

ITM LTD. (Group)

“Continues to Set a Global Example of American Entrepreneurship with Social Service”

Introducing:

“The First Dragon™” Global Chinese Cross Cultural Exchange News & Social Media Consumer Product and Intellectual Property (IP) Branding, Sales and Licensing Enterprise

Pioneers & Entrepreneurs:

We invite you to explore the history and evolution of ITM’s global legacy of accomplishments to validate the viability of its new global cross cultural exchange enterprise and consider contributing to its future.

Global Cross Cultural Exchange IP Assets deliver Spectacular Recognition and Economic Rewards

U.S. Economy: Intellectual Property (IP) 2016 Update:

Prepared by: Economics & Statistics Administration and the U.S. Patent and Trademark Office

Excerpts: IP-intensive industries accounted for \$6.6 trillion in value added [to the US GDP] in 2014, Up more than \$1.5 trillion (30 percent) from \$5.06 trillion in 2010.

“Whether through the music or movies that inspire us, the literature that moves us, or the technologies we rely on each day, ingenuity and innovation serve as the foundation upon which we will continue to grow our economies and bridge our cultural identities.” —President Barack Obama, April 26, 2016

<https://www.uspto.gov/sites/default/files/documents/IPandtheUSEconomySept2016.pdf>

We earnestly believe you will agree that The First Dragon™ Global Chinese Cross Cultural Exchange enterprise and its educational and entertainment IP asset driven recognition and economic driver programs are viable, complement each other, and represent a myriad of truly sustainable, long-term opportunities that will help shape the global economic futures of its venturers & service providers and the communities and cultures of Cleveland, Ohio, the United States, the People’s Republic of China (Asia) and the world.

The Past:

ITM History is Repeating Itself Today: In the past, Mr. Jack Craciun III, 约翰圣诞节三, ITM Ltd. Chairman/CEO helped to establish and develop WNCR FM Radio’s Cross Cultural Format in Cleveland, Ohio. Its unique progressive rock format changed the world forever. Cleveland is now recognized as *The Rock & Roll Capital of The World* and is the Home to the (\$100M) *Rock & Roll Hall of Fame and Museum*. When you think of ITM’s up and coming Chinese Cross Cultural Exchange, please consider thinking of the trendsetting *British Invasion’s* mid-1960’s economic IP drivers being taken global in 1970 from Cleveland, Ohio via the first *commercially* successful FM (Stereo) radio station in USA history, WNCR FM Radio and its Progressive Rock format, was branded globally as *The Cultural Revolution*.

Special Note: Keep in mind, Mr. Craciun working to establish WNCR FM in Cleveland helped to define and then establish a new demographic group - *the 18 to 24 year old demographic* – researched, proven, and branded in Cleveland in early 1971 as *The Baby Boomers: the most aware and affluent segment of society on earth and the world’s largest population group*. Cleveland’s WNCR FM radio broadcasting business pioneers delivered a new era of broadcasting and entertainment cross cultural programming and broadcast technology developments to a globe of humanity which continues to this day, and which has enhanced the global economy in the multi trillions of dollars. To learn more about Cleveland’s global trendsetting Rock History:

Introduction to ITM Ltd. and The First Dragon™ Global Chinese Cross Cultural Exchange

<http://itmltd.com/ITM-The-First-Dragon™-Video-Introduction>

Global Purpose: Working together, the ITM research, authorship and production teams have created the enterprise's *NEWSWORTHY* essence of cross cultural exchange in the fields of fine art, calligraphy, literature, and music to deliver eCommerce consumer product and intellectual property licensing sales that will educate and entertain a globe of humanity for decades.

The ITM Teams will be the first to tell the newsworthy story of the birth and evolution of Chinese Culture and Belief that precedes by millennia, and then parallels, the Culture and Belief of Judeo/Christian tradition. The unique phantasmagoria of intellectual property highlights the similarities and differences of the parallel traditions in ways that clarify their contributions to human culture and promote those ideas which foster understanding and respect.

Branding: The International News and Social Media Multiple Release Campaign will serve to introduce the world, through newsworthy education and entertainment, to "The First Dragon™" Enterprise, its copyrighted phantasmagoria of 19 Golden Fire Characters, their Collectable Consumer Product lines, and related Intellectual Property Licensing Programs.

