



PERMISSIONS. ON TIME. ON BUDGET.

GreenLight is a leading global consultancy, providing corporate, advertising, and media clients access to iconic music, film, celebrities, and entertainment content.

RIGHTS CLEARANCES | TALENT NEGOTIATION

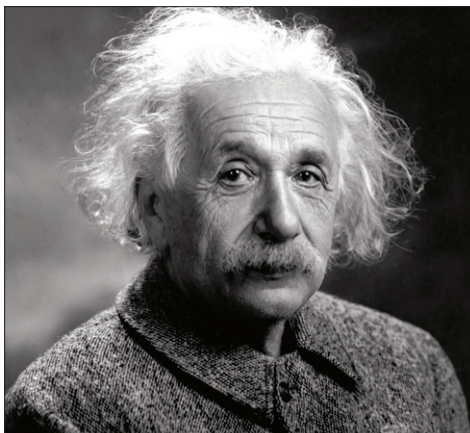
Experts at resolving legal and logistical hassles, our rights licensing group has conducted thousands of clearances for various assets and properties worldwide.

- We negotiate third-party licenses for all types of intellectual property, including feature film and TV clips; music and audio; athletes and sports leagues; brands, copyrights, trademarks, and logos; properties and landmarks.
- We help broker endorsement deals with celebrities to create exciting partnerships with brands.
- We find the best celebrity matches for our clients' brands and budgets, and take the complexity out of the negotiation process.
- Clients include Hallmark, Screenlife, Sony Computer Entertainment, Volkswagen, Tommy Hilfiger, Panasonic, American Express, P&G, and Comcast, as well as global advertising agencies such as Y&R, Element 79, BBDO, DDB, Publicis, TBWA\Chiat\Day, and Dentsu.

RIGHTS REPRESENTATION

From Hollywood legends to great innovators and artists, our rights representation group manages a multifaceted roster of iconic celebrities that appeal to a diverse, international audience.

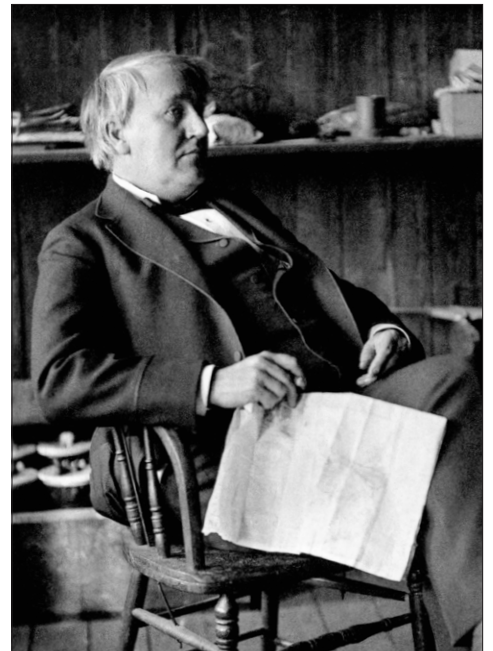
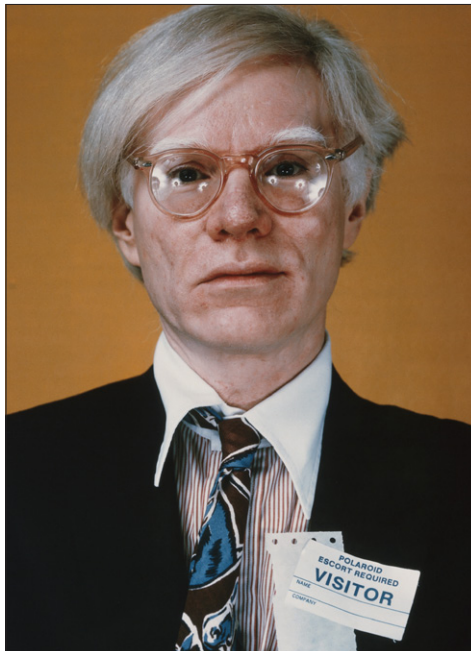
- We manage the personality rights of iconic personas, including Albert Einstein, Charlie Chaplin, Steve McQueen, Andy Warhol, Buzz Aldrin, and Thomas Edison.
- We license the name, image, and likeness of personas we represent to create compelling products and advertisements that resonate with consumers.
- We host several web sites for the estates we represent, including WrightBrothers.info, Einstein.biz, and SteveMcQueen.com.
- We specialize in high-quality advertising and product licensing to build long-term brand equity.
- We have expertise in areas that include apparel, accessories, electronics and gaming, automotive, social expression, home decor, gifts, and toys.
- Clients include Coca-Cola, Dolce & Gabbana, T-Mobile, the Walt Disney Company, Pfizer, Tag Heuer, Absolut, Ford Motor Company, and Perrier.



WHY CHOOSE GREENLIGHT?

- The GreenLight Guarantee is our promise to seek the permissions you need quickly, negotiate competitive prices on your behalf, and protect you for the cleared uses.
- Our longstanding relationships with major rights holders — including the major movie studios, record labels, entertainment agencies, and celebrity estates — provide a strong position when negotiating license fees.
- Locations and representatives in North America, Europe, and Asia enable us to work with clients and rights holders around the world, on their time and in local languages.
- Our familiarity with international personalities allows us to advise which celebrities will work best for specific regions and who will resonate with a global audience.
- We have conducted thousands of clearances, know who to call, and can advise which celebrity or content may be easier to secure, most cost-effective, and most appropriate for a project.
- One simple contract is provided to the client, regardless of the number of clearances, saving unnecessary legal costs.
- Warranties and protection are provided for the licenses we secure on behalf of clients.
- Our team has worked at Sony, Warner Music Group, Disney Music Group, Hollywood studios, talent agencies, and other media outlets. They understand the intricacies of the entertainment industry.

To see our case studies, visit greenlightright.com



Andy Warhol and Andy Warhol artwork ©/®/TM The Andy Warhol Foundation for the Visual Arts, Inc.