LESI Committees:

End of Year Report *for the 2026 International Management and Delegates Meeting (IMDM) – 26 April 2026*

Submitted: 3 March 2026 (date)

Committee Name	**Trademarks Designs and Merchandising (TDM)**
Chairs and Vice Chairs	Chairs: Barbara Berdou (South Africa), Jochen Shaefer (Germany) Vice chairs : Javier Fernández–Lasquetty (Spain Portugal), Aimin Huo (China), Claudia Ricciardi (Italy)
LESI Board Liaison	Lional Tan and Gina Busku Wachtler

Action Plan

We will have our monthly calls carry on immediately after the AM, and start working on the AI topic for the term. Committee members have been encouraged to start thinking about program proposals for Orlando 2027, and projects on AI for the next term

Committee Highlights from the Year

We aimed to have at least one program proposal for the Dublin AM accepted. This was achieved and we also have one roundtable being hosted by our committee. One of our committee members went inhouse at the European Football Clubs and will be one of the speakers.

We were asked by JC to focus on Franchising this term. We had to pivot from our original plan, which caused delay in getting traction, but the committee has been enthusiastic about the topic, and in addition to the workshop in Dublin, have an article and webinar in progress.

We have regular monthly calls on the first Tuesday of the month.

We aim to have a webinar entitled TO FRANCHISE OR NOT TO FRANCHISE before the Dublin meeting as a teaser for our workshop.

Two articles are in progress (1) Franchising and (2) AI and trademarks.

We would like to be renamed “Commercialization of Brands”.

As relevant, consider addressing the following:

- Goals for 2025-2026? Did you meet these goals?
- Key topics discussed?
- Meetings / Calls?
- Events / Webinars executed?
- Resources / Work Products created (including articles for *les Nouvelles* and *Global News*)?
- Proposals Submitted for LESI2026?
- Suggestions for future focus / work to be done by the committee? (including any change in scope, updates to the Charter, etc)