

LMA to Increase Jel Sert Portfolio

Mar 16, 2018 | By License Global

Lisa Marks Associates is on board to represent Wyler's, Otter Pops, My-T-Fine Pudding and more for licensing.

NORTH AMERICA—The Jel Sert Company has appointed Lisa Marks Associates as its North American licensing agent.

Through the appointment, LMA will develop licensing programs for Jel Sert Company's portfolio of brands including Wyler's/Wyler's Light drink mixes, Otter Pops and Fla-Vor-Ice freezable novelties, as well as Royal and My-T-Fine Pudding.



"We look forward to working with the Jel Sert team to expand these leadership brands with strategic licensing programs," says Lisa Marks, president, Lisa Marks Associates. "The strength and success of the products' core business will anchor meaningful licensing programs that extend the brands in a fun and organic way."

Additionally, the licensing program will focus on consumables and lifestyle categories.

"The Jel Sert Company understands that the needs of the modern consumer are always evolving, which is why we look forward to working with LMA to help expand our outbound licensing efforts and create new and exciting ways for consumers to engage with our brands," says Ken Wegner, president, The Jel Sert Company. "LMA's passion and expertise in consumables and lifestyle licensing makes them the perfect partner for us."

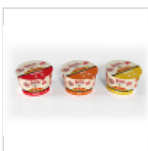
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LISA MARKS ASSOCIATES, THE JEL SERT COMPANY

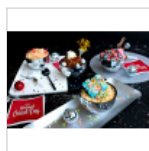
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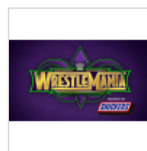
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