



Fabio Lettieri

Introduction

I am a seasoned intellectual property and licensing executive with over 25 years of experience in trademarks, patents, and brand development. As former Licensing Director at Iconix Brand Group, he played a pivotal role in scaling the company's licensing operations, helping it reach \$14 billion in retail sales and an industry-leading 82% EBITDA in 2009. That same year, Iconix was named the world's second-largest licensing company by royalty revenue.

In 2010, I founded Interface 212, a venture studio focused on transforming innovative ideas into commercially successful products. Through Interface 212, he led the creation and development of groundbreaking projects such as Decathlon's iconic snorkeling mask, SodaStream product extensions, Holo (a next-generation road safety light), and IPPS, a patented parking sensor technology featured on the international TV show Shark Tank.

Over the course of his career, I negotiated and signed more than \$ 500 million in royalty contracts across consumer goods, technology, and lifestyle sectors.

Before entering the licensing world, I built a reputation in the textile industry, developing product concepts that achieved global commercial success.

I am also a dedicated philanthropist and father of three. In 2002, together with his friend Aldo Forte, Fabio co-organized an international football tournament in memory of the victims of the 9/11 tragedy.

Track records

In his career Fabio Lettieri signed more than \$ 69 M in royalties guaranteed contracts in more than 40 countries around the world.

Fabio Lettieri is an expert of **European** and **North America** markets as well as emerging markets like **India**, **China** and **South America**.

Highlights

Brands

Ocean Pacifics
Rock&Republic
Vera Weng
Champion
Brooks Brothers

Patents

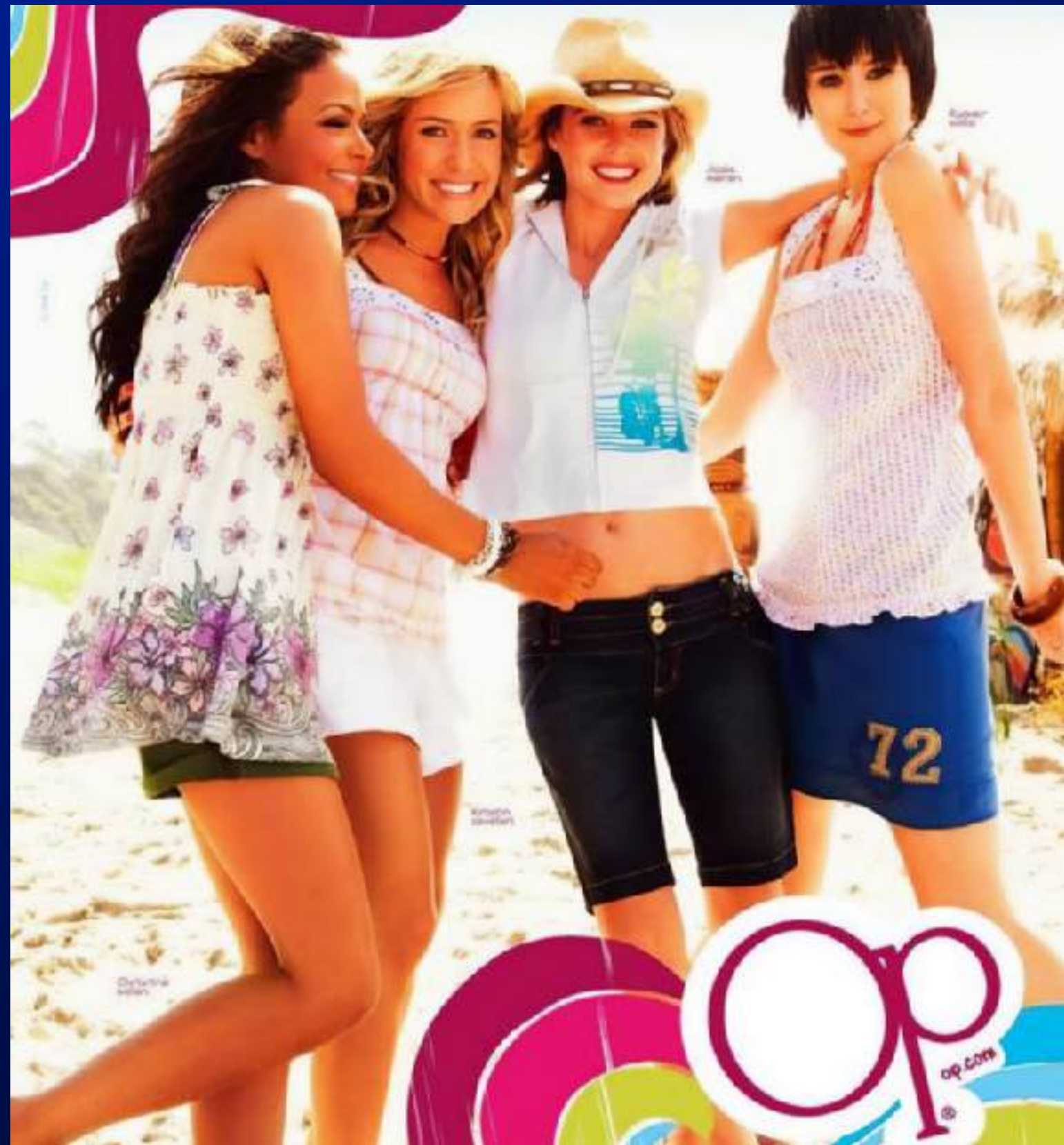
V16 + Holo
IPPS - Shark Tank
Snorkeling Mask
Smart Band-Aid

