



ELECTION BALLOT 2015 – LIMA BOARD OF DIRECTORS

Please indicate your choices and return your ballot to:

LIMA – Inspector of Elections
350 Fifth Avenue, Suite 4019
New York, NY 10118

or

Fax: 212-563-6552

The LIMA Nominating Committee has selected and is recommending to the membership the following slate of candidates for election to the LIMA Board of Directors:

Richard Barry – EVP, Chief Merchandising Officer, Toys“R”Us, Inc.
David Buckley – President, Copyrights Asia Limited
Elise Contarsy – Vice President, Brand Licensing, Meredith Corporation
Linne Kimball, Head of Licensing and Business Development, Reebok International Ltd.
Ted Larkins, SVP/GM, CPLG (Copyright Promotions Licensing Group) North America
Maria Del Carmen Alday, Managing Director/EVP, Televisa Consumer Products

Members may either vote for or against the proposed slate of candidates or, alternatively, write in their own choice of candidates which will be counted **provided** that they meet the criteria for selection of a member of the Board of Directors. Each candidate must have worked in the licensing industry for a minimum of five years and have actively participated in the affairs of the Association for at least one year during the past five years.

- I vote “yes” to elect the slate of candidates to the LIMA Board.
- I vote “no” to elect the slate of candidates to the LIMA Board.
- Instead of the specific candidate(s) proposed by the Nominating Committee, I vote for:

Name: _____ Company: _____

Name: _____ Company: _____

Name: _____ Company: _____

To be tallied, your ballot **must** be signed and received at the LIMA office no later than **May 29, 2015**.

Print Name

Company

Signature

Date

LIMA BOARD CANDIDATE BIOS

Richard Barry, EVP, Chief Merchandising Officer – Toys“R”Us, Inc.

As EVP, Chief Merchandising Officer, Toys“R”Us, Inc., Richard Barry leads all merchandising initiatives for the company’s U.S. operations, including Toys“R”Us and Babies“R”Us stores nationwide and the legendary FAO Schwarz flagship store in New York City, as well as the company’s dedicated e-commerce sites. In this role, he oversees a team of merchants in identifying and monitoring worldwide product trends and innovations to advance the company’s position as THE toy and baby products authority. Additionally, he is the Chair of the Global Commercial Committee, a group responsible for delivering a coordinated strategic approach to all commercial aspects of the business. The Committee executes a unified approach to key merchandising initiatives through implementation of best practices, communication and collaboration, as well as the development of key merchandising and licensing partnerships.

During his nearly 30-year tenure at Toys“R”Us, which spans across the U.S. and the U.K., Richard has accumulated broad experience in all aspects of sales, operations and merchandising. He currently serves on the Board of the Entertainment Merchants Association. In addition, he was elected to the Board of Directors for the Toy Industry Association in February 2013, as well as the Toy Industry Foundation in February 2014. Richard will be a Keynote Panelist at Licensing Expo 2015.

David Buckley, President – Copyrights Asia Limited

David Buckley has worked in the licensing industry for nearly 30 years, starting in the International Licensing Department of Sanrio Co., Ltd. in Tokyo. After moving to the U.S. to obtain his M.B.A., upon graduation he joined United Media Licensing as International Licensing Director. In 1993, he established a U.S. branch of The Copyrights Group which was based in the U.K., running this operation through 2007. Since that time, as President of Copyrights Asia, David and his team further developed Japan and the Asian markets on behalf of their European and U.S.-based properties while at the same time introducing Japanese properties to markets around the world.

Over the years, he has participated in a variety of panels and seminars in the U.S. and U.K. and more recently was a panelist at a LIMA Japan seminar, and is currently serving as a member of the LIMA Japan Board of Directors.

Elise Contarsy, Vice President, Brand Licensing – Meredith Corporation

Having started her career in the home furnishing industry 31 years ago, Elise Contarsy’s initial foray into licensing was at the start-up of the first Calvin Klein Home licensee, owned and operated by Home Innovations, as the design interface. Her next role was with Licensor Martha Stewart Living, which at that time was a magazine owned by Time Inc., where she spent 8 years running the Merchandising Division of what became Martha Stewart Living Omnimedia, facilitated by the Kmart licensing deal. Currently as VP, Brand Licensing at Meredith Corporation, Elise is building a second multi-billion media brand licensing program around their portfolio of major circulation magazines, and local TV, and digital media.

Elise has vast experience in marketing, manufacturing and merchandising licensed home products and services and will bring a unique perspective to the LIMA Board of Directors.

Linne Kimball, Head of Licensing and Business Development – Reebok International Ltd.

Linne Kimball leads the Reebok Licensing Division, with a portfolio of 30 licensees globally, and manages all operational aspects of product assurance and overall elevation of the Reebok brand. Licensed product categories include fitness equipment, bikes, accessories, apparel and professional sports league sub-licenses, and a Technology Licensing Program for Reebok's intellectual property for footwear and apparel. Prior to joining Reebok, she was the Director of Brand Licensing for Polaroid Corporation implementing their first Brand Licensing Program.

Linne has served on the Board of Directors of SPLICE (Society of Product Licensors Committed to Excellence) and has participated as a panelist in LIMA Licensing University seminars during Licensing Expo.

Ted Larkins, SVP/GM – CPLG (Copyright Promotions Licensing Group) North America

Ted Larkins has been an active participant in the licensing industry for over 26 years, currently serving as SVP/GM of the newly established CPLG North America. CPLG recently celebrated its 40th anniversary and is one of the largest and most respected names in brand licensing. As part of DHX Media, which acquired CPLG when it bought Cookie Jar in 2012, Ted has great insight into this major media company, as DHX Media owns the world's largest children's content library.

Prior to CPLG, Ted was the president of Blue Sky International, a Japan-based licensing company that represented MGM Studios, MIRAMAX, CBS, Jack Nicklaus and others. He was a consultant and advisor to LIMA Japan and helped establish the licensing business in this region. Ted is currently a guest lecturer at the LIMA sponsored UCLA Licensing Course. He will bring a breadth of knowledge in international business experience across entertainment, film, television, sports and children's licensing programs.

Maria Del Carmen Rotter Alday, Managing Director/EVP – Televisa Consumer Products

Maria Del Carmen Rotter Alday has nearly 20 years of success in founding, developing and expanding domestic and international markets for the licensing business through the implementation of innovative sales and marketing strategic approaches for Televisa (NYSE: TVSA). She founded the Televisa Consumer Products Division, which now has agents representing the company's television series and properties in 25 countries. In addition, Televisa Consumer Products became the most important licensing agent in Mexico, representing top properties from Cartoon Network, Entertainment One, and Nickelodeon, and developing marketing strategies for HIT Entertainment, Mattel and Sesame Workshop.

Prior to Televisa, Maca held positions as VP, Product Development at BouncyNet, and General Manager, Efectos Especiales, S.A. de C.V. She has been named four times as one of the Top 50 Mexican Women in Business. She has worked aggressively to grow the licensing business in Latin America and will continue these efforts as a member of the LIMA Board of Directors.