



**LICENSING  
INTERNATIONAL**

# Annual Meeting

June 15, 2023

# CALL TO ORDER



# APPROVAL OF THE MINUTES

May 26, 2022  
Annual Meeting





in 2022 retail sales of  
**\$340+ billion**  
another record for the  
brand licensing industry

# worldwide retail sales of licensed products

*(in us billions)*

2017	2018	2019	2021	2022
\$271.6	\$280.3	\$292.8	\$315.5	\$340.8

 **8.02%**  
from 2021





## 2022-2023 Board Members



**CHAIRPERSON**

**Steve Scebelo**  
NFL Players Inc.



**VICE CHAIR**

**Veronica Hart**  
Paramount  
Consumer  
Products &  
Experiences



**Dean Allen**  
Mad Engine  
Apparel



**Casey Collins**  
Hasbro, Inc.



**Michael Connolly**  
Retail Monster



**David Diesendruck**  
Redibra



**Javier Garza**  
Warner Bros.  
Discovery



**Steven Heller**  
The Brand  
Liaison



**Alexandra Heyd**  
BurdaVerlag  
Germany



**Tanya Isler**  
Netflix



**Alan Kravetz**  
Full Sail  
Partners



**Vincent Leoni**  
Miller Kaplan



**Valerie Mitchell Johnston**  
Sesame  
Workshop



**Roz Nowicki**



**Stuart Pollock**  
Segal  
Licensing



**Holly Rawlinson**  
Spirit Halloween  
and Spencer  
Gifts



**Marc Schneider**  
Beanstalk



**Kalle Törmä**  
Flowhaven



**Milin Y. Shah**  
Isaac Morris



**Malaika Underwood**  
OneTeam  
Partners



**Maarten Weck**  
Wildbrain  
CPLG



**Steven Wolfe Pereira**  
3Pas Studios



**Angell Xi**  
Jingtian &  
Gongcheng



**Miki Yamamoto**  
IMG



THANK YOU FOR YOUR SERVICE

# Outgoing Board Members (Term Ends June 30)



**Alan Kravetz**  
Full Sail Partners



**Vincent Leoni**  
Miller Kaplan



**Valerie Mitchell Johnston**  
Sesame Workshop



**Roz Nowicki**



**Steven Wolfe Pereira**  
3Pas Studios



**Miki Yamamoto**  
IMG

**WELCOME**

# Incoming Board Members (Term Starts July 1)



**Paul Cannon** CEO, Caprice  
Australia



**Carolyn D'Angelo**  
President of Laura Ashley Global & Senior  
Managing Director, Brand Operations, Gordon  
Brothers



**Pamela Deese**  
Partner, ArentFox Schiff



**Raj Malik**, Owner/CEO,  
Bioworld Merchandising, Inc



**Marie Laure Marchand**  
SVP Global Products, Chefclub



**George Wade**  
President, Bay Laurel Advisors



# Licensing Forward 2023-2024





# Delivering on Mission

Our mission is to foster the growth and expansion of licensing around the world, raise the level of professionalism for licensing practitioners and create greater awareness of the benefits of licensing to the business community at large



# Our Goals

1. Continue to deliver on our mission to foster the awareness, growth and expansion of licensing around the world and to bring positive business results to our members.
2. Become a financially sustainable global organization with a diverse and balanced revenue portfolio
3. Create the right organization and culture reflecting the industry worldwide
4. Develop major partnerships to scale reach, impact and drive revenue
5. Strengthen our impact worldwide

# Awareness, Growth & Expansion



# Membership Benefits



## Become a Member Today!

Licensing International's mission is to foster the growth and expansion of brand licensing around the world, raise the level of professionalism for licensing practitioners, and create greater awareness of the benefits of licensing in the business community at large.

### Member Benefits Include:

**Market Intelligence** — Access exclusive research and insights, including the annual Global Licensing Industry Study, our daily Newslinks newsletter, and online career center.

**Industry Connections** — Take advantage of opportunities to network, build valuable relationships with professionals from around the world, connect with mentors, and participate in events focused on the topics and trends shaping the global licensing industry.

**Education** — Leverage online and in-person learning opportunities, including Licensing University sessions and the industry's only professional certification program, Coursework in Licensing Studies (CLS).

