附件5

“CNAAⅠ” “CNAAⅡ” “CNAAⅢ”

证明商标使用申请书

（2021年）

　　　企业名称(盖章)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

申请等级 CNAAⅠ □ CNAAⅡ□ CNAAⅢ □

申请日期 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

填 报 人 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

中国广告协会制

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 企业名称 （与企业法人营业执照一致） | | | | |  | | | | | | | | | | | | | | | | | | | | | | |
| 办公（通讯）地址 | | | | |  | | | | | | | | | | | | | | 登记机关 | | | | |  | | | |
| 企业经济性质 （公司类型） | | | | |  | | | | | | | | | 企业邮箱 | | | | |  | | | | | | | | |
| 法定代表人 | | | | |  | | | | 法定代表人 手机号 | | | | | | / | | | | | | | | | | | | |
| 填报人姓名 | | | | |  | | | | 企业联系人 手机号  （两个） | | | | | | / | | | | | | | | | | | | |
| 企业成立时间 | | | | |  | | | | 注册资本（万元） | | | | | | | | | |  | | | | | | | | |
| 自有户外  媒体面积  （M²） | | | | |  | | 标识企业 ISO9001证书编号 | | | | |  | | | | | | 安全生产许可证编号 | | | | | | |  | | |
| 经营范围 （企业法人营业执照上载明的主营、兼营的所有项目） | | | | |  | | | | | | | | | | | | | | | | | | | | | | |
| 企业申请类型(所选类型后打“√”) | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 综合 服务类 |  | | | 媒体服务类 | | |  | 设计制作类 | | | | | | | | | | | | | | 数字 营销类 | | | |  | |
|  | 广告 | | | | |  | | | | 标识 | | |  | |
| 企业所有者权益  余额（万元） | | | | | 2019年 | | | | | | | | | | | 2020年 | | | | | | | | | | | |
|  | | | | | | | | | | |  | | | | | | | | | | | |
| （广告）营业收入 | | | | | 2019年 | | | | | | | | | | | 2020年 | | | | | | | | | | | |
| 总收入： 万元 | | | | | | | | | | | 总收入： 万元 | | | | | | | | | | | |
| 其中：  媒体广告代理收入为： 万元  自有媒体广告发布收入为： 万元 | | | | | | | | | | | 其中：  媒体广告代理收入为： 万元  自有媒体广告发布收入为： 万元 | | | | | | | | | | | |
| （广告）营业额 （万元） | | | | | 2019年 | | | | | | | | | | | 2020年 | | | | | | | | | | | |
| （其中：付给媒体的广告发布费： 万元） | | | | | | | | | | | （其中：付给媒体的广告发布费： 万元） | | | | | | | | | | | |
| 增值税税款（万元） | | | | | 2019年 | | | | | | | | | | | 2020年 | | | | | | | | | | | |
|  | | | | | | | | | | |  | | | | | | | | | | | |
| 企业广告业务 负责人简历 | | | | | | 姓名 |  | | | 性别 | | | | | |  | | | 出生年月 | | | | | | | |  |
| 工作经历 |  | | | | | | | | | | | | | | | | | | | | |
| 在职员工总数 （社保缴费人数） | | | | |  | | 专业技术 人员 | | | |  | | | | 本科及  以上学历人数 | | | | | | | |  | | | | |
| 审查员持证人数 | | | | |  | | | | 审查员证书颁发单位 | | | | | | | | | |  | | | | | | | | |
| 员工年度培训费用  （万元） | | | | | 2019年 | |  | | | | | | | | 2020年 | | | | | |  | | | | | | |
| 近2年从业人员发表 广告专业论文的  情况 | | | | | | 论文名称 | | | 所发表刊物的名称 | | | | | | | | | | 发表日期 | | | | | | | | |
|  | | |  | | | | | | | | | |  | | | | | | | | |
|  | | |  | | | | | | | | | |  | | | | | | | | |
|  | | |  | | | | | | | | | |  | | | | | | | | |
|  | | |  | | | | | | | | | |  | | | | | | | | |
| 近2年内的  品牌（客户）  服务 | | 品牌名称 | | | | | | | 客户名称 | | | | | | | | | | 服务内容 | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
|  | | | | | | |  | | | | | | | | | |  | | | | | | | | |
| 提供2份已成功实施的广告/标识案例 | | | | | | 案例标题及简要介绍： | | | | | | | | | | | | | | | | | | | | | |
| 案例标题及简要介绍： | | | | | | | | | | | | | | | | | | | | | |
| 近3年广告（标识）作品获奖情况 （如有更多，可另附材料） | | | | | 作品名称及获奖内容 | | | | | | | | | | 获奖时间 | | | | 颁奖组织或单位名称 | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
| 近3年企业曾获何种  荣誉称号 | | | | | 荣誉名称 | | | | | | | | | | 获奖时间 | | | | 颁奖组织或单位 | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
|  | | | | | | | | | |  | | | |  | | | | | | | | |
| 企业在行业内的  影响力 （与附件中提供证明材料一致） | | | 行业协会组织  任职情况 | | | | | |  | | | | | | | | | | | | | | | | | | |
| 参加各级行业协会  活动情况 | | | | | |  | | | | | | | | | | | | | | | | | | |
| 参与行业大型活动  情 况 | | | | | |  | | | | | | | | | | | | | | | | | | |
| 企业对公益事业的贡献情况 | | | | |  | | | | | | | | | | | | | | | | | | | | | | |
| 近2年制作或发布的 公益广告 | | | | | 名　　称 | | | | | | | | | | 发布形式 | | | | | | | | | 发布时间 | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
|  | | | | | | | | | |  | | | | | | | | |  | | | |
| 注册地广告监管 部门意见或提供企业征信报告 | | | | | | 有无因违法违规受到处理 | | | | | | | | |  | | | | | | | | | | | | |
| 受处理的程度 | | | | | | | | |  | | | | | | | | | | | | |
| （盖章）　　　　年　　　　月　　　　日 | | | | | | | | | | | | | | | | | | | | | |
| 具有初审资格的副省级以上行业组织  推荐意见 | | | | | （盖章）　　　　年　　　　月　　　　日 | | | | | | | | | | | | | | | | | | | | | | |
| 中国广告协会终审意见 | | | | |  | | | | | | | | | | | | | | | | | | | | | | |