

BRANDALIVE

This Quarter

A Letter from Pete

And just like that, we are halfway through 2024! I want to take this moment to extend my deepest gratitude for the remarkable journey we've shared so far. Your unwavering support has been instrumental to our success, and I am truly inspired by every opportunity to connect and share our stories together. Thank you for being an essential part of this journey. I have much to celebrate and update you on this quarter, so let's dive right in.

I would love to connect with you outside this platform! Visit our [LinkTree](#) to see where you can find me. If you find what I have to say valuable, please share my newsletter or social media handles with your network. Anyone can [subscribe](#) to my mailing list through the Stay Connected link on my website!

As always in everything BrandAlive does, I am seeking to create meaningful experiences that help equip and educate you.



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CELEBRATING 2 MONTHS OF STRATEGIC BRAND LICENSING

Last quarter, I announced the April 30th release of the textbook I co-wrote with Prof. Cristina Longo, *Strategic Brand Licensing*. Together, we covered a broad spectrum of topics – from the fundamental principles and legal aspects of brand licensing to the strategic considerations and practical applications.

The reviews are pouring in! I'm really honored to have received some beautiful testimonials about the book. I feel so supported and appreciated, and didn't want to keep these good words to myself. Why? Because Prof. Cristina Longo and I wrote it for a reason: to share as much about the licensing process with as many people as possible so people can learn and find careers in brand licensing. It's a topic that's sorely missing in higher education, and it impacts everyone from celebrities to small business owners, and is something everyone could benefit from knowing more about!

We were honored to get this glowing testimonial from **Alex Locke**, Founder & CEO, BORED OF DIRECTORS:

"I'm bursting with pride and gratitude for being included in this phenomenal book. If only it had been available decades ago when I first began charting my path! It's an invaluable resource that could have profoundly shaped my career path and expanded my knowledge much earlier. The licensing industry is vast, touching every corner of global commerce, yet resources like this were rare before Pete Canalichio and Cristina Longo crafted this masterpiece. Their book fills a crucial gap by comprehensively and eloquently explaining licensing, its significance, and practical insights. Professionally, it's a milestone for me; for the industry, it's a giant leap toward empowering both existing and future leaders."



Thank you Alex!

To learn more or preorder *Strategic Brand Licensing* through Routledge, click [here](#).

HELPING PATRIOT BOOT CAMP PARTICIPANTS FIND THEIR

▶▶▶ PURPOSE, VISION, & MISSION

Last month, I had the opportunity to share the BrandAlive.AI web-based app with over 30 companies during the DAV PBC that took place from May 15-17. During a review session, I emphasized the differences between purpose (why we exist), vision (what the future looks like) and mission (how we get there). Together these statements can help serve as an organization's north star.



I was thrilled to hear how excited the participants were to obtain their organization's purpose, vision, and mission statements. We discussed how they can serve as guiding principles to shape its identity, direction, and activities. Below are some of the ways that these statements can help an organization:

- **Alignment** - These statements serve as a unifying force, guiding everyone's efforts toward common goals.
- **Decision Making** - When faced with choices or strategic decisions, evaluate options based on their alignment with these guiding principles.
- **Goal Setting** - This ensures that the efforts of the organization are directed toward achieving its long-term aspirations and fulfilling its purpose.
- **Communication** - These statements convey the organization's values, goals, and commitments, fostering transparency and trust.
- **Inspiration and Motivation** - When individuals understand how their work contributes to the greater good, they are engaged, committed, and motivated to perform at their best.
- **Strategic Planning** - Use them as guiding principles for developing strategies, setting priorities, and allocating resources.
- **Performance Evaluation** - Use these statements as benchmarks for assessing the effectiveness and impact of organizational efforts.
- **Adaptation and Evolution** - Periodically review and update these statements to ensure they remain relevant.

CLOSING TIME ON THE COMMUNICATIONS COMMITTEE

In 2014, I met Kristin Peronis, who at the time was serving as the Director of Marketing and Communications at the U.S. Naval Academy Alumni Association and Foundation. Kristin told me how her team supported the mission of the Alumni Association, which is to strengthen members' bonds to the Academy and to each other, to help them thrive as leaders in and out of uniform, and to reach their full potential. She then invited me to serve as a member of the Communications Committee.

Over the past ten years, I have had the tremendous privilege to work alongside many graduates and staff, sharing my thoughts and perspective on how the Alumni Association and Foundation could better engage with its graduates to more effectively fulfill the organization's mission.

