



ENHANCED FRANCHISE DEVELOPMENT PROGRAM (EFDP)

INTELLECTUAL PROPERTY REIMBURSEMENT (IPR)

APPLICATION FORM

1. APPLICATION CRITERIA

- i. Incorporated under the Companies Act 1965
- ii. **Franchisor and Master Franchisee** must be registered under the Registrar of Franchise (RoF), MDTCC However, home-grown franchisor will be given priority.
- iii. **Ordinary Member** of Malaysian Franchise Association (MFA)
- iv. At least **60%** owned by Malaysian
- v. An active franchise business entity with at least 12 months in operation with a latest Audited Financial Statements (for the most current financial year. e.g. 2014 financial statement ending 31 December 2015 for application in 2016);
- vi. Priority will be given to franchisors with annual sales turnover not exceeding **RM40 million** (based on the latest Audited Financial Statement)
- vii. Completed application forms and attachments must reach the Secretariat before **29th March** or **30th October** at the address below

**SECRETARIAT
FRANCHISE EXPORT COMMITTEE (FRANEX)
PERSATUAN FRANCAIS MALAYSIA
1st Floor, Wisma Motor, No. 339, Jalan Tuanku Abdul Rahman
50100 Kuala Lumpur, Malaysia
(U/P: En. Wan Muhammad Zainal Wan Yahya)**

*For further enquiries please contact En. Wan Muhammad Zainal Wan Yahya at
03- 2697 1557 or e-mail zainal@mfa.org.my*

2. TERMS AND CONDITIONS

- i. Must at least have one outlet abroad operated by appointed franchisee or master franchisee
- ii. Claims shall be made for trademark registration made from 2014, 2015 and 2016 only. IP Registration must be approved and proof of approved IP registration must be attached with the application form.
- iii. Franchisor may claim for IP registration from 2013. However a deduction of 5% will be given for registration made on 2013.
- iv. Claims only on Trademark registration, which class must be related to the primary nature of business.
- v. Franchisor is encourage to hire lawyer endorsed by MFA. These lawyers have an extensive international network. From 2016, all franchisors are required to only use MFA's Pool of Lawyers.
- vi. Reimbursement is based on quantum basis. (Please refer to the Performance Based Incentives (PBI) table)
- vii. Outlet must be active and operational during this reimbursement request is made. Franchisor must show proof of operational outlet (Audited Account, Management Account, Latest Receipts, Pictures, etc)
- viii. Franchisor must submit original receipt for IP Registration. (Copies of receipt is unacceptable)
- ix. A 5% processing fee will be deducted directly from reimbursement value.
- x. This fund is available based on first come, first serve basis and subject to availability of fund.

3. INFORMATION TO BE ATTACHED

- i. Completed Application Form
- ii. A copy of approval certificate of Registrar of Franchise (BAF3) or relevant document.
- iii. A copy of audited account statement for year 2012, 2013 and 2014.
- iv. A copy of Form 9 / 24 (SSM/RoC)
- v. Proof of operation of outlets (Receipts, Audited Account for the outlet, Latest Pictures, Utility Bills)
- vi. Original Receipts of Intellectual Property registration. (Photo Copies and scanned receipt will not be accepted)
- vii. A copy of MFA Membership Certificate

4. APPLICATION FILE FORMAT**i. Front Page Cover**

Front page must be filled with the details below:

- Name Of Company :
- Brand :
- Name of PIC:
- Designation :
- Office phone number :
- Mobile number :
- Email Address :

ii. Filing Information

- i. Type : Ring File A4
- ii. File Color : White
- iii. File size : 25mm
- iv. Quantity : 2 copies for each application

iii. File Sections

- i. Section 1 : Application Form
- ii. Section 2 : Attached Information as In Item 3
- iii. Section 3 : Other Documents

5. INTELLECTUAL PROPERTY (IP) REIMBURSEMENT INFORMATION

Performance Based Incentives Table

STATUS	TERMS	REIMBURSEMENT VALUE
Pioneer	New Int. Franchisor	30%
	New Country	30%
Normal	Country 1	Covers maximum of RM10, 000 for each country or whichever is lower.
	Country 2	
	Country 3	
	Country 4	
	Country 5	

- i. **Pioneer Status**
 1. **New International Franchisor** – Franchisor who had just penetrated its first international country.
 2. **New Country** – Franchisor who had just penetrated new country. (i.e Poland, Argentina)
- ii. Reimbursement for Pioneer Status – Reimburse will be made for IP registration not exceed RM15,000.
- iii. List of new country can be found in MFA's website (www.mfa.org.my), under FRANEX section.
- iv. Franchisor shall be reimbursed, once the master franchisee / franchisee had commenced operation.
- v. Franchisor who have penetrated more than 5 countries shall not be eligible for this incentive.

