



## Brands Are Powerful



The recognition that brands are a powerful yet underutilized asset is why trademark licensing has become a popular marketing strategy. Because many brand owners don't have the resources to pursue every viable business opportunity, they utilize trademark licensing to enter new markets beyond their core competencies. For the brand owner (licensor), licensing provides royalty revenue and a variety of brand benefits. For licensees, utilizing a strong brand can provide high consumer awareness and a clear, appealing image for their products.

- **Support:** Team Management, Consulting, Implementation, Fulfillment
- **Campaign Approach:** Incorporates all of our resource relationships
- **Domains:** As a marketing tool
- **Merchandise:** To promote a message
- **Advertising:** On a cooperative, shared and sponsored basis
- **Business Alliances:** Increased assistance, sponsor development for creativity and promotional campaigns, liaison referrals
- **Consultants:** Group license project participations, campaign for increased individual message and recognition
- **Project Partnerships:** Capital investment, vested participation (sweat equity, trades)

### Our Resources

Place into a Licensing Agreements

Joint Endeavors with Collaborators

Each receiving a percentage of each License through the Joint Ventures Licensed.

Use of Domain Brands

Contributing Bands

Cause-Related Brand

Licenses

First Right of Refusal

Reinvestment Developments

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