

PRODUCT APPROVAL

Ensure brand integrity, streamline workflows, and accelerate time-to-market

Simplify product submissions, automate reviews, and safeguard brand consistency across every licensee.

Without visibility and control, licensors risk inconsistencies, delays, and non-compliance that can damage brand value. With Product Approval, licensors gain a centralized hub for product submissions, empowering teams to scale efficiently.

- **Centralized Submissions:** Receive, track, and manage all product designs in one platform.
- **AI-Powered Workflows:** Automate approvals and reduce repetitive manual tasks.
- **Configurable Approval Stages:** Customize workflows by product type (packaging, figurines, marketing assets, etc.).
- **Licensee Collaboration:** Share style guides, provide clear requirements, and capture feedback seamlessly.
- **Built-in Visual Markup Tool:** Review and annotate designs directly within the system for faster decisions.
- **Action-Enabled Email Notifications:** Approve, revise, or complete tasks directly from email.
- **Integration with IPM Suite™:** Sync product SKUs and approval status with royalty and deal management.

Product Approval™ by FADEL

Search: Submission #, Licensee, Agreement #, Descr

Submissions Parties Agreements Assets Reports Administration Workflow Help

Submissions List > Submission Detail : BW-88

BW-88 Pending Approval

Tote Bags for Movie Pro...

Media

Details Media Additional Info

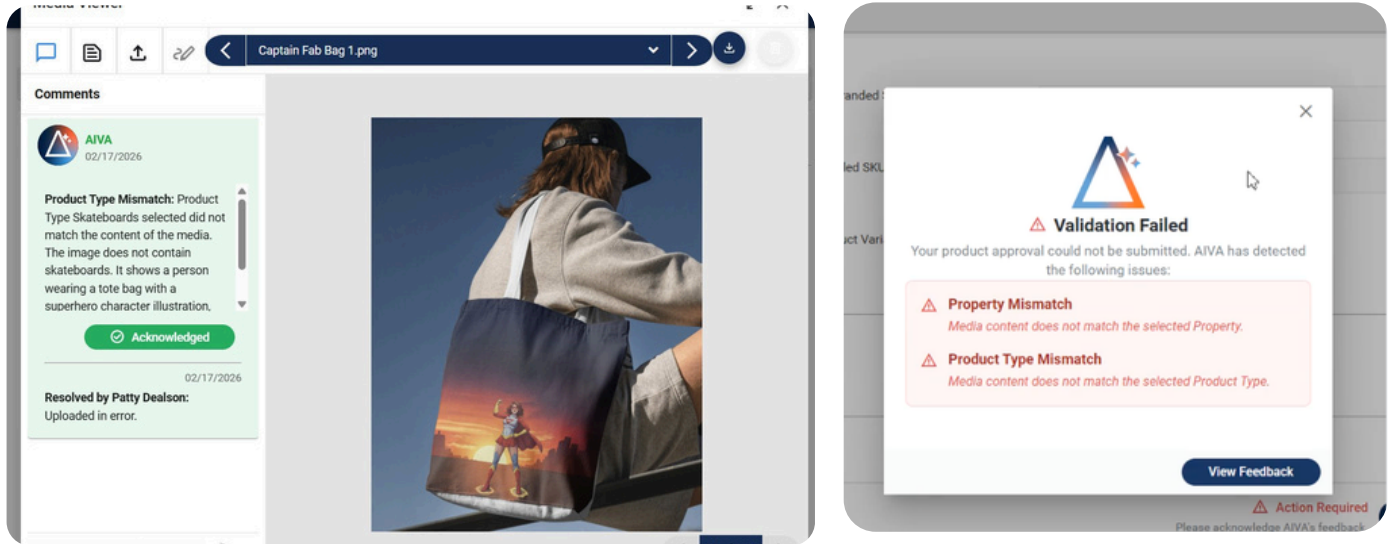
Final

Media Name Version Creation Date Created By Description Comment Display

<input type="checkbox"/>	Captain Fab Tote.png	1	09/10/2025	Brandy Man...		<input type="checkbox"/>
<input type="checkbox"/>	Captain Fab Bag 2.png	1	09/10/2025	Brandy Man...		<input type="checkbox"/>
<input type="checkbox"/>	Captain Fab Bag 1.png	1	09/10/2025	Brandy Man...		<input type="checkbox"/>

Automate reviews, identify issues earlier, and focus human effort where it matters most.

With FADEL's AIVA Reviewer Agent, our AI does a pre-check on submitted products.



- **AIVA** acts as an intelligent reviewer, automatically evaluating product submissions against brand guidelines, licensing terms, and usage requirements.
- Built-in AI moderation reduces risk, flagging non-compliant, inaccurate, or potentially harmful content before it reaches licensors.
- Faster approvals with less friction, as AIVA routes submissions back to licensees for fixes or confirmation, delivering cleaner, approval-ready submissions every time.

About Us

FADEL delivers AI-enabled software to manage brand compliance and IP licensing with precision and confidence. Its cloud-based platforms enable organizations to govern content compliance at scale, streamline complex licensing and royalty processes, and reduce risk across global operations. Trusted by many of the world's most recognized brands in media, publishing, consumer goods, high-tech, and advertising, FADEL empowers teams to protect their brand, accelerate licensing workflows, and operate with clarity in an increasingly complex digital ecosystem. For more information, visit fadel.com.