



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)
 Life is Good (2017)
 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 Imaging & 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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