



2018 SPLiCE MEMBERS

The American Red Cross (2015)
Anheuser-Busch-In-Bev (2017)
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)
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)
HDMI LA (2018)
The Henry Ford (2016)
The Hershey Company (2017)
Honeywell (2014)
HP Inc. (2007)
John Deere (2004)
Just Born Inc. (2018)
Kodak (2006)
LEGO (2014)
Life is Good (2017)
Mack Trucks (2018)
Mars Retail Group (2011)
Mattel Inc. (2004)
McCormick & Company (2016)
McIlhenny Company (2016)
Meredith Corporation (2005)
MillerCoors (2014)
Motorola (2012)
NASCAR, Inc. (2018)
NBCUniversal (2010)
New Balance Athletics, Inc.
Newell Brands (2008)
The Ohio State University (2013)
P&G (2007)
PBS (2004)
Qualcomm Incorporated (2016)
Reebok International (2010)
Serta Simmons Bedding Company (2017)
Stanley Black & Decker (2004)
Textron Inc. (2006)
Under Armour (2017)
Unilever (2015)
United States Air Force (2016)
United States ARMY (2013)
United States Marine Corps (2017)
United States Navy (2018)
United States Postal Service (2005)
University of Southern California (2017)
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

Contact & Membership Info

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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 SPLiCE NETWORK Member Only

- 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, Retail marketplaces, eCommerce, Social Media, Anti-Counterfeiting, Environmental Sustainability and Social Accountability
- Q1 Onsite New Year Meeting Member Hosted Event
- Q2 Online Bi-annual Member Meeting
- Q2 SPLiCE Licensors Summit™ hosted in Las Vegas
- Q3 SPLiCE Licensors Workshop Member Hosted Event
- Q4 SPLiCE International Meeting Member Hosted in London