

The win-win Cooperation between Owners of Graphics IPRs and Vendors

Kate Wang | IPCP.io

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Founder of IPCP (members over thousand)

General Manager of Chengjen Culture and Creativity

Consultant of graphics IPRs and agents

Consultant of vendors attending foreign licensing expo

Years of experience with many brands such as Disney, One Piece, etc.

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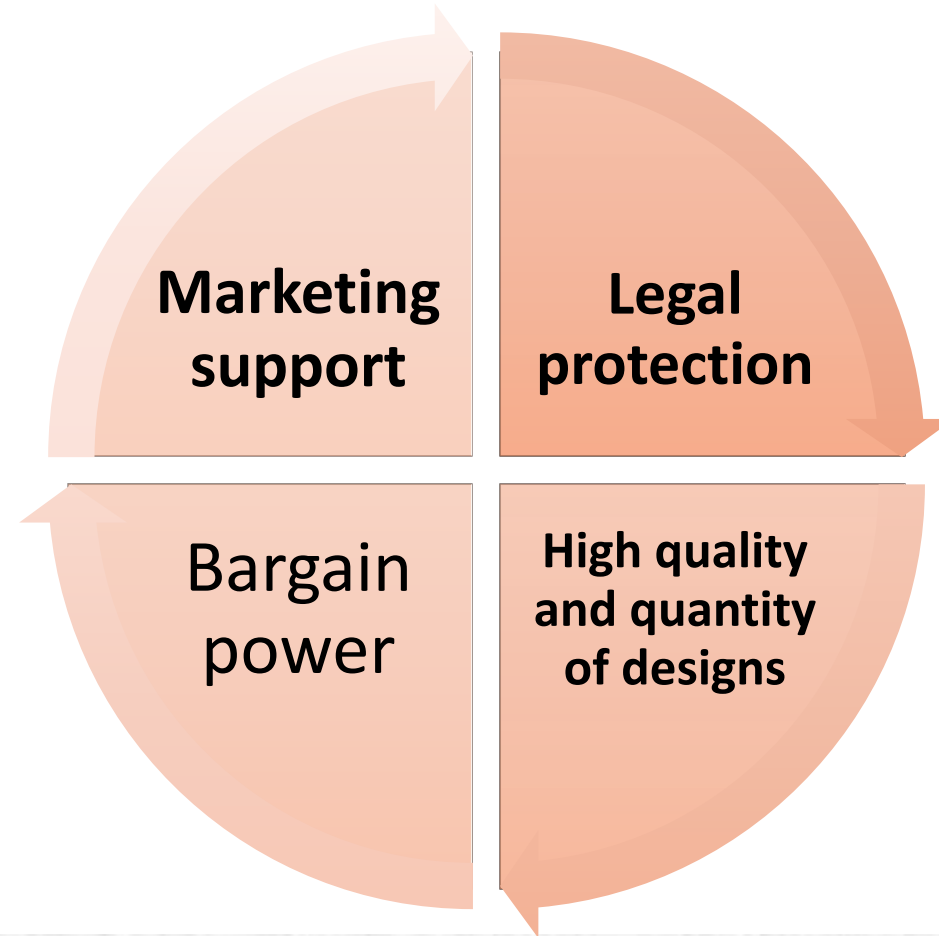
Why licensees cooperate with graphics IPRs

- Buy from stock images
- Hire designers
- Cooperate with graphics IPRs

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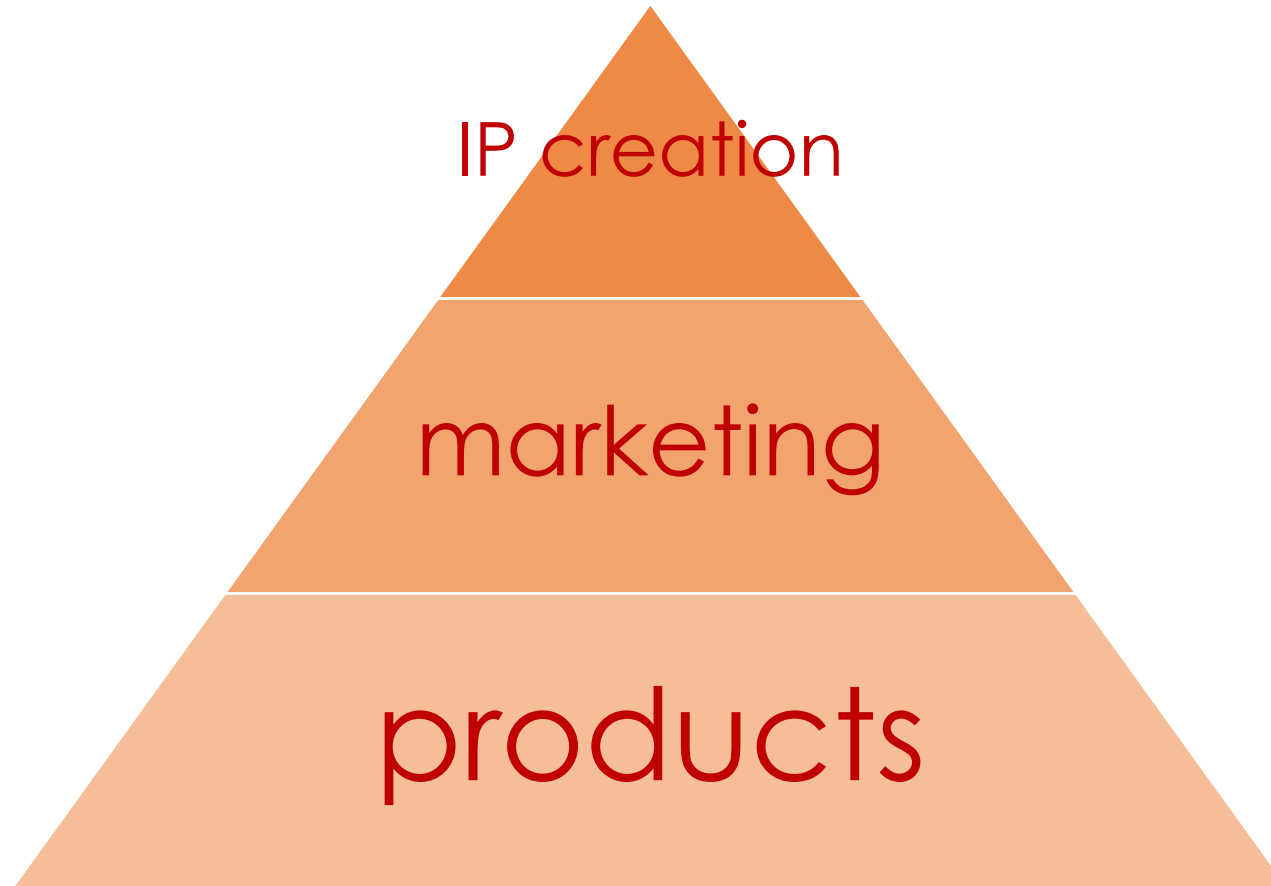
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What do Graphics IPRs and Vendors Care?

