

Smarter Licensing Solutions from OpSec

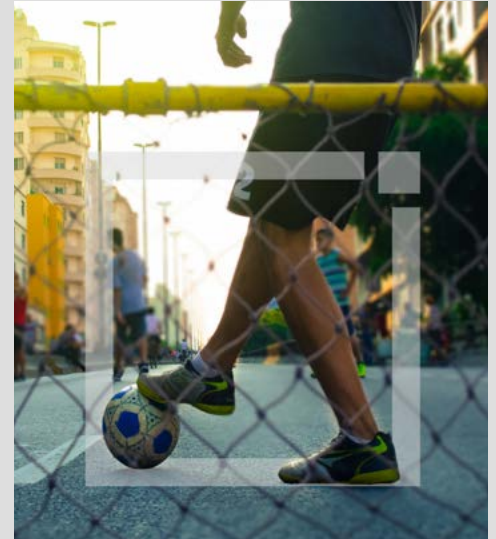
The sports industry never stands still, and neither does OpSec...

As a long-standing solutions provider to the sports industry, we are constantly evolving our offering. From new service lines and software features to an expanded brand enhancement portfolio, a lot has been happening with OpSec Group recently.

We work with some of the best loved sports brands and teams around the world. Bringing together industry solutions to underpin licensing programs, add authenticity to apparel, and safeguard sports media and properties.

But we're not stopping there. In the past year we've further expanded our portfolio with our acquisitions of Zacco and Global Trim. As a result, we now offer expertise in managing intellectual property rights and have further extended our brand enhancement proposition.

Discover the benefits of our proven portfolio for the sports and apparel industry.



Premium trim for sports apparel... introducing Global Trim

Back in October, we announced our acquisition of Global Trim, a trusted provider of premium trim to some of the world's best loved clothing and accessories brands in the sports, fashion and apparel industries. Global Trim's portfolio of merchandising and trim components spans labels, hangtags, heat transfers, patches, and packaging. Talk to us to learn how Global Trim can support your merchandising efforts.

"As we aim to help customers build and protect their intangible value, brand enhancement plays an important role in establishing the character and quality of a brand."

Dr Selva Selvaratnam, CEO of OpSec Group

"Inspiring Concepts" by OpSec

Ever find yourself staring at a dull product catalog? Ever wondered how to make brand enhancement and authentication more engaging? Why not check out the new Inspiring Concepts, Sports Edition. Created to inspire our audience, and showcase our real solutions and samples, the book features a selection of fictitious brands to demonstrate our expertise in protecting and preserving brands' authenticity and identities.

Visit booth 2128 to find out about the Gulf Coast Pirates. An exciting new franchise keen to engage and expand their fan base. Discover how licensing and merchandising from OpSec helped them create deeper connections with their fans. To request a Concepts Book, please visit the booth or speak to your OpSec Sales contact.



Smarter Licensing Solutions from OpSec



Licensing Agreements

Expert advice helps to monetize and protect intellectual property rights in all their forms.



Program Control

Licensing software streamlines workflows and reporting to bring control to complex programs.



Product Enhancement

Premium merchandising creates greater impact and added authenticity frustrates counterfeiters.



Engagement Marketing

Connect with followers using calls to action that build promotions and enduring relationships.



Brand Protection

Combat all forms of online infringement with a complete portfolio of brand protection services.

Launching...

New licensing management software features from OpSec

Improve communication and management of prospective licensees, with OpSec's custom licensee prospect application form and workflow. Capture, evaluate, and approve prospective new licensee applications, while saving time, and reducing errors.

Contract Negotiations have never been easier by utilizing OpSec's Licensing Management Solution to generate custom licensing documents, redline and request electronic signatures. With document templates stored directly in the system, as well as an in-system dashboard, alerts and automated emails stay informed and ultimately make the process simple.

Contact the team to request a demo and find out how these new features can assist in managing and protecting your brand identity.

"It's been a pleasure to work with OpSec on protecting The FA brand and revenues that come from our licensing and retail business, which in turn allows us to invest more back into the game."

Michael Lees, Licensing Partnerships Manager,
The Football Association



Coming soon...

The most complete licensing solution to drive value from your programs and protect your properties.



Request a copy of our new Licensing and Engagement Marketing platform brochure

Meet our team at Sports Tailgate 2024 on booth 2128



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