



Laconia Motorcycle Week® Rally Trademark License Agreement – 2026 (RETAIL VENDOR)

This Laconia Motorcycle Week® Rally Trademark License Agreement – 2026 (“Agreement”) is by and between the City of Laconia, New Hampshire, a New Hampshire municipal corporation with its principal place of business at 45 Beacon St. East, Laconia, NH 03246 (“Licensor”) and _____, a retail vendor having an address of _____ and a phone number of _____ (“Licensee”), (Licensor and Licensee shall be referred to herein collectively as the “Parties”).

For good and valuable consideration, the sufficiency of which is acknowledged herein, the Parties agree as follows:

1. Trademarks: The Parties acknowledge and agree that the Licensor is the owner of all right, title and interest in and to the following trademarks and service marks:

- a. LACONIA™
- b. LACONIA MOTORCYCLE WEEK® (U.S. Reg. Nos. 4,194,656 and 4,277,917);
- c. LACONIA MOTORCYCLE RALLY® (U.S. Reg. No. 4,443,057)
- d. LACONIA BIKE WEEK® (U.S. Reg. Nos. 4,194,658 and 4,372,832)
- e. AMERICA’S ORIGINAL RIDING RALLY® (U.S. Reg. No. 4,612,336);
- f. IN LACONIA WE RIDE® (U.S. Reg. No. 4,401,742); and,
- g. WORLD’S OLDEST MOTORCYCLE RALLY® (U.S. Reg. No. 4,284,559)

2. Grant of License: From among the Trademarks, Licensee wishes to obtain, and Licensor grants, a non-exclusive license to use, during the Term of this Agreement (as defined below) and subject to the Payment (as defined below), the Requirements (as defined below) and the Limitations (as defined below), the following mark(s):

(the “Subject Marks”), in conjunction with the offering, sale, marketing, advertising and distribution of the Subject Goods (as defined below) in, around, and relating to the Laconia Motorcycle Week® Rally. ***The foregoing license extends only to retail sales and does not include sales to other resellers nor to any Internet sales of the goods bearing any of the Trademarks.***

3. Term: This Agreement and the licenses granted herein are effective as of date of completion of all licensing requirements, including the Licensor’s receipt of an application for license and all required fees from the Licensee, the approval of the application for license by the Licensor, and the execution of this Agreement by a duly authorized representative of the Licensor (the “Effective Date”). Unless sooner terminated for cause in accordance with this Agreement, this Agreement and the licenses granted herein shall automatically terminate on December 31, 2026 (the “Term”). Upon the end of the Term, or upon prior termination by the Licensor, Licensee shall cease all use of the Subject Marks, and all distribution, sale, marketing and advertising of goods or services bearing or sold in conjunction with the Subject Marks.

4. The Subject Goods: The license granted in Paragraph 1 of this agreement extends only to the following goods: _____ (the “Subject Goods”),

and does not extend to any other goods.

5. Payment: As consideration for this Agreement and the use of the Subject Marks set forth herein, Licensee has, concurrent with the submission of its license application, paid to Licensor the sum of \$ _____ (the “Payment”) representing payment of \$500 per location for licenses at the following vendor locations:

_____. In the event that the Licensor does not approve the Licensee’s application for license, the Licensor shall issue a refund of license fees to the Licensee, minus a \$50.00 application review fee.

6. Requirements: The following shall be required of Licensee (the “Requirements”):

- a. **Verification of Reputability:** The Licensee understands and agrees that the Licensor has the right to deny its license application based upon a finding that the Licensee is not reputable and hereby represents, warrants and covenants that neither the Licensee, nor any person or entity that controls the

Licensee or will be conducting sales activities on behalf of the Licensee, (i) has violated or will violate any regulation of the City of Laconia relating to the sale of goods or services within the last three (3) calendar years; (ii) has been convicted of any felony involving violence, controlled substances, or dishonesty; or (iii) has been adjudged to be in violation of the consumer protection statute of any state. Licensee understands and agrees that the above covenant shall continue for the Term, that Licensee has a continuing obligation to inform the Lessor if any violations of said covenants, and that any violation of said covenants shall be good cause for Lessor to immediately terminate this Agreement.

