

NICE PUTT®



Trademark & Brand Licensing Opportunity

1. Brand Overview

The NICE PUTT® Brand

NICE PUTT® is a golf-centric lifestyle brand built around one of the most universally recognized and positive phrases in the game of golf. The brand conveys:

- Sportsmanship and encouragement
- Authentic golf culture
- Light humor with premium appeal
- Strong on-course and off-course resonance

The NICE PUTT® brand is designed to scale across **apparel, golf equipment, accessories, and golf-related services**, providing licensees with immediate consumer recognition backed by federally protected trademark rights.

2. Intellectual Property Portfolio

Registered Trademark

- **Mark:** NICE PUTT® (word mark)
- **U.S. Trademark Registration No.:** 5,643,990
- **Owner:** Nice Putt, LLC
- **Status:** Federally registered and in full force and effect

Pending Design Mark

- **Mark:** ™ (logo/design mark)
- **U.S. Trademark Application Serial No.:** 99/377,208
- **Owner:** Nice Putt, LLC
- **Status:** Pending before the United States Patent and Trademark Office

Copies of the registration certificate, application filing receipt, and prosecution history are available for review upon request or under a non-disclosure agreement.

3. Goods and Services Covered by the Marks

Class 25 – Apparel & Footwear

Licensed goods may include, without limitation:

- Bottoms
 - Tops
 - Footwear
 - Socks
 - Hats
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Class 28 – Golf Equipment & Accessories

Licensed goods may include, without limitation:

- Golf ball markers
 - Golf balls
 - Golf club bags
 - Golf club covers
 - Golf clubs
 - Golf putters
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Class 37 – Golf-Related Installation Services

Licensed services may include:

- Installation of synthetic lawns
- Installation of synthetic golfing greens

This category presents an opportunity for licensees to offer a **branded golf experience**, not merely a service.

4. Licensing Opportunities by Category

Class 25 – Apparel Licensing

The NICE PUTT® brand is well suited for performance and lifestyle apparel, including:

- Technical golf apparel
 - Casual golf-inspired clothing
 - Headwear and footwear
 - Seasonal collections and limited-edition releases
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Class 28 – Golf Equipment & Accessories Licensing

The brand lends itself well to differentiation in equipment and accessory markets.

Opportunities include:

- Branded golf balls and ball markers
 - Golf bags and travel gear
 - Club headcovers
 - Branded golf clubs and putters
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Class 37 – Installation Services Licensing

A strategic expansion of the NICE PUTT® brand into services.

Target licensees include:

- Synthetic turf installers
- Residential and commercial putting green contractors
- Golf-focused landscaping companies

Licensed service providers may use NICE PUTT® branding in advertising, uniforms, vehicles, websites, and customer materials, subject to brand standards.

5. License Structure (Illustrative)

Final terms subject to negotiation based on category, territory, exclusivity, and performance.

License Type

- Exclusive or non-exclusive, by category

Territory

- United States (initial)

- International rights negotiable

Term

- Initial term of **two (2) to three (3) years**
- Renewal based on performance benchmarks

Royalties

- **Class 25 (Apparel):** 8%–12% of net sales
- **Class 28 (Equipment & Accessories):** 6%–10% of net sales
- **Class 37 (Services):** Percentage of gross or net service revenue

Minimum Guarantees

- Annual minimum royalty commitments may apply by category
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6. Brand Standards & Quality Control

To protect the goodwill associated with **U.S. Trademark Registration No. 5,643,990** and the pending design mark under **Serial No. 99/377,208**, Nice Putt, LLC requires:

- Adherence to written brand guidelines
 - Pre-approval of products, marketing materials, and service branding
 - Ongoing quality control and audit rights
 - Proper trademark usage and notice requirements
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7. Marketing & Brand Support

Licensors Support (Nice Putt, LLC)

- Licensed use of NICE PUTT® trademarks
- Access to approved logos and brand assets
- Streamlined approval process
- Strategic brand oversight

Licensee Responsibilities

- Manufacturing or service delivery
 - Sales, marketing, and distribution
 - Compliance with trademark and quality standards
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8. Why License NICE PUTT®

- ✓ Federally registered trademark owned by Nice Putt, LLC
 - ✓ U.S. Registration No. 5,643,990 provides strong enforceability
 - ✓ Pending logo application expands future brand protection
 - ✓ Highly recognizable phrase with positive consumer sentiment
 - ✓ Scalable across goods and services
 - ✓ Clean chain of title suitable for sophisticated licensees
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9. Next Steps

1. Introductory discussion
 2. NDA execution (if required)
 3. Review of trademark documentation
 4. Category and territory alignment
 5. Negotiation of license terms
 6. Launch of NICE PUTT® licensed goods or services
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10. Inquiries

Companies interested in licensing the NICE PUTT® brand are invited to inquire regarding available categories, territories, and terms.

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