

PRESS RELEASE: For Immediate Release

**San Francisco's Connecting Brand, BuzzingBOTS, Buzzes Into Asia**  
**BuzzingBOTS appoints ZenWorks as the regional master licensing agent**



**San Francisco & Tokyo (17 May 2022):** San Francisco-based BuzzingBOTS, LLC and Tokyo-based licensing agency and consultancy, ZenWorks Co., Ltd., jointly announce ZenWorks has been appointed as the sole master licensing agent in East Asian territories for BuzzingBOTS, the award-winning character concept.

BuzzingBOTS was created by Kristine Tsung, a San-Francisco Bay Area-based design thinker and public school teacher. The mission of BuzzingBOTS is to connect, inspire, and uplift all generations by introducing characters that bring creativity, courage, and compassion to the world. BuzzingBOTS is extra special because it incorporates elements of Feng Shui, guided by Steven Post, the first consultant and teacher of Feng Shui in the United States.

BuzzingBOTS will work closely with ZenWorks to identify, evaluate, and manage licensing opportunities around East Asia. ZenWorks will seek to develop and manage a network of sub-agent partnerships in China, Korea, Hong Kong, Taiwan, Philippines, Thailand, Malaysia, Singapore, Indonesia, and Vietnam, while in Japan it will grow business directly as the country agent.

株式会社 **ZenWorks** ■ **ZenWorks Co., Ltd.**

〒201-0001 東京都狛江市西野川 4-33-9 ■ 4-33-9 Nishinogawa, Komae-shi, Tokyo 201-0001, Japan

090-6003-7068 ■ [info@zenworks.jp](mailto:info@zenworks.jp) ■ [www.zenworks.jp](http://www.zenworks.jp)

BuzzingBOTS goes back to 2005 when Kristine's PC crashed, and she lost all her information. Frustrated, she spontaneously sketched a robot named luvBOT to feel better. The name "BuzzingBOTS" was also the result of sudden inspiration, and it signifies something new and exciting but also smart, techy and with a futuristic vibe.

Kristine Tsung and Steven Post jointly comment, "With ZenWorks, we are excited to strengthen the presence of BuzzingBOTS in the East Asian market. The BuzzingBOTS concept celebrates social interaction, individuality, family, and community, all traits important in this region of the world."

Roger Berman, President of ZenWorks, adds, "I am really excited to have the opportunity to work with BuzzingBOTS in East Asia. I believe its core values and connection to Feng Shui principles are strongly attractive to what consumers in Asia are looking for now."

- BuzzingBOTS website: <https://www.buzzingbots.com/>
- BuzzingBOTS information (Japanese/English) on ZenWorks website: <https://www.zenworks.jp/buzzingbots.html>



© BuzzingBOTS LLC. All Rights Reserved.

===

#### About BuzzingBOTS [www.buzzingbots.com](http://www.buzzingbots.com)

BuzzingBOTS is an award-winning children's education and multimedia entertainment brand of robot-like characters who help children feel creative, safe, and happy. Their designs connect visually like pieces of a jigsaw puzzle. Each BuzzingBOT represents a tiny part of a greater picture. Together, BuzzingBOTS exist to connect different ideals, dreams, goals, interests, passions, and causes. In the midst of world problems and global issues, BuzzingBOTS mission is to be there for young people so that when they need inspiration, something they saw, learned, or experienced from BuzzingBOTS will help them find their way.

#### About ZenWorks Co., Ltd. [www.zenworks.jp](http://www.zenworks.jp)

"Opening doors and connecting creative content" is the credo of ZenWorks, a Tokyo, Japan-based company that delivers licensing business consulting, agency and media promotion services to licensors, content creators and licensees. ZenWorks operates globally and locally, working with a select portfolio of lifestyle brands including character, design, cultural, corporate and sports properties to help IP owners and users unlock brand potential through licensing.

Press Release Contact & Licensing Enquiries: Roger Berman, [rmb@zenworks.jp](mailto:rmb@zenworks.jp). T: +81-90-6003-7068

株式会社 **ZenWorks** ■ **ZenWorks Co., Ltd.**

〒201-0001 東京都狛江市西野川 4-33-9 ■ 4-33-9 Nishinogawa, Komae-shi, Tokyo 201-0001, Japan

090-6003-7068 ■ [info@zenworks.jp](mailto:info@zenworks.jp) ■ [www.zenworks.jp](http://www.zenworks.jp)