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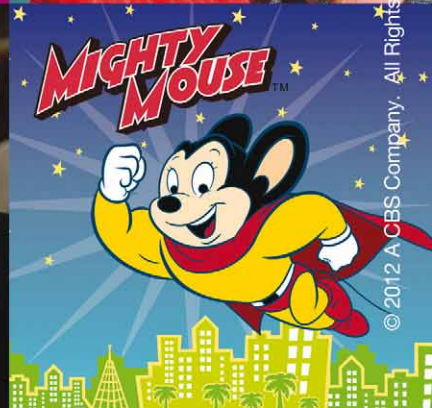
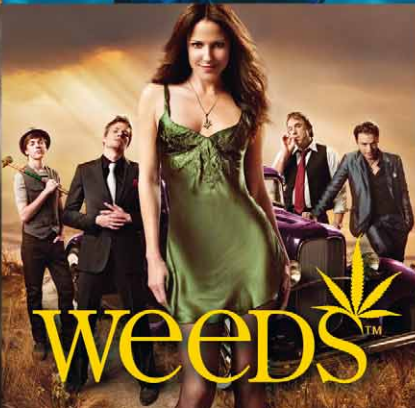
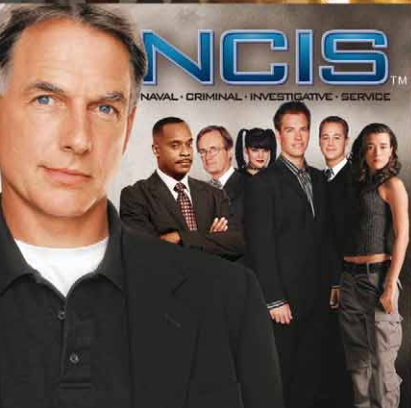
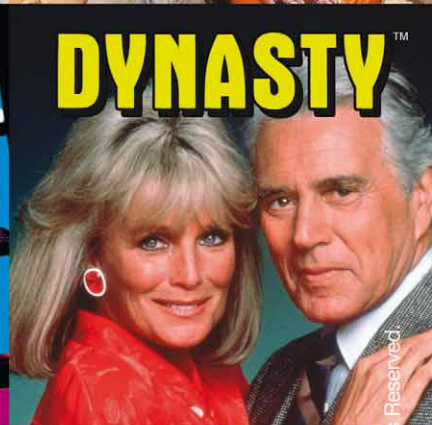
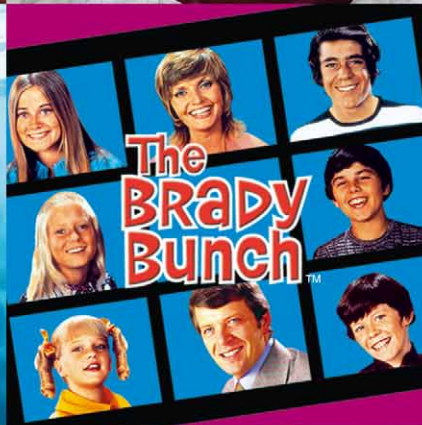
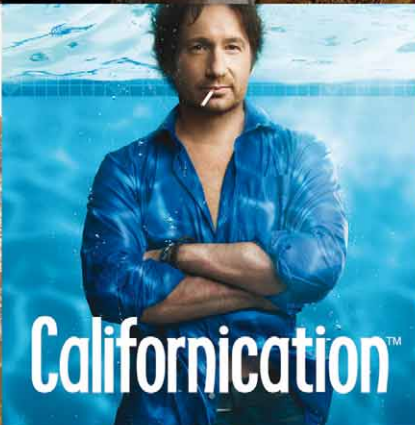
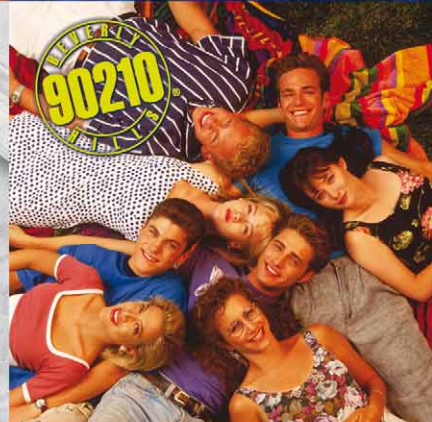
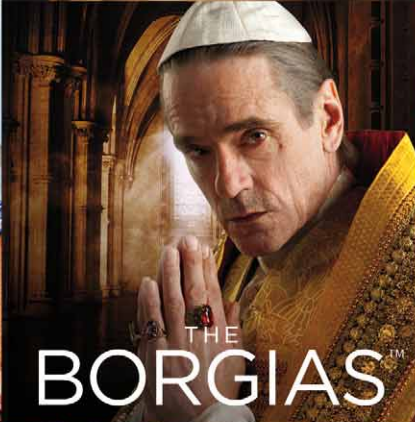
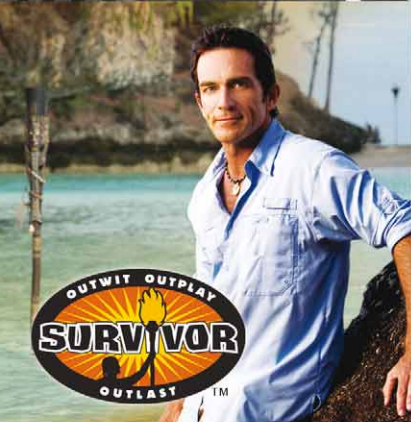
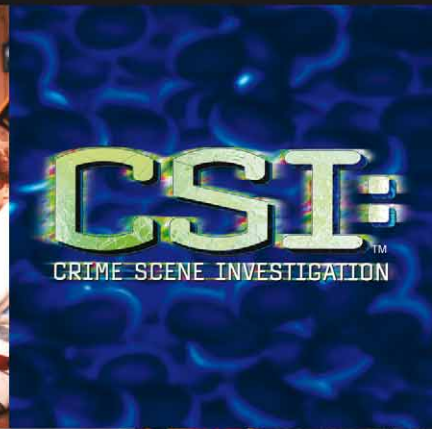
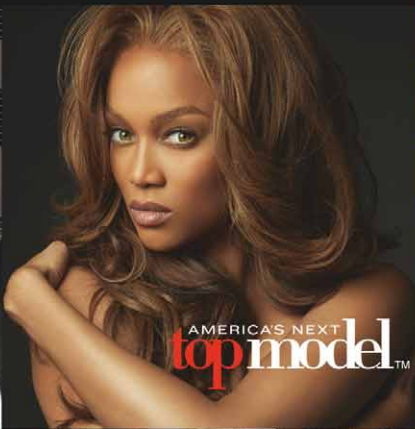
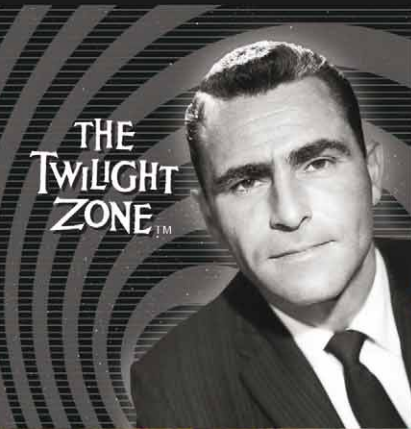
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Exclusive: Top 125 Global Licensors

MAY 2012 VOLUME 15 NUMBER 2

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Kathy Ireland Super Brand

From supermodel fame and a simple line of socks, Kathy Ireland has built a lifestyle licensing empire ranging from weddings to windows.



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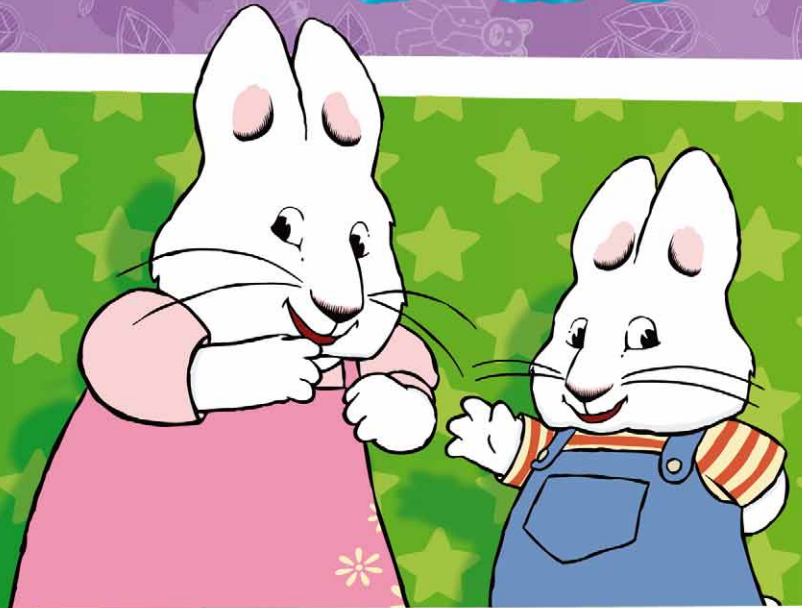
- Licensing Expo Preview
- Zodiak Rights' Jennifer Lawlor
- A Look at MIPTV

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TOP 125

T1 **Top 125 Global Licensors**

This exclusive report ranks the world's largest licensors. The 2012 report boasts the addition of 20 new licensors, reinforcing the widespread growth of brand extensions, and represents more than \$192 billion in retail sales.

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From supermodel fame and a simple line of socks, Kathy Ireland has built a lifestyle licensing empire ranging from weddings to windows.



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April's MIPTV accounted for countless broadcast deals closed in the kids business.

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License! Global sits down with Jennifer Lawlor, senior vice president, consumer products, Zodiak Rights, to discuss the company's licensing strategies and key properties for 2012.



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80 **Licensing Expo 2012 Preview**

The Licensing Expo, to be held June 12-14 at the Mandalay Bay Resort and Convention Center in Las Vegas, Nev., will showcase more than 5,000 brands and has added over 110 new exhibitors in 2012. This is a preview of just some of the properties and exhibitors visitors will see on the show floor.

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consumer & retail trends

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Global Licensors: New, Noteworthy and Impressive



By **Tony Lisanti**
Editor-in-Chief

The exclusive Top 125 Global Licensors annual report provides a valuable statistical perspective on the size of the brand-licensing sector based on retail sales, as well as valuable insights with regard to new properties, trends and innovative initiatives for many of world's most popular and recognizable brands.

The Top 125 Global Licensors (which begins as a special section sponsored by EisnerAmper on page T1) accounted for more than \$192 billion in retail sales of licensed products worldwide in 2011, with 50 licensors reporting retail sales of \$1 billion or more. The Top 125, plus 10 additional "up and coming" licensors included in this year's report, provide a multitude of examples of just how popular licensed products are among consumers of any culture.

Whether it's the popularity of properties from perennial No. 1 licensor Disney Consumer Products, which now also includes Marvel Entertainment and represents \$37.5 billion in retail sales of licensed merchandise, or the sweetness of Jelly Belly Candy, represented by The Licensing Company and on the list for the first time with \$30 million in retail sales, the demand for brand extensions is as strong as ever. This demand comes from the world's largest retailers—the majority of which understand the value of licensed products, how these products drive traffic to stores and how much consumers want them.

In fact, the Top 125 Global Licensors represent almost 5 percent of the \$3.94 trillion in aggregate sales of the Top 250 Global Retailers in 2011, published by the National Retail Federation and Deloitte Touche Tohmatsu Limited. The Top 250 posted a 5.3 percent increase in sales over 2010.

Twenty new licensors have been added to this year's expanded list, representing \$10.5 billion in retail sales of licensed merchandise worldwide. They include:

- Four billion-dollar licensors: Procter & Gamble, Weight Watchers, National Hockey League and U.S. Polo Association.
- Nine entertainment licensors: Disney ABC Television Group, Toei Animation, Shine 360°,

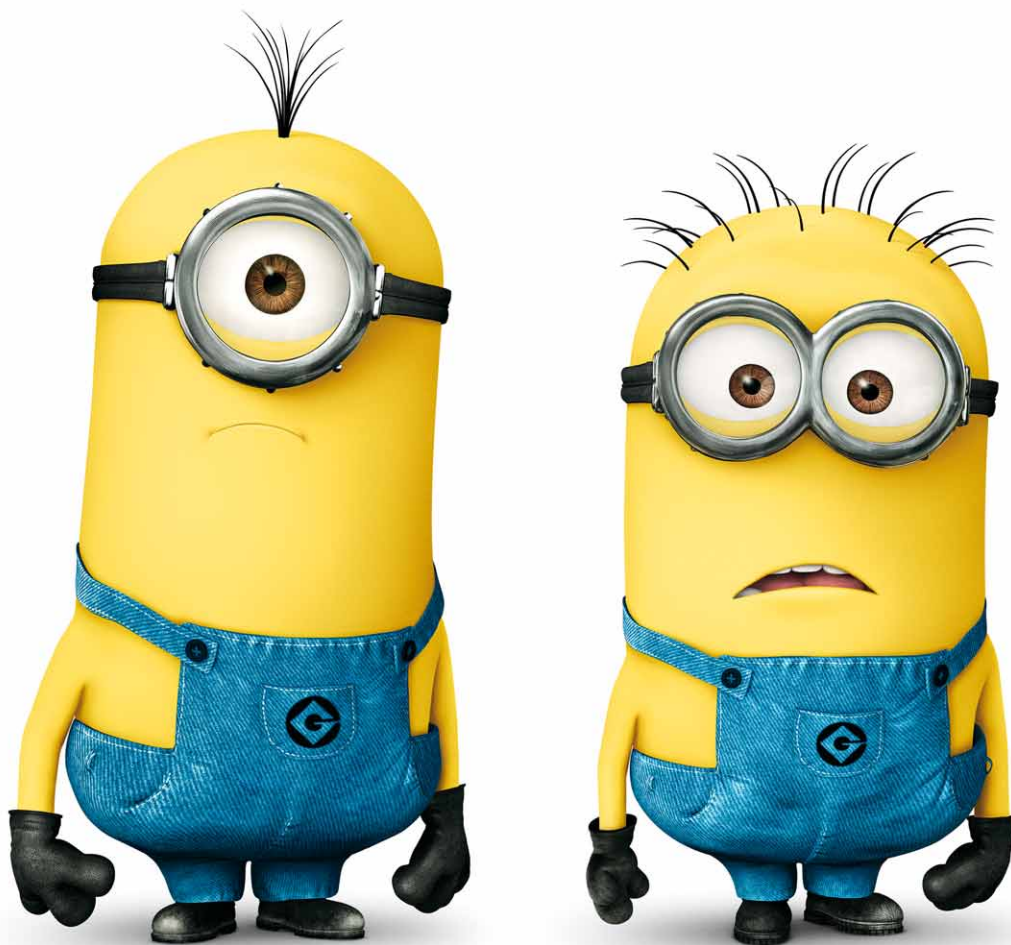
Studio 100, C3 Entertainment, ESPN, Mind Candy, HGTV and DHX Wildbrain.

- Four CPG companies: PepsiCo, Reynolds, Anheuser-Busch and Jelly Belly.
- Plus Art Impressions, MHS Licensing and RAC, the U.K.'s auto organization.

These licensors represent dozens of properties from well-known food and beverage brands, to classic TV shows, to new apps that have grown significantly over the past few years. Consider the brand extensions for CPG companies: P&G's brands; PepsiCo's apparel programs for Pepsi, Diet Pepsi and Mountain Dew created by The Joester Loria Group; Reynolds' Hefty brand extensions created by EMI; and Anheuser-Bush's portfolio handled by TLC. Here are just a few examples from entertainment licensors: Disney ABC's shows including "Once Upon A Time," "Wipeout," "The Chew," "Revenge," "Dancing with the Stars" and "Castle;" Shine 360's "Master Chef" and "The Biggest Loser;" C3 Entertainment's *The Three Stooges*, which debuted in theatres last month; ESPN's popular X Games handled by IMG Licensing; Mind Candy, which created Moshi Monsters just a few years ago; HGTV, which is quickly growing brand extensions (through Beanstalk) similar to other Scripps brands (Food Network) handled by Brandgenuity; DHX Wildbrain, home to "Yo Gabba Gabba!," "Rastamouse," and the new venture, Umigo; and the lifestyle brand So So Happy from Art Impressions.

There are just too many innovative brand extensions to name in detail here, and that's why the Top 125 report is 32-pages. Even that is not enough space.

It's only fitting that one of the most successful global licensors, Kathy Ireland Worldwide, which ranked No. 25 with \$2 billion in retail sales of licensed merchandise, is featured on the cover of this issue. The former supermodel turned brand guru exemplifies the characteristics that drive so many successful businesses—entrepreneurial spirit, innovation, consistency, partnership and staying power. ©



SUMMER 2013

ILLUMINATION
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Small is Just as Beautiful

While the corporate giants of the licensing industry are always a powerhouse, it may be the independent companies that fuel business growth and promote new deals this year in the U.K.



By **Sam Phillips**

With the economy as it is, commentators are speculating in the media about how to get it all going again. They use words like “refuel,” “ignite,” “inspire” and “kick-start,” and they often are not talking about the slow-moving giants at the top of the industrial food chain. They are usually looking to the entrepreneurial, fresh-faced start-ups with the small but brilliant ideas that later become vital parts of the engine of the economy—the future equivalents of the U.K.’s Dyson (consumer electronics) or Aardman (animation).

These small companies need encouragement at the moment because access to capital is tough and trading conditions even tougher. But optimism usually prevails. The licensing industry is and always has been a perfect reminder of this.

Nickelodeon, for example, is preparing the latest incarnation of the Teenage Mutant Ninja Turtles, a phenomenon born 20 years ago and made possible by a well-timed check delivery that enabled the comic book launch. We all know the story about the man called Keith who walked into HIT’s office with a drawing of a builder named Bob; and the Japanese designer who adorned a small purse with a simple outline of a kitty. These seemingly effortless new ideas keep coming.

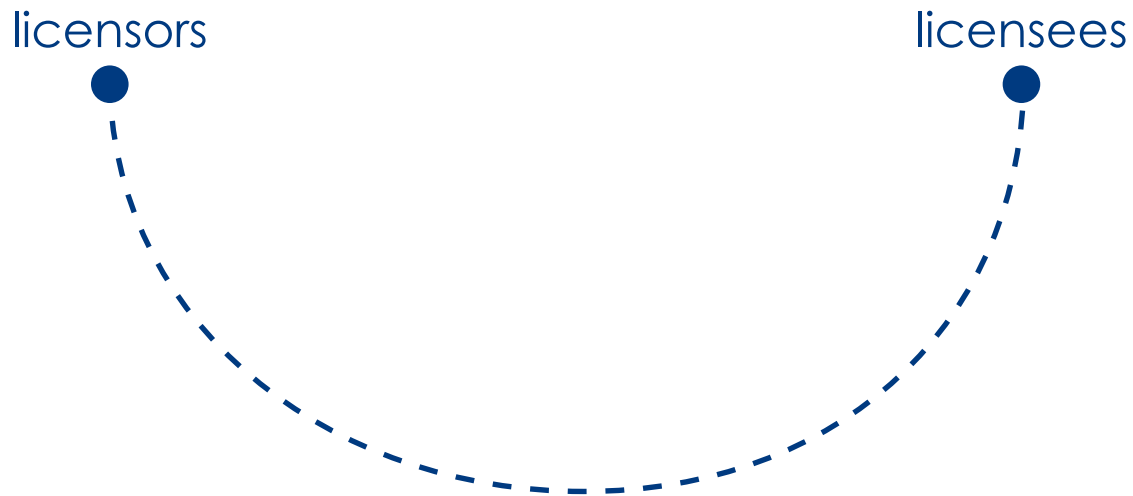
Brand Licensing Europe 2012 has already signed 40 new exhibitors this year, many of them small-scale creative businesses or individuals with an idea that is new to licensing. Brand Licensing Europe’s License This! challenge, now in its third year, will also continue to encourage and promote new talent. Last year’s finalists have all gone on to make progress in the last six months. Finalist MGA is working with Penguin on book concepts for its Marshmallow brand, and the property winner, How to... for the Domestically Inept, has signed deals for t-shirts. The previous year’s finalists included TV series “Gomby” and “Bondi Band,” both of which secured broadcast deals. License This! is open again now (more details at www.brandlicensing.eu) and the selection panel will be announced soon.

