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GET HANDS-ON
EXPERIENCE
ADVANCE YOUR
LICENSING CAREER
MAXIMIZE NETWORKING
OPPORTUNITIES
GET A COMPETITIVE EDGE



LIMA
Certificate of Licensing
Studies Program

2009-2010
www.licensing.org

NEW!
Create and pitch your final project
to a leading licensing agency

“CLS is a terrific training program for the industry—what a great way to provide education to the rising licensing stars in our companies.”

LEIGH ANNE BRODSKY
President, Nickelodeon

“I had been working in licensing for 10 years, and I didn't realize how much I was overlooking until I started taking the CLS classes. I have gained new insight for planning the foundation for a successful licensing program, defining our brand equity and selecting the right products and companies to license. The courses have been taught by industry leaders, experts in the field with many years of experience and success stories to share. The fact that I've been introduced to these professionals and I can call upon them with questions is amazing. Thanks to LIMA and the CLS program, I am more excited and motivated than I've been in a long time about putting what I've learned into practice and rejuvenating our licensing program.”

THERESA PANTOPHLET
United States Golf Association
CLS '09 Graduate

“The CLS Program is extraordinarily beneficial to the novice and experienced licensing professional alike. With accommodating classes, relevant topics and experienced professors, you are sure to walk away well informed and conversant in all topics related to licensing. A worthwhile investment!”

JUDITH YELLIN
Brandgenuity
CLS '07 Graduate

“The program is long overdue. A certificate will soon become a requirement for working in the industry.”

NEIL FRIEDMAN
President, Mattel Brands

“LIMA's CLS program offered me a comprehensive insight into the licensing business brought first hand by renowned licensing executives, allowing me the chance to learn from and network on a personal level with the industry's upper echelon. I highly recommend the course for anyone that is new to the industry, looking for a refresh or simply exploring career growth.”

ALEX SCHONDORF
Paramount Licensing
CLS '07 Graduate

CORE COURSES & DISTINGUISHED FACULTY

DEANS

Gregory Battersby
Grimes & Battersby
Royalty Rate Trends

Danny Simon
The Licensing Group
How to Sell a License

PROFESSORS

Mary Beech
Disney
Evaluating Licensed Products

Ciaran Coyle
The Beanstalk Group
Extending Your Brand Globally

Jed Ferdinand
Grimes & Battersby
Counterfeiting & Related
Infringement Issues
Introduction to the Legal
Side of Licensing

Sean Heitkemper
IMC Licensing
Retail Strategies Beyond the Top 10

Gary Hymowitz
Scholastic Media
Seasonal Programs: A Backdoor
to Retail Shelf Space

Sid Kaufman
Brand Sense Partners
CLS Case Study

James Lewis
Enhanced Retail Solutions
Getting Your Licensed Products

Tony Lisanti
License! Global Magazine
Working with Licensing Agents &
Consultants

Ira Mayer
The Licensing Letter
Measuring the Effectiveness
of a Licensing Program

Elizabeth O'Neill
The Beanstalk Group
Creating & Administering
a Licensing Program

Cynthia Pascoe
20th Century Fox
Marketing & Promoting
a Licensing Program

Jennifer Richmond
JAKKS Pacific
The Licensee's Business
Challenges & Perspectives

Nell Roney
Nancy Bailey & Associates
Licensing For Beginners

Charles Schnaid
Miller Kaplan, Arase & Co., LLP
Royalty Agreements &
Accounting Fundamentals

**Leigh Ann Schwarzkopf,
Lynn Scott**
Project Partners Network
Using Market Research to Develop
Licensing Strategy

Eric Schwartzman
Schwartzman & Associates, Inc
Viral Marketing & New Media

Stu Seltzer
Marketing on Demand
Sponsorships, Endorsements &
Premiums

Ty Simpson
Ty's Toy Box
Making Products Stand Out Online

Carol Spieckerman
newmarketbuilders
How to Sell & Talk to Retailers
in 2010

Dan Stanek
Retail Forward
Keynote Session—Future Consumers:
Conspicuous or Conscious

Will Thompson
Changes
Matching the Product to
the License

THE PROGRAM

The **Certificate of Licensing Studies (CLS)**, offered by the **International Licensing Industry Merchandisers' Association (LIMA)**, is the only year-long educational program specifically designed to prepare those seeking a career in licensing and merchandising, or to enhance the skills of those already working in this ever-changing industry.

