

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: *Rachel Raba, Senior Research Coordinator, U.S. Department of Labor*

Licensors Workshop First Timers & Mentors Meet & Greet

SPLiCE Teambuilding: T-Shirt Swap – *Bring your most creative t-shirt with you for a fun, interactive experience!*

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 U.S. Postal Service® Headquarters & Welcome! *Shuttle available*

SPLiCE State of the Union: *SPLiCE Officers & CEO Report*

Host Welcome Keynote: *Chris 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® and Journey Group Inc.*

Food Licensing Panel: *The Hershey Company, Brown-Forman, The Coca-Cola Company, McCormick Guest Licensee*

Panelists: Red Truck Beef Jerky, LLC and World of Coffee

Social Media and eMarketplace Best Practices from a Legal Perspective *Nicole Ross, Vice President, NBCU*

SPLiCE Help Me Help You OR Learning Track

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

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

Walk to U.S. Postal Service® Headquarters & Welcome! *Shuttle available*

Federal Trade Commission Regulations for eMarketplaces and Social Media Spotlight: *Lesley Fair, Senior Attorney, Bureau of Consumer Protection*

Retail & eMarketplace Spotlight Moderated Panel: *Caterpillar Inc., Newell Brands, Procter & Gamble*

New Frontiers in Technology Licensing: *Jose Barrios, HP, Inc. and Joel Satin, KODAK*

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

Beyond Royalty Collections: A Playbook Just for SPLiCE Members

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](#) * ROOM BLOCK CLOSES 31AUG!

[Washington DC The Wharf](#) | [Group Code: G-SPLI](#)

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

Schedule of Events

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Thank you SPLiCE Education Committee for your Thought Leadership!

Sunday, September 15th

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

Optional Activities

- 3:00 PM **Meet in Hyatt House lobby**
3:30 PM **Smithsonian National Postal Museum Tour:** *Opportunity to tour at your leisure until trolley pick up*
6:00 PM **Monuments Trolley Tour:** *Board trolley directly in front of Union Station*
9:00 PM **Return Back to Hyatt House:** *via trolley*

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 Open; All Welcome!**



Thank you sponsors!

1:00 PM **SPLiCE Benchmark Think-In: Hands-on deep-dive training!**

Thank you sponsors!

Corporate Social Responsibility & International Brand Protection Trends in Global Labor Conditions and Supply Chains. Sponsored by the SPLiCE Social & Environmental Responsibility Committee.

NBCUniversal



Guest Presenter: Rachel Raba, Senior Research Coordinator, Office of Child Labor, Forced Labor, and Human Trafficking, International Labor Affairs Bureau (ILAB), U.S. Department of Labor

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
- Best practice sharing and interactive discussions

SPLiCE International Benchmark Team will lead a discussion on global licensing scenarios.

3:30 PM **Licensors Workshop First Timers & Mentors Meet & Greet**

Thank you sponsor!

First Timers to LW and SPLiCE 'Mentors' gather to celebrate our annual meeting! Team building will be followed by a welcome from SPLiCE Thought Leadership.



5:30 PM **SPLiCE Teambuilding: T-Shirt Swap**

Bring your most creative t-shirt with you for the ULTIMATE fun, interactive, team-building experience.

7:00 PM **17th Annual Welcome Reception & SPLiCE Member of the Year Award**

Thank you sponsors!



Welcome Remarks

- 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**

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Thank you SPLiCE Education Committee for your Thought Leadership!

Tuesday, September 17th

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

8:00 AM **Walk to U.S. Postal Service® Headquarters & Welcome!** A comfortable walk or *shuttle available*

8:30 AM **U.S. NAVY Color Guard Welcome**

9:00 AM **SPLiCE State of the Union: SPLiCE Officers & CEO Report**

SPLiCE Chairman Tim Rosebrock, The Biltmore Company

SPLiCE CEO, Kimberly Kociencki

SPLiCE Treasurer Jose Barrios, HP, Inc.

SPLiCE Corporate Counsel Laura Colca, Goldberg Segalla LLP

- 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.

Welcome 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.

