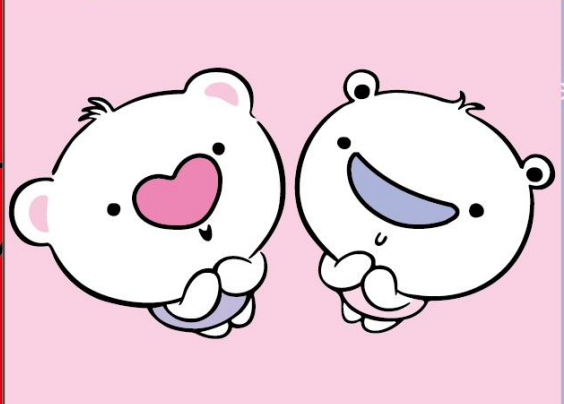




NOBLIPS
© crzone



CSZ
www.crzone.com

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CSZ



CRZONE CREATIVE

씨알존 소개

'씨알존'은 30여년간 상품화캐릭터관련 업무 경험으로 상품화에 최적화된 캐릭터를 개발하여 전세계에 라이선싱하는, 한국에서 가장 경험이 많은 전문회사입니다.
 유명브랜드 캐릭터가 아니어도 일반 캐릭터상품이 어떻게 디자인을 하고 어떻게 기획을 해야 하는지 꾸준한 시장조사를 통하여 캐릭터가 개발하고 있습니다.
 현재 50여개의 상품화 전용캐릭터를 개발하여 라이선싱하고 있으며, 한국에서 애니메이션이 없는 캐릭터업체로 상품화계약업체수가 1위 입니다.

Catchphrase

최고의 캐릭터마케팅은 ,최고의 캐릭터를 개발하는것이다.
 The best character marketing is developing the best characters.

Introduction to Crzone

'Cialzone' is the most experienced company in Korea, developing characters optimized for commercialization and licensing them worldwide with over 30 years of experience in commercialization character-related work.

Even if they are not famous brand characters, they develop characters through constant market research on how general character products should be designed and planned.

Currently, they are developing and licensing over 50 commercialization-only characters, and they are the number one commercialization contract company among non-animation character companies in Korea.



CRZONE has been doing character development, licensing, product design and merchandising for 30 years.

www.crzone.com . www.noblips.com . www.fruitrabbit.com .
 www.cupdog.com . www.heartrabbit.com .
 www.feelbear.com . www.heartbear.com .

merchandising characters

Wechat : crzonekim



Design by crzone



illustrator kim jae shin-history

애니메이셔 캐릭터 설정 날아라슈퍼보드4탄 캐릭터설정(한국최고시청률)
kbs방영 삼국쥐전, 그린캡스 캐릭터개발



캐릭터매뉴얼 대원 눈보리아니메이션매뉴얼, 대원아이언키드매뉴얼,
빼꼼매뉴얼, 강서구청허준매뉴얼, 미미월드매뉴얼
자사라이센싱용 캐릭터 매뉴얼 6종

캐릭터상품개발판매 문구,팬시회사 - 다양한 문구팬시상품기획,제조,판매

캐릭터개발영업 엘지생활용품,동서식품,참존화장품,크라운제과 등

캐릭터 라이선싱 kbs 프로그램 '혼자서도잘해요' HOT라이선싱
완구회사 미미월드 - 미미캐릭터 국내최초
영실업 - 쥬쥬캐릭터
일본애니메이션 - tv방영프로그램 웨딩피치,철인28fx

뽀로로 애니메이션제작사- (주)오콘 캐릭터사업부이사



korea

5

character quantity

278

Merchandising Contract Number
of Businesses Quantity

2670+

Product launch type



china

72

character quantity

9

Merchandising Contract Number
of Businesses Quantity

176+

Product launch type

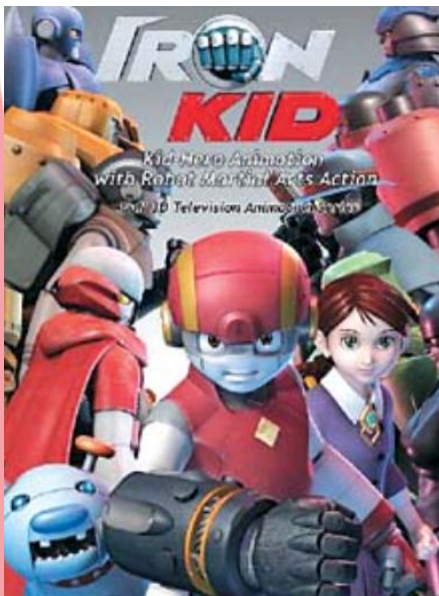
Characters who are contracted to sell plush toys in China . 72pcs character.

- * 1st in number of licensed characters in Korea
- * As a character for commercialization without animation
No. 1 license contractors
- * 1st place in the number of overseas license contract characters



Job Description

Commercial character development and licensing, character product planning and development, animation character settings, style guidebook development



China – Launching stuffed toys



Awards - china2013



2013 China rights genuine creative exposition



2015.7.7 clean day 1th Congress
Clean awards - character fruitrabbit



Status of overseas agents

Chinese Agent 2

1- fruitrabbit, noblips

2- ostty, gatdog

Taiwan 1

beethovin, noblips, ostty, gatdog

Korea-Vietnam joint animation

1 minute x 20 episodes bigpig character



Character

Target : family

17 companies 200 product

Recommended products: toys, candy, sweets, ice cream, children's clothing, dolls, etc.



design by crzone



Character



Target: Teen or older

Recommended products: women's products, clothing, cosmetics, etc.



Character

香味鸡蛋钥匙扣



- TH-82301-4A 鸡蛋百合款
- TH-82301-4B 鸡蛋丁香款
- TH-82301-4C 鸡蛋玫瑰款
- TH-82301-4D 鸡蛋薰衣草款

香味猴钥匙扣



- TH-82304-4A 一百合款
- TH-82304-4B 一丁香款
- TH-82304-4C 一玫瑰款
- TH-82304-4D 一薰衣草

香味兔子钥匙扣



- TH-82302-4A 兔子款
- TH-82302-4B 一丁香款
- TH-82302-4C 一玫瑰款
- TH-82302-4D 一薰衣草

香味熊钥匙扣



- TH-82306-4A 一百合款
- TH-82306-4B 一丁香款
- TH-82306-4C 一玫瑰款
- TH-82306-4D 一薰衣草

公仔头钥匙扣系列



- TH-82331-4A 熊头-百合款
- TH-82331-4B 熊头-丁香款
- TH-82331-4C 熊头-玫瑰款
- TH-82331-4D 熊头-香草款
- TH-82332-4A 兔头-百合款
- TH-82332-4B 兔头-丁香款
- TH-82332-4C 兔头-玫瑰款
- TH-82332-4D 兔头-香草款
- TH-82333 喵鼠
- TH-82334 爱心猫
- TH-82335 熊猫
- TH-82312 皇冠熊公仔

发箍系列



- TH-82327-4A 熊头-百合款
- TH-82327-4B 熊头-丁香款
- TH-82327-4C 熊头-玫瑰款
- TH-82327-4D 熊头-薰衣草款
- TH-82326-4A 圣诞帽-百合款
- TH-82326-4B 圣诞帽-丁香款
- TH-82326-4C 圣诞帽-玫瑰款
- TH-82326-4D 圣诞帽-薰衣草款
- TH-82328-4A 兔耳-百合款
- TH-82328-4B 兔耳-丁香款
- TH-82329-4A 兔头-百合款
- TH-82329-4B 兔头-丁香款
- TH-82329-4C 兔头-玫瑰款
- TH-82329-4D 兔头-薰衣草款
- TH-82325-3A 猪耳朵&皇冠
- TH-82325-3B 猪头&皇冠
- TH-82325-3C 猪头&双心
- TH-82328-4C 兔耳-玫瑰款
- TH-82328-4D 兔耳-香草款



noblips
노블립스

story

살아가는 곳 높은 고산지대지만 자주 속세로 내려와 사람들이 어떻게 사는지 구경하는게 취미. 아무거나 자연에서 나는것은 잘먹고 장난도 잘치는 장난꾸러기 항상 낙원적이고 긍정적인 사고로 뛰노는 대담한 ok...

그래서 무작을 하면 거절을 못해 항상 열혈예요...

background

검은털장모원숭이 black snubnosed monkey
중국 남서부 원남성 고산지대에서 살아가는 멸종위기 동물로 따뜻한 지역에서 살다가 도시화되면서 고산지대로 이동하여 주로 나무 위에서 생활하며 지의류를 먹는다. 동종교와 두종한 입술이 특징이고 3년에 한마리씩 새끼를 낳는다.

