

cmc 2012

protecting sally the
seahorse

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brand - marketing - licensing
consultancy to the media industry

key points

- “protecting the IP” – definition
- developing ip – things to consider
- choosing partners
- pitch perfect
- pitch – protection
- misconceptions

“protecting ip” - definition

- what does “protecting ip” mean?
- it means doing right by your ip, ensuring:
 - you care passionately about the ip
 - you know your ip inside and out
 - you believe it can be a success
 - you know why the world needs your ip
 - you will find partners you trust to develop the ip further
 - you are willing to listen to experienced voices
- protective vs over-protective

developing ip – to consider...

- biggest question to answer: “why?”
- originating medium
 - tv? publishing? art? digital? stationery? cards? clothing?
- audience
 - be specific: age, gender, mass/niche
 - characterise the consumer
- is it unique? (but is it, really?)
 - research, research, research!
 - how is it unique? what gap does it fill in the market?
 - elevator pitch – in 20 words –> 10 words –> 5 words

developing ip – to consider...



competitive
set

developing ip – to consider...

- vision
 - where will the ip be after two years? after five years?
- copyrighting
 - simple protection
 - attention to detail
 - digital presence
- level of control
 - solo development vs third party involvement
 - keeping enough of the pie
- future development

developing ip – to consider...

○ For TV:

- age target
- brand map
- ep duration
- key themes
- storylines
- character descriptions/illustrations
- recurring elements and motifs
- *watch!!*

○ For online:

- age target
- sufficient characters
- extent of world
- reward mechanism
- game ideas
- *join and play!!*

○ For licensing:

- categories suitable to age and gender
- aesthetic standout
- repeat purchase
- *look in stores!*

choosing partners

- experience with similar audiences
- portfolio gap
- evidence of investment
- right ethos
- size matters
- shared vision

pitch perfect

- background
 - emotional engagement
- why ip is unique
 - map it out
- growth potential
 - no boundaries to extend the ip (characters, designs...)
- what's in it for them?
 - why ip will deliver for their business

pitch - protection

- remember: do right by your ip
 - don't mention money or volunteer percentage splits
 - however, try to ascertain what's reasonable beforehand
 - demonstrate ownership & copyright
 - do find out how your ip would be managed
- seek advice before you agree to anything!

misconceptions

- just because *you* think it's good...
- you own ip therefore it will work in licensing
- a pilot will mean a series
- every tv show makes money
- live action drama works in licensing
- "the products will appeal to boys and girls"
- retailers have unlimited shelf-space

○ good luck!