Brands





- IP Bought by Iconix for: **\$ 28 million**
- License agreement: **5 Yrs + 5 Yrs**
- Min. royalties guaranteed/year : **\$ 7 million**
- Actual royalties paid per year: **\$ 25 million**





ROCK & REPUBLIC

- IP bought for **\$ 60 million** by VF
- License agreement: **5 Yrs + 5 Yrs**
- Min. royalties guaranteed: **\$ 12 million**
- Actual royalties paid per year: **\$ 28 million**





Before: \$ 40 million revenues

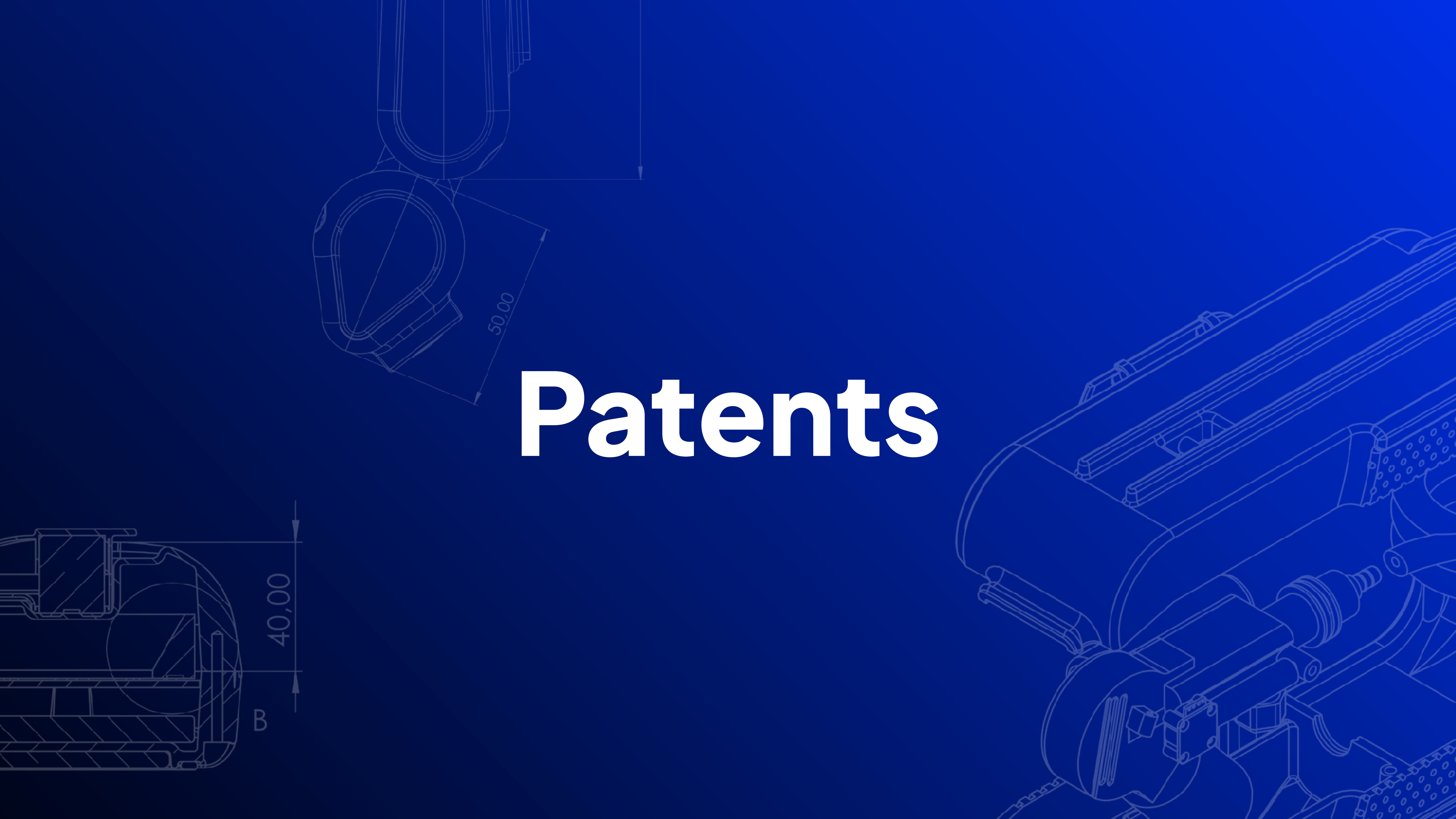
SIMPLY VERA VERAWANG

