

# LIMA Membership is Good Business for Licensors & Agents!



[www.licensing.org](http://www.licensing.org)

# Industry Leaders Participate and Profit from LIMA Membership!

*“Lucas Licensing sees great benefits in the support and services provided by the LIMA organization, both here in the US and in key international markets.”*

**Howard Roffman, President,  
Lucas Licensing**

*“LIMA is a great resource for industry information. I always use the website to keep up on current industry news, find valuable contacts and support.”*

**Dana P. Smith, President and COO,  
Equity Management Inc**

***Join Now and Have LIMA Work for You!***

# GET CONNECTED!

- LIMA membership connects you with licensees from around the world through networking events, and members-only print and online resources.
- Use the LIMA online database or members-only directory to find the best company or licensing agent to represent your property anywhere in the world.
- LIMA gives you access to licensing-focused specialty firms: accountants, consultants, law firms, software companies, royalty tracking companies, and more.
- Manufacturers and promotional agencies frequently look to partner with LIMA licensors and agents.



*“LIMA gives us the chance to be around more than just other collegiate brands, and really helps us view the licensed product market from a much broader and more diverse business perspective.”*

**Rick Van Brimmer, Director, Trademark & Licensing Services,  
The Ohio State University**

# DEVELOP YOUR BUSINESS!

- Leverage LIMA's strong international base to grow your business in emerging global markets.
- Realize significant savings through discounts offered to members exhibiting at various LIMA-sponsored trade shows around the world.
- Keep pace with fast moving licensing trends – access the LIMA website for the latest industry news and events.
- Earn recognition for your achievements – participate in the LIMA International Licensing Excellence Awards.



*"Nickelodeon and Viacom Consumer Products enjoys a long and active membership with LIMA because we share common goals including the growth and expansion of licensing around the world."*

**Leigh Anne Brodsky, President,  
Nickelodeon & Viacom Consumer Products**

# GAIN KEY KNOWLEDGE!

- Learn the licensing business through *flip* Learning Lunches, the Certificate of Licensing Studies (CLS) program, LIMA Licensing Webinars, and more!
- Get the inside scoop on topics and trends affecting your bottom line through the many LIMA-sponsored educational programs around the globe.
- Find the right contacts fast in the exclusive *LIMA Who's Who Licensing Resource Directory*.
- Gain real world knowledge from the industry's best and brightest – LIMA members!



*"From the largest entertainment and corporate brands to niche up-and-coming art brands, LIMA represents a dynamic business community and we are proud to be a founding member."*

**Karen McTier, Executive Vice President,  
Domestic Licensing and Worldwide Marketing,  
Warner Bros. Consumer Products**

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**GAIN  
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350 Fifth Avenue, Suite 4019  
New York, NY 10118  
212 244 1944  
info@licensing.org  
www.licensing.org

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