

SPLICE

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GLOBALLY

SPLICE 17TH ANNIVERSARY
APRIL 26, 2021 • VIRTUAL

As SPLICE celebrates its 17th anniversary and the World IP Day on April 26,
we will address global thought leadership on ways
to protect, promote, and enhance brand integrity through licensing.

Monday, April 26
2:00 pm - 5:00 pm EDT / 11:00 am - 2:00 pm PDT / 7:00 pm - 10:00 pm BST

www.SPLICElicensing.com



Agenda | Monday, April 26th

2:00 pm EDT / 11:00 am PDT / 7:00 pm BST

SPLiCE Anniversary & World IP Day Program Welcome

Kimberly Kociencki, CEO, SPLiCE

Paul Sammons, SPLiCE Chairman of the Board & Director, Global Operations & Finance, Electrolux

Michael Penn, SPLiCE International Benchmark Committee Chair, EVP & International, Careismatic Brands, Inc.

2:15 pm EDT / 11:15 am PDT / 7:15 pm BST

Hershey x Changi Airport Event

Andy Paladino, Sr. Manager, Global Licensing, The Hershey Licensing Company

Inspired by the iconic Hershey's Chocolate World store found in New York's Times Square, Changi Airport and The HERSHEY Company are proud to bring the bright lights and big city excitement of Broadway and Times Square to Singapore residents. Modeled after the Amazing Candy Machine in the New York store, there are 8 flavours of chocolates to choose from, with 3 new to Changi flavours.

2:30 pm ET / 11:30 am PDT / 7:30 pm BST

Tied Up Designs & Shady Practices: Conflict of Laws

Dr Julian M Potter LLM, Partner, Chartered and European Patent Attorney, Higher Courts Litigator, WP Thompson, London
Unregistered Community Designs (UCDs) ceased to be valid in the UK following Brexit

- To compensate for this, the UK introduced the comparable right of a UK Continuing Unregistered Design (CUD) and a Supplementary Unregistered Design (SUD).
- The CRD is based on first disclosure being in the EU and the SUD is based on first disclosure being in the UK. Can the first disclosure be in both EU & UK?

UK & EU registered designs provide protection based closely on drawings in registration

- Drawings in US design patents have shading to show curvature and illumination.
- Thus, UK & EU registered designs claiming priority to US design patents may be restricted in the scope of protection they provide.
- Can we get the best of both Worlds?

3:00 pm ET / 12:00 pm PDT / 8:00 pm BST

Unauthorized: Case Study Nike Air Force 1 USPS

Christopher Karpenko, Executive Director of Brand Marketing, United States Postal Service

The U.S. Postal Service (U.S.P.S.) called out Nike for using their intellectual property in its Nike Air Force 1 USPS. The U.S.P.S. summarized that the agency will take whatever actions deemed necessary to protect its valuable IP rights. The irony is that Nike is known to be aggressively protective of its own IP. We will discuss the case study of actions taken and where the case stands today. Join us for an authentic conversation of brand protection.

3:30 pm ET / 12:30 pm PDT / 8:30 pm BST

Legal Breakout ThinkIn Session & Networking

Breakout ThinkIn session for all attendees with global experts to discuss the ways in which we can protect our brands and IP from misuse. We will focus on the USPS case study and Unregistered Community Designs in the UK and EU.

4:00 pm ET / 1:00 pm PDT / 9:00 pm BST

DE&I x Global Licensing Breakout ThinkIn Session

Breakout ThinkIn session for all attendees with global experts to discuss the ways in which we can embrace DE&I in the licensing model. We will look at The Walt Disney Company's DE&I initiatives with open Q&A. Our conversation will focus to support a 360-lens for licensing program commitments. We will explore:

- International DE&I engagement
- Product & Marketing DE&I Screening
- One theme, one program: how core objectives can cascade to licensees and suppliers
- Inspiration & content

4:30 pm ET / 1:30 pm PDT / 9:30 pm BST

What Matters to Consumers Today?

