

# ilicence<sup>TM</sup> facts

licence management system

ilicence has been developed by licensing professionals for licensing professionals. It has the ability not only to perform to your exact working processes but also in accordance with your organisations hierarchy structure. From organising contact data and a brand / IP portfolio through to licensing contracts and monitoring agreements and royalty payments, ilicence gives you the infrastructure within your organisation to become more efficient, seek out new opportunities and develop your brand.

## **Easy to implement, user-friendly and cost-effective**

- Web-based application – No requirements for IT infrastructure and additional investment in hardware and technical resource, implementation is; as simple as flicking a switch.
- User-friendly navigation makes adoption of the system much faster so you can feel assured that Licensors, Agents and Lawyers around the globe will be able to use the system with no concerns.
- Available from outright purchase through to competitive finance packages, ilicence is a cost-effective solution to managing your licensing programmes.

## **Develop your business relationships**

- Powerful CRM functionality immediately brings activities to the attention of the user.
- Companies and contacts are cross-referenced with modules such as the Calendar, IP, Licence Agreements and the library.

## **Have the knowledge at hand to effectively manage your brands' Intellectual Property portfolio**

- Comprehensive IP Portfolio Management allows you to store and associate IP against a particular brand within the system in a structure that reflects your organisational requirements.
- Allocate access rights to individuals or teams to provide viewing / editing rights.
- Automated reminders are brought to the attention of the Licensing Executive when an IP activity has been created or amended, making sure that all parties are kept up to date with the latest IP developments.

## **Capitalise on new licensing opportunities, increase revenue with greater efficiency**

- From the creation of Business Plans and Licence Agreements through to Product, Retail and Marketing Approval, ilicence is a fast, cost effective and user-friendly system that will meet all of your licensing requirements.
- Using pre-determined templates ilicence gives you the information at hand to produce Business Plans during dialogues with prospective Licensee's. Upon agreement key elements from the Business Plan are transferred to the Licence Agreement Module.

- Create precedent templates and subsequent Licence Agreements online. Populate fields with key contractual information such as brand category, territory, payment terms and start and finish dates in stages if required and once agreed track and measure the revenue it returns.
- An integrated online approval facility for product, retail and marketing approvals allows for fast and efficient correspondence between the Licensor and Licensee and has both time and cost saving benefits. The Licensor is notified of approval submissions via the calendar and in return ilicence responds approved or declined to the Licensee via automated email.

#### **Take immediate action when a breach or contravention occurs against your brand**

- Whether it's a counterfeit product or unauthorised usage of your IP, ilicence provides a clear and intuitive path for following the infringement process through.
- Details of the infringement the protected IP right, details of the party concerned, their role in the alleged infringement, dates and the territory of where the infringement took place is recorded.
- ilicence lets you track actions, correspondence and will notify relevant parties if amended.

#### **Know how your organisation is performing at any time**

- The ilicence reports facility delivers invaluable visibility and control.
- Track, monitor and report against information within the system from refused business plan applications, payments, IP categories, through to products and sub-Licensee reports.
- Sales and royalty reports allow you to compare actual sales against forecast and analyse financial information by product, territory, brand or agreement.

#### **100% secure, 100% accessible, 100% scalable and 100% customisable**

- We understand that security is of paramount importance and therefore access to the system is via strict username and password permissions ensuring that the information held within your system is only visible to and editable by the users you specify.
- ilicence is hosted at our data centre on Internet servers and is virtually unlimited in capacity and scalability. Delivered through a Web-browser interface for maximum mobility and future-proofing ilicence's robust system architecture ensures that it is able to support hundreds of concurrent users, globally.
- And finally, the fundamental advantage of ilicence is its comprehensive functionality in an off-the-shelf solution that can also be customised to meet the exact needs of your organisation.