The collection exemplifies everyday sophistication and accessible luxury. Simply Vera Vera Wang is designed for those who appreciate effortless style and know that it is the small signature details that make all the difference.



After: Simply Vera by Vera Weng
\$ 280 million with 5% royalties

Patents



V16 + Holo

V16+HOLO device combines a V16 flashing beacon device with a holographic projector that can produce a hologram of the emergency triangle through a laser beam.



2024

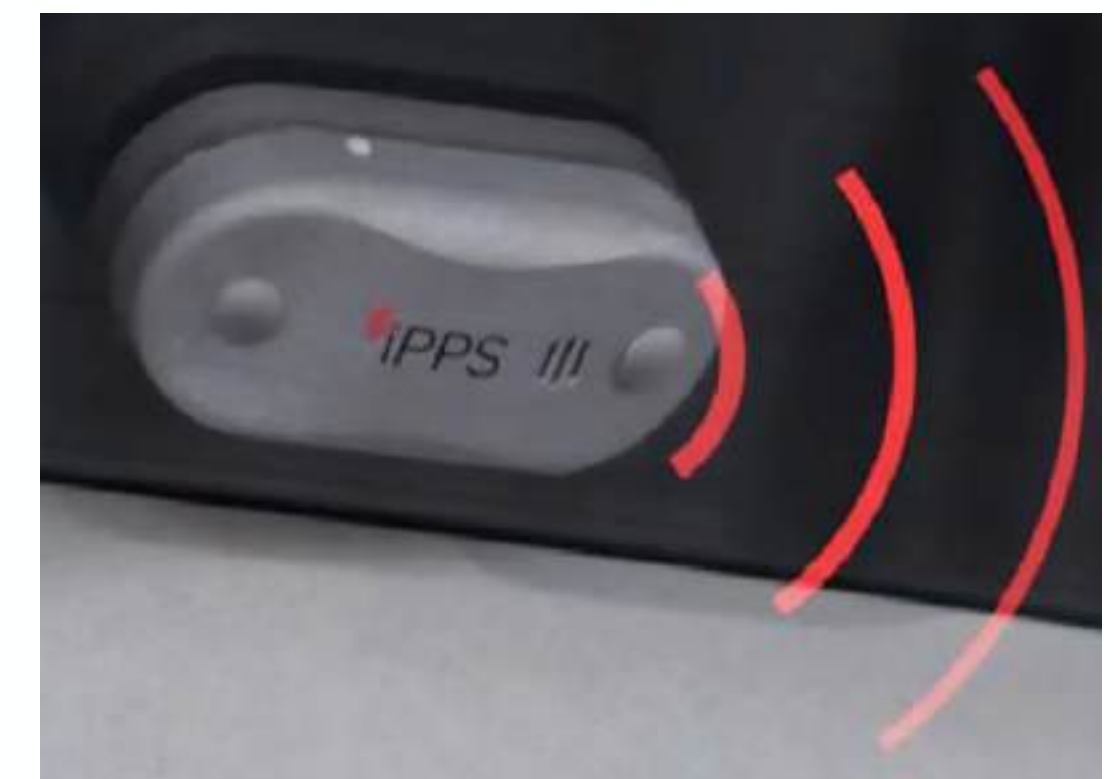
From 2024 Spain and UK will replace the old warning triangle with the V16 flashing beacon.



