



cebe.world

Participation Intent

Intent to Execute through the collaboration with

- Advisors
- Creators
- Contributors
- Partners
- Causes

The Collaboration is being formed as a mutually advantageous relationship as a Joint Endeavor for the purpose to exchange expertise as the Sources to a License Venture

- Shared Objectives
- Value Determinations
- Develop Product—Point of Sale Service & Product Promotion
- Advocate for the Endeavor

Income Benefits for Appropriate Category

1. ROI from supporting merchandise retailing, selling of patents, trademarks, copyrights, licensing, covered in Deal Points schedule and contract
2. Supporting social recognition by supporting Cause-Driven project
3. Tax benefits by contributing to Cause Driven project
4. Personal exposure, name recognition, promotion for product and cause
5. Opportunity to re-invest ROI
6. Opportunity to participate, contribute as per contract
7. Participate, attend special promotional events, activities

The Venture License---Brand encompasses a Three-Part Program

1. **Brand Development**—Create a New Product and Develop the Brand, its image, content and value.
2. **Brand Expansion**—The current Brand may produce more of the product or service.
3. **Brand Extension**—The current Brand may have options to add similar or new product or service

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cebe.world Joint Venture

**1 Licensing Collaborators
Creators Advisors**

**2 Contributing Brands
Cause Driven Commerce**

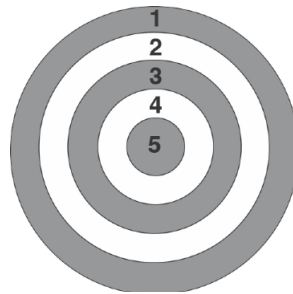
**3 Cause Related Brands
Point of Sale A.I.**

**4 Licensed Partners
Production**

**5 Distribution
Packaging
Creators Causes**

6 Ltd Product Editions

**7 Media Marketing
Sales Fee**



1. CEBE World provides reinvestment opportunities, advisory and financial resources to Creative Endeavors Consulting Partners (CECP). The Corporate/Advisory Management Team own the brands and trademarks developed through Creative Endeavors Consulting Partners.

2. Creative Endeavors Consulting Partners (Joint Venture Company). Managing Partners and Consulting Partners will be able to trade up into the CEC Corporation as brand owners. If a Consulting Partner wants to become a Managing Partner on a day-to-day basis, that option is available.

3. Partner Companies participate on a joint endeavor contract basis. Partner Companies work with our brand, to provide value-added skills, talents and resources for their client's projects and ours, as well as for their entire customer base and ours.

