

Brand License Submissions


A Brand License submission is required when oils are branded for marketing. The brand license request references an approved original formulation through a blender primary license number. No modification of the original formulation is permitted. Brand License requests require label artwork to be included as a pdf document with the assigned license number. No oil sample is required. For a new blender license request a blender affidavit (affidavit form) is required if the company requesting the brand license is different from the company blending & supplying the oil. To create a Brand License request do the following.

Create New Submission

1. Click on the button

2. If you need to add any of the circled information to the drop-downs do this first otherwise the screen will be cleared after adding new information (**** a future revision will fix this issue*)

3. Select Brand License and the appropriate Region, Fluid Type and Tier 1 Designation.



Application Form HELP: Original Formulator, Blender License, Brand License

Submission ID	TBD	Company	TMC
Application Type*	Brand License	License Region (Blenders & Rebranders)	Select region <input type="text"/> Other: <input type="text"/>
		Are you presently a Tier 1 engine oil supplier to GM (Blenders & Branders)	Select Y or N <input type="text"/>
Fluid Type*	Select fluid type <input type="text"/>	Viscosity Grade*	

3. Fill in information for fields below. The blender license number must be entered exactly like the approved blender license number issued by GM. Licensed blenders supply this number.

Brand Information No deviations from the approved original formulation are permitted	
Blender License Number*	<input type="text"/>
Blender Formulation Code*	<input type="text"/>
Licensee Name	Select a Licensee Name <input type="text"/> <input type="button" value="Add Licensee Name"/>
Marketer Name	Select a Marketer Name <input type="text"/> <input type="button" value="Add Marketer Name"/>
Brand Name	Select a Brand Name <input type="text"/> <input type="button" value="Add Brand Name"/>
Website URL where product will be listed	<input type="text"/>

4. Mailing contact and invoice information can be changed from what is displayed if needed.

5. Once everything is entered on the screen click

6. Once you click Save & Continue, an authorization request is sent via email to the blender company that you specified with the primary license number box. The blender will now have a record in their authorization que indicating your request to use their license number. Your submission is locked and displayed in red until the blender authorizes your request. Once the request is authorized you will need to go back into the submission and upload label artwork and an affidavit if you company is not the blending company via the Dashboard screen in the supplemental section.

7. Upload label artwork and affidavit pdf documents for review by GM. In the following section on the Dashboard screen for your submission. Multiple files can be uploaded.

[Supplemental Document Information, GM Allowances, Label Artwork, Affidavit, etc. \(.pdf only\)](#) ([show/hide](#))

Upload Files				
Item	Filename	Submitted Date	View	Comment

8. Once the artwork is uploaded you can then submit the record by selecting Submit to CCA and clicking on the Submit button

Entire Packet Action	Comment
<input type="radio"/> Submit to CCA	<input type="text"/>
<input type="radio"/> Expunge	<input type="text"/>
<input type="button" value="Submit"/>	

9. GM's CCA manager will then handle any license details and send you an email regarding the status of the license. The site will show the submission status of your request after the CCA manager completes the review. If you have any questions, please contact Jeff Clark @ jac@astmtmc.org