



# PROPOSAL KIT SAMPLE

## Intellectual Property Licensing Sample Proposal

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Brady Soskind  
CEO  
ComicFeats  
5700 Hiline Road  
Boise, ID 83712

Mr. Soskind,

Kudos on the recent award for your graphic novel, *Alexie Fearless: Journey 1*. We at FerozCode love that story!

In fact, we love it so much that we want to transform it into a computer game, and thus we are proposing this intellectual property licensing agreement that will benefit both our companies.

Our company strives to develop nonviolent adventure games that will please both male and female players, and your graphic novel perfectly meets our criteria.

We're sure that after reviewing our proposal, you will agree that expanding Alexie's adventures into the world of digital gaming will grow the audience and market share for both the graphic novel and the game. We hope to develop a lasting partnership with ComicFeats to do a whole series of *Alexie Fearless* products.

We strongly believe our proposal has been thoroughly outlined and will meet or exceed all of your expectations and requirements. We will call you on September 2nd to answer any questions you may have and to set up a meeting. Thank you for your consideration, and we look forward to working with you soon!

Sincerely,

Gillian Whyte  
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# PROPOSAL

## LICENSING OF ALEXIE FEARLESS GRAPHIC NOVEL PROPERTIES FOR COMPUTER GAME

Prepared for: Brady Soskind  
CEO

Prepared by: Gillian Whyte  
VP of Development





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# INTRODUCTION

We know that readers love Alexie Fearless, and we know that gamers will, too.

Creating a computer game of Alexie Fearless: Journey 1 will expand the branding for the character name and for both our companies, ComicFeats and FerozCode. It's a win-win proposition for everyone.

ComicFeats has created a sophisticated, brave, inspiring character in Alexie; an intriguing cast of cohorts and villains with Senonn, Dragonflie, Blue-En, and Donally; and an exciting storyline with Journey 1. This marvelous world currently appears only in graphic novel form. Let's take it into the animated game world for everyone's enjoyment.

We love your characters and your story, and we promise to stay true to the world that you have created in the graphic novel. While we will need to enrich the game environment and add more minor characters and perhaps a subplot or two, FerozCode will not substantially alter the characters or plot that you have created.

FerozCode is known for developing exciting nonviolent adventure games that feature intelligent, strong male and female leaders. Alexie Fearless fits perfectly into our product line.

You have the characters and the story. We have the game expertise. The family gaming market is waiting. Let's unite our two strengths to create a fantastic new game!





# CATALOGUE

FerozCode proposes to license the following items of intellectual property from ComicFeats for use in an Alexie Fearless computer game that will benefit both companies.

Properties to be licensed are as follows:

 **COMICFEATS TRADEMARK AND LOGO**

We would like to add these to all packaging and advertising for our new Alexie Fearless game to highlight our partnership to gamers everywhere.

 **THE CHARACTER OF ALEXIE FEARLESS**

We plan to create the game character based on the comic book character you have already developed. In our game, Alexie Fearless will have the physical form, characteristics, abilities, and backstory already developed by ComicFeats.

 **THE CHARACTERS OF SENONN, DRAGONFLIE, BLUE-EN, AND DONALLY**

These characters, who are Alexie's comrades and foes, are essential to the game. Their physical forms, characteristics, and abilities will be replicated from the Alexie Fearless graphic novel already developed by ComicFeats.

 **THE PLOT AND THEME OF ALEXIE FEARLESS: JOURNEY 1**

The plot and theme will form the basis of the game in the same way they are presented in this graphic novel. FerozCode reserves the right to insert additional characters and subplots and to develop theme music, additional clothing, and other stylistic elements to further enrich the plot and storyline of Alexie Fearless: Journey 1.

## SUMMARY

The print form of Alexie Fearless: Journey 1 is a bestseller among graphic novels. Creating a computerized game version will bring the character and storyline to an even larger audience and will benefit both ComicFeats and FerozCode.





# INTELLECTUAL PROPERTY

FerozCode recognizes that parties to this project possess certain intellectual property rights, and promises to do the following to protect those rights to the following properties.

**💡 ALL CHARACTERISTICS OF ALEXIE FEARLESS AND OTHER CHARACTERS CREATED BY COMICFEATS**

FerozCode will portray Alexie Fearless and other characters in the same way they were presented by ComicFeats to maintain the reputation of both companies.

**💡 STORYLINE OF ALEXIE FEARLESS: JOURNEY 1**

FerozCode's new Alexie Fearless game will follow the storyline of Journey 1 and will not significantly alter the characters' roles in any way. FerozCode reserves the right to add more characters and enriched environments to create a satisfying adventure game.

**💡 TRADEMARKS AND COPYRIGHTS OF COMICFEATS**

Trademarks and copyrights owned by ComicFeats will be prominently featured on all packaging and marketing materials produced by FerozCode. The ComicFeats logo will be prominently displayed along with the FerozCode logo.

## NOTES

FerozCode hopes that the new Alexie Fearless: Journey 1 game will be the first of an Alexie Fearless series of games. As new Alexie Fearless graphic novels are produced by ComicFeats, FerozCode hopes to also license those stories for future game development.





# TRADEMARKS

FerozCode understands that the following are considered valuable trademarks and should always include a trademark symbol when printed:

 **ALEXIE FEARLESS®**

The name of this character shall always include a registered trademark symbol when appearing in print.

 **SENONN™, DRAGONFLIE™, BLUE-EN™, AND DONALLY™**

The names of these characters shall always include a trademark symbol when appearing in print.

 **THE NAME AND COMPANY LOGO OF COMICFEATS®**

The ComicFeats company name and unique pen drawing logo shall appear in the forms registered and protected by ComicFeats.

## SUMMARY

FerozCode will honor and protect all of the copyrights and trademarks assigned to properties licensed from ComicFeats.



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