

BEER PRODUCT NAME SUBMISSION AND BRAND REGISTRATION FOR NON-LICENSEES (ABC-415)**Who Should Submit Their Beer Product Name(s) Utilizing the ABC-415**

Any foreign beer manufacturer who is not licensed by the Department whose brand(s) of beer are sold in California.

A foreign beer manufacturer who does not sell and ship beer to a licensed California importer is not required to hold a certificate, permit or license issued by the Department. Although such beer manufacturers are not required to hold a license in California, they must comply with brand registration requirements as outlined in Section 25200 of the Business and Professions Code.

The Department's online beer price posting system requires manufacturers of beer to input their beer product name(s) so that licensees can post prices for those products. Non-licensed beer manufacturers will submit the ABC-415 for the Department to input their beer products into the online beer price posting system.

How to Submit Beer Product Names

Submit a completed *Beer Product Name Submission and Brand Registration for Non-Licensees* (Form ABC-415) via email to PPS@abc.ca.gov. If you are unable to submit Form ABC-415 via email, you can fax it to (916) 928-9625 or mail it to: ABC, Attn: Price Posting, 3927 Lennane Dr., Suite 100, Sacramento, CA 95834.

Instructions for Completing Form ABC-415

Item 1 - Enter the legal name of the manufacturer. The legal name is the true name of the company that makes the beer. It is not a fictitious name or trade name under which the beer manufacturer does business, if that is different from the true legal name.

Item 2 - Enter the full address of the beer manufacturer.

Item 3 - Enter the email address of the designated contact person.

Item 4 - Enter the telephone number of the designated contact person.

Item 5 - Is the beer brewed under contract for someone other than the manufacturer who produced the beer? If yes, complete items 6 and 7. If no, skip to item 8.

Item 6 - Enter the legal name of the person (not the fictitious business name or "doing business as" of that person) for whom the beer is brewed. "Person" includes any individual, firm, general partnership, corporation, limited liability company, or any other group or combination acting as a unit.

Item 7 - Enter the California ABC license number of the person for whom the beer is brewed, if applicable.

Item 8 - Is the manufacturer using a Fictitious Business Name on the label? If yes, complete item 9. If no, skip to item 10.

Item 9 - Enter the Fictitious Business Name that the manufacturer is using on the label.

Item 10 - List the name(s) of the beer that will be sold in California, the class or type of beer, and the alcohol content percentage by volume. "Trade Name" means a doing business as name or fictitious business name, if used on the label. "Product Name" means the name of the beer that is used on the label. "Class or Type" means lager, ale, porter, brown, stout, IPA, etc. If any beer listed in Item #10 is a collaborative or other joint venture with another beer manufacturer indicate which product name(s) and list the true legal name(s) and address(es) of each beer manufacturer next to the product name.

References: Sections 25000, 25200, 25203 and 25205 of the Business and Professions Code