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**AUTHENTIC  
RESTORATION  
PRODUCT**

**POLARIS**



**OFFICIAL  
LICENSED  
PRODUCT**



THE NEW AMERICAN MOTORCYCLE™

## licensing agent

### agency overview:

Full service corporate trademark licensing agency headquartered in Clarkston, MI.

### what sets us apart:

We view licensing as a product development process, not strictly deal making. Utilizing cutting edge proprietary processes to define precisely a client's brand equity, we then execute in a manner that maximizes the return for all stakeholders (clients, licensees and consumers).

### client roster:

Chrysler LLC (Mopar; Dodge, Chrysler and Jeep parts and accessories), Saleen, Inc., Polaris Industries, Victory Motorcycles, CITGO Petroleum Corp., McGovern Wildlife Collection, National Collectors Mint, Detroit 300 and the Pratt & Whitney division of United Technologies.

### top brand extensions (five):

1. Polaris battery-powered ride-on vehicles
2. Polaris rugged outdoor footwear
3. Mopar Authentic Restoration Product program
4. Pratt & Whitney welders and plasma cutters
5. Polaris bicycles



POLARIS ATV RIDE-ON



# Meet the incredible Polaris family.



## Active, avid, anxious-to-buy ... and spending 2 billion dollars on Polaris branded products.

Polaris brand owners, their families and enthusiasts know the Polaris brand. They know it stands for performance, power and outdoor fun twelve months a year. Year after year.

The Polaris brand is a proven retail success all year long. More than 2 million Polaris owners and their families live the brand. And they buy the brand.

Millions more of Polaris enthusiasts contribute to Polaris brands proven success at the retail counter.

You now have a chance to join the incredible Polaris Licensing Family and share its growing success.

**Join the proven successful Polaris Licensing Family in one of these available licensing categories:**

Truck Accessories, Apparel, Toys, Video Games, Outdoor Products... and many more available categories. Probably *yours*.



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