Leigh Ann Schwarzkopf, Co-founder, Project Partners Network
Michelle Lamb, Co-founder, Marketing Directions, Inc., and Editorial Director, The Trend Curve
Tom Mirabile, Principal & Founder, Springboard Futures

- Universal themes for companies that are “trend- or consumer-aware”
- To be authentic, a licensor needs to understand its’ consumer
- What trends are coming in, going out, and the future
- Generational nuances

5:00 pm ET / 2:00 pm PDT / 10:00 pm BST

After Hours Team Building

If you would like to join the afterhours team building, please download KAHOOT for our session. You will learn more about SPLiCE and the USPS.

[Desktop](#)

[Android: Get it on Google Play](#)

[Apple: Download on the App Store](#)

Last updated: April 26, 2021

ANTITRUST COMPLIANCE AND RECORDING DISCLAIMER

All SPLiCE events (onsite or online/virtual) adhere strictly to antitrust laws and our SPLiCE Antitrust Charter.

We do not engage in any discussions relating to any anti-competitive practices, royalties, product innovations or marketing, and/or product development plans.

Discussions and presentations during SPLiCE events are for the benefit of Members and event attendees and not to be shared and/or published outside of SPLiCE.

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Presenters



Christopher Karpenko holds the position of Executive Director Brand Marketing at the United States Postal Service. In this role he oversees the development and execution of nationwide Brand Marketing strategies through a scalable, revenue generating marketing platform which positions the USPS as the partner of choice for consumers, commercial customers and industry partners. Chris has brought innovation to the marketing efforts with his strategic thinking and strong creative skill.

Chris is a lean six sigma certified green belt and holds an Executive MBA in Finance and Economics from the University of Rochester's Simon School of Business. He has served on numerous nonprofit boards in his community, has written for several industry publications and is a sought out speaker at national industry events.

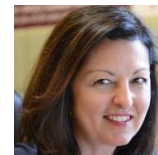


Christopher Karpenko
Executive Director of Brand
Marketing
United States Postal Service



Kimberly is co-founder of SPLICE, a Licensors Community of Best Practice. As CEO, her focus is on strategic planning to ensure the SPLICE membership is learning and sharing best practices to continuously improve brand licensing. Kimberly leads collaborative benchmarking exercises for business efficiency. Over the past decade, she has led results-driven initiatives for quality and product integrity, social media impact on brand equity, legal implications, brand metrics & objectives, with proactive focus on social, environmental and anti-counterfeiting responsibility. Tools from her leadership include scorecards, playbooks, project planning tools, and organizational matrices. Prior to SPLICE, as a global liaison for Fortune 100 companies, Kimberly has directed business strategic planning, technical quality assurance, training and marketing.

In her role today, Kimberly listens to the SPLICE membership to optimize benchmark collaboration. Helping others be the at their best, impacts brand licensing globally, and creates an amazing journey for her with the ability to enhance education, heighten awareness, and help others everyday be at their best every day.



Kimberly Kociencki
CEO
SPLICE



Working at The Hershey Company now for over 8 years and currently holding the position of Senior Manager, Andy is responsible for full North America, Asia and LATAM food licensing business and US non-food licensing business encompassing over 40 licensee partners. Before his current role, Andy led front-of-funnel innovation projects through feasibility assessment including manufacturing solve requirements, contract manufacturing partner identification and sourcing, line trials, capacity planning, risk assessment, and product costing with path to profitability. Andy also sits on the Board of Directors for Power Packs Project.



Andy Paladino
Senior Manager, Global Licensing
The Hershey Company



Licensing and marketing exec with the honor of managing both legacy and start-up brands worldwide, including; North America, APAC, India, LATAM, Caribbean and EMEA. Developed international footprints for global brands Polo Ralph Lauren, Wrangler, Dickies; and created extensive US licensed businesses for Levi's, Dockers and KN Karen Neuburger. Currently serving as EVP of Licensing & International at Careismatic Brands, Inc., I am Licensor for Cherokee Uniforms, Anywear Footwear, and HeartSoul (sportswear, accessories, medical apparel). Career product categories have included apparel, accessories, footwear, and home collection. Love crafting relationships with business partners and complimentary brands, I have also managed company direct-to-consumer store and web operations, while managing both brand and retail marketing programs.



