



Gamification Code:
STICK



The "Power Couple" Strategy

*Building iconic brand partnerships and
navigating the legal architecture
of Co-Branding*



THIS SESSION IS SPONSORED BY



IP for Innovation



Co-branding?

1



?

2



?

3



?

4



?

5



?

6



?

7



?



Lanying (Lena) Shen

Dakun IP Law Firm (China)



达坤知识产权
DAKUN INTELLECTUAL PROPERTY





Antony Craggs

Shoosmiths (UK)

SHOOSMITHS





Karley Gan

Miniso (China)





Lori Hall

Gowling WLG (Canada)



GOWLING WLG





MINISO GROUP & its co-branding stories



01

About MINISO



02

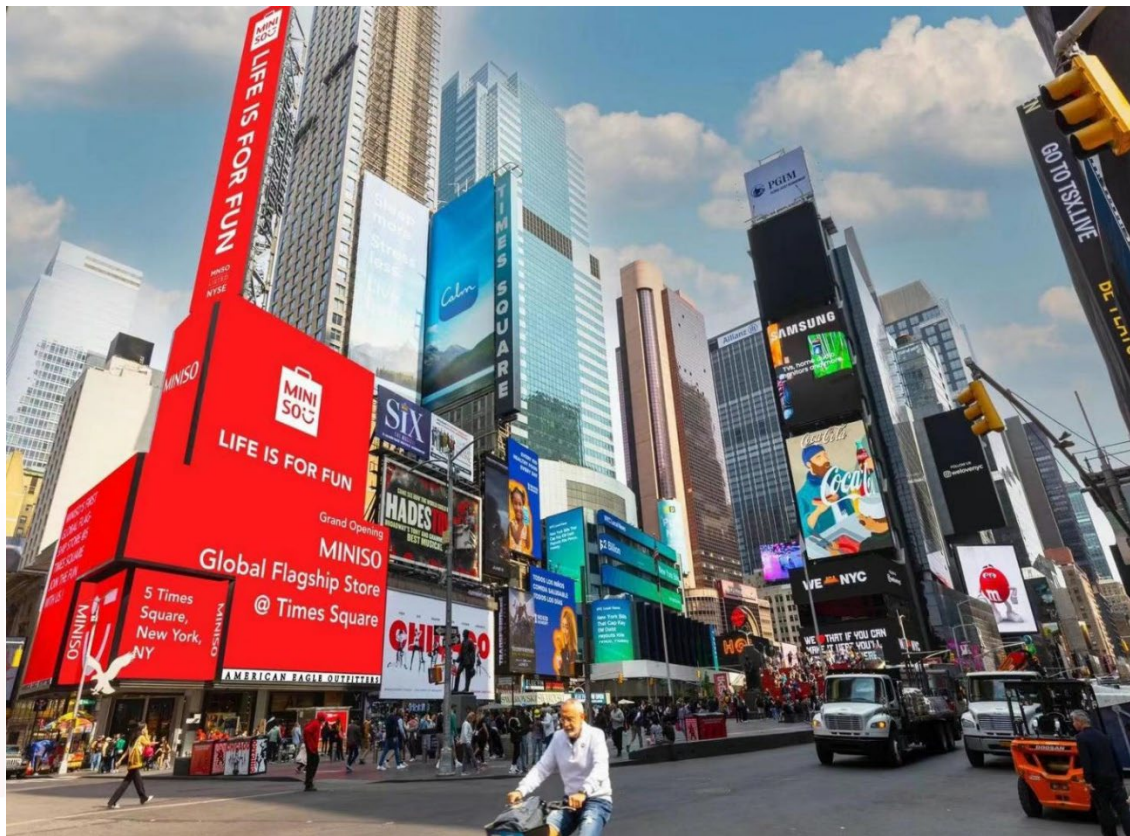
MINISO's Co-branding Practices

MINISO

Karley
In-House Counsel
MINISO Group

MINISO Life is for fun





New York-Times Square



Paris-the Champs-Élysées



Shanghai-Nanjing East Road



London-Camden



Operating in 112 Countries & Regions | Over 8,500 Global Stores

中國名創 开心世界





MINISO's Co-branding Practices

中國名創 开心世界

180+ GLOBAL IP COLLABORATIONS





MINISO's Co-branding Practices

中國名創 开心世界

IP × Product

Integrating IP characters, visual identity, and story into product development.

