

How to sell IP products (Officially licenced products) and Off-licence authorised products
both inside and outside the Expo site

June 2024

Japan Association for the 2025 World Exposition

The rules and regulations have been issued on the products to be sold, how they should be sold and where they should be sold, in order to avoid excesses of commercialisation.

The products that can be produced and sold by the Official Participants have now been classified and organized as shown in the appendix 'Summary table on the sale of IP licensed products etc.', provided that the products are in line with the theme of each exhibition. An overview of the product categories is provided below, so please read this in conjunction with the Summary table. For each classification, refer to the guidelines issued by the Association, if any.

◆Product Categories◆ Officially licenced products are in the following three categories.

- I. “Licensed products that can only be sold outside the Expo site”
- II. “Licensed products available for sale inside and outside the Expo site”
- III. “Licensed products that can only be sold inside the Expo site”

I to III above shall be selected at the time of the product manufacturing contract and a new contract shall be signed if the classification changes.

The off-licence authorised products are in one category.

- IV. The off-licence authorized products

- I. “Licensed products that can only be sold outside the Expo site”

Manufacture: The contract is for the manufacture of products that can only be sold outside the Site.

A licence agreement with the MLO (*1) is required regardless of whether it is before or during the exposition. (*2)

The IP licence fee rate is '6% + CMF(*3)1 %'

If OR(Overage IP licence fee rate(*4)) applies, the rate is 8%+CMF1%.

As an application fee (application-related administrative procedures, credit checks, etc.), licensees shall make payment of 50,000 yen (excluding consumption tax and bank transfer charges).

In signing the contract, a sales plan and sales channels for the product shall be submitted.

An IP licence fee is payable at the time of signing the contract.

The IP licence fee is calculated as follows: IP licence fee rate * production volume.

Please note that this calculation is not based on actual sales.

For more information, please refer to the “Licensing Programme of Expo 2025 Osaka, Kansai, Japan (for Sale of Goods outside the Expo site)”, which will be issued separately.

Sales: Stores where the products can be sold are as follows.

■ Outside the Site (○= available for sale, △= Negotiations with distributors required).

○ Manufacturers' distribution outlets

△ Official stores outside the Site

△ the Official online store (Classified in the same way as the Official store outside the Site.)

II “Licensed products available for sale inside and outside the Expo site”

Manufacture: The contract is for the manufacture of products that can to be sold both inside and outside the Site.

The products that can be manufactured for sale in the merchandising outlets in each Official Participant pavilion are collaborative products combining elements from each pavilion with the Association IP. (*2)

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The IP licence fee rate is '6% + CMF1%.

If OR (Overage IP licence fee rate) applies, the rate is 8%+CMF1%.

As an application fee (application-related administrative procedures, credit checks, etc.), licensees shall make payment of 50,000 yen (excluding consumption tax and bank transfer charges).

In signing the contract, a sales plan and sales channels for the product shall be submitted.

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Please note that this calculation is not based on actual sales.

For more information, please refer to the “Licensing Programme of Expo 2025 Osaka, Kansai, Japan (for Sale of Goods outside the Expo site)”, which will be issued separately.

Sales: Stores where the products can be sold are as follows.

■ Inside the Site (○= available for sale, △= Negotiations with distributors required.)

○ Merchandise shops in each Official Participant pavilion (*5)

A separate royalty (10% or 8%, see “GL9-2-1 Guidelines for Commercial Activities by the Official Participants” for details) is payable to the Association.

△ Official stores inside the Site

■ Outside the Site (○= available for sale, △= Negotiations with distributors required.)

○ Manufacturers' distribution outlets

△ Official stores outside the Site

△ The Official online store

III “Licensed products that can only be sold inside the Expo site”

Manufacture: The contract is for the manufacture of products that can only be sold inside the Site.

The products that can be manufactured for sale in the merchandising outlets in each Official Participant pavilion are collaborative products combining elements from each pavilion with the Association IP. (*2)

The products that can be manufactured for sale in the merchandising outlets in each Official Participant pavilion are collaborative products combining elements from each pavilion with the Association IP.

