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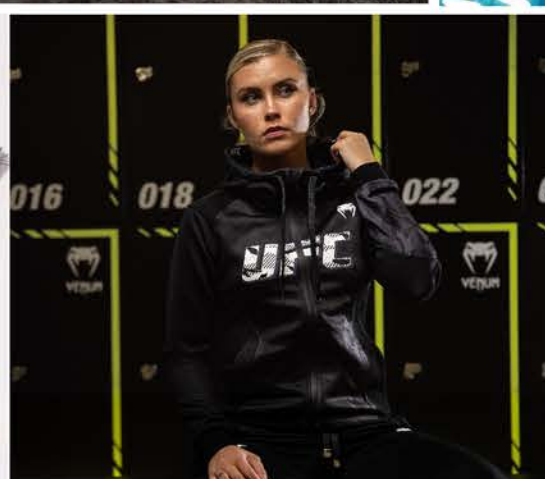
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# IMG

THE WORLD'S NO.1 LICENSING AGENCY







IMG LICENSING IS THE WORLDWIDE  
LICENSING DIVISION OF

# ENDEAVOR

A GLOBAL COMPANY BUILT TO HELP BRANDS  
STRATEGICALLY LEVERAGE ALL FORMS OF CULTURE



A 3x6 grid of plus signs (+).

# PRODUCTION



HOSPITALITY

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IMG SITS AT THE CENTRE OF A COMPANY WITH UNRIVALLED CROSS-DISCIPLINARY CAPABILITIES



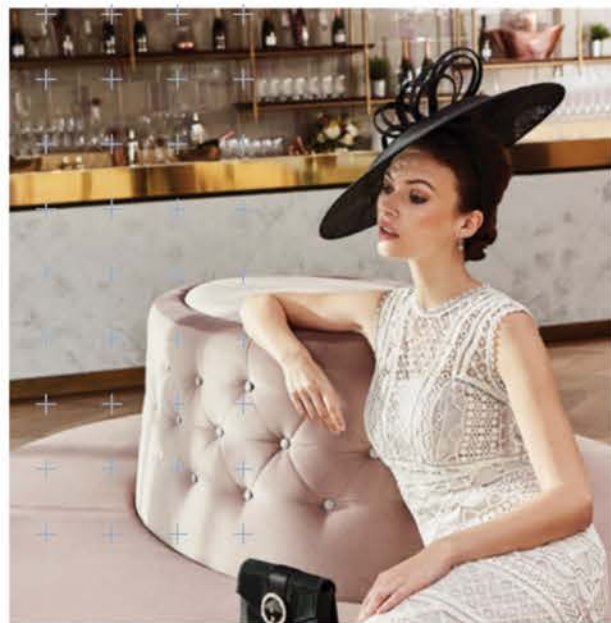




# GLOBAL REACH & LOCAL MARKET EXPERTISE



# WE WORK ACROSS DIFFERENT CLIENT VERTICALS



FASHION



ENTERTAINMENT



ESTATES



SPORTS



CORPORATE



MEDIA



INSTITUTIONAL



ART



TALENT



++ ++ ++ ++  
++ ++ ++ ++

# AND ACROSS ALL PRODUCT CATEGORIES



APPAREL & FOOTWEAR

FASHION  
ACCESSORIES



OUTDOOR



TOYS AND GAMES



EXPERIENTIAL



SPORTING GOODS



ELECTRONICS



PUBLISHING



FMCG



CONSUMER DURABLES



HEALTH AND  
BEAUTY



# OUR CLIENTS







## SPORTS

Global tournaments, professional sports leagues, leading teams, prestigious events and legendary athletes





+ + +  
 + + +

# AUTOMOTIVE

The most prestigious brands across automotive





## MEDIA & ENTERTAINMENT

Major entertainment franchises from film, TV and gaming;  
iconic characters and global media brands





## FASHION & CELEBRITY

Youth fashion, fast fashion, premium brands and luxury labels



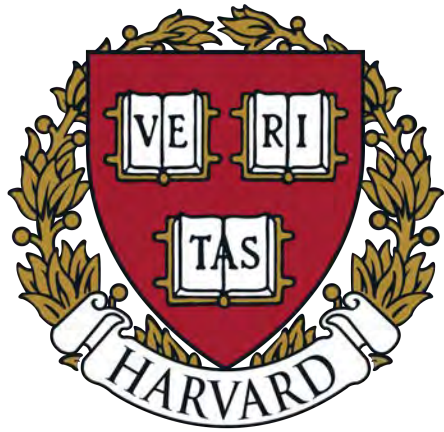


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+ + +

## CORPORATE TRADEMARKS

Industry-leader corporate trademarks and  
fortune 100 household brands





+ + + **ESTATES, INSTITUTIONS AND**  
+ + + **CHARITIES**

College & Universities, Legendary Performers, Military &  
Government, International Organizations, Art & Literary



A decorative graphic on the left side of the slide, consisting of a grid of small white plus signs arranged in 6 columns and 20 rows.

# IMG LICENSING: OUR CLIENTS



# IMG LICENSING: OUR CLIENTS



GOLF

FOOTBALL



TENNIS

AMERICAN FOOTBALL

RUGBY

HORSE RACING

MIXED MARTIAL ARTS

SPORTS & LIFESTYLE



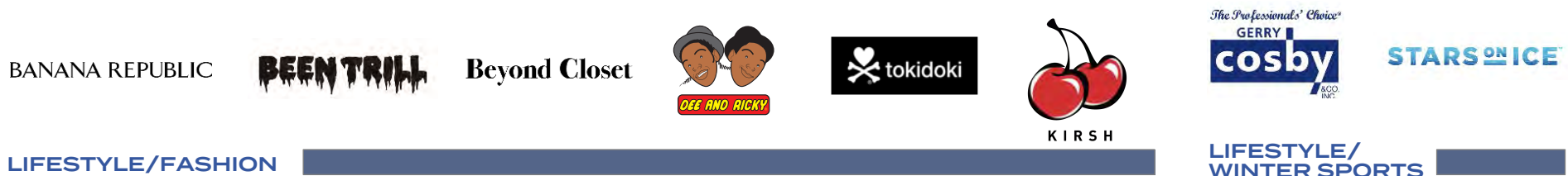
MOTOR-RELATED



MOTOR-RELATED



# IMG LICENSING: OUR CLIENTS





# IMG LICENSING: OUR CLIENTS



LIFESTYLE

CELEBRITY



VIDEO GAME-RELATED

FILM



FILM

TV DRAMA

CHARACTER/ENTERTAINMENT



ART

SYMBOL

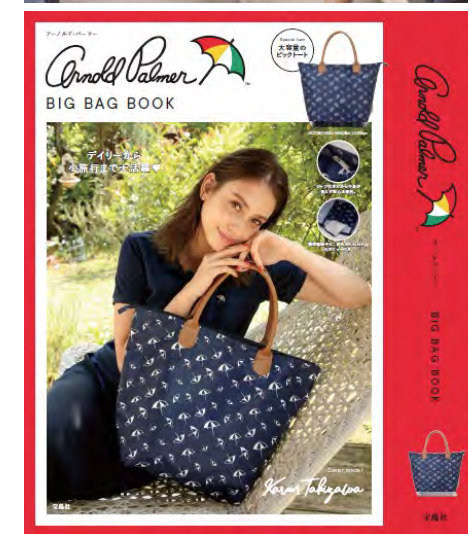
DESIGNER



A decorative graphic on the left side of the slide, consisting of a grid of small white plus signs (+) arranged in 6 columns and 20 rows on a dark blue background.