IPPS – Infrared Shark Tank



- Total investment: **Eu 330.000**
- Project revaluation after 18 months **Eu 4.8 million**
- 12% sold for **Eu 500.000**



Easy breath Mask

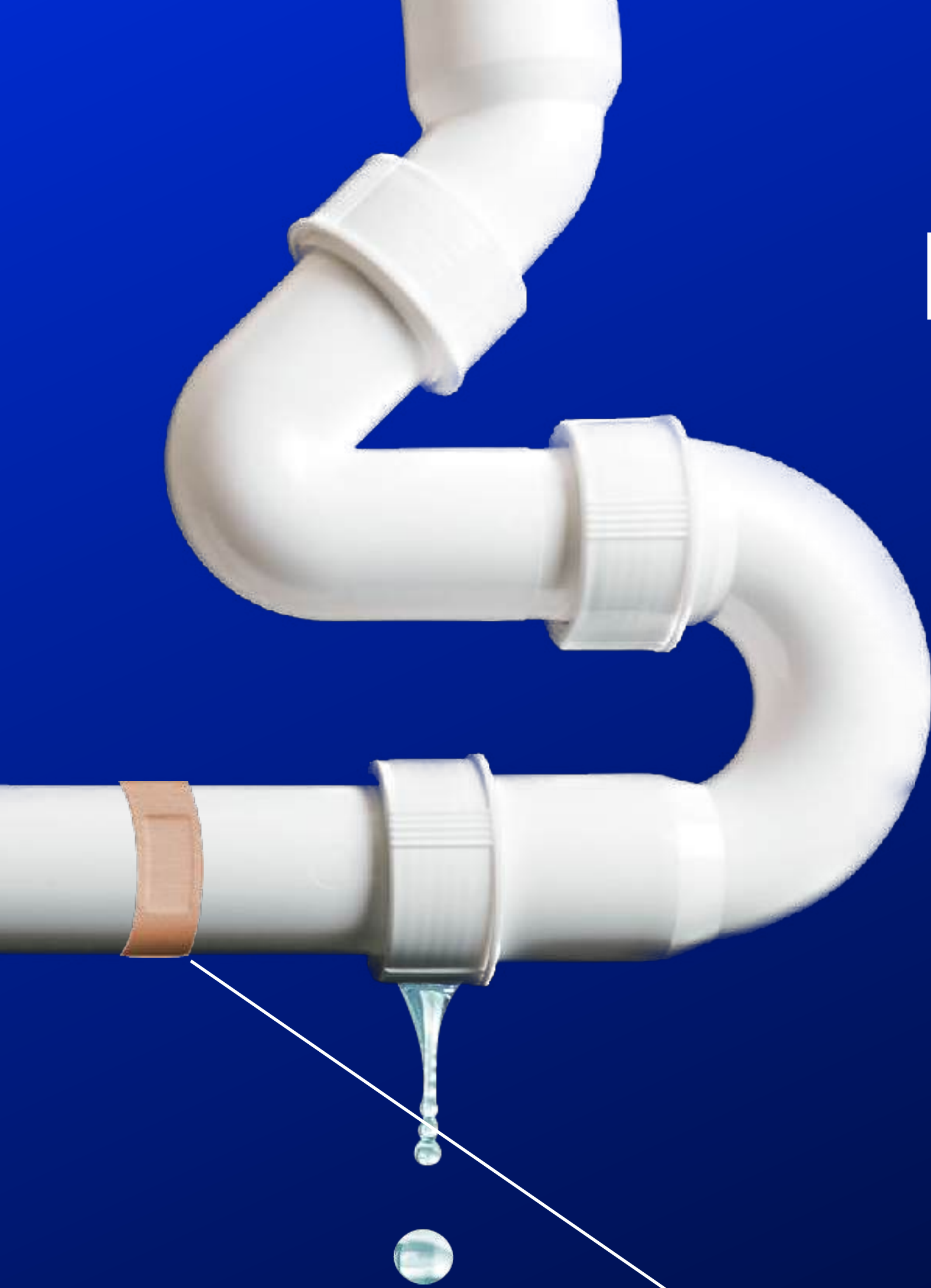


DECATHLON

- Fabio Lettieri (through Interface 212) participated in the industrialization:
6 months: Production costs Eu 7.25
- DTR (direct license agreement) signed with Decathlon
12 months: Retail price Eu 29



Smart Band-Aid



How it was
to read water waste



How we made it

We used the technology of the Band-Aid
to read and monitor breast feeding



Other Projects



RANGE
ROVER



sodastream®



JOE BOXER®



MOMA
design
materialofmodernarchitecture



The new Alitalia



Thank you



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