Historically: ITM has accomplished similar complex entrepreneurial cross cultural exchange objectives in the past which have defined new global demographic groups and delivered new broadcasting Media networks that merged cultures, which, through education and entertainment, established new manufacturing and expendable income ratios within industrialized and third-world nations around the world. Such endeavours included marketing US culture and even its military contributions to advance a global appreciation for our nation's commitment to enhance the human condition around the world.

Validates: The global viability, newsworthy values, frequency and sustainability of the "recognition & economic" reward drivers of "The First Dragon™" global branding and merchandising of its *PROPRIETARY* fine art & calligraphy (limited editions in multiple medias), literature, music suites, and related eCommerce consumer product and Intellectual Property licensing sales of its 19 Golden Fire Characters, their stories and cultural contributions.

Corporate Structure & Enterprise Economic Drivers of The First Dragon™ Ltd.: To enhance the viable recognition and economic reward scenarios promised by The First Dragon™ Enterprise, ITM developed its entrepreneurial business model through on-going global market and demographic research to establish a corporate structure as follows: four symbiotic wholly owned corporate entities, **The First Dragon™ Ltd., The First Dragon Publishing™ Ltd., The First Dragon Foundation™ Ltd. and The Future of Medicine, Inc.**

As an example: A primary function of The First Dragon Foundation™ Ltd. is merging Chinese Traditional Medicine with western pharmacology (this new trend is just beginning), integrative medicine and clinical research. The resulting products then become asset contributors to The Future of Medicine Inc. and the Foundation. In those fields of medicine, ITM is dealing with the world's leaders.

Link to: ITM The First Dragon Foundation Ltd & The Future of Medicine Introduction:
<http://itmltd.com/Introduction-to-The-First-Dragon-Foundation-Ltd-&-The-Future-of-Medicine-Inc.pdf>

Similarly, Intellectual Property content developers from other fields, including literature, art, calligraphy and music, have created a phantasmagoria of newsworthy Intellectual Property assets of the *for-profit* and *non-profit* entities of The First Dragon™ Ltd.

Each of The First Dragon™ companies ITM has established is designed to simultaneously market Chinese culture and *MERGE* it with western culture to create newsworthy trendsetting intellectual property and related new products based on each company's cross cultural exchange field of endeavors.

This newsworthy global ITM cross cultural exchange enterprise is all about education and entertainment delivering recognition & economic rewards.

In every aspect, *The First Dragon™ Global Chinese Cross Cultural Exchange* focus is global marketing and branding of its newsworthy proprietary Intellectual Property, eCommerce consumer products sales, and the sale of consumer product and Intellectual Property licenses. The purpose is to generate exceptional sustainable recognition with frequency to enhance economic rewards for decades to come.

Special Note: The below links are also very educational and entertaining – We are sure you will enjoy the time spent to learn more: The Erie Chinese Journal has published, in two languages (Chinese & English), more than 30 feature stories regarding ITM, its associate accomplishments, and the evolution of The First Dragon™.

The First Dragon Enterprise & Foundation -- Erie Chinese Journal (ECJ) Feature Story Coverage:

"TFD Global Chinese Cross Cultural Exchange Introduction":

<http://itmltd.com/ITM-TFD-Global-Chinese-Cross-Cultural-Exchange-Introduction-ECJ-Vol.-292-pg.-15.pdf>

"Service to Humanity is the Best Work of Life":

<http://itmltd.com/ITM-Service-to-Humanity-is-the-Best-Work-of-Life-ECJ-Vol.-292-pg.-14.pdf>

"Global Entrepreneurship Built Upon Social Service":

<http://itmltd.com/ITM-Global-Entrepreneurship-Built-Upon-Social-Service-ECJ-Vol.-292-pg.-16.pdf>

ITM has entered the third and final stage leading to the release of The First Dragon™. The ITM focus upon merging select cultural traits for global recognition and economic gains will become very clear to you once you see the full social values and money moving Formal Presentation of *The First Dragon™ Enterprise*.

Jack Craciun III Introduction 约翰圣诞节三/ ITM BIO:

[http://itmltd.com/ITM-Introduction-to-Jack-Craciun-III-&-ITM-\(EN\).pdf](http://itmltd.com/ITM-Introduction-to-Jack-Craciun-III-&-ITM-(EN).pdf)

You are invited to contact the ITM (US) offices and make an appointment to view the Formal Presentation of The First Dragon™ Ltd, and or to receive its business plan for your consideration

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