# ASIA CASE STUDIES









ARNOLD PALMER

Case Study





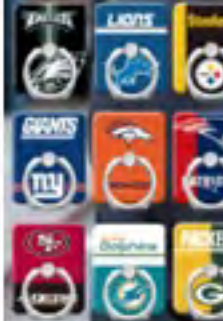




National Football League



Activall



BUNKER RING



NFL

Case Study







## 日本初となる選手イラスト商品新発売！

日本ならではの着物を着た和風イラストなど、実写では表現できない世界観を実現したFCバルセロナ公式ライセンス商品が新発売。  
 スマホケース、ステッカー、マグカップなど商品ラインナップも充実。  
 FCバルセロナファン必見の新商品をご堪能ください。



**FCBARCELONA**  
OFFICIAL PRODUCT

詳しくは、  
SoccerJunky お取り扱い店舗へ  
お尋ね下さい。  
[www.soccerjunky.com](http://www.soccerjunky.com)

株式会社 1009 ([www.soccerjunky.com](http://www.soccerjunky.com)、[www.claudiopandiani.com](http://www.claudiopandiani.com))



## EUROPEAN FOOTBALL CLUBS

Case Study





## EUROPEAN FOOTBALL CLUBS

Case Study





## SUNGLASSES COLLECTION HAS COME

◇FCバルセロナ◇  
公式ライセンスによるサングラスコレクション始動。  
新しい風を感じるクール&エモーションな  
ラインナップ。

**FCBARCELONA**  
OFFICIAL PRODUCT

(販売元)  
〒540-0020 大阪市中央区南本町2-4-10 4F 4F→内車町10F  
株式会社 ビスアコーレーション  
TEL:06-6947-6200 FAX:06-6947-6201 <http://www.picta.co.jp/>



