



## ELECTION BALLOT 2016 – LIMA BOARD OF DIRECTORS

Please indicate your choices and return your ballot to:

LIMA – Inspector of Elections  
350 Fifth Avenue, Suite 6410  
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:

Jay Asher, Partner – Brandgenuity  
Andrew Carley, Head of Global Licensing – EntertainmentOne  
Eric Karp, General Manager, Outbound Licensing – Crayola, LLC  
Kelly Knock, Licensing Lead/Category Manager, Global Licensing – Under Armour  
Neal Rudge, Partner – Pacific Licensing Studio (Thailand) Co., Ltd.  
Leigh Ann Schwarzkopf, Co-Founder – Project Partners Network

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 **June 8, 2016**.

Print Name

Company

Signature

Date

## LIMA BOARD CANDIDATE BIOS

### **Jay Asher, Partner – Brandgenuity**

Jay Asher is a founding partner of Brandgenuity, a leading global licensing agency, where he has worked with many world-class corporate and entertainment brands. Brandgenuity has been a member of LIMA since they opened their doors 13 years ago and he and his employees have benefited from and participated in many, if not all, of the programs offered to members. Jay has served on the LIMA Awards Committee for several years and helped to improve the awards process and evaluated worthy nominees, and is a member of the Golf Committee. Jay and his team at Brandgenuity have also participated in Licensing University as moderators and panelists, have presented webinars and fully supported LIMA conferences and networking events.

As a board member, Jay will draw on his experiences in brand licensing and involvement in the industry to help LIMA grow and serve its members. He will bring passion and creative ideas to help members get better at what they do. He looks forward to being more involved and giving back to the licensing community.

### **Andrew Carley, Head of Global Licensing – EntertainmentOne**

Andrew Carley is currently the Head of Global Licensing at Entertainment One, overseeing the growth of the licensing division from a team of 3 to more than 50 in the last eight years. With previous experience at CPLG, he worked with entertainment and sports properties from DreamWorks, LucasFilm, Universal, FIFA Football World Cup, UEFA European Cup, and The English Football Association, among others. His knowledge extends from licensor, to agent and retailer and encompasses film, TV, children's and sports licensing. He has an in-depth knowledge of TV production and distribution, broadcast and online distribution of content, and a detailed understanding of licensing and retail across multiple categories. eOne's position in developing and producing multiple forms of content emphasizes how channels of content distribution are changing – at times dramatically, and how this impacts on the broader licensing community.

Andrew has taken part in panels including "An Introduction to Licensing" organized by Kelvyn Gardner in the UK, and has supported LIMA conferences as an exhibitor and numerous networking events in both the US and UK over his 18 years in the licensing industry. Andrew will bring to LIMA members around the world broad international experience based on building a long-term sustainable licensing business at eOne from the ground up.

### **Eric Karp, General Manager, Outbound Licensing – Crayola, LLC**

Eric Karp has spent 20 years in the licensing industry and is currently General Manager and Head of Licensing for Crayola. Crayola is both category captain and seasonal captain at many of the largest retailers in the world. Very few single brands on earth enjoy the same level of awareness and command the same linear feet of retail, perhaps none! Prior to Crayola, he was Chief Licensing Officer at Lima Sky, game developer of Doodle Jump, and Head of Americas Licensing for Mind Candy, as well as holding various positions at Massiverse, Chorion, MGM Studios, Buena Vista and Smithsonian Institution. Throughout his career, Eric has looked after properties and programs in television, film, literary, digital and now consumer products, balanced equally between domestic and international licensing.

He has been a member of the LIMA Education committee and participated in seminars, panels and industry activities. He is accomplished at conceiving and delivering trend-smart and forward-thinking branded entertainment and consumer product initiatives which produce robust and sustainable growth. Eric would like to add his experience and unique and positive voice to the licensing industry.

### **Kelly Knock, Licensing Lead/Category Manager, Global Licensing – Under Armour**

Kelly Knock is Category Manager, Global Licensing for Under Armour where she is the sole licensing lead in directing new business strategies, collaborations, and brand positioning with the purpose of building and preserving elite brands. She also held positions at Coca Cola, Margaritaville and Cracker Barrel. At Under Armour, Kelly created and oversaw the collaborations division and brokered deals and successfully launched the ALTER EGO program with partners such as DC Comics, Marvel and Muhammad Ali. She also drove a complex integration of collegiate licensee while upholding both Under Armour and Notre Dame brand strategies for a retailer launch within the department store channel, and developed strategies across various product categories for Coca Cola, Margaritaville and Cracker Barrel.

Kelly was a speaker on a panel at Licensing University and supports many industry activities. As a licensing expert with over 12 years of commercializing top icons, she would like to offer her skills and vision as a brand extension leader to the LIMA Board of Directors.

### **Neal Rudge, Partner – Pacific Licensing Studio (Thailand) Co., Ltd.**

Neal Rudge is a partner of Pacific Licensing Studio Pte Ltd., a leading brand management and licensing agency in Southeast Asia with clients including Warner Bros. Consumer Products, Rovio, FIFA, Tokidoki and Bang on the Door. His experience covers entertainment, sports, digital, fashion, design and art. Neal started in the licensing business with Hanna Barbera in LA, followed by Universal Studios, and subsequently transferred to Asia with Warner Bros. Consumer Products. PLS has been an active member of LIMA since inception in 2011, and Neal has participated in numerous regional activities in Asia, including panelist, speaker and judge at the Asia Licensing Awards held during the Hong Kong Licensing Show. In addition, he has been a panelist at Licensing University, webinar presenter, and supports many licensing activities throughout Asia. His company has sponsored the LIMA Asia networking event at Licensing Expo for several years.

Neal will bring a seasoned and unique perspective, having worked in both the “West” and the “East,” and having been active as a licensor and licensing agent across many segments of the industry. As a member of the board, he will focus on further developing LIMA internationally, and ensure that best practices continue to be exemplified in new and developing markets.

### **Leigh Ann Schwarzkopf, Co-Founder – Project Partners Network**

Leigh Ann Schwarzkopf is a seasoned licensing veteran with a varied background as a licensor and licensee, working with large and small companies, and running her own consulting business for 14 years. She has worked in virtually every property type and in most product categories, providing insight and support across best practices. Before starting Look Out Marketing (2004) and Project Partners Network (2007), she worked as Manager, Trademark Licensing at General Mills and Vice President, Marketing at Lees Manufacturing (dba Kid Duds).

Leigh Ann has an extensive client list of top name brands, belongs to numerous trade associations, has been published in many leading publications, and has a long list of accomplishments as a speaker, instructor and volunteer in the United States and abroad. She has been a speaker at Licensing University, presented webinars, contributed to research and reports, and is an active member of the LIMA Charity Committee, among other activities. Leigh Ann would bring a broad and balanced perspective to the Board, and would like to establish partnerships or collaborations with various trade associations to increase the awareness and reach of LIMA.