

**BRAND  
LICENSING  
INDIA 2011**

4th International Brand Licensing & Merchandising Show

Unlock the power of brand licensing

DECEMBER 2-3, 2011  
HOTEL ASHOK, NEW DELHI, INDIA

- EXHIBITION  
- CONFERENCE  
- AWARDS

02b  
★★★★★  
Character  
Licensing



06f  
★★★★★  
Entertainment  
Licensing



04d  
★★★★★  
Sports  
Licensing



03c  
★★★★★  
Personality  
Licensing



07g  
★★★★★  
Producers,  
Artists &  
Photographers



05e  
★★★★★  
Fashion  
Licensing



08h  
★★★★★  
Organizers



# LICENSING: THE NEXT BIG THING!

Licensing is gaining grounds in India, and is largely penetrating in business strategies of brand owners and retailers in all spheres. India's quest for brand licensing and merchandising rests a great deal on the ability of brand owners and potential licensees to explore the available information extensively in order to meet growing and diverse needs of the market. Licensing of brands, characters, personality, entertainment, sports and so on are now becoming popular in our market, where these are used on various product categories, creating immense opportunities for corporate, celebrities, manufacturers, retailers, IP lawyers, financial consultants and licensing agents, to engage in the business. The opportunity that India harnesses for the world in licensing industry is huge.

## BUILDING INNOVATIVE STRATEGIES WITH BRAND LICENSING

Today, licensing is increasingly being considered as a strategic tool for both marketing and product innovation, to extend brand touch points, awareness, tap newer customers, reinforce brand's image, and most importantly generate additional revenues. For brand owners, licensing becomes a tool for natural extension, and on the other hand licensee (manufacturer/ retailer) leverages the brand power to flourish the business extending their revenues! Thus, Licensing unlocks:

- a strong licensed brand for a quality product
- brand extension & expansion strategies
- brand endurance
- the extended retail shelf space with better collection
- the product innovation & development
- strategic launch of new brands to tap newer segments

*And Much More!*

## JOIN THE CLUB!

TO KNOW MORE

CALL: +91 9810230540, +91 8800505858

E-MAIL: [contact@licenseindia.com](mailto:contact@licenseindia.com)

## BRAND LICENSING INDIA 2011

4th International Brand Licensing & Merchandising Show  
Exhibition | Conference | Awards

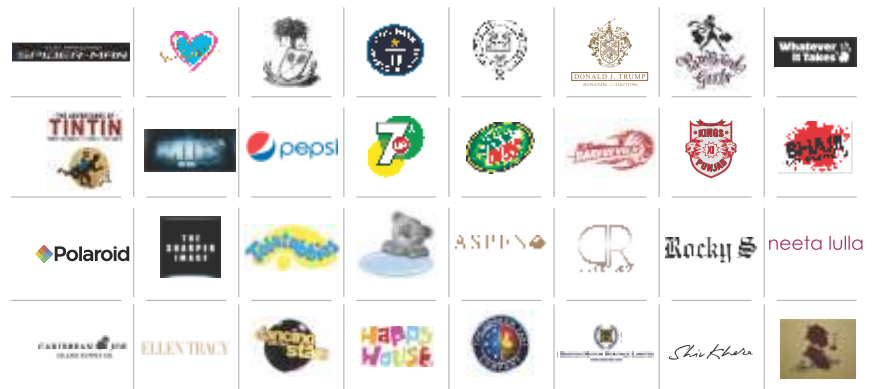
In its fourth edition, Brand Licensing India 2011 is the country's largest licensing platform that collates knowledge, licensing opportunities and recognitions under one roof. The show offers a unique opportunity for the budding licensing fraternity to apprise themselves on the concept of licensing as business module, position and explore exhibited licensing opportunities in multiple product categories, and recognizes the excellence in licensing. The show gathers the potential of the industry to network and connect, to further explore possibilities to grow bigger and faster in the given peripheries.

