



V.I.P. Services For Licensors

Definition of brand/character identity and licensing potential/appeal for the most suitable presentation to the licensing industry, media, potential licensees and consumer

Development/design/production of presentation/licensing materials (print, audio-visual, electronic etc) in co-operation with experienced experts

Consultancy for fool-proofed License Agreements, easy-to-use Style Guides, smooth Artwork and Product Approval Process, Sales and Royalty Statements etc. in accordance with local laws, regulations and business customs (no legal advice).

Building licensors reputation as reliable, long term partner for respective licensees by adequate PR means and personal contacts

Consultation of licensees for the most appropriate use/adaptation of the licensed property for their particular products/services, honouring the core values of licensors IPR

Briefing of licensor of particular interest by a prospective licensee detailing all terms and conditions that seem achievable and appropriate under prevailing market conditions

Negotiation of deal terms under strict consideration of licensors interest, licensee's capabilities and the market environment

Contract preparation and control of smooth flow of documents between the parties

Invoicing, control of timely payment and forwarding monies and sales statements including the handling of Withholding Tax Applications, where needed

Enforcement of Ethical and Environmental Policies if requested by licensor

Control of proper sample presentation and forwarding for approval

Coordination of advertising and PR-activities of licensees and, if applicable, with licensor (including initiation of cross promotions)

Control of production, marketing and stock-keeping, both during life of contract and after termination (sell-off period)

Administration of all book keeping necessities in relation with the initiation, execution and termination of licensees.