

Licensing Delivered!

SPLiCE Licensors Workshop At a Glance...

Sunday, September 15th *Optional Activities!* **Washington D.C.**

Smithsonian National Postal Museum Tour
Monuments Trolley Tour

Monday, September 16th **Hyatt House | 725 Wharf Street SW**

SPLiCE Board of Directors Meeting
Registration Opens *All welcome!*
SPLiCE Benchmark Think-In
Licensors Workshop First Timers & Mentors!
SPLiCE Teambuilding
SPLiCE 17th Annual Welcome Reception & SPLiCE Member of the Year Award



Tuesday, September 17th **U.S. Postal Service Headquarters | 475 L'Enfant Plaza SW**

Walk to USPS Headquarters & Welcome! *Shuttle available*
SPLiCE State of the Union: *SPLiCE Officers & CEO Report*
Keynote
How a Stamp Becomes a Stamp
What's on the Menu? Food Licensing Panel
SPLiCE Help Me/ Help You or Learning Track
Who's On Your Licensing Team? Talent Acquisition
Beyond Royalty Collections: A Playbook Just for SPLiCE Members
SPY Museum VIP Tour, Reception & Keynote

Wednesday, September 18th **U.S Postal Service Headquarters | 475 L'Enfant Plaza SW**

Walk to USPS Headquarters & Welcome! *Shuttle available*
Retail & eCommerce Spotlight Moderated Panel
Alibaba Group Presentation
Federal Trade Commission: An Introduction to the Federal Trade Commission
New Frontiers in Technology Licensing
Best Practices & Lessons Learned SPLiCE 2020
Annual Awards Luncheon
SPLiCE Leadership Day: A Trip to Capitol Hill*

Register Here for just \$1,195

Reserve Your Room Now

Washington DC The Wharf | Group Code: G-SPLI
SPLiCE Room Rate: \$299/night includes breakfast!

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Thank you SPLiCE Education Committee for your Thought Leadership!



U.S. Postal Service Headquarters | 475 L'Enfant Plaza Southwest | Washington, DC 20260
Sunday, September 15, 2019 3:00 PM - Wednesday, September 18, 2019 5:00 PM EDT

SPLiCE Licensors Workshop (LW) is a Members-only meeting. It facilitates our State of the Union and annual Board of Directors onsite meeting. This unique event is an academic platform for licensors within a peer-to-peer environment. LW offers benchmark teams to voice current tools and best practices. We present trending topics and feature panel presentations relevant to the licensor community. We engage a philosophy of divergence and convergence for benchmark idea implementation.

LW provides the opportunity to grow your licensing network. Attendees will engage in deep dive training and gain an understanding of the U.S. Postal Service. The ticket includes benchmark reports, networking, portfolio building, recognition, and industry updates. Daily food and beverage during the event include breaks, lunches, and extraordinary evening dinner receptions at the SPY Museum and Hyatt House Green Rooftop plus annual awards luncheon.

Register Here for just **\$1,195** *Questions?* Members@SPLiCEonline.com *Look What's Included for All Attendees*

- **SPLiCE Benchmarking Reports:** What's on the Menu? Food Licensing; Who's on Your Licensing Team? Talent Acquisition; Beyond Royalty Collections; New Frontiers in Technology Licensing; Retail & eCommerce Spotlight
- **An Education Think-In:** [iLab](#) [Bureau of International Labor Affairs](#) & International Brand Protection
- **Educational Networking & Portfolio Building:** SPLiCE Help Me, Help You; Learning Track Collaboration; First Timers & Mentors; SPLiCE Teambuilding; Best Practices & Lessons Learned
- **Extraordinary Receptions:** Keynotes plus U.S. Postal Service SPY Museum Tour and Reception *plus* Annual Welcome Reception at Hyatt House Green Rooftop
- **Recognition:** SPLiCE Member of the Year Awards
- **Industry Updates:** SPLiCE State of the Union; Federal Trade Commission updates on Green Guidelines; U.S. Postal Service How a Stamp Becomes a Stamp; SPLiCE 2020
- **Daily Food and Beverage:** Breaks, Lunches, Evening Dinner Receptions *plus* Annual Awards Luncheon



