



# BRAND LICENSING SUMMIT

2025

## AGENDA

February 27, 2025 | Los Angeles, CA

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| 11:30 a.m. | <p><b>ROUNDTABLE AND LUNCH</b> <i>(Optional)</i></p> <p>Kick off the Brand Licensing Summit with an exclusive, interactive roundtable discussion designed for industry leaders, brand owners, licensees, and legal experts. This intimate pre-event gathering offers a unique opportunity to discuss emerging trends, challenges, and opportunities shaping the future of brand licensing.</p>   |
| 12:30 p.m. | <p><b>REGISTRATION</b></p>   |
| 1:00 p.m.  | <p><b>WELCOME</b></p> <p>Christa Cole, <i>Counsel</i>, Mayer Brown<br/>Kristine Young, <i>Partner</i>, Mayer Brown</p>   |
| 1:15 p.m.  | <p><b>THE MARKETER'S LENS: UNLOCKING BRAND LICENSING OPPORTUNITIES AND HOW LEGAL CAN ADD VALUE</b></p> <p><b>Moderator:</b> Maura Regan, <i>President and CEO</i>, Licensing International</p> <p><b>Panelists:</b> Seema Sundar, <i>VP Strategy and Development</i>, Hatcheri Foods, Christa Cole, <i>Counsel</i>, Mayer Brown</p> <p>Dive into the intersection of marketing and legal strategy in brand licensing, gaining insights into how marketers identify and unlock opportunities for brand expansion. Featuring perspectives from a seasoned marketer and a former in-house lawyer, the discussion highlights how legal collaboration can maximize licensing potential and protect brand value.</p> |

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| 2:15 p.m. | <p><b>WINNING LICENSING DEALS: CASE STUDIES FROM CONCEPT TO CONTRACT</b></p> <p><b>Moderator:</b> Kristine Young, <i>Partner</i>, Mayer Brown</p> <p><b>Panelists:</b> Christina Moncrief, <i>Deputy General Counsel</i>, Therabody, John Mancini, <i>Partner</i>, Mayer Brown</p> <p>Experience licensing through real-world case studies as in-house and outside counsel share stories of deals that worked, deals that didn't, and the creative solutions that made the difference. Gain practical insights into overcoming challenges and driving success in diverse licensing matters.</p>   |
| 3:15 p.m. | <p><b>NETWORKING BREAK</b></p>  |
| 3:30 p.m. | <p><b>MASTERING THE ART OF THE DEAL: BEST PRACTICES FOR NEGOTIATING BRAND LICENSES</b></p> <p><b>Moderator:</b> John Mancini, <i>Partner</i>, Mayer Brown</p> <p><b>Panelists:</b> Victoria Ellis, <i>Counsel, Intellectual Property and Artificial Intelligence</i>, Nestlé Health Science, Kristine Young, <i>Partner</i>, Mayer Brown, Richard Assmus, <i>Partner</i>, Mayer Brown</p> <p>Engage in a discussion about best practices for negotiating brand licenses, offering actionable insights into crafting win-win agreements, navigating complex deal dynamics, and avoiding common pitfalls in brand licensing negotiations.</p> |
| 4:30 p.m. | <p><b>AI IN LICENSING: OPPORTUNITIES, CHALLENGES, AND LEGAL RISKS IN THE DIGITAL AGE</b></p> <p><b>Moderator:</b> Michael Chang, <i>Board Member</i>, UCLA Law Alumni Association</p> <p><b>Panelists:</b> Arsen Kourinian, <i>Partner</i>, Mayer Brown, Richard Assmus, <i>Partner</i>, Mayer Brown</p> <p>Explore the transformative impact of AI on brand licensing in this forward-looking discussion. Industry experts will discuss how AI is unlocking new opportunities, the challenges it presents for licensors and licensees, and the legal risks involved in navigating this rapidly evolving digital landscape.</p>             |
| 5:45 p.m. | <p><b>KEYNOTE COCKTAIL CONVERSATION</b></p> <p><b>BRAND COLLABORATION IN THE WORLD OF ENTERTAINMENT</b></p> <p><b>Speaker:</b> Monique Cheng Joe, <i>SVP, Head of Brands and Content, Intellectual Property</i>, NBCUniversal</p>   |
| 6:30 p.m. | <p><b>RECEPTION</b></p>   |