



## **AGENDA REPORT**

**Meeting Date:** August 16, 2011  
**Item Number:** E-1  
**To:** Honorable Mayor & City Council  
**From:** Cheryl Friedling, Deputy City Manager for Public Affairs  
Roxanne Diaz, Chief Assistant City Attorney  
Megan Roach, Marketing and Economic Sustainability Manager  
**Subject:** APPROVAL OF A REPRESENTATION AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND WILLIAM MORRIS ENDEAVOR ENTERTAINMENT, LLC TO APPOINT WILLIAM MORRIS ENDEAVOR ENTERTAINMENT, LLC AS THE CITY'S EXCLUSIVE LICENSING AGENT

**Attachments:**

1. Representation Agreement
2. Robert Stone Biography

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### **RECOMMENDATION**

It is recommended that the City Council approve a representation agreement between the City of Beverly Hills and William Morris Endeavor Entertainment, LLC to appoint William Morris Endeavor Entertainment, LLC as the City's exclusive licensing agent.

### **INTRODUCTION**

The City is the owner of the Beverly Hills Shield Design trademark ("Shield"). In addition, the City maintains other trademarks in its portfolio such as the "The Smart City," "The Beverly Hills Farmer's Market" and a 90210 mark. The City leverages the Shield recognition to optimize revenue by entering into licensing agreements with film and television studios, theme parks and apparel merchandising firms. Over the past seven years these licensing agreements have generated \$95,689 in revenue to the City. The City continues to explore new strategic opportunities to bring the appeal of the Beverly Hills name and lifestyle to a wider audience and encourage more people to visit the City.

### **DISCUSSION**

On March 13, 2007, the City and the Beverly Hills Chamber of Commerce ("Chamber") entered into a three-year license agreement to permit the Chamber to be the licensor for the Shield, thus promoting both the brand enhancing and revenue generating

opportunities for the Shield. At the same time, the Chamber entered into an agreement with Bradford Licensing wherein Bradford served as the licensing agent to market the Shield. The City gave its consent to the agent agreement with Bradford.

While the agreements had a three-year term ending in March 2010, the parties (City, Chamber and Bradford) entered into a letter agreement to continue the status quo while the parties renegotiated. In November 2010, the City Council terminated the license agreement between the City and Chamber. This of course impacted the agent agreement between the Chamber and Bradford since the Chamber no longer enjoyed the right to license to Bradford the Shield mark. Accordingly, that agreement also was terminated.

Since that time, the Branding and Licensing Committee (Mayor Brucker and Councilmember Mirisch) have met on several occasions to discuss creating a more strategic and comprehensive branding and licensing program, as well as the issue of agent representation. While staff continued to negotiate with Bradford, the Committee also believed that since the City has strong connections to the entertainment industry, it should also explore the possibility of a licensing agent arrangement with an entertainment talent agency. The Committee believed this would be advantageous for the City if such option was available.

On July 11, 2011, the Liaison Committee met with Robert Stone, Managing Director at William Morris Endeavor Licensing. Mr. Stone shared his licensing background and experience, along with the firm's strategy and the terms of the representation agreement. The Liaison Committee and staff strongly believe that a partnership with William Morris Endeavor Entertainment, a premier worldwide talent agency, will enhance global awareness of the Beverly Hills brand, which in turn will generate significant new revenue to the City. A direct and exclusive relationship between the City and William Morris Endeavor will eliminate the third-party relationship with the Chamber thereby creating a streamlined process for the City to review and approve licensing deals.

Through the proposed representation agreement with William Morris Endeavor Entertainment ("WME"), the Beverly Hills licensing program will have three fundamental objectives:

1. **Protection** – the City will maintain total control over licensee proposals and may reject them for any reason. WME's licensing strategy will protect the various City-trademarked logos in all categories the City wishes to enter into for the sale of merchandise.
2. **Promotion** – licensing is a tool to increase not only significant revenue from sales directly to the City, but also via licensing, a tremendous increase of awareness will be brought to the newly developed e-commerce website WME will implement.
3. **Profit** – an ongoing revenue stream will be established through the collection of license fees for all products containing a Beverly Hills trademarked logo. This will monetize the Beverly Hills brand to create an enhanced revenue stream.

The licensing principles at WME have over 30 years of trademark, entertainment, designer, and lifestyle licensing experience. WME has worked closely with hundreds of leading organizations all over the world, licensed thousands of products, and serviced licensees at every merchandising level. Their past and present relationships with

Fortune 500 companies include, but are not limited to, American Express, Starbucks, Coca-Cola, and Harley-Davidson. These relationships allow WME the ability to understand and manage a coordinated brand and licensing program for the City.

The representation agreement between the City and WME provides for a three-year term for exclusive representation of all the trademarks in the City's portfolio. The agreement, however, does not provide for representation for the licensing of trademarks for entertainment uses. In the past, the City has licensed the Shield for use in movies or television. The City will continue to do so, but unilaterally without the use of an agent.

As in previous representation agreements, there are carve-outs for the use of trademarks by the City for its own promotion and marketing or for use by third parties to promote and market the City. In addition, the City is permitted to use its trademarks to develop or manufacture goods for a "City store."

After the three-year period, the agreement is automatically renewed in one-year increments unless the City provides notice of its desire not to renew. In any event, either party may terminate with 90 days notice. Last, unlike most of our typical vendor agreements, the representation agreement includes a binding arbitration clause. This means that if there should be a dispute, the parties will arbitrate the matter rather than proceed to litigation. This is standard language for WME agreements.

### **FISCAL IMPACT**

Licensing revenue is derived from the execution of licensing agreements which produce royalty income and license fees. The proposed representation agreement provides that WME shall receive 25% of the gross revenue from any domestic or international license agreement. WME will deduct this payment prior to distributing the City's portion of the revenue.

The City has budgeted \$25,000 this fiscal year for miscellaneous program expenses within the Economic Sustainability Program. In addition, the City Attorney's Office budgets approximately \$50,000 to \$75,000 for legal fees associated with outside counsel for registration (both domestic and international) as well as general legal services relating to intellectual property matters, which is a specialized field.



