



## Mopex Consulting Ltd

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### White-Label & Client Branded Solutions Overview

We work with consultants, consulting firms, and organisations that want to **deliver structured, repeatable, high-value improvement using proven IP** — without building everything from scratch.

Whether you want to **use Mopex internally, deliver Mopex-powered solutions to clients, or resell Mopex systems under your own or your client's branding**, we offer flexible commercial models to suit.

#### White-Label & Client-Branded Solutions

Offer Mopex-powered systems **as your own product or client-branded solution**.

- Rebrand Mopex systems under your consultancy or client identity
- Package and resell structured management and delivery systems
- Retain ownership of your client relationship while leveraging Mopex IP

Ideal for:

- Consulting firms building productised offerings
- Firms wanting repeatable, scalable solutions
- Client-specific branded deployments

### White-Label / Client-Branded Resale (Royalty Model)

#### Options:

##### Option 1: Per-Pack Licence Fee (Recommended)

Consultant:

- Sells “their” branded toolkit/system
- Built on Mopex IP

You pay:

- **Base licence fee per package**
- Plus optional customisation days

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Example:

- £250–£500 per package sold
  - Scales cleanly
  - Easy to audit
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## Option 2: Royalty Percentage (Use selectively)

- 10–20% of net sales
- Requires trust + reporting
- Best for bigger firms only

## Mopex Consulting – White-Label/Resale Licence

### White-Label / Resale Licence

*(For consulting firms selling Mopex-based systems)*

### Mopex White-Label & Resale Licence

#### 1. Grant of Licence

Mopex grants the Licensee the right to:

- Adapt
- Brand
- Package
- Resell

selected Mopex systems under agreed commercial terms.

#### 2. Scope of Use

The Licensee may:

- Apply their own branding or client branding
- Package Mopex systems as structured offerings
- Distribute and sell to end clients

#### 3. Conditions

The Licensee agrees:

- Mopex IP remains the underlying framework
- Use is limited to agreed product sets
- Distribution must follow agreed commercial terms

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## 4. Commercial Model

Compensation may include:

- Per-package licence fee (e.g. £250–£500 per system) **OR**
- Revenue share / royalty agreement (where applicable)

Details to be defined in **Licence Schedule**.

## 5. Prohibited Use

The Licensee may NOT:

- Sell raw Mopex templates individually without packaging
- Redistribute micro-tools as standalone assets
- Sub-license Mopex IP without permission

## 6. Intellectual Property

All Mopex frameworks, systems, and methodologies:

- Remain the intellectual property of Mopex Consulting Ltd
- Are licensed, not transferred

## 7. Audit & Compliance

Mopex reserves the right to:

- Request licensing usage information
- Review agreement compliance where necessary

(This is intentionally light-touch, not intrusive.)

## 8. Termination

Mopex may terminate the licence if:

- Terms are breached
- Payment obligations are not met

Upon termination:

- All resale rights cease
- Existing deployments may continue under agreed terms

## 9. Governing Law

This Licence is governed by the laws of **England and Wales**.

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