

Fumihiko Kusama



President & CEC (Chief Executive Consultant), Brandog Company Ltd.

Professor at Graduate School of Management of Science and Technology

Tokyo University of Science

Brings over 30 years business and management expertise into the area of Corporate, trademarks and character licensing business development. Proven ability to effectively launch new business projects, combining sound strategic marketing capabilities with strong communication, planning, organization and interpersonal networking skills. Successfully launched over 10 licensing projects (e.g. Dockers, Coca-Cola, Warner Bros. Retail Business, Texaco, Heinz etc.) both in Japan and in the U.S. markets. Graduated from St. Paul's Univ. and acquired Cambridge University First Certificate in English: bilingual (Japanese/English).

1 . A Company Profile of Brandog.co., Ltd.

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■ Tel Brandog Office : +81-46-870-5310 Office at the university : +81-3-5227-6278

■ Mobile: +81-90-8856-4089 URL: <http://www.brandog.net/> (Fax number provided on the request)

Current Clients (Representative)

■ UNICEF /United Nations Children's Fund (Licensing Advisor) (since 2012) : consulting for evaluating/assigning an agent

■ NISSAN MOTOR Company (since 2007) : consulting for evaluating an agent in USA and re-launch the project in Japa

■ H.J Heinz Japan : consulting to start up a licensing project a master licensee for Japan market (since 2008)

■ Shizuoka Prefecture Local Government Office : Consulting for copyrights and trademarks' compliances (since 2004)

■ A Japanese mobile company (under NDA)

■ Agent works (all are co-operated with ZenWorks Inc.)

Amaury Sports Organisation (For., The Dakar)

BSA Legal (UK, Bikes)

etc.

Major Clients in past 5 years

■ LIMA(International Licensing Industry Merchandisers' Association) 2001-2012 : consulting as their lead consultant to launch LIMA JAPAN office and maintain their business and members (max 96companies) as a managing director.

■ The Coca-Cola Company 2009-2011 : consulting for evaluating and assigning an licensing agent in Japan.

- Dentsu/the largest ad agent in the world 2011-2013 : consulting for starting the licensing division and organizing its team and assigning the business partner (sub-agent)
- Nihon Keizai Shimbun-Sha (Japan's largest economy newspaper) 2002-2009 : Jointly been exhibiting Asia's largest licensing industry trade-show sponsored by LIMA as LIMA JAPAN's managing director
- US music company (under NDA)
- European car company (under NDA) etc.

PROFESSIONAL ACCOMPLISHMENTS of Fumihiko "Pochi" Kusama

As an Independent Business Development Consultant (1995 – Present)

Heinz - Licensed Program Development – Exclusive Licensing Agent (2008 – Present)

Developed and launched the licensed products of Heinz brand as the first Heinz' licensed products in the world, e.g. apparel, accessories, home products etc. Executed marketing program in corporation with Heinz Japan division.

Shizuoka Prefectural Government - Marketing Consultant (2002 – Present)

Designed the mascot character for Pacific Flora Exposition 2004 which generated \$5MM in sales of the licensed products in 6 months. Served as the member of the Symbol Mark Selection Committee for the New Shizuoka International Airport Project.

LIMA (International Licensing Industry Merchandiser's Association) - Managing Director (2002 –2012) & Advisor

-Established the Japan Office of LIMA, world's largest licensing non-profit organization, as its 2nd global branch outside the U.S. Increased membership from 0 to 93 in 6 years.

-Took over managing ownership of the on-going licensing industry trade show, "LICENSING FAIR" (13 exhibitors in 2002), and re-launched "LICENSING ASIA", in co-organization with Nihon Keizai Shimbun. Enhanced show contents by soliciting exhibitors and seminar speakers among the LIMA members globally. Obtaining supports from British Embassy and JETRO. Increased the number of exhibitors to 100 in 2008.

-Delivered over 120 seminars, 17 networking events (including charity events), 18 TV publicities (including a one-hour documentary), and 7 member tours to LIMA LICENSING SHOW in New York .

-Awarded the Shield of Appreciation by LIMA' President, Charles M. Riotto, and the Board Members, for the 10 years' service as Managing Director of LIMA Japan in 2012.