IP × Store

Bringing IP to life through themed retail store.

IP × Experience

Connecting fans with IP through events, activations, and interactive experiences.

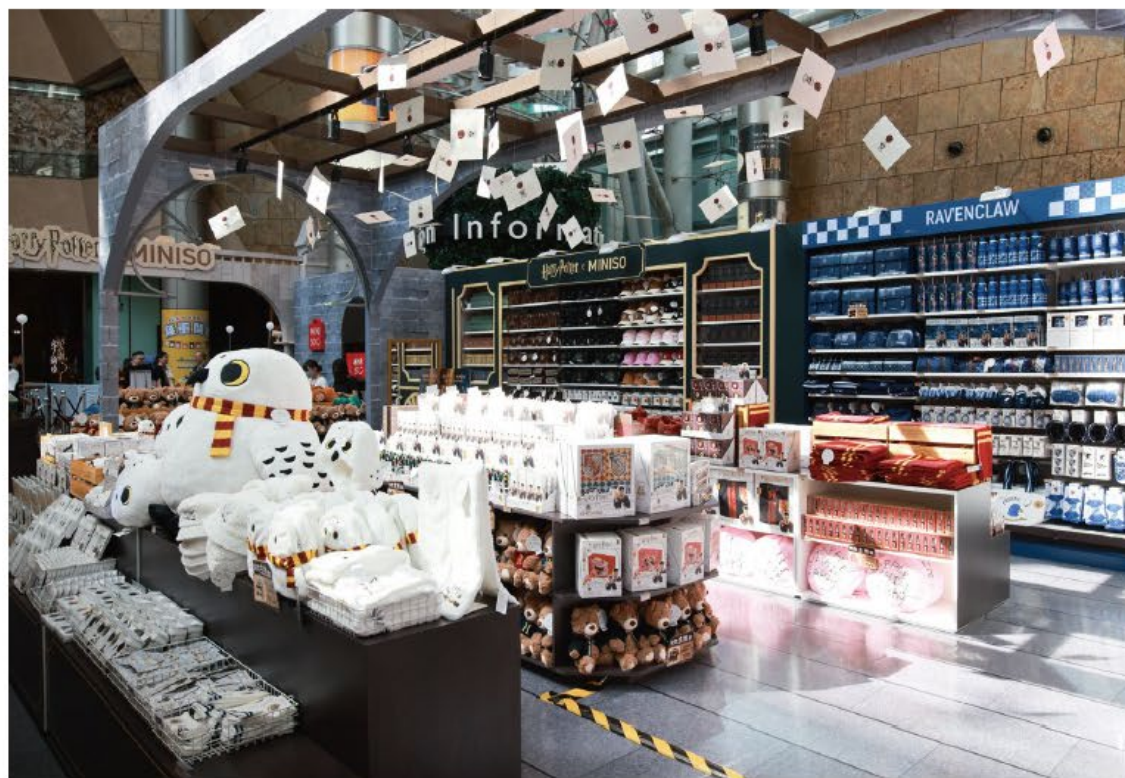
MINISO x Sanrio
LICENSE



MINISO x Barbie



Harry Potter x MINISO



MINISO's Dual IP Strategy: Licensed & Owned IP

Key challenges in licensed IP collaboration

- 01 | Rising IP licensing costs.
- 02 | One IP is used by multiple brands, making products look increasingly similar.
- 03 | Creative constraints imposed by ip right holders.



Two pathways to develop MINISO's owned IP

- 01 | Identify promising niche IPs, obtain exclusive rights or acquire IP rights, and build global awareness via MINISO's ecosystem.
- 02 | Internal design team creates original owned IP from scratch.



YOYO

MINISO

YoYo



© YOYO All Rights Reserved

© Disney/Pixar



MINISO DUNBUN



Thank you.





