



MEDIA FUNDING CORP.

29201 Heathercliff Road, Malibu CA 90265

Phone 310-457-4140

Fax 310-774-1234

Name of Product _____

Name of Infomercial/Commercial/Advertisement (if Different) _____

ORGANIZATION (APPLICANT):

Legal Name of Business: _____	Contact: _____
Address: _____	Title: _____
City: _____	Phone: _____
State: _____ ZIP _____	Fax: _____ URL: _____
DBA: _____	Email: _____

CORPORATE STRUCTURE:

<input type="checkbox"/> Corp	<input type="checkbox"/> LLC	<input type="checkbox"/> LLP	<input type="checkbox"/> Limited Partnership	<input type="checkbox"/> Sole Proprietorship	<input type="checkbox"/> Other (describe) _____
Federal Tax I.D.#: _____ Date Organized: _____ State of Incorporation organization: _____					

PRINCIPAL OF PROPOSED CLIENT (if more than one, attach on additional sheet):

Name: _____	Social Security #: _____
Home Phone: _____	Home Address: _____
City, State, Zip: _____	Previous Address: _____
Title: _____	Date of Birth: _____

MEDIA

<input type="checkbox"/> TV Infomercial	<input type="checkbox"/> TV Commercial	<input type="checkbox"/> Radio Infomercial	<input type="checkbox"/> Radio Commercial	<input type="checkbox"/> Print	<input type="checkbox"/> Direct Mail	<input type="checkbox"/>
Voice Broadcast						

TYPE OF FUNDING SOUGHT FROM MEDIA FUNDING CORPORATION

<input type="checkbox"/> Media Funding	<input type="checkbox"/> Multi-Pay (easy pay)	<input type="checkbox"/> Factoring	<input type="checkbox"/> Continuity Advances	<input type="checkbox"/> Inventory Funding	<input type="checkbox"/> Not sure which is right for us
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COPYRIGHTS AND PATENTS

Has the infomercial been submitted to the copyright office infomercial? Yes No
 Has a patent application n the product or service been submitted to the Patent and Trademark office? Yes
 No
 Has it been granted? Yes No
 Has a trademark application been submitted to the Patent and Trademark office? Yes No
 Has it been published? Yes No
 A Trademark on the product? Yes No Was it granted? Yes No

CAMPAIGN SERVICES:

Media Agency: _____

Address: _____ Phone: _____ Fax: _____

Contact: _____ email _____

Inbound Telemarketer: _____

Address: _____ Phone: _____ Fax: _____

Contact: _____ email _____

Fulfillment: _____

Address: _____ Phone: _____ Fax: _____

Contact: _____ email _____

Credit Card Processor: _____ Phone: _____ Fax: _____

Address: _____ Phone: _____ Fax: _____

Contact: _____ email _____

Will your processor be deducting a reserve: _____ What % of sales: _____

Manufacturers: _____ Address: _____

Contact: _____ Phone: _____ Fax: _____

PLEASE ANSWER THE FOLLOWING QUESTIONS

Are any taxes owed by applicant (Payroll, Federal, State, etc.) not current? Yes No

Are there any liens or judgments outstanding against the proposed client or any of its principals? Yes No

WE WILL NEED THE FOLLOWING ITEMS BEFORE FUNDING. (WE WILL NOTIFY YOU AT A LATER DATE WHEN TO SEND THEM.)

1. Current Inventory Listing
2. Copy of Commercial (when available)
4. Product Sample
6. Media Test Results

3. Copy of Telemarketing Screen (when available)

Both the applicant and each principal executing below understand that MEDIA FUNDING CORP. is relying on the information in this application (including all documents submitted) in deciding to give financial accommodation. The applicant promises that this information is true and correct until it otherwise notifies MFC in writing. MEDIA FUNDING CORP. may retain and independently verify this information, which may include obtaining a consumer credit report on the Principals and any other credit information on the Applicant and the Principals, to which they hereby give consent.

By executing and submitting this application, the applicant hereby authorizes Media Funding Corp. to file a UCC-1 giving notice of a security interest in collateral of the applicant which Media Funding Corp. would anticipate including within its security agreement if it agrees to make a loan to the applicant, and the applicant acknowledges that by filing such a UCC-1 notice, Media Funding Corp. is not committing to make a loan, but that Media Funding Corp. will terminate that UCC-1 notice promptly if prior to approving such loan Media Funding Corp. receives a written notice from the applicant that it is withdrawing its application for a loan or otherwise demanding termination of the UCC-1 notice.

Company: _____ Date: _____

Signed: _____ Title: _____