## BRAND LICENSING INDIA EXHIBITION

Brand Licensing Exhibition 2011 showcases various licensing opportunities in diverse capacity, ready to be extended in multiple industries. Offering a great mix from all the genres, the opportunities encapsulate brands that can form a collection line under the existing range, or can even be strategically launched as an individual brand in the Indian marketplace. The participation opportunities include:

- Stall based participation
- Branding Opportunities
- Participation in Show Catalogue

## LICENSING OPPORTUNITIES EXHIBITING



&Many  
More!

## BRAND LICENSING INDIA CONFERENCE

Brand Licensing Conference 2011 allows delegates to discover licensing in easy-to-understand manner and provides deeper insight of the business concept. The forum invites professionals from across the industries, to understand and comprehend 'Licensing' in multiple genres for product, promotional, and brand. The conference promises to be an interesting content extravaganza, with world's leading subject experts echoing best practices for better, smarter & efficient licensing deliverables in Indian scenario towards uplifting the benchmarks of Indian licensing realm.

## WHAT IS IN FOR YOU?

- 360 degree analysis of the concept 'Licensing'
- Insights on global & domestic Licensing practices
- Various applications of Licensing in business strategies
- Know how on IP protection and other licensing legal aspects
- Invaluable tips & advice from highly credible leading global experts
- Insightful case-studies
- Interactive sessions and debates to ask your questions
- Network with who's who of licensing industry

## CONFERENCE AGENDA

Delegate registration begins at 0930 hrs.

### DAY 1: DECEMBER 2, 2011

1030 hrs – 1200 hrs:

#### Session 1: Brand Licensing in India: An overview

Brand Licensing is gearing up in India. While the licensing industry worldwide is worth \$180 billion plus, India supporting a 40 per cent population below the age of 15 years and the global licensing sale of just 1 per cent, the long-term growth opportunity for licensing industry is very promising.

- Demographic trends that support Brand Licensing in India
- Marketing, strategy and promotion
- Promotional licensing
- Understanding the role of licensing agents

1200 hrs – 1300 hrs:

#### Session 2: Licensing and the law

The legal aspect of licensing is crucial, be it drafting an agreement; being aware of various intellectual property rights involved or how an agent can be of help to you among other things.

- Key legal aspects of license agreement for licensees and licensors
- What are Intellectual Property Rights and how can they add value to your licensing business?
- Pain points involved
- The framework of an agent agreement

1300 hrs – 1400 hrs:

#### Networking Lunch

1400 hrs – 1445 hrs:

#### Session 3: Royalties, risks and advanced financial know-how

A 360° analysis on royalty rates — what they are, how they differ by category, how they relate to margins and cost of goods, and how they relate to other business terms like advances and guarantees.

- Traditional licenses vs. DTRs (direct to retail programs): How royalty rates vary as per different approaches
- Demystifying the 'net sales' definition
- Royalty management and auditing
- Structuring a deal: Ethical licensing

1445 hrs – 1515 hrs:

#### Tea / Coffee Break

1515 hrs – 1615 hrs:

#### Session 4: Developing, Managing & Growing a Successful Brand Licensing Program

Brand owners can evaluate whether their brand is ready for licensing and how to evolve internal structures and processes to support the licensing program, and explore the overall benefits and risks of licensing.

- Licensing plan development, licensee selection criteria
- Product development, tracking and approvals
- Supporting licensing program internally
- How international licensors approach & structure a programme in emerging markets like India?

16:15 hrs – 17:30 hrs:

#### Session 5: The retail connect of licensing

Today Retailers – both large and small are innovatively using private label programs, corporate brands and trademarks, and licensed properties to create innovative direct-to-retail exclusives that are generating excitement and demand from consumers. These strategies, along with the unprecedented growth of online opportunities for branded and licensed merchandise today present significant future opportunities for licensed products, if done the right way.

