



ACNM LICENSING AND ENDORSEMENT APPLICATION

Date of Application: _____

Indicate the type of program/resource (if approved, ACNM licensing authorization will be granted for use of the program/resource specified in this application and will expire one year from date of application or launch date).

Please email completed forms along with any supplemental materials to Marc Rucker, ACNM Vice President of Finance, at mrucker@acnm.org. Allow 30 days for review. If you need your application to be expedited, indicate this in your email and we will consider your request.

- PRODUCT
- LIVE Program
- ONLINE Program (expires one year from program date or launch date)
- MATERIAL
- SERVICE
- THERAPY
- OTHER RESOURCE (expires one year from agreement date)

Name of Program/Resource: _____

Date(s) of Program/Resource: _____

Location/Distribution of Program/Resource: _____

Program/Resource Directors (i.e. experts): _____

Contact Person: _____

Organization: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Telephone: _____ Email: _____

Website: _____

Target Audience:

(midwives, students, practice-setting based, allied health professionals, researchers, faculty, etc.)

Anticipated Attendance (if live/online program or webinar):

Midwives: _____ Students: _____

Program/Resource Description:

Needs Assessment Summary (rationale for development):

SAMPLE LICENSING PACKAGES (please choose from the tiers listed below):

Licensing or endorsement pricing will be quoted based on the application and prior to the review process.

Tier 1

- ACNM authorizes use of ACNM intellectual property for program/resource (inventions, industrial processes, software, data, written work, designs, images, training manuals/programs, curricula, e-learning modules, clinical guidelines, position statements, research findings, book/journal articles, presentations, films, inventions, new/improved designs, medical devices, equipment, new uses for existing drugs, diagnostic tests, new treatments, internet/social media, cybersecurity, privacy and the right of publicity, contracts, patents, marks such as the organization's name and acronym, brand names, logos, slogans for programs shows, events, or publications).

Identify/describe the property(s) you seek to leverage:

Tier 2

- ACNM provides one promotion of licensed product in the e-newsletter (*Midwifery Now*), which is distributed to all members
- ACNM provides promotion of licensed product at Annual Meeting (if applicable)

Tier 3

- ACNM provides one promotion of licensed product in the e-newsletter (*Midwifery Now*), which is distributed to all members
- ACNM provides one targeted email promotion to member email list
- ACNM provides promotion of licensed product on applicable ACNM webpage [timeframe for listing – max of 2 weeks]
- ACNM posts about the licensed product on its applicable social media platforms
- ACNM provides promotion of licensed product at Annual Meeting (if applicable)

Tier 4

- ACNM provides two promotions of licensed product in the e-newsletter (*Midwifery Now*), which is distributed to all members
- ACNM provides one targeted email promotion to member email list
- ACNM provides promotion of licensed product on applicable ACNM webpage [timeframe for listing – max of 2 weeks]
- ACNM posts about the licensed product on its applicable social media platforms
- ACNM provides promotion of licensed product at Annual Meeting (if applicable)

Notice: In proceedings of the American College of Nurse-Midwives (ACNM), the ACNM strives to maintain professional environments and professional interactions where people are treated with dignity, decency, and respect – an environment characterized by mutual trust and the absence of intimidation, oppression, and exploitation. ACNM will not tolerate discrimination or harassment of any kind. ACNM will not tolerate negative biases and racial stereotypes from any party including staff, volunteers, speakers, guests, members, contractors, military, government, and industry representatives. Breaches of these policies by third party vendors would be cause for disciplinary action and/or cancellation of said contract at the discretion of the CEO. The ACNM Anti-Discrimination & Harassment Policy, and the ACNM Position Statement on Racism and Racial Bias can be found on the ACNM website at <http://www.midwife.org/ACNM-Governance-Policies>.

INTERNAL USE BELOW THIS LINE:

Name of Program/Resource:

Date Reviewed:

Comments:

Approved or Denied:

If approved, licensing period (one year from date of application or program/resource launch):
