



**Vision:** To facilitate best practice licensing process management.  
**Mission:** Licensees and expert service providers will have an educational forum that builds awareness of best practices in the licensing industry.



**MONDAY MAY 21 The Evolution of Licensing: The Changing Environment**

- 12:00 PM Registration Opens **Trinidad Pavilion & Meeting Rooms**
- 1:30 PM Program Welcome  
 John Trebbien, SPLICE Director & Committee Chair | Kimberly Kociencki, SPLICE CEO
- 2:00 PM **China Market Overview: The China Retail Landscape & Growth of E-Commerce**
- Jeff Lotman, CEO | [Global Icons](#) PLATINUM SPONSOR
  - Gahl Leddel, General Manager | [Global Icons](#) Asia Pacific
- Trends & Metrics to Analyze Brand Licensing Growth**
- Debra Restler, Vice President, Business Development | [Beanstalk](#)
  - Lou Ellman, Founder | [RoyaltyZone](#)
  - Stu Seltzer, President | [Seltzer Licensing Group](#)
- The Evolution of Brand Protection**
- Pamela Deese, Partner and Matthew Wright, Partner | [Arent Fox LLP](#)
  - Jason Roberts, CEO | [Sumerra](#)
- 4:00 PM **Gold Sponsored Networking Mid-Day Break** **Trinidad Pavilion & Meeting Rooms**
- Preparing for the Transparency Revolution!**
- Mike Dunn, Founder & President | [Octane5/Brandcomply.com](#) PLATINUM SPONSOR
- Licensing Compliance – Mission Impossible?**
- Juergen Mathwich, Founder & Executive | [Authentic Vision](#)
  - Marty Malysz, President | [Dependable Solutions](#)
  - Debbie Stewart, Founder & Managing Director | [Invotex IP](#)  
*Special Guest:* Rob Tobias, CEO | [HDMI Licensing Administrator, Inc.](#)
- Supercharge Your Brand with Digital Analytics & Automation**
- Scott Stern, President & CEO | [Norscot](#) PLATINUM SPONSOR
  - Jason Corgiat, Chief Marketing Officer | [Norscot](#)
- 6:15 PM Platinum Sponsored Networking Reception **Havana Room™ at Tropicana Las Vegas**
- 8:30 PM Adjourn



**SPLICE DEVELOPMENT COMMITTEE PROUDLY SUPPORTING 2018 SPLICE LICENSORS SUMMIT™**





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12:00 PM Registration Opens **Trinidad Pavilion & Meeting Rooms**  
1:30 PM Welcome: John Trebbien, SPLICE Director & Committee Chair | Kimberly Kociencki, SPLICE CEO

**2:00 PM *What's Working & What's Not in China: An Overview for Licensors***

Jeff Lotman, CEO | [Global Icons](#) PLATINUM SPONSOR

Gahl Leddel, General Manager | [Global Icons](#) Asia Pacific

- o Recent Developments
- o The China Retail Landscape & Growth of E-Commerce
- o Auditing, Counterfeiting and Brand Protection
- o Takeaways on Brand Licensing in China

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**Trends & Metrics to Analyze Brand Licensing Growth**

*Our presenters will focus on the coming trends and metrics to shape your licensing program.*

***Retail Reinvention: Ten Trends Shaping the Future of Retail***

Debra Restler, Vice President, Business Development | [Beanstalk](#)

- o Retailers to watch
- o The future of malls
- o Innovative retail formats and platforms
- o Unexpected partnerships
- o Technologies enhancing customer experience

***Mining Gold from Royalty Reports*** *How online royalty reporting can help licensors*

Lou Ellman, Founder | [RoyaltyZone](#)

- o Get paid accurately and on time
- o Identify infringement and other red flags
- o Analyze licensee performance
- o Analyze licensing program performance

***Metrics Beyond Royalties to track and realize your Strategic Licensing Goals***

Stu Seltzer, President | [Seltzer Licensing Group](#)

- o What is the value of my licensing program... beyond royalty revenue?
- o How to create and use the right Licensing Strategic Framework to achieve licensing goals.
- o Examples from corporate brands that utilize this strategic framework

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The Walt Disney Company

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## The Evolution of Brand Protection

*Our presenters will focus on the internal & external components of brand protection.*

### **Breach/Enforcement and Remedies Short of Termination**

Pamela Deese, Partner | [Arent Fox LLP](#)

Matthew Wright, Partner | [Arent Fox LLP](#)

- General categories of breach that impact the type/scale of licensors' potential recourse, and reasons for immediate termination vs. termination after allowing licensees an opportunity to cure.
- Remedies for breach short of termination
- Types of generally acceptable "softening" language to allow a licensee to negotiate into the contract some leeway for inadvertent breaches or isolated incidents but still deter future breaches
- Examples of reasonable fees/penalty for making unauthorized sales
- Most difficult penalty provisions to enforce
- Tensions between Legal and Business team and/or social/environmental compliance group

### **Supplier Monitoring Expectations**

Jason Roberts, CEO | [Sumerra](#)

- Incentivizing licensee positive behaviors
- Intended and unintended consequences
- Capacity building tactics & training activities
- How to set-up monitoring & audits

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4:00 PM

**Gold Sponsored Networking Mid-Day Break**

**Trinidad Pavilion & Meeting Rooms**

### **Preparing for the Transparency Revolution!**

Mike Dunn, Founder & President | [Octane5/Brandcomply.com](#) PLATINUM SPONSOR

- How do I even begin? Preparing to Be Prepared...
- Auditing, Product Testing and Global Regulations "Prep Kit"
- The Tools of the Trade for Management
- Delivering Transparency: What does it look like?

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### Licensing Compliance – Mission Impossible?

*Our presenters will share best practices to manage counterfeit grey market goods & under-reporting.*

#### **Secure, Simple and Smart: Next Generation Product Authentication Solutions**

Juergen Mathwich, Founder & Executive | [Authentic Vision](#)

- What are the 4 key features of next generation label solutions
- Why licensors *should not* compromise between secure, easy to use & efficient label programs
- The blend: how product authentication and value-added services for consumers can go hand in hand
- How to reduce training costs for in-the-field product authentication
- Data is the new gold: Examples of real-time data improving brand integrity and compliance

#### **Mission Impossible – Conducting your Operation**

Marty Malysz, President | [Dependable Solutions](#)

- Security – Need to know basis
- Forecasting is a requirement in 2018
- Out of Bounds – Measurement and Accountability
- Starting well requires a firm foundation – Importance of Approval Processes
- It's all in the details. Collecting and processing critical information

#### **Royalty Audits: Correct Royalties + A Positive Relationship**

Debbie Stewart, Founder & Managing Director | [Invotex IP](#)

- What is a royalty audit and how it assures your receipt of all royalties due.
- Truth behind underreporting, why do royalty audits uncover under reporting 86% of the time.
- Audit statistics and what they mean to you.
- Real life examples of compliance best practices to achieve full royalties.
- Examples of key agreement language and definitions.
- Examples of what a royalty reporting template should include.

*Special Guest:* Rob Tobias, CEO | [HDMI Licensing Administrator, Inc.](#)

#### **Supercharge Your Brand with Digital Analytics & Automation**

Scott Stern, President & CEO | [Norscot](#) PLATINUM SPONSOR

Jason Corgiat, Chief Marketing Officer | [Norscot](#)

- Marketing Automation + CRM | Overview
- The Danger of Average | Unlocking the Secrets in Analytics Data
- Engaging & Empowering Your Brand Fanatics
- Questions to Ask Your Marketing Team or Agency Partners

6:15 PM

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**Havana Room™ at Tropicana Las Vegas**

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