

Fumihiko Kusama



CEC (Chief Executive Consultant), Consulting Firm, Brandog

Ex-Professor at Graduate School of Innovation Studies, Master of Intellectual Property

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 30 licensing projects (e.g. Dockers, Coca-Cola, Warner Bros. Retail Business, Texaco, Heinz, Unicef etc.) both in Japan and in the U.S. markets.

Graduated from St. Paul's Univ. and acquired Cambridge University First Certificate in English.

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

■Address: 1-6-16, Sakurayama, Zushi, Kanagawa, 249-0005^[1]_{SEP}Japan

■E-mail: pochi@brandog.net

■URL: <http://www.brandog.net/> (Fax number provided on the request)

Major Clients in past 5 years

All Nippon Airways , SHARP Corporation , H.J Heinz Japan , UNICEF(United Nations Children's Fund) , NISSAN Motors Enrico Coveri(Italy) , IBML (Dunlop,UK) , Hinchcliffe & Barber (UK) , BSA (UK) , LIMA (International Licensing Industry Merchandisers' Association) , Shizuoka Prefecture Local Government Office , Amaury Sports Organization, The Coca-Cola Company , Dentsu, IP Bridge, V&A (Victoria and Albert Museum) , etc.

PROFESSIONAL ACCOMPLISHMENTS

2. As a Professor of Department of Master of Intellectual Property at Tokyo University of Science Graduate School of Innovation Studies(2012-2018)

Teaches Copyright and Licensing course and operates Character and Brand Licensing Seminar to mentor selected students as advisor for their master's thesis.

3. As an Independent Business Development Consultant (1995 – Present)

■All Nippon Airways(2013-2016)

Consulting to start up the corporate licensing project.

■Heinz - Licensed Program Development – Exclusive Licensing Agent (2008 – 2016)

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.

■ NISSAN Motors (2007-2009, 2014-2015)

consulting for evaluating an agent in North America and launching the licensed products in Japan.

■ 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 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)

■ Shizuoka Prefectural Government - Marketing Consultant

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

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)^[SEP] 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)^[SEP] 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. ^[SEP] **EDUCATION**

Member of

International Licensing Industry Merchandisers’ Association (LIMA) , Licensing Executive Society Japan (LES)
The Japan Writer’s Association , Japan Verdi Association (Director),

PUBLICATIONS AND SEMINARS

- Publications: Management of Licensing Brands and Characters by Hakuto-Shobo(2015)
Licensing Business Management Published by NIKKEI (2009)
- Seminars : Brand Licensing Seminars (LIMA) (2006 – Present, every year)^[SEP] MIP (Master of Intellectual Properties) Seminar (2013-2015) , 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> - <http://www.youtube.com/watch?v=xSECmkU7MOK> JETRO EYES2009 <http://www.youtube.com/watch?v=V289giyNvzE> - <http://www.youtube.com/watch?v=xSECmkU7MOK> JETRO EYES2009 <http://www.youtube.com/watch?v=V289giyNvzE> - <http://www.youtube.com/watch?v=V289giyNvzE> - <http://www.youtube.com/watch?v=xSECmkU7MOK> JE Morning Satellite News2006 <http://www.youtube.com/watch?v=g95oNu6TEkU> - <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) ブランドック代表取締役/東京理科大学大学院イノベーション研究科教授
関 文彦 氏



TPPにおいて、知財保護条項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財権期限満了後の改訂が日本のライセンスビジネスの発展に与える影響を考察する。グローバル化に突き進むのか、それともグローバル化をたどるのか？

<講演者プロフィール>

立教大学経済学部卒業。リーバイス、パーレッツ等を育て、1995年ブランドック創設。2009年～2012年まで、国際ライセンス管理・マーケティング・ライセンス戦略の第一人者。LIMAジャパン代表。メッツァーズブランド創設。コカ・コーラ、オオセキ、UCLA、ハイランツ等。50以上の海外プロパティの日本進出、日本プロパティの海外進出を手助け、国内外のネットワークを広く持つ。著書に『ライセンス・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）がある。