



## ELECTION BALLOT 2018 – 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:

Liza Abrams, Senior Vice President, Global Licensing & Marketing – Sakar International  
Naz Amarchi-Cuevas, Head of Licensing – SYBO Games  
Sam Ferguson, Vice President, Global Licensing – Jazwares  
Bill Patterson, Vice President – Op Sec Security, Inc.  
Jason Sutton, Vice President of Licensing – Polaroid  
Takanori Ueno, General Manager, Licensing Department – Laura Ashley Japan Co., Ltd.

Members may vote either 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. **Please check one box:**

- I vote "yes" to elect the proposed slate of candidates to the LIMA Board.
- I vote "no" to elect the proposed 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 11, 2018**.

\_\_\_\_\_  
Print Name Company

\_\_\_\_\_  
Signature Date

## **LIMA BOARD CANDIDATE BIOS**

### **Liza Abrams, Senior Vice President, Global Licensing & Marketing – Sakar International**

Liza Abrams holds extensive experience with youth entertainment and brand licensing, currently as Senior Vice President of Global Licensing & Marketing for Sakar International, a leading global electronics manufacturer. Since 2006 she has managed licensing domestically and abroad across the company's many entertainment and corporate brand licensors including Altec Lansing, Cartoon Network, Discovery, Disney, DreamWorks, Hasbro, Kodak, Marvel, Mattel, MGA, Nickelodeon, Polaroid, Sanrio, Sharper Image, Targus, and Warner Bros. Liza also handles the firm's global public relations and advertising initiatives for licensing and led the company to a LIMA award win for its line of Crayola brand digital cameras. She has participated in panels for the toy industry in Nuremberg and the US, and served on LIMA's Charity Committee.

Prior to her work at Sakar International, Liza worked from 1999 to 2005 at 4Kids Entertainment, one of the largest independent licensing firms at the time. She managed licensing programs within multiple consumer brands and across many categories, launching several new and evergreen brands including Cabbage Patch, Pokémon, and World Championship Wrestling. Liza has also worked in the not-for-profit side of licensing with such licensors as The Big Apple Circus, The Brooklyn Museum and The Newport Preservation Society, where she helped to create lines of innovative products based on textiles, sculptures or iconic designs.

### **Naz Amarchi-Cuevas, Head of Licensing – SYBO Games**

A leading force in global digital entertainment and brand development, Naz Amarchi-Cuevas, Head of Licensing at SYBO Games, brings know-how and creativity to integrate the company and its top mobile gaming brand, *Subway Surfers*, further within the entertainment space. Through her licensing experience, including a stage-setting tenure at Rovio, where she is credited with combining the digital world of gaming with traditional consumer products at retail, she is determined to disrupt industry norms and redefine how entertainment, technology and consumer products merge. Naz has cultivated co-branding entertainment partnerships between movie studios, juggernaut franchises, as well as nostalgic brands including Lucas for Star Wars, 20th Century Fox for Rio, and Hasbro for Transformers. Under her leadership, Rovio's Angry Birds business amassed 500+ partners with products on shelves in more than 150 countries worldwide across multiple product categories. Naz has participated in two Mind Mix programs for LIMA in Europe, and has been a frequent speaker on gaming and digital entertainment during her career.

### **Sam Ferguson, Vice President, Global Licensing – Jazwares**

Sam Ferguson is Vice President, Global Licensing at Jazwares, currently managing Animal Jam, Minecraft and Roblox portfolios and involved in content creation with YouTube. Jazwares has their finger on the pulse of pop culture, trends and traditional entertainment brands, developing IP for their brands and collaborations. Sam started his career with Global Brands Group, and held positions at Beanstalk and Mind Candy, fulfilling roles as an Agent, Licensor and Licensee, and would add a strong element of experience in the digital space through the eyes of a Brand Owner and Licensee. He feels it is important to educate members about the dynamic shift in the licensing world, where the next new entertainment brand is born on YouTube rather than linear TV. Sam has developed content for digital based brands and has been a speaker at many licensing and toy programs in the US and the UK.

### **Bill Patterson, Vice President – OpSec Security, Inc.**

As Vice President, Bill Patterson is directly involved with OpSec Security's largest licensing clients including Major League Baseball, National Football League, National Basketball Association, National Football League, Major League Soccer, Collegiate Licensed Properties Association, NASCAR, World Wrestling Entertainment, New York City (FDNY/NYPD), and others. As a service provider, OpSec offers a different licensing perspective and will provide an educated opinion of the marketplace from an "outsider's" point of view. While not a licensing brand owner, they work with several of the world's top brand owners in fighting the ever-increasing problems of counterfeiting and unauthorized gray market manufacturing. Successful brands are going to be simulated and OpSec continues to grow as a result of their proven methods to deter those simulations on both retail shelves and online marketplaces.

Bill has been an active participant in LIMA activities over the last 15 years, including speaker and moderator roles at several Licensing University sessions with panelists from sports leagues and sports licensors, and he served on the Marketing and Membership Committee working on projects to promote membership.

### **Jason Sutton, Vice President of Licensing – Polaroid**

Jason Sutton is Vice President of Licensing at Polaroid, developing new business opportunities and expanding the iconic brand globally; their licensing program encompasses imaging, consumer electronics, mobile apps, lifestyle products and branded retail stores. Jason has been active in the licensing industry as a LIMA member for 15 years, attending licensing expos around the world and major trade shows across an array of product and service categories. He has participated as a key speaker on multiple licensing panel discussions in US and international markets. Jason has also been a mentor, working with individuals who are new to the industry and has been involved with universities to introduce licensing to students. Jason believes wholeheartedly in the licensing process and feels that when implemented properly, licensing can benefit all industries. He welcomes the opportunity to join the LIMA Board and help keep this vibrant industry growing and adapting to new market trends.

### **Takanori Ueno, General Manager, Licensing Department – Laura Ashley Japan Co, Ltd.**

Takanori Ueno is General Manager of the Licensing Department for Laura Ashley Japan Co., Ltd. Laura Ashley was an instinctive stylist, bringing eclectic influences together in distinctive designs. Her vision and perspective became the foundation for the original lifestyle brand, the quintessential English brand recognized and loved around the world. Takanori has been a LIMA Japan board member for four years and is also an active member of The Intellectual Property Association of Japan. He would like to be the linking bridge between both parties, one as academic and the other as industrial, creating new networking and business opportunities.