Brand Licensing Europe continues to innovate with new initiatives in 2013, and international participation is expected to grow still more with visitors, exhibitors and agents taking part. One of the jewels in the Brand Licensing Europe crown is its ground breaking Retail Mentoring Programme, a unique scheme that helps junior and assistant retail buyers learn more about licensing. Last year, Mothercare and Sainsbury’s sent 12 mentees. This year, Tesco, Avon, Boots and John Lewis will join the retailers, with the number of participants increasing to 40. It’s a very clear signal to licensors and licensees that retailers want to be more knowledgeable and engaged with the process of licensing so they can make their case for brands internally and reach well-informed decisions about which brands to support and how. Between May and October the mentees will attend special seminars, a work placement with a licensor and complete a licensing assignment specific to their work. Last year’s mentees addressed issues such as the usefulness of the style guide and looked at the licensing business model. The Programme’s strength lies in putting retail buyers into the heart of the licensing process so that they can learn what they need to benefit their specific roles.

“The Retail Mentoring Programme is a great opportunity for our people to get to grips with the licensing industry and give them confidence in such a huge marketplace about which licenses to choose,” says Steven Bradley, buying manager, toys and nursery, Boots.

The Programme culminates at Brand Licensing Europe, Oct. 16-18, where mentees will run their own licensing meetings with brand owners. Here, as at Licensing Expo in Las Vegas, Nev., June 12-14, they will be reminded that there are many small-scale, highly creative, entrepreneurial companies eager for an opportunity, as well as the giants. Any one of these could be the next decade’s equivalent of that simple feline with a bow in her hair. The trick will be in gauging which. ©

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TJLG to Rep Kellogg Brands

Kellogg Company has named The Joester Loria Group as its exclusive licensing agency for the U.S. and Canada.

TJLG will develop and execute a strategic licensing program surrounding Kellogg's wide portfolio of brands. The ranges will look to expand Kellogg's brands and characters across lifestyle products, housewares, home goods and food extensions.

"We are proud to have been tapped by Kellogg Company to build the U.S.- and Canada-based licensing business for their iconic portfolio of brands," says Joanne Loria, executive vice president and chief operating officer, The Joester Loria Group. "Kellogg's products

are in virtually every American home and an essential part of breakfast for millions of consumers every day. We look forward to enhancing the Kellogg experience with consumer products that extend these great brands."

Specific brands TJLG will represent include Apple Jacks, Cheez-It, Eggo, Froot Loops, Honey Smacks, Keebler, Kellogg's Corn Flakes, Special K, Kellogg's Frosted Flakes, Frosted Mini-Wheats, Kellogg's Raisin Bran and Rice Krispies, as well as its archive of art and characters. Original artwork from artists such as Norman Rockwell will join TJLG representation as well, alongside iconic branded characters Tony the Tiger, Toucan Sam, the Keebler Elves and Snap, Crackle and Pop.



Live Nation Brings Back Timeless Beatles Merchandise

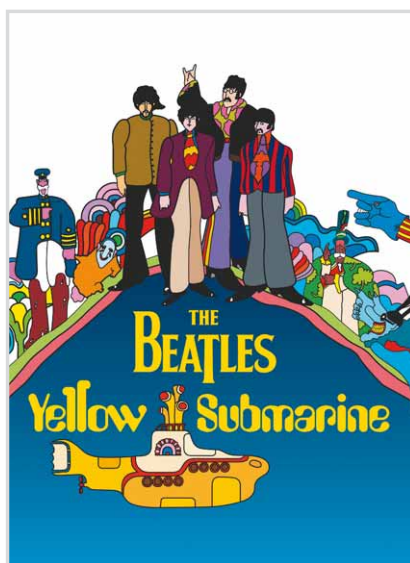
"We all live in a yellow submarine..."

In celebration of the restoration of the film *Yellow Submarine*, Live Nation Merchandise has a host of licensees on board for product.

"Fans have been asking for *Yellow Submarine* for quite some time as it has been off the market for several years," says Joe Marziotto, director of retail and licensing, Live Nation Merchandise. "It's a timeless classic and it's about time that it be released again for a new generation of fans."

The out-of-print film, based on the songs of The Beatles' John Lennon and Paul McCartney, has been painstakingly remastered in 4K digital resolution for the first time, and will release on DVD and Blu-ray June 5, just following the film's May theatrical premiere.

Surrounding the film and DVD wide release (and in lead-up to Comic-Con), Factory Entertainment will launch a



line of 14-inch plush featuring The Beatles, the Blue Meanie and the Yellow Submarine itself, as well as a line of Shakems. Round2 Corp will go retro, reinstating collectibles from 1968 through the 1990s including Yellow Submarine

and Sergeant Pepper Band model kits. Knucklebonz has added a Yellow Submarine figure, and K'Nex will market a line of Yellow Submarine buildable figures.

On the home décor front, Kurt Adler will debut a full tabletop line that includes serving trays, sno-globes, pepper shakers and a reproduction of the original Yellow Submarine lunch box, as well as a cookie jar. FUNKO will expand its POP Vinyl line with Yellow Submarine, The Beatles and the Blue Meanie; and Dark Hall Mansion will unveil the first in a series of interpretive artworks in partnership with artist Tom Whelan.

"The level of interest with both licensees and retailers has significantly exceeded our expectations," says Janet Dvoskin executive director of licensing, Live Nation Merchandise. "It's an honor to participate in the next wave of excitement around *Yellow Submarine*."

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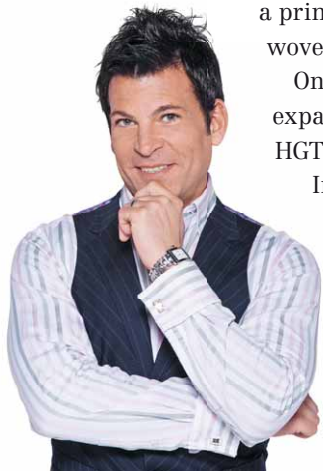
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Beanstalk Nurtures Clients' Growing Programs

Licensing agency Beanstalk has two new deals in the pipeline for clients David Tutera and HGTV.

Tutera, a wedding, lifestyle and entertainment authority, has partnered with Fabric Traditions for a collection of wedding and social occasion fabrications. The line includes a printed and woven assortment, with the woven fabrics scheduled for launch in 2013. On the home décor front, HGTV will expand its existing product ranges with the HGTV Home Plant Collection.



In partnership with Agricola Management Group, the HGTV Home Plant Collection debuted in March at more than 500 retailers and growers. The debut annual collections included the launch of Expressions, which featured mixed plant varieties in complementary

color families that are matched in timing for balanced growth and consistency. The HGTV Home Plant Collection is supported by HGTV Know How! tutorials, landscaping inspiration and gardening ideas, and includes mixed containers and hanging baskets designed for gardens and outdoor living spaces.

Expressions will roll out throughout the spring in select cities, with new markets to be added next year.

“With the debut of this new plant collection, HGTV extends the gardening and plant inspiration consumers have sought from us on air and online for years,” says Ron Feinbaum, general manager, consumer products, HGTV. “Now viewers can bring the tips and Know How! provided by HGTV into their home and gardens.”



GNC Launches Range of Sport Drinks

Shadow Beverages and GNC have announced the launch of a nutritional, ready-to-drink GNC beverage line, available at retail in Arizona and Nevada. IMG Licensing brokered the deal on behalf of GNC.

“We are thrilled to introduce this new nutritional GNC beverage line. Our development team worked closely with Shadow Beverages for nearly a year reviewing hundreds of formulations to ensure the highest quality final products,” says Tom Dowd, executive vice president, chief merchandising officer and general manager, GNC. “Our relationship with Shadow Beverages allows the GNC brand to continue to offer active consumers new products they can trust to help them ‘live well’ beyond GNC’s own retail and online outlets.”

The GNC line consists of 14 beverages, including XP extreme performance drinks, designed for the experienced athlete, and Active beverages formulated for everyday fitness enthusiasts.

The GNC beverages are currently available through distribution partners Kalil Bottling in Arizona and Nevada Beverage.

“Our partnership with these distributors gives the new GNC beverage line great access to many channels of business,” says George Martinez, president, Shadow Beverages. “Thus far, sales have exceeded our expectations and we couldn’t be more pleased with the level of in-market execution from the Kalil Bottling and Nevada Beverages sales teams. We anticipate additional distribution

partners to be introduced across many states in the coming months.”

“The GNC brand is thriving and will continue to expand into multiple product categories,” says Daniel Siegel, vice president, IMG Licensing. “The success of the brand and its licensing program is a direct result of the outstanding quality of product GNC brings to the marketplace. The Shadow Beverage deal is only the beginning of what IMG Licensing plans to offer the health conscience consumer via licensing of the GNC brand.”



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Project Baby: Heidi Klum and Babies 'R' Us Team for Tots

Supermodel and mother of four, Heidi Klum, has paired with Babies 'R' Us to create an exclusive collection of products for newborns, infants, toddlers and growing children.

The new collection, Truly Scrumptious by Heidi Klum, will be available at Babies 'R' Us stores across North America and online at Babiesrus.com beginning this fall.

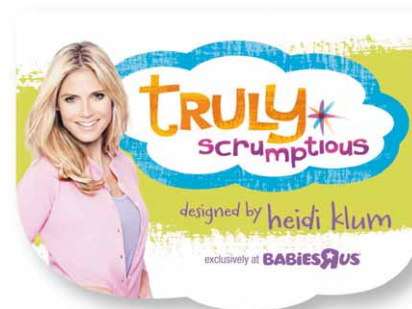
"Heidi Klum is the ultimate hands-on mom, and is representative of the millions of mothers who trust Babies 'R' Us to offer high quality, fashionable and practical products," says Aaron Kopolow,



vice president and divisional merchandising manager, Babies 'R' Us. "We're thrilled to partner with Heidi to bring our customers Truly Scrumptious, a trend-right assortment of baby items that are reflective of her unique point-of-view as a mom."

In addition to a fall apparel assortment, the range will include mix-and-match accessories, furniture, bedding, room décor and gear.

Klum has personally conceptualized and designed the Truly Scrumptious collection and applied her very own "mom stamp of



approval" to each item that will be available.

"I'm so excited to partner with [Babies 'R' Us] to create a fun, magical and unexpected collection that is also affordable," says Klum. "My designs for Truly Scrumptious have really been inspired by all the adorable children who are just that—truly scrumptious—and deserve to have nothing but the best!"

Aardman Deal Makes Claymation Available to All

Aardman Animation and Cheatwell Games have introduced a licensed product called *Animate It!*, which enables users to create their own Aardman-style claymations using simple software, a green screen, some clay and a mold for the veteran Aardman character, Morph. Within minutes, a complete novice can create Morph animations on their home computer.

The idea is innovative in extending the very techniques that lie at the heart of Aardman.

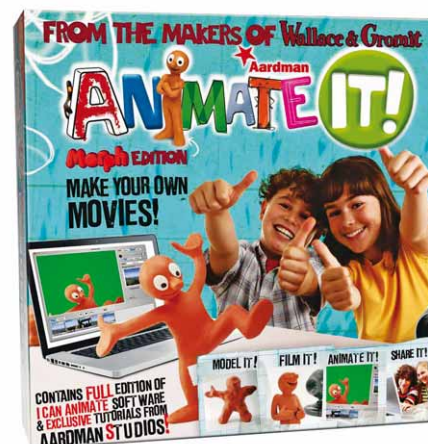
"The best advice I have for anyone interested in animating is to 'have a go.' This kit will help you," says Nick Park, Aardman founder and creator of "Wallace & Gromit."

An accompanying website, www.animate-it.com, will provide hints and tips from Aardman animators, regular video tutorials, resources and assets to download, and the latest behind-the-scenes news from its studios and the wider animation world. It will also provide a platform for young talent to showcase and share their work.

"Morph" is enjoying a revival on U.K. television at the moment. *Animate It!* also comes with 26 original episodes of "Morph," to further inspire young creators. *Animate It! Morph Edition* is available at U.K.

retailers such as Tesco, Amazon and Firebox.

"Technology and creative play are key toy trends for 2012," says Ryan Collins, head of buying, Firebox. "Aardman's *Animate It!* is a great way to turn your imagination into reality while learning how animation works."



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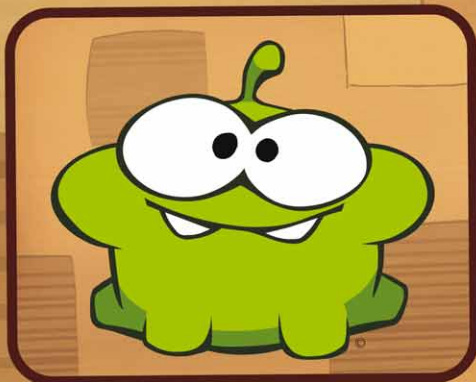


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Moshi Monsters Push Music Frontier

If 60 million users, an award-winning toy line and the U.K.'s top selling children's magazine wasn't enough, Moshi Monsters is now pushing the frontiers of pop music after establishing its very own in-house music label and releasing its first CD.

The album, "Moshi Monsters: Music Rox!," debuted this month, and was written and produced in-house and distributed by Sony Music. Mind Candy announced a partnership earlier this year that will see Sony handle the U.K. distribution of all Moshi Monsters' forthcoming music releases. Sony described the Moshi Music project as "a fantastic way to engage young people with music."

The album launched at a star-studded event in London's Hard Rock Café and features 12 tracks from popular Moshi characters including The MonStars, Dr. Strangeglove, Popstar Poppet and Sweet Tooth, as well as newly developed music characters, Bobbi SingSong and Zack Binspin. The music covers all genres from rock to Bollywood, and combines catchy tunes with witty lyrics that will appeal to both kids and adults alike.

Jason Perry, who once fronted the rock band A, leads Mind Candy's music initiative. Perry has produced No. 1 records for the band McFly, as well as Busted's front man, Matt Willis.

"We had a blast laying down the tracks for this album and we hope kids and parents love it just as much as we do," says Perry.

"Moshi Monsters, Music Rox!" is available at U.K. retail and globally to download. It will be available in stores in Australia, New Zealand and the U.S. later in the year.



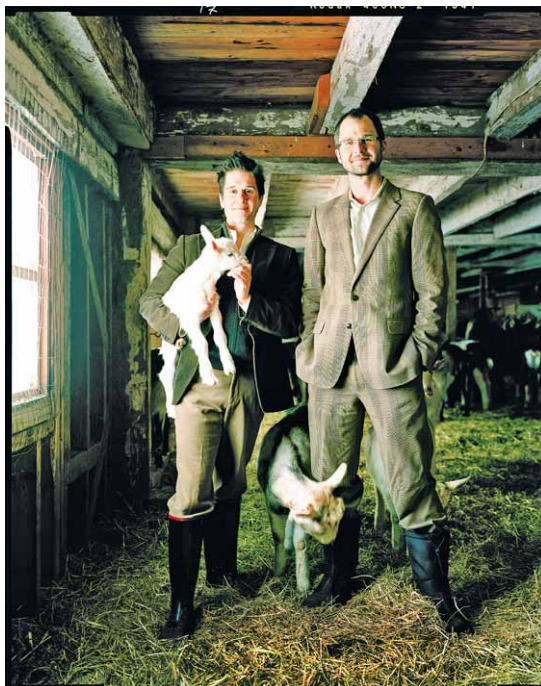
Brand Central Signs New Client Beekman 1802

Licensing agency Brand Central has been quite busy signing clients as of late.

Its latest appointment is from Beekman 1802, the brand behind the television series "The Fabulous Beekman Boys," which aired on Planet Green and premieres on The Cooking Channel later this year.

Brand Central will look to expand the Beekman 1802 brand into new lifestyle categories, targeting a broader audience beyond the specialty market.

"Beekman 1802 has created a refreshing, distinctive brand that is all about seasonal living. There is a big opportunity for partners to create products that extend the Beekman 1802 lifestyle, leveraging their products, media and publicity," says Ross Misher, chief executive officer, Brand Central. "From farm-to-table food products to home items that deliver a country style with a modern twist, Beekman 1802 taps into a trend that is booming across the country. With a hit show, popular books and a growing product line, this brand has it all."



The brand and the men behind it—Josh Kilmer-Purcell and Dr. Brent Ridge—already have a presence on bookshelves with their best-selling cookbook, *The Beekman 1802 Heirloom Cookbook*, and memoir, *The Bucolic Plague*. They have recently signed a

multi-book deal with Rodale for cooking, entertaining and advice titles, and have optioned *The Bucolic Plague* with 1-2 Punch Productions for a sitcom first look deal with Sony.

The Beekman 1802 brand creates artisan goods that marry sophisticated "city" with natural "country" aesthetics for a modern take on traditional life. Current product lines can be found at retailers such as Henri Bendel, Anthropologie and Williams-Sonoma.

Other recent Brand Central signings include Apartment Therapy, a leading home blog that reaches more than 9 million visitors per month; and Geek Chic, its own lifestyle brand that celebrates fashion forward "geek" style. More client announcements are planned for the Licensing Expo, June 12-14 in Las Vegas, Nev.



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Plus Licens Drives Biz in Russia

Despite what Plus Licens' Clara Bodin describes as "an overall calming" in consumer goods production in the Russian market, Plus continues to drive business for its licensees and licensors in Russia by offering top entertainment brands and encouraging new partners to embark on licensing.

"Russian companies are upping their investment in licensing to differentiate themselves in an increasingly competitive market," says Bodin. "This was evident at the Toy and Stationery Fair in Russia in March, where companies yet to become licensees came to see their competitors' licensed goods."

"We met a large number of new Russian toy manufacturers who see that licensing

works for their competitors and want it too," says Anna Artykhova, category manager, toys and apparel, Plus Licens Russia.

A seminar featuring the latest news from Hasbro, DreamWorks and Universal hosted 100 licensees from the region. Paul Tush, managing director, Plus Licens Russia, told *License! Global* that top entertainment brands show great promise in the market at the moment.

