

# BRAND LICENSING IN ACTION

## Product / Line-Up Development

Once a licensee has signed a licensing plan:  
The licensee develops products within the authorized product category and has the right to label them with BLAUPUNKT brand according to the BLAUPUNKT brand

## Product / Line-Up Approval

The licensee submits product related artwork and basic spec sheets for approval. The licensor approves that the planned product is covered by the license contract and all artwork (gift box, manuals etc.) are in line with the BLAUPUNKT CI guidelines. (Single assets usually have a turnaround time of max 3 days.)

## Sourcing / Production

Once all assets are approved the licensee can start production / final sourcing of the BLAUPUNKT labeled product.

## Market Distribution / Sample Delivery

The licensee is obliged to send 2 samples of each SKU. These samples shall be taken from the first mass production lot which has arrived in the licensee's warehouse. At the same time the licensee can start to distribute this BLAUPUNKT labeled product to their customers.

## Reporting

The licensor requests regular reporting of the sales volume and quantities (per defined sub-region and product category) of the BLAUPUNKT labeled products in the reporting period (usually each quarter of a year).

## License fee

Based on the reported figures the licensor will calculate the license fee for the reporting period (usually quarterly) and send an invoice.