Washington DC The Wharf

725 Wharf Street SW Washington, D.C.,
United States, 20024, +1 202 554 1234

SPLiCE Room Rate: \$299/night *includes breakfast!*

Group Code: G-SPLi [Reserve Your Room Now](#)

Where to begin? Let our team of front desk specialists point you in the right direction. The Hyatt House is set on the riverfront, moments from water taxi rides, kayak rentals, entertainment cruises and scenic marinas. The Wharf is full of local restaurants, taverns, shops and nightlife. Catch a show at The Anthem concert hall or watch stunning sunsets from the piers. It's an easy walk to the US Capitol, Smithsonian and Washington Monument, and the White House and Lincoln Memorial are only 2 miles away. The hotel is also steps from the Metro, putting all DC attractions as well as Virginia and Maryland within easy reach.



Thank you SPLiCE Education Committee for your Thought Leadership!

Event Details



Code: G-SPLI

SPLiCE Licensors Workshop 2019 | LICENSING DELIVERED! **Sunday, September 15th to 18th**

- **Sunday** 3 to 8 pm [Smithsonian NPM](#) and [Monument Trolley Tours](#)
- **Monday** 9 am to 9 pm [Hyatt House D.C. / The Warf](#)
- **Tuesday** 8 am to 7 pm [USPS Headquarters; International Spy Museum](#)
- **Wednesday** 8 am to 5 pm [USPS Headquarters; Capitol Hill](#)
- **Reserve Your Room Now: Hyatt House The Wharf \$299/night | Group**

SPLiCE LW event registration \$1,195 per person



Monday to Wednesday, September 16th to 18th

SPLiCE LW ticket includes benchmarking reports, educational networking, portfolio building, recognition, and industry updates. Daily food and beverage during the event include breaks, lunches, and extraordinary evening dinner receptions at the SPY Museum *and* Hyatt House Green Rooftop *plus* annual awards luncheon.

Smithsonian National Postal Museum (SNPM) Tour and Monuments Trolley Tours \$45.00 per person



Optional activity, LIMITED availability!! Sunday, September 15, 3:00 to 8:00 pm.

The SNPM houses one of the largest and most significant philatelic and postal history collections in the world. On the Monuments by Moonlight Tour you'll be transported to many of the city's most famous sights, while enjoying the tranquil night and evening breeze.

SPLiCE Leadership Day: A Trip to Capitol Hill and VIP Tour of The United States Capitol \$50.00 per person



Optional activity, LIMITED availability!! Wednesday, September 18, 1:15-5 pm.

Transportation is included to the United States Capitol. Often called the Capitol Building, it is the home of the United States Congress and the seat of the legislative branch of the U.S. federal government. Our United States Capitol tour host is Congressman Brian Higgins and staff.

SPLiCE Sponsorship opportunities fund our event and fuel our gratitude!
SPLiCE is a nonprofit trade association, and all sponsorships assist SPLiCE to continuously improve licensing.
Your receipt will confirm your generous contribution!

Meeting App | Three Sponsorships available at \$1,000 each

Networking Delivered! 100% of all attendees to date want to share their contact information with each other. Help us achieve this goal to bring a meeting app that will keep you connected before, during and after the event. SPLiCE on!

Networking Reception | Three Sponsorships available at \$5,000 each

SPLiCE 17th Annual Licensors Workshop Teambuilding & Networking Reception SPONSOR | This sponsorship will allow your company to join together the leading brands in licensing to join together for what will be a fantastic opening welcome for our 17th Licensors Workshop.



17th Annual Awards Luncheon | Six Sponsorships available at \$1,000 each

Let's honor our host, presenters and all SPLiCE Teams that make us so productive and innovative! Your sponsorship here will honor those key thought leaders in 2019 and drive our 2020 accomplishments.

SPLiCE A/V | Eight Sponsorships available at \$1,000 each

Technology is our friend with you in our court! A/V is necessary during our first day and we want it crystal clear for you. Help us deliver a clear vision!

First Timers & Mentors | Ten Sponsorships available at \$500 each

Remember your first time? Help us introduce first time attendees onsite to their mentors. This extraordinary welcome will include team building activities, fun snacks and beverages!



