INSTRUCTIONS FOR COMMERCIAL LICENSE APPLICATION FOR
THE UNITED METHODIST CHURCH CROSS AND FLAME INSIGNIA

Below are instructions for completing the application. The completed application should be mailed with the appropriate fees to the General Council on Finance and Administration of The United Methodist Church, Legal Department, 1 Music Circle North, Post Office Box 340029, Nashville, TN 37203-0029. The fee will be refunded if a license is not granted. If this is an application for a renewal, please send a copy of the original application form that you completed. If it is not available, complete another application and tell us in Question #8 when your license was first granted (See #8 below).

Explanation of the questions:

1. Provide your name, the company name, address, phone number, fax number, e-mail address and website if applicable.
2. Please set forth in detail the proposed use of the insignia. (For example, for a jewelry pin, on clothing, *etc.*) Please supply us with as much information as possible. Also, please explain how the product is to be marketed or sold. (For example, to a general agency, produced for an annual conference, *etc.*)
3. If you have a sample of the product, please enclose it and state in #3 that it is enclosed.

If you do not have the actual product, describe how it will appear. For example, if it is used for a jewelry pin, give the materials and dimensions. For clothing, describe the specific article of clothing and explain how the design will appear (if no sample is available, enclose a sketch).
4. State the number of products you intend to produce.
5. State the sale price per individual item.
6. State the anticipated total gross sales for the year (next 12 months).
7. Provide the name of the United Methodist organization (e.g., a local church, conference, agency, *etc.*) that requested the creation of this product, if applicable. Please supply us with the name of the individual you obtained this authorization or directive from. If such authorization is not direct, please explain how you plan to market this product.
8. This license agreement is valid for one year from the date we write to you granting a license. For renewals, you may enclose the original application, a note that you are applying for a renewal, and a check for the appropriate fee. If you do not have the original application, please complete this form again and include the date your license was issued. If you have changed your name, or the company name, from the time of the original application, please let us know.

GCFA only accepts payment by check. As part of the commercial license, it is understood that if you have not included a sample product, you will supply us with the actual product within a reasonable time after production. A license is granted with the understanding that the product you produce conforms with the information set forth on the application. If the actual product you produce differs substantially from the sample or description you have given in the application, you need to supply us with a new application or sample. If the use explained in #2 is the same, there will be no additional fee to grant permission for a modified design. If you have any questions, please call or email GCFA Legal Department at 615-369-2399; legal@gcfa.org.

Commercial License Fees:

1. Where the total projected annual gross sales is less than \$2,500.00, a licensing fee of \$75.00 is payable. Thereafter, an annual renewal fee of \$50.00 shall be paid.
2. Where the total projected annual gross sales is \$2,500.00 or more, but less than \$5,000.00, a licensing fee of \$100.00 is payable. Thereafter, an annual renewal fee of \$75.00 shall be paid.
3. Where the total projected annual gross sales is \$5,000.00 or more, but less than \$10,000.00, a licensing fee of \$150.00 is payable. Thereafter, an annual renewal fee of \$125.00 shall be paid.
4. Where the total projected annual gross sales is \$10,000.00, or over, a licensing fee of \$200 is payable. Thereafter, an annual renewal fee of \$200.00 plus a royalty of 1% of gross sales made in excess of \$20,000, in the preceding year.

GCFA's decision to grant licenses for commercial use is solely within its discretion. GCFA reserves the right not to license the Cross and Flame for any product for any reason. GCFA will not grant commercial licenses for products that espouse a particular creed or cause, or for any reason considered by it to be inappropriate. GCFA reserves the right to revoke an already granted license if not used in accordance with the licensing agreement, or if such use is, or becomes, prohibited by any applicable law or policy of the denomination.