



CREATIVE ENDEAVORS **"The Brand"**

Trustees	Thought Leaders
Founders	Strategists
Creators	Advisors
Collaborators	Revenue Innovators
Contributing Brands	Licensed Partners
Joint Venture Partnerships	Cause-Related Brands
Advocates	Intellectual Property Speakers
	• Business • Finance • Web 3 • Technology

In 1996, Creative Endeavors Consulting emerged as a boutique consulting firm through Marketing Communications Management (MCM) Group Inc., to be the marketing and multimedia arm for team- inspired business opportunities and fulfillment.

MCM Group Inc. was founded in 1987 to advise in the areas of intellectual property, based upon the founder's expertise and talent; creating cost-effective programs to work with manufacturers, property owners, retailers, financial, creative individuals and others, assisting them in their expansions of markets, product lines, and investment opportunities into new brands for licensing opportunities.

endeavors.international

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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)

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Types of Agreements

- Client - Client-Consultant - CoCreate - Consultant - Joint Venture - Licensing - Miscellaneous - NonDisclosure - Owner - Positions - Product - Project	Client - Co-Brand Marketing-Licensing Agreement 08-07.doc - Corporate Client Agreement.doc Client-Consultant - Client-Consultant Agreement.doc CoCreate - CEC Cocreate Brand MOU.doc - CEC Consulting Partner Advantages 4Q07.doc - CEC Managing Partner Advantages 4Q07.doc - CECP JV 4Q07.doc - CECP Project Partner Advantages 4Q07.doc Consultant - Consultant Deal Point with Referral.doc - Consultant LOI.doc - Consultant-Comarketing Agreement 07-07.doc - JE Consultant Deal Point.doc - Joint Marketing Agreement 07-07.doc - Referral Agreement.doc Joint Venture - CEC JV LP Deal Points.doc - CECP JV Deal Points.doc - JOINT VENTURE LICENSING AND MARKETING AGMT 10-4-03 .doc - JV License Agreement 9-04.doc - PartnershipAgreement.doc Licensing - CEC Designers Program 4Q07.doc - CEC Licensees Program 4Q07.doc - LicenseAgreement.doc - Licensing Production Agreement 08-07.doc Miscellaneous
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	CECP R-D 4Q07.doc Release Form.doc
	NonDisclosure Brief Non Disclosure Agreement with Specifics.doc NonDisclosureAgreement.doc
	Owner Referral Blank.doc Royalty Agreement 1-14-95.doc Royalty Agreement 08-07.doc Royalty Deal Point Expanded.doc
	Positions CEC JV Example 4Q07.doc CECP Consultant Position 4Q07.doc CECP Managing Partners Position 4Q07.doc CECP Project Consult Position 4Q07.doc Consultant MOU.doc
	Product ProductAgreement.doc Website Template Site Sales LOI.doc
	Project Affiliate LOI.doc CEC Project Agreement Outline 4Q07.doc CEC To Provide with Project Intents.doc Project Consultant LOI.doc Welcome Artists Plum Blossom.doc

Position Requirements

Increments overrides of business team

Monthly from _____ to _____ to add to position

Timeline

Have to do more in 2 weeks (as if a month)

Materials

How to Earn

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MCM GROUP INC
COMMERCE VENTURE
Knit Maven New York, NY

MCM GROUP PL				
Gross Profit on Sales	\$ 1,250,000.00	25	\$ 1,250,000.00	25
EXPENSES	AMOUNT	PERCENT	AMOUNT	PERCENT
Auca	\$ 2,200.00	0	\$ 2,200.00	0
Auto	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Bank Charges	\$ 3,800.00	0.08	\$ 3,800.00	0.08
Delivery	\$ 2,500.00	0.05	\$ 2,500.00	0.05
Dues, Subs, Books	\$ 600.00	0.01	\$ 600.00	0.01
Meals, Entertainment	\$ 12,000.00	0.21	\$ 12,000.00	0.21
Equip Lease	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Insurance Business	\$ 4,000.00	0.08	\$ 4,000.00	0.08
Office & Postage	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Outside Labor Designs	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Office Payroll Labor	\$ 30,000.00	0.6	\$ 30,000.00	0.6
Office Payroll Sales	\$ 36,000.00	0.72	\$ 36,000.00	0.72
Office Payroll Taxes	\$ 7,800.00	0.16	\$ 7,800.00	0.16
Professional Services	\$ 5,000.00	0.1	\$ 5,000.00	0.1
Promotion PR	\$ 2,000.00	0.01	\$ 2,000.00	0.01
Rent	\$ 6,000.00	0.12	\$ 6,000.00	0.12
Repairs & Maint	\$ 1,500.00	0.03	\$ 1,500.00	0.03
Showroom Exp Rent Materials	\$ 3,600.00	0.07	\$ 3,600.00	0.07
Taxes & License	\$ 2,000.00	0.04	\$ 2,000.00	0.04
Telephone	\$ 16,000.00	0.32	\$ 16,000.00	0.32
Utilities	\$ 3,500.00	0.07	\$ 3,500.00	0.07
Travel & Lodging	\$ 45,000.00	0.9	\$ 45,000.00	0.9
Trade Exhow Exp	\$ 10,000.00	0.2	\$ 10,000.00	0.2
Consulting Fees	\$ (36,000.00)	-0.72	\$ (36,000.00)	-0.72
Advertising	\$ 100,000.00	2	\$ 100,000.00	2
PR Marketing	\$ 145,000.00	2.9	\$ 145,000.00	2.9
TOTAL Exp	\$ 428,000.00	10	\$ 428,000.00	10
INCOME from Operations	\$ 750,000.00	15	\$ 750,000.00	15
OTHER INCOME				
TOTAL P/L	\$ 322,000.00		\$ 322,000.00	
NET INCOME (Loss)		15		15

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