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|  |  |  |  |  |  | **Project Manager** | | **Philip Hamilton** | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | **Start Date** | | **Jul 6, 2020** | | |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | **PLAN ACTIVITIES** | | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **Week 5** | **Week 6** | **Week 7** | **Week 8** | **Week 9** | **Week 10** |  |  |
|  |  | Jul | Jul | Jul | Jul | Aug | Aug | Aug | Aug | Aug | Sep |  |  |
|  |  | 6 | 13 | 20 | 27 | 3 | 10 | 17 | 24 | 31 | 7 |  |  |
|  |  | PRELIMINARY CONSIDERATIONS | Identify rebranding team. Establish protocols. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Scope the rebrand - companies, businesses, brands. | v |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Determine geographic area. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Gap analysis - existing vs proposed branding. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Clearance searches for new brands and registrations. |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | BRAND CREATION | Brand creation strategy; consider gap analysis. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Secure new registrations where relevant. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Create brand guidelines for the new branding. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Public announcements. |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | CORPORATE & REGULATORY | Obtain corporate registrations. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Obtain securities registrations; notify authorities. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Notify regulators and update/obtain new licenses. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Inform relevant third parties (advisors, suppliers) |  |  |  |  |  |  |  |  |  |  |  |  |
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|  |  | PRACTICALITIES & IMPLEMENTATION | Identify and effect rebranding for branded assets. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Plan and budget for implementation. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Inform and educate employees; inform third parties. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Determine strategy for historic brand. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Establish/update brand protection protocols. |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  | Lorem Ipsum. |  |  |  |  |  |  |  |  |  |  |  |  |
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