

Rand Brenner Bio



Rand Brenner has licensed some of the biggest Hollywood blockbusters, including “Batman” and the “Mighty Morphin Power Rangers”, both of which generated billions of dollars in worldwide merchandise sales. He has lead various international licensing programs as both licensee and licensor, and through consulting projects focused on licensing strategy, brand development, sponsorship sales and property representation. Rand has developed licensing and promotional deals with Fortune 1000 companies including Coca Cola, Kellogg's, Quaker Oats, Hasbro, Mattel, Random House, Harper Collins, Pillsbury, Topps, Sara Lee/Hanes and others.

Rand is President / CEO of [Licensing Consulting Group](#), an intellectual property management and licensing company specializing in assisting clients in IP Management, Strategic Consulting, Acquisition of Licensing Rights, and Property Representation. Recent assignments have included acquiring licensing rights for several clients to national brands including Major League Baseball, The National Football League, and NCAA Football; licensing out rights to a new “bungee” cord invention for international sales and distribution; developing sponsorships for a social media virtual world; and initiating the licensing & sponsorship program for a non-profit kids entertainment brand.

Prior to founding LCG, Rand was Vice President of Licensing at Saban Entertainment, one of the largest independent producers of children’s television entertainment. Rand managed the licensing initiatives for number of entertainment brands including the multi-billion dollar Mighty Morphin Power Rangers TV show (a worldwide licensing phenomenon that grossed over \$3 billion in worldwide retail merchandise sales), two Power Rangers Movies (produced in conjunction with 20th Century Fox Film Corp.), Masked Rider, Sweet Valley High, and others. Rand was also instrumental in building the Power Rangers licensing programs in Mexico and Canada, having successfully developed millions of dollars in product and promotional licenses across a variety of product categories including toys, apparel, food and beverages.

Rand was also a licensing executive at Warner Bros. Consumer Products. During his tenure, he was responsible for licensing a variety of high profile theatrical, television and publishing properties including Batman (which generated over \$500 million in box office revenues) and Batman II movies, the animation classic Looney Tunes (i.e. Bugs Bunny), Tiny Toon Adventures (a Steven Spielberg/ Warner Bros creation), Rover Dangerfield (Rodney Dangerfield /Warner Bros production), and more.

Rand is passionate about licensing. It’s an incredibly profitable business and has created some of today's largest fortunes. His mission is to educate, inspire and motivate inventors, entrepreneurs, small business and startups about licensing and how to use it to unleash the money making power of intellectual property. Rand has produced the *Licensing Mastery Wealth Creation System* in which he shares his insight, knowledge and actionable information based on more than twenty

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years experience and millions of dollars in licensing deals. Rand is also completing his first book scheduled to be released in 2012.

Rand's speaking style is vibrant, humor-laden, energetic, and personal. He customizes every presentation to address the audience at hand, and he adjusts *during* the presentation to match the level of comprehension as he goes along. Rand covers licensing from the 10,000 feet level all the way down to the step-by-step, depending on audience and need. Engaged audiences consistently give him some of the highest ratings, commenting on the quality and their ability to take action on the information. He has presented to networking clubs, investor groups, entrepreneurs, students, marketers, inventors and entertainment companies. His speaking events have included University of Redlands, Westlaw Legal Ed Center (NYC), Peak Potentials/Never Work Again Seminars (New Jersey; Orange County, CA; Palm Springs, CA; Los Angeles, CA), National Speakers Association (Nashville), and the Hong Kong FilmArt Expo.

Rand sits on the advisory board of several small companies. He serves as a business development advisor to *WallStreet Research*, an investment research firm specializing in covering emerging growth and middle market public companies on the OTCBB, NASDAQ and AMEX exchanges. Rand received his undergraduate degree from California State University - San Jose and his Masters of Business Administration from Pepperdine University. He remains active in the Pepperdine Alumni organization as past President of the NYC Chapter.