Member of Year Award | Ten Sponsorships available at \$250 each

Thought Leaders within SPLiCE with a measurement of values, passion, diversity, leadership, quality, accountability and overall output for creating substantial impact to SPLiCE. Help us celebrate all they do for SPLiCE!

Registration & Welcome | Five Sponsorships available at \$500 each

Help us welcome our SPLiCE Family. This SPLiCE Sponsorship assists food and beverages for attendee arrival. Help us make it delightful!

SPLiCE Benchmark Think-In | Two Sponsorships available at \$1,000 each

Hands-on deep-dive training for all attendees! **iLab** and **Beyond: Bureau of International Labor Affairs**
Guest Presenter, Rachel Raba, Department of Labor who will engage attendees with available resources for brand owners. She will introduce iLab, Sweat & Toil, and Comply Chain, tools to reduce child labor and forced labor in global supply chains. Collectively, we will ideate new SPLiCE Collaboration with iLab. Team building engagement. Let's be proactive collaboratively!

Thank you SPLiCE Education Committee for your Thought Leadership!

Daily Itineraries

Sunday, September 15th

Optional Activities!

Washington, DC

3:00 PM

Smithsonian National Postal Museum Tour The Smithsonian's National Postal Museum (SNPM) is located in the historic City Post Office Building, which was constructed in 1914 and served as the Washington, D.C., post office from 1914 through 1986. The SNPM occupies 100,000 square feet of the building with 35,000 square feet devoted to exhibition space. The SNPM also houses a 6,000-square-foot research library, a stamp store and a museum shop.



The SNPM is dedicated to the preservation, study and presentation of postal history and philately. The museum uses exhibits, educational public programs and research to make this rich history available to scholars, philatelists, collectors and visitors from around the world.

The SNPM houses one of the largest and most significant philatelic and postal history collections in the world and one of the world's most comprehensive library resources on philately and postal history. The museum's many exhibition galleries present America's postal history from Colonial times to the present, while its collections contain prestigious U.S. and international postal issues and specialized collections.

5:30 PM

Monuments Trolley Tour* Experience the beauty and awe of our country's most stirring monuments in a whole new way... by moonlight. On the Monuments by Moonlight Tour you'll be transported to many of the city's most famous sights, while enjoying the tranquil night and evening breeze.



When the sun goes down, D.C. turns into a different city, and Old Town Trolley Tours knows just the right way to show off the Capitol City at night! Enjoy the sights and sounds of this truly magnificent city as you join the professional tour guides for entertaining anecdotes and historical information along with a sprinkling of bewitching ghost stories of the spirits that haunt our Nation's capitol.

On-board you'll see some of the city's most popular monuments such as the Capitol Building, the White House and the Washington Monument. The tour makes three stops, the MLK Jr. Memorial/ FDR Memorial, the Lincoln Memorial, and the Iwo Jima Marine Corps Memorial. Memorial. The Lincoln Memorial stop also serves the Vietnam Veteran's Memorial and the Korean War Veteran's Memorial allowing you to see these sights in a different light. The MLK and FDR Memorials are the same stop.

