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WikiLeaks and Julian Assange leverage brand recognition

WikiLicense appointed to provide exclusive brand licensing representation for the WikiLeaks™ and Julian Assange™ brands

Reykjavik, Iceland – 3rd February, 2014 - WikiLeaks today announced that it has appointed WikiLicense, a new commercial entity led by Olafur Sigurvinsson and a team of industry specialists, as exclusive brand representative to act as master agent for the WikiLeaks™ brand, as well as the Julian Assange™ trademark and likeness.

The WikiLeaks™ brand has become an important and globally recognized symbol of people's desire to express their beliefs on the topic of freedom of speech and transparency. The creation of a professional body around commercial licensing will not only facilitate more widespread use of the WikiLeaks™ trademark in related initiatives, but will also serve as an additional revenue stream to fund the important work conducted by the organization itself and thus help bring truth to the world.

"WikiLeaks and Julian Assange enjoy amazing worldwide recognition and possess all of the key attributes of major global brands," said Olafur Sigurvinsson, WikiLicense CEO, "They represent a cause that a large proportion of people are passionate about, have strong momentum and speak to a growing consumer demographic that is emerging from a tide swell of changing opinion across the world. As we've seen with the exposures of mass surveillance in 2013 by Edward Snowden, the importance of WikiLeaks is going to become increasingly more relevant. We have already received expressions of interest from a number of companies with consumer products and services that align with our brand values, and I expect the first of these to start appearing soon."

"We have created new ways for our supporters to fund our work and WikiLicensing is an important part of that," says Julian Assange, founder and publisher of WikiLeaks, "This is also a positive way of both spreading the awareness of our work and protecting the integrity of the brand."

WikiLicense is currently setting up a network of local representative agents for all key territories and will shortly present a style guide and other materials for future licensees. For further information, please visit our website at www.wikilicense.com.

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About WikiLicense

WikiLicense is the worldwide Master Agent for WikiLeaks and Julian Assange. The company grants licenses to use the WikiLeaks trademarks, as well as the name and likeness of Julian Assange on products, either directly with licensees or via regional representatives.

About WikiLeaks

WikiLeaks is a not-for-profit media organization. The organizations goals are to bring important news and information to the public and providing an innovative, secure and anonymous way for sources to leak information to its journalists.

About Julian Assange

Julian Paul Assange was born on 3rd July 1971 and is an Australian publisher and journalist. He is the editor-in-chief and founder of WikiLeaks.

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