## EUROPEAN FOOTBALL CLUBS

Case Study





# RUGBY WORLD CUP 2019

Case Study





UFC

Case Study





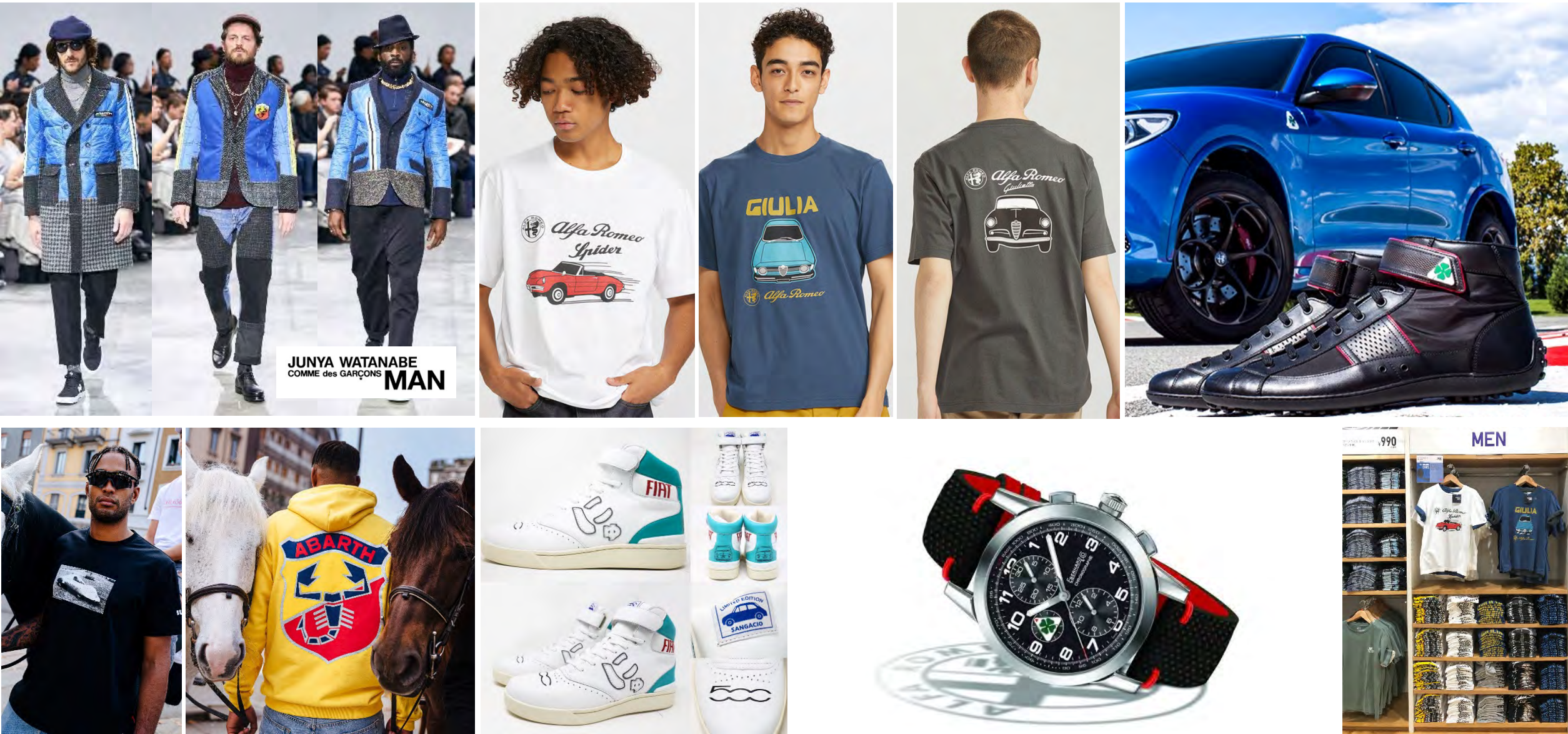




**VOLKSWAGEN**

Case Study

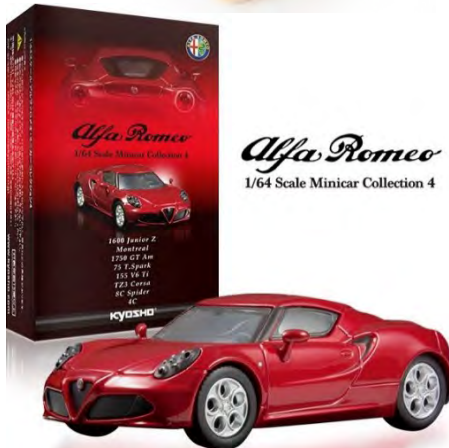




## ITALIAN CAR BRANDS

Case Study





## ITALIAN CAR BRANDS

Case Study





**JEEP**

Case Study





JEEP





BUGATTI

Case Study





Case Study





CHEVRON

Case Study





+ + +  
 + + + **STP**

Case Study





## AMERICAN COLLEGES

Case Study



# NCAA®



## NCAA



WEGO

Case Study





**BILLBOARD**

Case Study



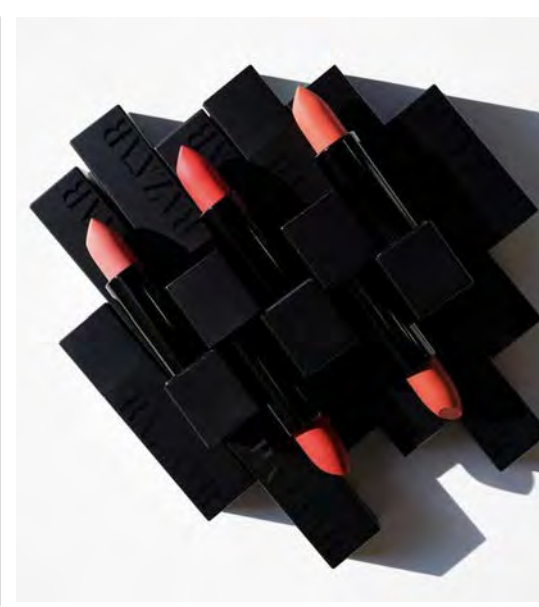
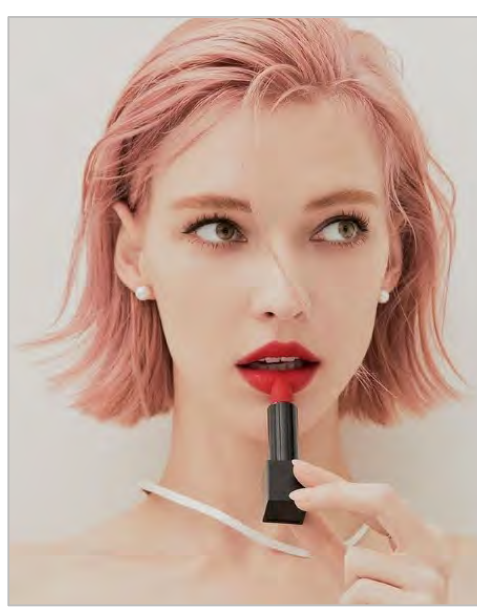


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**COSMOPOLITAN**

Case Study

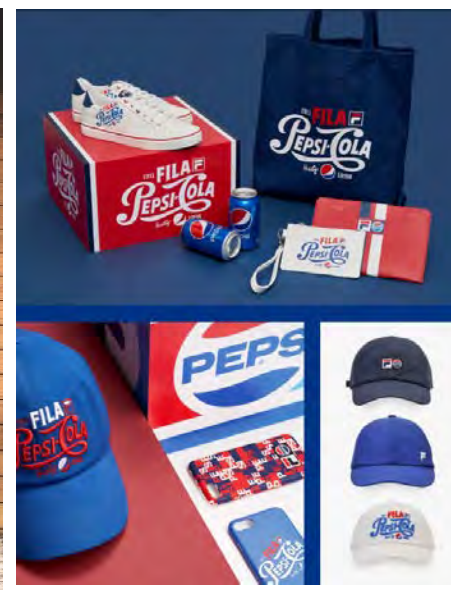




COSMOPOLITAN

Case Study

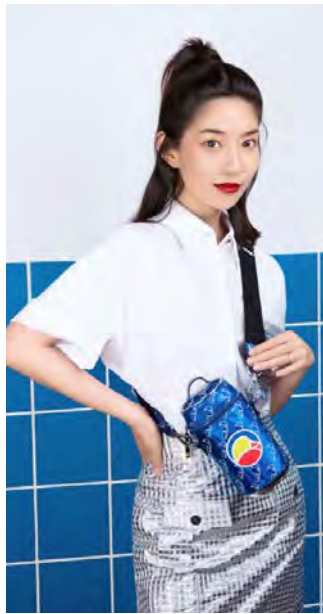
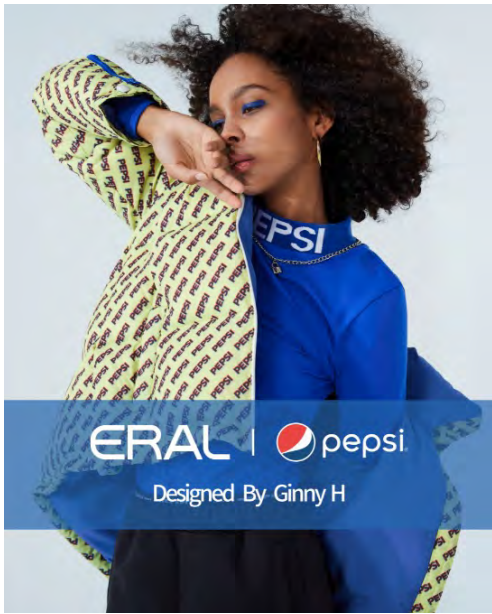




PEPSI

Case Study





PEPSI





+ + +  
+ + +

# 7UP/FIDO, MTD, CHEETOS, DORITOS

Case Study





HARIBO

Case Study





JOYRICH

Case Study





**BEEN TRILL**

Case Study





# BEYOND CLOSET: GXG

Case Study



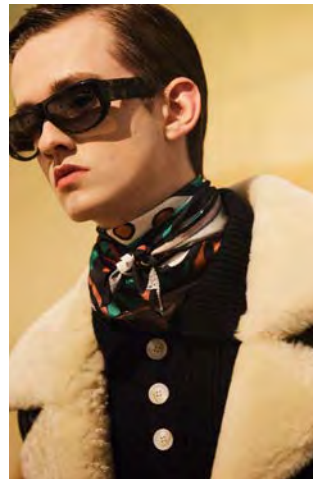


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## BEYOND CLOSET: BIBO(PEPSI)

Case Study





# BEYOND CLOSET: FW21 RUNWAY

Case Study









**TOES  
ON THE  
NOSE**



**TOES ON THE NOSE**

Case Study

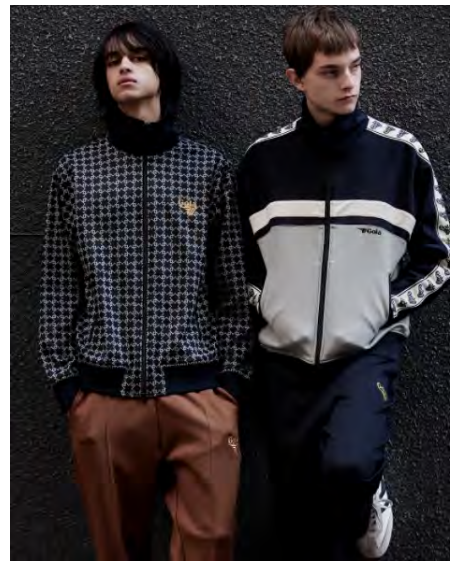
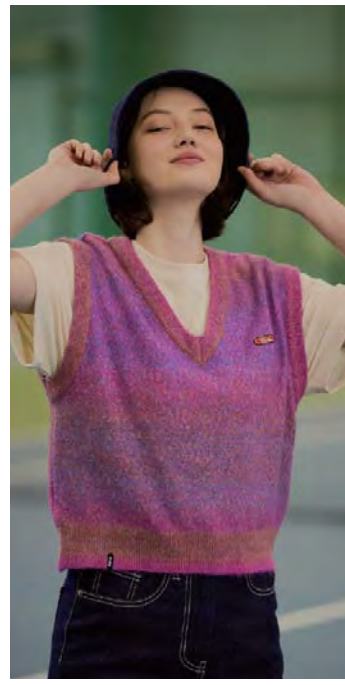




