



Benefits of Licensing

Licensing is the process of leasing a legally protected (that is, trademarked or copyrighted) entity – a name, likeness, logo, trademark, graphic design, slogan, signature, character, or a combination of several of these elements. The entity, known as the property or intellectual property, is then used in conjunction with a product. Many major companies and the media consider licensing a significant marketing tool.

Licensing is a marketing and brand extension tool that is widely used by everyone from major corporations to the smallest of small business. Entertainment, sports and fashion are the areas of licensing that are most readily apparent to consumers, but the business reaches into the worlds of corporate brands, art, publishing, colleges and universities and non-profit groups, to name a few.

Licensing can extend a corporate brand into new categories, areas of a store, or into new stores overall. Licensing is a way to move a brand into new businesses without making a major investment in new manufacturing processes, machinery or facilities. In a well-run licensing program, the property owner maintains control over the brand image and how it's portrayed (via the approvals process and other contractual strictures), but eventually reaps the benefit in additional revenue (royalties), but also in exposure in new channels or store aisles.

We can License:

- Trademark, servicemark, copyright creation
- Design: logo, icons, symbols, color palette, typeface, website, renderings
- We create concepts, images, virtual and reality-based studios and advertising campaigns
- Taglines, slogans, jingles, ad copy that flows into a message
- Use of art/images for product development
- Co-market to test-market a brand for limited engagement
- Promotions through advertising campaigns, public relations, product placement, creative merchandising
- Provide networks, design opportunities, creative merchandising, and product placement through public relations.

Brand Opportunities for Companies

Brand Expansion: Our diversified resources can lead or support company objectives to expand brand market reach and revenue in ways that make the most of resource capabilities.

Brand Extension: We expand the possibilities for client properties to increase in value by creating tangible extensions (products) that create demand for the use of the brand (licensing value).

We create recognition opportunities for licenses by co-brand marketing with other companies and licenses that inter-relate, through cost-effective regional, domestic or international campaigns.

Through our campaigned approach with our Sponsors and Brand Ownerships offered to Advisors we provide Licensing opportunities to Partner Companies and Joint Ventures developed to increase Brand Values for licensing and project funding

Our programs to match interests include:

- Positioning into a market and media strategy incorporating capital to innovative ventures and licensed partnerships to promote creativity for causes.
- Trade with our client, as part of the client's overall strategic business plan adopted through an advisory relationship.
- Build recognition of new ventures through our resources to sponsor development initiatives.
- Campaign for cause driven exchanges with our licensed partner companies for marketing, media, creative, and produce from product lines for contributions.
- Media and Commerce driven technological platforms merging Adviceaboutanything.com blog to educate on best practices, Health & Wellness, business and personal expansion matched to product or services.
- Provide info merged and product collections through the created promotional merchandise, for an ongoing source of revenue on a longer term basis through sponsors to causes.
- We offer Brands for Brand Development Programs to provide through Partner Companies to our Licensing Partnerships the added

The "window dressing" that attracts individuals and companies to purchase additional goods and services.

Joint Ventures or Co-Ventures for development with added value to offer either personally or professionally, a potential capital funding stream to continue development of branded projects.

Participation for Growth (joint endeavor agreement) for client licensing on a fee plus percentage of sales basis with services for commerce to increase through marketing media placement (sponsored in some cases for a cost effective budget to place through a strategy for opportunities to increase business profits.

Brand Development as ownership copyrights for licensing as part of the Intellectual Property strategic plan for new revenue streams.

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