

RFP #18-6127
Trademark Licensing Agency
New York State Department of Economic Development

Questions and Answers

1. **Question:** Is there a commercial marketing plan in place with the Agency or with a different department at the State? Or should a full marketing plan be developed and billed as part of this RFP?
Answer:
No. Per section 2.1.1, the agency selected will develop a comprehensive plan to maximize the value of the logo in close consultation with the department.

2. **Question:** Is there a current IP Management program in place in the Agency? Is their current software in use that we will need to interface with?
Answer:
No.

3. **Question:** Will the appointed agency be expected to seek out manufacturers in order to have them more competitively bid to produce products for NYS?
Answer:
The appointed agency will be expected to seek out manufacturers who have products that are in line with the goals and strategies of the licensing program.

4. **Question:** Will financial audits of licensees require a CPA?
Answer:
The department will work with the winning vendor to construct an audit program that is mutually acceptable.