- b. **Quality Standards:** Licensee understands and agrees that the Lessor has the right to establish reasonable standards for the approved uses of the marks and that Lessor shall consider the Licensee's compliance with such standards when deciding whether to approve its application for license. Licensee understands and agrees that Lessor may include conditions upon its approval to ensure Licensee's compliance with such standards. Licensee further agrees that it shall not use the Subject Marks in any manner not approved in advance by Lessor and that any such use shall be good cause for Lessor to immediately terminate this Agreement.
- c. **Quality Control:** Licensee agrees that it shall maintain the highest standards respecting the nature and quality of each of the Subject Goods, related packaging, advertising and marketing materials on which the Subject Marks are used. Lessor and its authorized representatives shall have the right at any time to conduct an examination of Licensee's location to determine whether any substantial change in quality of the Subject Goods has occurred since Lessor's initial approval. If, in the sole opinion of Lessor or its authorized representatives, any Subject Goods fail to conform with the same standards of quality for which said Subject Goods were approved, Lessor or its authorized representative shall so notify Licensee. Upon such notification, Licensee shall promptly cease to sell Subject Goods bearing the Trademark and shall not resume sales until the standards of quality have been met to the satisfaction of Lessor or its authorized representatives.
- d. **Indemnification:** Licensee agrees to indemnify and hold harmless Lessor from any and all loss, claim, suit or liability arising out of or otherwise connected with Licensee's design, manufacture, distribution or sale of the Subject Goods, and Licensee agrees that such indemnity will include, without limitation, payment of Lessor's attorney's fees, costs and expenses and any damages paid by Lessor by settlement, judgment or otherwise. This Paragraph shall survive termination of this Agreement.
- e. **Compliance with All Applicable Laws and Regulations:** Licensee agrees to comply at all times with all local, state and federal laws, regulations and codes, including, without limitation, with those regarding product safety, labeling and hazardous substances.
- f. **Approvals and Production Samples:** Before the Subject Goods are offered, distributed or sold in commerce, Licensee will submit a request for approval accompanied by proofs of designs to be affixed to the Subject Goods and two (2) representative samples of each of the Subject Goods to Lessor for review and determination of compliance with Lessor's quality standards and obtain written approval of such Subject Goods. Licensee agrees not to offer, distribute or sell such Subject Goods in commerce until the sooner of the granting of approval by the Lessor and the passage of thirty (30) days from the date of submission of the request for approval.
- g. **Best Efforts:** Licensee will use its best efforts to market, promote, distribute and sell the Subject Goods bearing any of the Subject Marks.
- h. **Proof of license:** The Lessor shall provide an original proof of license document for each location for which a license has been obtained. The Licensee shall keep such original proof of license document at each location and shall present such original proof of license to the Lessor, or agents of the Lessor, upon demand. Should Licensee fail to present original proof of license to the Lessor upon request, Licensee agrees to cease all sales of the Subject Goods at the location for the remainder of the calendar day upon which such failure occurs and to refrain from resuming such sales on any subsequent day until an original proof of license is present at the location.

7. **Limitations:** The following sets forth certain limitations on Licensee (the "Limitations"):

- a. **Dated Merchandise:** Licensee shall have no right to use the Subject Marks or any of Lessor's Trademarks, or Copyrights, in connection with any merchandise that is dated with a year (e.g., 2026), except for merchandise that is dated with the year of the Term (i.e., 2026).

- b. **Non-Exclusive, Non-Transferable and Non-Assignable:** The rights granted to Licensee herein shall not be exclusive to Licensee, and these rights are personal to Licensee and are not transferable or assignable by Licensee without the written approval of Licensor.
- c. **Termination:** Licensor shall have the right but not the obligation to terminate this Agreement for any reason, including, without limitation, Licensee's failure to adhere to any of the Requirements, or for violation of any of the Limitations, or for any change in ownership on the part of Licensee, or for Licensee's bankruptcy or insolvency.
- d. **No contest:** Licensee agrees not to challenge or contest, or support any other person in challenging or contesting, any of the Licensor Trademarks or the Subject Marks or the ownership or validity of any of the foregoing.

8. **Remedies:** Licensee agrees that in the event of its breach of this Agreement, or of any of the Payment, Requirements or Limitations clauses set forth herein, Licensor shall be entitled to terminate this Agreement for cause and terminate any vendor licenses issued to the Licensee, its owners, employees and/or agents. Licensee also agrees that Licensor shall be entitled to obtain injunctive relief, the Parties agreeing that there would be no adequate remedy at law.

9. **Entire Agreement:** This Agreement constitutes the entire agreement between the Parties with respect to the matters described herein, and shall be amended only in writing executed by both Parties.

10. **Assignment:** The benefit of this Agreement shall be personal to Licensee who shall not without the prior consent in writing of Licensor assign the same, nor part with any of its rights or obligations hereunder, nor grant or purport to grant any sublicense in respect to the Trademarks.

11. **Severability:** If any of the provisions herein (or portion(s) thereof) is held by a court of competent jurisdiction to be invalid, illegal or unenforceable, such provision or portion will be deemed modified to the minimum extent necessary to make such provision consistent with the applicable law, and the remaining portions of this Agreement shall be unaffected, valid and enforceable.

12. **Choice of Law and Venue:** This Agreement is being executed and delivered in the State of New Hampshire and shall be governed by, construed, and enforced in accordance with the laws of the State of New Hampshire. Any dispute or other legal action concerning this Agreement, including any litigation proceedings shall be conducted in the State of New Hampshire, and the Licensee consents to the jurisdiction and venue of any State or Federal Court located therein.

The Parties have executed this Agreement as set forth below:

CITY OF LACONIA

By: _____
Name: _____
Title: _____
Date: _____

LICENSEE: _____

By: _____
Name: _____
Title: _____
Date: _____