**Consultation** — Resources and advice for the challenges you may experience in the ever-evolving licensing business.



# Research & Analysis



Brand Trends reports



Euromonitor



Global Licensing Study

# Content & Communications Update



# Content Focus

Anti-  
Counterfeiting

Category  
Specific i.e.:

*Corporate,  
Fashion,  
Sports*

Diversity, Equity  
and Inclusion

LBE

Supply Chain

Sustainability

Retail

Web 3.0

(includes NFTs and the  
Metaverse)



# **Sports Licensing Summit**

## **Tuesday, January 23, 2024**

Senior Executive Conference: 1:00 pm – 5:00 pm

Followed by Networking: 5:00 pm – 7:00 pm

Sahara Hotel, Las Vegas

**Develop major  
partnerships to scale  
reach, impact and drive  
revenue**





# Trade Show Update

**Licensing Expo 2023 & Beyond**  
**China Expo 2023**  
**BLE 2023**

# Partnerships & Programs

- Delivering Good
- Geena Davis Institute
- Hong Kong Trade Development
- BrandMate
- Licensing Day in France
- Licensing for Retail Day (London)
- Products of Change (POC)
- Spielwarenmesse
- University of Applied Management (Largest University in Bavaria)

**LICENSING  
INTERNATIONAL**

# Committee Updates





# SUSTAINABILITY

# Committee

Licensing International established a committee to set objectives and plans on this important subject in July 2022. Committee consisting of the members below have set objectives, tactical short/mid/long term plans and recruited industry leaders to advise direction.

## Michelle McLaughlin, BAC – Chair

### Members:

Faizan Bakali, Mad Engine

Julie Brown, IMC

Angela Carrell, Mad Engine

Michael Dresner, Brand Squared Licensing

Andrew Engel, NASCAR

Sebastien Guttman, Disney

Hiu Lee, Horizon Group

David Mamiye, Urban Attitudes

Tanya Mason, Sinking Ship

Linda Morgenstern, Beanstalk

Beth Nock, King Features

Amandine Reid, Exquisite Gaming

Joel Satin, FiveOne Global

Mikayla Vincent, Mad Engine

### Advisors:

-Helena Stopher – Products of Change (Strategic Partner)

-Diana Farmer – CDP

-Marco Reyes – Director of Sustainability, Walmart



# Licensing International Sustainability Committee Objectives

Drive education and action around sustainability for the global licensing community.

## Education

Building Forums and Platforms to Share Information

## Action

Identify standard operating procedures in licensing industry that can be reformed to deliver less carbon and waste.

Work with industry leaders to help adopt / implement required guidelines for ESG (a la Social Responsibility Guidelines)



# Plan

	Program	Short / Mid/ Long Term Goal	Launch Date
Education/ Conversation	Speaker Series	Short	Feb 22, 2023
Education/ Conversation	LI Webpage Sustainability Hub	Short	April 22, 2023
Education/ Conversation	Sharing of Sustainability Guidelines by Category (Walmart or Products of Change)	Mid/Long	2024
Education / Conversation	One-Day Forum / Seminar on Sustainability Practices	Long	2024
Action	Action Plan: Reuse End of Term Inventory Disposal	Short	Feb 2023
Action	Action Plan: Production Sample elimination / reduction	Short	Sept 2023
Action	Action Plan: Pre-production sample reduction / elimination	Mid	2024
Action	Help establish an ESG guideline for industry	Long	TBD

# Inclusion Diversity Equity and Accessibility

# IDEA Committee

**Chaired by: Jamie Stevens, EVP of Worldwide Consumer Products,  
Sony Pictures Entertainment**

Bil Bertini

Juli Boylan

Krystyna Braxton

Anita (Santiago) Castellar, FanGirl Consulting & Brand Management, LLC

Carolyn D'Angelo, Gordon Brothers

Marsha Forde, WildBrain

Josh Goodstadt, THINK450

Brandi Hammons, BoxLunch

Todd Kaufman, Beanstalk  
(Sub-Committee Chair, College Outreach)

Cindy Levitt

Maggie Matthews, The Op

John McGill, American Mensa

Roz Nowicki

Ashley Phanor, USA Soccer Federation

Inky Son, National Basketball Players Association

Rebecca Tatlock, Paramount

Vivian Velasco, Pacific Swell

Steven Wolfe Pereira, 3PasStudios (Sub Committee Chair, Thought Leadership)





# Accelerator Program

- Monthly mentoring meetings with licensing industry leaders for one year
- Enrollment in Coursework in Licensing Studies (CLS),
- A Licensing International Membership for one year, which includes consultation services, networking & matchmaking resources, access to exclusive research, business savings and more

# 2023 Accelerator Companies

- Anboran (US)
- Confidence by Gabby Goodwin (US)
- Limelight Entertainment Studio (US)
- Smart Zone (Hong Kong)
- Watchinu (Israel)
- World of EPI (US)

## 2023 IDEA Sponsors (to date)

Champion



**NFLPA**

Associate



**PEANUTS™**  
WORLDWIDE LLC  
A  WildBrain Company

Ally



Accelerator Champion







# LICENSING INTERNATIONAL FOUNDATION



# Delivering on Mission

The Licensing International Foundation is the bridge that connects the licensing and academic community. Together we educate and inspire the next generation of talent while advancing the understanding of licensing in society.