노블리피 -noblipy

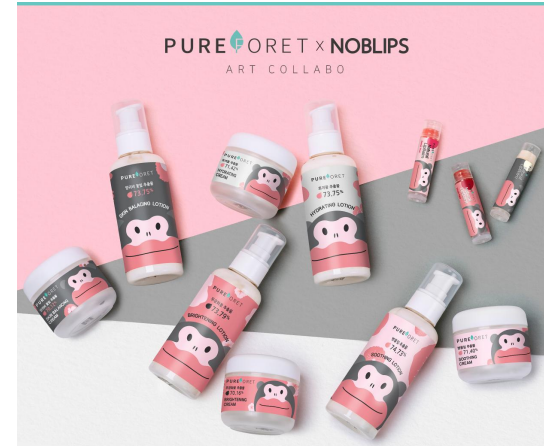
노블리피는 푸들강아지로 노블립스가 곤경에 처했을때 항상 도와주고 슬픈때 위로해주고 평소에는 일이 없이 조용하다가 기분이 좋으면 두벌로 활활활 뛰어들었다.

공부를 많이 해서 똑똑하지만 이상을 만나서는 말 한마디 못 한다.

노블립스처럼 나무를 잘 타지는 못하지만 수영실력은 수준급으로 활속에 들어가면 하루종일 나를 생각을 안한다.

CRzone
character right zone
www.crzone.com

Commercialization contract: 8 companies.
Released products: 230 . Target: Family
Recommended products: women's products, clothes, pouches, handbags, cosmetics, household goods, etc.



Vitamin Sparkling Mist, Medist

내 피부에 직접 처방하는
무방부제 미스트
메디스트

메디스트는 100% 무방부제 타블렛을 본인의 피부 타입에 맞게 직접 제조하여 사용하는 비타민 탄산 미스트입니다.

[자세히보기 >](#)



Character

Target: Family

NaRose



STORY

로즈, 로즈군, 로즈아리... 로즈가 들어간 것은 무슨
클러의는 Na.
어느날, 피어를 잡을때 정말 근사한 로즈아리가
나왔어요..
그래서 관심한 Na, Rose 가 됐로..
간사구나 의상 어디에서 로즈가 들어있지 모르며
자신감도 잃고 심심해져요....
NaRose는 평생 모두가에 생문의 마스크트가
되기로 결어요..
잠상 나뉘랑에 완충이 따르거름....

특기 : 로즈가유만 필요면 언제 어디서든 상운퍼퍼기
생일 : 1004.02.05 (Rose day)
성경 : 복되세다. 리스영물




crzone creative




Character

Commercialization contract: 3 companies. Released products: 35 . Target: Family
Recommended products: daily necessities, music related products, musical instruments, t-shirts, etc.




Beethoven®





Beethoven story
There is a lovely puppy Beethoven raised.
Thanks to several years of living with the greatest musician the puppy learned how to play music by himself.
Nobody can do music better than him.
He is excellent player of musical instruments, superb dance and conducting.
Moreover, he has a great sense of humor.
Even the cold-blooded man can't help liking him.
Beethoven!!!
He has ample sensibility, so in sadness he is extremely sad and in joy he feels extremely happy.
He always hums along classical music.



Hobby : cleaning up musical instruments
Habit : humming along classical music
Specialty : playing the whole Beethoven at one stroke.
Things he likes : violin and especially saxophone.
Person he respect : Beethoven

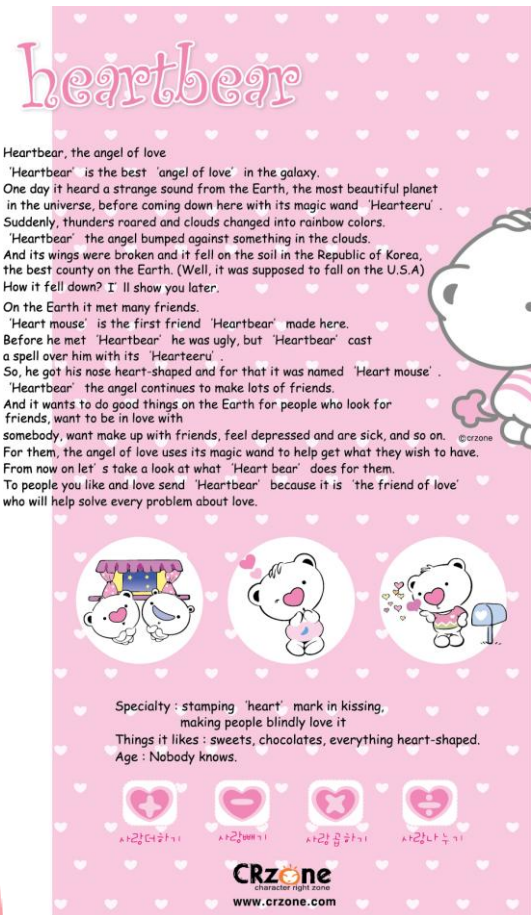


CRzone
I am a his girl friend raised by Mozart.



Character

Commercialization contract: 7 companies. Released products: 70 . Target: Family . apple ibooks sale
 Recommended products: children's books, t-shirts, bags, fancy, stationery, household goods, etc.



heartbear

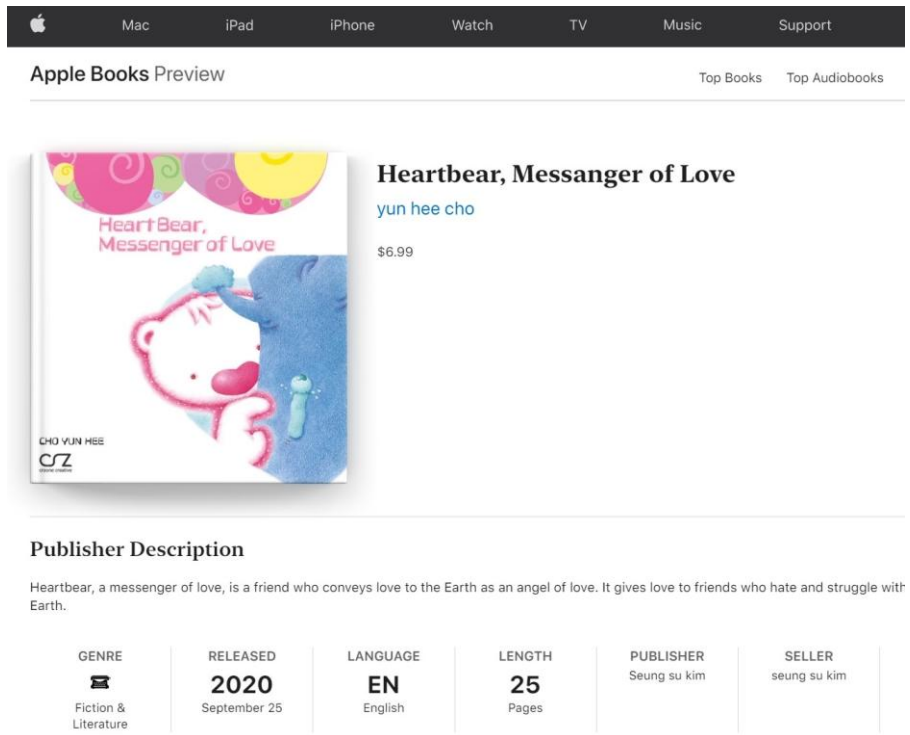
Heartbear, the angel of love
 'Heartbear' is the best 'angel of love' in the galaxy.
 One day it heard a strange sound from the Earth, the most beautiful planet in the universe, before coming down here with its magic wand 'Heartteeru' . Suddenly, thunders roared and clouds changed into rainbow colors.
 'Heartbear' the angel bumped against something in the clouds.
 And its wings were broken and it fell on the soil in the Republic of Korea, the best county on the Earth. (Well, it was supposed to fall on the U.S.A)
 How it fell down? I'll show you later.

On the Earth it met many friends.
 'Heart mouse' is the first friend 'Heartbear' made here.
 Before he met 'Heartbear' he was ugly, but 'Heartbear' cast a spell over him with its 'Heartteeru' .
 So, he got his nose heart-shaped and for that it was named 'Heart mouse' .
 'Heartbear' the angel continues to make lots of friends.
 And it wants to do good things on the Earth for people who look for friends, want to be in love with somebody, want make up with friends, feel depressed and are sick, and so on.
 For them, the angel of love uses its magic wand to help get what they wish to have.
 From now on let's take a look at what 'Heart bear' does for them.
 To people you like and love send 'Heartbear' because it is 'the friend of love' who will help solve every problem about love.

