



CONTINENTAL ENTERPRISES

Continental Enterprises is a consulting firm that has specialized in intellectual property issues for almost two decades. We provide investigative, licensing and enforcement services. This allows us to address infringement problems from inception to resolution.

Our approach to IP protection is focused on creativity, common sense and cost-effectiveness. We develop solutions that are both innovative and achievable.

Whether we are addressing individual instances of infringement or conducting programs to combat systemic problems, we work with all of our clients to develop and implement strategies that meet their individual needs and most effectively allow them to protect their valuable intellectual property.



CONTINENTAL ENTERPRISES

P.O. BOX 40009
INDIANAPOLIS, IN 46240

INTELLECTUAL PROPERTY PROTECTION AND LICENSING SERVICES



CONTINENTAL
ENTERPRISES



HIGH SCHOOL LICENSING SERVICES

ALL OF OUR SERVICES HAVE GROWN OUT OF SOLUTIONS TAILORED TO ADDRESS SPECIFIC CLIENT NEEDS. INGENUITY AND CREATIVITY ARE THE CORNERSTONES OF CONTINENTAL ENTERPRISES' IP PROTECTION AND LICENSING PHILOSOPHY.

QUESTIONS TO CONSIDER

- ▶▶ Do you see inconsistent or altered uses of your high school logos?
- ▶▶ Are you concerned that products branded with your name and logos offered in retail stores are of inferior quality?
- ▶▶ Are you tired of seeing merchandise using your school name and logos in local retail outlets and not receiving any income?
- ▶▶ Is your school logo a registered trademark with the State of Indiana?
- ▶▶ Do you have product control mechanisms in place?
- ▶▶ Do you approve proposed artwork designs before product production?

THE WAY IT WORKS

There are three major components to the high school licensing services that CE provides.

COMPONENT ONE

Foundational Setup Services: Registration of trademarks & development of trademark usage guide.

COMPONENT TWO

Program Management: Development of Licensees and Licensed Goods. Oversight of Licensees. Royalty collection and distribution.

COMPONENT THREE

Trademark Protection: Taking action against unlicensed products.



Let us help you!

- ▶▶ Generate additional revenue through the sale of officially licensed high school products.
- ▶▶ Register trademarks with the State of Indiana.
- ▶▶ Create a new consistent brand identity.
- ▶▶ Develop or enhance logo guidelines and policies.
- ▶▶ Identify key manufacturers to produce pre-approved designs on quality merchandise.
- ▶▶ Coordinate distribution of licensed products with local retailers.
- ▶▶ Manage the commercial use of your high schools name, logos, and mascot.
- ▶▶ Enforce your trademark rights against unlicensed manufacturers and retailers.



CONTINENTAL ENTERPRISES

P.O. BOX 40009
INDIANAPOLIS, IN 46240

ph: 317.818.0523
fax: 317.566.2453

www.CE-IP.COM