# Foundation Board Members 2022-2023



**Sarah Buzby**  
Ubisoft



**Marilu Corpus**  
MDR Brand Management



**Ted Larkins**  
Brainbase



**Eric Morse**  
Power Play Marketing



**Maca Rotter**  
Panaderia Licensing &  
Marketing



**Carla Silva**  
King Features,  
a unit of HEARST



**Rebecca Tatlock**  
Paramount



- Licensing International Foundation Scholarship Program which awards grants between \$2,500 and \$10,000 (or local equivalent) to deserving individuals who are interested in a career in brand licensing.
- Scholarships are available for students at all stages of their educational journey seeking degrees in business, marketing, design, engineering, entrepreneurial studies, e-commerce, and other brand licensing industry-related programs, and will be made directly to the institution to cover educational expenses.
- At the 2022 Hall of Fame, we raised over \$200,000 .



## 2023 Scholarship Recipients

- Evelyn Chang, LIM College (NY)
- Ayana Dailey, California State University (CA)
- Laura Fekete, RocNation LIU (NY)
- Candace Gaston, Emory University (GA)
- Nirahja Logan, LIM College (NY)
- Carol Oviedo Gonzalez, LIM College (NY)
- Laura Romero, LIM College (NY)
- Claudia Ruiz LIM College (NY)
- Pablo Ruiz Crespo, Alabama A&M University (AL)

# Awards Update

# Hall of Fame

- Luncheon at Gotham Hall in NYC
- Live event in NYC
  - Wednesday, December 6, 2023
- Major driver for Scholarship Fund





# Hall of Fame/Rising Star Event Committee

- Veronica Hart, Co-Chair, Paramount
- Ivonne Feliciano, Co-Chair, Beanstalk
- Sarah Cummins, Cashmere Ventures
- Carolann Dunn, Warner Discovery
- Roz Nowicki, Chair, Fundraising Committee
- Debra Restler, Beanstalk
- Steven Scebello, NFL Players



# Rising Stars

- The Rising Star Award recognizes the next generation of leaders for their commitment, passion and contributions to the global licensing industry at the Hall of Fame Ceremony
- Since 2012, Rising Stars are nominated each year from across the international brand licensing community
- Applications open now until August 28<sup>th</sup>
  - Increase diversity of applicants (gender, geographical location, industry)
- Long term goal to have a separate Rising Star ceremony

# Young Professionals Network (YPN)

# YPN

Licensing International's Young Professionals Network (YPN) is designed to help brand licensing professionals, under 35 years of age, expand their skill base, their network, and their horizons with free educational and social events tailored to their unique interests and needs.

# Global YPN Committees

France:

Matthieu Battini, Global Licensing Group

Florent Gammino, International Olympic Committee

Capucine Humblot, Xilam Animation

Marine Jochum, Toei Animation Europe

Minh-Vi Phan, Alpha Group

US:

Calyx Clarkson, Fanatics, Inc.

Peter Cross, Broad Street Licensing Group

Dante' Johnson, Major League Baseball Players Association

Stephanie Kupperman, Licensing 360

Curtis Matthews, Sony Pictures Entertainment

Tonian Ortega, Warner Music Experience

Candice Shaw

UK:

Phoebe Coles, Brandgenuity

Donovan de Klerk, Exquisite Gaming

Max Pilcher, Mattel

Hannah Redler, The Point.1888

Olivia Wiggett, The Point.1888

Japan:

Michiyo Hayashi, Brand Promise LLC









# 2023 YPN Events

YPN US: Unlocking the Power of Personal Stories with Build A Bear CEO Sharon Price John – 2/16/2023

YPN UK: Monopoly Lifesized – 3/7/2023

YPN France: France Licensing Day & LI Awards – 3/9/2023

Global: The Foundation for Constructive Conversations Webinar with Roz Nowicki & Tara Talbot – 3/29/2023

YPN US: The Key to Food Collaborations at Joester Loria Group – 4/19/2023

YPN US: Warner Music Experience – 4/26/2023

## Upcoming:

YPN US: World of Barbie Experience in Santa Monica

Global: YPN at BLE



# SAVE THE DATES

**Toy Fair Party: October 2, 2023 at 6 pm at KYMA, NYC**

**Hall of Fame: December 6, 2023 12:00 Noon at Gotham Hall, NYC**

## **Holiday Parties:**

***NYC December 5, 2023 – 5:30 pm ET  
at 1700 Broadway Club, NYC***

***FL December 9, 2023 - TBA***

***ATL December 12, 2023 – Nelson Mullins***

***CA December 13, 2023 – 6:00 pm PT  
at GrandMaster Recorders***

***UK TBA***



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**THANK YOU**