

## **Exemplar Associates and WestEnd™ Software Collaborate to Power New, Specialized Licensing Agency**

*WestEnd's Workspace licensing solution and team of strategic, administrative and management professionals to support Exemplar Associates' work with properties, licensees and retailers*

(El Segundo, CA) – April 7, 2016 – WestEnd™ Software, a leading-edge developer of enterprise software for the licensing and entertainment industries, and Exemplar Associates, a specialized trademark licensing and brand stewardship firm, announced their alliance today. Building on years of experience and knowledge in the collegiate licensing space, Exemplar Associates selected the WestEnd Workspace solution after it conducted an exhaustive search for the most robust licensing platform backed by a highly experienced service team to help launch their agency.

“Aligning with the right software partner was critical to our launch strategy. Not only did WestEnd Software’s solutions meet all of our requirements, but they also stood out with respect to their agency knowledge and their creative approaches,” commented Rick Merriam, Founder of Exemplar Associates. “We are thrilled about this partnership and are genuinely impressed with WestEnd’s hands-on, customized abilities. We are very confident the Workspace solution will provide our clients and community with undeniable advantages and benefits,” added Mr. Merriam.

The WestEnd Workspace licensing solution offers a comprehensive, end-to-end suite of software licensing tools that enable agencies, licensors, and licensees to better manage all aspects of their licensing program. Core features of WestEnd Workspace include contract management, royalty and financial administration, product approval, and digital asset management. The Workspace solution elevates this functionality to also support manufacturing compliance, on-demand business intelligence reporting, and integrated workflows for contract renewals and amendments. Guided and built using a mobile-first strategy, Workspace can be accessed via any device, through any browser or via dynamic mobile apps. Simply, Workspace is the most secure, full-featured option for all sectors in the licensing industry.

“WestEnd Workspace was designed for clients like Exemplar Associates and we could not be more excited to work with them. Exemplar Associates’ unique and compelling offering to the premier universities and colleges of the world is going to be extremely well received, and the WestEnd team will be there to support their efforts at every step,” said Zeljko Rakocevic, President of WestEnd Software. “Rick made it clear that not only did they need a solution that offers standard licensing software features, but one that also provides Exemplar’s university clients a competitive advantage in both growing the size of their licensing programs and driving better compliance by licensees and retailers – and this is what WestEnd Workspace will deliver.”



Listen Create Code Launch

“Sophisticated software and broad support are key elements to any successful consumer products licensing operation,” continued Mr. Merriam. “Given the complexity of today’s collegiate industry, the precise and apt objectives of our intended audience, and so as to elevate our clients above and beyond traditional constructs, we evaluated numerous options and drilled deep on user experience, intuitive workflows, and intelligent reporting. The granularity, transparency, and reciprocity available through Workspace and from WestEnd is absolutely phenomenal and places Exemplar Associates in a unique, enviable position.”

### **About WestEnd™ Software**

WestEnd™ Software Inc. is an innovative developer of enterprise software solutions having designed and delivered a number of leading applications in the Licensing and Entertainment industries. These applications have been deployed by and are still in operation at some of the largest companies in the world, including a number of Fortune 500 firms. The new WestEnd™ Workspace application suite focuses on a diverse set of enterprise functions, including contract management, accounting administration, approval workflow, digital asset management and business process management. Since 2004, WestEnd Software has developed a strong industry reputation and dedicated following for both the breadth of its offerings and the strength of its solutions to meet client needs. For more information and to contact us directly, visit [www.westendsoftware.com](http://www.westendsoftware.com).

### **About Exemplar Associates, LLC**

Exemplar Associates is a specialized trademark licensing and brand stewardship firm that provides boutique services, premium results, and hand-crafted programming for premier colleges and universities. Equipped with comprehensive capabilities ranging from royalty management and trademark enforcement to brand development and strategic planning, Exemplar integrates citizenry - social, environmental, economic - into strategy to bring about innovative programs and exciting, positive results. The agency was formed in 2015 and uniquely positions its partners to enjoy purposeful, prosperous futures. To learn more, please visit [www.exemplarassociates.com](http://www.exemplarassociates.com).