The IP licence fee rate is '8% + CMF1 %'.

If OR (Overage IP licence fee rate) applies, the rate is 10%+CMF1%.

As an application fee (application-related administrative procedures, credit checks, etc.), licensees shall make payment of 50,000 yen (excluding consumption tax and bank transfer charges).

In signing the contract, a sales plan and sales channels for the product shall be submitted.

An IP licence fee is payable at the time of signing the contract.

The IP licence fee is calculated as follows: IP licence fee rate * production volume.

Please note that this calculation is not based on actual sales.

Sales: Stores where the products can be sold are as follows.

■ Inside the Site (○= available for sale, △= Negotiations with distributors required).

○ Merchandise shops in each Official Participant pavilion (*5)

A separate royalty (10% or 8%, see “GL9-2-1 Guidelines for Commercial Activities by the Official Participants” for details) is payable to the Association.

△ Official stores inside the Site

(note) These products cannot be sold outside the Site as they are contracted to be manufactured as in-site sale only products.

IV Off-licence authorised products (not using the Association IP)

Sales: Stores where the products can be sold are as follows.

■ Inside the Site

- Merchandise shops in each Official Participant pavilion

A separate royalty (10% or 8%, see “GL9-2-1 Guidelines for Commercial Activities by the Official Participants” for details) is payable to the Association.

■ Outside the Site

- the Official online store

A quota will be set aside for products to be sold in each Official participant pavilion, which can be sold in Japan via the Official online store.

Sales are expected to have specified quantities (up to 10 SKUs(*6)) and proposed sales conditions (e.g. a flat 40% commission to be paid to the store operator).

Persons who can do business with the Official online store operators shall have a track record of commercial transactions in Japan and have a capability to communicate and prepare various necessary documents in Japanese.

For detailed terms and conditions, including sales commissions, please refer to the “Guidelines for displaying Off-licence authorised products at the Official Online Store of Expo 2025 (Summary version)”. (The complete version will be issued later.)

Note that the Official Participants can sell the products on e-commerce websites in other countries than the Official online store.

*1 : MLO: Master Licensing Office is contracted by the Organiser to manage the right to use and sublicense the Association IP as a licensee.

*2 : A licence agreement with MLO is required for the production of licensed products. In this case, if a person other than the Official Participant ('A') enters into a contract with MLO (i.e. an affiliated company/contractor company etc. ('B') enters into a sub-licence agreement with MLO on its behalf), B shall provide documentation showing that it has the approval of A. After the submission of the said document, if any impropriety arises in the licence agreement that B enters into with MLO, not only B but also A will be required to guarantee their liability.

*3 : CMF :Central Marketing Fund (Budget for developing a comprehensive publicity for licensed products.)

*4 : OR :Overage IP licence fee rate (Licence fee rate when production is increased from the licensed production volume)

*5 : The products may also be sold at temporary stores in the Event facilities related to the Events held inside the site hosted by each Official Participant.

*6 : SKU (Stock Keeping Unit) The minimum unit of merchandise.

A detailed categorisation of products, not in large categories or items, but in units that cannot be further classified, such as by size or colour.

Guidelines to be referred to:

- ◆ GL9-2-1 Guidelines for Commercial Activities by the Official Participants, issued in September 2023
- ◆ GL2-3-1, GL9-6-1, GL11-1-1 Licensing Programme of Expo 2025 Osaka, Kansai, Japan (Sale of Goods outside the Expo site), issued in June 2024.
- ◆ GL9-7-1 Guidelines for displaying Off-licence authorised products at the Official Online Store of Expo 2025 (Summary version), issued in June 2024.

*A full version will be issued in due course.

Contact

The Official Participants can send inquiries concerning the content of this Guide or uncertainties concerning procedures to the Organiser using the Inquiry function in the online Related Persons Portal.

If you have any trouble using the Related Persons Portal, please contact us by email at;
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