The LICENSING APPLICATION PROCESS

affinity

REGISTER FOR AN AFFINITY GATEWAY ACCOUNT

This is the online portal used to manage the licensing process.

SUBMIT THE ONLINE LICENSING APPLICATION

Once we've approved your account registration and you have logged in to the Gateway, click on "Licenses" and then "Apply Now".

PAY THE APPLICATION FEE(S)

Payment can be made online via ACH or credit card.

UPLOAD YOUR CERTIFICATE OF INSURANCE (COI)

The minimum coverage required is a $1 million comprehensive general and product liability policy with Affinity and our clients included as additional insured. Certain high risk product categories may require a higher coverage limit.

MAIL PHYSICAL PRODUCT SAMPLES

You will be provided with the mailing address after submitting your application. These samples need to be representative of the quality of the final product, but they do not need to be specific to our clients.

SIGN THE LICENSE AGREEMENT(S)

Once your completed application has been reviewed by our team, you will receive notification when the License Agreement(s) are ready for you to sign electronically. After you sign, it is automatically sent to the licensor for approval and countersignature.

*Other information may be required to complete your application such as Fair Labor Association membership if required by the licensor.

AFTER YOU HAVE BECOME LICENSED

ORDER HOLOGRAM LABELS AND/OR HANG TAGS

ACCESS OFFICIAL BRAND ASSETS

SUBMIT PRODUCT DESIGNS FOR APPROVAL

REPORT YOUR SALES AND PAY ROYALTIES ON A QUARTERLY BASIS

All licenses renew annually on July 1. The full list of licensing fees can be accessed at https://affinity-gateway.com/licenses/fees.

This is a summary of the licensing requirements, but all licensees are expected to read the License Agreement completely for the full terms.