



MINUTES OF THE LICENSING INTERNATIONAL ANNUAL MEETING

May 26, 2022, 8:30am ET

I. CALL TO ORDER

Maura Reagan, Licensing International President, called the meeting to order.

II. INTRODUCTION OF THE BOARD OF DIRECTORS

Maura Regan thanked Jay Asher for his service as board chair and all of the outgoing board members for their service which was particularly trying during the pandemic. Outgoing board members are Sol Armada, Juli Boylan, Omar Fajer, Elias Fasja, Simo Hamalainen and Ed Labay.

Maura Regan introduced the incoming board members: Casey Collins, Alexandra Heyd, Michael Connolly, Kalle Torma, Javier Garza, Tanya Isler, Stuart Pollock, and Angell Xi who will serve a three-year term.

Steve Scebelo and Veronica Hart were announced as chair and as vice chair, respectively.

III. APPROVAL OF MINUTES OF THE 2021 ANNUAL MEETING

Upon motion made, seconded and carried, the minutes from the June 30, 2021 Annual Meeting were approved.

IV. FINANCIAL REPORT

Financial Summary

Maura Regan reviewed the P&L Summary 2020 versus 2021. We had a substantial loss in 2020, primarily from the lack of Licensing Expo being in person. We cut back on expenses where we could through staff salary reduction and anywhere we could to shave expenses. In 2021, we were able to increase our revenue through events, attendance fees and advertising revenue. Operating expenses decreased by 15%.

V. LICENSING FORWARD

Membership Update:

We just launched a new member benefit, Better Help, a mental health therapy platform, to support our member companies focus on the wellbeing of their employees to ensure productivity and retention. Each employee will be eligible for 4 sessions with a therapist and then ongoing sessions are 15% off. This is a truly global benefit as Better Help has offices around the world speaking many languages.

Content & Communications Update:

Maura Regan reviewed our current content focus. Some of the main topics we are focusing on include the expansion of LBE, NFTs, business cases behind supporting mental health and looking into supply chain and its effects on retail strategy.

Develop Major Partnerships:

Maura Regan described some of the new partnerships the organization has developed. She highlighted the new opportunities we have with Spielwarenmesse. In October 2022, we will have a joint licensing fair in Germany called Licensing X and we are looking at doing a Licensing Day in France in March of next year in conjunction with Informa. We have also solidified a partnership with Products of Change (POC) whereby member organizations can take advantage of a 10% discount on POC

VI. COMMITTEE UPDATES

IDEA Committee (Inclusion Diversity Equity and Accessibility)

Maura Regan gave an update on the IDEA committee, chaired by Jamie Stevens, EVP Worldwide Consumer Products, Sony Pictures Entertainment.

She announced the latest of group of Accelerators, a Program to help bridge the gap between the underrepresented, diverse entrepreneurs around the globe and the resources they need to build profitable, high-growth companies within the licensing industry:

- Blmrbl “Blue Marble” - Blmrbl.com (Baltimore, USA)
- FanBase Africa - fanbaseafrica.co.za (Cape town, South Africa)
- Katalyst MGMT - katalystmgmt.myportfolio.com (LA, USA)
- Little River Co. - littleriver.company.com (Toronto, CA)
- Knotting Hill inc.- <https://knottinghillinc.com/> (Fergus, CA)
- Happy Tottii <http://www.happytottii.com> (Funchal, Portugal)

Maura Regan thanked the IDEA committee Sponsors:

- Champion Level
 - National Basketball Players Association
 - NFLPA
- Associate Level
 - Peanuts Worldwide LLC
- Ally Level
 - Sony Pictures Consumer Products
- Accelerator Champion
 - Amazon

Licensing Excellence Awards

Maura Regan commended Gisela Abrams and Awards chair, Steven Heller and his committee for constantly trying to evolve and make the awards show better. This year we had over 800 submissions. We had 165 finalists from around the world. This year's show was at Light Nightclub and was a great success. George Leon hosted with over 400 attendees.

Licensing International Foundation:

Maura Regan updated the membership on the work of the Foundation and presented the 2022 scholarship recipients.

Alby Amato Scholarship funded by Mad Engine

- Lara Kotb – LIM College 2024
- Laura Judit Fekete - Roc Nation School of Music, Sports and Entertainment at LIU 2025

LI Scholarship

- Stefan Sabur -Virginia State University 2023

Maura thanked Miller Kaplan for sponsoring Top Golf (a scholarship fundraiser) which was held on Sunday and encouraged everyone to attend and sponsor our first ever stand alone Hall of Fame luncheon event that will take place at Gotham Hall in NYC on December 7th. Kathy Ireland and Sal LaRocca will be inducted. The luncheon will drive fundraising for scholarships.

Maura Regan mentioned the launch of the first global mentoring program and thanked Octane5 for sponsoring. 27 pairs have been matched globally to date. Octane5 has also been a major supporter for our YPN programming. Maura also highlighted W.i.L.L. (Women in Licensing Leadership). The forum recently had a session with Sally Susman, Executive Vice President, Chief Corporate Affairs Officer, Pfizer Inc. Flowhaven sponsored a W.i.L.L. cocktails and connect at Licensing Expo.

I. Old Business

No old business.

II. New Business

No new business

VI. ADJOURNMENT

A motion to adjourn was made, seconded and carried.