\_\_\_\_\_  
Scott Miller  
Finance Approval

\_\_\_\_\_  
Cheryl Friedling  
Approved By



# **Attachment 1**

REPRESENTATION AGREEMENT BETWEEN THE CITY OF BEVERLY HILLS AND WILLIAM MORRIS ENDEAVOR ENTERTAINMENT, LLC TO APPOINT WILLIAM MORRIS ENDEAVOR ENTERTAINMENT, LLC AS THE CITY'S EXCLUSIVE LICENSING AGENT



William Morris Endeavor Entertainment, LLC  
9601 Wilshire Boulevard, 3<sup>rd</sup> Floor  
Beverly Hills, California 90210  
(310) 285-9000 phone / (310) 285-9010 fax

**Representation Agreement**

THIS AGREEMENT is made this 16th day of August 2011, by and between the City of Beverly Hills ("PRINCIPAL" herein), and William Morris Endeavor Entertainment, LLC, ("AGENT"), with a principal office at 9601 Wilshire Boulevard, 3rd Floor. Beverly Hills, California 90210 ("AGENT" herein), with reference to the following:

- A. PRINCIPAL is the owner of all rights in and to the trademark, design, likeness, image, characters and content of trademarks, including but not limited to, the BEVERLY HILLS SHIELD DESIGN, as more fully described in Attachment A, which shall be updated by PRINCIPAL from time to time (collectively the "Property") .
- B. PRINCIPAL desires to designate AGENT as the exclusive licensing agent for PRINCIPAL in negotiating and servicing licensing agreements with respect to the commercial exploitation, including the manufacture, publication, distribution, sale, promotion and other commercial exploitation of whatever kind, size or nature, which utilize all or any part of the Property (said items of merchandise, publications, products, services and the like so utilizing all or any part of the Property are hereinafter referred to severally and collectively as the "Articles") throughout the world (the "Territory") as is further described herein.

NOW THEREFORE, in consideration of the promises and the mutual covenants of the parties hereinafter set forth, the parties agree as follows:

1. Appointment as AGENT

1.1 Appointment as Exclusive Licensing AGENT

During the Term and upon the terms and conditions of this Agreement, PRINCIPAL hereby appoints AGENT as its exclusive licensing agent in negotiating and, thereafter servicing, any licensing and other similar arrangements with respect to the commercial exploitation of the Articles utilizing the Property, including but not limited to the manufacture, distribution, publication, sale, promotion and other commercial exploitation (including but not limited to arrangements for so-called premium and promotion rights) of any and all Articles throughout the Territory. AGENT accepts said appointment. AGENT shall have the right to negotiate agreements or arrangements in a form to be agreed upon by the PRINCIPAL with other third parties, persons, firms, corporations or entities (" New Licensees" herein) giving and granting to them or any of them the right and license to engage in any commercial exploitations of all or any part of the Property on such terms and conditions as AGENT shall deem proper, subject to PRINCIPAL'S approval pursuant to Paragraph 5.1 (each such agreement or arrangement with a Licensee is hereinafter referred to as a

"License Agreement"). However, it is understood that AGENT does not have the right to execute agreements or bind PRINCIPAL in any way.

1.2 Exclusions

Notwithstanding Section 1.1, AGENT hereby acknowledges and agrees that PRINCIPAL retains all other rights to the Property not expressly conveyed to AGENT hereunder, without limitation, throughout the world. Specifically, City reserves the right: (i) to use the Property for its own use in any way including, but not limited to promote and market the City of Beverly Hills and its programs and special events, including programs and events sponsored by others that the City determines in its sole discretion; (ii) to use the Property for the development and manufacture of goods for use by the City (whether for sale or for promotion) or for sale to third parties including the general public through any commercial means located within the City of Beverly Hills; (iii) to permit such use by non-profit, educational and other organizations to promote and market the City or for such other purposes the City determines in its sole discretion; and (iv) to license the Property to third parties for entertainment-related uses of the Property such as the display of the Property in print, cable, television, motion pictures and other media. Nothing herein shall be interpreted to allow PRINCIPAL to engage a licensing agent for such activities and it is the expectation of the parties that the PRINCIPAL will undertake these activities without the use of an agent.

Unless otherwise agreed to by PRINCIPAL in writing, AGENT acknowledges and agrees that PRINCIPAL shall be responsible for and shall have the exclusive right to: (i) all revenues from licenses previously entered into by PRINCIPAL or entered into by PRINCIPAL'S previous licensee or (ii) prospective revenue from potential or prospective licensees for which the PRINCIPAL or PRINCIPAL'S previous agent has been in discussion with and/or in negotiation with such other third party's potential licensees prior to the effective date of this Agreement. Revenues include all revenues derived from those licenses or prospective licenses and from any amendments, renewals or extensions thereof.

2. Effective Date and Term

2.1 Effective Date

This Agreement shall become effective on August 16, 2011.

2.2 Term, Performance Standard and Retainer

The initial Term of this Agreement shall be for a period of three years (the "Term") commencing upon date as determined by section 2.1. At the end of the initial term, the agreement shall automatically be approved for an additional one year period unless notice of non-renewal is provided by the PRINCIPAL within thirty days prior to the end of the initial term.

2.3 Termination

Either party may terminate this Agreement with or without cause at any time by giving the other party ninety (90) days written notice. In addition, PRINCIPAL shall have the right to immediately terminate this agreement without notice of demand and without limiting PRINCIPAL's exercise of any other right or remedy which it may have, whether pursuant to this Agreement, in law, in equity or otherwise upon the event of default or upon any other material breach, failure and/or refusal to comply with the terms of this Agreement by AGENT.

Upon termination all indebtedness of AGENT to PRINCIPAL of any kind shall become immediately due and payable on the effective date of termination and AGENT shall do nothing which might damage PRINCIPAL's good will in the Property. AGENT shall also immediately cease and permanently refrain from any of the following: (a) any and all use of the Property; (b) any and all use of any other of City's intellectual property; (c) any and all use of the proprietary information of PRINCIPAL; and (d) representing itself as an Agent of PRINCIPAL. AGENT shall promptly return to PRINCIPAL all documents and materials (including those stored or maintained electronically) containing such Property and proprietary information. AGENT's obligations pursuant to this Section 2.3 shall survive the termination of this Agreement.

3. AGENT'S Compensation and PRINCIPAL'S Royalties

3.1 Licensing Arrangements Covered and Amounts

Notwithstanding any other provisions to the contrary, PRINCIPAL shall pay to AGENT twenty-five percent (25%) of the domestic or international Gross Revenue with respect to all License Agreements entered into from date of signing of each license agreement ("Agent Fee"). The Agent Fee includes any foreign subagent fees.