10:30 AM **Break**

10:45 AM **What's on the Menu? Food Licensing Panel of Best Practices**

The Hershey Company | Brown-Forman | The Coca-Cola Company | McCormick

Andy Paladino, Senior Manager Global Licensing, The Hershey Company, will share case studies with successful food licensing programs. Andy will then moderate our panel featuring food licensing best practices from licensors and licensees. Member and Guest Panel Participants:

- Brown-Forman: Caroline Keller, Associate Licensing Manager
- The Coca-Cola Company: John Larson, Senior Licensing Manager
- J&J Snack Foods: Alissa Davis, VP Marketing
- McCormick: Rob Johnson, Senior Manager Brand Licensing
- Red Truck Beef Jerky, LLC: Vic F Guido Jr., CFO & Partner
- World of Coffee: Jackie Newman, Vice President

12:15 PM **Lunch and Mind Reading with Phil Raso!**

1:30 PM **Social Media and eMarketplace Best Practices from a Legal Perspective**

Nicole Ross, Vice President, Business & Legal Affairs, Universal Brand Development, NBCUniversal

Best practices from a legal perspective to address licensees' use of social media marketing to promote, and eMarketplace sales of licensed products

2:00 PM **SPLiCE Help Me Help You Cross-functional best practice collaboration OR SPLiCE Learning Track**

4:30 PM **[International Spy Museum](#) VIP Tour, Reception & Keynote Col. Christopher P. Costa, Executive Director**
Thank you sponsor!

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 U.S. Postal Service® Headquarters & Welcome!**

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

8:30 AM **Federal Trade Commission (FTC) Regulations for eMarketplaces and Social Media Spotlight**

Lesley Fair, Senior Attorney, Bureau of Consumer Protection

- Even as marketing platforms change, established consumer protection principles still apply.
- One key concern: how to make necessary disclosures clearly and conspicuously. The FTC's "4 Ps" – Prominence, Presentation, Placement, and Proximity – still apply in digital media.
- What are bloggers, influencers, and affiliates saying about your company and your products? Savvy companies have effective programs in place to monitor what others may be saying on their behalf.
- The Federal Trade Commission Act's prohibition on "unfair or deceptive practices" is broad in scope – as is the potential for liability for violations of the law.

9:15 AM **Break**

Retail & eMarketplace Spotlight Moderated Panel

Phil Raso, Caterpillar Inc., Mandy Lubbers, Newell Brands, and Scott Goodfellow, P&G

- Management of OEM products and licensed products on same marketplace
- Success drivers for marketplaces and guardrails to be aware of in eMarketplaces

New Frontiers in Technology Licensing *Jose Barrios, HP, Inc. and Joel Satin, KODAK*

What do Brand Licensors Need to Consider When Involving Technology into Licensing?

From 4D printing to wearable technologies, the landscape for licensing is changing rapidly. Our goal is to educate our membership on what technology licensing is in the marketplace.

- Two common references
- What we license, what we don't license
- Technology could take the form of ...
- Considerations of licensing technology

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 to allow for potential correlation analysis.

Beyond Royalty Collections: A Playbook Just for SPLiCE Members

SPLiCE Benchmark Team: *Shanna Martinez, DuPont and JoAnn Golino, KODAK*

Our Team will present preliminary findings of the SPLiCE Royalty Collection Playbook with elaboration on best practices. Specific areas to be addressed include Contract Management, Contract Language, Agent/Third Parties that Collect Royalties, Types of Licensing Agreements, and Best Practice Tools

Best Practices & Lessons Learned SPLiCE 2020

Kimberly Kociencki, CEO, and Paul Sammons, Incoming Chairman, SPLiCE Board of Directors

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 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!

Thank you to our Sponsors!



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

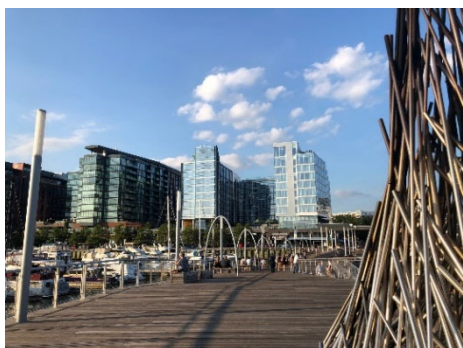
The United States Capitol, often called the Capitol Building, is the home of the United States Congress and the seat of the legislative branch of the U.S. federal government. Our United States Capitol tour is sponsored by Congressman Brian Higgins and staff.

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*

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!

Event Details



SPLICE Licensors Workshop 2019 | LICENSING DELIVERED!

Sunday, September 15th to Wednesday, September 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 [U.S. Postal Service® Headquarters](#); [International Spy Museum](#)
- Wednesday 8 am to 5 pm [U.S. Postal Service® Headquarters](#); [Capitol Hill](#)
- [Reserve Your Room Now](#): [Hyatt House The Wharf](#) \$299/night | Group Code: G-SPLI

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, 1:15-4 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.



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. 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.