



## J'net Smith - Owner/CEO - All Art Licensing "Addresses the Great Licensing Training Gap"

For more than fifteen years, All Art Licensing has led the way in fulfilling the great need for educating designers, artists and cartoonists regarding the latest licensing business models and the realities of the industry.

Any creator who wants to become their own agent and take their business beyond the 'work for hire' or 'manufacturing' models to create a royalty revenue stream, must incorporate licensing into their entrepreneurial business. But seldom do they actually know how to do it, and there is practically no formal education or highly experienced trainers in this area.

### J'net has shared her expertise at the following events:

- Hosted Licensing Expo Art + Design Resource Center (Sponsored by International LIMA - Licensing Industry Merchandisers' Association)
- HOW Design Live
- Graphic Artists Guild National and Regional Webinars
- SURTEX - The Marketplace for Licensing Original Art & Design
- CTN (Creative Talent Network) Animation Expo
- Annual SEA (Self Employment in the Arts) National and Regional Conferences
- National CEO (Collegiate Entrepreneurial Organization) Conference
- MCEI (Marketing Communications Executives International)
- Kiwanis International

### All Art Licensing's presentations are known for:

- Being **incredibly detailed** and informative
- Teaching **valuable lessons** from the trenches
- Including excellent visuals and **step-by-step processes**
- Providing **business tools** that you can apply immediately
- And ALWAYS receiving the **highest reviews!**

### 2017 Possible Topics:

- 'Doing DILBERT'
- '20 Rules of Art Licensing'
- 'Brand Building through Licensing'
- 'Developing Royalty Revenue from Your Art + Designs'
- 'Creating New Revenue Streams from Your Art + Designs'
- 'Licensing is the New Black – What Every Designer MUST Know'
- 'Making Money from Your Designs- With Less Up-Front Capital'
- 'ABC's of Licensing-Marketing Your ART, BRANDS, & CHARACTERS'

### Testimonials



"I have known and worked with J'net Smith for close to 10 years and find her to be one of the most knowledgeable experts on art licensing within the industry. Generous with her time and wisdom, she's more than happy to help educate and give direction to those seeking to license their work as well as to those seeking to buy licensed work. J'net is my go to source for all art licensing."

Patricia McKiernan, Executive Director, [Graphic Artists Guild](#)



"It was a pleasure to work with J'net Smith on the Art + Design Resource Center for Licensing Expo 2004-15. J'net really understands what companies can do to maximize their investment in the show and offers great advice, hints and tips for success in the trade show environment." **Jessica Blue, Senior Vice President, UBM Advanstar Licensing Expo, Brand Licensing Europe and License! Global Magazine**

**DILBERT** "Jeanette steered the Dilbert licensing program from almost nothing to an international phenomenon. Thanks for making me a millionaire." **Scott Adams, Creator and Internationally Syndicated Cartoonist, [DILBERT](#)™**

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“J’net Smith has presented at numerous SEA events including both regional conferences as well as our national conference. Her sessions are full of useful information and we always receive positive feedback from the attendees. When it comes to presenting on licensing, J’net is our go-to presenter. Outside of her presentations, she takes the time to further engage and interact with the attendees. Recently, we added J’net to our list of SEA Ambassadors as she encompasses what we look for in quality speakers and shares in our passion for helping artists succeed.” **Amy E. Rogers, SEA Director, [Self Employment in the Arts](#)**

**Bio**

In just six short years, J’net turned Dilbert™ from a relatively unknown syndication-based comic strip into a 200 million dollar a year brand and the first global corporate icon. Then in 2000, J’net began utilizing her extensive experience to train, advise and license all types of creators. She has helped hundreds of artists, graphic designers, painters, photographers, authors, illustrators, design firms, creative companies, non-profits and agents maximize the power of their brands and talents. In 2014-2015, J’net was the ‘Official Matchmaker, Blogger, and Resource Center Host’ for the Art + Design Zone at the Licensing Expo, the largest licensing trade show and conference in the world. Since 1995, she has attended the Licensing Expo and during the show, she provided more than fifty free consultations to artists and designers, as well as directly connecting manufacturers, retailers and wholesalers with artists, brands and agents from her headquarters at the Resource Center.



J’net is one of those very rare people who possess a balanced combination of creative sensibility and extraordinary business acumen. It is this combination that has served her over the span of a very impressive career, where she has achieved success in multiple industries. From her early days in New York building new divisions for such corporate giants

as Official Airline Guides, Macmillan Publishing, Paramount Communications, and VIACOM International, to her six years of work spearheading the phenomenal growth of Dilbert™, J’net has compiled an extensive list of satisfied clients and has gained an enormous amount of respect and experience in marketing, licensing, brand development, advertising, public relations, and also as an agent, negotiator, and business manager.

J’net works with these and many other great companies.



**Social Media Links – J’net has**

more than 10,000 organic followers on her rapidly growing social media list. Her blog and posts focus on providing detailed information about the Licensing Industry and ‘how to’ instructions which are very difficult to find or are not available elsewhere.

[All Art Licensing Blog](#)

 [All Art Licensing Facebook](#)

 [All Art Licensing Twitter](#)

 [Jeanette Smith LinkedIn](#)

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