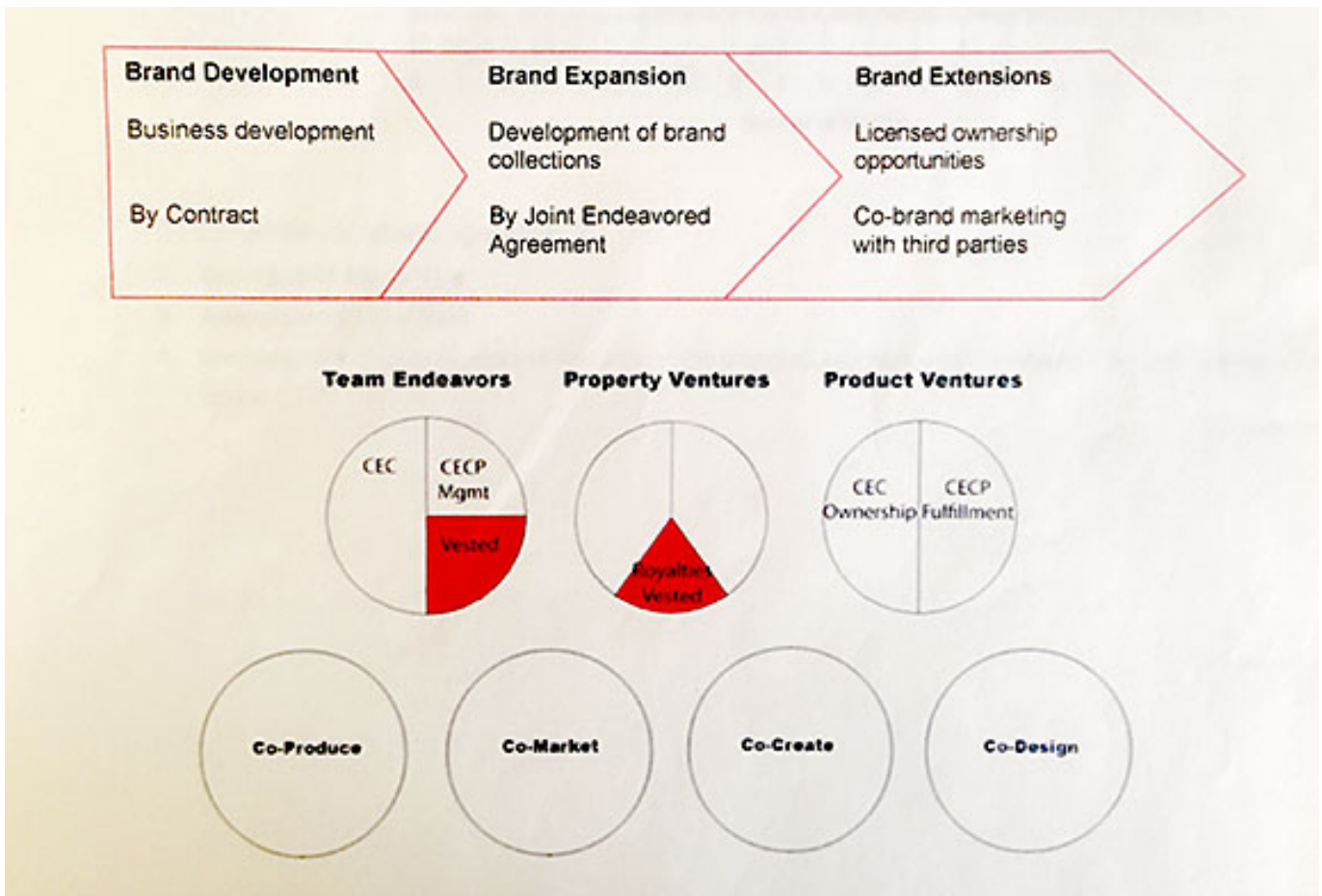
4. Joint Venture Partners are our project partners. The goal is to develop recognition for the trademark/brand that is the focus of the project. Joint Venture Partners in each project are CECP Managing and Consulting Partners, clients, the investing group backing the project, and the Consultants who assist in the implementation of the project.

5. Clients, Alliances, Sponsors, Projects Consultants - CECP's Managing Partners and Consulting Partners create, protect, and expand the value of intellectual property (brands/trademarks) of Clients, Alliances and Sponsors. Alliances are our entire network, inter-related within our market plans and are invited to participate in co-marketing campaigns that we develop (individualized services are Clients). Sponsors are matched within specific industry niches for campaigns benefiting philanthropic interests. Project Consultants are individuals working with Creative Endeavors to implement and fulfill projects initiated by clients, and may trade up into Consulting Partner positions within CECP.

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We determine what each individual or company brings to the table, and put into place a cohesive business development and brand expansion plan. This includes timelines, discussion of joint endeavors, and joint ventures with third party capital and services.



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Knowledge Drop / On Marijuana: Trademarks & Licensing

Your Brand Is Your Competitive Advantage. Think Broadly.

Trademark rights are not limited to your brand or logo. Consider that color schemes, uniquely crafted packaging, shapes, sounds, scents, even holographic images are protectable. Seeking broad protection for your intellectual property will increase your brand's value at the corporate level and to the consumer.

Not All Brands Are Created Equal.

At the federal level, marijuana use of any kind remains illegal, although the current administration has stopped prosecuting cases in states where the use would otherwise be legal. This means all contracts and legal documents involving marijuana may be invalidated, and engaging in business involving marijuana could subject you to criminal liability. Careful attention to securing intellectual property rights and formulating strong license agreements lowers that risk.

Procuring Trademark Rights Is A Three Step Process.

Selling marijuana is illegal at the federal level so you cannot procure a trademark registration for your brand at the U.S. Patent and Trademark Office, even for medical purposes. You can, however, still secure intellectual property rights.

- Use and police your trademarks properly. Improper use will damage your ability to claim rights.
- Seek registrations in any state where you conduct business or license your trademark.
- Seek federal registration for services related to marijuana, but that are not illegal.

Copyrights Matter, Too.