Monday, September 16th

Hyatt House | 725 Wharf Street SW, Washington, DC 20024 | 202-554-1234

- 9:00 AM** **SPLiCE Board of Directors Meeting** *Annual Mandatory Meeting for Directors only*
- 10:00 AM** **Registration Opens All welcome!**
Enjoy seeing new and old friends alike. Have some time? Join us to register SPLiCE Member attendees!
- 1:00 PM** **SPLiCE Benchmark Think-In:** *Hands-on deep-dive training for all attendees!*
Corporate Social Responsibility & International Brand Protection Trends. Sponsored by the SPLiCE Social & Environmental Responsibility Committee and the SPLiCE International Benchmark Team
Guest Presenter: Rachel Raba Department of Labor, iLab
iLab and Beyond:
- **Bureau of International Labor Affairs**
 - **Sweat & Toil:** 1,000+ pages of research in the palm of your hand
 - **Comply Chain:** 8 steps to reduce child labor and forced labor in global supply chains
 - New SPLiCE Collaboration on the Horizon
 - Team building engagement
- A SPLiCE ThinkIn is a facilitated ideation meeting for our SPLiCE membership. Key strategic decision makers and leadership influencers attend to benchmark industry best practices. We draw expertise across core sectors and individual contributions. Attendee experiences in legal, corporate social responsibility, product regulatory compliance and licensing management will drive best practices. Value delivered will come from shared insights, updates, and benchmark work in progress.*
- 3:30 PM** **Licensors Workshop First Timers & Mentors!**
First Timers to LW and SPLiCE 'Mentors' gather to celebrate our annual meeting! A team building will ensure followed by a welcome from SPLiCE Thought Leadership.
- 5:00 PM** **SPLiCE Teambuilding**
It's the Wharf, we're in DC and the sky is the view with SPLiCE. You KNOW it'll be fun & worth it!!
- 7:00 PM** **SPLiCE 17th Annual Welcome Reception & SPLiCE Member of the Year Award**
Welcome Remarks We gather tonight to celebrate SPLiCE and its Thought Leaders!
- 15 years of SPLiCE as a formal nonprofit corporation dedicated to its membership to continuously improve brand and technology licensing.
 - Announce this year's Member of the Year & we will continue to celebrate all week
 - Thank our generous host, U.S. Postal Service Team!
 - Meet the Hyatt House and the architect that helped bring the wharf to what it is today!
- 9:00 PM** **Adjourn**

Tuesday, September 17th

U.S. Postal Service Headquarters | 475 L'Enfant Plaza SW, Washington, DC 20260

8:00 AM

Walk to USPS Headquarters & Welcome!

This is a comfortable 12-minute walk to HQ. A *shuttle is available for curb to door service.*

9:30 AM

SPLiCE State of the Union: SPLiCE Officers & CEO Report

SPLiCE celebrated 15 years in 2019 and we also completed our annual Member survey! Find out about the thought leadership guided by our membership and plans for 2020.

Keynote Christopher Karpenko, Executive Director of Brand Marketing | U.S. Postal Service

How a Stamp Becomes a Stamp

William Gicker, Director of Stamp Services | U.S. Postal Service

Greg Breeding, Art Director | Journey Group Inc.

What's on the Menu? Food Licensing Panel of Best Practices with Licensees

Brown-Forman, The Coca-Cola Company, The Hershey Company, and McCormick

Our panel will feature licensor and licensee best practices at retail for food licensing.

12:00 PM

Lunch and Mind Reading with Phil Raso!

1:00 PM

SPLiCE Help Me, Help You or Learning Track

- **Help Me, Help You:** Cross-functional best practice collaboration
- **Learning Track:** collaborative discussion on brand protection from contracts to compliance

Who's on Your Licensing Team? Talent Acquisition Dan Croft, IP Sales and Licensing HP Inc.

Areas to explore: Talent Sourcing, Talent Management, and Talent Development

We will share insights into how people are recruited, developed and supported within licensing teams.

The survey results include responses on team characteristics (size of business, size of team, age of team, use of agencies) to allow for potential correlation analysis.

Beyond Royalty Collections: A Playbook Just for SPLiCE Members

Our Team will present preliminary findings of the SPLiCE Royalty Collection Playbook (RC Playbook) elaboration on best practices and data needed. Specific areas to be addressed include:

- Contract Management, Contract Language, Agent/Third Parties that Collect Royalties, Types of Licensing Agreements, and Best Practice Tools

4:00 PM

International Spy Museum VIP Tour, Reception & Keynote Col. Christopher P. Costa, Executive Director



The International Spy Museum is a private non-profit museum dedicated to the tradecraft, history and contemporary role of espionage, featuring the largest collection of international espionage artifacts currently on public display.

We will have entrance, ability to tour and a keynote from the executive director of the Spy Museum. Get Your 'OO7' Ready!