Specialty : stamping 'heart' mark in kissing, making people blindly love it
 Things it likes : sweets, chocolates, everything heart-shaped.
 Age : Nobody knows.

사랑더하기 사랑빼기 사랑곱하기 사랑나누기

CRzone
www.crzone.com

Apple Books Preview

Heartbear, Messenger of Love
 yun hee cho
 \$6.99

Publisher Description
 Heartbear, a messenger of love, is a friend who conveys love to the Earth as an angel of love. It gives love to friends who hate and struggle with Earth.

GENRE Fiction & Literature	RELEASED 2020 September 25	LANGUAGE EN English	LENGTH 25 Pages	PUBLISHER Seung su kim	SELLER seung su kim
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Character

Korean girl group – heartrabbit girls

Target: Family

Recommended products: clothing, handbags, pouch, cosmetics, household goods, stationery, fancy goods, etc



HEART RABBIT
heartrabbit girls

©crzone/yeonstory

Heart rabbit
The world first launching with girl's idol group!

Heart rabbit is a love messenger who is a wonderful listener. She can hear anything from far away. Why is that? It thanks to big and heart shape ears. Are you looking for love? Do you want to love somebody? Find Heart rabbit. She is responsible for filling whole world with love.

Specialty: Resolving love fight
Favorite: Everything that has heart shape
Dislike: Fighting
Habit: Cocking up ears

CRzone
www.crzone.com



Character

Cupdog's coffee Franchise store 7

Target : family

Recommended products: clothing, handbags, pouch, cosmetics, household goods, stationery, fancy goods, etc.

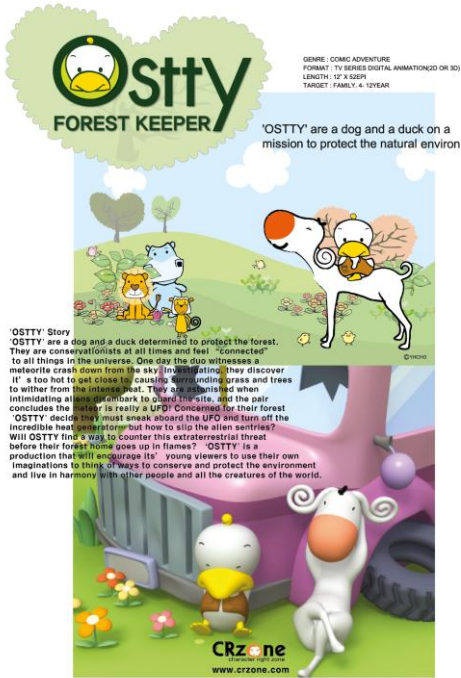


Cup dog story
Cup dog is living in a cup. He doesn't have many friends so he often feels lonely.
He can do whatever it takes to make friends, and he can do whatever he could draw attentions from others. He is very sympathetic to a lonely person since himself is alone.

Personality: introvert
Activity: Zone: cup (he never comes out)
Age: unknown
Favorite: travel (the cup is flying)



Character



Forest keeper OSTTY - animation

'OSTTY' are a dog and a duck determined to protect the forest. They are conservationists at all times and feel "connected" to all things in the universe.

One day the duo witnesses a meteorite crash down from the sky. Investigating, they discover it's too hot to get close to, causing surrounding grass and trees to wither from the intense heat. They are astonished when intimidating aliens disembark to guard the site, and the pair concludes the meteor is really a UFO!

Concerned for their forest 'OSTTY' decide they must sneak aboard the UFO and turn off the incredible heat generator... but how to slip the alien sentries?!

Will OSTTY find a way to counter this extraterrestrial threat before their forest home goes up in flames?

'OSTTY' is a production that will encourage its young viewers to use their own imaginations to think of ways to conserve and protect the environment and live in harmony with other people and all the creatures of the world.



Product – korea. china



Product – taiwan



Character

BIGPIG



STORY

Baby pigs born with the same teeth as humans.
The mouth is very large, so you can gulp everything in one bite...
So, shortly after I was born, I became a giant in size.
My friends around me don't pretend to know when I'm eating..
If we eat together, we will eat anything quickly,
so our friends I have nothing to eat...



CRzone
creative
www.crzone.com

BIGPIG Korea-Vietnam joint animation
1 minute x 20 episodes

A baby pig born with the same teeth as humans. My mouth is so big that I eat everything in one bite. My friends around me don't pretend to know when I eat. If I eat with them, I'll eat anything right away... My friends have nothing to eat. Even if you eat that much, you won't gain any more weight. The personality is lively, big-headed, and fun.