- Identifying and developing relationships: Key manufacturers, retailers and brand owners
- International examples

- Retail and licensing: complimenting each other
- Opportunities for all: Big, mid-sized and small retailers
- Property type vs. retail positioning

17:30 hrs – 18:00 hrs:

#### Session 6: Designing a Style Guide for Your Brand

It is of utmost importance to understand as to how a style guide is designed and helps in building brand equity, implying a better and clear understanding of the requirements of the aligned product portfolio.

- The style guide creation: Well thought of diverse product lines
- Benefits of a comprehensive style guide

## DAY 2: DECEMBER 3, 2011

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1030 hrs – 1200 hrs:

#### Session 7: Sports Licensing: Beyond the Pitch

What does a cricket team; one of the nation's biggest sports club / stadium; a global giant in footwear, adventure wear and a leading sports equipment company has in common?

- International trends
- Sports licensing: Growing popularity in India
- Pain points while going ahead with buying licenses in this space
- Role being played by e-tailers

movie by itself serves the purpose of advertisement for the licensed merchandise.

- Major trends: Games, movies and music
- The evolution of characters from TV to Retail shelves
- Indians game for international characters & content?
- Kids' channels (cartoon characters) give way to a whole new industry perspective

1200 hrs – 1300 hrs:

#### Session 8: Fashion licensing trends

The multi-faceted licensing is all set to redefine Indian fashion world while opening up new avenues to explore. The channel has proven its efficacy in easing invasion to the new market as well as brand expansion at rapid pace and relatively low investment.

- Licensing opportunities in fashion and lifestyle retail
- Opportunities for placement of licensed product in various channels of distribution
- Retailers taking up licensing route, enlarging their target audience
- Kids category growing big time via licensing business model

1500 hrs -1530 hrs : Tea break

1530 hrs – 1630 hrs:

#### Session 10: Corporate Licensing

Large corporations are being compelled by the massive distribution power and pressure to generate on a constant basis, implying them to look for extensions that go beyond their core competencies, contributing to making brand licensing an increasingly useful option in the brand manager's toolkit.

- Best practices of building successful corporate brand's license program
- Licensing opportunities for F&B, FMCG and consumer durables brands
- Case studies on various auto brands which have successful licensing programmes (India and abroad)
- Strategies for successful corporate licensing

1300 hrs – 1400 hrs: **Networking Lunch**

1400 hrs – 1500 hrs:

#### Session 9: Entertainment licensing

Sale of licensed entertainment merchandise is becoming bigger in India. The success of films makes retailers more receptive to housing merchandise of film properties like developing games, back to school range among other categories. For Cartoons or Characters in children's entertainment space, the market stimulus for buying merchandise is generated through TV and cinema, where the ½ hr TV series or the

1630 hrs – 1730 hrs:

#### Session 11: Celebrity Licensing

The way, when a celebrity endorses a brand, consumers instantly connect to it, on the same lines, by associating the name of a celebrity, a product can become an instant hit among the consumers.

- Why take a celebrity license?
- A checklist while considering to buy a celebrity license
- What are hot – living celebrities or dead celebrities' estates?

## WHO SHOULD ATTEND?

- Brand Owners: Licensors / companies that are potential licensors
- Strategic Planners
- Retailers from all industries
- Product Sourcing Professionals/ Buyers/ Product Development Teams
- Manufacturers from all industries
- Marketing Professionals
- Wholesalers/ Distributors
- Agents / Consultants: Licensing Agents, Advertising or Marketing Agencies, Promotional Strategists
- Management Students

*Whether you're new to licensing or an industry veteran, the Conference will create targeted information and knowledge to take your business to the next level with new strategies, innovative ideas and practical solutions covering everything from retailing strategies to the legal side of licensing to extending your brand globally.*

## LEAD SPEAKERS



### Adam Berg

Sr. Vice President | LIMA, USA

Adam Berg is the Senior Vice President of Membership and New Business Development for the International Licensing Merchandisers' Association. Although delighted to have joined LIMA just recently in this capacity, he has been affiliated with, and active in, the organization throughout his Licensing career and was elected to its Board of Directors where he served from 1997 to 2000.