**GERY COSBY**

Case Study









TEMPUR -SEALY

Case Study









NATIONAL GEOGRAPHIC

Representation Expired

Case Study





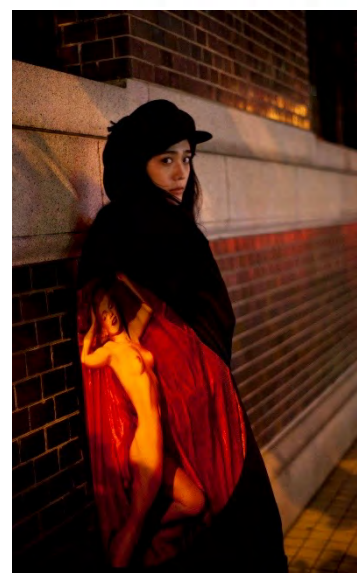
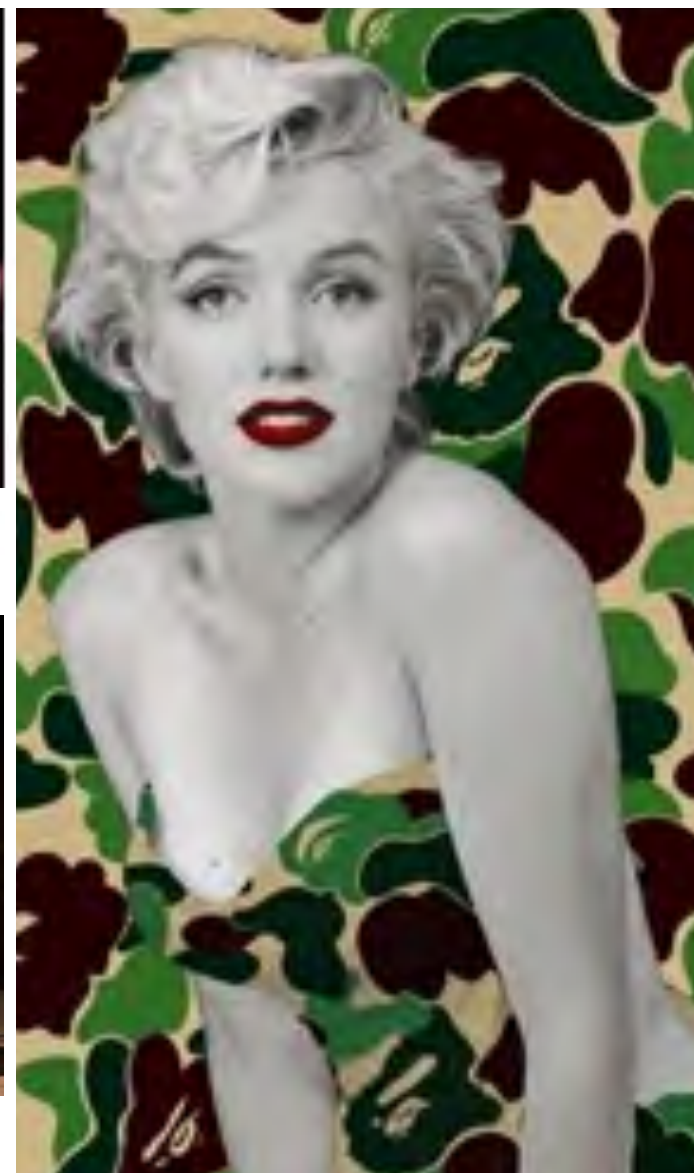
**BRIGITTE BARDOT**

Case Study





**\*A BATHING APE®**



Ground**Y**

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**MARILYN MONROE**

Case Study





MARILYN MONROE

Case Study





# MICHAEL JACKSON

## Case Study

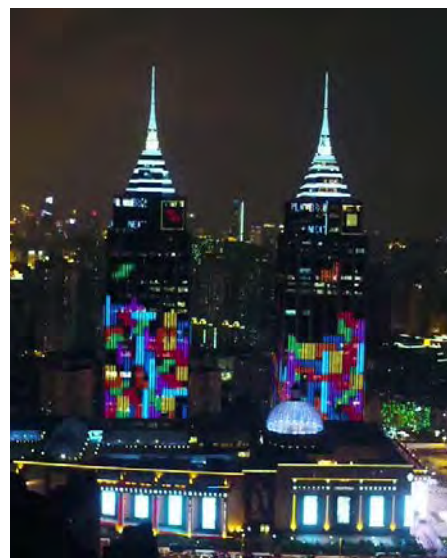
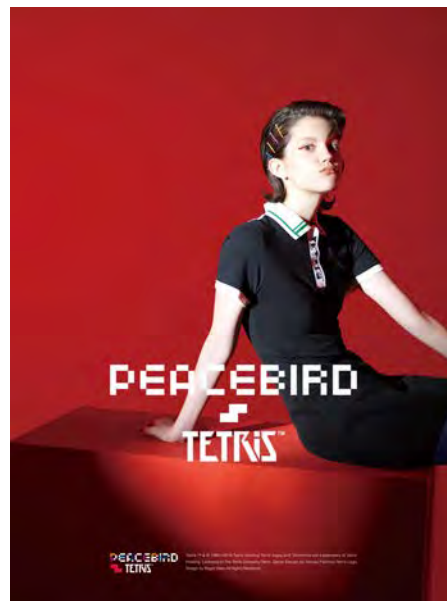




FORTNITE

Case Study





TETRIS

Case Study





+ + +  
 + + +  
**TETRIS**



SHIDO:001 × 6 SIEGE



SHIDO

SHIDO:002 × 6 SIEGE

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6 SIEGE  
INTERCEPT

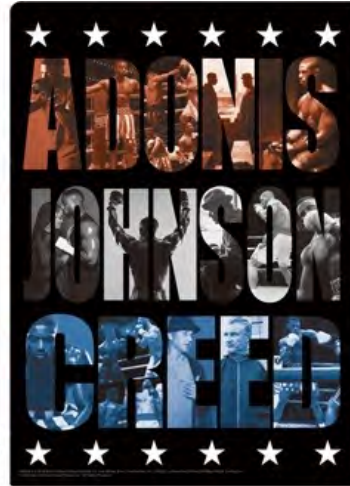
6 SIEGE TM & © 2019 Ubisoft Entertainment. All Rights Reserved.



UBISOFT

Case Study





MGM

Case Study









+ + +  
+ + + **TED 2**









# SESAME STREET Representation Expired

Case Study





123  
**SESAME STREET**  
**BE@RBRICK**

Helping kids grow smarter,  
stronger, and kinder.

2020年1月発売  
発送予定

BE@RBRICK  
ELMO Costume Ver.  
B400% C1000%

頒布価格(税抜) [400%] ¥12,000  
[1000%] ¥42,000 ●全高約280mm  
/ 700mm ●「SESAME STREET」  
よりELMOの着ぐるみバージョンが  
BE@RBRICK400%と1000%に  
なっております。 ※監修中のサンプルを撮影  
しております。発売商品とは一部異なる場合  
がございます。 TM / © 2019 Sesame Workshop. All rights Reserved.