MAIN CHARACTER-FRUITRABBIT



Fruit rabbit info

newspaper



Kim su hyun

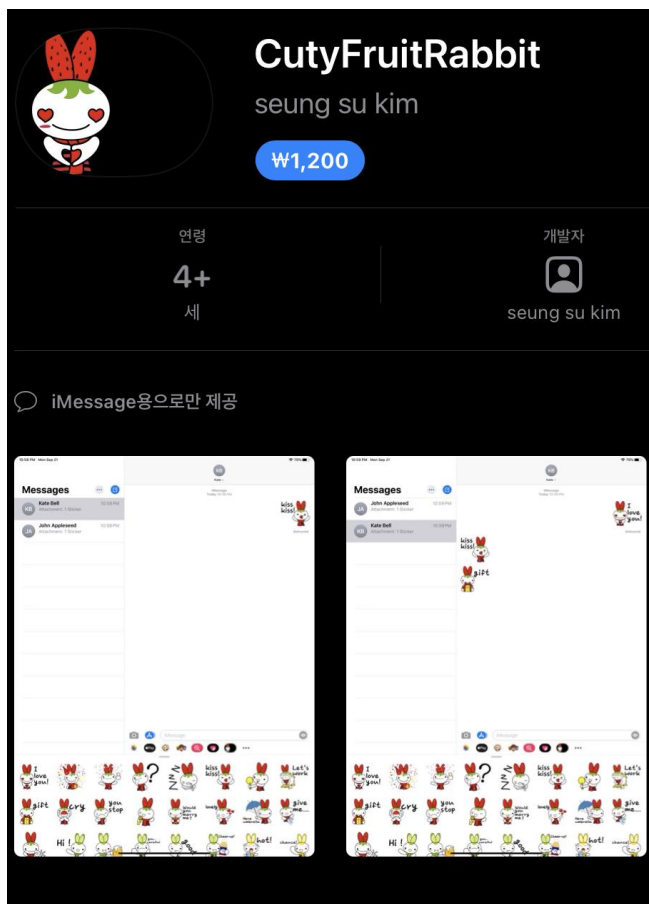


TV -PPL

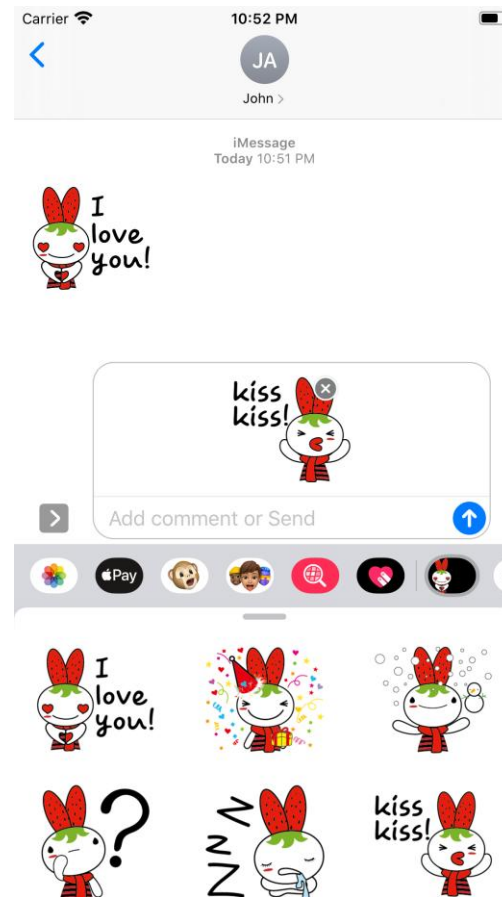


Fruitrabbit info

APPLE I -message



Naver – line sticker



fairy tale book-long animation



Fruitrabbit manual

MC-01

FRUITRABBIT



Illustrator
Jae Shin, Kim



Fruitrabbit manual

FRUITMALS-02

FRUITRABBIT



Illustrator
Jae Shin, Kim



Fruitrabbit manual



Fruitrabbit manual

FRUITMALS

Applications-05



Illustrator
Jae Shin, Kim



Fruitrabbit manual

COSMETIC-03

FRUITRABBIT



Illustrator
Jae Shin, Kim



Fruitrabbit manual

JELLY-01

FRUITRABBIT



Illustrator
Jae Shin, Kim



Fruitrabbit manual

ICE-01

FRUITRABBIT



Illustrator
Jae Shin, Kim



Fruitrabbit manual

FRUITMALS

Applications-06



Illustrator
Jae Shin, Kim



Fruitrabbit manual

FRUITMALS

Applications-04



Illustrator
Jae Shin, Kim



Fruitrabbit manual



Fruitrabbit cosmetics



powder toothpaste



Fruitrabbit figure Top Promotion



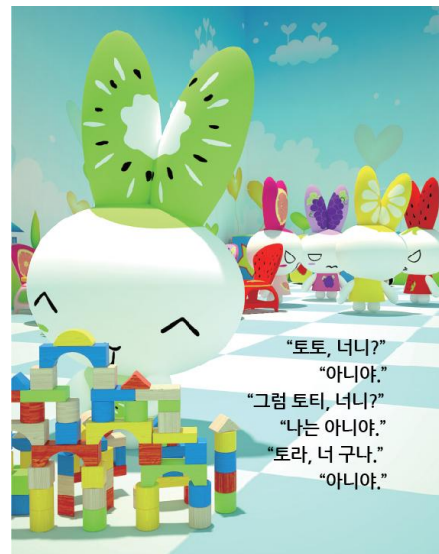
Fruitrabbit doll Ezen Creadtion



Fruitrabbit book edu -English 12



Fruitrabbit story book



Fruitrabbit doll china 2020



Fruitrabbit bubble gun Sungkwang Trading



Fruitrabbit bubble stic Sejoo



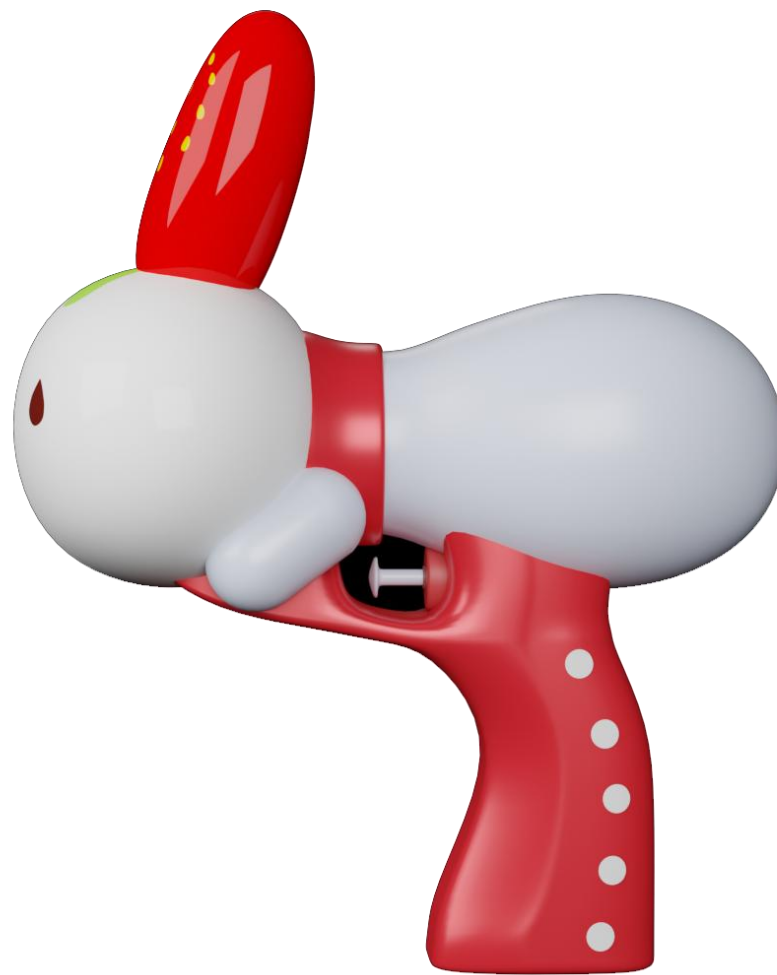
Fruitrabbit note book Dongmyeung



Fruitmals family



Fruitrabbit water gun



Fruitrabbit note book Atom Trading -2014



Fruitrabbbit cleaner MTKOREA



Fruitrabbit color pencil Suh-heung art



Fruitrabbit mobile case Haejung



FRUITRABBIT
©crzone korea



Fruitrabbit note pad Dasan stationary Ltd. MAGNET



Fruitrabbit note pad Dasan stationary Ltd.

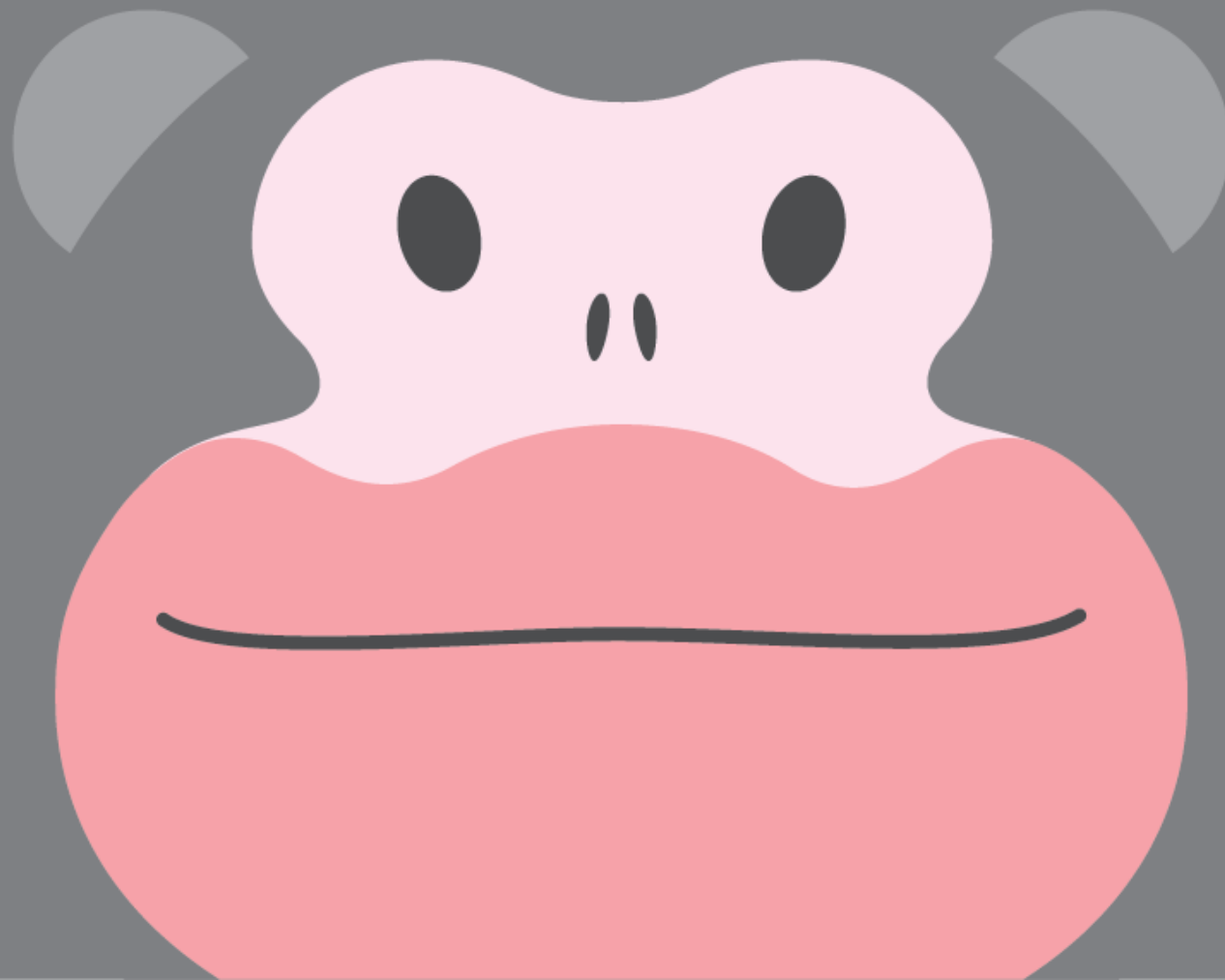


Fruitrabbit - Noise prevention sticker -korea



NOBLIPS

© bnt/crzone korea



Trademark registration status – noblips -china



代理文号: 20161231

商标注册申请书

申请人名称(中文): 金宰信 (护照: M37152107)

