

The Future of Branding & Licensing in Entertainment, Games and VR

LESI 2023

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About the Speaker

Stuart Seltzer

Industry Activities

- Contributor to: *Licensing for Dummies*
- Exec Board Member: Licensing International
- Speaker



Experience

- Seltzer Licensing Group (25 years)
Licensing consulting firm and Licensing Agency
- Professor at New York University (20 years)
- Closed over 500 licensing transactions



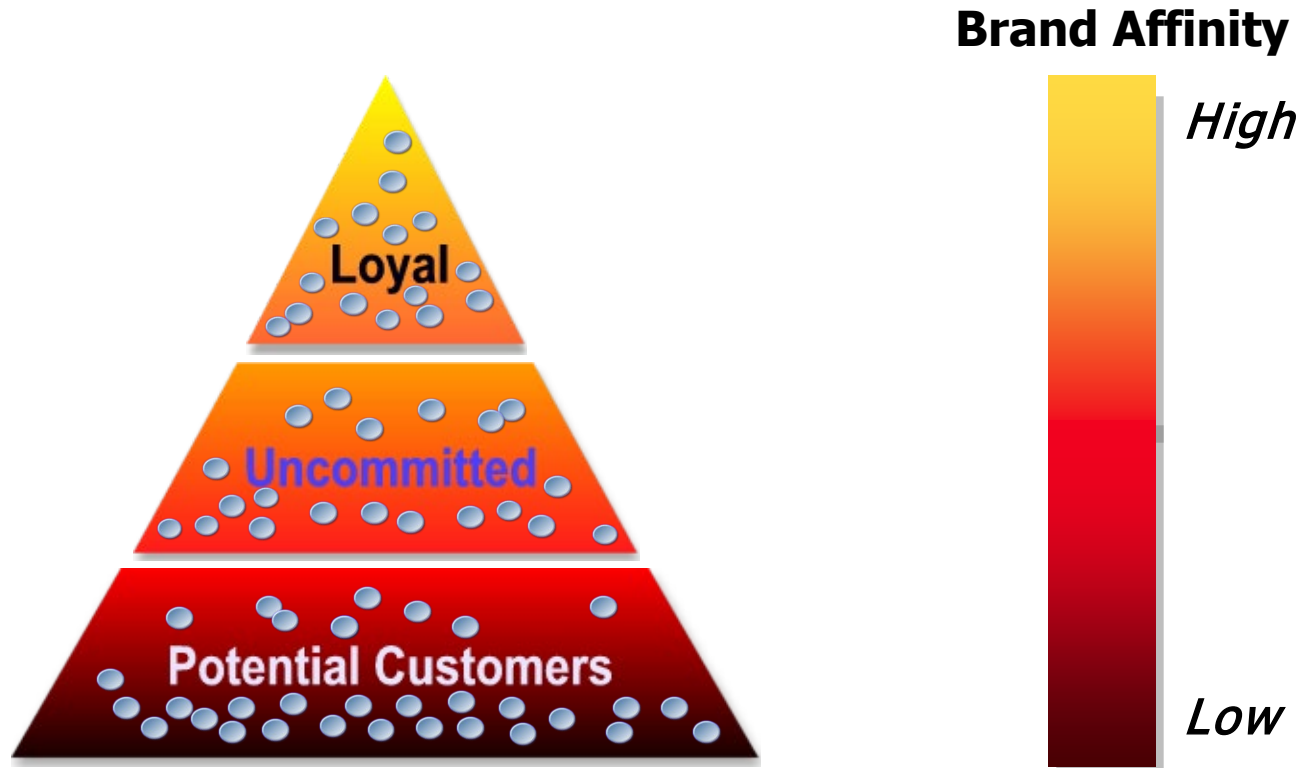
Education



Professional Background



Why Licensing Works



How We Define Licensing?