Benefits of Co-branding



TIM HORTONS and HARRY POTTER

[Menu](#) [Tims for Good](#) [Tims Catering](#) [TimShop](#) [More ▾](#)

Tim Hortons

[Join now or sign in](#)

Something enchanting is now at Tims



STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY

www.ficpi.org



Scenarios of co-branding



Thai boxing-themed DunDun doll –MINISO & Thai Consulate



NIKE+ -NIKE & APPLE





McDonald + OREO



OREO® McFlurry

570 Cals

Change your size



Regular Size



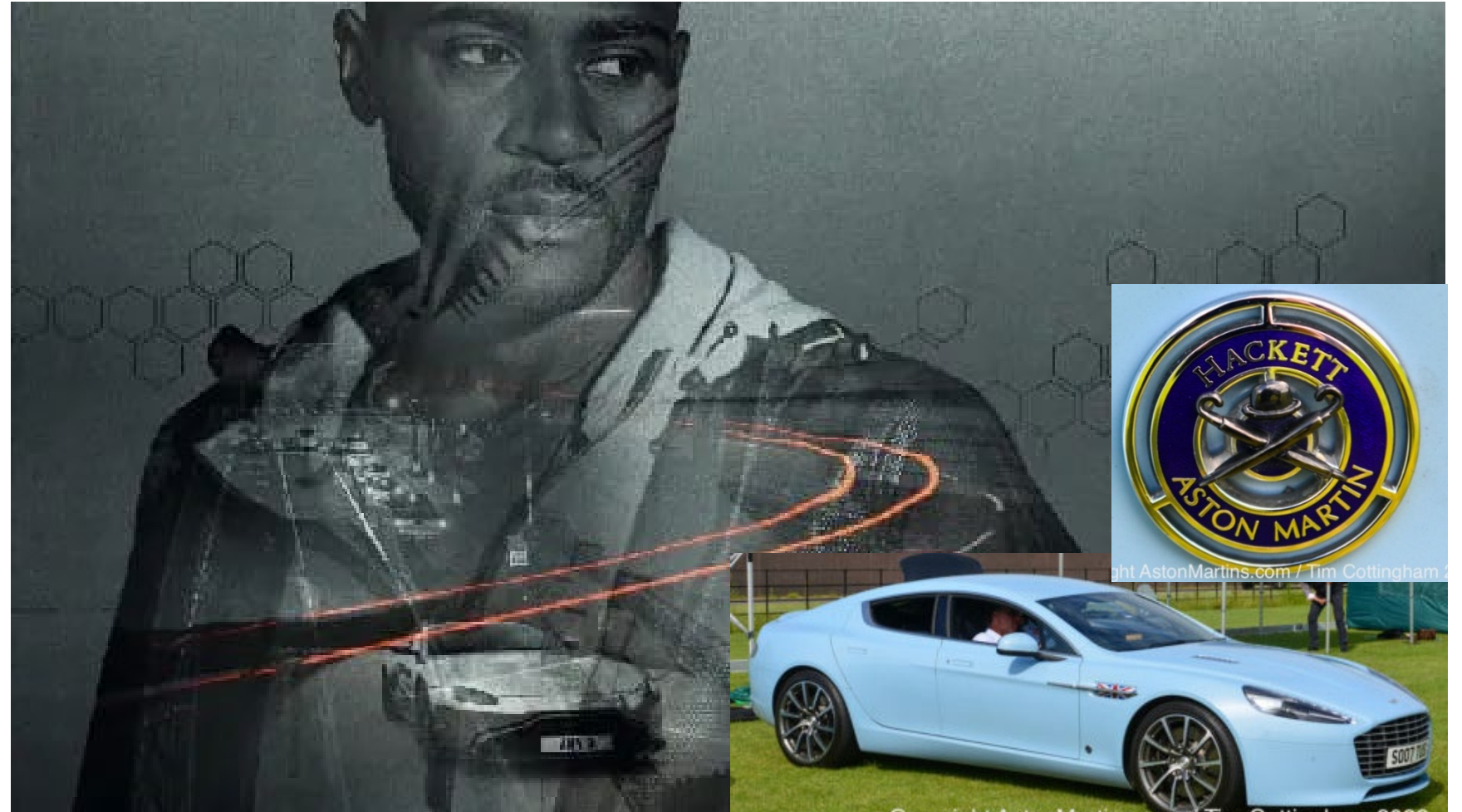
Small

Treat yourself to creamy vanilla soft

ice cream with Oreo cookies



Aston Martin + Hackett





Before "marriage"
--issues to attend to
before co-branding starts



During "marriage"
--reputation management
--crisis management
--agreement performance





**post "marriage"
--closing-out tasks after
termination of the co-
branding**



**What is key for a
"perfect marriage" of
co-branding?**



Gamification Code:

STICK



STRENGTHENING THE PRACTICE OF THE INDEPENDENT IP ATTORNEY

THIS SESSION IS SPONSORED BY



IP for Innovation