



Black Lives Matter.UK & Black Lives Matter Licensing Launches Merchandised Products Programme

The programme is set for all manufactures and sellers of BLM products to produce products under License and to contribute to BLM projects via a royalty business model.

WWW.BLACKLIVESMATTER.UK

Web-platform, has launched a merchandise programme operating under:

WWW.BLACKLIVESMATTERLICENSING.COM

Black Lives Matter Licensing is setup with the aim to be a central position for all manufacturers and sellers or Black Lives Matter merchandise can officially pay royalties to the Black Lives Matter Movement in order to enhance the movement and make positive systematic changes to improve equality and inclusiveness of Black Communities.

The Licensing drive for Black Lives Matter has officially launched at a global stage during London Fashion Week on Sunday 20th September 2020

Black Lives Matter Licensing team has been negotiating with several retail suppliers who will be dropping products into all major retailers in the coming month. These manufactures have Licensing expertise and infrastructure to collectively deliver good quality products and are in full support of the movement. The industry has backed the plans for all the funds generated from the merchandise to be collected by the committee formed by the Licensing Industry authority and will be distributed to black community projects and organisations that fights to end racism and initiatives to make positive systematic changes.

Black Lives Matter Licensing are currently appointing ambassadors to support the movement.

Notes to editors:

Black Lives Matter.UK <https://blacklivesmatter.uk/blm-licensing>

BLACKLIVESMATTER.UK is a non-political, non-partisan, non-violence Black Lives Matter platform. Some content published on this website may have political elements by the nature of a society and state governed under a system of democracy; however we operate in a humanitarian capacity and concern before all else.

We are NOT operating as a member of nor connected with any political party.

Disclaimer: We are NEITHER associated or affiliated with a gofundme account created and managed by @ukblm or any business, which is @ukblm registered as Black Liberation Movement UK Limited. FCA (Reg No. 8473) UK Registered Community Benefit Society.

@ukblm "A coalition of people from across the UK". Publicly state they are a political group and purported to be endorsed, associated and affiliated with BLM USA.

Licensing Industry.

Licensing remains as one of the most exciting activities of the marketing mix. Many celebrities and brand owners are waking up to the idea that their brands have a value that can be exploited in areas outside their current existence.

In our opinion the most thorough Licensing market information is provided by Licensing International (formerly LIMA- the International Licensing Industry Merchandisers' Association) and here is their May 2018 press release summary (www.licensing.org) :

Global Retail Sales:

Retail and other revenue generated globally by the trademark licensing business in 2017 rose 3.3 percent to \$271.6B, according to results from the 4th Annual Global Licensing Industry Survey released by the International Licensing Industry Merchandisers' Association (LIMA).

Global Royalty Sales:

Royalties generated by those revenues in 2017 rose 2.6 percent from a year earlier to \$14.5B. The slightly lower increase in royalty revenues is the by-product of a 1.2% decrease in the weighted average industry royalty rate from 8.2% to 8.1%. Average retailer gross margins increase by 0.9% this past year, likely the result of the much stronger worldwide retail environment in 2017.