In addition to securing trademark rights, recipes, textual copy, photographic and other artistic images may be protectable in copyright, and like trademarks, can be licensed to third parties. There is no legal issue with seeking copyrights at the federal level.

Licenses Should Be State Focused.

If one licensee will be operating in two states, consider creating two independent agreements. Licensors should also register in states where they do business, and confirm that licensees are registered in the state where the services will be rendered. Licenses should use clear, plain English.

The Devil Is In The Details – License With Care.

A license is a legal document that sets forth the rights and responsibilities of the parties. A licensor has a legal obligation to control the quality of the products or services offered in a license. Accordingly, each license can and should be different, and licensors should do business with companies they trust to protect the value of the brand.

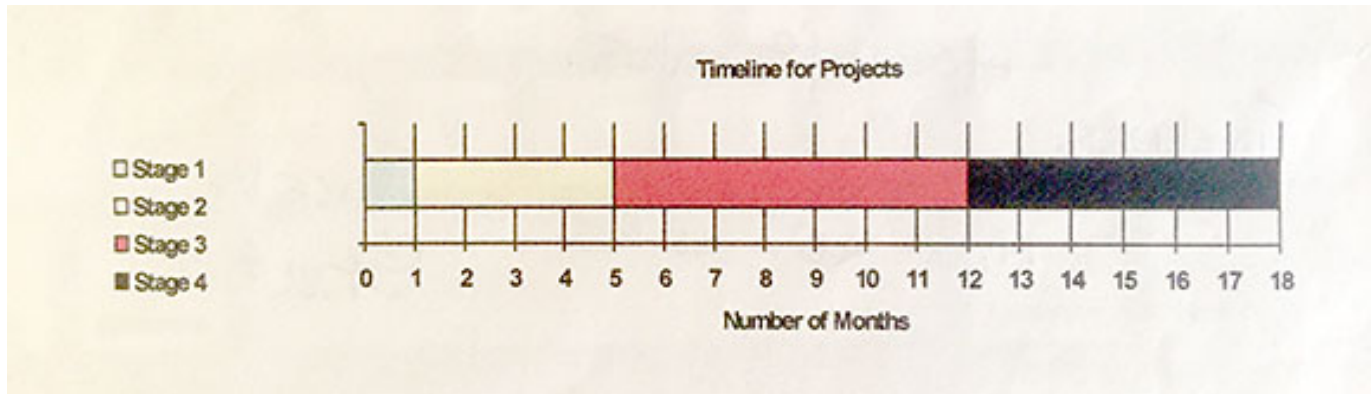
<http://cobaltlaw.com/on-marijuana-trademarks-licensing/>

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CEBE World Joint Venture



1. Completion of detailed agreement.
2. Setting up of the venture.
3. Announcement to market.
4. Campaign or collection, sales of licenses for the brand(s), products and client/team interests related to the above

Str8advice.biz

Relationship Building

- Liaison between lending groups, accountants and law firms

HealthWellness.Solutions

New Product & Service Development

- Promote and negotiate joint venture projects with prospective investors.
- Merchandise your brand through licensing and joint venture programs.
- Product and concept design and management.
- Licensed product manufacturing.

SeeTheGreen.online

Supportive Services

- Marketing Development
- Project Research & Development

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How to Participate: Licensed Team Fluid Options for the Research & Development Team Branding

Joint Endeavored Consultants Collaborators choose part of our projects on a vested basis.
Examples: Expansion Professionals. Expand Your Band Team, KeepItStr8

Joint Endeavored Projects

\$1,000 Fee + \$500 monthly shared costs to build project.

Contributing Collaborators are part of our brand marketing strategy and work with us on R&D opportunities.

Targeted Team: People who need marketing for their business, connecting them with Point of Sale multimedia marketing that the team can provide.

Contributing Partner Brands may bring to the table property for R&D development for a venture.

We trade support services as part of our licensing ventures.

\$3,000 Fee on R&D basis for agreed exchange

Option: Become part of a collaboration (e.g. our program for fees in areas of expertise _____)

Receive Profile and right to use Intellectual Property properties as a joint endeavor.

\$5,000 Fee as collaboration contributing brands, point of sale, cause driven and product for a percentage of use of license held by collaborator the R & D joint endeavor.

\$10,000 Fee for project management for overrides on areas of expertise

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