

MICHAEL VAN WIENEN NAMED GENERAL COUNSEL FOR EXEMPLAR ASSOCIATES

Highly-respected attorney to provide legal, compliance and trademark expertise to specialized agency

JUNE 24, 2016 - Exemplar Associates, a specialized trademark licensing and brand stewardship firm that provides boutique services and hand-crafted programming for premier properties, is excited to announce their hire of Michael Van Wieren as the agency's General Counsel. Michael is a seasoned attorney with over a decade of experience in trademark and licensing matters, first for the Licensing Resource Group as Vice President and General Counsel and later as Executive Vice President of Operations at Learfield Licensing Partners.

"Recognizing the strong legal component in the very nature of trademark licensing, it's critically important to our partners and for us to connect the contractual grant of intellectual property rights to compliance, enforcement and education," said Rick Merriam, the Founder of Exemplar Associates. "Having an experienced attorney presiding over this area reinforces our commitment to being a specialized agency and affords us the unique ability to offer sophisticated rights management."

Van Wieren is well-regarded throughout the trademark licensing industry, having provided counsel to colleges and universities, other properties, licensees and agents regarding multi-faceted intellectual property matters, including domain names, trademark registrations and portfolio management, as well as enforcement and anti-counterfeiting.

"I'm incredibly excited to work alongside Rick and the Exemplar team," said Van Wieren. "Licensing intellectual property, at its core, is a legal concept, and I know there is an appetite in the marketplace for truly sophisticated IP rights stewardship."

Throughout his tenure, Michael has been a guest speaker at the International Licensing Expo and for multiple International Collegiate Licensing Association sessions. He has been interviewed by the Wall Street Journal, the New York Times and ESPN, and by trade publications such as License! Global.

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