



SILICON VALLEY CHAPTER EVENT

PROGRAM

Andre' Lake Mayer- Founder & CEO



“Toys, Games and More in Entertainment – Really Having Fun in Licensing.”

Andre' Lake Mayer, former Director of Licensing for Lucasfilm Ltd. and Paramount Pictures, will boldly go where no other LES-Silicon Valley Chapter speaker has gone before. Ms. Mayer will give us a case study look at entertainment brand franchise licensing management from the Star Wars meets Star Trek point of view. In the presentation she shares critical insight into the ever-changing marketplace, strategic planning, branding and marketing strategies, the licensing process, negotiation tactics/techniques and managing expectations. She will also explore current day toy industry challenges and success stories along with notable evolutionary and revolutionary product lines, events, companies and properties that took the industry by storm. Andre' will arm you with some new tools that you can use to leverage and commercialize your own creative, IP and technology assets.

DATE

Wednesday, December 3, 2003

11:30 – 1:00: Lunch ☪ 12:30 – 1:30: Speaker

LOCATION

Oracle Corporation

350 Oracle Parkway, in the Auditorium

(Off Highway 101 – Please see the separate map in pdf.)

Redwood Shores, CA 94065

(650) 506-0794 Oracle's Directional Hotline

COST

Luncheon & program: \$ 35.00

pre-registered by November 26th

Luncheon & program: \$ 40.00

at-the-door (*note: seating is limited*)

Please let me know if you have any special dietary requirements.

The Licensing Executives Society (USA and Canada), Inc. is a State Bar of California approved MCLE provider.

If you require MCLE credits, please sign attendance sheet at the door.

REGISTRATION FORM : LES – SVC : December 3, 2003 Event

PLEASE TYPE OR PRINT LEGIBLY - - -

Name: _____ Title: _____

Company: _____ Address: _____

City: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Please make check payable to: "LES – Silicon Valley Chapter"

Or charge to Visa , or MasterCard Cardholder: _____

Account #: _____ Exp: _____ Billing Zip Code: _____

Signature: _____ Amount \$ _____ Receipt # _____

No refund of registration fees will be given after November 26, 2003.

Mail to: Julie Alsing, LES Silicon Valley Chapter Coordinator, P. O. Box 21027, El Sobrante, CA 94820-1027
Charge & Fax to: Julie Alsing at (510) 669-1645, or contact Julie at: Phone: (510) 223-7810, Email: julie@alsing.net

Andre' Lake Mayer is the Founder and CEO of **Twister Sisters Inc.**, a full-service marketing and licensing agency with an emphasis in consumer products. Twister Sisters works with entertainment concerns such as **Turner Classic Movies** (div. of Time/Warner), the leading classic movie TV Network and the holder of the world's largest film library to develop licensed merchandise and licensed promotions that will expose the company and its movies to new and younger consumers while generating a new revenue source. Twister Sisters also prides itself on incubator initiatives launching businesses, brands, technologies and creative careers of designers, artists and inventors. This is accomplished through trend forecasting, strategic planning, positioning, protection measures, creative branding, licensing, PR efforts, promotion, strategic alliances, retail development and exceptional implementation. Ms. Mayer applies her 15+ years experience in the development of high profile, entertainment and youth oriented consumer brands, franchise management and development of products in over 20 categories. As Director of Licensing for **Lucasfilm, Ltd.**, for five years, she oversaw one of the most lucrative licensing franchises in history, *Star Wars*, and spearheaded the *Episode I* film release strategic domestic licensing effort with an emphasis in toys, toy-related categories, collectibles/gifts, kid's fashion apparel, back to school, home furnishings, food and more. As Executive Director of Licensing for **Viacom Consumer Products**, from 1990–1995, she was responsible for the strategic planning and monetization of all **Paramount Pictures** film, television and corporate assets. In her career, Ms. Mayer has negotiated and managed 100's of licensing agreements. She has additional experience in consumer promotions, retail development and started her career in the home video and retail promotion side of the business. Ms. Mayer earned a BA in Psychology from **UCLA**.