**SESAME STREET** Representation Expired

Case Study

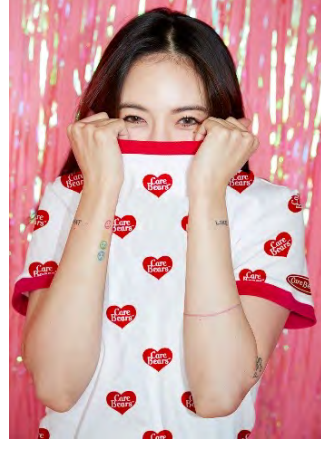
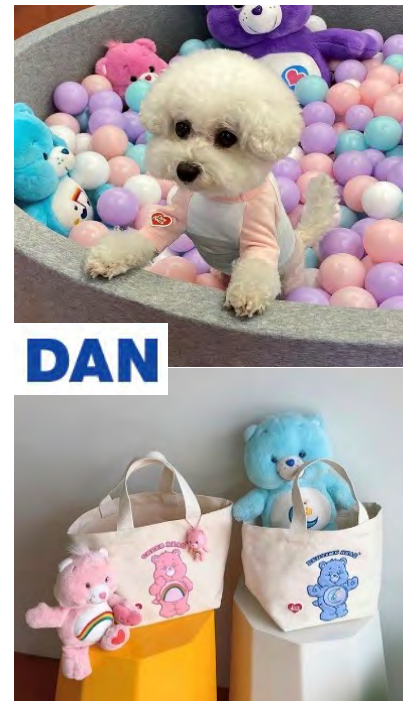
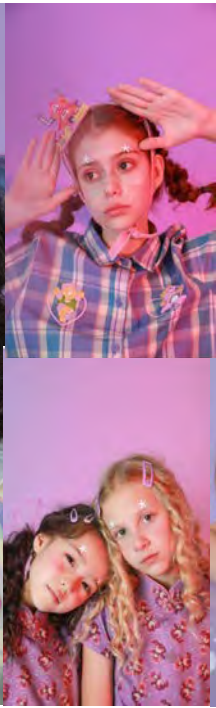




**SESAME STREET** Representation Expired

Case Study





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## CARE BEARS

Case Study



温柔奶油 爱心小熊毛衣



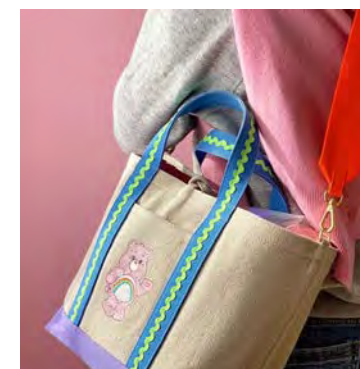
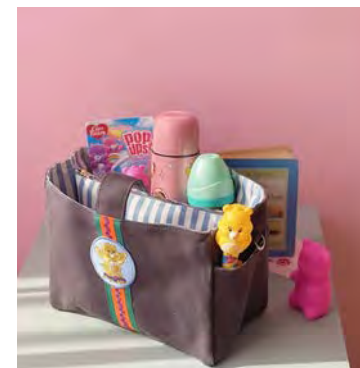
DD Corporation



CARE BEARS

Case Study





# CARE BEARS





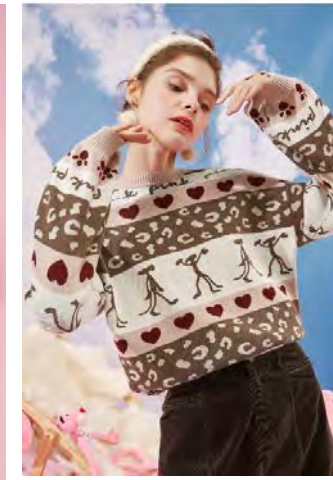
# CARE BEARS

Case Study



The PINK PANTHER

LO OK!  
PINK PLAYER  
WOOW~

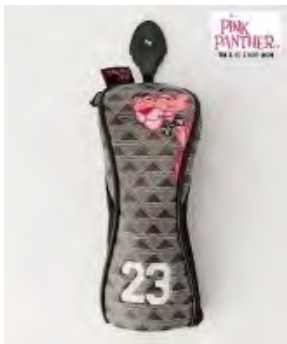
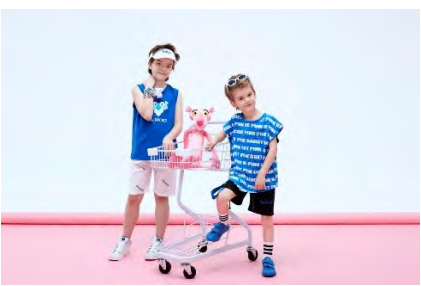


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PINK PANTHER

Case Study

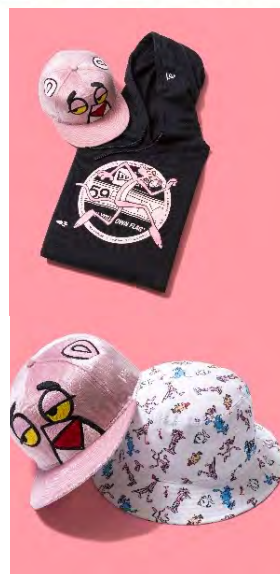




PINK PANTHER

Case Study





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PINK PANTHER

Case Study





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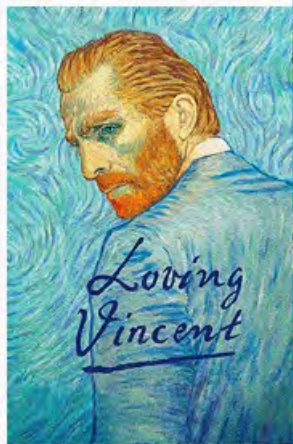
# ANGRY BIRDS

Case Study

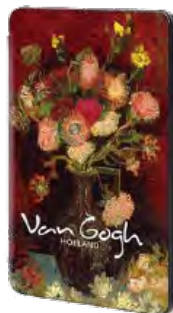


# Design Elements

经典永恒 致敬梵高



Inspired by Van Gogh's famous paintings  
Explain to people



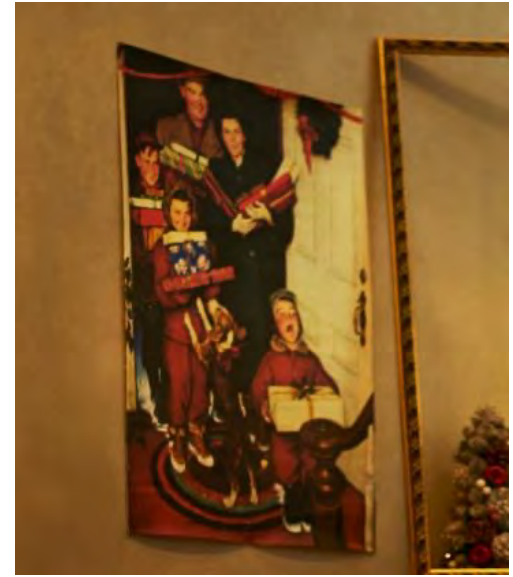
取梵高治愈之绿，  
从机身、配件到礼盒设计，  
与梵高博物馆一起反复雕琢，  
还原梵高之美。



VAN GOGH MUSEUM

Case Study





+ + +  
+ + +

# NORMAN ROCKWELL





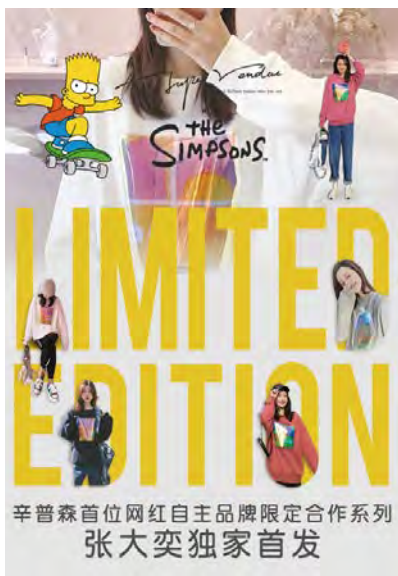
Royal Navy logos are trade marks of the UK Secretary of State for Defence and used under license.