申请人名称(英文): KIM JAE SHIN

申请人国籍/地区: 大韩民国

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申请人地址(英文): Daewoo Maison livre 1220, Janghang-dong750-1, Ilsandong-gu, Goyang-si, Gyeonggi-do, Korea

邮政编码:

联系人:

电话:

代理机构名称: 上海恒诺商标代理有限公司

申请人的国内接收人: LILY

国内接收人地址: 上海市静安区恒丰北路100号1511室

邮政编码: 200070

商标申请声明: 集体商标 证明商标
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以声音标志申请商标注册
两个以上申请人共同申请注册同一商标

要求优先权声明: 基于第一次申请的优先权 基于展会的优先权 优先权证明文件后补

申请/展出国家/地区:

申请/展出日期:

申请号:

申请人章戳(签字):

代理机构章戳:

代理人签字: 李晓兰

1 of 3

网上申请



下框为商标图样粘贴处。图样应当不大于10×10cm, 不小于5×5cm。以颜色组合或者着色图样申请商标注册的, 应当提交着色图样并提交黑白稿1份; 不指定颜色的, 应当提交黑白图样。以三维标志申请商标注册的, 应当提交能够确定三维形状的图样; 提交的商标图样应当至少包含三面视图。以声音标志申请商标注册的, 应当以五线谱或者简谱对申请用作商标的声音加以描述并附加文字说明; 无法以五线谱或者简谱描述的, 应当使用文字进行描述; 商标描述与声音样本应当一致。



商标说明: 英文:NOBLIPS, 无含义; 图形.

类别: 3

商品/服务项目:

1. 香皂
2. 去污剂
3. 擦亮剂
4. 研磨剂
5. 香料
6. 化妆品
7. 化妆品清洗剂
8. 牙膏
9. 香水
10. 动物用化妆品

(截止)



商标注册申请书附图

其他共同申请人名称列表:

1. 朴炳国 (护照: M00011563)
(截止)



3 of 3

Class 3,14,16,18,20,21,24,26,28,32



Emogji service –wechat, jd.com- noblips -china

License Agreement

Korea

Dasan – stationery

Eco cation – cosmetics

Mulbit – cosmetics

Artskin – pouch

Spp – pppfile

Dream office – gell pen, Deodorant

hjcase – phone case

yedasi - Cell Phone Accessories

China

Non-exclusive agent -上海钰乐文化传播有限公司

扬州雅伦玩具有限公司 - stuffed toy

Mylife - Mobile wallpaper service

Wechat - Emogji service



Emogji service –wechat, jd.com- noblips -china

2019/08 now

Noblips emoji pack usage and download status in China

To

WeChat emoji package

Download method:

WeChat emoji store

To

Baidu input method emoji package

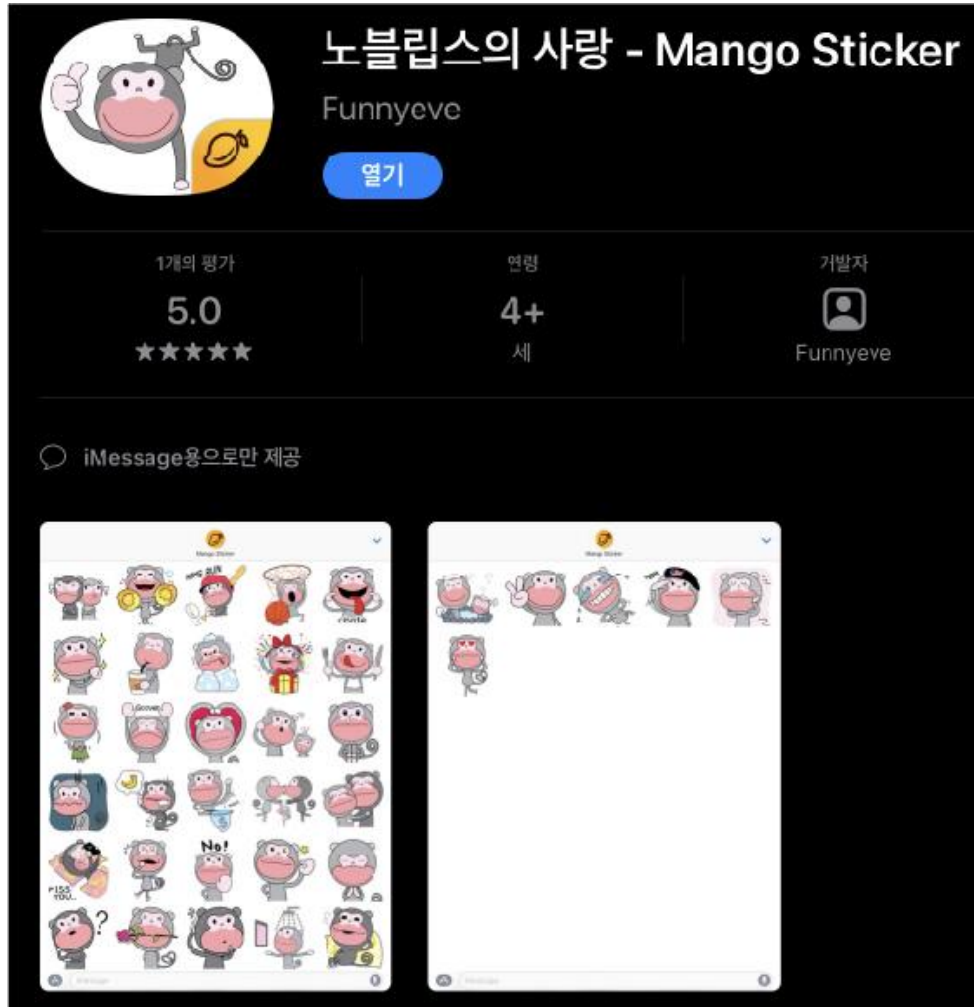
Download method:

Baidu input method

app-emoji store



Emogji service –apple , naver line



noblips manual

Color setting

Noblips' color settings are part of the most important concept:

color psychology specialists,

Participation of color therapy experts to provide psychological stability, calm, luxurious It is set to a color that can not be proved in the long run and can be healed in daily life.

A neutral color with a sharper image of red and pure image of color

The sensuality remains, and it is popular and loved by women.

Noble Lips pink contains pure pink and yellow

It expresses a warmer and more noble color, gray and more

It is a luxurious color.

Symbolic meaning

Vigor, responsibility, affection, tenderness, sweetness, secret, youth, elegance, happiness, romance, affluence, satisfaction, peace-based color

The gray color is quiet, the sense of safety

It symbolizes intelligence, luxury, efficiency and so on.

Noble Lips' gray is a pink matching tone,

It expresses stability, calmness and luxury.



