

A Look Inside: **Lisa Marks & Associates**

Branding Success

Lisa Marks & Associates Continues To Bring Success To Its Clients

By Paula Pou

Lisa Marks has done serious time in the licensing industry. Before launching Lisa Marks & Associates Inc. (LMA) in 2001, she spent almost 20 years at some of the world's leading licensing organizations and entertainment companies, including Disney, Nickelodeon, HBO and The Penguin Group. While working for these companies, Marks served in a variety of positions across licensing, retail business development, and marketing and entertainment development. With her varied experience and talent, Marks set out to open her own company to fulfill a void in the licensing industry.

"Based on my experiences at these great companies, and my exposure to the world of licensing agencies, I felt there was a real need for a licensing and marketing agency with a focus on long-term strategic brand building and revenue generation, with a first-hand understanding of client brand management and concerns," explains Marks. "Given our participation in all facets of the licensing business, and the importance of each of these areas to the success of licensing programs, we felt it would be beneficial to create an agency capable of developing cohesive licensing programs incorporating all of these key disciplines."

Three years later, LMA is the exclusive licensing agency for The Campbell Soup Co., Pepperidge Farm Inc., Just Born Inc. (Peeps, Hot Tamales, Mike and Ike and Goldenberg's Peanut Chews) and Rubber Duckie Productions LLC, which includes a library of exciting entertainment brands. Marks adds that the company also represents Vital Statistics LLC and is involved in helping internal corporate licensing teams at leading Fortune 500 companies optimize their licensing programs. LMA's clients span across brand and trademark licensing and entertainment licensing for both newly created brands, as well as some of America's oldest and most trusted brands.

Indeed, as Marks points out, brand licensing is the fastest growing sector and the largest category in the licensing industry today.

"There is a special magic in some brands in that they are able to transcend the mere fulfillment of a physical product/service need



and create an emotional connection with their consumers," says Marks. "It is with these brands that we can extend the relationship with consumers into other areas of branded merchandise, helping the brand realize its full potential in the marketplace. I would

consider this a long-term growth area for the business and a trend that will endure."

As LMA continues to offer a 360-degree business perspective with in-depth, hands-on experience, as well as strong manufacturer and retail relationships, it will continue to attract

clients seeking to establish a track record of licensing success.

"We listen to our clients and pro-actively develop fully integrated programs to build long-term brands and revenue streams versus short-term opportunistic gains," adds Marks. "We like to be with our clients from the genesis of these programs — it gives us great joy to contribute to the further development and growth of their brands and businesses."

With its ongoing growth and success, LMA is poised to traverse into a bright future. In being able to bring its expertise across all facets of the licensing business, LMA continues to set itself apart from its competitors.

"We bring more value and service to clients than they've come to expect from licensing agencies," says Marks. "And as a group of dedicated and passionate experts and leaders in the field at LMA, we love what we do and have fun in the process."



LMA HAS SUCCESSFULLY LEVERAGED THE ICONIC BRANDING POWER OF CAMPBELL'S SOUP, AS WELL AS JUST BORN INC.'S HOT TAMALES