He is a Licensing Industry veteran with 25 years experience as a licensing agent working for leading industry firms Hamilton Projects and Equity Management Inc. As an agent, Mr. Berg worked on behalf of many corporate and media brands including Coca-Cola, General Motors, Jack Daniels, Hanna-Barbera, and The United States Postal Service in categories as varied and diverse as electronics, video games, housewares, and toys. During this tenure he was responsible for substantial licensing activities on an international basis, having established major licensing businesses in the European Union, Japan, Hong Kong and China.

A native of New York City, Mr. Berg holds a Bachelor of Arts from McGill University in Montreal where he majored in History and a Masters of Business of Administration from Fordham University. He is an avid skier, fencer, golfer and model railroad enthusiast. He lives in Wayne, New Jersey with his wife Diane and their three sons.



#### Michelle Minieri

Partner & President | Bradford Licensing LLC, USA

With a MBA in Business Marketing and Management, as well as an active LIMA member, Michelle delivers cutting edge innovation and leadership to the licensing industry. Over her vast career in licensing, Michelle has launched many significant licensing programs over a range of categories, specifically developing and implementing corporate, art, celebrity, fashion, and entertainment properties in the industry. She has acted as the key person in PepsiCo's exceptional success on the global front, facilitating the international expansion of PepsiCo's network of 600-plus freestanding sport stores in China, the full apparel and accessory launch in Brazil, and supervising marketing projects related to Pepsi's new logo launch and design initiatives. Handling brands such as HBO, Sony, Love Beverly Hills, Aspen, Donald Trump and Paramount, she has been able to combine fresh ideas with core foundations to create highly successful programs around the world.



#### Rob Ridder

Partner | Bradford Licensing LLC & Media Consultant, USA

Rob has many years of management consulting and M & A experience. Rob worked in management positions for Capital Cities, ABC, Westinghouse and Secret Communications plus owning his own broadcast company Ridson, Inc. As a broadcast consultant and broker, he participated in the incredible growth and eventual consolidation of the radio industry in the US during the 1980's and 1990's. Rob has been a media consultant all over the world with significant assignments in the UK and United Arab Emirates. For past 15 years Rob has also been an angel investor, primarily in media/marketing, internet based service providers, and internet security companies. Rob's latest investment has been in Bradford Licensing, LLC and Bradford License India. Rob has BA degree from Hamilton College.

TOPPED WITH WELL PANELLED INDUSTRY EXPERTS FROM INDIA SHARING KEY INSIGHTS GIVING DOMESTIC AND INTERNATIONAL PURVIEW

### PARTICIPATION CRITERIA FOR BRAND LICENSING CONFERENCE 2011

Delegate Registration Fee @ INR 10000 + Applicable Taxes (or USD 200) per delegate.  
Registration stands confirmed, only after the receipt of the payment.

#### DELEGATE HOTLINE:

CALL: +91 9711861118 | +91 8800505858 | +91 9810230540

E-MAIL: [conf@licenseindia.com](mailto:conf@licenseindia.com) | [contact@licenseindia.com](mailto:contact@licenseindia.com)



*India is set to be the biggest consumer market, with the steep gap of brand availability posing 'Brand Licensing' as the only solution. Brand Licensing India 2011, serves as an ideal gateway to explore Indian Licensing industry, by bringing the knowledge, opportunities and the network under one roof.*

*Gaurav Marya,  
President,  
Franchise India Group*

**BE THERE!**

#### ABOUT THE ORGANIZERS - LICENSE INDIA

License India, a division of Franchise India Group, is India's first licensing media services company formed with the objective to increase awareness and support the growth of licensing in the country. Being the knowledge centre, the vertical comprises of India's leading licensing opportunity publication Brand Licensing, the portal [www.licenseindia.com](http://www.licenseindia.com) and business-to business licensing shows encapsulating the conferences & workshops, expositions, awards & recognitions. Well supported by LIMA, License India excels in the licensing space with its strategic and knowledge based verticals.