**Wholesale
Sales**

**Licensing
Agreement**

**Partnership
Marketing**

**Co-Brand
Ventures**

**Strategic
Alliance**

**Mergers
and
Acquisitions**

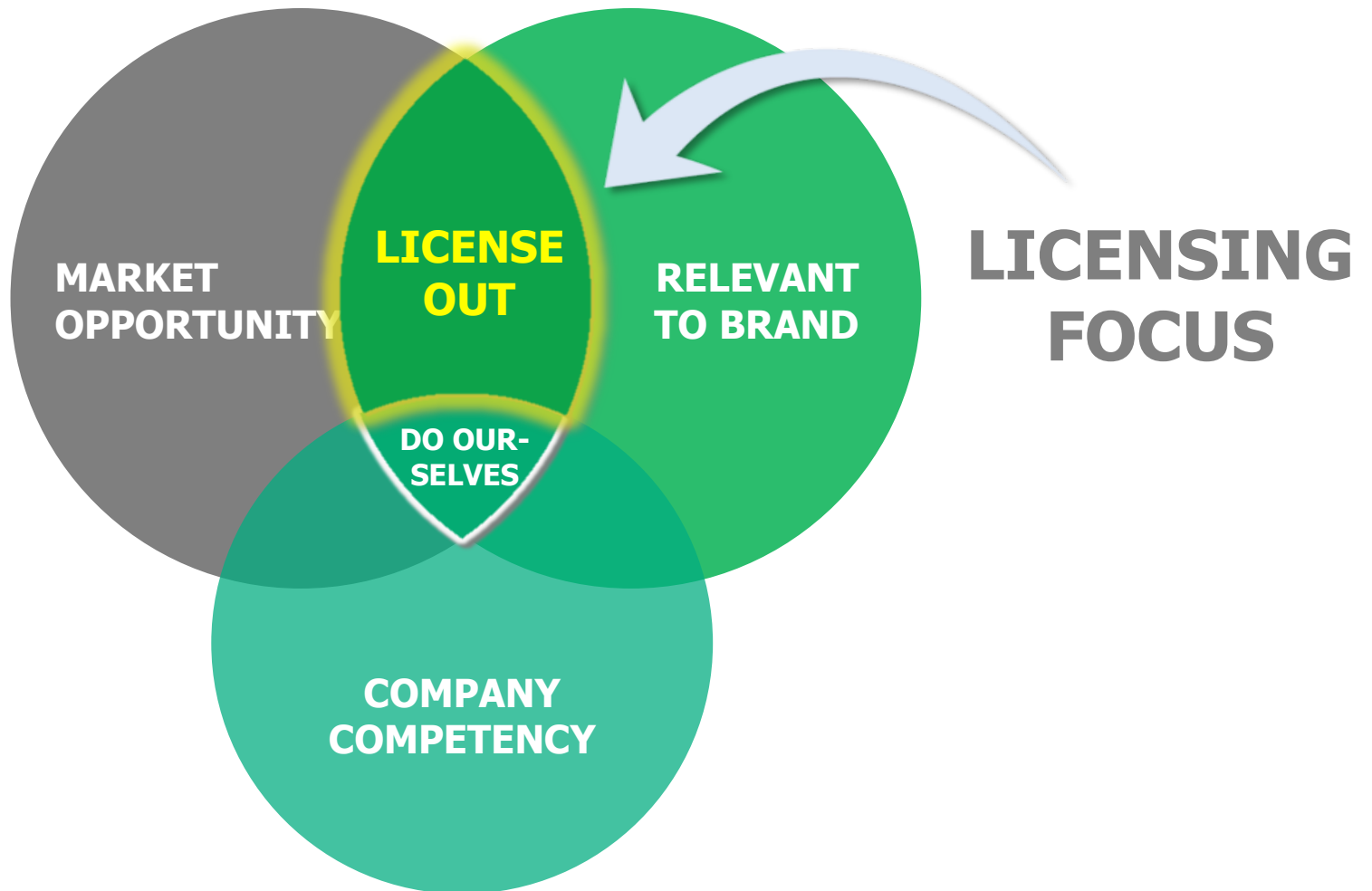
ALLIANCES

**Share
Rewards**

**Share
Control**

**Share
Risks**

Licensor Point of View



Scotts - case study

Scotts Core Products



Licensed Products



SUMMARY

3 Principles of Licensing

1

Licensing can make a good product
GREAT

2

Licensing provides a **sustainable competitive advantage**

3

All **Licensing** is risky.
Take calculated, manageable risks

Three Principles of Licensing

1

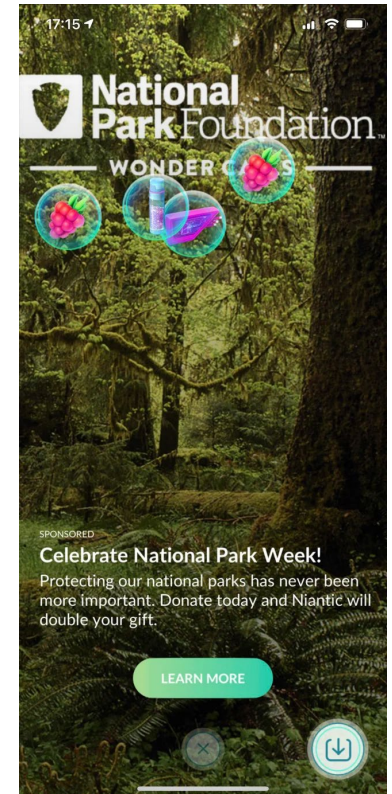
Licensing can make a good product **GREAT**