pantone423c	k44
pantone424c	k61
pantone670c	m13
pantone701c	m45y20
	k85



pantone	cmk
pantone420c	k15
pantone422c	k33
pantone670c	m13
pantone701c	m45y20



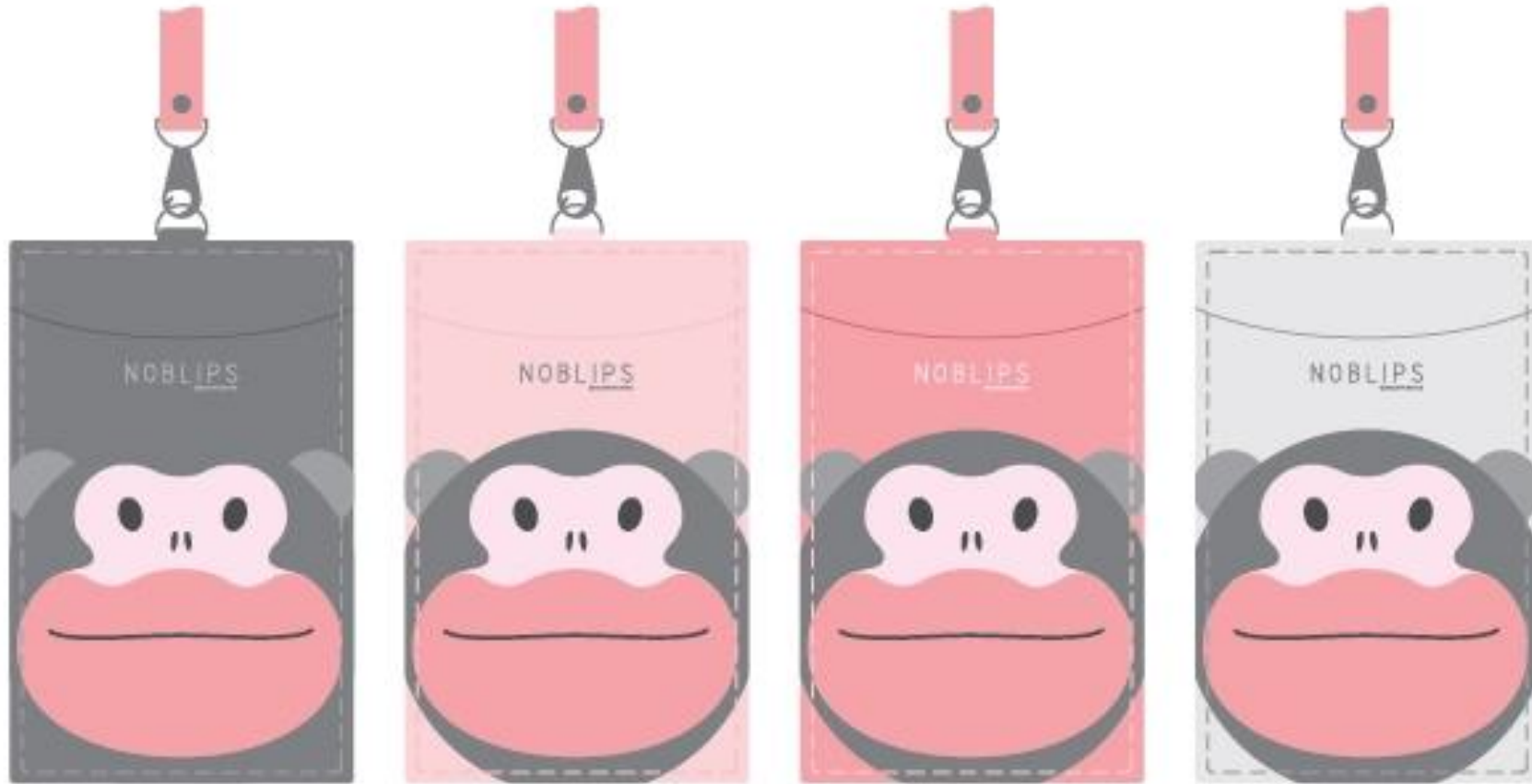
noblips manual



noblips manual



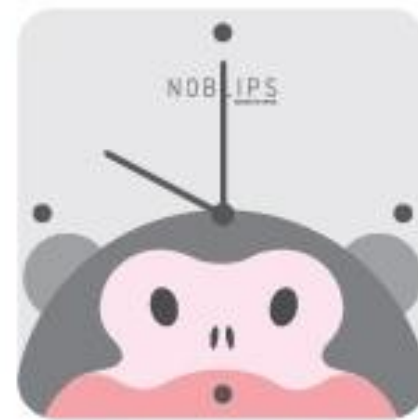
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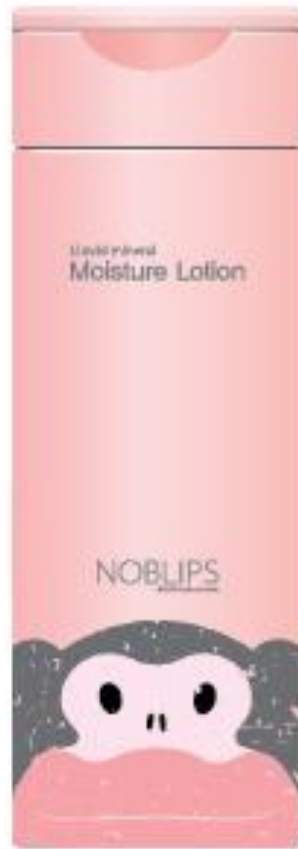
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noblips manual



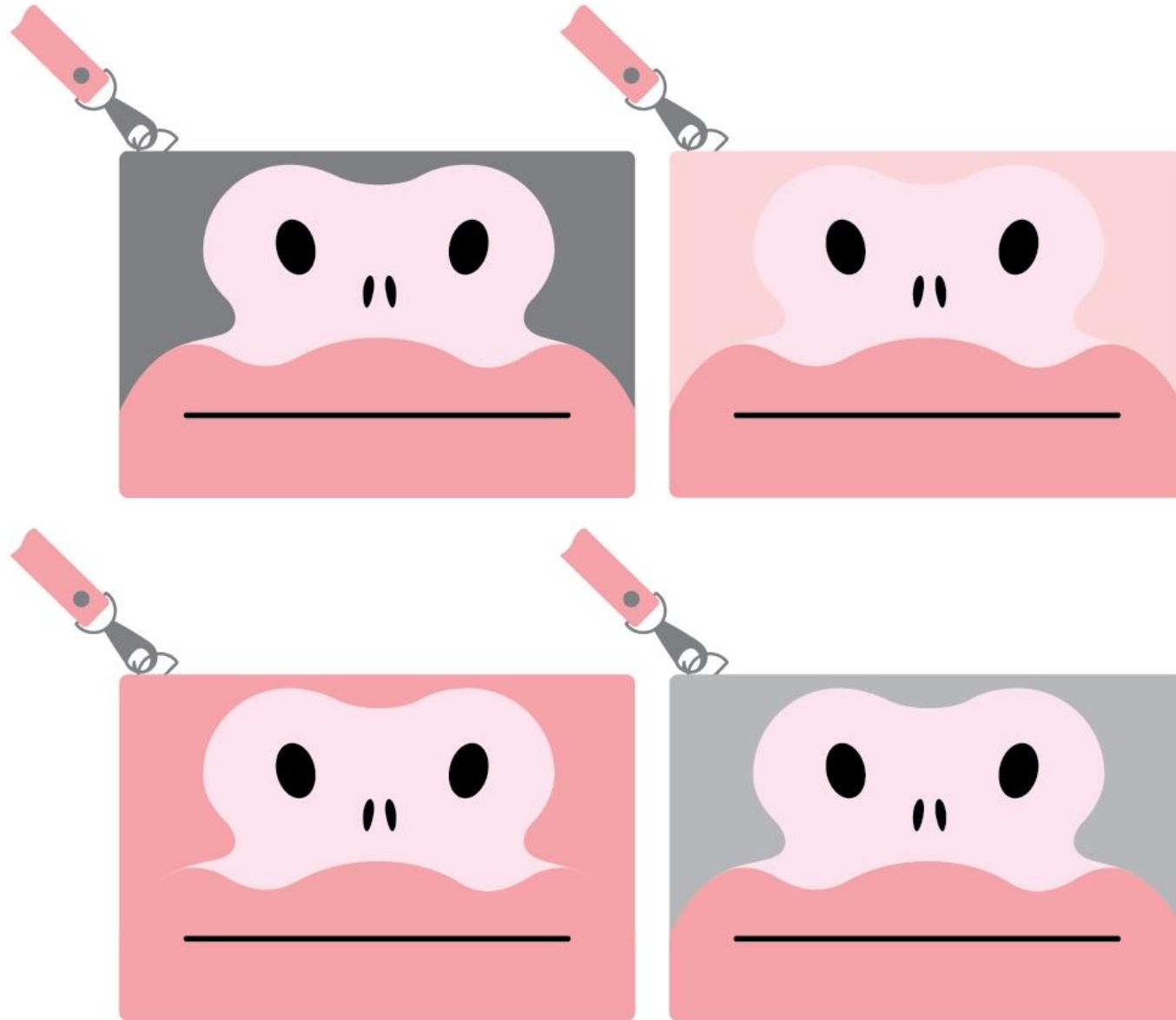
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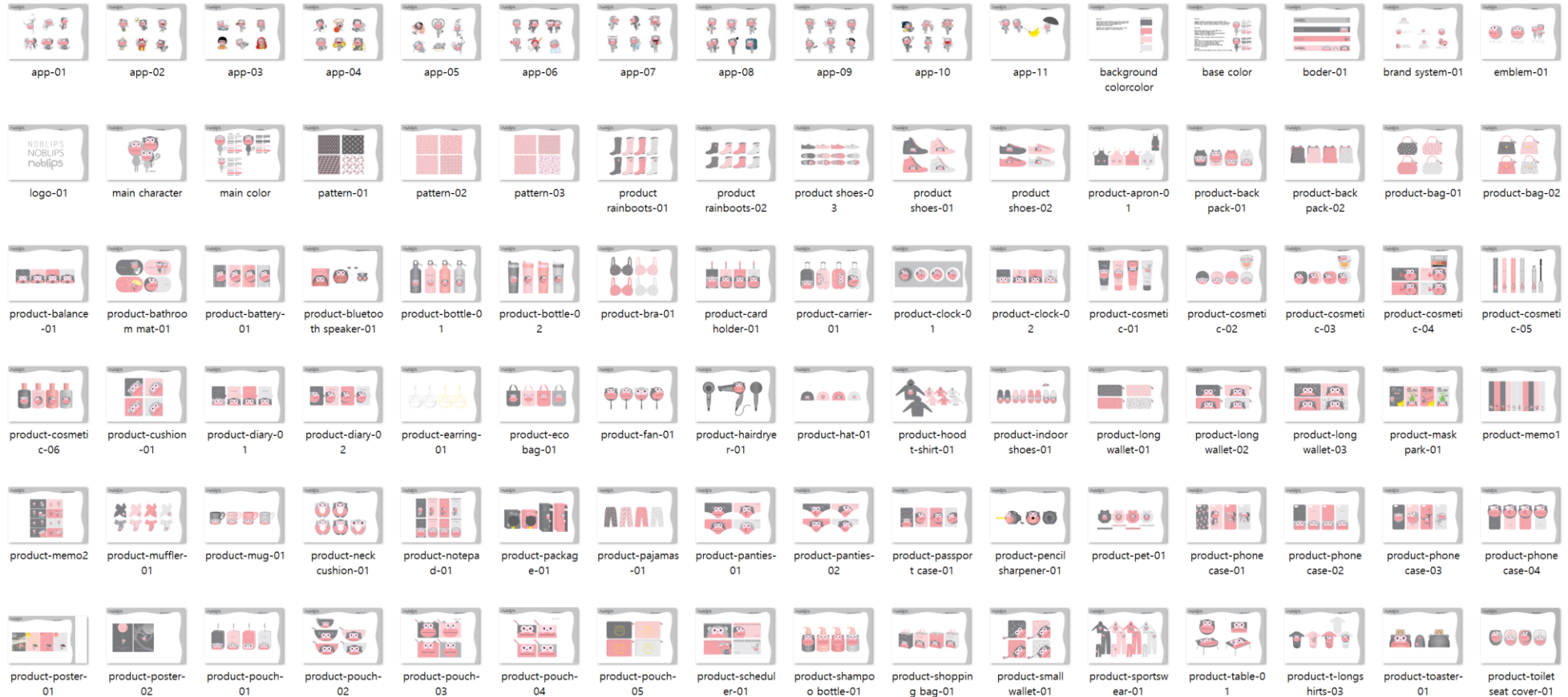
noblips manual



