Your licensing agent in *Korea*.

I-Licensing Korea is a brand and character licensing agency in Greater Seoul. We bring global brands, artists and character IP to Korean licensees — and take Korean IP to international markets.

BRAND OWNERS & ARTISTS

Enter Korea

We find licensees, negotiate agreements, manage product approvals and report royalties — one local partner for the whole licensing cycle.

AGENTS

Partner with us

Agencies in other territories can work with us as sub-agent or co-agent for Korea, and we introduce Korean IP to your market.

LICENSEES

License a brand

Korean manufacturers and retailers can license our brands and characters across apparel, footwear, bags, accessories and lifestyle goods.

NEW · KOREA AGENT

Fritz möbus — the German sports heritage brand founded in 1924 in Crailsheim, worn by medal winners at the 1936 Berlin Olympics and reborn today as a street icon.

OUR BRANDS & ROLES

Korea agent	Fritz möbus · SCANDINAVIAN FOREST · MOZ SWEDEN · GIGI & FRIENDS
Global agent	JOHN HOWARD [DIRTY DOG] · MASSO · VIVIDINO
Korea sub-agent	ELLE
Overseas business agent	SKONO
Own brand	HÖRU

HOW WE WORK

01	Business meeting
02	Brand proposal & market fit
03	Negotiation
04	Agreement
05	Product development & approvals
06	Launch & royalty reporting

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Bridging Brands, Building Business.