



Back by Popular Demand...
The Return of an American Icon



Licensing Presentation



Who is Kilroy and what does he stand for?



- ★ The Kilroy icon got its start in the 1940's and became an enduring symbol of pride and encouragement amongst GIs during World War II
- ★ This quirky image was left by servicemen to inspire and encourage those following behind them and quickly became one of the first viral sensations ever known
- ★ *Kilroy Was Here* was found anywhere it could be scratched, chalked, penned or inked – on buildings, tanks, bridges, bathroom walls, aircraft fuselages & piers
- ★ It became a unifying symbol that was embraced by mainstream culture in the 1940's, reaching cult-like status across the country
- ★ Kilroy is inspirational, unifying, quirky, fun and 100% American made



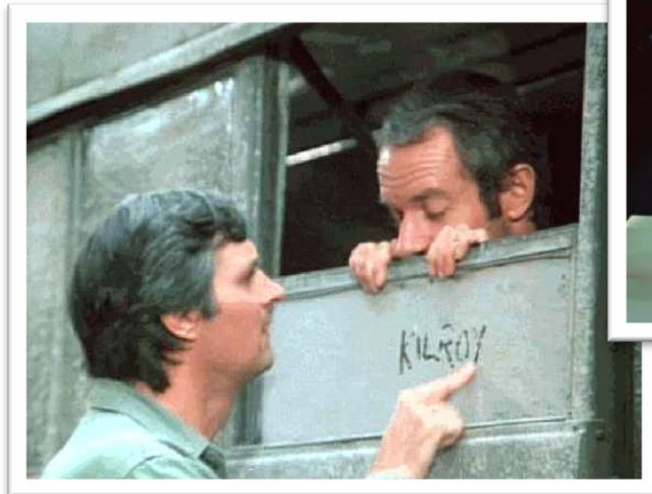
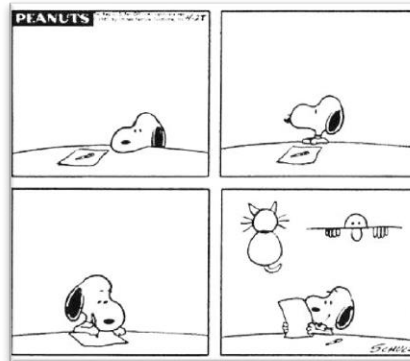
The Establishment of an American Icon: A bit of history

- ★ Long before the Internet, Kilroy made his way around the world the old-fashioned way, becoming a legend among the millions of military personnel who served during World War II and expanded into the general U.S. population, achieving cult-like status.
- ★ Kilroy captured the imagination of GIs everywhere they went. They scribbled it wherever they could as a symbol of camaraderie and spreading the “inside joke”.
- ★ Kilroy became the U.S. super-GI who had always "already been" wherever GIs went. He was there when they arrived and he remained there when they left.





A Viral Sensation Across the Ages





Relevant Then and Now

Then:



Kilroy became a rallying cry of the mounting Allied successes

Now:



Outside of Osama bin Laden's complex today





Mission:

- ★ Reinvigorate this classic icon to connect the past, present and future
- ★ Inspire nationwide unity in a fun, engaging manner
- ★ A portion of merchandise proceeds will go to support military veterans and their families in need
- ★ Build a licensed merchandise program in a variety of categories including:

Novelty merchandise
Hats, watches and fashion accessories
Home decorative accessories