"DreamWorks continues to show outstanding box office performance in Russia, and we've had strong growth in the number of licensed consumer products in the market," he says. "We expect the momentum to continue onward in 2013 with the release of *The Croods* and *Turbo*.



For Hasbro, significant new deals will result in many new products hitting shelves as early as fall. And 'Redakai' airs on Cartoon Network later this year on a major free-to-air channel. We are very excited about the subsequent roll-out of consumer products."

Kids Company Licensing Launches with a Mission

Kids Company, a pioneering London-based charity founded by Camila Batmanghelidjh, has announced a licensing program to be managed by industry executive Mara Gardner. The first deal with children's accessories company Shreds has just been confirmed.

Art is an important cornerstone of the work done by this charity, and it is children's art that has inspired Colour a Child's Life, a Kids Company brand, which is to be licensed widely.

"At its heart, the brand is about sharing great family moments including with the children of Kids Company," says Gardner. "It covers products for great family occasions, apparel, homewares, toys, gifts and stationery."

A style guide, developed pro bono by design company Rizon, is inspired by the children's creativity.

"The children's artwork is phenomenal—the inspiration was just there



to develop product with stylish, fun design," says Tamara Dixon, Rizon.

All royalties will support the work of Kids Company, which supports more than 17,000 vulnerable children and young people a year providing a safe, loving, family environment.

"Beyond helping courageous children towards a brighter future, there are compelling business reasons to partner with this new brand, not least Kids Company's own strong marketing network that includes retailers, influential media and celebrities, all dedicated to the charity," says Gardner. ©



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Does it Pay to Listen Online?

The NPD Group looks at Internet radio trends and how listeners are utilizing the medium.



Online radio is the fastest growing music listening option among U.S. consumers, increasing by more than 18 million listeners in 2011.

According to The NPD Group's Annual Music Study, 43 percent of U.S. web users chose to listen to music via Pandora, Slacker, Yahoo! Music and other online radio options, which is 9 percentage points higher than the previous year. At the same time listening to music on AM/FM radio stayed relatively steady (84 percent) in 2011, as did CD listening (74 percent).

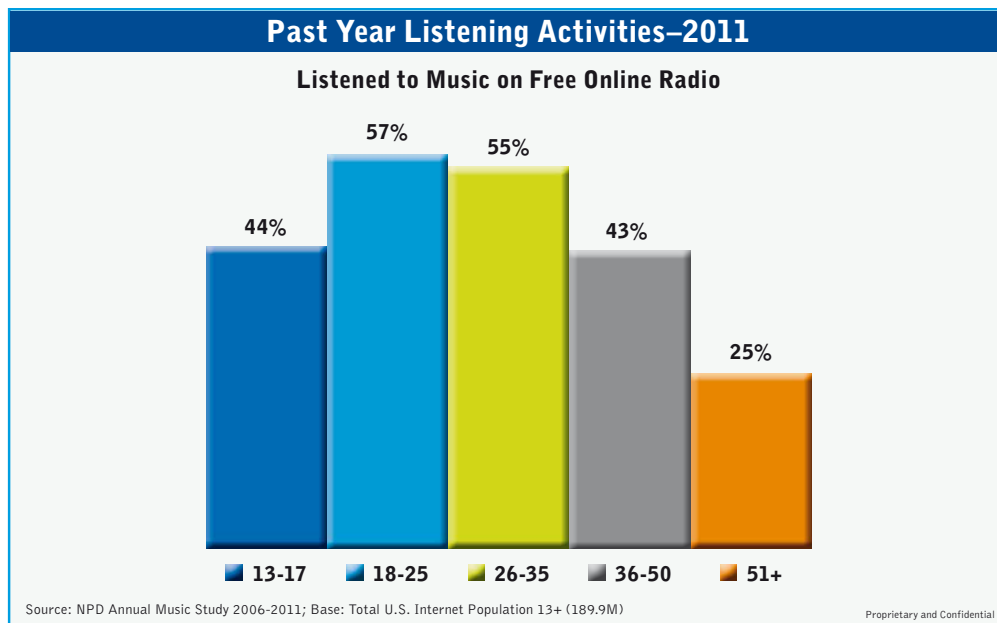
Listening to free online radio is most popular among young adults ages 18 to 25, and strong listener growth is also occurring among the 36- to 50-year-old age segment.

Consumers are overwhelmingly opting for free ad-supported online radio options, and consumers' conversion to paid versions of online, on-demand radio remains low. While 42 percent of web users listened to free radio options in 2011, just 3 percent paid to listen to radio online.



While 42 percent of web users listened to free radio options in 2011, just 3 percent paid to listen to radio online.

The draw of unlimited online radio listening and music discovery is much more compelling to consumers than performing the same activities on social media sites, according to NPD. Just 12 percent of web users listened to music integrated into Facebook or other social networks by services like Spotify and MOG. ©



*Data note: The information in this study is derived from NPD's Annual Music Study, which is based on online surveys of 5,799 U.S. consumers, age 13 and older. NPD conducted consumer surveys between December 14, 2011 and January 3, 2012.

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Once upon a time or maybe twice, there was an unearthly paradise called Pepperland...

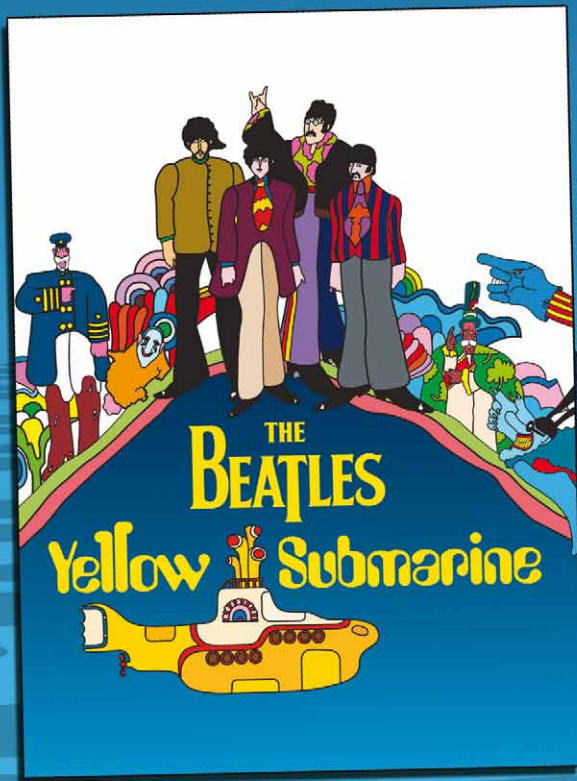
Yellow Submarine, based upon a song by John Lennon and Paul McCartney, is a fantastic tale brimming with peace, love, and hope, propelled by Beatles songs, including "Eleanor Rigby," "When I'm Sixty-Four," "Lucy in the Sky With Diamonds," "All You Need Is Love," and "It's All Too Much". Inspired by the generation's new trends in art, the film resides with the dazzling Pop Art styles of Andy Warhol, Martin Sharp, Alan Aldridge, and Peter Blake. **Yellow Submarine** is a classic of animated cinema, that took nearly two years, 14 different scripts, 40 animators and 140 technical artists to make, ultimately producing a groundbreaking triumph of animation.

Currently out of print, the film has been restored in 4K digital resolution for the first time. Due to the delicate nature of the hand-drawn original artwork, no automated software was used in the digital clean-up of the film's restored photochemical elements. This was all done by hand, frame by frame. Bonus features for the **Yellow Submarine** DVD and Blu-ray include a short making-of documentary entitled "Mod Odyssey," the film's original theatrical trailer, audio commentary by producer John Coates and art director Heinz Edelmann, several brief interview clips with others involved with the film, storyboard sequences, 29 original pencil drawings and 30 behind-the-scenes photos. Both Digipak packages will include reproductions of animation cels from the film, collectible stickers, and a 16-page booklet with a new essay by **Yellow Submarine** aficionado John Lasseter (Chief Creative Officer, Walt Disney and Pixar Animation Studios).

Joe Marziotto, Director of Retail & Licensing
joemarziotto@livenation.com

Janet Dvoskin, Executive Director of Licensing
janetdvoskin@livenation.com

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Other events surrounding the release of this animated classic include:

Candlewick Press will be releasing a new hardcover edition of the Yellow Submarine picture book. Featuring the lighthearted wit of the film's script alongside original artwork from the movie that has charmed children and adults through several generations. The interactive digital version of the book, available as a free download on Apple's iBookstore, has racked up over 3 million downloads.

EMI and Apple Corps Ltd., in conjunction with D&E Entertainment, will be bringing Yellow Submarine back to the big screen in theatres across the US. The premier will be held on May 5th at The Ziegfield in New York. InMatinee screenings are being set up so parents can share the viewing experience with their children as well. A complete list of participating theaters will be available on Beatles.com (www.beatles.com).

The first-ever Yellow Submarine dedicated website - www.yellowsubmarine.com has now launched and will countdown the days until the films release, from the release date forward it will exist as a stand-alone site dedicated to all things Yellow Submarine.

In anticipation of the film's release Live Nation Merchandise, The Beatles' North American licensing agent, has been working with key licensees to not only create exciting new Yellow Submarine products that will appeal to fans of all ages, but bring back some favorites from the past:

A line of 14" plush figures including The Beatles, the Blue Meanie and of course the Yellow Submarine itself. Also coming from Factory Entertainment is a line of Yellow Submarine "Shakems" that will include Sergeant Pepper's Lonely Heart's Club Band, the Blue Meanie, the Flying Glove and the Yellow Submarine.

Round2 Corp will be bringing back several sought after collectables from the past: the original Yellow Submarine model kit that was first released in 1968, and the Sergeant Pepper Band model kits from the '90's.

Knucklebonz has just announced the latest edition to their successful line of collectible limited edition Yellow Submarine figures. The line, which currently includes The Beatles, the Chief Blue Meanie, and Jeremy will now be joined by the Yellow Submarine.

K'Nex will be bringing to market a line of buildable Yellow Submarine figures that will appeal to the film's fans of all ages.

Kurt Adler will be launching their Yellow Submarine tabletop line that will not only include serving trays, sno-globes, salt and pepper shakers, a reproduction of the original Yellow Submarine '60's vintage lunchbox, but also an all time fan favorite –the Yellow Submarine cookie jar!

FUNKO's phenomenally successful POP Vinyl line will be making their Pepperland debut with a line featuring The Beatles, The Blue Meanie and the Yellow Submarine.

Dark Hall Mansion in conjunction with renowned artist Tom Whelan will be unveiling the first in a series of Yellow Submarine re-interpretive artwork. The first in the series will be a 5 print portfolio re-interpreting some classic scenes from the film. The portfolio will be limited to 1000 pieces worldwide and available exclusively on Dark Hall Mansion's website (www.darkhallmansion.com).

Based on the phenomenal success of the iBook download, a major iTunes marketing initiative surrounding the property will be launching several weeks prior to the release of the DVD and Blu ray.

Major ComicCon presence.
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TOP 125 GLOBAL LICENSORS

This exclusive report ranks the world's largest licensors. The 2012 report boasts the addition of 20 new licensors, reinforcing the widespread growth of brand extensions, and represents more than \$192 billion in global retail sales.

By Tony Lisanti

The Top 125 Global Licensors, the exclusive annual retail sales ranking of the world's largest owners of intellectual property from *License! Global*, boasts the addition of 20 new licensors and reinforces the widespread popularity and growth of brand extensions across a multitude of sectors and retail channels.

Included on the list for the first time are billion-dollar licensors Procter & Gamble, Weight Watchers, the National Hockey League and U.S. Polo Assn.; entertainment licensors Disney ABC Television Group, Toei Animation, Shine 360°, Studio 100, C3 Entertainment, ESPN, Mind Candy, HGTV and DHX Wildbrain; CPG companies PepsiCo, Reynolds, Anheuser-Busch and Jelly Belly; plus Art Impressions, MHS Licensing and RAC, the U.K.'s auto organization.

These licensors represent dozens of properties, whether classic TV shows or new apps, that have grown significantly over the past few years. They also represent an additional \$10.5 billion in retail sales of licensed products worldwide to the Top 125 report, which is well on its way to becoming the prestigious Top 150 Global Licensors list, a milestone that *License! Global* expects to reach in 2013 as new properties continue to grow and expand licensing initiatives worldwide.

The Top 125 Global Licensors accounted for more than \$192 billion in retail sales of licensed products worldwide in 2011. An impressive 50 global licensors reported retail sales of \$1 billion or more.

Conversely, several notable licensors are no longer on the list for various reasons this year, but their respective properties are still viable in the marketplace and represent more than \$4 billion in additional retail sales. They include:

- HIT Entertainment, which was acquired by Mattel last October;
- Ford Motor Company, which reported \$1.4 billion in retail sales in 2010;
- Chorion, which sold its properties Olivia, Mr. Men, Noddy, Beatrix Potter and The World of Eric Carle;
- The Sharper Image, which was acquired by Iconix Brand Group; and
- Summit Entertainment, holders of the Twilight franchise, which was acquired by Lionsgate Entertainment and is now home to The Hunger Games franchise.

One significant change to the Top 125 is with Disney Consumer Products, which now has a combined listing for its traditional DCP franchises and Marvel Entertainment. As the No. 1 global licensor has continued the integration of its superhero franchises, it decided to reflect one united position rather than list Marvel as a separate entity. DCP reported a total of \$37.5 billion in retail sales of licensed merchandise worldwide in 2011—

\$31.5 billion for the traditional Disney franchises and \$6 billion for Marvel.

DCP added \$2.9 billion in retail sales of licensed merchandise in 2011, driven by its core franchises. It is still in the throes of a major restructuring of its business.

Marvel reported an increase in retail sales from \$5.6 billion in 2010 to \$6 billion in 2011. It has two major theatrical releases this summer blockbuster season, *The Avengers* and *The Amazing Spider-Man*, and *Thor 2* and *Iron Man 3* are scheduled for 2013.

Rounding out the top five Global Licensors are:

- No. 2: Iconix Brand Group reported \$12 billion in retail sales in 2011, which was driven by its core direct-to-retail programs and international expansion, most notably in China, where Iconix has already opened 200 stores with hundreds more planned in the near term.
- No. 3: Phillips-Van Heusen reported \$10 billion in retail sales, up from \$8.7 billion in 2010, driven by international growth of its Arrow, Izod and Van Heusen brands in China, India, the Middle East, Australia, Chile, Peru and Mexico.
- No. 4: Mattel reported \$7 billion in retail sales of licensed merchandise driven by new product offerings across its portfolio of iconic brands that include Barbie, Hot Wheels, Monster High and Fisher-Price.
- No. 5: Warner Bros. Consumer Products reported \$6 billion in retail sales based on its continued expansion of the DC Comics superheroes, new content for theatrical and television, as well as live events.

Other licensors that have grown significantly in a short time include:

- Saban Brands, which was formed just two years ago and hit the Top 125 last year at No. 100 with \$145 million in retail sales, jumped to No. 70 with \$375 million in retail sales.
- Food Network debuted on the Top 125 for the first time last year with \$140 million in retail sales and quickly jumped to No. 86, reporting \$212 million in retail sales of licensed products in 2011.
- Mind Candy hit the scene in 2008 with the phenomenon of Moshi Monsters and has grown its licensing business significantly in a short time, reporting \$125 million in retail sales.

Several major trends have emerged among many licensors including the development of apps and social gaming, the creation of live entertainment events and the expansion of fashion apparel and accessories across all age groups.

Furthermore, the Top 125 exemplifies the increasing interest in and dependence on bona fide brands that resonate among consumers and can drive traffic, sales and enhance a retailer's reputation as a destination for hot, trendy and oftentimes exclusive merchandise.

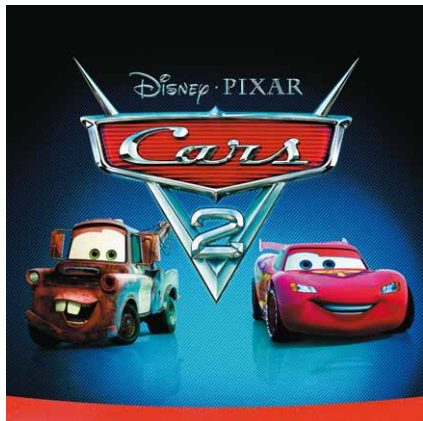
*All global licensors and licensing agents submitted retail sales figures, which are based on worldwide sales of licensed merchandise at retail, unless otherwise noted. Some international sales figures may have been slightly affected by currency exchange rates and were based on the most recent rates at press time. All companies are public except as otherwise noted. The Top 125 Global Licensors report is copyrighted and cannot be used without the written permission of Advanstar Communications and *License! Global*.

1 DISNEY CONSUMER PRODUCTS

\$37.5B (DISNEY: \$31.5B; MARVEL: \$6B).

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Disney and Marvel delivered top merchandising programs in 2011, supporting evergreen franchises which for Disney included Mickey Mouse, Disney Princess, Disney Fairies, Toy Story and Cars; and for Marvel: Thor and Captain America. Standout retail programs included major statements for Cars 2 and Captain America across all tiers of retail. On the digital front, Marvel extended its evergreen portfolio into storybook apps including one for Spider-Man narrated by Stan Lee. Disney rounded out the



year at retail with emerging properties such as Phineas and Ferb, plus Disney Channel tween and preschool entertainment and Disney Baby. In addition to a laser focus on evergreen franchises including Disney Princess, Cars and Mickey Mouse, Disney will mine new film opportunities with The Lone Ranger, Oz, Frozen and Disney-Pixar's Monsters University. On the home entertainment front, fresh new content including Planes and the next installment in the Disney Fairies DVD series will drive incremental opportunities. Merchandise inspired by Disney Channel and Disney Junior will continue to fill shelves at retail as new programming and new product lines are introduced for the tween and preschool segment. Disney Baby will roll out a new marketing and branding initiative supporting its expansion of merchandise categories across retailers. Marvel continues to expand licensing and co-branded programs around its robust portfolio of characters, with a major focus on two evergreen franchises: Marvel's The Avengers and The Amazing Spider-Man. Support continues in 2013 with sequels for Iron Man and Thor and the debut of two new animated series: Marvel's Ultimate Spider-Man and Marvel's Avengers Assemble. Spider-Man is positioned as a year-round product focus, with multi-platform support from movies, TV, digital media, publishing and live events.