"Gross Revenues" shall be defined as all payments or other consideration or compensation received by PRINCIPAL derived from all License Agreements. The

3.2 Payment of Royalties and Reporting

AGENT shall maintain complete and accurate records of all Gross Revenues as well as all activities engaged in by AGENT on behalf of PRINCIPAL. All payments from License Agreements shall be made payable to the AGENT and deposited in a client trust account for the benefit of the PRINCIPAL. Payments by agent to PRINCIPAL will be made within 15 days of receipt of funds from licensee. AGENT shall be entitled to receive and collect from the Gross Revenues its Agent Fee prior to distributing PRINCIPAL's share hereunder. The Parties agree that all licensees shall report royalties and remit payment(s) directly to AGENT on behalf of PRINCIPAL. A written report shall accompany each payment, if any, setting forth the Gross Revenues received by AGENT and the calculation of Agent's Fee(s) and other amounts due Agent hereunder.

AGENT shall also provide PRINCIPAL a quarterly report, in a form agreeable to the parties, which includes information on AGENT'S activities from the previous quarter, together with any pertinent documentation, including, but not limited to, royalty reports, expense reports as described in Section 3.5 herein, copies of communications and invoices from third parties or received from licensees or sent out by AGENT (hereinafter referred to as "Quarterly Report").

3.3 Additional Agent Fee Provisions

In addition to the payment of Gross Revenues outlined in section 3.1, PRINCIPAL agrees to pay to AGENT twenty-five percent (25%) of the domestic or international Gross Revenues so received as follows: (1) in connection with License Agreements covered by this Agreement following the expiration of the Term of this Agreement, for the Term of such License Agreements, (2) in connection with any and all extensions, and renewals of such License Agreements, for the duration thereof, (3) in connection with such License

Agreements which may have been discontinued during the Term hereof and resumed within 6 months thereafter, for the duration thereof, and (4) in connection with license agreements or arrangements for Articles concluded within one (1) year after the expiration or earlier termination of this Agreement with any party that submits a bona fide potential licensee application during the Term of this Agreement.

No renewal or re-execution described in this Section 3.3 shall constitute a new License Agreement(s) for purposes of calculating the percentage of Gross Revenue paid to AGENT pursuant to Section 3.1 hereof.

3.4 Tradeshows

Principal will be required to participate in AGENT's trade licensing show which occurs once a year at a yearly cost of \$2,500.

3.5 Monthly Expenses

AGENT will have the ability to recoup only the following direct monthly expenses relating to the successful negotiation and servicing of a licensing arrangement with respect to the commercial exploitation of the Articles utilizing the Property of PRINCIPAL from Gross Revenues received: air travel expenses if specifically requested by PRINCIPAL, third party services for style guides or other similar services, expenses for participation in tradeshows where the Property will be marketed and other similar expenses if approved by PRINCIPAL in advance. Any single expense in excess of \$500 must be pre-approved in writing by PRINCIPAL. Expenses shall not exceed \$3,500 a year unless otherwise authorized in writing by PRINCIPAL. Any other expenses such as mailings, phone calls, mileage, taxis, and other expenses related to AGENT providing the services as set forth herein shall be considered part of the Agent's Fee and no additional compensation shall be provided.

3.6 Audit

Upon reasonable written notice PRINCIPAL shall have the right to perform an audit once every calendar year, for as long as revenue is received by AGENT on behalf of PRINCIPAL. Should said audit reflect a 5% discrepancy in favor of PRINCIPAL, AGENT shall immediately remit to PRINCIPAL all Gross Revenues owed and reimburse PRINCIPAL for the cost of the audit.

4. Obligations and Warranties of PRINCIPAL

4.1 Representations and Warranties of PRINCIPAL

PRINCIPAL hereby represents and warrants that (1) PRINCIPAL is the owner of all rights in and to the trademarks set forth in Attachment A; (2) PRINCIPAL has the full right, authority and power to enter into this Agreement; and (3) there is no outstanding assignment, grant, license, encumbrance, agreement contract or other arrangement, either written, oral or implied, inconsistent herewith except as otherwise disclosed to AGENT by PRINCIPAL by a separate document within 30 days of execution of this Agreement.

AGENT shall be entitled to any remedy available at law or in equity in the event of any breach of such representations or warranties and notice of any alleged breach shall be given to PRINCIPAL. PRINCIPAL shall defend AGENT against and indemnify AGENT for and save AGENT harmless from and against any and

all claims, rights, interests and contracts that may be held or claimed by others in or to the Property or any part thereof.

Notwithstanding anything to the contrary contained in this Agreement, if it is determined that PRINCIPAL has breached any of its warranties or representations, AGENT shall have the right and option, exercisable in its sole discretion, to terminate this Agreement at any time thereafter with written notice subject to PRINCIPAL'S ability to cure said default within a 30 day cure period.

#### 4.2 Defense Against Infringement Claims

If AGENT or any officer, employee or agent of AGENT (collectively "AGENT'S Personnel" hereinafter) is sued for (1) alleged infringement or imitation of any copyright, trademark, tradename or other right, based upon any claim that commercial exploitation by AGENT or AGENT'S Personnel in compliance with the terms of this Agreement of any part of the Property in connection with an Article approved by PRINCIPAL pursuant to this Agreement infringes the rights of others, or (2) any demand, claim or other cause of action whatsoever arising out of or in any manner connected with PRINCIPAL'S or its agent's (other than AGENT herein) intentional or negligent acts, or a matter which if proven would constitute a breach of the warranties and representations contained in Paragraph 4.1, then PRINCIPAL agrees to represent and defend AGENT and AGENT'S Personnel at PRINCIPAL'S cost and expense, and to indemnify AGENT and AGENT'S Personnel and hold them harmless from and against any and all claims, damages, expenses and costs (including reasonable attorneys' fees) arising out of such infringement or demand, claim or other cause of action. In the event that any suit, proceeding or other action is brought by any person, firm, corporation or other entity against AGENT or any of AGENT'S Personnel based on any such infringement, or demand, claim or other cause of action, AGENT shall at once give written notice thereof to PRINCIPAL. Thereupon, PRINCIPAL shall defend said action for AGENT and/or AGENT'S Personnel at PRINCIPAL'S own cost and expense. Furthermore, even if PRINCIPAL promptly undertakes the defense of such action, AGENT shall nevertheless have the right, exercisable in its sole discretion, to participate in said defense, at its own expense.