ROYAL NAVY

Case Study





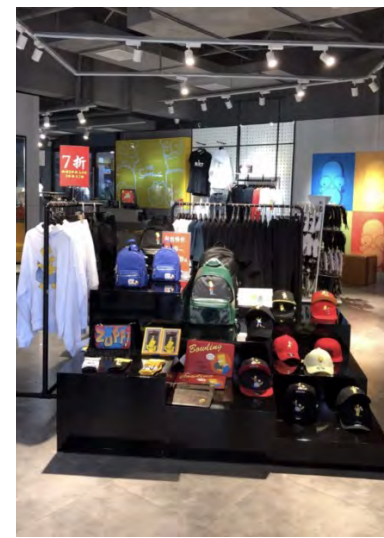
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THE SIMPSONS

Representation Expired

Case Study





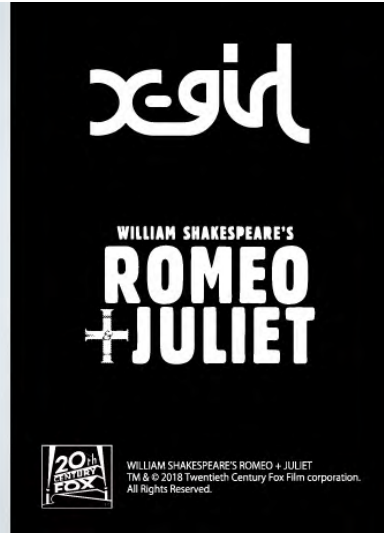
+ + +  
 + + +

THE SIMPSONS

Representation Expired

Case Study









発見と、驚き。  
これが本当のビッグチャップ。

# ALIEN BIG CHAP 1/3 SCALE STATUE

2019年1〜3月発売予定  
世界限定750体

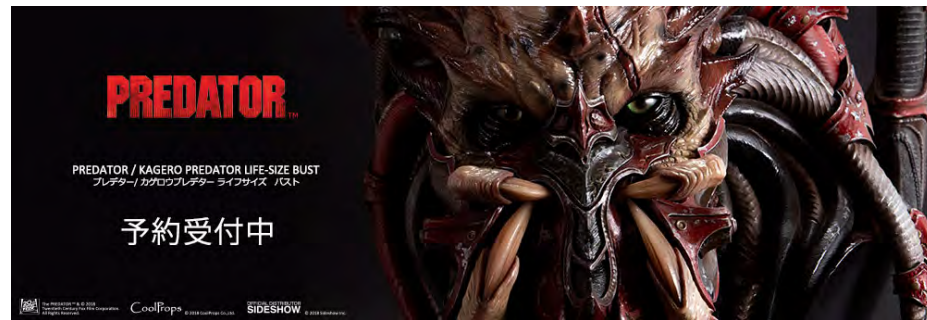
参考価格 | 198,000円 (税別)  
ポリストーン 製造・完成品  
全高約72cm (台座含む)  
原案・ペイントマスター制作 | 脚本・監修  
制作協力 | 三鷹わたる (PSYCHO MONSTERZ)  
根本監修 (大日本工務)  
プロデューサー・ディレクター | 原田孝 (豆魚雲)

膨大な資料を有する東洋館のエイリアンマニアが集結。スイズ「ギャーミュージアム」、ドイツ「フィルムミュージアム」にて、撮影に使用されたスーツ等を改めて実地検証。学術的といえる地道なアプローチから得られた新事実の数々を基に、「もっとも有名なエイリアンの全身写真」の発見と驚きにみちたディテールの全貌を、1/3スケールで究極再現。

企画・制作・販売  
**MAMEGYORAI**  
Amazing Works

豆魚雲 (株式会社Ampus) 〒166-0003 東京都杉並区高円寺南4-5-7-4F  
Tel. 03-5305-4095 <http://www.mamegyorai.co.jp>  
ALIEN PROJECT 特設サイト: [https://www.mamegyorai.co.jp/item/alien\\_bigchap\\_statue/](https://www.mamegyorai.co.jp/item/alien_bigchap_statue/)

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All Rights Reserved.



PREDATOR / KAGERO PREDATOR LIFE-SIZE BUST

プレダター / カゲロプレダター ライフサイズ / バスト

予約受付中



ALIEN

ALIEN COVENANT: XENOMORPH LIFE-SIZE HEAD PROP REPLICA

Pre-Order

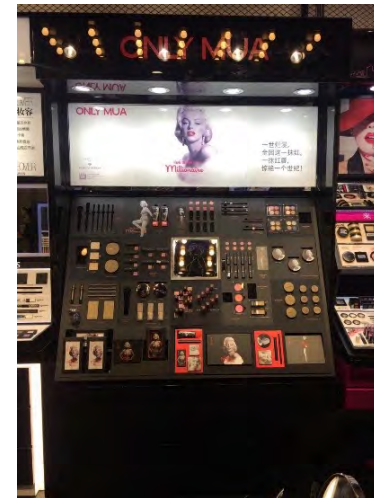
Scheduled to be released in 2019 / ¥148,000



AVP ALIEN VS. PREDATOR: ALIEN QUEEN 1/3 BUST MAQUETTE

Now On Sale

Scheduled to be released in 2019 / ¥280,000



FOX FILMS

Representation Expired

Case Study





# WORKING WITH IMG



# WHY LICENSING: REVENUE AND BRAND BENEFITS

Beyond incremental revenue, strategic licensing in brand credible and commercially viable product categories can generate several brand enhancing benefits.

## COMPLEMENT

Complement existing product ranges with adjacencies that help drive core sales and/or foot traffic and support marketing objectives.

## AMPLIFY

Increase consumer reach and retail footprint; amplify overall brand presence physically, online and in mind-space.

## ENGAGE

Increase consumer brand engagement through additional brand experiences and consumer purchase touchpoints.

## EXTEND

Extend consumer perception and acceptance of brand's relevance and reach. Opportunity to “learn” a new category with option to enter directly in the future.

If you have built brand equity with appeal having wider potential than the products of your core competency, licensing is the way to unlock, leverage and monetize that stored value.



## OUR SERVICES

Think of us as your extended team. IMG provides process-driven strategy, sales, management oversight, legal, finance and back-end infrastructure for your licensing program.



### STRATEGY DEVELOPMENT

- Brand Immersion & Objectives
- Category Roadmap
- Territory & Channel Analysis
- Candidate Target Selection
- Development of Sales Materials



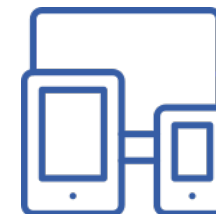
### BUSINESS DEVELOPMENT

- Partner Research & Qualification
- Sales Outreach
- Trade Show Attendance
- Retail Visits / Consultation
- Negotiation of License Terms



### RELATIONSHIP & PROGRAM MANAGEMENT

- Licensee Onboarding
- Licensee Management
- Product Development Oversight
- Retail Coordination
- Brand Program Review



