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Planning

## **Tri Service Merchandising**

Ministry of Defence

F01: Prior information notice

Prior information only

Notice identifier: 2022/S 000-017939

Procurement identifier (OCID): ocds-h6vhtk-034cb9

Published 30 June 2022, 5:07pm

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Ministry of Defence

Kentigern House, 65 Brown Street

Glasgow

G2 8EX

#### **Contact**

James Smith

#### **Email**

[james.smith868@mod.gov.uk](mailto:james.smith868@mod.gov.uk)

#### **Country**

United Kingdom

#### **NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

<https://www.gov.uk/government/organisations/ministry-of-defence>

**I.3) Communication**

Additional information can be obtained from the above-mentioned address

**I.4) Type of the contracting authority**

Ministry or any other national or federal authority

**I.5) Main activity**

Defence

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**Section II: Object**

**II.1) Scope of the procurement**

**II.1.1) Title**

Tri Service Merchandising

**II.1.2) Main CPV code**

- 79990000 - Miscellaneous business-related services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

This contract appoints an agent to act on MOD's behalf to find commercial exploitation opportunities for its trade marks and brands.

**II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79000000 - Business services: law, marketing, consulting, recruitment, printing and security

### **II.2.3) Place of performance**

NUTS codes

- UK - United Kingdom

### **II.2.4) Description of the procurement**

The current Tri-Service Merchandising Services contract is due to expire on the 31st July 2023. This contract appoints an agent to act on MOD's behalf to find commercial exploitation opportunities for its trademarks and brands. DIPR has a direct delegation from Secretary of State for Defence to ensure protection of MOD names, insignia and logos through trademark rights. Without a merchandising service, trademark use cannot be established, and, under the Trade Mark Act 1994, trademarks can be revoked for non-use. Therefore, DIPR has a key responsibility to ensure ongoing use of MOD trademarks through merchandising. The merchandising programme is also a key tool used by DDC to raise brand awareness in respect of the UK Armed Forces and brings significant revenue into the department in the form of license royalties. These benefits will be lost if a merchandising services contract is not maintained.

#### **II.2.14) Additional information**

To notify your interest in this requirement please respond to [james.smith868@mod.gov.uk](mailto:james.smith868@mod.gov.uk) no later than 31st July 2022.

## **II.3) Estimated date of publication of contract notice**

30 September 2022

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: No

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## **Section VI. Complementary information**

### **VI.3) Additional information**

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