noblips manual



noblips manual



NOBLIPS Artskin – pouch -2018





NOBLIPS pouch



NOBLIPS phone case,doll Etc.



MULBIT美 × NOBLIPS FIRST COLLABORATION

퍼밍 슬리핑 마스크 팩

1분 안에 느껴지는 리프팅 효과!

Firming Sleeping Mask Pack
MULBIT美

2중 기능성
피부미백
주름개선

바르고 **1분** 안에 느껴지는
강력한 **모공수축(리프팅)효과!**

환하고 생기있는 피부

미백 & 주름개선 2중기능

모든 피부용 순한 화장품

밤 사이에 모공을 쫄쫄하게!

퍼밍 슬리핑 마스크팩의 핵/심/성/분

풍부한 영양의 스위트 아몬드 함유!

얼굴이 가렵고 모공을 막지 않으며, 자국이 적어 임산부, 베이비 마사지로도 적합합니다. 풍부한 단백질과 비타민A, E, B1, E6, 비타인D 등이 포함되어 있어 자외선 피부와 건조피부, 민감성 피부에 효과적이며, 피부 탄력회복과 보습력이 뛰어난 것이 특징입니다.

8가지 이상의 식물추출물

케모이리추출물, 라벤다추출물, 미치탄추출물, 로즈마리추출물, 상백피추출물, 건조추출물, 알로에베라추출물, 녹차추출물 등의 식물 추출물이 푸석거리는 피부에 풍부한 영양과 수분을 공급하여 율기 있고 건강한 피부로 가꾸어줍니다.



NOBLIPS cosmetic - Vitamin sparkling Mist, Medist 2018

Vitamin Sparkling Mist, Medist

내 피부에 직접 처방하는 무방부제 미스트 메디스트

메디스트는 100% 무방부제 타블렛을 본인의 피부 타입에 맞게 직접 제조하여 사용하는 비타민 탄산 미스트입니다.



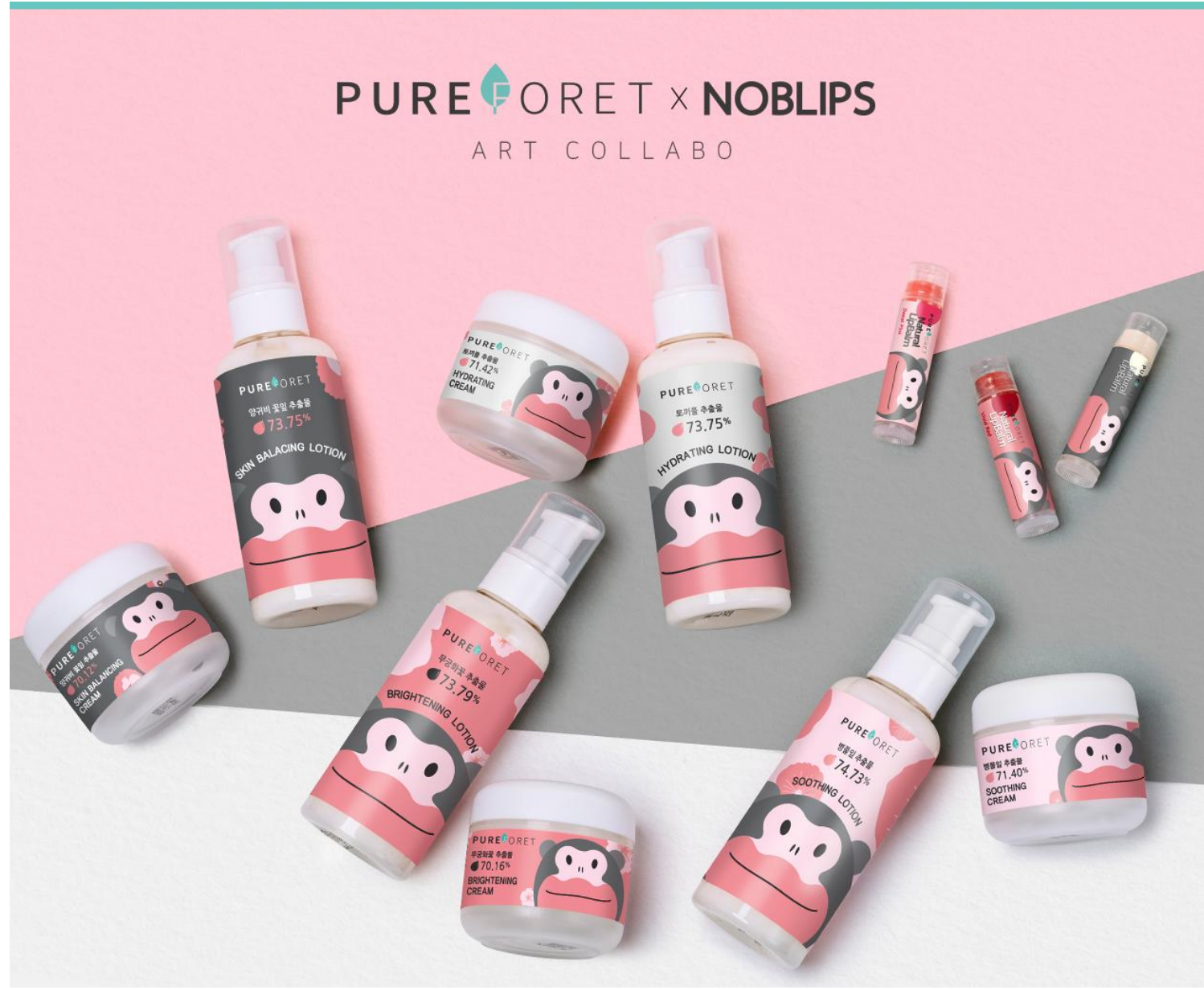
레알 무방부제
리뉴얼 되어 돌아온 프리미엄 미스트
피부를 더 반짝! 촉촉! 예쁘게 가꾸다!