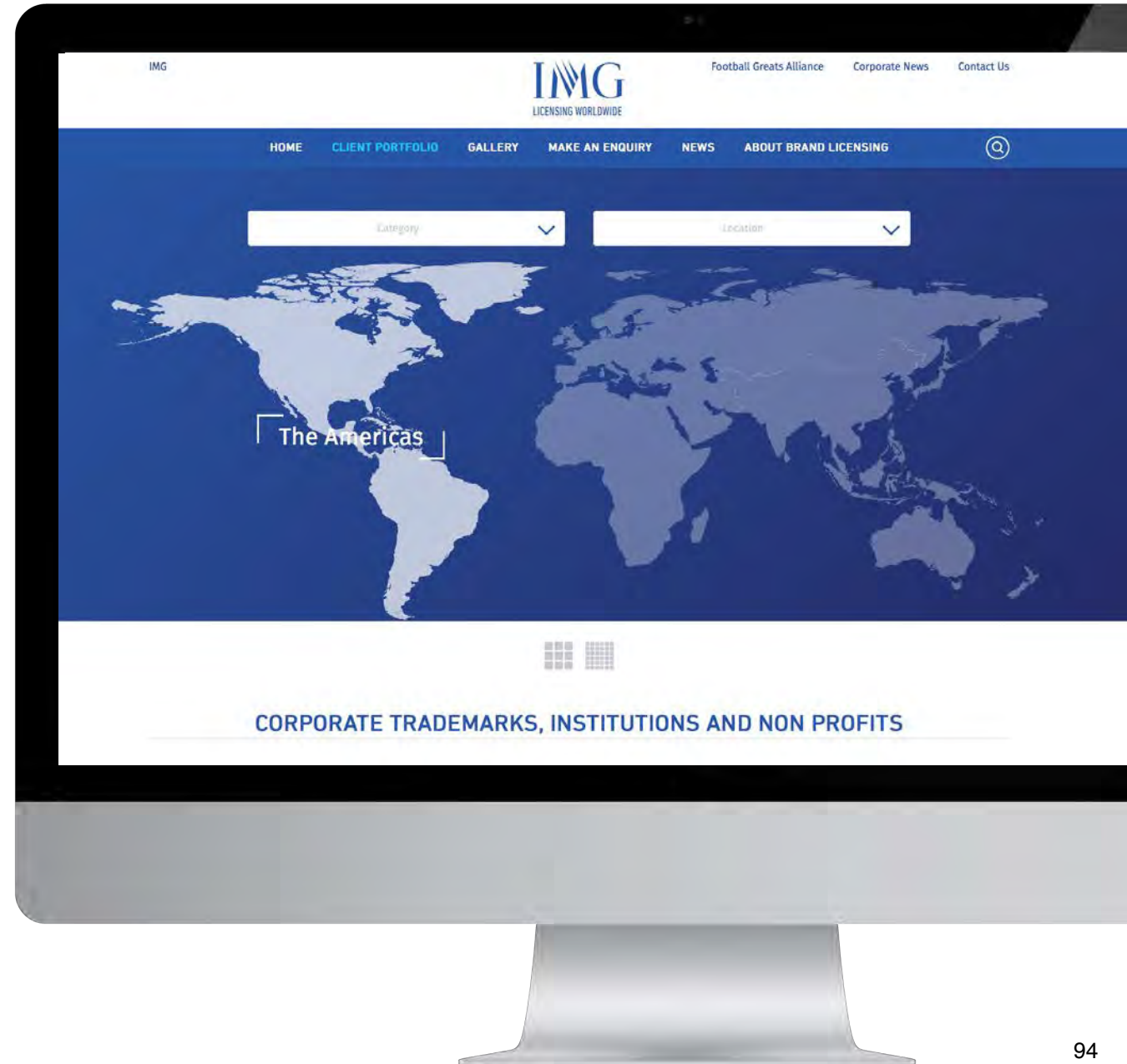
### LEGAL, FINANCE & COMPLIANCE

- Contract Drafting & Trafficking
- Brand Authenticity Tools
- Invoicing & Collections
- Audit Management
- IMG Licensing Systems



# IMG LICENSING PROPRIETARY SYSTEMS

- IMG Licensing's proprietary systems e-Licensing and e-Approvals are designed to handle large amounts of transactional data with professional administration and user-friendly processes.
- Our internally developed systems cover the essential needs of contract management, contract archiving, product submissions and brand protection.

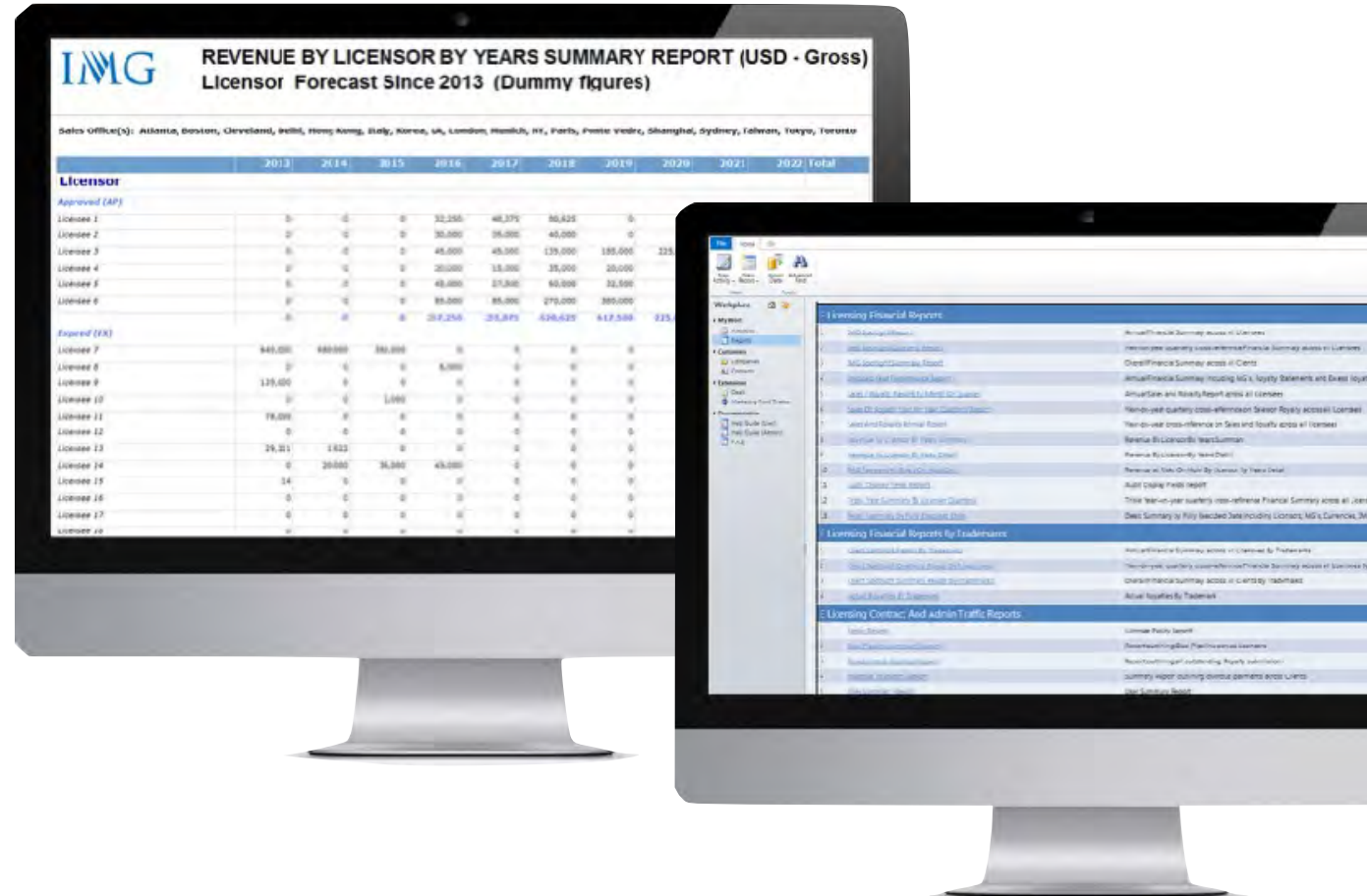




# E-LICENSING

Designed and maintained in-house specifically for brand licensing management, IMG e-Licensing has the following areas of functionality:

- Contract management
- Financial reporting
- Revenue projections
- Invoicing
- Royalty tracking
- Data and contract archiving





# E-APPROVALS

e-Approvals is a web-based proprietary interactive IMG application.