Licensing can make a good product GREAT
Gund



Licensing can make a good product GREAT

Niantic Labs



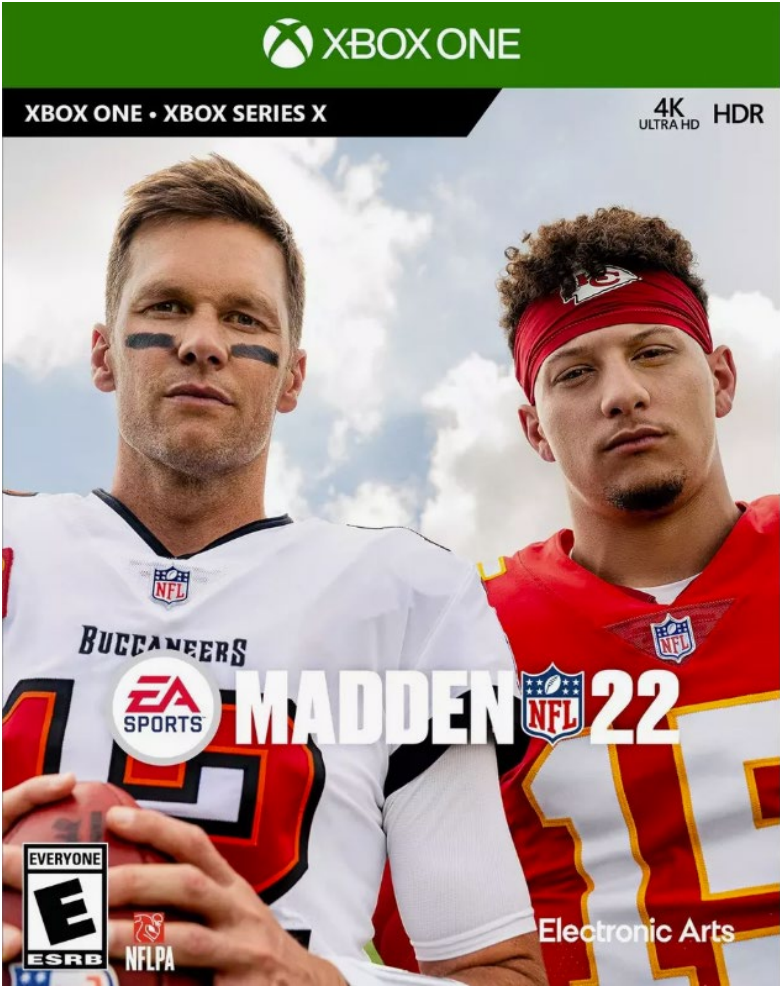
Three Principles of Licensing

2

Licensing provides a sustainable competitive advantage

Licensing provides a Sustainable, Competitive Advantage

Electronic Arts - NFL



Licensing provides a Sustainable, Competitive Advantage

Breyers - Hershey Reese's



Three Principles of Licensing

3

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Take calculated, manageable risks.

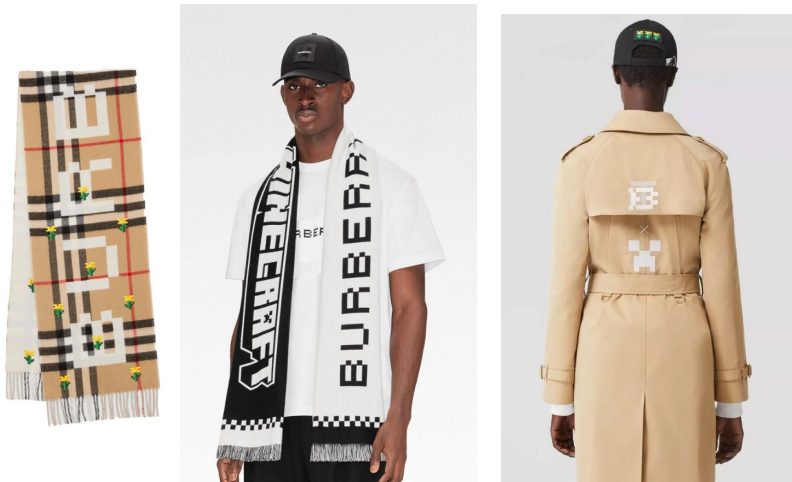
All Licensing is risky. Take Calculated, Manageable Risks.



**American
Red Cross**



All Licensing is risky. Take Calculated, Manageable Risks. Burberry x Minecraft



In-Game Skins with Burberry



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All **Licensing** is risky.
Take calculated, manageable risks

THANK YOU

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