

## EXEMPLAR ASSOCIATES UNVEILS NEW SECURITY HOLOGRAMS

*Leading global provider of intellectual property protection solutions selected by licensing agency to launch and manage security hologram program*

JULY 7, 2016 - Exemplar Associates, a specialized trademark licensing and brand stewardship firm that provides boutique services, premium results, and hand-crafted programming for premier properties, is excited to announce that Cuservi will create and support their new security hologram program. Based in Barcelona, Spain and with additional office locations in Argentina, China and the United States, Cuservi has provided holographic products for countless global brands of note, including Real Madrid, General Electric, Michelin, FC Barcelona, Moulin Rouge, the New York Cosmos and the Tour de France.

“Like Cuservi, Exemplar Associates places an emphasis on tailored service and original development,” said Antonio Giralt Rodriguez, Cuservi’s President. “We look forward to working with them and the licensees who will provide their clients’ consumer products.”

Featuring Exemplar’s distinctive “X”, each Cuservi hologram will be embedded with nearly twenty security features, including kinetic, zoom and floating effects, 3-dimensional color images and sequential laser number coding.

“Following a broad evaluation of authentication and hologram options, we are extremely pleased to introduce our Cuservi holograms,” said Rick Merriam, the Founder of Exemplar Associates. “We’re particularly gratified by the overwhelmingly positive response around our ‘holograms only’ policy.”

In order to reduce waste and licensee costs around the purchase of holograms, Exemplar’s licensees will be required only to affix a security hologram security label/sticker to each licensed product, product packaging or company hangtag. A separate hangtag will not be required.

[About Cuservi](#). For more than 18 years, Cuservi has been a global leader in providing cutting-edge brand protection and management solutions for corporations and small businesses. Cuservi specializes in holograms with sophisticated security measures for a variety of different markets and sectors. Their outstanding CUsomer SERVIce has allowed Cuservi to earn the trust of some of the largest national and international entities in sports, retail, entertainment, banking, government and media. For more information, visit [www.cuservi.com](http://www.cuservi.com).

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