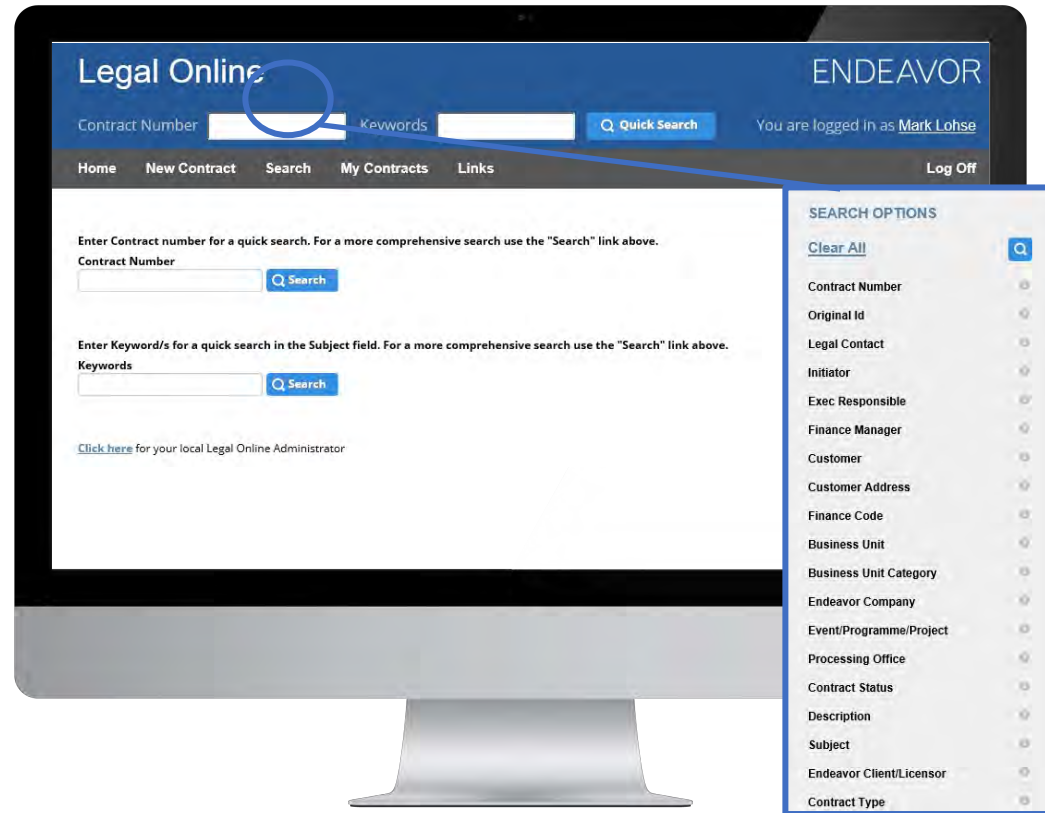
It enables IMG Licensing's clients, client brand managers/administrators, and licensees to access brand assets and manage the product approvals process.

It functions through an intuitive user-friendly interface that records and archives the entire process and that can be accessed via PC, iPad or mobile phone.



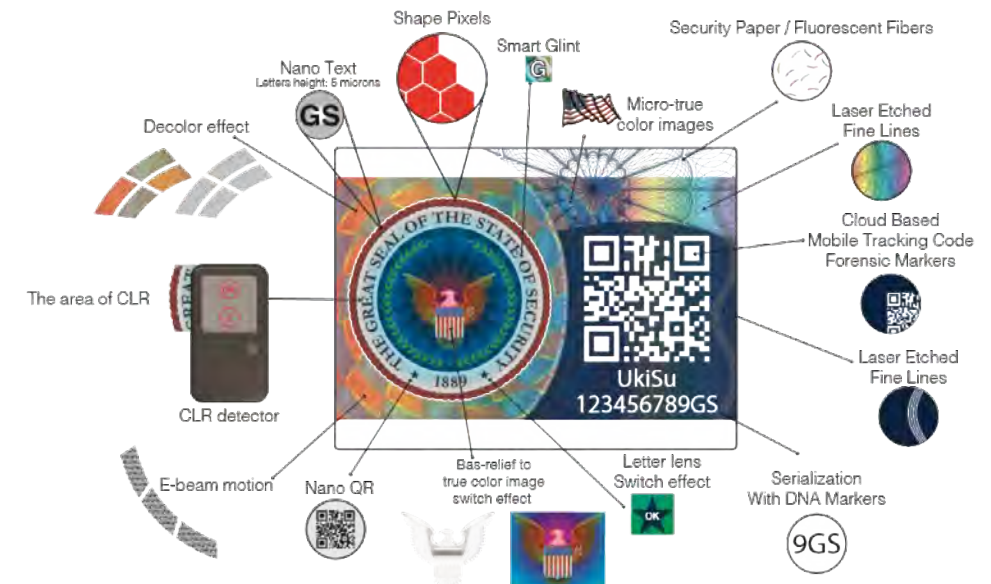


# CONTRACT ARCHIVE SYSTEM



- Legal Online is IMG's document management and storage system for all legal documentation including representation agreements, licensing contracts, renewals and amendments.

# SECURITY SOLUTIONS



IMG-owned Security Solutions helps guard against counterfeit products through the latest hologram and digital label technologies.

- \$10b+ in intellectual property under management
- 10,000+ unique logos managed
- 3,500+ active customers
- 2.0b+ holographic products sold annually



# WORKING TOGETHER

+ + + +  
+ + + +

## LICENSEE PARTNERS

**Manufacture  
Distribute  
Promote  
Sell**

## IMG

- Plan and Strategize Against Objectives
- Find and Negotiate License Deals
- Licensee and Program Management
- Legal and Finance Management
- Drive Process, Monitor Results and Adjust/Optimize for Continued Development

## BRAND OWNER

**Set Objectives  
Approve  
Proposals and  
Products  
Ultimate Control**

EXECUTE

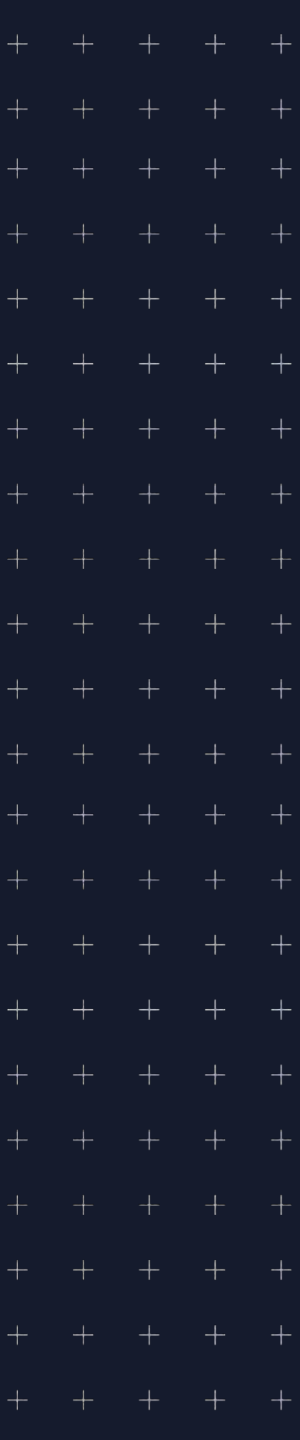
+ + + + +

FINDING, BINDING, MINDING

+ + + + +

SET COURSE





# THANK YOU

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IMG