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Identify their role / experience in the industry



What Vendors Care

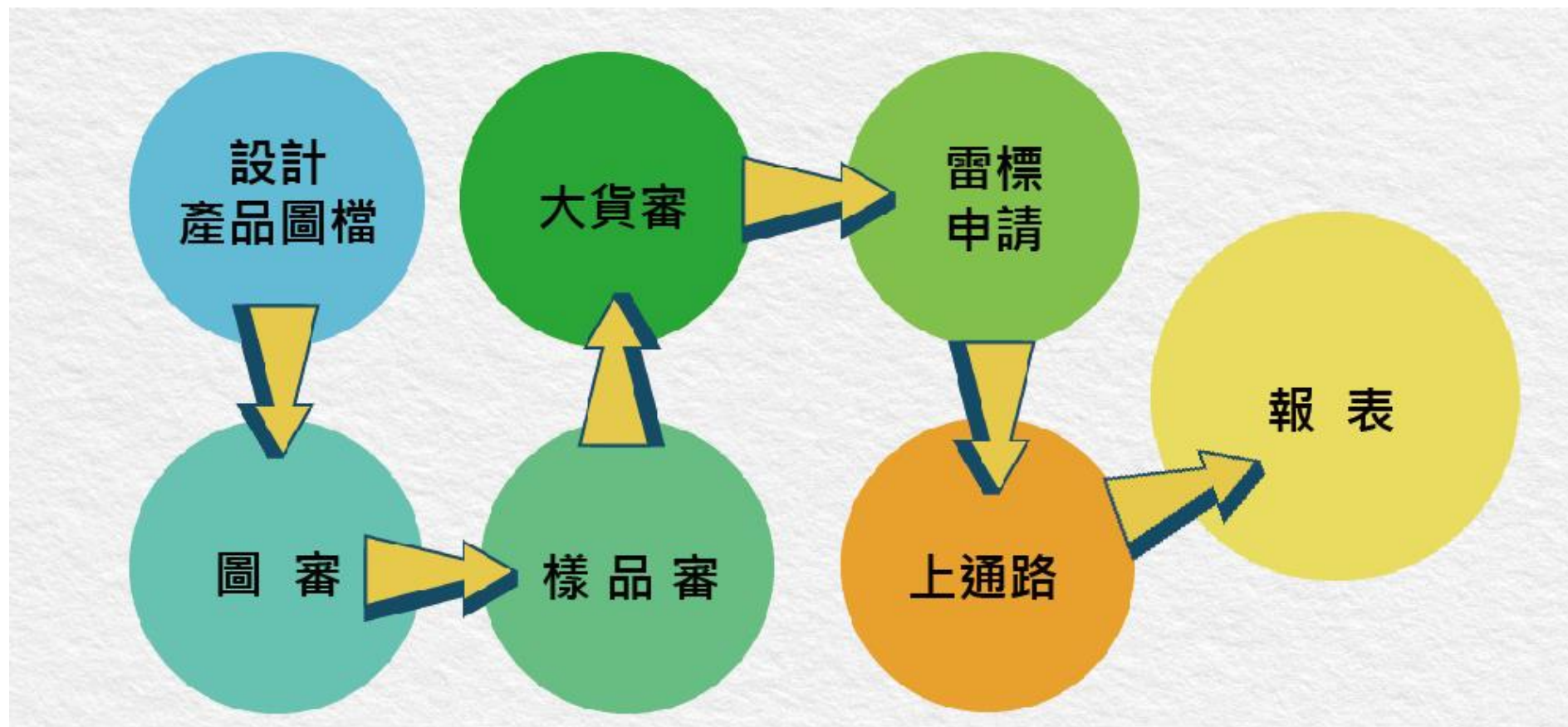
- Guidebook (How many and how vendors can make use of)
- Brand Plan (for at least the coming year)
- Customer Understanding (SKUs and TAs)
- Other Licensee or Partners
- Trademark and Contract
- Oversea Marketing Plan

What IPRs Care

Category	Product Item	SKU	Price	Quantity (per year)	Sales Amount	Royalty Rate	Total Contract



What Both Care



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