#### ABOUT BRADFORD LICENSE INDIA

BLI is India's first complete licensing solution provider formed with the objective to increase awareness and support the growth of licensing in the country. Being a part of both Bradford Licensing LLC and Franchise India Group, it brings the expertise of over 25 years in the licensing industry and over 12 years within India in marketing, events, brand development, opportunity identification, and business matching and consulting. Bradford License India services include License Program Advisory Services, Licensee Prospecting, Licensee Management, Media Services and Integrated Supporting Services. Some of the properties represented by BLI: PepsiCo, Sony Pictures, Trump, Marilyn Monroe by Sam Shaw, Polaroid, Pampered Girls, Guinness World Records, Shiv Khera and others.

#### ABOUT LIMA

Founded in 1985, LIMA (Licensing Industry Merchandisers' Association) is a conglomerate of over 1000 companies and individuals, engaged in the worldwide marketing of licensed properties, both as agents and as property owners, with an aim to foster the growth and expansion of licensing at the global scale. For more information log on to [www.licensing.org](http://www.licensing.org)

Corporate Office: F-89/11, 1st Floor, Okhla Phase 1, New Delhi - 110020  
Tel: +91 11 40665555 Fax: +91 11 40665563

Media Head Office: 4th & 5th Floor, Charmwood Plaza, Eros Garden  
Charmwood Village, Surajkund Road, Faridabad - 121009  
Tel: 0129 - 4098800 Fax Number: - 0129 - 4098829

Registered Office: Franchise House SCF 143-144, Sector - 17, Panchkula - 134109  
Tel: 0172-2571823 Fax: 0172-2564963

Mumbai Office: 414, D Wing, Crystal Plaza, New Link Road, Andheri (w)  
Mumbai 400053  
Tel: 02240685500-99 Fax: 022- 40685510

Chennai Office: 2nd Floor, Above Hotel Ashirwaad, 148/1, Habibbula Road, T.Nagar,  
Chennai - 600 017  
Tel: +91-44-42124104 Fax: +91-44-42124103

Bangalore Office: Unit 314, Level 3, Second Floor, #7, Prestige Centre Point  
Cunningham Road, Bangalore-560 052  
Tel: +91 80 49035555 Fax: +91 80 49035511

Kolkata Office: Level 6, Constantia Building, 11 Dr.U.N.Brahmachary Road  
Kolkata - 700017, INDIA

Hyderabad Office: Regus Business Centre, Hyderabad Pvt Ltd, Level 1, Mid Town  
Road No. 1, Banjara Hills, Hyderabad  
Tel: +91 9392795423

Dubai Office: 802, Business Village-B, Next to Clock Tower, Deira, P.O. Box : 22554  
Dubai, United Arab Emirates  
Tel: +971 4 2368568 Fax: +971 4 2368677

[www.licenseindia.com](http://www.licenseindia.com)

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**LICENSE INDIA**  
Empowering Brand Extensions



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DECEMBER 2 - 3, 2011  
HOTEL ASHOK, NEW DELHI, INDIA

Registration Form

NAME 1: \_\_\_\_\_

DESIGNATION: \_\_\_\_\_

EMAIL: \_\_\_\_\_

MOBILE: \_\_\_\_\_

NAME 2: \_\_\_\_\_

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MOBILE: \_\_\_\_\_

ORGANISATION: \_\_\_\_\_

ADDRESS \_\_\_\_\_

TEL: ( ) \_\_\_\_\_

BUSINESS CATEGORY:

Confirmation: We hereby confirm our participation at the Brand Licensing Conference 2011

Date: ..... Signature: .....

FOR REGISTRATION & MORE INFORMATION, CALL: Ruby Nandal at +91 9711861118 or E-MAIL: [conf@licenseindia.com](mailto:conf@licenseindia.com)

Conference Registration Fees

Registration Fee @ INR 10,000 / USD 200 (additional applicable taxes) per delegate for "Brand Licensing Conference 2011"

Register before 15<sup>th</sup> November to avail Early Bird Discount of 10%

The registration will stand confirmed only after the receipt of the payment.