특허제품
MEDIST

노폐물, 각질제거 윤기 및 유연함 모공청정 및 수렴 피부보호막 형성



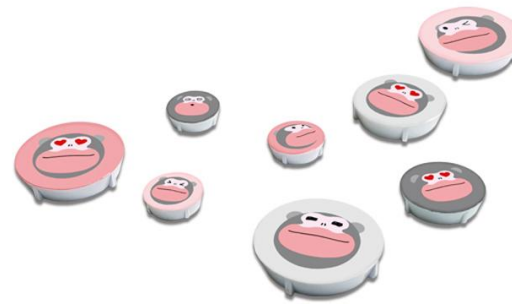
PURE FORET x NOBLIPS
ART COLLABO

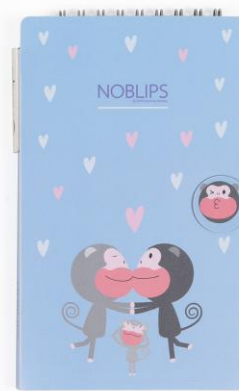
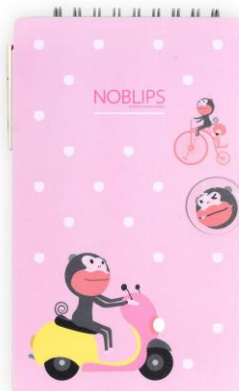
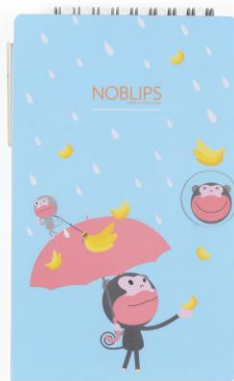


NOBLIPS Dream office – gell pen 2019

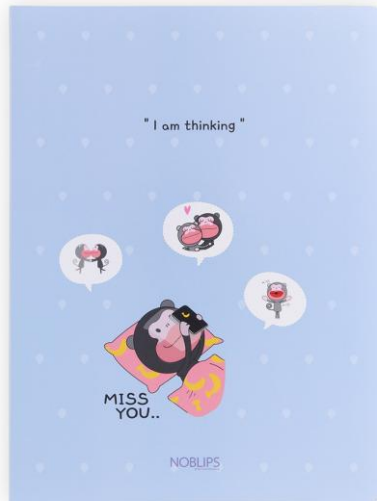


NOBLIPS Dasan - magnet 2019





NOBLIPS spp



NOBLIPS Hcase – phone case 2018



NOBLIPS - Toilet seat cover 2020 made in korea

NOBLIPS
TOILET SEAT COVER
LUXURY ECO LIVING

MADE IN
KOREA

LUXURY
BRAND
NOBLIPS

LUXURY
SEAT



NOBLIPS - Noise prevention sticker - korea

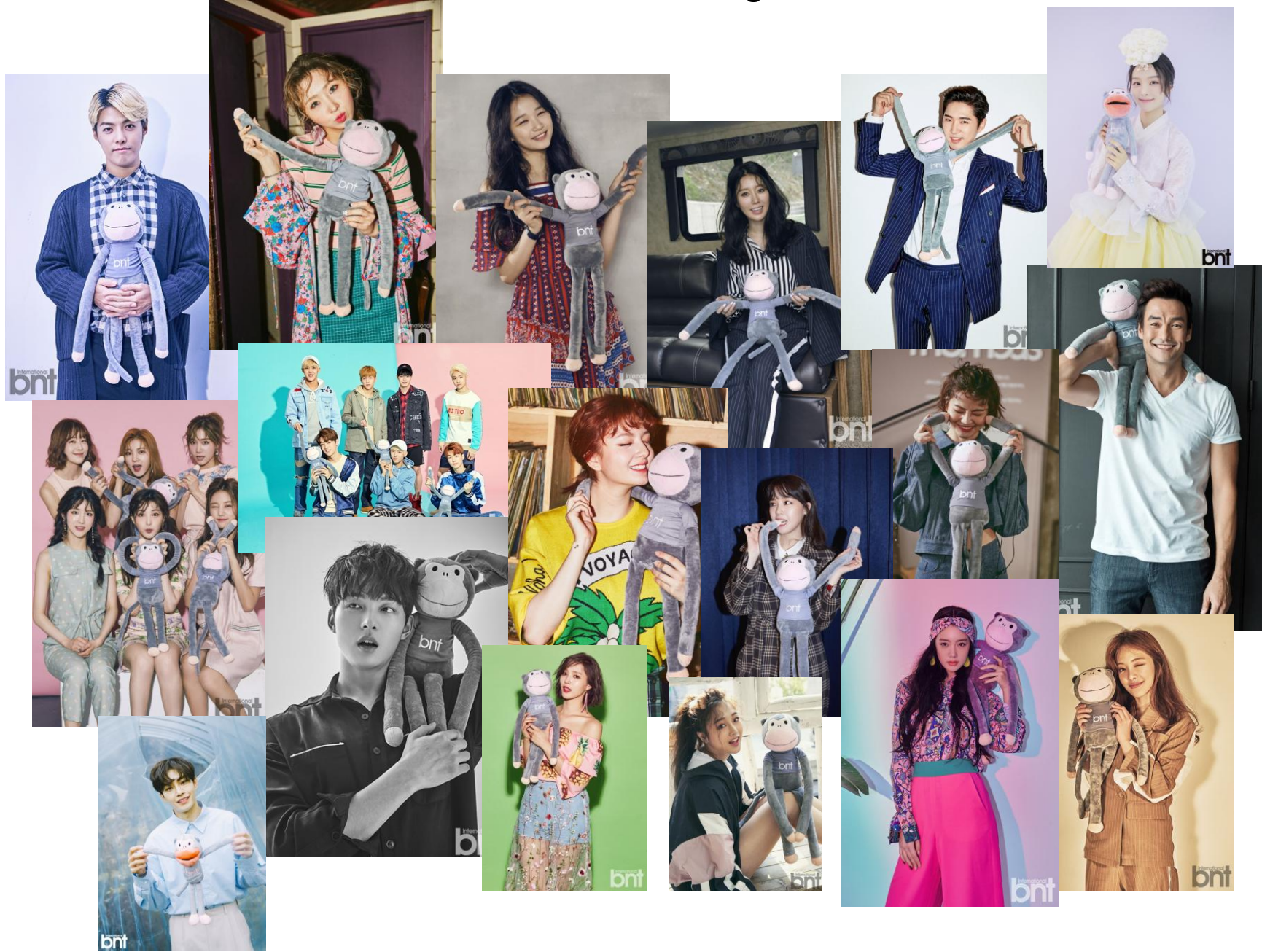




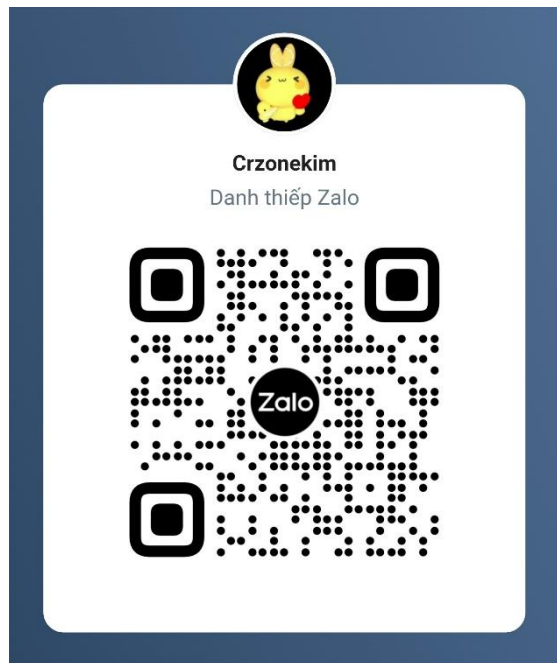
NOBLIPS CHINA 2021 online sales



Talent Marketing



THANKS !



zalo



CRZONE CREATIVE



WeChat

E-MAIL : crzone@kakao.com