**INTELLECTUAL PROPERTY REIMBURSEMENT
APPLICATION FORM**

A. FRANCHISE BUSINESS INFORMATION

1. Company's Name:

2. Date of Company Registration (Roc):.....

3. Company's Address:.....

Postcode:..... City:..... State:.....

4. Name of Contact Officer:.....

5. Tel No:..... Mobile No:.....

Fax No:..... E-Mail Address:

6. MFA's Member

Yes ; Since..... (Dd/Mm/Yyyy)

No

7. Product Brand:.....

8. Product Classification:

Food & Beverages

Services

Retail

Education & Training

Information Technology

Health & Beauty

Travel & Tourism

Others

9. Date of Franchise Registration (Registrar of Franchise):..... (Dd/Mm/Yyyy)

Year of Brand Being Franchised In Malaysia:.....

10. Place of Origin Brand Been Developed:.....

11. Authorized Capital: RM.....

12. Paid-Up Capital: RM.....

13. Equity Holder: Bumiputera [%] ; Non-Bumiputera [%]

14. Bank details

a. Bank Name:

b. Account Number:

c. Type of Account (saving/Current):

d. Name of Account Holder (This name will be written on the cheque):
.....

e. Contact Person for Payment Notification

i. Name:

ii. Telephone Number: Mobile Number:

iii. Fax Number:..... Email Address:

Please ATTACH **supporting document** for all the above information.

5. Please ATTACH the following information:

- i. International Master Franchise & Franchisee Name for each country and area
- ii. International outlet location
- iii. Date of operation for each outlet
- iv. Business address for each outlet
- v. Email address and phone number for each outlet mentioned above
(Important: The phone number and email address must be contactable for verification process)

C. INTERNATIONAL SALES INFORMATION

YEAR	TOTAL SALES (INTERNATIONAL)	FEES COLLECTION		SALES FROM FRANCHISEE'S OUTLET
		OTHER FEE	FRANCHISE FEE	
2013	RM	RM	RM	RM
2014	RM	RM	RM	RM
2015	RM	RM	RM	RM

Sila LAMPIRKAN **Penyata Kewangan** syarikat yang telah diaudit untuk pengesahan
Please ATTACH the company's audited **Financial Statement** for verification

D. INTELLECTUAL PROPERTY REIMBURSEMENT INFORMATION**1. PIONEER STATUS****i. INTERNATIONAL FRANCHISOR** (For First Time Franchisor Expands Internationally)

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration
(USD / RM) : _____

ii. NEW COUNTRY (For Country That Have Yet To Be Penetrated by Malaysian Franchisor)

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration
(USD / RM) : _____

2. NORMAL STATUS

i. COUNTRY 1

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration _____
(USD / RM) : _____

ii. COUNTRY 2

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration _____
(USD / RM) : _____

iii. COUNTRY 3

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration _____
(USD / RM) : _____

iv. COUNTRY 4

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) A. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration _____
(USD / RM) : _____

v. COUNTRY 5

- a. Name of Country : _____
Name of Master Franchisee / _____
- b. Franchisee : _____
Contact Details _____
- c. (Phone, Mobile and e-mail address) _____
- c. Nature of Business : _____
- d. Date of First Outlet Operation : _____
- e. Year of Trademark Registration : _____
- f. Trademark Category Registration : _____
- g. Status of Trademark Application: _____
(Please choose one) B. Approved B. Rejected C. In-Process D. Others
- h. Cost of Trademark Registration _____
(USD / RM) : _____

I hereby declare that all the information that I submitted in this application form for Intellectual Property Reimbursement (IPR) is correct and accurate.

.....
 (Signature)
Name :
Designation :
Date :

Company Stamp:

(To be verified and signed by the the designated duty authorized officer of the company).