To qualify for a CLS Certificate, the student must complete a minimum of sixty (60) hours of both in-person (or via recorded presentation) and online class work taught by leading licensing professionals. The CLS program has been designed to enable participants to complete their coursework in just one year:

Licensing University: Students begin the program with in-person classes through Licensing University at the Licensing International Expo in Las Vegas from June 1-4, 2009. Although attendance is encouraged, recorded presentations of these seminars can be made available for those students unable to attend in person.

Online Sessions: The CLS program continues with online classes offered throughout the year in a webinar format. Coursework is designed to be both practical and interactive.

Mentor Program: Each student will be assigned a mentor to help guide them through their final project for the CLS program. Mentors are leading members of the licensing industry who share their extensive practical experiences on a one-on-one basis.

Independent Study Project: The program concludes with a final Independent Study Project in which the student, with support from their mentor, develops a licensing plan for a potential property.

All students in the program must complete all of the core courses as well as work on a mentorship project. Once the requirements have been met, they will receive their CLS Certificate at a graduation ceremony at the start of the following year's Licensing Expo during LIMA's Annual Meeting.

WHO IS THE IDEAL CLS PARTICIPANT?

The CLS program is targeted to that person who is looking to either begin their career in licensing, and for those already established in the industry who want to learn about different areas of and issues in the broad spectrum of licensing. While the program is focused mainly on the business side of licensing, attorneys and accountants who seek a more extensive understanding of the licensing industry will find many of the courses directly applicable to their daily practices.

WHAT IS THE COST OF THE PROGRAM?

Tuition for Non-LIMA Members is \$2495 and \$2195 for LIMA Members (a 12% discount). Tuition includes all classroom, off-site and online tuition fees, as well as all course materials as required by faculty (a \$1500 value alone).

THE SYLLABUS

LAS VEGAS LICENSING INTERNATIONAL EXPO COURSES AT LICENSING UNIVERSITY™ REQUIRED CORE CLASSES

Licensing For Beginners **4 credits**

date & time: Monday, June 1, 2009 9:00 a.m. – 12:00 p.m.

location: Mandalay Bay Convention Center, Las Vegas

instructor: Nell Roney, President,
Nancy Bailey & Associates

description: This introductory course on licensing will present the fundamentals and best practices of licensing on a variety of fronts from experts in their fields.

find out: What licensing is

How and when to use it to realistically grow your business

Basic licensing terminology

Roles and responsibilities of licensors and licensees

The role of a licensing agent

Risks and how to minimize them

How licensees evaluate properties

How licensors evaluate licensees

Protecting your rights

Selling your property or licensed products to retail

How to present your ideas to a potential licensing partner, and much more.

Introduction to the Legal Side of Licensing **2 credits**

date & time: Monday, June 1, 2009 2:00 p.m. – 4:00 p.m.

location: Mandalay Bay Convention Center, Las Vegas

instructor: Jed Ferdinand, Partner, Grimes & Battersby

description: This hands-on course will cover the key legal issues that impact licensing, to include: licensing agreements, protection of properties under trademarks and copyright laws, intellectual property basics, what to look for in an agent agreement, enforcement of rights, international considerations, and more.

Future Consumers: Conspicuous or Conscious **2 credits**

date & time: Tuesday, June 2, 2009 8:00 a.m. – 9:00 a.m.

location: Mandalay Bay Convention Center, Las Vegas

instructor: Dan Stanek, Retail Forward

description: What will the retail landscape look like when sales begin to rebound? Will consumers resume their former attitudes and buying habits, or has there been a permanent change in how they shop? This keynote session will discuss how the stalled global economy and domestic recession are affecting consumer buying habits, and offer guidelines for identifying and appealing to a newly defined set of consumer hot buttons in an altered marketing landscape.

Royalty Agreement & Accounting Fundamentals **2 credits**

date & time: Tuesday, June 2, 2009 9:00 a.m. – 10:30 a.m.

location: Mandalay Bay Convention Center, Las Vegas

instructor: Charles Schnaid, C.P.A., Miller Kaplan, Arase & Co., LLP

description: This session covers the intricacies of proper royalty contract management, touching on key terminology in the license agreement and focusing on the obligations for both licensor and licensee so that you get the most out of your licensed property. Setting up and actively managing your royalty programs will allow for greater financial success in the long run.