TEXACO - Licensed Program Development (1998 – 2004)

Developed and launched the licensed products of TEXACO Inc. in 1998 as an Exclusive Licensing Agent in Japan. Generated an aggregate sale of \$12MM with 8 licensees over 6 years.

Warner Bros. Retail Business Development (1996 – 1997)

Established the Retail Business Development Division at Warner Bros. Consumer Products Japan. Assumed responsibilities as the Division's first Director in March 1996. Developed over 60,000 sq.ft. of retail space at 450 stores in Japan within 1 year.

The Coca-Cola Company (2011-2012, 2003-2004, 1996-1997, 1987-1995)

Consulting to evaluate and choose the licensing agency for Japan Market (2011-2012, 2003-2004)

Responsible for leading the licensing teams for Coca-Cola marketing team (total staff of 14) in developing quality licensed products with controlled distribution in Japan. Assigned over 50 licensees generating over \$400MM sales in retail value. (1987-1995, 1996-1997)

WORK HISTORY

Brandog Co., Ltd. – President / Lead Consultant (1995 – Present) Supported 14 overseas clients and 26 domestic clients to launch their businesses successfully in 20 years.

Berleca Japan., Ltd. – Director / Marketing Manager (1987 - 1995) Responsible for leading the licensing teams for Coca-Cola, OshKosh B’Gosh, UCLA, and the Russel Japan marketing team (total staff of 14) in developing quality licensed products with controlled distribution in Japan. Assigned over 50 licensees generating over \$400MM sales in retail value. Supported the transfer process of Coca-Cola licensing agreement to The Coca-Cola Company and the shut-down process of Berleca Japan as an independent consultant in 1997.

Levi Strauss Japan – Product Manager / Licensing Manager (1980 – 1987) Created the “Dockers” brand project in 1984. Produced “Dockers” merchandising concept map, garment samples and all packaging materials for marketing in the U.S. The “Dockers” brand generated over \$2 billion sales in the U.S. in 1993. Awarded the Letter of Appreciation by Levi Strauss U.S.A. for this accomplishment. **EDUCATION**

Member of

- International Licensing Industry Merchandisers’ Association (LIMA)
- The Japan Writer’s Association , Verdi Opera Association (Japan), Wagner Opera Association (Japan)

PUBLICATIONS AND SEMINARS

- Publications: Licensing Business Management Published by NIKKEI (2009)
- Seminars : Brand Licensing Seminars (LIMA) (2006 – Present) Licensing Asia Seminars /LIMA Licensing Business Seminars (2002 – Present) Licensing Management Seminars (Digital Hollywood Graduate School) (2005 – 2009) Licensing International Seminar in NY (2005) ,Kyoto Women’s University; Tokyo Designer’s School; Harajuku Design School; JETRO Seminars, etc.
- TV: Commentator of Nikkei BB News 2008, <http://www.youtube.com/watch?v=xSECmkU7MOK> JETRO EYES2009 <http://www.youtube.com/watch?v=V289giyNvzE> Morning Satelite News2006 <http://www.youtube.com/watch?v=g95oNu6TEkU>



[LJ-2]

2014年7月2日 (水) 13:00~14:00

TPP参加後の日本のライセンスビジネス業界はどう変わるべきか
〜グローバル化と独自性の追求が未来を切り拓く〜



(株)ブランドッグ代表取締役/東京理科大学大学院イノベーション研究科教授
期間 文彦 氏

TPPにおいて、知的財産権の取扱いが大きな焦点となる中、予想される著作権法や知的財産権関連法の改訂が日本のライセンスビジネスの枠組みに与える影響を考察する。グローバル化に突き進むのか、それともガラバコスタをたどるのか？

<講演者プロフィール>

立教大学経済学部卒業。リーバイス、バーレッカ等を経て、1995年ブランドッグ創設。2002年〜2012年まで、国際ライセンスング産業マーチャンダイザーズ協会(本部NY)の日本支部、LIMAジャパン代表、ドッカーズブランド創設。コカ・コーラ、テキサコ、UCLA、ハイソックス、50以上の海外プロ/ライの日本進出、日本プロ/ライの海外進出を挙げ、国内外のネットワークを広く持つ。著書に「ライセンスング・ビジネスマネジメント」(日本経済新聞出版社)、「知財戦略の教科書」(秀和システム、部分執筆)等がある。