9:00 PM

Adjourn

Wednesday, September 18th **U.S Postal Service Headquarters | 475 L'Enfant Plaza SW, Washington, DC 20260**

- 8:00 AM** **Walk to USPS Headquarters & Welcome!**
This is a comfortable 12-minute walk to HQ. A shuttle is available for curb to door service.
- 8:30 AM** **Retail & eCommerce Spotlight Moderated Panel** *Caterpillar Inc., Newell Brands, P&G*
We will address the:
- Management of OEM products and licensed products on same marketplace
 - Success drivers for marketplaces
 - Guardrails to be aware of in marketplaces
- 9:00 AM** **Alibaba Group Presentation** *Matthew Bassiur, The Alibaba Group*
- Chinese Market
 - Counsel: IP Protection
 - IP Management: Licensor and Licensee on the Alibaba platforms
 - Good Faith Program
 - Brand Development: New Retail Initiatives
- Federal Trade Commission** *Lesley Fair, Senior Attorney, Bureau of Consumer Protection*
An introduction to the Federal Trade Commission including updates on social media marketing law.
- New Frontiers in Technology Licensing** *Jose Barrios, HP Inc. and Joel Satin, KODAK*
From 4D printing to wearable technologies, the landscape for licensing is changing rapidly. Our goal is to educate our membership with brand vignettes on what SPLiCE Members are doing in the marketplace. A moderated conversation will ensue after the presentations.
- Best Practices & Lessons Learned SPLiCE 2020**
A time to share best practices from the global licensing world from product approvals, to compliance, to DTC and B2B, SPLiCE Members will confer on their successes and best practice guardrails.
- 11:30 AM** **Annual Awards Luncheon** *hosted by our SPLiCE Membership Committee, Toni Sdao, Chair, Whirlpool Corp.*
The Biltmore Company, Energizer, General Motors, Meredith Corporation, NBCUniversal, Newell Brands, Procter & Gamble, The Walt Disney Company
Recognizing outstanding performance from our Education Committee and 2019 LW Presenters!
- 12:30 PM** Formally adjourn
- 1:00 PM** **SPLiCE Leadership Day** *A Trip to Capitol Hill* Awaiting confirmation from the White House*
At 1:40 pm VIP Tour of The United States Capitol *and confirming adjacent venues on The Hill*

The United States Capitol, often called the Capitol Building, is the home of the United States Congress and the seat of the legislative branch of the U.S. federal government. Our United States Capitol tour is sponsored by Congressman Brian Higgins and staff.

The United States Capitol in Washington, D.C., is a symbol of the American people and their government, the meeting place of the nation's legislature. The Capitol also houses an important

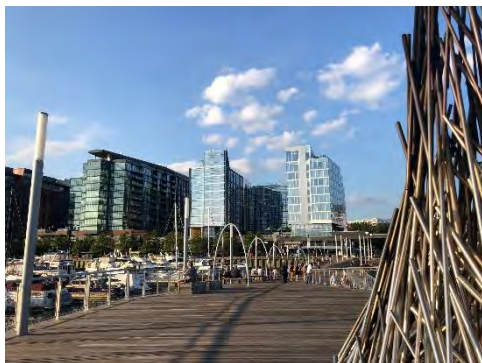
collection of American art, and it is an architectural achievement in its own right. It is a working office building as well as a tourist attraction visited by millions every year.

Construction of the U.S. Capitol began in 1793. In November 1800, the U.S. Congress met in the first completed portion, the north wing. In the 1850s, major extensions to the North and South ends of the Capitol were authorized because of the great westward expansion of our nation and the resultant growth of Congress. Since that time, the U.S. Capitol and its stately dome have become international symbols of our representative democracy.

The U.S. Capitol Visitor Center is the newest addition to this historic complex. At nearly 580,000 square feet, the Visitor Center is the largest project in the Capitol's more than two-century history and is approximately three quarters the size of the Capitol itself. The entire facility is located underground on the east side of the Capitol so as not to detract from the appearance of the Capitol and the grounds designed by Frederick Law Olmsted in 1874.

5:00 PM

Optional Additional Event



Join us! As we cruise along the beautifully renovated Wharf area in a water taxi for a 25 minute ride over to Georgetown. We'll spend the remainder of the afternoon exploring the area. When you're ready to retreat back to the hotel, feel free to simply hop back onto the ferry!

pre-registration required | registration charges apply | **LIMITED availability!!
Agenda subject to changes and/or enhancements*