Retail Strategies Beyond the Top 10 **2 credits**

date & time: Tuesday, June 2, 2009 11:00 a.m. – 12:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: Sean Heitkemper, Vice President, Business Development, IMC Licensing

description: Participants will learn the hottest retail developments, engagement strategies for more nimble retail partners, and unique approaches to promoting and selling licensed products. Sean will lead a panel of diverse retailers who use licensing to drive traffic and sales, and distinguish themselves from their bigger rivals.

Working with Licensing Agents and Consultant **2 credits**

date & time: Tuesday, June 2, 2009 1:00 p.m. – 2:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: Tony Lisanti, Global Editorial Director, License! Global Magazine

description: Licensing agents and consultants can play a central role in the development of an effective licensing program. This seminar will aid participants in defining respective roles; key into the pertinent questions they should be asking if considering an agent or consultant; and learn how the best relationships work.

Getting Your Licensed Product on the Retailer's Shelf **2 credits**

date & time: Tuesday, June 2, 2009 3:00 p.m. – 4:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: James Lewis, CEO & Founder, Enhanced Retail Solutions

description: This session covers strategies to help develop proposals that appeal to both the creative and analytical mind of the buyer. Advanced techniques to more accurately target licensed products to the right retailer and their respective stores based on demographics and geographics will also be explored, as will developing a compelling proposition and strategies for co-managing the business.

Beyond Sales Dollars: Measuring the Effectiveness of a Licensing Program **2 credits**

date & time: Wednesday, June 3, 2009 9:00 a.m. – 10:30 a.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: Ira Mayer, President & Publisher, The Licensing Letter

description: Discover which measures licensors, agents and manufacturers should use to assess performance. In this session you will learn how to set realistic objectives to help you manage the expectations of your licensing partners and C-level managers; build an iron-clad case for your existing licensing program; and secure buy-in for new licensing initiatives.

Using Market Research to Develop Your Licensing Strategy **2 credits**

date & time: Wednesday, June 3, 2009 11:30 a.m. – 12:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: Leigh Ann Schwarzkopf, Co-Founder,

Project Partners Network
 Lynn Scott, Co-Founder,
 Project Partners Network

description: Discover how using research can help provide licensees with a "fact based" selling story to retailers. This session addresses how consumer insights can direct opportunities for licensing products and services you may not have thought about, as well as how research can prioritize the development of your program to help better define what areas are truly "close in."

Viral Marketing & New Media: Understanding New Communications Technologies **2 credits**

date & time: Wednesday, June 3, 2009 1:00 p.m. – 2:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
instructor: Eric Schwartzman, Schwartzman & Associates, Inc.

description: The web has surpassed print as the dominant channel for news delivery, search engines are where we now go first to source opinions on products and services, and Americans are watching more than 12 billion clips a month online. With the media landscape forever altered by the proliferation of user generated media, learn how to harness the power of social media to build buzz and generate transactions.

Networking Roundtables **1 credit each (choose two)**

date & time: Thursday, June 4, 2009 9:00 a.m. – 12:30 p.m.
location: Mandalay Bay Convention Center, Las Vegas
9-10:30 am: Securing Your Global Licensing Program
 Against Counterfeiting
 Mining Gold from Your Licensing Portfolio
 How to Run a Lottery Licensing Program
 Action Sports: Mixed Martial Arts

11-12:30 pm: Crisis PR: What to do When Bad Things Happen to Good Licensees
 Social Auditing: Developing and Maintaining Manufacturing Standards
 Building an Environmentally Sustainable Licensing Program
 Moving from Books to Products

ONLINE COURSES REQUIRED CORE CLASSES

All times Eastern

How to Sell a License **2 credits**

date & time: Tuesday, September 8, 2009
 4:00 p.m. – 6:00 p.m.

instructor: Danny Simon, President, The Licensing Group
description: This seminar will provide proven techniques used to successfully pitch and sell a license. Attendees will learn techniques that will enable them to maximize the profitability of their licenses in their careers.

The Fundamentals of Creating and Administrating a Licensing Program **2 credits**

date & time: Tuesday, September 22, 2009
 4:00 p.m. – 6:00 p.m.

instructor: Elizabeth O'Neill, Senior VP, Marketing & Business Development, The Beanstalk Group
description: This program will provide best practices for developing and running a successful licensing program. Participants will learn the fundamental techniques upon which profitable licensing programs are built, including development of a strategic licensing plan, licensee selection and negotiation, product development, licensee and retail management, royalty reporting and analysis, and program optimization.

