

Society of Product Licensors  
Committed to Excellence



## 2016 SPLiCE MEMBERS

The American Red Cross (2015)  
AT&T (2012)  
BBC Worldwide (2016)  
The Biltmore Company (2007)  
The Boeing Company (2015)  
Boy Scouts of America (2009)  
Brown-Forman (2011)  
Caterpillar Inc. (2004)  
Church & Dwight (2012)  
The Clorox Company (2010)  
The Coca-Cola Company (2004)  
Cracker Barrel Old Country Store(2015)  
Crayola (2012)  
Dorna Sports MotoGP (2011)  
Dr. Pepper Snapple Group (2007)  
DuPont (2012)  
Electrolux (2012)  
Energizer (2011)  
Ford Motor Company (2010)  
Fruit of the Loom (2013)  
General Mills (2012)  
General Motors (2015)  
The Goodyear Tire & Rubber Co. (2014)  
Hallmark (2013)  
Hamilton Beach Brands (2005)  
Harley-Davidson (2007)  
Hasbro Inc. (2004)  
Hearst Communications (2014)  
The Henry Ford (2016)  
Honeywell (2014)  
HP Inc. (2007)  
Jarden Consumer Solutions (2004)  
John Deere (2004)  
Kodak (2006)  
LEGO (2014)  
Mars Retail Group (2011)  
Mattel Inc. (2004)  
McCormick & Company (2016)  
McIlhenny Company (2016)  
Meredith Corporation (2005)  
MillerCoors (2014)  
Motorola (2012)  
NBCUniversal (2010)  
Newell Brands (2008)  
Nike Inc. (2005)  
The Ohio State University (2013)  
P&G (2007)  
PBS (2004)  
Qualcomm Incorporated (2016)  
Reebok International (2010)  
S. C. Johnson Inc. (2008)  
Stanley Black & Decker (2004)  
Textron Inc. (2006)  
Time Inc. (2016)  
Unilever (2015)  
United States Air Force (2016)  
United States ARMY (2013)  
United States Postal Service (2005)  
U.S. Polo Association (2016)  
The Walt Disney Company (2004)  
Westinghouse Electric Corp. (2016)  
Whirlpool Corporation (2005)  
Williamson-Dickie Mfg. Co. (2016)  
WWE (2016)  
Yamaha Motor Corporation (2005)  
Zippo (2014)

## REPRESENT OVER 40 INDUSTRY SECTORS

Aerospace  
Amusement Parks  
Appliances  
Art  
Automotive  
Beverages (Soft Drinks)  
Beverages (Wineries & Distilleries)  
Business Equipment  
Celebrity Estates  
Cellular Technology  
Children's Products  
Cleaning Supplies  
Collegiate/University  
Confections  
Consumer Products  
Construction  
Dental Technology  
Digital Imagery & Technology  
Electronics  
Entertainment & Character  
Farm Products  
Fashion  
Food & Beverage  
Footwear  
Gifts & Novelties  
Government  
Health & Beauty  
Household Goods & Housewares  
Industrial & Commercial Equipment  
Infant Products  
Juvenile Products  
Motorcycling  
Music & Video  
Nonprofit  
Outdoor Lifestyle  
Photographic Equipment & Supplies  
Publishing  
Racing  
Rubber & Plastics  
Spirits/Alcohol  
Sports  
Sporting Goods  
Stationary Goods  
Telephony  
Textile (Apparel Clothing)  
Textile (Footwear & Accessories)  
Tools (Commercial and Residential)  
Toys & Games  
Trademark Brands  
Transportation  
Trucks and Other Vehicles  
Wellness

## Our Vision

To Continuously improve brand licensing.

## Our Mission

We are a community of licensors who share best practices for protecting, promoting, and enhancing brand integrity.



## Collaborative Purpose and Best Practice Deliverables

### Benchmarking Licensing Best Practices

- Product Specification Template
- Contract Management Tools
- Licensing Organizational Matrix
- Software Solutions Matrix
- SPLiCE Project Planning Tool: Licensee Summit

### Evaluation Tools

- Licensee Selection Checklist
- Product Approval Process Checklist
- Licensing Agency Evaluation Tools

### Measurement Scorecards

- Brand Licensing Metrics Playbook
- Licensee Scorecard Matrix
- Social Accountability Matrix
- Environmental Solutions Matrix

### Interactive Website Forum

- Benchmarking; Historical Topic & Supporting Materials Forum
- Benchmark & Taskforce Team Updates
- Legal, Marketing, Quality & Social Accountability Blogs
- Tool Box:: Reference Materials, Models & More
- Licensors Workshop Forum

### SPLiCE Member Only Meetings, Community Education & Networking

- Town Hall Monthly Virtual Meetings
- Webinar Function Focus on Legal, Marketing, Quality, Social Media, Anti-Counterfeiting, Environmental Sustainability and Social Accountability
- Q1 Onsite New Year Meeting
- Online Annual Member Community of Best Practice Meeting
- Q2 SPLiCE Licensors Summit™ hosted in Las Vegas
- Q3/Q4 SPLiCE Licensors Workshop Member Hosted Event

## Contact & Membership Info

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