



## 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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