



2017 SPLiCE MEMBERS

- The American Red Cross (2015)
- AT&T (2012)
- 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)
- The Henry Ford (2016)
- Honeywell (2014)
- HP Inc. (2007)
- 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

Kimberly A. Kocienki
 Chief Executive Officer, SPLiCE
 257 Lafayette Avenue, Suite 123
 Buffalo, NY 14213

C: 716.698.8456
 O: 716.698.2247
 E: Kimberly@SPLiCEonline.com
 www.SPLiCEonline.com