

Global  
Partner



The Licensing Company  
London, Paris, Munich, New York, Tokyo

**BOOTH 5263**

The Licensing Company (TLC)  
[www.thelicensingcompany.com](http://www.thelicensingcompany.com)

The Licensing Company, (TLC), is an award winning global brand extension and consultancy agency with a track record of success around the world. With five strategically located offices in London, New York, Tokyo, Paris, and Munich, we have the ability to look at brands on a global basis and create innovative, long-term partnerships that set the standard in the industry. Whatever your interest is in brand extension, we can help. We are a talented group of people, with the spirit and experience to nurture and develop opportunities for brands worldwide.



### **Jim Beam**

As the world's #1 selling Bourbon whiskey based on the same family recipe since 1795, Jim Beam remains the American whiskey against which all others are measured. This award winning licensing program reflects the brands authentic character and flavor and includes products in food and beverage, lifestyle, gift and apparel.

THE ORIGINAL GOURMET JELLY BEANS



### **Jelly Belly**

With over 14 billion Jelly Belly jelly beans sold across the globe every year, Jelly Belly is the world's most famous and loved jelly bean. Our global licensing program translates the fun taste and colorful image of the brand into giftware, home furnishings, and unique Jelly Belly flavored food and beverage products.



### **Reckitt Benckiser**

Reckitt Benckiser is the world's # 1 household cleaning company with a major presence in health and personal care. The brands include AirWick, Lysol, Woolite, Resolve, Veet, and Clearasil among others. Our licensing program includes great products designed to help protect your clothes, provide solutions to your home fragrancing needs, and protect your family from harmful germs.



### **Welch's**

Welch's is one of the best-known grape and juice brands in the US. An American icon since 1869, Welch's is known for the quality of their products which combine great taste with strong antioxidant nutritional health benefits. Our licensing program provides consumers with delicious food products with discernible health benefits.



### **Consultancy**

TLC's Consultancy harnesses the expert advice, skills and knowledge of the entire business, giving clients a unique insight into all aspects of licensing and brand extension whatever stage they are at. Our clients include Master Lock, GE, Harley Davidson, Moen and Mercedes-Benz, BIC, Subaru, Zagat and many more.