Barware & drinkware
T-shirts & hoodies
Magnets, stickers, car decals





Potential Merchandise Applications





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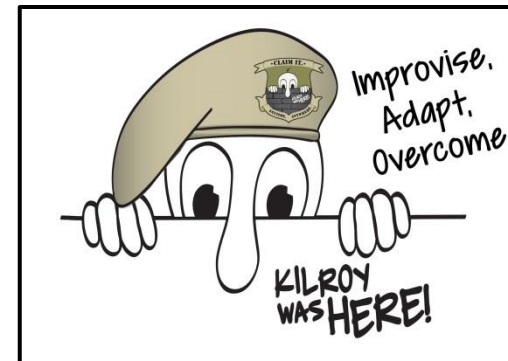
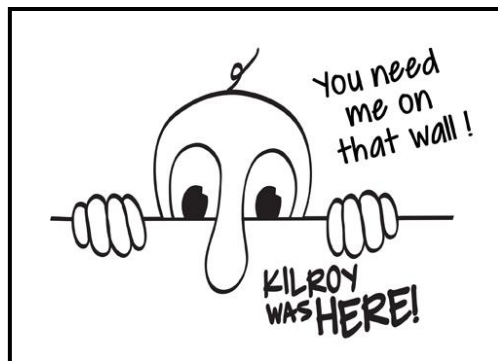
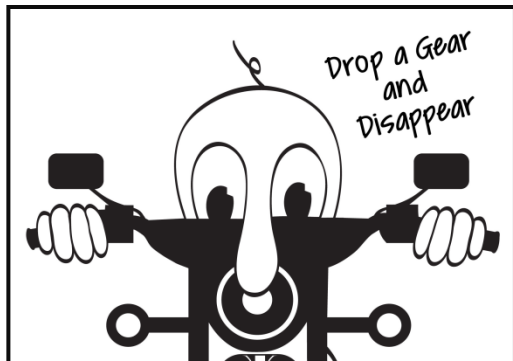
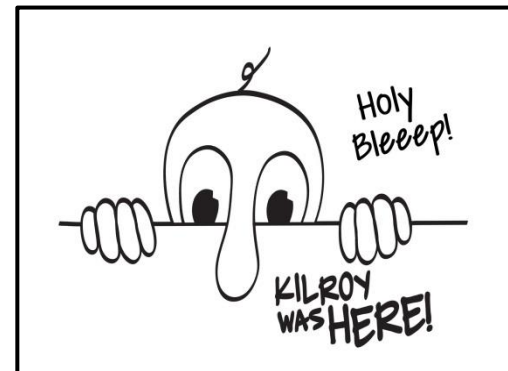
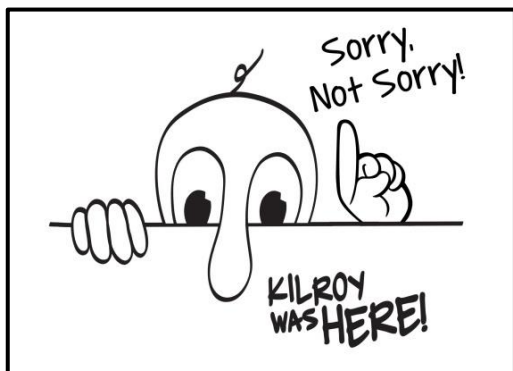
Examples of Other Retro and Quirky Trends



Viral
Becoming very popular by viral pro
self-replicating processes to produ
from person to person or enhance
spreading of information and othe
Internet sharing through social m
text message

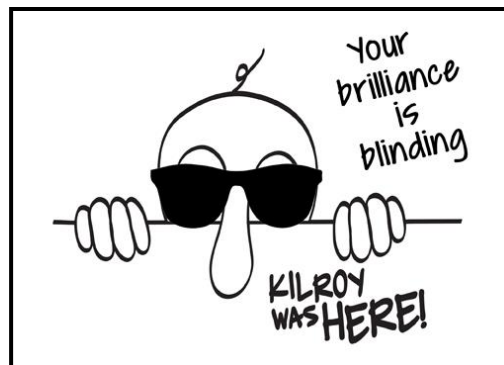
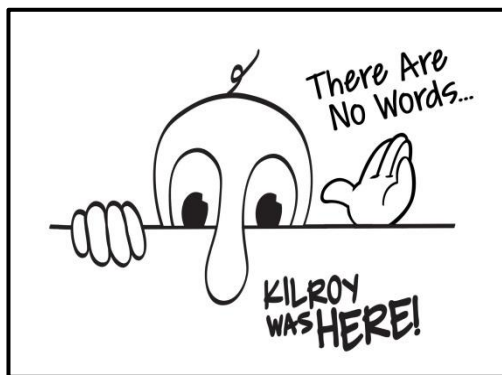


★ ★ FUN WITH KILROY ★ ★





★ ★ FUN WITH KILROY ★ ★



★ ★ WHERE WILL KILROY SHOW UP NEXT? ★ ★



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