2 ICONIX BRAND GROUP

\$12B

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WWW.ICONIXBRAND.COM

2011 was another record year for Iconix as the company continued to demonstrate strength with its direct-to-retail business model. Ongoing key partnerships include Candie's and Mudd at Kohls; OP, Starter and Danskin Now at Walmart; Mossimo and Fieldcrest at Target; and Material Girl at Macy's. Iconix' portfolio of brands continues to grow at key retailers. For example, Candie's continues to show positive growth in its seventh year at Kohls, and Mudd continues to gain share at Kohls. At Target, Mossimo remains a strong business and Fieldcrest was up significantly in 2011 at Target. In 2011, the company's international business grew significantly. Iconix China, the joint venture between Iconix and Silas Chou, continued to perform well with new store roll-outs for Candie's, London Fog, Rocawear, Badgley Mischka, Rampage and most recently Royal Velvet. There are more than 200 stores open in China with hundreds more opening in the near term. International

growth remains a key priority for Iconix. Last year, 22 percent of the company's business was outside the U.S. and the company projects this number extending to one-third or more of its business. Iconix recently formed a new joint venture in India with Reliance; its first DTR in Japan for Mudd; and it anticipates Mossimo and Fieldcrest to benefit as Target begins expansion into Canada. Domestically, several new retail launches are rolling out in 2012, including Royal Velvet DTR at JCPenney; Sandra Lee DTR at Kmart/Sears and worldwide launch of Madonna's Truth or Dare. Peanuts had another strong year worldwide exceeding expectations. Key factors included a strategic digital expansion of interactive apps, e-books, freemiums and more. Loud Crow's Charlie Brown Christmas interactive app topped the iTunes charts during the holiday season, Beeline's Snoopy Street Fair experienced a successful global launch and Barnes & Noble published the first ever Peanuts e-books to great reviews. On the apparel side, a new line of Peanuts t-shirts and sweatshirts at Uniqlo are rolling out worldwide. Iconix's acquisition of Sharper Image in 2011 further diversifies the company's portfolio into the consumer electronic arena and new marketing strategy is being developed in 2012.

3 PHILLIPS-VAN HEUSEN (PVH)

\$10B

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WWW.PVH.COM

PVH continues its global expansion, bringing its Arrow, Izod and Van Heusen brands to new markets and expanding in China, India, the Middle East, Australia, Chile, Peru and Mexico. Arrow continued its international growth with its first store opening in Peru as well as additional store openings in Chile, Uruguay, Guatemala, France, the Philippines and India. PVH expanded its arrangement with its licensing partner, Arvind/India, to include territories in Africa further developing Arrow's global footprint. In India, Arvind launched a new Arrow product line, targeting younger consumers. Arrow women's became the No. 2 women's brand at Shoppers Stop in India in 2011. The global expansion of the IZOD brand quickened in 2011 with double digit store and shop openings in Asia. Momentum came from expansion in China, India and Singapore and steady growth in Latin America. International growth will continue to fuel the brand in 2012. By the end of the year, there will be over 75 IZOD stores and shops in Asia. Domestically, the brand enlarged its footprint with the expansion of its relationship with JCP in the third quarter of 2012 as well as the addition of a women's optical line. Van Heusen continues to grow its presence in Central and South America with plans for a fall 2012 launch in Brazil and new store openings in Peru, Chile and Costa Rica. The brand maintains a strong market share in India and Australia. Domestically, Van Heusen signed new licenses for headwear, bags and slippers. G.H. Bass has signed a number of new international agreements and domestically is enjoying success on its online site. Tommy Hilfiger highlights include launching Tommy Girl, a juniors' line, which is licensed to RVC. The line is sold at Macy's and is expanding into Mexico this spring, exclusively at Palacio. Tommy also launched men's and women's Footwear in North America with Marc Fisher Footwear, and Golf with Fletcher Leisure Group which is sold primarily to high end resorts and pro shops in North America and Europe, sponsoring Keegan Bradley, PGA Championship winner. Tommy also launched Eau de Prep fragrance globally with Estee Lauder. Calvin Klein continues to be recognized as one of the most powerful fashion brands in the world. In 2011, after a year of exceptional growth and strategic product development, the Calvin Klein brands achieved over \$7.6 billion in global retail sales—an increase of over \$800 million dollars over the prior year. The Calvin Klein footprint was expanded by over 400,000-square-foot of retail space, of which the majority was in emerging or underdeveloped markets. The strength of Calvin Klein's global three-tiered brand strategy—Calvin Klein Collection, ck Calvin Klein and Calvin Klein brand—allowed the brand to

successfully manage through a year of unprecedented rising costs, achieving solid average unit retail increases, improved productivity and further market share gains. By strategically supplementing over 40 domestic and international licensing arrangements with directly operated businesses in the corporation's core businesses (men's dress furnishings and sportswear and North American retail), the brand continues to demonstrate the power of its historic licensing model. In 2011, Calvin Klein continued to leverage existing brand equity and drive growth in new regions, channels and markets. In keeping with brand strategy, successfully launched brand extensions of ck one lifestyle brand in jeans, underwear and swimwear; eyewear and Power Stretch denim were added under the Calvin Klein Jeans label and the global roll-out of Calvin Klein Jeans footwear continued; key fragrance launches were made with ck one Shock and Calvin Klein BEAUTY; and home and related categories expanded their offerings.

4 MATTEL

\$7B

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WWW.MATTEL.COM

As a reflection of fashion, cultural relevance and aspiration, the Barbie brand remains relevant to girls of all ages with representation in more than 45 different consumer products categories including apparel, accessories, home decor, beauty, publishing, sporting goods and electronics. As the No. 1 die-cast vehicle brand in the world, Hot Wheels continues to reach boys of all ages through programs and lifestyle products including apparel, sporting goods, publishing and innovative toys. Already a global phenomenon in more than 35 countries, Monster

High centers around the fashionable teenage descendants of the world's most famous monsters. Monster High infuses rich and relatable storytelling at every consumer touch point, reaching tween girls through strategic partnerships in fashion, publishing and programming. The leading global infant and preschool brand, and Mattel's largest brand, Fisher-Price delivers innovative products and enriching play experiences for children and parents through its "Joy of Learning" platform. A true lifestyle brand, Fisher-Price has product offerings in a multitude of categories that span the range from birth to preschool including baby gear, layette, infant accessories, publishing, music and party. With a powerful portfolio of trusted brands and iconic properties, Mattel will continue to unveil new best-in-class partnerships and product offerings for infants, kids, tweens and adults. The Barbie brand invites girls to "See What Happens" when they play with Barbie launching a robust line of apparel and accessory collections. Hot Wheels kicks things into high-gear with more thrilling vehicle experiences from Team Hot Wheels. In 2010, Hot Wheels connected with its core consumer through a best-selling bike from Dynacraft, and this spring, the brand will take the popular bike to the next level by introducing the Hot Wheels Turbo Revvin' Rev Grip Bike with lights and sounds. Monster High remains focused on continuing to expand its scary-cool signature style and storyline globally and into additional product categories including sporting goods and celebration. Fisher-Price continues to introduce new developmental products such as a complete line of metal trikes and bikes designed to help young children learn to ride with new licensee, Kent International. Also, a new line of infant and preschool puzzles featuring over 50 SKUs based on Fisher-Price's iconic Little People and Laugh & Learn brands will roll out in partnership with The Canadian Group. In 2012, Mattel further optimizes existing partnerships



with Disney, Warner Bros., World Wrestling Entertainment, Nickelodeon, and DreamWorks while it officially welcomes HIT Entertainment into the Mattel portfolio of brands. Specifically, Mattel will launch toy lines for several new theatrical blockbuster properties including Batman and Disney-Pixar's Brave and introduce new toy offerings for kids' television properties Jack and the Neverland Pirates and Team Umizoomi.

5 WARNER BROS. CONSUMER PRODUCTS

\$6B

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WWW.WARNERBROS.COM

With more than 3,700 active licensees, WBCP continues to offer a rich portfolio of entertainment properties including DC Comics (Batman, Superman, Green Lantern, The Flash, Wonder Woman and Supergirl); and Harry Potter, the most successful film franchise of all time. WBCP will feature two tent pole films in 2012, The Hobbit: An Unexpected Journey (December 2012) and Man of Steel (June 2013), both of which provide large and unique opportunities for licensees and retailers around the world. Also on the Warner Bros. slate are The Dark Knight Rises (July 2012), which will be supported by master toy licensee Mattel and many other partners, and The Hobbit: There and Back Again (December 2013). In support of Academy Award-winning filmmaker Peter Jackson's two films based on The Hobbit, WBCP is working with a range of top-tier licensees, including master toy partners The Bridge Direct and Vivid Group, which bring together many of the same creative minds behind The Lord of the Rings products. WBCP continues to foster its business with unprecedented content support, growing its DC Nation block on Cartoon Network, a multi-platform franchise featuring programming produced by Warner Bros. Animation, with the new series Beware the Batman and additional animated fare. Perennial favorites The Looney Tunes Show and Scooby-Doo are garnering new generations of loyal fans, and partnering with esteemed licensees to support each program. The DC Comics franchise continues to be an eminent powerhouse and this year WBCP and DC Entertainment have extended their partnership with Mattel, which continues to build on the strength and value of the DC Comics pantheon of super heroes. Other licensing categories continue to get support from WBCP's numerous iconic properties. Batman Live, a unique



action-packed live stage show, will debut in North America this fall following its critically acclaimed runs in Europe and South America. Additionally, Harry Potter: The Exhibition, in partnership with Global Experience Specialists, continues to bring an interactive state-of-the-art exhibition highlighting costumes, props and other artifacts from the Warner Bros. films to Harry Potter fans all over the world, as well as The Wizarding World of Harry Potter, the popular themed entertainment environment at Universal Orlando Resort and coming soon to Universal Studios Hollywood. Last year also saw the debut of Batman Live, produced by WBCP, DC Entertainment and Nick Grace of Water Lane Productions. The world of Batman, which was brought to life across Europe, will debut in North America in fall, after its run in South America.

6

NICKELODEON CONSUMER PRODUCTS

\$5.5B

CYMA ZARGHAMI, PRESIDENT, NICKELODEON/MTVN KIDS AND FAMILY
WWW.NICK.COM

7

HASBRO

\$5.2B

SIMON WATERS, SVP, GLOBAL BRAND LICENSING AND PUBLISHING, +1.818.478.4804
WWW.HASBRO.COM

In 2011, Hasbro continued to develop global franchises for some of its powerhouse brands, including Transformers, Nerf, My Little Pony, Littlest Pet Shop and Monopoly. Hasbro is building strong, sustainable franchises through a host of immersive brand experiences including new major motion pictures, video games, theme-park rides, television programming and more entertainment and lifestyle products. The company is aggressively driving efforts to grow the mega categories of toy, game, digital gaming, home video, publishing, apparel, consumer electronics, home, and food in every corner of the world. Following the blockbuster success of last year's live action Transformers: Dark of Moon, the fourth highest grossing movie of all time at the global box office, the Autobots and Decepticons continue to do battle on the small screen with Transformers Prime. The animated series from Hasbro Studios airs on The Hub and has consistently been rated one of the network's top five shows. It is currently airing in over 140 countries and has quickly become a rating success with international broadcasters. In the first quarter of 2012, Hasbro Studios launched Transformers: Rescue Bots on The Hub, for younger fans. The first theme-park experience, Transformers: The Ride-3D, launched at Universal Studios Singapore last year and a new motion-based thrill ride will open in May at Universal Studios Hollywood. Transformers is breaking new ground with out-of-the-box licensing alliances such as the music inspired 2011 t-shirt collection by Rocawear. Hasbro also collaborated with Fila to develop a range of Transformers footwear and accessories sold in Fila stores in Korea. Fashionable retailers like Uniqlo, Shanghai Metersbonwe Fashion & Accessories, New Era and Old Navy also drove sales for Transformers hoodies, t-shirts, cuffs and hats in 2011. Hasbro continues to expand its Nerf franchise through targeted social media campaigns, cutting-edge technology and captivating competitive events. The Nerf brand provides fans with exciting, high-action gear for competitive play with key collaborations such as the 2011 Nike and NBA All-Star Kevin Durant program, as well as the 2012 edgy and irreverent fashion statements from No Fear in Europe. The My Little Pony franchise continued to be popular with consumers of all ages fueled by Friendship is Magic animated series created by Hasbro Studios and airing on The Hub in the U.S. and in more than 140 countries. The extensive merchandising program reaches across all major categories including apparel, publishing and toys and accessories. Ranked as one of the top brands for girls in the toy industry, as well as one of the hottest lifestyle properties, the demand for the Littlest Pet Shop brand remained strong in 2011 with products such as apparel, accessories, publishing and domestics from key licensees globally in over 20 categories. The momentum will continue in 2012 as fans of the Littlest Let Shop brand await the launch of the new Hasbro



Studios animated comedy series that will premiere later this year in the U.S. on the hub. Monopoly is also establishing itself as a fashion property. In December 2011, through collaboration with famed artist Aaron Rose, the brand was the centerpiece at the Soho House New Year's Eve party. The brand was also featured at Kitson's Southern California stores and was at the center of Junk Food's runway show during New York Fashion Week. In 2012, the Monopoly brand will continue to connect with fans off the board with engaging and immersive digital experiences. Hasbro brands continued to be among the best selling on the mobile platform, with eight games in Apple's list of top 100 paid apps on iPhone and iPad. Hasbro expects to create significant global growth in the publishing sector in 2012 with more than 600 new title releases in 60 countries and 35 languages. The company is working with publishers such as, Egmont, Hachette/Little Brown Book Group, IDW, Random House, Bendon Publishing and The Panini Group. The company is creating innovative merchandising programs to support the next wave of Hasbro-branded film releases, beginning with this summer's Battleship and G.I. Joe movies, as well as supporting Marvel's upcoming Spider-Man and The Avengers films. Hasbro also has projects in development for potential future motion picture releases based on other Hasbro properties including Ouija, Risk, Candy Land and Stretch Armstrong. In addition to the line of BATTLESHIP toys both in the gaming realm, where the brand originated, and in a brand new line of KRE-O building sets. Hasbro's licensing program will extend the brand's reach to adult, older boys and potentially juniors through programs like the Battleship Crew Series, apparel and accessories collection inspired by the gear worn by the filmmakers and crew, and features exclusive fashions from licensees such as New Era and Red Monkey Designs. WMS also launched the first ever Battleship slot machine in 2011. Activision will release a Battleship video game, developed by Double Helix Games and Peter Berg. Electronic Arts will be releasing an updated version of its popular Battleship mobile app. The G.I. Joe brand will offer an extensive line of action figures, role-play items and licensed items including costume/apparel at mass retailers and a new collaboration with Aeropostale. Hasbro also established a new strategic alliance with Zynga, which grants Hasbro the rights to develop a wide range of gaming experiences across Zynga's popular social games.

8

SANRIO

\$5B (WHOLLY-OWNED SUBSIDIARY OF SANRIO CO., LTD.)
JANET HSU, COO AND PRESIDENT; JENNIFER CAMPBELL, VP OF LICENSING, +310.896.3262
WWW.SANRIO.COM

In 2011, Sanrio continued to focus on expanding programs and categories for Hello Kitty, its flagship lifestyle brand for over 37 years. Key licensing initiatives included the launch of several new partnerships and collaborations that cater to Hello Kitty fans of all ages that included a broad and diverse merchandise mix of lifestyle products. Earlier this year, Sanrio launched a new golf collection, an extended line of kitchen appliances and co-branded bath and body products with Dial. New partnerships debuting in 2012 include Hanky Panky for Hello Kitty intimate apparel, Moxi for Hello Kitty roller skates, Capcom for the Hello Kitty x Street Fighter collaboration and Barefoot Dreams for of high-end infant and toddler apparel. Sanrio will also anniversary successful programs with Sephora, Vans and Girl Skateboards. New collections will be launching later this year. In addition to Hello Kitty, Sanrio will work closely with its partners to build programs for emerging characters as well as the newly acquired Mr. Men and Little Miss brands.

9

MAJOR LEAGUE BASEBALL

\$5B (E)
HOWARD SMITH, SVP OF LICENSING, +212.931.7900
WWW.MLB.COM

10 THE COLLEGIATE LICENSING COMPANY

\$4.6B (PRIVATE) (TOTAL COLLEGE MARKET)

CORY MOSS, SVP AND MANAGING DIRECTOR, +1.770.956.0520
WWW.CLC.COM

Top collegiate properties include Texas, Florida, Georgia, Alabama and Michigan, as well as the NCAA, the Tournament of Roses, the BCS, and the South Eastern Conference (SEC). Women's, youth and housewares will continue to be growth categories in the college market in 2012. Vintage-inspired products and the use of vintage college logos through the College Vault program will also continue to be a source of growth. Electronic Arts' NCAA Football title, which launches its 20th anniversary game in 2012, remains the top revenue-producing college product, with exciting new developments such as FTDs College Rose program, Nocona Boots and projects in the electronic and digital space. Walmart continued to be the largest retailer of collegiate licensed product. College-branded merchandise at Old Navy and Justice proved successful, and new programs with other non-traditional college retailers are in development. Online retailers such as Fanatics and Dreams continue to be key partners in reaching displaced college fans. College Colors Day, a fan holiday created by The Collegiate Licensing, will continue to provide a strong marketing platform for retailers during the critical back-to-school selling period, with other retail marketing programs such as Saturdays Since, I Love College Hoops, and others providing retailers solid platforms for raising consumer awareness and driving sales of college merchandise.

11 RAINBOW

\$3.8B (PRIVATE)

BETTINA KOECKLER, SVP AND GENERAL MANAGER
GLOBAL CONSUMER PRODUCTS, +39.071.7506.7500
WWW.RBW.IT

Winx Club continues to be one of top girl's properties in Europe for 4- to 7-year-olds and continued to increase its retail sales in 2011 thanks to several strategic factors including launch of new content (TV movies, the second theatrical movie) that has a positive effect on consumer product revenues. In 2012, the focus is on season five (a mix of 2D and 3D animation co-produced with Nickelodeon), with a worldwide release planned for fall 2012. The master toy licensee has been finalized with Jakks Pacific and products will launch in fall 2012 (dolls and playsets, role play, dress-up and Halloween costumes), covering U.S., Canada, the U.K., Australia, New Zealand, Chile, Colombia, Ecuador, Mexico, Panama, Peru and Venezuela. Other focuses include PopPixie (52 x 13), a spin-off of Winx Club and now broadcast in over 25 countries in Europe; Rainbow Magicland, the theme park located outside of Rome with many attractions dedicated to Rainbow's main properties (Winx/Huntik/PopPixie/Monster Allergy), which opened in April 2011, and continues to be one of the most popular theme parks in Italy; and SpongeBob SquarePants. Since 2011, Rainbow is the exclusive agent for the Nickelodeon licensing portfolio in Italy. Rainbow's strategy is to expand licensing in 2012, focusing on two main assets—managing locally all the other countries not covered by Nickelodeon and reinforcing the structure of its branch offices in Russia, Spain, Singapore, as well as finalizing strong partnerships with major agents. The targeted regions are Nordic, Benelux, Eastern Europe, the Middle East, Greece, Israel, Latin America, Singapore, Malaysia, Australia and New Zealand. In addition, Rainbow will support its main properties with a strong marketing plan country by country, focusing on retail initiatives and consumer events. The main initiatives to drive 2012 business will be the worldwide launch of the brand new season five; a new Winx website; new media tools; and various new live shows around Europe (ice show, musical, concert, acrobatic shows and others). Also a priority, the release of Gladiator of Rome (3D CGI movie) in Italy, which represents a new step forward in the Italian and European

animation market. The new movie, produced by Rainbow, will be distributed in Italy by Medusa (October 2012) in over 300 cinemas, and will be released internationally in spring 2013. Many strategic partnerships have already been finalized with international brands including Big Babol chewing gum, Vodafone with a dedicated web contest, Mondadori with a special book dedicated to a famous Italian soccer player, Francesco Totti (the movie's Italian testimonial), Trenitalia and S. Benedetto water bottles. Mia and Me launched internationally and is co-produced by Rainbow, Lucky Punch and March Entertainment. It was the winner of the Licensing Challenge 2011 at MipJunior, and represents a unique mix of live action and CGI animation. The appeal of the series was already shown by the strong TV placement in over 50 territories that will broadcast the first season in 2012. Partners are already on board (Panini, Unilever Deutschland, Belltex and Egmont) for consumer licensing products available in 2013. For Huntik, following the Italian launch of the toy line and other categories, the next step is the European launch of consumer products starting in Spain, Portugal and the U.K. The TV series launches this spring followed by the toy line. The series—already present in over 30 countries in Europe—will be on air in 2012 in Germany, Benelux and the U.S.