Marketing and Promoting a Licensing Program 2 credits**date & time:** Tuesday, October 6, 2009
4:00 p.m. – 6:00 p.m.**instructor:** Cynthia Pascoe, Director of Publicity, Marketing & Promotions, 20th Century Fox
description: This session will review those marketing and promotional strategies utilized when launching a licensing program. A specific emphasis will be placed on publicity and advertising campaigns as part of a major licensing program for a theatrical release, television series, and themed entertainment attraction. The course will include two case studies: The Licensing Success of *The Simpsons*, and A Look at the Global Licensing Strategy Behind the *Ice Age* Franchise.**The Licensee's Business Challenges and Perspectives 2 credits****date & time:** Tuesday, October 20, 2009
4:00 p.m. – 6:00 p.m.**instructor:** Jennifer Richmond, Senior VP, Licensing, JAKKS Pacific**description:** This course will concentrate on the licensed product manufacturer—a critical player in every licensing program. It will discuss the economic realities of the manufacturing business, current trends, license deal-points from the licensee's perspective, and how successful licensees maximize their licensed product sales.**How to Sell and Talk to Retailers in 2009 2 credits****date & time:** Tuesday, November 3, 2009
4:00 p.m. – 6:00 p.m.**instructor:** Carol Spieckerman, President, newmarketbuilders**description:** You can't keep using the same approaches, terminology and talk track when your retailers'

marketing and brand strategies are changing at lightening speed! The good news is, most retailers are focused on the same themes—they're just using different words to describe them. Learn three power themes and corresponding buzz words, phrases and concepts that will pop your 2010 presentations and transform your talk track.

Extending Your Brand Globally 2 credits**date & time:** Tuesday, November 17, 2009
4:00 p.m. – 6:00 p.m.**instructor:** Ciaran Coyle, Managing Director, The Beanstalk Group**description:** This seminar will help you employ the "think global, act local" strategy for developing and executing an international licensing program. Through case studies, learn how to determine which markets hold the greatest potential, how to identify the best categories for licensing, and how to tailor the program to the local retail environment and consumer tastes.**Royalty Rate Trends 2 credits****date & time:** Tuesday, December 8, 2009
4:00 p.m. – 6:00 p.m.**instructor:** Greg Battersby, Partner, Grimes & Battersby**description:** Royalties and other compensation issues are a constantly moving target. This session will help you zero in on the current benchmarks relevant to *your* business, especially in these licensing categories: Celebrity, Art, Entertainment, Corporate and Sports.**Elective Case Study: Brand Sense Partners 2 credits****date & time:** Tuesday, December 15, 2009
4:00 p.m. – 6:00 p.m.**Evaluating Licensed Products 2 credits****date & time:** Tuesday, January 12, 2010
4:00 p.m. – 6:00 p.m.**instructor:** Mary Beech, Vice President & GM, Studio Franchise Development, Disney**description:** Participants in this seminar will further their understanding of how to successfully evaluate properties for merchandisability and determine the ideal product line and launch plan for retail wins.**Sponsorships, Endorsements, and Premiums 2 credits****date & time:** Tuesday, January 26, 2010
4:00 p.m. – 6:00 p.m.**instructor:** Stu Seltzer, Partner, Marketing on Demand**description:** Licensing is an important promotional marketing tool. This seminar will help participants understand the difference between premiums, endorsements and sponsorships. It will delve into some case studies of how, why and when they should use licensed premiums and promotional products in their own marketing schemes.**Creating Season Programs: A Backdoor to Retail Shelf Space 2 credits****date & time:** Tuesday, February 16, 2010
4:00 p.m. – 6:00 p.m.**instructor:** Gary Hymowitz, Vice President, Consumer Products, Scholastic Media**description:** With retail space at a premium and retailers consolidating, it is challenging to find a home for your IP. Learn the ins, outs, and how to's for a successful seasonal program that could be the key to getting a buyer's attention.**Making Products Stand Out Online 2 credits****date & time:** Tuesday, March 2, 2010 4:00 p.m. – 6:00 p.m.**instructor:** Ty Simpson, President & Founder, Ty's Toy Box
description: With the glut of retail consolidations, online retailing has become the new specialty market—introducing millions of customers to products they cannot find through mass merchants. Learn what marketing and merchandising strategies will help your products "pop" with end users and how to convert them into loyal consumers who stick to your site.**Counterfeiting and Related Infringement Issues 2 credits****date & time:** Tuesday, March 16, 2010 4:00 p.m. – 6:00 p.m.**instructor:** Jed Ferdinand, Partner, Grimes & Battersby**description:** As counterfeiting becomes an increasingly major threat to product lines, it is important that the licensing industry learns how to combat and thwart counterfeiters. This seminar will explain the ways in which products can be protected.**Matching the Product to the License 2 credits****date & time:** Tuesday, March 30, 2010 4:00 p.m. – 6:00 p.m.**instructor:** Will Thompson, Changes**description:** The success of a licensed product may rest on how good a fit the product is for the particular license. This interactive seminar will provide a guide for understanding just how well you can fit a license to various products featuring real life examples. You will also get a glimpse inside the workings of a major t-shirt and accessory company—how they go about finding new licenses, what they look for, and how they are structured.