### 5. Obligations and Warranties of AGENT

#### 5.1 Representations of and Indemnity by AGENT

AGENT hereby represents and warrants that: (1) AGENT has the full right, authority and power to enter into this Agreement; and (2) there is no outstanding assignment, grant, license, encumbrance, agreement, contract or other arrangement, either written, oral or implied, inconsistent herewith; (3) services provided by AGENT and any subagent shall comply with all federal, state and local laws, orders and regulations (or analogous laws) in every country in which the Property is licensed in every manner including, but not limited to, all advertising, consumer protection, business practice and tax laws and regulations; (4) AGENT shall not authorize any person or entity to exercise any right or perform any act which Agent is not authorized to perform hereunder; and (5) AGENT will not authorize any other person or entity to harm, misuse, or bring into disrepute the Property.

PRINCIPAL shall be entitled to any remedy available at law or in equity in the event of any breach of such representations or warranties and notice of any alleged breach shall be given to AGENT. AGENT shall defend PRINCIPAL against and indemnify PRINCIPAL for and save PRINCIPAL harmless from and against any and all claims, damages, expenses and costs (including reasonable attorney fees) based upon any breach of AGENT'S warranties, representation,

duties and obligations under this Agreement and/or any claims, rights, interests and contracts that may be held or claimed by others in or to AGENT'S services including without limitation allegations or damages related to AGENT'S exceeding its authority as set forth herein or any illegal act of AGENT or its employee or other designee. Notwithstanding anything to the contrary contained in this Agreement, and in addition to its rights and remedies at law or in equity if it is determined that AGENT has breached any of its warranties or representations, PRINCIPAL shall have the right and option, exercisable in its sole discretion, to terminate this Agreement at any time thereafter. Notwithstanding anything to the contrary, AGENT shall have be entitled to a 30 cure period prior to any termination under this provision, except that in the case of a breach of representation (5) herein, there shall be no cure period.

AGENT'S rights hereunder shall be limited to rights specifically granted it hereunder and all other rights are reserved by PRINCIPAL. AGENT agrees that the Property is the exclusive property of PRINCIPAL and that AGENT shall not acquire any rights, title or interest in and to (i) the Property, (ii) any materials furnished by PRINCIPAL in pursuance of this Agreement, or (iii) any materials created by AGENT under this Agreement, nor shall AGENT directly or indirectly attack the title, the validity of registrability or registration, or any rights of PRINCIPAL in and to the Property. PRINCIPAL is aware that AGENT is not an attorney and therefore PRINCIPAL acknowledges that AGENT does not represent to PRINCIPAL any authority as it relates to legal issues, nor does AGENT make any representations of any legal judgment on issues. AGENT agrees that all materials created by AGENT and its employees and agents, including all logos, trademarks and copyrighted materials copyrights originated are work made for hire, and rights herein shall remain with PRINCIPAL. To the extent that any such materials, including all logos, trademarks and copyrighted materials, do not constitute a work made for here, AGENT hereby grants, assigns and transfers to PRINCIPAL

AGENT shall negotiate all License Agreements on behalf of PRINCIPAL and such Agreements shall be subject to PRINCIPAL'S prior approval and PRINCIPAL's own legal counsel's approval. Each such License Agreement shall be in PRINCIPAL'S name and shall be executed by PRINCIPAL. All License Agreements so negotiated by AGENT shall be in the form furnished by PRINCIPAL and shall provide for PRINCIPAL's absolute right to approve all uses of the Property. PRINCIPAL reserves the right to withhold approval of any proposed License Agreement and AGENT agrees and confirms no such License Agreement shall be valid or binding upon PRINCIPAL unless and until it shall have first been so approved by PRINCIPAL. An executed copy of each such License Agreement shall be furnished by AGENT to PRINCIPAL.

AGENT shall exert its best efforts in carrying out its obligations hereunder, including the obtaining of License Agreements and the servicing of each License Agreement and the collection of amounts due thereunder, short of litigation. AGENT shall exercise the rights granted to it herein as an independent contractor and in such status it shall maintain an office and active organizations with adequate personnel to carry out the prescribed functions.

AGENT agrees that in the exercise of its rights hereunder, AGENT will conduct itself and exercise its rights in such a manner that it will not prejudice the reputation, trademarks or goodwill of PRINCIPAL or the Property.

AGENT shall hold in strict confidence all information provided to it any time by PRINCIPAL in connection with this Agreement. AGENT shall make such information available only to its own employees having a "need to know" in connection with AGENT's proper performance hereunder, shall use such

information only in connection with AGENT's proper performance hereunder and shall make no other use or disclosure of such information of any nature whatsoever, whether during or after the Term hereof. At the end of the Term, AGENT shall return all materials, documents and information regarding PRINCIPAL or its business to PRINCIPAL.

AGENT shall promptly notify PRINCIPAL in writing of any unauthorized uses of the Property which come to AGENT'S attention, including those identified by licensees, and, at PRINCIPAL'S request, shall cooperate with PRINCIPAL in any actions (including, but not limited to, litigation or administrative proceedings) which PRINCIPAL may institute anywhere in the Territory.

6. General Provisions

6.1 Laws Governing.

This Agreement shall be governed by the laws of the State of California. In construing this Agreement, no term or provision of this Agreement shall be construed against any party solely by reason of that party having drafted the same.

6.2. Severability

If any provision of this Agreement is held by a court of competent jurisdiction to be invalid or unenforceable, the remainder of the Agreement shall continue in full force and effect and shall in no way be impaired or invalidated.

6.3. Amendment.

The provisions of this Agreement may be modified at any time by mutual consent of the Parties. Any such agreement or consent shall be ineffective to modify this Agreement in any respect unless in writing and signed by both Parties.

6.4. Waiver

Either Party may waive the other Party's failure to perform or breach of the terms of this Agreement or failure to satisfy any condition to this Agreement, provided, however, that any waiver shall not be effective unless in writing and signed by the waiving party. The Parties hereby acknowledge and agree that neither may rely upon the other's oral waiver. A waiver shall not be considered to waive any future performance, breach, or condition under this Agreement including the one being waived. Failure of a party to comply, notify or declare that the other party is in breach of the terms hereof or failure of a party to give or withhold its consent or approval as provided herein shall not constitute a waiver of such breach or of such right to withhold its consent or approval.

6.5. Assignment

This Agreement shall not be assignable by any act of Agent or by operation of law and cannot be assigned by Agent, unless expressly agreed to in writing in advance by PRINCIPAL. Whether or not to grant such approval shall be within PRINCIPAL'S sole discretion.

6.4. Arbitration

Any disputes, claims, and controversies arising under or by reason of this agreement shall be settled by arbitration in accordance with the rules of JAMS, The Resolution Experts. The award rendered and the obtaining thereof shall be binding and conclusive upon the parties. PRINCIPAL and AGENT agree that in any arbitration proceeding instituted hereunder full rights of discovery (including, but not limited to, depositions, interrogatories and production of documents) shall be available to each of us. We each hereby waive the benefit of any provisions of applicable law in California or any other jurisdiction that may now or hereafter limit or restrict such discovery rights or the power of an arbitrator to order such discovery. If such proceedings are in California, we both hereby agree that the provisions of Section 1283.05 of the California Code of Civil Procedure (relating to discovery in arbitration proceedings) shall be incorporated into and applicable to our agreement to arbitrate. The arbitrators may also decree specific performance or grant injunctions or any other equitable relief they deem proper under the circumstances. It is agreed that the prevailing party shall be entitled to reimbursement of all arbitration costs, including reasonable attorney's fees. Any process or notice of motion or other application to the Court or the judge thereof may be served upon the parties in writing.

6.5. Notices

Any notices, requests, demands and other communications hereunder shall be in writing (unless otherwise provided for in this Agreement) and shall be deemed effective upon receipt or refusal if hand-delivered by registered or certified mail, return receipt requested, postage prepaid, or by a nationally recognized overnight delivery service which provided verification of delivery to AGENT. Any party may change its address for purpose of this Agreement by written notice given in accordance herewith.

All reports and payments provided for herein (which payments shall be deemed made three (3) days after deposited in the regular mail) shall be mailed by regular mail to the addresses for receiving notices.

6.6. Entire Agreement

This Agreement contains and governs the entire agreement and understanding between the parties concerning its subject matter and supersedes and replaces all prior understanding and agreements between them or any of them respecting the within subject matter, whether written or oral. There are no representations, agreements, arrangements or understandings, oral or written, between and among the parties hereto relating to the subject matter of this Agreement which are not fully expressed herein. Each of the parties hereto acknowledges that no other party, or agent, or attorney of any other party, has made any promise, representation or warranty whatsoever, express or implied, not contained herein concerning the subject matter hereof to induce the other party(ies) to execute this Agreement.

Each party hereto acknowledges that it has not executed this Agreement in reliance upon any such promise, representation or warranty not contained herein.

Nothing herein is intended to create an obligation on the part of AGENT, nor the exclusive right to advertise or act as advertising agency for PRINCIPAL.

6.8. Schedules and Addenda

Any attachment, schedule or addendum hereto referencing this Agreement is hereby incorporated by reference herein and deemed a part hereof whether or not actually attached hereto

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the 16th day of August, 2011, at Beverly Hills, California.

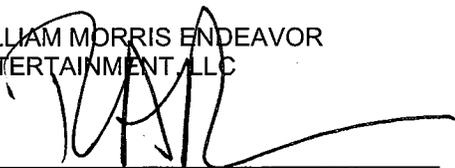
CITY OF BEVERLY HILLS,  
A municipal corporation

\_\_\_\_\_  
BARRY BRUCKER  
Mayor of the City of Beverly Hills

ATTEST:

\_\_\_\_\_  
BYRON POPE  
City Clerk

WILLIAM MORRIS ENDEAVOR  
ENTERTAINMENT, LLC



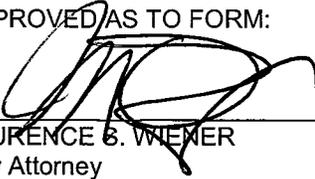
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Name: Richard Rosen  
Title: Board Member

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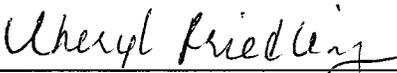
Name:  
Title:

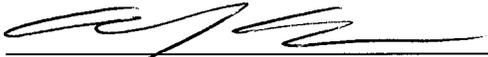
APPROVED AS TO FORM:

  
\_\_\_\_\_  
LAURENCE S. WIENER  
City Attorney

APPROVED AS TO CONTENT:

\_\_\_\_\_  
JEFFREY KOLIN  
City Manager

  
\_\_\_\_\_  
CHERYL FRIEDLING  
Deputy City Manager for Public Affairs

  
\_\_\_\_\_  
KARL KIRKMAN  
Risk Manager

**ATTACHMENT A**

**CITY OF BEVERLY HILLS**  
**U.S. AND FOREIGN TRADEMARK APPLICATIONS AND REGISTRATIONS**  
**(AS OF AUGUST 1, 2011)**

Mark	Serial / Registration No.	Class	Description of Goods/Services
90210 and design (with color claim)  	Reg. No. 3,970,876	16	Paper products and printed matter, namely, banners; vinyl printed matter in the nature of removable window decals; stationery; letterhead paper
		20	Placards of vinyl
		25	Clothing, namely, t-shirts and shirts
		35	Promoting community health campaigns and government services; and providing information on economic development and business services, and employment opportunities, via global computer networks
		41	Cable television programming; and providing community information about community, cultural, and civic events, and education services, and entertainment attractions, via global computer networks
		44	Organizing and conducting community health campaigns, namely, providing information relating to healthy and smoke-free lifestyles and environments
		45	Providing information in the field of municipal regulations

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (Black Shield/White Letters – no color claim)  	Reg. No. 2,677,651	25	Clothing, namely, sweat shirts, shirts, jackets, shorts, sweat pants, sweat suits, socks, hats, footwear, polo shirts, parkas, ponchos and t-shirts
BEVERLY HILLS and design (White Shield/White Letters – no color claim)  	Reg. No. 2,766,280	41	Education and entertainment services, namely, organizing and conducting community cultural, recreational, and safety-preparedness events; educational classes and events for adults and youths in the fields of art, dance, music, fine arts, foreign language, coping with disabilities, athletics, homemaking, computers, leisure activities, personal development, government, politics, and science; cable television programming and broadcasting; and providing community information about community, cultural, and civic events, and education services, entertainment attractions and municipal regulations, via the computer or computer networks

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS and design (White Shield/White Letters – no color claim)  	Reg. No. 2,768,789	35	Promoting the business, community, cultural, municipal and civic interests of the City of Beverly Hills, California; promoting tourism, business, residential and commercial growth, economic development, cultural and entertainment attractions, and government services; and providing information on tourism, residential and commercial growth, economic development and business services, government services and employment opportunities, and library services via the computer or computer networks
BEVERLY HILLS and design (Brown Shield/Yellow Letters)  	Reg. No. 2,774,666	35	Promoting the business, community, cultural, municipal and civic interests of the City of Beverly Hills, California; promoting tourism, business, residential and commercial growth, economic development, cultural and entertainment attractions, and government services; and providing information on tourism, residential and commercial growth, economic development, business services, government services, employment opportunities, and library services via the computer or computer networks

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (Black Shield/White Letters – no color claim)  	Reg. No. 3,123,926	16	Directories featuring lists of members and reference information; books and pamphlets featuring business information and business practices; printed materials, namely pamphlets featuring information on residences, shopping, dining and personal care services; maps, calendars, stationery and postcards
BEVERLY HILLS and design (White Shield/Black Letters – no color claim)  	Reg. No. 3,843,763	6 ----- 9 ----- 16 ----- 21	Metal goods, namely, metal key chains  Wireless external computer storage devices, namely, blank USB flash drives; laptop bags  Notebooks; loose-leaf diaries and agenda books; writing instruments, namely, ball-point pens and roller-ball pens, pens and key chain fobs sold as a set; directories featuring lists of members and reference information; books and pamphlets featuring business information and business practices; printed materials, namely, pamphlets featuring information on residences, shopping, dining and personal care services, maps, calendars, stationery, stationery notes containing adhesive on one side for attachment to surfaces and postcards; document portfolios; passport cases  Beverage containers, namely, coffee mugs, travel mugs, glass water bottles sold empty and plastic water bottles sold empty

Mark	Serial / Registration No.	Class	Description of Goods/Services
		35	Online retail store services featuring general merchandise including business accessories and gift sets, leather goods, notebooks, key-chains, wireless external computer storage devices, writing instruments, diaries, agenda books, document portfolios, stationery, laptop bags, messenger bags, business-card cases, beverage containers, headwear and clothing; promoting the business, community, cultural, municipal and civic interests of the City of Beverly Hills, California; promoting tourism, business, residential and commercial growth, economic development, cultural and entertainment attractions, and government services of the City of Beverly Hills, California; providing business information services and providing information in the field of commercial growth, economic development and employment opportunities via a global computer network
		38	Cable television broadcasting
		39	Providing travel and tour information services via a global computer network
		41	Education and entertainment services, namely, organizing and conducting community cultural, recreational, and safety-preparedness events; educational classes and events for adults and youths in the fields of art, dance, music, fine arts, foreign language, coping with disabilities, athletics, homemaking, computers, leisure activities, personal development, government, politics, and science; and

Mark	Serial / Registration No.	Class	Description of Goods/Services
			providing community information about community, cultural, and civic events, education services and entertainment attractions via the computer or computer networks; Cable television programming
		45	Providing legal information in relation to government services and municipal regulations via a global computer network
BEVERLY HILLS and design (Blue Shield/Yellow Letters)  	Reg. No. 3,843,764	16	Books and pamphlets featuring business information and business practices; printed materials, namely, pamphlets featuring information on residences, shopping, dining and personal care services and maps

Mark	Serial / Registration No.	Class	Description of Goods/Services
		35	Online retail store services featuring general merchandise including business accessories and gift sets, leather goods, notebooks, key-chains, wireless external computer storage devices, writing instruments, diaries, agenda books, document portfolios, stationery, laptop bags, messenger bags, business-card cases, beverage containers, headwear and clothing; promoting the business, community, cultural, municipal and civic interests of the City of Beverly Hills, California; promoting tourism, business, residential and commercial growth, economic development, cultural and entertainment attractions, and government services of the City of Beverly Hills, California; providing business information services and providing information in the field of commercial growth, economic development and employment opportunities via a global computer network
		38	Cable television broadcasting
		39	Providing travel and tour information services via a global computer network
		41	Education and entertainment services, namely, organizing and conducting community cultural, recreational, and safety-preparedness events; educational classes and events for adults and youths in the fields of art, dance, music, fine arts, foreign language, coping with disabilities, athletics, homemaking, computers, leisure activities, personal development, government, politics, and science; and

Mark	Serial / Registration No.	Class	Description of Goods/Services
			providing community information about community, cultural, and civic events, education services and entertainment attractions via the computer or computer networks; Cable television programming
		45	Providing legal information in relation to government services and municipal regulations via a global computer network
BEVERLY HILLS and design (Blue Shield/Yellow Letters)  	Reg. No. 3,948,469	25	Clothing, namely, shirts, hats and polo shirts

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS and design (White Shield/Black Letters – no color claim) 	Reg. No. 3,948,468	14	Jewelry
		18	Goods made of leather, namely, key-chains, messenger bags, business-card cases, tote bags, hand bags, purses, book bags, school bags, carry-on bags, shoulder bags, credit card cases, and all-purpose carrying bags
		25	Clothing, namely, shirts, hats, polo shirts, oxford shirts, and t-shirts
BEVERLY HILLS FARMERS' MARKET®	Reg. No. 3,049,081	18	Tote bags
BEVERLY HILLS FARMERS' MARKET®	Reg. No. 3,049,080	21	Mugs

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS FARMERS' MARKET®	Reg. No. 3,049,078	24	Pot holders and towels
BEVERLY HILLS FARMERS' MARKET®	Reg. No. 3,049,079	25	Aprons and T-Shirts
90210 and design (with color claim)  	Serial No. 85/360,652	3	Perfumes, colognes and cosmetics, cosmetic preparations, non-medicated skin care preparations, non-medicated sun care preparations, hair care preparations
90210 and design (with color claim)  	Serial No. 85/360,654	5	Medicated skin care preparations; medicated sun care preparations

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS and design (Black Shield/White Letters – no color claim)  	Serial No. 77/440,601	3	Perfumes, colognes and cosmetics, cosmetic preparations, non-medicated skin care preparations, non-medicated sun care preparations, hair care preparations
		5	Medicated skin care preparations and medicated sun care preparations
BEVERLY HILLS and design (Blue Shield/Yellow Letters)  	Serial No. 77/443,084	3	Perfumes, colognes and cosmetics, cosmetic preparations, non-medicated skin care preparations, non-medicated sun care preparations, hair care preparations
		5	Medicated skin care preparations and medicated sun care preparations
BEVERLY HILLS and design (Brown Shield/Yellow Letters)  	Serial No. 77/911,377	41	Education and entertainment services, namely, organizing and conducting community cultural, recreational, and safety-preparedness events; educational classes and events for adults and youths in the fields of art, dance, music, fine arts, foreign language, coping with disabilities, athletics, homemaking, computers, leisure activities, personal development, government, politics, and science; cable television programming and broadcasting; providing community information about

Mark	Serial / Registration No.	Class	Description of Goods/Services
			community, cultural, and civic events, and education services, entertainment attractions and municipal regulations, via the computer or computer networks
BEVERLY HILLS and design (White Shield/Black Letters – no color claim)  <small>TM</small>	Serial No. 77/440,612	3	Perfumes, colognes and cosmetics, cosmetic preparations, non-medicated skin care preparations, non-medicated sun care preparations, hair care preparations
		5	Medicated skin care preparations and medicated sun care preparations
BEVERLY HILLS and design (Black Shield/White Letters – no color claim)  <small>TM</small>	Serial No. 85/360,666	6	Trinkets, namely, key chains, key rings, rings, jewelry, ornaments, all made of non-precious metal
			Personalized street signs

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS STREET SIGN DESIGN   TM	Serial No. 85/360,660	6	Trinkets, namely, key chains, key rings, rings, jewelry, ornaments, all made of non- precious metal  ----- Personalized street signs
BEVERLY HILLS THE SMART CITY & design (black and white/no color claim)   TM	Serial No. 85/160,576	35	Promoting business, tourism, events and economic development in the City of Beverly Hills; promotion of technological, ecological and environmental initiatives in the City of Beverly Hills; promotion of sustainability and socially responsible business practices in the City of Beverly Hills
BEVERLY HILLS THE SMART CITY & design (black and white/no color claim)   TM	Serial No. 85/160,560	35	Promoting business, tourism, events and economic development in the City of Beverly Hills; promotion of technological, ecological and environmental initiatives in the City of Beverly Hills; promotion of sustainability and socially responsible business practices in the City of Beverly Hills

Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS THE SMART CITY & design (black and white/no color claim) 	Serial No. 85/160,565	41	Organizing and conducting community, recreational and safety-preparedness events; organizing and conducting community festivals and events featuring a variety of activities, namely food tasting and demonstrations, musical performances, art exhibitions, lectures and the like; providing educational demonstrations, classes, training and instruction in the fields of art, dance, music, fine arts, foreign language, athletics, homemaking, computers, leisure activities, technology, ecology, environmental initiatives, sustainable and socially responsible practices, government, politics, and science; providing information about community, recreation and civic events and education services
BEVERLY HILLS THE SMART CITY & design (black and white/no color claim) 	Serial No. 85/160,572	41	Organizing and conducting community, recreational and safety-preparedness events; organizing and conducting community festivals and events featuring a variety of activities, namely food tasting and demonstrations, musical performances, art exhibitions, lectures and the like; providing educational demonstrations, classes, training and instruction in the fields of art, dance, music, fine arts, foreign language, athletics, homemaking, computers, leisure activities, technology, ecology, environmental initiatives, sustainable and socially responsible practices, government, politics, and science; providing information about community, recreation and civic events and education services

Mark	Serial / Registration No.	Class	Description of Goods/Services
TASTE OF BEVERLY HILLS™	Serial No. 85/260,031	41	Entertainment services, namely, organizing community festivals featuring food and drinks
TASTE OF BEVERLY HILLS & design (brown and yellow)  TM	Serial No. 85/157,515	41	Entertainment services, namely, organizing community festivals featuring food and drinks
TASTE OF BEVERLY HILLS & design (red and yellow)  TM	Serial No. 85/157,517	41	Entertainment services, namely, organizing community festivals featuring food and drinks

Mark	Serial / Registration No.	Class	Description of Goods/Services
<p>TASTE OF BEVERLY HILLS &amp; design (black and white with round base/no color claim)</p> 	<p>Serial No. 85/157,513</p>	<p>41</p>	<p>Entertainment services, namely, organizing community festivals featuring food and drinks</p>
<p>TASTE OF BEVERLY HILLS &amp; design (black and white with triangular base/no color claim)</p> 	<p>Serial No. 85/157,516</p>	<p>41</p>	<p>Entertainment services, namely, organizing community festivals featuring food and drinks</p>

Mark	Serial / Registration No.	Class	Description of Goods/Services
THE SMART CITY™	Serial No. 77/960,703	25	Clothing, namely shirts
		35	Promoting business, tourism, cultural events and economic development in the City of Beverly Hills
		41	Education and entertainment services, namely, organizing and conducting community, cultural, recreational and safety-preparedness events; educational classes and events; and providing community information about community, cultural and civic events
BEVERLY HILLS and design (Brown Shield/Yellow Letters)   TM	Reg. No. 2,804,089	41	Education and entertainment services, namely, organizing and conducting community cultural, recreational, and safety-preparedness events; educational classes and events for adults and youths in the fields of art, dance, music, fine arts, foreign language, coping with disabilities, athletics, homemaking, computers, leisure activities, personal development, government, politics, and science; cable television programming and broadcasting; providing community information about community, cultural, and civic events, and education services, entertainment attractions and municipal regulations, via the computer or computer networks

Canada Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (Black Shield/White Letters)  	Reg. No. TMA429256	N/A	Printed matter, namely posters, calendars, magazines, brochures, pictures and photographs; toiletries and toilet and cosmetic preparations, namely, aftershave lotion, cologne, razor blades, razors, cream rinses, creams, cuticle remover, nail files, emery boards, deodorants, face makeup, namely, face powder, concealer, foundation; hair colourings, hair dressings, namely, hair sprays, hair lotions, shampoos, permanent wave solutions, eye shadows, mascaras, soaps, cleansers, polishes, detergents; toothbrushes, dentifrices, mouthwash, tooth powders, dental floss, dental and denture cleaners, and adhesives for false teeth; suntan and screen creams and lotions, toilet soap, skin lotions, brushes, combs, astringents, moisturizer preparations, perfume, essential oil; stationery, namely, writing stationery for home, school and office use, greeting cards, postcards, address books, letter openers; playing cards; luggage of all kinds, hand bags, sport bags, tote bags, cushion bags, backpacks school bags wallets, change purses money clips, card cases, purses, briefcases, key cases; parasols and umbrellas; key rings; bedding, namely, mattresses, blankets, sheets, pillow cases, quilts, comforters, pillows and cushions; glasses, tumblers and mugs; ashtrays; cigarette lighters; clothing, namely, jackets, suits, sweaters, sweatshirts, shirts, t-shirts, ties, jogging suits, shorts, swimwear, socks; headwear, namely, hats, caps, visors; footwear, namely, shoes, boots, slippers, running shoes, football shoes, jogging shoes, clogs, sandals, thongs, pumps, slippers, boots, rubber boots, vinyl boots, overboots, overshoes, toe rubbers, hunting boots, snowmobile boots; gloves and mitts; buttons and badges; mirrors; jewellery; tie clasps; tie pins; tie tack sets; bumper stickers

European Union Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (White Shield/Black Letters)  	Reg. No. 6898852	3	Perfumes; colognes and cosmetics; cosmetic preparations; skin care preparations; hair care preparations; sun care preparations
BEVERLY HILLS and design (Blue Shield/Yellow Letters)  	Serial No. 6898282	3	Perfumes; colognes and cosmetics; cosmetic preparations; skin care preparations; hair care preparations; sun care preparations

Japan Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS and design (Blue Shield/Yellow Letters)  	Reg. No. 5282171	3	

Singapore Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (White Shield/Black Letters)   ®	Reg. No. T0805814B	3	Perfumes; colognes and cosmetics; cosmetics preparations; skin care preparations; sun care preparations; hair care preparations
BEVERLY HILLS and design (Blue Shield/Yellow Letters)   ®	Reg. No. T0805816I	3	Perfumes; colognes and cosmetics; cosmetic preparations; skin care preparations; sun care preparations; hair care preparations

Switzerland Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (Black Shield/White Letters)  	Reg. No. 377914	3	
		18	
		28	
BEVERLY HILLS & Design (Black Shield/White Letters)  	Reg. No. 377542	14	
		16	
		25	

United Arab Emirates Mark	Serial / Registration No.	Class	Description of Goods/Services
BEVERLY HILLS & Design (White Shield/Black Letters)   TM	Serial No. 117213	3	Perfumes, colognes and cosmetics, cosmetic preparations, skin care preparations, hair care preparations, sun care preparations
BEVERLY HILLS and design (Blue Shield/Yellow Letters)   ®	Reg. No. 127545	3	Perfumes, colognes and cosmetics, cosmetic preparations, skin care preparations, hair care preparations, sun care preparations

# **Attachment 2**

# Robert Stone

WME LICENSING

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## Summary

Accomplishments over the years has been programs up and running to include Baywatch, Trump, Remington, Harley Davidson, Max headroom, Wendy's, Laura Ashley, Statue of Liberty/Ellis island foundation, Marc Cross, David & Goliath, Pam Anderson, Hang Ten just to name a few.

The goals I have had with representing clients is to take it one step further and guide the program away from the obvious which, as a result turn into lasting programs that become case studies. Having been a talent agent at William Morris, an agent with IMG and a family principal of Hamilton Projects and now Stone America the goals remain the same....Protection, Promotion and Profit for my clients with evergreen programs that are unique, trend setting, fun and with taste and quality.

Experience has taught me that never say no to anything as who would have ever thought pet head ([www.pethead.com](http://www.pethead.com)) products would become a mega licensing program and one I am proud of and, one that shows nothing is impossible if you work it.

## Specialties

I specialize in strategic brand extension licensing for trademarks, celebrities, designers, special events. The goal is to think out of the box and come up with unique ideas that both enhance, protect and profit my clients for the long term. Having been in the business for over 20 years and, a family who started the industry back in the Howdy Doody days the idea about licensing is all about creativity and developing a program that will be embraced by both retailers and consumers

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## Experience

### **Managing Director at WME LICENSING**

May 2011 - Present (4 months)

WME LICENSING OVERSEES ALL LICENSING AND DIRECT TO RETAIL ASPECTS OF ITS PARENT COMPANY WME ENTERTAINMENT, INC TO INCLUDE TALENT, MUSIC, TELEVISION PRODUCTIONS, REALITY PROGRAMMING, CONCERTS, TRADEMARK/ BRANDS, AUTHORS, DESIGNERS, ARTISTS, PRODUCTION COMPANIES, GAMING

### **President at stone america**

April 1999 - May 2011 (12 years 2 months)

[www.stoneamerica.com](http://www.stoneamerica.com) is a full service licensing marketing firm representing corporate trademarks, celebrities, designers for licensing, sponsorship, direct to retail and endorsement opportunities

*2 recommendations available upon request*

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## Education

**New York University - Leonard N. Stern School of Business**

BS, marketing/finance, 1979 - 1982

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## Honors and Awards

Children's Medical Association, Best Dad Award (most valuable recognition to date)

## Interests

outside of work I enjoy spending time with my son and daughter, when its cool to spend time with Dad!!, tennis is a passion, strolling around soho, village exploring hidden gems, the beach, travelling, sunday coffee NYT's and a bagel with the works from Sabal's

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# Robert Stone

WME LICENSING

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## 2 people have recommended Robert

"Rob practices what he preaches by putting clients' interest first, second and third in Stone America's business. By his protecting the brands, he gains the trust and full confidence of clients. Laura Ashley, Donald Trump, the University of Oxford and many others have trusted Rob with their world-class billion-dollar brands and equity. Rob imaginatively develops full lifestyle programs for brands from pet care products for Pet Head, to Laura Ashley paints. Give Rob five minutes for a pitch, and he'll turn it into a five-million dollar bottom line opportunity!"

— **Ed Casey**, *Vice President, Stone America Licensing*, reported to Robert at stone america

"This recommendation cannot grasp the full effect of Rob Stone's influence and effect he had on me during my internship with Stone America Licensing. Rob's personality, intelligence, humor, kindness, and ability to connect with anyone is second to none. I learned more listening to Rob on a fifteen minute business conference call than I did in any business class. I highly recommend Rob and his agency because you will have the ability to work with an expert and a superior team that is knowledgeable, driven, and most importantly always delivering high results."

— **Milin Shah**, *Brand Licensing & Marketing Intern, Stone America Licensing*, reported to Robert at stone america

Contact Robert on LinkedIn