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Licensing Agency Celebrates Twenty Five Years And Never A Dull Moment

PAWLEYS ISLAND, SC (May 1, 2019) – In a relaxing South Carolina coastal resort, where restaurants and gift shops abound, you might not be expecting to find a business that brings together brand owners and manufacturers across a variety of industries into brand licensing relationships that comprise part of the \$106 billion annual sales of licensed merchandise in North America.

“Most of our business is acquired through referrals and word-of-mouth,” says Robert Skotnicki, CEO of Global Licensing, Inc. “We have worked extensively in the home furnishings sector, but also have clients in the home textile, automotive, pet, small appliance, and packaged food industries. The variety keeps our day-to-day work interesting.”

Although none of Global Licensing’s clients are located near their offices, the agency’s licensing team members – three in South Carolina and one in California – travel monthly to client meetings and relevant trade shows. When in the office, they’re researching likely brand match-ups or manufacturing partners for their clients, learning about a new business/industry, or reviewing License Agreements and other legal documents.

Some of Global Licensing’s most recent successful collaborations have been working with Restonic Mattress, which was seeking brands through which it could showcase its enhanced product development capabilities. Global Licensing’s team brought two strong brands to Restonic which subsequently launched well-received mattress programs for Scott Living and Biltmore.

“We truly enjoy working with clients who are strategic thinkers and understand the value that brands can bring to help them enter new markets, expand into new price points, and/or break into new distribution channels,” explains Skotnicki. “Those relationships prove beneficial for everyone, last for many years, and often develop into long-standing friendships.”

The path to running a successful licensing agency requires patience and wherewithal, particularly in the beginning. After careers in banking and the furniture industry, West Virginia native Skotnicki wanted to build a business through which he could work with people from around the country while residing in a tranquil community. He founded Global Licensing, Inc. in 1994, engaging the City of Las Vegas as his first client.

“Now *that* was an interesting way to start a business,” says Skotnicki. “I met some fascinating people at a time when Las Vegas was transforming from strictly a gambling and nightlife town to a worldwide entertainment destination. To see the transformation from the legendary operators and properties like The Riviera and Aladdin to the current mega-resorts and ultra-modern properties has been fascinating to watch.”

As the company has grown, each team member has developed expertise in business sectors for which they have an affinity, and volunteer for travel assignments according to their preferences.

“We’re looking forward to many more successful years, each with its own rewards and challenges,” Skotnicki says. “For example, our learning curve continues as e-commerce plays a larger role in goods consumption and shopping habits. How will these new ways of doing business impact brand licensing? What are retailer and e-tailer buyers looking for to draw customers to their stores and sites?”

“This certainly isn’t a ‘same old thing’ type of job,” concludes Skotnicki. “We’re never bored.”

About Global Licensing, Inc.

Global Licensing, Inc., based in Pawleys Island, SC, is an intellectual property branding and licensing agency founded in 1994. The company works with both manufacturers that wish to search and “license in” a brand name for their products, and with brands and personalities that want to expand their reach and revenue by “licensing out” their brand into new product categories. For more information about Global Licensing, Inc., visit www.global-licensing.com.

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