When I joined, Jeffrey R. Webb, Class of 1994, was serving as the Chairman of the Communications Committee. He welcomed me and introduced me to its members. What a great group of individuals from all walks of life. It was a privilege to serve under Jeff's leadership. After a couple of years, Jeff rolled off the Committee and John Rex Spivey was appointed. Afterwards, Tim Wolf led the Committee and most recently Donnie Horner. What an honor it was to serve under their leadership and that of the staff directors including Kristin Peronis, Wes Huey, Heather Epkins and John Schofield. I would also like to recognize Craig Quigley and Mark Rupprecht, who served on the Communications Committee the entire time I did.

In June 2022, Jeff Webb became President and CEO of the Alumni Association and Foundation. So it was fitting that Jeff would be the one to thank me for my service and wish me "Fair Winds and Following Seas" during the spring Board of Trustees Meetings.

I'd like to thank all the staff of the Alumni Association and Foundation and all the graduates over the past ten years with whom I was lucky to serve. I received much more than I gave, and relished every opportunity I got to visit Annapolis and my alma mater.



Jeff Webb, President and CEO & ADM Mark E. Ferguson III, '78, USN (Ret.), Chair of the Alumni Association's Board of Trustees.

GLOBAL INTELLECTUAL PROPERTY ALLIANCE CONFERENCE

On May 23, 2024 a hundred professionals from all over the world gathered in Atlanta to participate in the Global Intellectual Property Alliance Conference (GLIPA). The theme of this year's conference was "Bringing the World Together with IP". It was presented by the Global IP Alliance, the U.S. IP Alliance and the Georgia IP Alliance (GIPA). As a GIPA Board Member, I was invited to participate.



Throughout the day, there were incredible speakers and interactive discussions that covered the three pillars of the organization:

- 1 *IP AWARENESS AND EDUCATION*
- 2 *IP ECOSYSTEM COLLABORATION*
- 3 *IP DIVERSITY AND INCLUSION*

During the conference I had the unique opportunity to network with international thought leaders and engage in collaborative discussions about global IP matters. While there I met Manan Sanghai, Founder of Synlitigators, based in India; Maria L. Vazquez, Dean of Law School at Universidad de San Andrés, based in Argentina; Stephanie Curcio, CEO & Co-Founder NLPatent, based in Canada; and Arleen and Laura Castillo, Partners at Innventiva Legal, based in the Dominican Republic. As each had a passion about intellectual property, I told them about my book, Strategic Brand Licensing. We are going to look for opportunities to use it to elevate IP Awareness and Education in their respective countries.

FIND YOUR PURPOSE, VISION, & MISSION

(AND BE A BETA TESTER!)

In previous newsletters, I've announced the exciting news that we're bringing AI to BrandAlive. Through Brandalive.AI, we aspire to create "a world where obtaining a brand strategy is as simple as answering a few questions." By helping individuals like you in developing your personalized Purpose, Vision, and Mission, our goal is to collect feedback that will help us assess the performance, usability, accuracy, and overall satisfaction with our AI solution.

Why Beta Test with Us?

As a valued member of our community, your insights and feedback are incredibly important to us. By joining our Beta Testing program, you will:

- **Be a Pioneer:** Get exclusive early access to BrandAlive.AI and explore its capabilities before anyone else.
- **Shape the Future:** Your feedback will directly influence the final product, helping us make it even better.
- **Gain Insights:** Learn more about your Purpose, Vision and Mission by interacting with the platform. At the end, you'll be given a PDF with actionable insights! These statements are normally valued at \$2,500 and would require many hours of work with a brand consultant. But it's yours for free as a thank you for your feedback!

How Do I Get Started?

- Step 1: Click on this link - <https://brandivare.web.app/>
- Step 2: Once on the website, click on the "Get Started" button.
- Step 3: You will be directed to your Google account to login.
- Step 4: Click "Pay Now" and enter the promo code (NLBA2024) located on the left side of the screen, for free access.
- Step 5: Click "Access the Dashboard" to start your journey - take a look around and answer the questions (the estimated time for completing the module is 1-2 hours).

How Do I Provide Feedback?

We would love to collect your feedback in one of two ways:

- Please complete the following survey: [Survey Link](#)
- Please schedule a conversation (optional): [Schedule a Conversation](#)