Michael Penn
International Committee Chair
SPLiCE
EVP Licensing & International
Careismatic Brands, Inc.

GUEST PRESENTER

IT and engineering expert. Julian's practice encompasses all physics-based disciplines and reflects his high academic qualifications and technical abilities. Julian's technical areas of expertise include telecommunications and associated technologies including design and fabrication; semiconductors; optics; control systems; software; cryptography; mechanical engineering; nanotechnology; mechanical devices; nuclear physics and imaging; electronics and micro processor design; voice recognition and text-to-speech conversion and oil services technology. He has wide experience in drafting and prosecuting patent applications and representing clients before both the UK Intellectual Property Office and the European Patent Office.

Julian is not only a Chartered Patent Attorney, European Patent Attorney and Trade Mark Attorney, but also an experienced Higher Courts Litigator and has been involved in both Patents Court and Intellectual Property Enterprise Court (formerly Patents County Court) litigation covering a wide range of technologies from cryptographic key exchange architecture, design methods for oil exploration drill bits, GPS applications and biofilms. Whilst managing the UK patent department of a leading global cellular telecommunications company he gained wide experience of the commercial and strategic value of intellectual property on a global scale and regularly advises clients on the development, exploitation and enforcement of a global intellectual property portfolio.

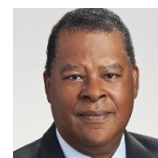
Julian is a member of FICPI, UNION, Institute of Physics and The Institute of Engineering and Technology. He is a Chartered Physicist and Chartered Scientist and his academic qualifications include a BSc, PhD and LLM.



Dr Julian M Potter
LLM, Partner, Chartered and
European Patent Attorney,
Higher Courts Litigator
WP Thompson



Paul has over 40 years of progressive internal audit, general accounting and licensing experience. Paul has experience in six industries. His experience includes six years as Audit Manager for Anheuser Busch, eight years as a Controller for a chain of retail stores and eleven years with Corporate Express (now Staples) in roles as VP of Finance and VP of Internal Audit. He has been with the Electrolux Group for ten years and is eager to continue the growth of the licensing business. His varied experience in business has been a huge asset to the licensing group at Electrolux. Paul currently is responsible for product quality and factory audits, budgeting and financial functions, and managing customer accounts in the Middle East, India and Hong Kong.



Paul Sammons
Chairman of the Board
SPLiCE
Director, Global Licensing
Operations & Finance
Electrolux Global Brand Licensing



GUEST PRESENTER

With more than 20 years of marketing, licensing and retail experience, Leigh Ann Schwarzkopf has provided the industry with management-level expertise in all areas of marketing and licensing. Her company, Project Partners Network, is known not only for delivering insights into marketplace trends, but also for the strategic, smart and savvy ways in which they turn those insights into practical initiatives for client companies in housewares, food, toys and other categories.



Leigh Ann Schwarzkopf
Co-founder
Project Partners Network

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Michelle Lamb is Co-founder of Marketing Directions, Inc., and Editorial Director for The Trend Curve. Her company provides home furnishings trend strategies and consulting, color-and-trend forecasts, color specifications, trend reports, retail reconnaissance studies, trend seminars and workshops for retailers, manufacturers and trade associations around the globe. Her company celebrates its 34th anniversary this year.



Michelle Lamb
Co-founder
Marketing Directions, Inc.

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Tom Mirabile is Principal and Founder of Springboard Futures, a trend services firm specializing in consumer analytics and insights, and Home category trend developments. He also serves as Global Consumer Trend Forecaster for the International Housewares Association and a Contributing Editor for Pantone. His emphasis on consumer-centric product development and generational relevance has guided the evolution and creative direction of some of the most well-respected brands and retailers in the Home and Housewares Industries.



Tom Mirabile
Principal & Founder
Springboard Futures

Notes
