



J'net Smith - Owner/CEO - All Art Licensing

"Licensing Information You Can Use"

For more than twenty years, All Art Licensing has led the way in fulfilling the great need for educating designers, artists and cartoonists regarding the latest licensing business models and the realities of the industry. Any creator who wants to take their business beyond the 'work for hire' or 'manufacturing' models to create a royalty revenue stream, must incorporate licensing into their entrepreneurial business. Join J'net for her comprehensive licensing presentations with details you can immediately apply to your business.

All Art Licensing's presentations are known for:

- Being incredibly detailed and informative
- Teaching valuable lessons from the trenches
- Including excellent visuals and step-by-step processes
- Providing business tools that you can apply immediately
- And ALWAYS receiving the highest reviews!

Popular speaking topics:

- 'Brand Building Through Licensing'
- 'Character-Building in a BIG Universe'
- 'Creating New Revenue Streams from Your Art + Designs'
- 'What Every Creator MUST KNOW About Licensing'
- 'ABC's of Licensing Your ART, BRANDS & CHARACTERS'
- 'Marketing Your Creativity'
- 'Marketing, Branding & Licensing for Entrepreneurs'

Bio

J'net Smith

J'net is one of those very rare people who possess a balanced combination of creative sensibility and extraordinary business acumen. It is this combination that has served her over the span of a very impressive career, where she has achieved success in multiple industries. After graduating from University of Oregon School of Journalism, she spent her early career days in New York building new divisions for such corporate giants as Official Airline Guides, Macmillan Publishing, Paramount Communications, and VIACOM International.

In the 1990's, as Vice President of United Media, J'net agented and edited New York Times bestselling book "The Dilbert Principle," which went on to sell millions of copies and held court on the New York Times Bestsellers' List for 43 weeks. She built the Dilbert brand from its infancy to an IP which generated more than \$250M. Through humor and pushing the envelope, Dilbert became a catalyst for today's work-at-home entrepreneurial lifestyle.

Today as president/owner of All Art Licensing she acts as an agent for a few notable clients, helping transform creative concepts into marketable brands through her expert guidance in marketing, brand building, product development and, of course, licensing.

For Zoonicorn, a 3D animated preschool series that teaches optimism, determination and resiliency in more than 100 countries, she began development with a rough design and one story to build the independently owned IP. Today she is the Executive Producer/Director of the Zoonicorn series which includes three seasons, 130 7-minute episodes, books and more than sixty other unique products from manufacturer licensees. J'net leads the brand's global business—including branding, business development, and licensing—while managing the day-to-day operations for the show's creator.

A dynamic force in children's entertainment and brand strategy, J'net is also spearheading a new initiative with High Touch High Tech, a global science education company with 34 franchises in the U.S. and 12 countries. She secured a global publishing deal for 'The Spark Experiment,' a graphic novel launching in Spring of 2026, which combines action-adventure storytelling with hands-on science experiments that kids can do at home.

J'net has compiled an extensive list of satisfied clients and has gained an enormous amount of respect and agent, negotiator, and business manager.



Testimonials:



Self Employment in the Arts

"J'net Smith has presented at numerous SEA events including both regional conferences as well as our national conference. Her sessions are full of useful information and we always receive positive feedback from the attendees. When it comes to presenting on licensing, J'net is our go-to presenter. Outside of her presentations, she takes the time to further engage and interact with the attendees. Recently, we added J'net to our list of SEA Ambassadors as she encompasses what we look for in quality speakers and shares in our passion for helping artists and creators succeed."

Amy E. Rogers, SEA Director, Self Employment in the Arts

"I have known and worked with J'net Smith for close to 10 years and find her to be one of the most knowledgeable experts on art licensing within the industry. Generous with her time and wisdom, she's more than happy to help educate and give direction to those seeking to license their work as well as to those seeking to buy licensed work. J'net is my go-to source for all things licensing."

Patricia McKiernan, (Former) Executive Director, Graphic Artists Guild



"It was a pleasure to work with J'net Smith on the Art + Design Resource Center. J'net really understands what companies can do to maximize their investment in the show and has presented great advice and tips for success in getting started in the licensing arena."

Jessica Blue, Senior Vice President, UBM Advanstar Licensing Expo, Brand Licensing Europe and License! Global Magazine



"J'net steered the Dilbert licensing program from almost nothing to an international phenomenon. Thanks for making me a millionaire."

Scott Adams, Creator and Internationally Syndicated Cartoonist, DILBERT™

J'net has shared her expertise at the following events:



Marketing
Communications
Executives
INTERNATIONAL

- Hosted Licensing Expo Art + Design Resource Center (Sponsored by Licensing International)
- Annual SEA (Self Employment in the Arts) National and Regional Conferences
- National CEO (Collegiate Entrepreneurial Organization) Conference
- HOW Design Live
- Graphic Artists Guild National and Regional Webinars
- SURTEX - The Marketplace for Licensing Original Art & Design
- CTN (Creative Talent Network) Animation Expo
- MCEI (Marketing Communications Executives International)
- Kiwanis International



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jnet@allartlicensing.com

206.719.1905