12 GENERAL MOTORS

\$3.5B (E)

GENE REAMER, MANAGER OF TRADEMARK
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WWW.GM.COM

13 NATIONAL FOOTBALL LEAGUE

\$3.25B (E) (PRIVATE)

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+1.212.450.2758

14 DREAMWORKS ANIMATION

\$3B (E)

KERRY PHELAN, HEAD OF WORLDWIDE CONSUMER PRODUCTS;
BRAD WOODS, HEAD OF DOMESTIC LICENSING; SHEILA CLARKE,
HEAD OF INTERNATIONAL CONSUMER PRODUCTS AND PROMOTIONS,
+1.818.695.5000

15 LUCASFILM

\$3B (E) (PRIVATE)

PAUL SOUTHERN, VICE PRESIDENT, LICENSING AND
CONSUMER PRODUCTS MARKETING, +1.415.623.1018
WWW.LUCASFILM.COM

Driven by innovative product lines and the popularity of Star Wars: The Clone Wars, the power of the Force continues to grow. In 2011, Star Wars maintained its position as the bestselling boys toy property and No. 2 licensed toy overall in the U.S. In addition, the complete Star Wars Saga debuted in high-definition Blu-ray

and included more than 40 hours of bonus materials culled from the Star Wars Archives. With one million units sold worldwide in week one, Star Wars: The Complete Saga became the best selling catalog Blu-ray Disc of all time. Both LEGO and Hasbro Star Wars programs are thriving in the toy aisles while the brand's publishing program excels, with 15 books becoming New York Times bestsellers—twice as many as in 2010—holding positions for 47 weeks on the list. In 2012, Star Wars returns to theaters in 3D.

16 NATIONAL BASKETBALL ASSOCIATION

\$3B (E) (PRIVATE)

VICKY PICCA, SVP, LICENSING AND BUSINESS AFFAIRS, +1.212.407.8000

17 PENTLAND BRANDS

\$3B (PRIVATE)

EAN BROWN, EXECUTIVE DIRECTOR,
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Properties include Speedo, Lacoste, Berghaus, Brasher, KangaROOS, ellesse, Boxfresh, Kickers, Ted Baker, Mitre, ProStar, Red or Dead, Gio Goi. Key initiative in 2012 is Asian and South American expansion.

18 PROCTER & GAMBLE

\$3B

GAYLE JONES, MANAGER, TRADEMARK LICENSING
AND COMMERCIAL INNOVATION, GLOBAL BUSINESS
DEVELOPMENT, +1.513.626.7666

19 CARTOON NETWORK ENTERPRISES/TURNER CN ENTERPRISES

\$2.9B

PETE YODER, VP, CONSUMER PRODUCTS OF NORTH AMERICA, CNE,
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WWW.CARTOONNETWORK.COM

With a keen focus on creating unique and comprehensive licensing programs for its portfolio of signature brands, strategic partnerships and new brand introductions, Cartoon Network Enterprises/Turner CN Enterprises found growth opportunities in 2011 that continue to position the company as a leader in the licensing industry. The company's signature boys action franchise Ben 10 once again delivered a strong retail performance through strong product development and retail support across the globe, led by a top-selling global toy line from Bandai and expanding video game franchise from D3Publisher. Internationally, the brand had an tremendous presence in the live events space, ranging from stage shows to



theme parks to monster trucks and more. Adding to Cartoon Network's consumer products portfolio in 2011 was the success of its comedy hit, Adventure Time, and its introduction in to the toy category with partner Jazwares in the U.S. Also, CNE's strategic partnership with Spin Master remains one of the division's growth drivers, as it successfully grew the Bakugan brand, while also signing and launching secondary consumer products partners and products for Redakai that will continue into 2012. The home entertainment and electronic sell-through business once again provided a boost for CNE in 2011, with stand-out

releases from top Adult Swim series Robot Chicken and The Venture Bros., as well as Cartoon Network's first Adventure Time DVD release, Adventure Time My Two Favorite People. In 2011, Cartoon Network Enterprises will continue to build its portfolio of brands. Ben 10 will continue to expand its audience as the network welcomes the all-new series, Ben 10 Omniverse, with a global television launch in fall 2012, complete with a corresponding toy line and interactive game. The network will delve deeper into comedy as Adventure Time debuts across new tiers of retail distribution in the U.S., while also making its international debut in 2012, and two of the network's other standout comedy series, The Amazing World of Gumball and Regular Show, debut at retail. Furthering its strategic partnership with Spin Master, CNE will continue to support the toy maker's brands with comprehensive licensing programs for its priority brands in 2012 and beyond, including Redakai and Zoobles. Internationally, the company will look towards its roster of preschool brands including LazyTown, Jelly Jamm and Bananas in Pajamas among others for significant growth, while Cartoon Network's Toonix online community will generate much buzz and revenue through expansion on-air, online and at retail. Finally, CNE's Adult Swim business will continue to drive sales in the home entertainment, electronic sell-through, music and live events from top franchises. With outstanding retail support and placement throughout 2011, key brands were able to enjoy success led by strong retailer and marketing programs, especially throughout the pivotal fourth quarter. Numerous feature shops, direct to retail programs, end caps, circular support and dedicated email blasts and mailers throughout the holiday buying season helped to generate strong sales and awareness.

20 ELECTROLUX

\$2.99B (PRIVATE)

MATTHEW YOUNG, HEAD OF GLOBAL BRAND
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WWW.ELECTROLUX.COM/LICENSING

Electrolux global brand licensing grew for the fourth year in a row showing an 18 percent increase over 2011. Key properties were the brands Frigidaire, AEG and Zanussi. Electrolux continues to expand internationally, with new agreements in North America, Latin America, Europe and India. Growth initiatives for 2012 will be found in categories such as LED lighting, LCD televisions, telecommunications, solar products, kitchen accessories, and water purification as Electrolux's licensing programs reflect the company's dedication to the environment and green living. Key retail partners included Tesco in Europe with the Tricity brand; Rusklimat in Russia with the Electrolux brand; Alessa Group in Saudi Arabia with the Gibson brand; Alghanim in Kuwait with the Frigidaire brand; DSC in Hong Kong with the Kelvinator brand; and Abdul Latif Jameel/Peninsular in Saudi Arabia with the White-Westinghouse and Philco brands. Retail programs are designed by Electrolux's brand partners to fit their individual markets, as they have been doing for decades.

21

WESTINGHOUSE

\$2.95B

ALLAN FELDMAN, CEO, LMCA, +1.212.265.7474
WWW.WESTINGHOUSE.COM

Managed by LMCA since 2001, the brand licensing program is focused on key consumer, commercial and B2B categories, which include LCD TVs, laptop computers, light bulbs, consumer and B2B lighting, electric power generation, nuclear, solar and wind renewable energy, landscape lighting, kitchen and personal care appliances, air purification, central heating and air-conditioning, intercoms and electrical and computer accessories. Program growth continues to come from geographic and new category expansions and market share gains.

22

WEIGHT WATCHERS INTERNATIONAL

\$2.7B (INCLUDING WEIGHT WATCHERS SMART

ONES BY HEINZ) STACY GORDON, SVP, PRODUCTS, LICENSING AND PUBLISHING, +1.212.589.2700
WWW.WEIGHTWATCHERS.COM

Weight Watchers, which is the leading global weight management brand, licenses the Weight Watchers brand and other intellectual property in certain categories of food and other relevant consumer products to carefully selected partners, as well as endorse carefully selected branded consumer products. WW has a robust licensed consumer products presence around the globe, including the U.S., Canada, U.K., Continental Europe, Australia and New Zealand. In North America, key initiatives that will drive growth in 2012 and beyond is the expansion in both fully branded and endorsed food product categories, development of more natural products within existing categories, development of more expansive family of product retail programs to drive cross-category purchase, continued expansion beyond packaged foods to restaurants, food service and fitness solutions. In the U.K., key initiatives include grocery brand refresh delivering new pack design, developing new sales channels as grocery shopping habits grow in online and convenience. In Australia/New Zealand, key initiatives include coordinated in-store offers with key licensees to promote core categories, and in-meeting incentives to members to promote supermarket products. Executed 2,300 cross-category demos at Walmart, Kroger, Safeway and Stop & Shop; executed family of product Spend & Get's at Wakefern, Price Chopper, Pathmark and A&P, executed Trade up/Trade Over cross category coupon trigger via Catalina to incent cross category purchase with sustained purchase behavior post program. In the U.K., key retail partners and programs include joint trade communication campaign to launch the new ProPoints plan across all major grocery retailers in January, new product formulation across the licensed range, strategic alliances with grocery retailers to deliver promotional program across the year, and extended the brand reach into other services within retailers e.g. in-store cafes. In Australia/New Zealand, the focus for 2011 was the launch of the new packaging design across all licensees to incorporate the launch of ProPoints.

23

FERRARI

\$2.6B (PRIVATE)

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WWW.FERRARISTORE.COM

Partners include Puma, Acer, Microsoft, Hublot and Perfume Holding. The company's goal is to reinforce lifestyle approach with luxury partners such

as Tod's, Hublot, Vertu and Damiani; and new business development in Brazil and Mexico. There are currently 50 Ferrari Stores worldwide, with openings in Madrid and Rio De Janeiro planned.

24

TWENTIETH CENTURY FOX CONSUMER PRODUCTS

\$2.2B

JEFFREY GODSICK, PRESIDENT
WWW.FOX.COM

Led by a world-class line-up of television and film brands, 2011 was another strong year for Twentieth Century Fox Consumer Products. The return of Alvin and The Chipmunks to the big screen—Alvin and the Chipmunks: Chipwrecked—ushered in a year round retail strategy for the franchise bolstered by the addition



of The Chipettes to the line. When one of the most successful family film franchises in the world hits theaters this summer with Ice Age: Continental Drift, it will punctuate a year of activity anchored by a major push within FCP's location based entertainment strategy. 2012 marks the debut of Ice Age Dawn of the Dinosaurs—the 4D Experience, the world's first fully immersive Ice Age attraction and the launch of an arena spectacular—Ice Age Live! A Mammoth Adventure. Other film properties include Rio, Planet of the Apes and Steven Spielberg's Robopocalypse. The Simpsons continues its historic run and FCP will follow a headline grabbing campaign around the 500th episode with an all out blitz for the show's 25th anniversary. This year already ushered in Bart Simpson's debut as a fashion icon at New York Fashion week and a limited-edition skateboard line from Santa Cruz. FCP will also turn up the heat on its other animated hit, Family Guy, with new retail and promotional partnerships on tap. Live action hit, Sons of Anarchy, will continue to grow on the shoulders of an impressive program and plans for the New Girl are just getting started. FCP's expansion in the interactive space includes new online and console games for Ice Age, Family Guy, and Aliens with more robust plans in place for 2012 and beyond. Looking forward, FCP will build its core businesses by adding new properties from the Fox News Corp. portfolio, including National Geographic and Fox Sports, and launching its global e-commerce business.

25

KATHY IRELAND WORLDWIDE

\$2B (PRIVATE)

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kathy ireland Worldwide continues to experience growth, offering designs in bridal and special occasion gowns, fine jewelry and furs, apparel, socks and skincare for men and women; home designs in furniture, flooring, area rugs and hard surfaces, indoor and outdoor lighting, ceiling fans, accessories, window treatments, home office and entertainment, upholstery, leather and microfiber, top of bed, mattresses, sheets, mattress covers and pillows, candles, hand-painted fine porcelain and decorative shelving. kiWW launched strategic relationships with Nebraska Furniture Mart and Shaw Industries, owned by Warren Buffet's

Berkshire Hathaway Inc.; Bauhaus, a La Z Boy company; Lloyd's of Chatham; La Jobi, a Kids Brands company; American Legend Cooperative; American Family Insurance; Window World; Brand Source; and Raymour & Flanigan. Its expanding into several new categories such as fine china, flatware and crystal, baby furniture, home remodeling replacement windows, quick-to-assemble furniture, futons and klik klaks, garden, food, kitchen and bath cabinetry. kathy ireland Designs, Acafe and Jardin launched casual dining, mattresses, leather and upholstery with Primo International. Design It Yourself Crafting Supplies offers decorative trims, fabrics, stickers, decals and appliques. Other categories include Design it Yourself jewelry, real estate, vacation events, wedding events and planning, wedding program licenses, music and film licenses, publishing and greeting cards. A wholly-owned kiWW subsidiary manages licensing and entertainment for Janet Jackson including her New York Times No. 1 best-selling book True You, which includes 30 recipes for healthy living developed by Chef Andre of Acafe. Key retail partners of kiWW continue to be more than 65,000 independent retail doors, which are located in 50 countries. kiWW maintains design studios in Los Angeles, Palm Springs and Santa Barbara, Calif., and Honolulu. Headquarters are in Rancho Mirage, Calif. Kathy Ireland philanthropic work supports many non-profits including the Elizabeth Taylor HIV/AIDS Foundation, Feed The Children, The Alliance for Christian Education, The American Israel Public Affairs Committee, The Anti-Defamation League and 911 for Kid.

events business. Over two million people visited a BBCW live show in 2010-11, bringing total attendance to date to over nine million. Walking with Dinosaurs was rated the most successful world tour of 2010 (Pollstar) and continues to tour globally in 2012. In the U.K., BBC Worldwide's live events produced a Doctor Who live arena show and a Doctor Who Exhibition at The Museum Hall at Earls Court in London. The first official Doctor Who Convention was held in Cardiff, Wales in March 2012. Doctor Who delivered record ratings for BBC AMERICA in 2011, was the No. 1 downloaded TV series on iTunes in the U.S. and has released the first-ever browser-based, free-to-play multiplayer online game, Doctor Who: Worlds in Time. The iconic series will celebrate its 50th anniversary in 2013. The brand will be a focal point for growth adding new product categories and growing consumer products at new and existing retail stores such as Hot Topic, Hastings, Transworld/fye and more. Top Gear continues to be a strong broadcast performer with U.K. and local formats. The original U.K. series premieres in the U.S. on BBC AMERICA and is the channel's highest rated unscripted series. The U.S. format of Top Gear is booming on the HISTORY channel, delivering the channel's youngest audience ever and growing in viewers season-to-season. There will be continued growth in consumer products including continued development on the Microsoft Forza partnership which brings together the most popular car TV brand and a major console racing franchise.

26 THE CHEROKEE GROUP
 \$2B
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 WWW.CHEROKEEUSA.COM

Key properties include Cherokee, Carole Little, Sideout and Laila Ali. The company's philosophy is to think like a retailer, market like a brand owner and predict consumers' desires. Key retail partners include Target, Tesco, Zellers, TJMax, Comercial Mexicana, MegaMart, Pick N' Pay, Shufersal, Tottus, Falabella, Eroski, Nishimatsuya, RT Mart and Magnit.

28 SESAME WORKSHOP
 \$1.7B (NON-PROFIT)
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Coming off the hot toy list with Let's Rock Elmo!, Sesame Workshop is continuing its partnership with Hasbro and will be introducing new items to the Learning Line. Products will feature a full-range of Sesame Street characters and Ernie's Alphabet Notepad, which is designed to help kids explore their ABC's while learning on a colorful LCD screen tablet. Sesame Workshop has partnered with Qualcomm to begin to explore and develop how augmented reality technology that can encourage learning, imaginative play and emotional growth in young children. Using the Vuforia augmented reality platform, children can interact with their favorite Sesame Street characters in a new and innovative way. In partnership with Microsoft through Kinect for Xbox 360, Sesame Workshop is producing "Kinect Sesame Street TV." Kids and families can jump into the action with this next generation of TV entertainment using full-body and voice recognition. In 2011, Sesame Workshop focused on continuing its partnership with Hasbro. Let's Rock Elmo! made the "hot toy" list and new items were introduced to Hasbro's Learning Line. Warner Bros., another key partner, and Once Upon a Monster for Kinect, experienced success. The title received a KAPi award in the video game software category; IGN Best of E3 award, best family game category; and a Gamescom 2011 Best of Family Entertainment award. The Monster at the End of This Book for iPad, created in partnership with Callaway Digital Arts, garnered a Cybil Award in the elementary and middle grade book apps category. Internationally, Sesame Workshop launched its first outreach initiative in Australia and New Zealand titled Here for Each Other: Helping Families After an Emergency—a booklet created to help children and families cope with the realities of emergency situations. Sesamstraat, the Dutch co-production of Sesame Street, celebrated its 35th anniversary. In commemoration, Sesame Workshop partnered with Van Gogh Museum in Amsterdam for a month-long exhibit that featured the recreation of the famous Van Gogh painting The Bedroom with the addition of Sesamstraat characters Elmo, Pino, Bert, Ernie, Tommie, Purk and Ieniemienie. Elmo had a whirlwind tour of the U.K. in July with appearances on Five's preschool block Milkshake, This Morning, Radio One, Live from Studio Five and many more. To complement the Sesame Street apparel at Marks and Spencer, the retailer also extended into other areas such as gifts, stationary and publishing.

27 BBC WORLDWIDE AMERICAS
 \$1.7B (PRIVATE) (BBC WORLDWIDE IS THE COMMERCIAL ARM AND A WHOLLY OWNED SUBSIDIARY OF THE BRITISH BROADCASTING CORPORATION)
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Revenue and growth for BBC Worldwide consumer products is driven by the company's key core brands: the iconic sci-fi series Doctor Who, the world's biggest car show Top Gear, natural history division BBC Earth/Planet Earth, Lonely Planet, a global travel company, and Dancing with the Stars with over 40 unique versions, which currently airs in over 80 countries. Growth over the next year will be driven by the extension of existing licensing properties both in the U.K. and internationally. BBCW expects to grow revenue with licensing programs around Doctor Who, Top Gear, BBC Earth's Planet Earth and Frozen Planet, Lonely Planet and preschool series such as Sarah and Duck, Baby Jake, In the Night Garden and Charlie and Lola. BBC Worldwide will also focus on furthering the Walking with Dinosaurs franchise, which sees a 2013 3D feature film launch, distributed by Twentieth Century Fox. In DVD, BBC Home Entertainment titles continue to perform solidly at retail, despite a challenging market, with strong placement at major retailers including Walmart and Target. Frozen Planet, which premiered in March 2012 on the Discovery Channel, saw strong ratings and will be a major Blu-ray and DVD release title for BBCW in April 2012. BBC Worldwide is also growing its live

29

MGA ENTERTAINMENT

\$1.65B (PRIVATE)

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The MGA family includes Bratz, Moxie Girls, Zapf Creation, Little Tikes and Lalaloopsy, the collectible, magical dolls that come to life when the last stitch of their fashion is sewn. Each character comes with her own pet and a compelling background story based on the fabrics used in her fashion. This imaginative line has translated into multiple doll scales and toy categories, as well as a robust global licensing program covering all key categories. The compelling original stories have led to further fan engagement through webisodes, a TV movie and a feature DVD. With over four million YouTube views, Lalaloopsy will have a new animated television series in 2013. In 2011, MGA signed over 50 blue chip domestic licensees covering all key categories including a Nintendo DS video game from Activision, apparel, accessories, domestics, arts and crafts, publishing, health and beauty, housewares, stationery, back-to-school, sporting goods, consumer electronics, games, puzzles and DVD entertainment. MGA also re-launched a consumer products program for the award-winning Bratz brand with licensees for core categories signed. The Bratz brand is poised for growth as MGA introduces the next generation of girls to these audacious, stylish and super cool friends. For over 40 years, Little Tikes has been globally recognized as one of the leaders in infant and preschool children's products. MGA kicked off a new licensing program for Little Tikes by seeking partners who could provide innovative products, which echo the attributes of the Little Tikes brand. For all of MGA's brands going forward, innovative products, online and social media, TV advertising, and entertainment will be key initiatives that will drive growth in 2012 and beyond based on the company's three pillars of success—great toys, strong licensing partners and fan engagement.