FINAL CLS PROJECT 10 CREDITS

HOW TO REGISTER

PRESENT TO THE BEANSTALK GROUP!

New to CLS this year, participants will have the unique opportunity to create a real-world licensing strategy! Students will be placed into small groups to develop a potential licensing plan for The Beanstalk Group. At the conclusion of the CLS program, students will pitch their final project directly to The Beanstalk Group for critique.

Those not wishing to participate in the group project may elect to develop a licensing plan based on a hypothetical property. Mentors will be available to guide students through whichever project they select.

ABOUT LIMA



Founded in 1985, LIMA is the worldwide trade organization for the licensing industry. LIMA's main objective is to work together with licensors and licensees for the advancement of professionalism in licensing through research, national and international seminars, trade events and publications. With members in 35 countries, and offices in New York, London, Munich, Tokyo and Shanghai, members enjoy access to a wide variety of activities, information and benefits. LIMA is a proud sponsor of the annual Licensing International Expo, Brand Licensing Europe, LiMa Licensing Market (Munich), Day of Licensing (Cologne), Licensing Asia (Tokyo), Shanghai Licensing Pavilion and the Hong Kong Licensing Show. In addition, LIMA offers the *flip* (Future LIMA Industry Professionals) program, providing support and networking for industry newcomers. For more information please visit www.licensing.org.

ABOUT FLIP



Future LIMA Industry Professionals (*flip*) is a program of the Licensing Industry Merchandisers' Association (LIMA) that provides professional development and networking opportunities for newcomers to the licensing business. Founded in 2005, *flip* has a growing national membership and chapters in New York and Los Angeles. The program offers regular Learning Breakfast and Learning Lunch seminars featuring industry leaders and offers volunteer opportunities through LIMA's Charity of Choice, the Children's Brain Tumor Foundation (CBTF). The goal of *flip* is to promote growth and professionalism in the worldwide licensing industry. For more information on *flip* or to get involved, please visit www.licensing.org.

8 register online at www.licensing.org/cls

DEADLINE TO REGISTER

May 22, 2009

FEE SCHEDULE

The cost for this career advancement program is a one-time all-inclusive fee for the sixty (60) credits of classroom, off-site and online courses. Rates are as follows:

LIMA Members **\$2,195**
Non-Members **\$2,495**

FEE INCLUDES

All classroom, off-site, and online tuition fees
All course materials as required by faculty

CANCELLATIONS

Request for cancellations must be made in writing and postmarked no later than **May 27, 2009**. Such cancellations will be accepted with full refunds minus a \$50 processing fee.

No refunds will be made for cancellations postmarked later than May 27, 2009.

INSTALLMENT PAYMENT

To assist students in the payment process, LIMA offers the following installment payment program:

\$1,200 First installment for LIMA members, due upon enrollment in the program.

\$1,380 First installment for non-members, due upon enrollment in the program

2 payments of \$497.50 LIMA Members
(in Sept. and Jan.)

2 payments of \$557.50 Non LIMA members
(in Sept. and Jan.)

COURSE MATERIALS

Upon receipt of registration form and payment, LIMA will send to you a kit outlining all relevant information including locations, online instructions, as well as dates and times.

REGISTER ONLINE

Visit www.licensing.org/cls to sign up online

CONTACT

Questions about CLS? Send an email to Christina Attardo at cattardo@licensing.org.

www.licensing.org 9