

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 brand 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.

1. Click on the button “Create New Submission”

Create New Submission

2. Select Brand License and the appropriate Region, Fluid Type and Tier 1 Designation. Take note that if you select dexosD or dexosR in the highlighted dropdown box, and you intend to display the allowed secondary logo (dexos2 for dexosD and dexos1 Gen3 for dexosR) you must check the “Dual License” checkbox (also highlighted). This will indicate to GM CCA reviewers that both logos will be displayed on your artwork. Also note that you will only receive one license number.



Initial Sponsor Screen

[HELP: Original Formulator, Blender License, Brand License, Renewal Instructions, Supplier Affidavit, GM Renewal Letter, Artwork Standards, dexos® Gen3 Test Plan Template, Dexos R FAQ](#)

*Required Fields

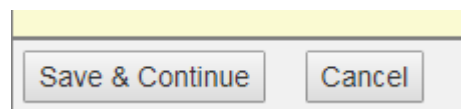
Submission ID	TBD	Company	TMC
Application Type*	Brand License	License Region (Blenders & Rebranders)	Select region Other: <input type="text"/>
Fluid Type*	dexosD	Are you presently a Tier 1 engine oil supplier to GM (Blenders & Brand)	Select Y or N
		Viscosity Grade*	Select a Viscosity Grade
Dual License	<input checked="" type="checkbox"/> dexos2	Check this box if you intend to display both logos in the artwork of your dual licensed product	

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="button" value="Add Licensee Name"/>
Marketer Name	Select a Marketer Name <input type="button" value="Add Marketer Name"/>
Brand Name	Select a Brand Name <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 “Save & Continue”



A screenshot of a web form interface. It features a yellow header bar. Below the header, there are two buttons: "Save & Continue" and "Cancel".

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.

7. Once the request is authorized upload label artwork and affidavit pdf documents for review by GM in the “Supplemental Document Information” Section of the Dashboard screen of your submission. Multiple files can be uploaded. If your company is the same as the blender company you do not need to upload the affidavit form.

[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 Sean Moyer @ sam@astmtmc.org