

GL2-3-1 GL9-6-1 GL11-1-1 Licensing Programme (for Sale of Goods outside the Expo site)

GL9-7-1 Guidelines for displaying Off-licence authorised products at the Official Online Store (Summary version)

Reference

Procedures for producing/selling the Officially licensed products and Off-licence authorised products inside and outside the Expo site (Diagrams)

- ① Production flow of officially licensed products
- ② Sales flow of officially licensed products
- ③ Sales flow of Off-licence authorised products

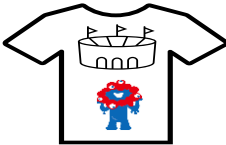
June 2024

Japan Association for the 2025 World Exposition

①Production flow of officially licensed products

Official Participant
↓ designate
Manufacturer

Example:
Manufacture 500 items
that cost 1,000 yen each.



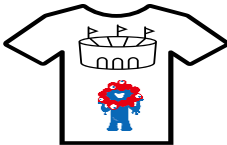
Business plan



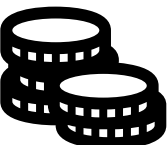
Sales plans



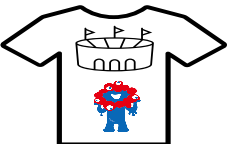
Contract



Produce
500 items

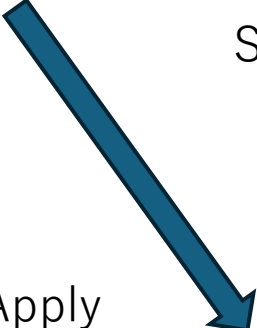


Sell

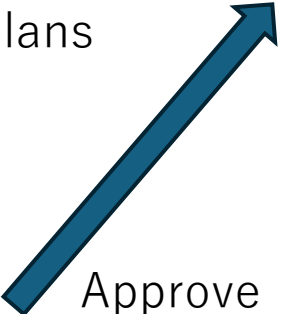


Sold well,
make 200 more

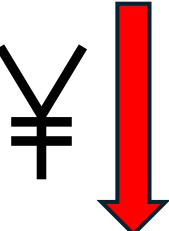
Apply



Approve



MLO
↑ Commission
The Organiser



Pay the IP usage license fee

Eg) $¥1,000 \times 500 \text{ units} \times 6\% = ¥30,000$

Renew contract
Pay OR

Eg) $¥1,000 \times 200 \text{ units} \times 8\% = ¥16,000$