30

THE POKEMON COMPANY INTERNATIONAL

\$1.5B (PRIVATE)

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The successful launch and strong sales of Pokemon Black Version and Pokemon White Version video games for the Nintendo 3DS and Nintendo DS family of systems kicked off a blockbuster year in 2011. The video games have gone on to sell 13.68 million copies globally (Nintendo, through September 2011) and introduced more than 150 new Pokemon to the franchise. The popular Pokemon Trading Card Game introduced a new series, Pokemon TCG: Black & White, adding to the 19 billion Pokemon TCG cards sold worldwide (through September 2011). The video games supported a full lineup of licensed products highlighted by toys and plush from JAKKS Pacific and Bandai for the U.S. and Europe respectively, featuring Pokemon found in the new Unova region, the location of the Pokemon Black Version and Pokemon White Version video games. Pokemon publishing also had a strong year in 2011, led by the official Pokemon Black Version and Pokemon White Version strategy guide and Unova Pokedex. A new season of Pokemon TV animation on Cartoon Network, Pokemon: Black & White, and the debut of three feature length films, Pokemon: Zoroark Master of Illusions, Pokemon The Movie: Black Victini and Reshiram, and Pokemon The Movie: White Victini and Zekrom rounded out the new offerings. The retail success Pokemon experienced in 2011 and continues to enjoy in 2012 coincides with the release of Pokemon Black Version and Pokemon White Version video games for the Nintendo 3DS and Nintendo DS family of systems. Starting with a 14-city U.S. mall tour to promote the titles in winter 2011, the tone was set for what would become a record-breaking

launch in March 2011 when the video games sold three million copies in the first two weeks of sales combined in the United States and Europe. In February 2012, Pokemon Black Version 2 and Pokemon White Version 2 for the Nintendo 3DS and Nintendo DS family of systems were announced and will launch in Japan this summer and will arrive in North America, Europe, and Australia/New Zealand in fall 2012. The new Pokemon found in the Unova region are also featured in the Pokemon Trading Card Game expansion, Pokemon TCG: Black & White, which debuted in the U.S. and U.K. in April 2011, and other international markets in May. The fifth Pokemon TCG: Black & White expansion launches in May 2012 in the U.S. and U.K. and in other markets this summer and two additional expansions will launch later this year. The 15th season of Pokemon animation debuted on Cartoon Network in February 2012, Pokemon: BW Rival Destinies. A full lineup of toys and plush based on last year's Pokemon: Black & White TV animation from JAKKS Pacific and Bandai for the United States and Europe respectively launched in 2011. The 14th full length Pokemon film debuted as two versions in late 2011, Pokemon The Movie: Black Victini and Reshiram and Pokemon The Movie: White Victini and Zekrom. Pokemon The Movie: White debuted in over 350 theaters across the United States in December 2011 with Pokemon The Movie: Black debuting on Cartoon Network later that month. The movies have since debuted in Canada and select markets in Europe with additional markets to follow later in spring 2012. A 2-disc DVD set of the films will be available at retail in the U.S. and UK this April. Pikachu Press, the new publishing arm, was announced in early 2012 and features a collection of Pokemon-themed books that include new Pokemon adventures, fun puzzles, sticker collections, and more. The global popularity and excitement for the Pokemon Black Version and Pokemon White Version, and the forthcoming Pokemon Black Version 2 and Pokemon White Version 2 video games, the Pokemon TCG: Black & White series, new animation, and supporting licensed product are certain to drive growth in 2012 and beyond. Throughout the year The Pokemon Company International partners with national retailers to distribute Pokemon characters to fans who own the video games. In 2011, Pokemon character distributions were held at different times at Toys 'R' Us and GameStop. The Pokemon Company International also supported several key retailers with exclusive items and various other cross-promotions that helped drive retail traffic throughout the year.

31

GIOCHI PREZIOSI GROUP

\$1.5B

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Gormiti, Giochi Preziosi's perennially popular boy's property, is about to embark on a whole new series with a new venture that takes the journey into 3D CGI. The new series is co-produced by Mondo TV and Giochi Preziosi, with the collaboration of Man of Action, and returns to the original roots of the property depicting the battle of good and evil on the Island of Gorm with storylines that offer rich content to work with for partners. With hundreds of Gormiti licensees in place across the globe and the creation of this new series, more opportunities will be created for partners. With the heritage of the highly successful In My Pocket brand behind it, Puppy in my Pocket: Adventures in Pocketville is a girl's property and TV series that is co-produced by the Giochi Preziosi, MEG and Mondo TV. The TV series has created many new fans achieving top ratings in many territories. This highlights the lucrative merchandising opportunities to be had for prospective partners who can join the master toys, which have already successfully launched. In 2011, new boys property and TV series emerged, The Dinofroz TV series, co-produced by Giochi Preziosi and Mondo TV, which tells a story of four children who are teleported into a prehistoric world where they are morphed into Dinosaurs.

32**PERRY ELLIS**

\$1.4B

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During 2011, Perry Ellis International increased penetration in licensed categories for brands such as Perry Ellis, Original Penguin, Gotcha, Pro-player, Jantzen and Laundry by Shelli Segal, while also introducing additional classifications. This year the company will emphasize continued expansion of its international distribution for its portfolio of brands Perry Ellis, Original Penguin, Jantzen, C&C California, Laundry by Shelli Segal, Manhattan, John Henry, Gotcha, Pro-Player, Cubavera and many others. Key retail partners this year and last are Macy's, Dillard's, Belk's, Kohl's, JCPenney and Sears.

33**THE COCA-COLA COMPANY**

\$1.3B

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The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, the portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, Coca-Cola is No. 1 provider of sparkling beverages, ready-to-drink coffees, juices and juice drinks. Consumers in more than 200 countries enjoy our beverages at a rate of more than 1.7 billion servings a day. The strength of brands continues to translate into new and exciting opportunities to expand its footprint with licensed merchandise. More than 500 million consumers purchase licensed merchandise annually. These products are a lasting embodiment of the brand and continue to drive brand love and provoke consumption of our beverages again and again. In 2012, Coca-Cola will continue to focus on collaborating with leading brands and designers to build out the product range in the fashion, sports and technology. In April, we will announce the winners from the UT Grand Prix design competition by Uniqlo. The t-shirts are scheduled to launch at retail in May. The company has also partnered with Olympics to release a capsule collection of Coca-Cola and Olympics dual-branded merchandise in select countries around the world. Sustainability will remain front and center as the company converts existing products into recycled materials and collaborates with new partners. Finally, we have a renewed focus on innovation and will lead with the drink ware category. Several drinking vessels and beverage accessories are in the pipeline scheduled for launch in the fall. 2011 marked the 125th anniversary of Coca-Cola and was a banner year for sales of licensed merchandise as the company leveraged this momentous occasion to collaborate with leading brands and designers across platforms, retail tiers and regions. Design installations, interactive galleries and retail activations occurred around the world and resulted in products sold at 25,000 doors. 125 products were first released via image building retailers to drive demand and build awareness. The roll-out then cascaded from runway designers to department stores and specialty retailers. Finally, linked program was executed in mass merchants. The program generated \$200 million in incremental retail sales and increased brand love immensely.

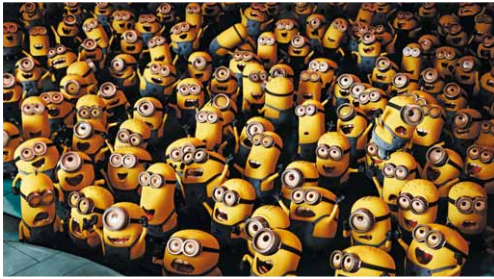
**34****NBCUNIVERSAL**

\$1.3B

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NBCUniversal has two divisions responsible for the company's consumer products licensing and promotional partnerships, Universal Partnerships & Licensing and NBCUniversal Television Consumer Products. Universal Partnerships & Licensing oversees Universal's consumer product licensing, film and home entertainment promotions and all corporate alliances for Universal's theatrical, home entertainment, theme parks and stage productions. The NBCUniversal Television consumer products group is dedicated to television licensing across NBCUniversal's family of television networks and their diverse slate of programming. The group manages all global ancillary television business endeavors including third-party home entertainment, consumer products, music soundtracks as well as the NBCUniversal online store. In 2011, Universal Partnerships and Licensing (UP&L) garnered unprecedented retail, promotional and licensing support for some of the year's most popular films including Illumination Entertainment's second feature Hop and Fast Five. Universal and Illumination Entertainment's live action/CG-animated comedy Hop was supported by 92 partners and licensees across the globe including some of the world's most recognizable brands. UP&L established partnerships including Walmart, Burger King, Comcast, Hallmark, Hershey and Kodak, and also secured deals with Bolthouse Farms and Lima Sky's Doodle Jump, marking the first time each have been involved in a film promotion and film licensing program respectively. On Fast Five, UP&L developed an integration with Cie Games' Car Town, the first time that a Facebook game launched a global licensed promotion with a movie studio. Dodge also teamed up with Universal for a multi-tiered partnership to support Fast Five and the 2011 Dodge Charger. In addition to its film slate, UP&L continued to focus on the studio's vast library through licensing and promotions on brands like Curious George (deals with Pottery Barn Kids, Learning Express, Totsy and the Library of Congress/Advertising Council), Universal Monsters (Halloween-themed promotion with Pepsi/Frito Lay), and Woody Woodpecker (licensing deals with key partners in Brazil across the apparel, diapers and wipes, mall-based events and publishing categories). UP&L and licensee TellTale Games celebrated the 25th anniversary of the Back to the Future franchise with an all new adventure game. Along with its licensee, Bigpoint, UP&L launched Battlestar Galactica Online. And throughout 2011, the UP&L team continued to bolster their corporate alliances with key partners including American Express, Hilton Hotels, Coca-Cola, Nestle Waters and Gibson. Key theatrical releases will continue to drive UP&L's business in 2012 and 2013 including Despicable Me 2. The franchise built on speed races to its next installment with Fast & Furious 6 on May 24, 2013. And, on July 19, 2013, Universal will release Steven Spielberg's Jurassic Park in 3D. In 2011, NBCUniversal Television Consumer Products built upon several key franchises for Universal Media Studios and Universal Cable Productions respectively—successfully partnering with key licensing agencies including Joy Tashjian Marketing Group, Big Tent Entertainment, ACI Licensing, Consumer Strategies, Ladder Up Entertainment and Pottinger-Nichols Media Group. The Biggest Loser remains one the most successful reality television licensing programs to date. The brand continues to grow with key partnerships and product releases in the health and wellness category across various platforms. Current products include award-winning destination fitness resorts, a premier online subscription club, top selling fitness DVD releases from Lionsgate Entertainment, a New York Times best-selling publishing program from Rodale, video games from THQ, meal bars and shakes with Walgreens, at home delivery meal plans from eDiets, fresh prepared meals in grocery stores with Harris Foods and a pro-trainer certification program with AFAA. A Biggest Loser credit card and an accelerometer/body monitoring device were also recently launched. NBC Comedies connected with audiences via licensing partners: Parks and Recreation delighted fans with Pawnee: The Greatest Town In America, a New York Times bestseller written by character Leslie Knope through a collaboration with Hyperion. The Office continues its ongoing popularity through products including a Hallmark exclusive holiday ornament, multiple calendars with Andrews McMeel and Trends International, fun mini-kit collectibles with Running Press and Dunder Mifflin-



branded copy paper, which generated significant buzz across offices everywhere. Late Night With Jimmy Fallon products include Thank You Notes, the book that topped the New York Times Bestseller list at No. 7 (second book to follow in 2012) and Ben

& Jerry's Late Night Snack ice cream. NBC Dramas are gaining momentum with new licensing partners for shows including the mid-season series, Smash, produced by Steven Spielberg and featuring music by Marc Shaiman and Scott Wittman (from Hairspray and Catch Me If You Can Broadway fame). A soundtrack album with show songs and cover tunes from Columbia Records is in the works along with a sheet music songbook deal with Alfred Publishing. New reality competition series, Fashion Star, introduced an unprecedented approach to television licensed products by partnering with key retailers, Saks Fifth Avenue, Macy's and H&M, to bring fashion apparel seen in the show for purchase online by consumers the very same night and the next day at numerous stores across America. Top-performing cable properties continued to grow in the licensing space. USA programs shine in the publishing arena with top selling original novels for Psych and Royal Pains with Penguin. On Syfy, Warehouse 13 has seen continued success with an original novel from Simon & Schuster, as well as collectibles and apparel from Quantum Mechanix. Battlestar Galactica remains a favorite among collectors from authentic wardrobe and prop replicas and publishing programs with QMx, Anovos and Dynamic Forces to new partners such as Microgaming and BigPoint for online gaming and the BSG MMOG. A vast catalog of classic television properties, including The Munsters, The Six Million Dollar Man, Battlestar Galactica (1978), Knight Rider and Leave it to Beaver continue to resonate with fans of all ages. These iconic series have found renewed strength in apparel, collectibles, toys and lifestyle goods with licensing partners EFX Collectibles, Diamond Select Toys, Moebius Models, Hallmark and Bif Bang Pow. The Telemundo consumer products program has continued to build momentum in the financial services categories with successful lines of award winning gift cards with Incomm and reloadable prepaid debit cards from Western Union. The goal for Telemundo consumer products is to provide high quality products that serve a real purpose for the Hispanic community.

35

NHL

\$1.3B

BRIAN JENNINGS, SVP, NHL CONSUMER PRODUCTS
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36

SUNKIST GROWERS

\$1.3B (PRIVATE) (AGRICULTURAL COOPERATIVE)
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Sunkist Global Licensing has more than 45 licensees operating and marketing the Sunkist brand in over 55 countries. Eighty percent of Sunkist's business is in beverages, primarily juice, juice drinks, and soda. The majority of sales are in North America and Asia, but the company operates in Europe, Africa, the Middle East and Australia. In addition, Sunkist will continue to expand into new countries with both new and existing licensees. Over 700 different licensed products carry the Sunkist brand globally.

37

CHRYSLER GROUP BRANDS

\$1.21B

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2011 saw the Jeep brand undergo a dynamic change in its brand extension business signaling the start of a fresh new approach to its licensing around the world. New store designs, style guide and segmentation strategy have fuelled new energy into the program, which is being felt globally. The Dodge, Ram and SRT brands enjoyed continued success in toy, die-cast collectable and gaming categories. In addition to replica and gaming categories, Chrysler built upon its successful transformation with the new Imported From Detroit program, which is driving the re-focus of this classic American brand. The restoration parts segment continues to support the enthusiast with the expansion of the restoration sheet metal and related parts category. This compliments the continued expansion of restoration parts and accessories that are available through the Classic Industries catalog.

38

STANLEY BLACK & DECKER

\$1.2B

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The licensing program in 2011 covered four Stanley Black & Decker brands: Black & Decker has been a preeminent brand in the home and consumer DIY sector for over 100 years with 100 percent brand awareness and 80 percent household penetration and No. 1 share in most categories. Black & Decker has strategically entered into licensing as an extension of their core products with best-in-class licensees. Licensed categories include small appliances, gardening tools, safety gear, paper shredders, automotive accessories, garage storage, compact appliances, lighting, painting accessories, toys, water coolers, publishing, industrial cleaning, pressure washers, hand tools, energy monitoring and compressors. Stanley is a 167-year-old brand that is dominant with serious DIYers and professionals. With 99 percent brand awareness, Stanley is one of the top 50 brands in America. Through licensing, Stanley has extended its brand dominance in the hardware category and has reinforced its pro-quality image with core consumers. Stanley currently has 30 licensees in categories that include welding equipment, storage solutions, generators, wet/dry vacs, work lights, outdoor power equipment, cable management, industrial wipes, work gloves, industrial fans and heaters, work apparel, garden sprayers, ladders and automotive mats. Dewalt is a 90-year-old brand known for quality, innovation and jobsite durability and is the market leader for professional power tools and equipment. Licensed products include wireless alarm systems, professional reference books, worksite storage, pressure washers, jobsite safety equipment, footwear and apparel. Porter Cable is a 100-year-old brand that is one of the most trusted names in power tools today. Licensed products include saws and dust collection systems. In 2012, Stanley Black & Decker's licensing program will continue to expand into new, strategic product categories for the home and jobsite. New licensees added in 2011, across a host of categories including generators, ladders, heaters, air purifiers and humidifiers, jobsite mobile accessories and garden hand tools among other, will provide opportunities for increased brand impressions and new retail channel



growth. Current licensees will drive growth by focusing on expanding their placement across a broad range of retail accounts and introducing new products through effective marketing strategies and product innovation practices.

39 FREMANTLE MEDIA ENTERPRISES

\$1.1B (FREMANTLE MEDIA ENTERPRISES IS PART OF FREMANTLE MEDIA, WHICH IS OWNED BY RTL GROUP, EUROPE'S LARGEST TELEVISION AND RADIO BROADCAST COMPANY. THE RTL GROUP IS ITSELF 90 PERCENT OWNED BY BERTELSMANN AG, WITH THE REMAINING 10 PERCENT PUBLICLY TRADED ON BRUSSELS AND LUXEMBOURG STOCK EXCHANGES.)

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Current titles in FME's portfolio include entertainment franchises such as Idols, Got Talent and The X Factor; kids properties Monsuno, Tree Fu Tom, The Aquabats Super Show! and My Babysitter's a Vampire; third-party brands such as Rebecca Bonbon, Bellator, Epicurious, SELF and The Endless Summer, and a broad range of popular game-show brands such as The Price Is Right, Family Feud, Press Your Luck and Let's Make a Deal. Kids and family entertainment—FME launched this division two years ago and since, the company's portfolio has developed at a tremendous rate. In 2011, FME launched several kid's properties including, Monsuno, Tree Fu Tom and Bindi's Bootcamp. Rebecca Bonbon continued to grow in 2011. In the U.S., Jeanette McCurdy was appointed spokeswoman for the brand, which entered the second year of its retail partnership with Kmart. In the U.S. and EMEA, FME partnered with Stardoll, the online fashion community and world's largest website for teen and tween girls, which has attracted over 300,000 members. In the U.K., products launched at retail for the first time, with licensee Grace Cole listing toiletries and cosmetic gift sets in John Lewis, House of Fraser and Harrods. Across EMEA Rebecca Bonbon has more than 25 licensees creating branded products such as apparel, jewelry, bags, stationery, bedding, home decorations and accessories. FME secured a number of new deals for non-TV IP in 2011. In the U.S., a partnership was formed with Conde Nast for health and wellness brand SELF, and food and cooking brand Epicurious while and consumer products rights were acquired for The Endless Summer, a beach culture and travel lifestyle brand inspired by the 1964 cult classic surf genre film. A global rights deal was also signed with Bellator Fighting Championships, which will see FME exclusively distributing the TV program internationally, as well as managing the brand's consumer products strategy. In Europe, FME signed a deal with SEGA Europe to become the licensing agent for the Sonic the Hedgehog brand across Germany, Switzerland, Austria and Eastern Europe. In Australia and New Zealand, FME manages all off-air, brand extension and merchandising rights to CBS's TV and film portfolio, including Australia's Next Top Model, NCIS, CSI, Dexter and Californication, as well as CBS's extensive library of classic TV and film titles including Happy Days, Beverley Hills 90210 and Cheers. 2012 will bring continued growth of licensing programs for cornerstone brands, as well as third party brand initiatives. FME's Kids & Family Entertainment division now has 16 titles in production in collaboration with top producers on four continents. The company is currently working on a number of co-productions with CBBC—Strange Hill High and Wizards Vs Aliens. FME acquired Really Me from Fresh TV and signed a global distribution and licensing deal with the company for new project Grojband. FME will manage the ancillary rights for Monsuno across various categories including games, publishing, electronics, housewares, outdoor toy, ride-on toy, apparel, lunchwares, stationery, gifting and many more. As the global distributor and ancillary rights manager for Tree Fu Tom, FME will look to secure new licensing partnerships across toys, publishing, games and much more. FME will manage the ancillary rights for The Aquabats Super Show! across a broad range of categories ranging from apparel & costumes to



publishing, games, gadgets. FME announced a global rights deal with Bellator Fighting Championships for FME to exclusively represent the brand's international TV distribution rights, as well as handle the consumer

products in the U.S. and international markets. FME announced a new deal with independent app developer Lima Sky, to represent the worldwide licensing rights for Doodle Jump, the No. 3 top paid iPhone app of all time. Product categories include stationery, toys and games, gifts, publishing, homeware, food, beverage and more. FME announced a new deal with CBS Consumer Products for Star Trek and will work with Hong Kong-based licensee CRAZI Company, which has signed a two-year deal to produce and manufacture Star Trek licensed products. FME acquired the licensing rights to Recipe to Riches. The show, created by Temple Street Productions, is a new reality competition series that sees amateur cooks get an opportunity to have their recipes made into a consumer products to be sold at a national retailer. FME will continue work towards innovative sponsorship and partnership deals for global versions of Idols, The X Factor and Got Talent. FME recently announced plans with Kohl's, 19 Entertainment, a division of CKX, LF USA, and Bravado to launch an exclusive American Idol apparel collection for last month.

40 CATERPILLAR

\$1.1B
LINDA STOKES, RETAIL BUSINESS DEVELOPMENT,
+1.309.675.4563
WWW.CATERPILLAR.COM

Growth in the footwear, apparel, bags and accessories collections (eyewear, watches and gloves) and toys were key drivers for retail sales in 2011. Fourteen freestanding Cat lifestyle retail stores opened worldwide in 2011 bringing the total of these stores to 24. In 2012, Caterpillar will launch additional Cat retail lifestyle stores in Central and South America as well as Saudi Arabia and Italy. These locations represent the third wave of planned stores in markets globally. In addition, Caterpillar will launch new categories of auto and truck accessories as well as cellular phones and work lights. The company will continue working with current licensees to develop exciting new styles and products, which reflect Cat brand attributes. Caterpillar has agreements with key licensees who work with their distributor partners throughout the world in 143 countries.

41 HILCO CONSUMER CAPITAL

\$1.1B (PRIVATE)
JEFF BRANMAN, MANAGING DIRECTOR; MARY
LANDAVERDE AND KRISTIN EDSTROM, DIRECTORS OF
LICENSING, +1.847.509.1100

WWW.HILCOCC.COM

Brands include Sharper Image (sold to Iconix), Polaroid, Ellen Tracy, Caribbean Joe, Bob Marley, Halston, Linens 'n Things. Key initiatives: Polaroid, Ellen Tracy, Caribbean Joe, Halston, Linens 'n Things and Miss America properties.

42

CARTE BLANCHE
GREETINGS

\$1B (PRIVATE)

RICHARD EDMONDSON, COMMERCIAL DIRECTOR, +44.1243 792600
WWW.CARTEBLANCHEGREETINGS.COM

2011 was another successful year for Me to You, with the licensing portfolio expanding as Tatty Teddy entered new categories and into new partnerships with Do Crafts, Flair Leisure, HTI, Funky Pigeon, Kennedy Publishing, Fun to See and Euromark. Tatty Teddy now appears on a wide variety of top selling licensed products, including apparel, confectionery, children's bikes and homeware. The global brand presence of Me to You is set to increase through partnerships with licensing agents covering the key territories of North America, Canada, Australia, New Zealand, South Africa, India and France. In 2011 licensing agents were appointed in Russia and the South Americas. Sub-brand Tiny Tatty Teddy has continued with its success in the nursery market on strollers, cot bedding, apparel and home furnishing. Bespoke images of Tiny Tatty Teddy continue to feature across the Simple Baby skincare range, consolidating Carte Blanche's brand partnership with Simple. My Blue Nose Friends, launched by Carte Blanche in 2008, has gained appeal with the younger consumer and made its debut on gift cakes, confectionery and nightwear in 2011, with a bedding range planned for late 2012. Alongside its own proprietary products, Carte Blanche is working with leading toy licensees including Worlds Apart, Flair, HTI, Ravensburger, Raleigh, Alligator Books and Inspiration Works. The new Tatty Teddy and My Blue Nose Friends range is due to hit the shelves in August 2012. Products include interactive plush, collectable figures and play sets, outdoor play, role play, prams and pushchairs, craft kits, games and activity books. Me to You remains one of the top selling character brands at Marks and Spencer; Tatty Teddy maintained its position as one of the best selling characters in ladies nightwear, girls nightwear, underwear and newborn clothing. Me to You continues to grow at Argos featuring products across multiple categories including jewelry, gifting, toiletries, duvet sets and craft materials and apparel. The Me to You sub brands have also been launched at Argos, including Softly Drawn and Sketchbook. Carte Blanche will develop new categories with Argos in 2012. The Me to You brand has continued to grow in Sainsbury's with 2011 being its best year ever. Tesco gift sales are showing significant growth year in 2011 with gifting also due to go online in 2012. Licensing opportunities are also growing and expanding into new categories within the grocery sector. For New Look, Me to You remains the best selling character brand across nightwear, gifts and footwear.

43

JARDEN CORPORATION

\$1B (E)

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Jarden Corporation is a leading provider of niche consumer products, which are divided into four primary business units: branded consumables, consumer solutions, outdoor solutions and process solutions. Branded consumables: Ball, Bee, Bicycle, Crawford, Diamond, Dicon, First Alert, Forster, Hoyle, Java Log, Kerr, Lehigh, Leslie-Locke, Loew-Cornell and Pine Mountain; consumer solutions: Bonaire, Crock-Pot, FoodSaver, Health o meter, Holmes, Mr. Coffee, Oster, Patton, Rival, Seal-a-Meal, Sunbeam, VillaWare and White Mountain; outdoor solutions: Adio, All-Star, Abu Garcia, Berkley, Campingaz, Coleman, Fenwick, Gulp!, JT, K2, Marker, Marmot, Mitchell, PENN, Pflueger, Rawlings, Shakespeare, Sevylor, SpiderWire, Stearns, Stren, Trilene and Volk1. Jarden consumer solutions had continued success during 2011 with GrillMaster BBQ grills; Sunbeam non-cored fashion bedding; Oster cookware and gadgets in Latin America; Mr. Coffee coffee accessories including pump pots, travel mugs and French presses; and a Crock-Pot icookbook app. Jarden consumer

solutions 2012 initiatives include launching Crock-Pot seasoning mixes, Crock-Pot shelf-stable dinner kits and Crock-Pot fresh roasts for slow cookers, Sunbeam floor care in Canada, Health o meter kitchen scales, Sunbeam outdoor lighting in Canada and Mexico and continued expansion of Sunbeam garment care to include sewing machines, GrillMaster expansion of grill covers and accessories, the introduction of Mr. Coffee drink mixes and confectionery. Jarden outdoor solutions iconic brands have been involved in several key licensing initiatives that will drive growth in 2012 and beyond by extending into new categories within softlines and hardlines. Coleman's lifestyle will extend into work wear apparel and accessories and build on its outdoor living products with the launch of a new extensive backyard BBQ line. Coleman's entry into the DIY market from power blowers to garage storage has been successful and future expansion into new categories is in the works. K2, Marker and Marmot also look to extend into adjacent categories such as accessories and footwear. Pure Fishing's family of brands that includes Shakespeare, Berkley and Ugly Stick have signed additional apparel partners to round out their current lifestyle collection. The relaunch of Adio in footwear positions the brand for expansion in apparel and accessories focused on the skate lifestyle. Rawlings continues to look for new partners to expand their lifestyle products such as eyewear and electronic accessories. Brand licensing efforts for Jarden branded consumables and outdoor solutions are being led by Brand Central.

44

MARTHA STEWART LIVING
OMNIMEDIA

\$1B

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WWW.MARTHASTEWART.COM

The key brands are Martha Stewart and Emeril Lagasse. New categories and international expansion for merchandising are being developed. Key retail partners are Macy's, Home Depot, Staples, PetSmart and Michael's.

45

NASCAR

\$1B (PRIVATE)

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WWW.NASCAR.COM

In 2011, NASCAR witnessed historic events that brought about some signature licensing programs. The NASCAR Automotive business continued to lend the mark to high performance automotive products from a number of partner companies. This NASCAR Performance brand includes a wide range of garage and auto parts and accessories. NASCAR made a landmark move in 2010 when it formed NASCAR Team Properties (NTP). The sanctioning body and the sports' independently owned teams merged their intellectual property rights to form NASCAR Team Properties, a NASCAR industry managed organization created to promote efficiency and operational structure for the sports licensed merchandise business for four core categories including apparel, die-cast collectables, toys and trackside retail. NTP is operated under a board of directors. In less than 12 months, NTP had consolidated rights and signed on companies to handle these categories: Lionel (die-cast), Motorsports Authentics (trackside retail), SpinMaster (toys) and signed a major retail partnership with Walmart. NTP really hit its stride in 2011 with a multi-channel distribution program that featured best in class partners in the apparel, die-cast collectables, toys, video games and trackside retail categories. Many key NTP programs saw exponential growth, including the Walmart Race Time Program, Lionel NASCAR Collectables and Motorsports Authentics. NTP has created a new opportunity for licensees, retailers and sponsors to immediately benefit, and keep the

emphasis on, what makes the sport run-loyal and passionate fans. NTP manages the intellectual property rights for the participating teams and NASCAR in key categories. At the same time, the sport remains flexible in that its teams will continue to hold individual rights for other licensing categories. In a relatively short time, NTP brought together its collective intellectual property rights and signed on best in class licensees to manage businesses that represent the majority of licensed product sales each year. NTP provides a better model for the licensing business and streamlined process promoting efficiency and structure where it previously did not exist. Included in the NTP alongside NASCAR's licensing marks are some of the sport's most popular teams and drivers. The initial participating teams including Dale Earnhardt, Inc.; Earnhardt Ganassi Racing with Felix Sabates; Hendrick Motorsports; Joe Gibbs Racing; JR Motorsports; Penske Racing; Richard Childress Racing; Richard Petty Motorsports; Roush Fenway Racing, Stewart-Haas Racing, and more. In 2011, NASCAR continued its video game strategy by running its second season of the NASCAR iRacing series, launching two new games for the console called NASCAR 2011: The Game and NASCAR Unleashed from Eutechnyx and Activision. NASCAR will continue its branded venture business with the launch of NASCAR Car Wash, a network of branded car washes that will start with limited locations and expand throughout the year. NASCAR continued its strong presence in key retailers such as Walmart, Sears, Kmart and Bass Pro Shops. These retailers join the traditional at-track partnerships and NASCAR.Com superstore as the primary retail outlets.

46

PLAYBOY ENTERPRISES

\$1B
WWW.PLAYBOYENTERPRISES.COM

47

SONY PICTURES CONSUMER PRODUCTS

\$1B

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Green Hornet, Arthur Christmas, The Smurfs (movie and classic program) and Ghostbusters classic program were the key licensing properties in 2011 that contributed to the success of SPCP. Properties that SPCP is currently working on are Men In Black 3, Total Recall, Hotel Transylvania and The Smurfs 2. Stand-out programs for 2011 included Arthur Christmas and Toys 'R' Us as well as The Smurfs programs at Toys 'R' Us, Build-A-Bear Workshop, and Hot Topic.

48

NELVANA ENTERPRISES

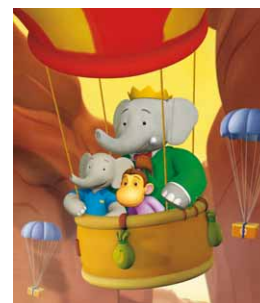
\$1B

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WWW.NELVANA.COM

Throughout 2011, Nelvana Enterprises continued to drive global licensing and merchandising activity through key brands including Beyblade, Babar and the Adventures of Badou and Franklin and Friends. Since the re-launch of the TV series and toy line in 2009, Beyblade has established a strong following and active fan

base. Leveraging a unique combination of play patterns that include collectability, customization and competition, the Beyblade consumer products program has launched in more than 80 countries with more than 200 licensees. Master toy partner Hasbro, together with Tomy, have sold over 150 million Beyblade toys since the brand's relaunch worldwide. Recognized as a top boys' action property, the animated TV series has global placement with key broadcasters Cartoon Network in the U.S., YTV in Canada, Nickelodeon in the U.K., Gulli in France and Disney XD in Latin America. Last year also marked a milestone anniversary for Babar. Nelvana celebrated Babar's 80th anniversary with new episodes of its CG-animated TV series, Babar and the Adventures of Badou, a museum exhibit and a line of exclusive licensed classic Babar products with Empire Mango. Merchandise programs continue to grow for Babar and the Adventures of Badou with more than 40 licensees already on board.



49

U.S. POLO ASSN.

\$1B
DAVID CUMMINGS, PRESIDENT AND CEO, USPA
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WWW.USPOLOASSN.COM

U.S. Polo Assn. is the official brand of the United States Polo Association (USPA), the non-profit governing body for the sport of polo in the U.S. since 1890. USPA Properties manages licensees in North, Central and South America, Asia, Europe, Russia and the Middle East to provide consumers with branded apparel, accessories, luggage, watches and shoes. Products are available in more than 130 countries at department and U.S. Polo Assn. stores, and independent retail locations. USPA Properties announced a licensing agreement with Li & Fung making LF the master licensee for the U. S. Polo Assn. brand in China.

50

WWE

\$1B

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WALKER, VP GLOBAL CONSUMER PRODUCTS,

+44.207.349.1749
WWW.WWE.COM

In 2012, WWE is focused on expanding its global infrastructure with the appointment of new consumer products employees in Miami, London, Singapore, Shanghai and Mumbai. WWE continues to broadcast in 145 countries in more than 30 languages. The company's flagship event, WrestleMania XXVIII, was the most lucrative yet, generating more than \$67 million from ticket sales and global PPV buys from 105 countries in more than 20 languages. For the first time, WWE held live events in Russia and Brazil, helping the company gain a foothold in these lucrative new markets. WWE's toy program with Mattel continues to enjoy strong success, led by the WWE Rumblers line that has captured the imagination of the younger consumer. WWE and THQ revamped their highly successful video game franchise in November 2011 with WWE '12, which has sold over 2.2 million units to date. Event Tour Sponsor, with retail activation set up to leverage the WWE's four key pay-per-view events: Royal Rumble, WrestleMania, SummerSlam and Survivor Series. The partnership delivered a 25 percent increase versus the prior year. Additionally, WWE has cultivated new exclusive merchandise partnerships with Hot Topic and Party City. Internationally, WWE is teaming with Sears in Mexico for an all-store, six-week cross-category retail promotion starting in May. In the U.K., ASDA ran an Easter

promotion resulting in substantial cross-category sales growth. Planning is now focused on SummerSlam- and Survivor Series-related retail promotions.

51

BEVERLY HILLS POLO CLUB

\$950M (PRIVATE)
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The Beverly Hills Polo Club image evokes the casual, relaxed elegance of the Southern California lifestyle. The name Beverly Hills instantly suggests luxury, success, style, elegance, self-confidence and comfort. The game Polo, known as the Sport of Kings, strongly reinforces these aspirational characteristics, as well as the Beverly Hills image, with added dimensions of both the fun of competitive sport and individual physical strength. The Beverly Hills Polo Club brand is focused on major international expansion with and new shop concept. BHPC has a significant focus on South America and Eastern Europe.

52

GENERAL MILLS

\$950M
LINC DAVIS, LICENSING DIRECTOR; JESSICA KURTH,
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WWW.GENERALMILLS.COM

Key licensed brands include Betty Crocker, Green Giant, Fiber One, Cheerios, Yoplait, Pillsbury, Old El Paso, Progresso, Nature Valley, Trix, Lucky Charms, Cocoa Puffs and Wheaties. Other valuable properties in the portfolio include Cinnamon Toast Crunch, Cookie Crisp, Golden Grahams, Kix, Totino's, Hamburger Helper, Fruit Roll-Ups, Gold Medal, Cascadian Farm, Muir Glen, Larabar, Bugles, Wanchai Ferry, Bisquick, Toaster Strudel and Chex. Licensing growth will continue to come from both food and non-food products. Food licensing growth will be primarily in categories on the store perimeter-fresh, frozen and refrigerated. Non-good growth will be from new international markets as well as expansion in key U.S. categories including apparel, housewares, toys and collectibles. Green Giant Fresh produce and Betty Crocker decorating products are category leaders that continue to expand via distribution gains and promotions such as Box Tops for Education. Significant growth is also coming from Fiber One fresh bread and baked goods. Apparel and housewares had significant potential across every major channel.

53

FRIGIDAIRE

\$900M
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WWW.FRIGIDAIRE.COM

54

HARLEY-DAVIDSON MOTOR COMPANY

\$900M
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BUSINESS DEVELOPMENT, GENERAL MERCHANDISE, +1.414.343.8496
WWW.HARLEY-DAVIDSON.COM

55

MARATHON MEDIA

\$710M (PRIVATE)
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WWW.MARATHON-MEDIA.FR

Key properties include Redakai: Conquer the Kairu, Gormiti, Saddle Club, Where's Wally, and Totally Spies! Redakai, a co-production with Spin Master, will be a key revenue driver in 2012. Marathon Media holds the worldwide licensing and TV rights excluding North America, which



are held by Spin Master. Spin Master holds international toy rights while Cartoon Network is the licensing agent in the U.S., Latin America and EMEA. Already launched successfully on Cartoon Network U.S., YTV Canada and Gulli France in 2011, this year will see Redakai broadcast across the globe on Cartoon Network (EMEA and Latin America), CITV (U.K.), Disney Network of Channels in India and SEA, Network Ten (Australia), DR (Denmark), Canal J (France), TV3 (Estonia, Latvia and Lithuania), Clan TV (Spain), Panda Biggs (Portugal), and JEI Korea. On the back of this extensive TV platform, toy and CP plans are planned throughout. In the U.K. and France, the first products to hit the shelves will be Spin Master's revolutionary Redakai TCG featuring one-of-a-kind 3D and animation effects. The initial launch phase will include extensive consumer sampling, TV advertising and print advertising in April and May to raise awareness, generate trials and recruit kids to the collectible trading card game. In Italy, Germany and Benelux, Spin Master's subsidiaries will release their lines during coming BTS season on the heels of the local TV launches. In Australia, the TV launch in early 2012 will be followed by a DVD release in mid-2012 by Magna Home Video, while Moose Toys launched the Spin Master Redakai TCG to specialty retailers starting in February. Similar rollout plans are being put in place across the rest of Europe, the Americas and Asia. 2012 will also see the launch of the brand new sixth season of Totally Spies!, which is also celebrating its 10th anniversary. A series of promotional events will contribute to a resurgence of revenues for this classic property, potentially establishing it as an evergreen brand. Marathon also expects growth with its third party properties, an important part of its revenue. The Saddle Club continues to do well with girls 4-12 across Europe. Three new novels, a new part work collection and a QSR promotion will drive the brand this coming year. A wide array of promotions are planned across France to celebrate the 25th anniversary of Where's Wally coinciding with the launch of an ambitious licensing program.

56

PGA TOUR

\$704M (PRIVATE)
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WWW.PGATOUR.COM

The PGA Tour licenses a family of brands that includes the three tour brands (PGA Tour, Champions Tour and Nationwide Tour) as well as a collection of approximately 30 premier tournament brands such as The Players Championship, The Tour Championship by Coca-Cola, the various World Golf Championship events, The Barclay's Championship and the Northern Trust Open. The PGA Tour licenses all of these brands domestically and internationally. PGA Tour retail licensing activity continues to expand both domestically and internationally. In 2012, licensing programs will be brought to market in a variety of new channels that will drive domestic growth including real estate, agronomy, formal apparel and memorabilia. Internationally, the Tour expects to see between 30-40 new licensing partners

brought into its licensing program due to an increased level of resources aimed specifically at new business development. Areas of focus include apparel, headwear, golf accessories, golf training aides, home goods and corporate gifts. The PGA Tour's key branded retail partnerships continue to be: PGA Tour Airport Shops (38 shops under license from The Paradies Shops), PGA Tour Superstores (14 stores under license with Golf and Tennis Pro Shops) and PGA Tour Stores in China (currently 43 stores under license with Oriental Albatross (Beijing International Trading Company). Non-PGA Tour branded key retail partners include JCPenney, Macy's, Stage Stores, Edwin Watts, Dunhams and Modells.

57 AMERICAN GREETINGS PROPERTIES

\$600M

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WWW.AGPBRANDS.COM

Strawberry Shortcake continued on her berry sweet road of success in 2011 with the No. 1 show for girls 2-5 on The Hub network. The introduction of a new friend, Cherry Jam, to Berry Bitty City brought even more excitement to the brand globally with increased apparel, accessories and publishing deals in key



markets such as the U.S., France, Brazil, Mexico and Canada. The Care Bears merchandising and promotional program throughout the world expanded in anticipation of the new entertainment launch in 2012. Successful programs that spanned infant through teen were particularly successful in the U.S. and Asia. In addition, Holly Hobbie Classic continues to expand in the Italian market with back-to-school, publishing and home goods categories. Building upon the success of the Strawberry Shortcake merchandising program in 2011, the brand will expand into new categories and promotional opportunities in 2012 including children's furniture, live shows in the U.S., Canada, France and South America, and exclusive DTR relationships with key retailers. The Care Bears will share hearts and hugs in 2012 and beyond, driven by the new CGI series, Welcome to Care-a-Lot, launching on The Hub network in early summer 2012 and followed in spring 2013 by the debut of the Hasbro toy line. Rounding out the new mix of product will be expanded offerings in apparel, publishing and DVD with key global licensees launching retail-exclusive apparel programs at locations worldwide. Key retail partners for American Greetings Properties continue to be Toys 'R' Us, Walmart, Target, specialty stores, food and drugstores, international retail chains such as Uniqlo, which featured Care Bears t-shirts in over 2,000 stores worldwide and key online retailers.

58 HEWLETT-PACKARD

\$600M (E)

TIM CARTER, MANAGING DIRECTOR OF PATENT AND BRAND LICENSING, +1.208.396.6426
WWW.HPCOM

59 THE LEGO GROUP

\$585M (PRIVATE)
ANDREA RYDER, HEAD OF LICENSING,
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WWW.LEGO.COM

Key properties include LEGO Classic, LEGO CITY, LEGO DUPLO, LEGO Atlantis, LEGO Star Wars and LEGO Batman.



60 POLAROID

\$550M (E) (PRIVATE)
SCOTT W. HARDY, PRESIDENT OF PLR IP HOLDINGS,
+1.952.641.1020
WWW.POLAROID.COM

61 MAJOR LEAGUE SOCCER/ SOCCER UNITED MARKETING

\$530M (PRIVATE)
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WWW.MLSSOCCER.COM

Major League Soccer, all nineteen clubs, MLS players, U.S. Soccer, Federation of Mexican Futbol, CONCACAF, Chivas de Guadalajara. Numerous programs with MLS's key apparel and hard goods licensee adidas to expand distribution of the MLS ball, introduce MLS recreational kits and develop range for MLS under adidas Originals. Youth apparel from Outerstuff will grow dramatically along with the selection of styles targeting female fans through adidas and G-III. EA and MLS will partner in a number of promotions and tournaments to drive sales of FIFA 13 this fall. MLS will focus on merchandising enhancements to retail environments at stadiums; MLS endcap program at all Toys 'R' Us stores featuring products from Franklin Sports and adidas; expansion of retail space in all MLS markets at Dick's Sporting Goods; integrated POS and marketing support program for key soccer specialty retailers and the introduction of MLS collection at Party City stores.

62 AT&T

\$500M
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MANAGEMENT, BEANSTALK, +1.212.303.1177
WWW.ATT.COM

Leveraging AT&T's premier positioning and marketing presence, AT&T licensed products strategically complement the brand's existing telecommunications services, with more than 200 SKUs including corded and cordless telephones, business telephony systems, answering machines, headsets and telephone accessories. Key licensing initiatives that will drive growth in 2012 and beyond include further expansion of licensed products into the business market, as well as licensed products gaining additional market share in domestic and international markets, and new product launches across consumer electronics and accessories categories. Through a recent partnership with Concept 101, AT&T

will expand its offering in 2012 to include branded iPhone/iPad docking stations, headphones and accessories for Bluetooth devices and tablets. AT&T licensed corded and cordless phones can be found in almost every major retailer carrying the product category including Staples, Best Buy, Office Depot, OfficeMax, The Home Depot, Walmart, Target, Kmart, Sears, BJ's Wholesale Club, Costco and Sam's Club.

63 HEARST BRAND DEVELOPMENT

\$500M (PRIVATE)

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WWW.HEARST.COM

Hearst's acquisition of nearly 100 magazines from Lagardere in 2011 made the company one of the world's largest magazine publishers, connecting consumers around the world to Hearst's 300-plus editions. Key initiatives in 2011 included expansion of the Esquire Home franchise with new furniture introductions as well as the launch of the Esquire art collection featuring illustrations and photographs from Esquire's vast archives. The Country Living program at Sears and Kmart experienced continued success in the bedding, bath and outdoor/patio categories. Seventeen and JCPenney executed a robust holiday promotion in support of the retail bedding collection, giving teens the chance to reinvent their space to reflect their personal style. In 2012, Hearst Brand Development will continue to focus on foundation partnerships with the Country Living and Seventeen brands as well as a variety of new ventures including: A new partnership with HSN that positions House Beautiful as the branded home authority on HSN.com; a comprehensive collection of Good Housekeeping branded custom blinds and shades; an online subscription based fitness program with Seventeen; Country Living custom stationary; DIY technology with Popular Mechanics; launch of a new furniture collection for Metropolitan Home with potential expansion in outdoor furniture and soft home, plus expansion of the Car & Driver and Road & Track licensed programs across a range of categories.

64 THE THOMAS KINKADE COMPANY

\$425M (PRIVATE)

KRISTEN BARTHELMAN, DIRECTOR OF LICENSING, +1.408.201.5273
WWW.THOMASKINKADE.COM

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes his art and related collectibles through a global network of independently owned galleries, an extensive network of branded and licensed dealers, and strategic marketing relationships. His artistry includes imagery of gardens, cottages and estates, cityscapes, plein airs, holiday scenery, and commemorative American landmarks. Kinkade, known as the Painter of Light, is the most successful and most collected artist in U.S. history. Thomas Kinkade is well known for the Studio Masterworks celebrating historic occasions, prestigious anniversaries and the most beloved sites in America and around the globe. Through key licensing partnerships with Disney Consumer Products, Warner Bros., NASCAR, Elvis Presley Enterprises, Rockefeller Center and Major League Baseball, the company will continue to commemorate milestones on canvas with his unique use of light and his inspiring themes. Thomas Kinkade licensed products can be found in a variety of more than 16,000 retail locations in the U.S. alone. Holiday ornaments and gift baskets can be found at mass retail, puzzles at toy retailers, books, CDs, and calendars are available in the book channel, fabric and craft retailers sell cross-stitch and craft kits as well as fabric by the yard. Grocery and drug stores carry the complete line of Thomas Kinkade greeting products for every occasion. Additionally

the network of galleries, online stores for chain retailing partners, as well as independent gift shops nationwide offer Thomas Kinkade art and licensed products. Through partnerships with long-standing licensees, the company will continue to develop a wide assortment of products utilizing Kinkade art.

65 ASPCA

\$420M (PRIVATE) (NON-PROFIT)
ELYSIA HOWARD, VP, MARKETING AND LICENSING,
+1.646.291.4508
WWW.ASPCA.ORG

In 2011, ASPCA licensed products reached \$420 million in retail sales, its strongest year yet in the six-year tenure of ASPCA's licensing program.

Key properties include ASPCA Collection, ASPCA Kids, services and financial products. New items in the ASPCA Collection portfolio included beds, blankets, pillows, medical scrubs, collars and leashes. ASPCA Collection included the launch of new packaging and the new tagline Compassion. Comfort. Love. to reflect the brand's core values. ASPCA products were at more than 15,000 retail doors including a brand block at Walmart and a pet bed and pet toy collection at Ross Stores. Additional Holiday promotions were executed at Lowe's and CVS stores, while expanded SKUs were introduced at Family Dollar. ASPCA Pet Health Insurance continued as an anchor of the licensing program, with strong performance in renewal and acquisition. A new license with Bank of America credit and debit cards proved a successful strategy as one of the fastest growing products in the portfolio. Some of the key licensing initiatives to drive growth in 2012 and beyond include channel diversification, new properties, categories, and an emphasis on ASPCA Kids. ASPCA will be offering co-branded cause-marketing platforms to key retailers, building on the strong momentum already in the market place. Leveraging 146 years as America's trusted pet authority, the ASPCA's expert content will drive additional licensing revenue and support the sales of licensed products.



66 ITV STUDIOS GLOBAL ENTERTAINMENT

\$410M

JEAN-PHILIPPE RANDISI; GILES RIDGE; TRUDI HAYWARD,
+44.207.157.6200
WWW.ITVSTUDIOS.COM

Key properties and programs include Alan Titchmarsh, Bullseye, Classic Catchphrase, Countdown, Coronation Street, Come Dine With Me, Dancing On Ice, Hell's Kitchen, I'm a Celebrity Get Me Out of Here, Loose Women, Red or Black, This Morning and Classic Thunderbirds. Retail partners include John Lewis, Argos, Amazon, HMV, Tesco, Asda, Robert Dyas, Debenhams, Morrisons, Sainsbury's, Play.com and WH Smith.

67 DISNEY ABC TELEVISION GROUP

\$400M

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WWW.ABC.COM

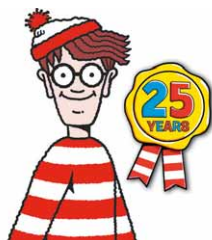
Key properties include Dancing with the Stars, Wipeout, Once Upon A Time, Revenge, Castle, Grey's Anatomy and The Chew. Once Upon A Time, Wipeout, The Chew, Revenge, Dancing with the Stars and Castle all promise to be an expanded licensing opportunity in 2012. ABC is the No. 1 network broadcast provider in reaching women 18-54. The ABC viewer is more affluent and better educated than its competitors. By focusing on fan engagement through content, programming, social media, powerful promotions, licensing and the ability to leverage assets across all lines of business, ABC can create new inventive opportunities and establish evergreen franchises upon which retailers can count on. ABC's lineup of licensed products drove success beginning with the second title of Activision's Wipeout Console Game. Castle books were on the NY Times bestseller list more than once in 2011. Based on ABC's best performing detective drama and written by Richard Castle, the lead character, Castle books Naked Heat, Heat Rises, Heat Wave, combined with Marvel Comics Castle Graphic Novel, Naked Storm, is a living example of life imitating art. Dancing with the Stars continued its stepped up performance with the introduction of its eight workout video was showcased at Best Buy and Barnes and Noble in 2011, with the latest DVD launched at LA Fitness. For the first time, Once Upon A Time, the newest hit in the ABC Fall lineup, an eight-episode DVD, an exclusive offer at Target stores, sold out in less than two weeks.

68 TOEI ANIMATION
 \$384M (PRIVATE)
 HIROYUKI KINOSHITA, DIRECTOR OF GLOBAL STRATEGY COORDINATION AND EXECUTION,
 +81.3.5261.7619
 WWW.TOEI-ANIMATION.COM

With headquarters in Tokyo and sales offices in Paris, Los Angeles, Hong Kong and representative office in Shanghai, Toei Animation ranks amongst the world's most prolific animation production studios. Operations include animation development and production, worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 10,000 episodes of TV series (more than 200 titles) and more than 200 long feature films as of March, 2012. Key properties include Dragonball, One Piece, Pretty Cure, Saint Seiya, Sailor Moon, Digimon and Toriko. Key initiatives for 2012 include: brand new series for Saint Seiya (Omega); expanding global reach within broadcast, merchandising and online distribution of the existing titles; developing business of animation coproduction with global partners.

69 CLASSIC MEDIA
 \$376M (PRIVATE)
 NICOLE BLAKE, EVP, GLOBAL MARKETING AND CONSUMER PRODUCTS, +1.212.659.3030
 WWW.CLASSICMEDIA.TV

Classic Media continues to build on its success reinventing the classics of yesterday and creating the classics of tomorrow. Key properties driving growth in consumer products in 2011 were Where's Waldo?, Where's Wally?, Postman Pat, Voltron, Masters of the Universe, VeggieTales, and the Company's seasonal portfolio. Where's Waldo? and Where's Wally? has sold 56 million books in more than 30 languages and 38 countries around the world. In 2011, momentum on the property continued, as a network of agents were signed in key territories, including France, pan-regional Europe and Korea, and the number of licensees reached 110 globally. The brand had continued success in gaming/apps and recently ranked among the Top 25 All-Time Paid Apps in 10 countries by Apple. In the U.S., new anchor partners were signed: Techno Source, a division of LF Products (games, puzzles and novelty items), Jem Sportswear



(men's and young men's apparel) and Concept One (accessories). The new lines will launch in Fall 2012 timed to the brand's 25th Anniversary. In the U.K., Where's Wally? continues to deliver best in class, award-winning product. Somerbond's adult underwear and nightwear won Best Licensed Adult Apparel Range and Woodmansterne's adult birthday cards were nominated for Best Licensed Paper Product Range, at the Licensing Awards. Key items from Advent calendars to boxer shorts to celebration cakes were all at the top of the charts, leading to a broader retail presence in 2012. By the Power of Grayskull, Classic Media brought on new licensees complementing Mattel's Masters of the Universe toy line, gearing up for the brand's 30th Anniversary. Key partners include DC Comics, Changes (apparel), Disguise (costumes), New Era (headwear) and Funko (bobbleheads) with many more new partners to be announced. Voltron, the legendary action hero of the 1980s, rounded out its mighty collector program with new partners including Dynamite (comics and graphic novels), Bentex (T-shirts, kid's sleepwear and loungewear) and Fifth Sun (men's, juniors, kids T-shirts and fleece), New Era (headwear) and Skinit (electronic skins). New series Voltron Force debuted in 2011, introducing the Defender of the Universe to a new generation of fans and had the highest rated launch ever on Nicktoons. The series has been sold to top broadcasters worldwide. Classic Media secured key partnerships in Confection (Primary Colors, Regal) and launched Video Games and an App for its Seasonal portfolio, which includes Santa Claus is Comin to Town for Christmas, Casper the Friendly Ghost for Halloween and Peter Cottontail for Easter. Where's Waldo?/Where's Wally? celebrates its 25th Anniversary in 2012 with a raft of new licensees, broader retail presence and several territory launches. It will continue to build on digital gaming success with the launch of the third Apple App (Ludia) and the expansion into new platforms, including the first Facebook game (Ludia) and the first Android App (Gameloft). Territories launching consumer products programs include France, Spain and Korea. Preparation has begun for 2013 with Postman Pat's first feature film and the launch of season two on CBeebies. Consumer products will re-launch with new toys, new publishing and a full range of new products and packaging all in development. Classic Media recently acquired two classic preschool properties Noddy and Olivia and the company looks to build on the established success of these heritage brands. VeggieTales is expanding its base of licensees to celebrate its 20th anniversary in 2013. 2012 will see the launch of new products in several key categories including The Orb Factory (crafts and activities), Masterpiece Flower Company (live plant containers), in addition to multiple digital game and educational apps from Weeblets (Spotisode), Moveable Code (Step By Story), ReelCards (video e-greetings) and more in development! These new licensees join premium VeggieTales partners, including Strotzman (five million kid's meal premiums with Chick-fil-A in August 2011), ConAgra (top branded fruit snacks in 18 grocery chains) and Gregg Gift/Enesco (gifts and plush).

70 SABAN BRANDS
 \$375M (PRIVATE)
 NINA LEONG, SVP LICENSING; KIRK BLOOMGARDEN, SVP INTERNATIONAL LICENSING, +1.310.557.5230
 WWW.SABANBRANDS.COM

Saban Brands was established in 2010 to acquire and develop a world-class portfolio of properties and capitalize on the company's experience, track record and capabilities in growing and monetizing consumer brands. Saban Brands applies a strategic transmedia management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. After reacquiring the Power Rangers franchise, Saban Brands with Nickelodeon, launched Power Rangers Samurai. In the first week, Power Rangers Samurai reached over 17 million viewers, becoming the No. 1 kids action series. