

LLC2 Licensing

20 Years developing licensing programs that drive retail success

Licensing Authority
Product Development Visionary
Retail Business Development Expert
Partnership Marketing Leader

President Betty Lyke



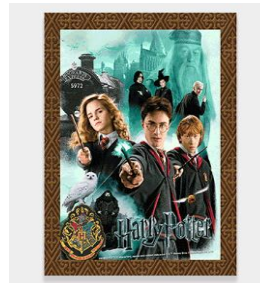
“Betty’s unique retail background makes her an asset in building licensed programs. She identifies top properties and collaborates to develop product lines while creating partnership marketing programs to ensure retail success.”

-Carol Postal -President, CopCorp & Knockout Licensing

Building Strategic Partnerships

- Licensing Management
- Retail Business Development
- Partnership Marketing

Harry Potter



Cultivating Best Programs

- Trend Research & Forecasting
- Competitive Research
- Product Development
- Retail Outreach



Product Placement

- Develop Sales Strategies
- Utilize Marketing & PR
- Broker Relationships Between Parties
- Promotions Development
- Develop GWP & PWP Events

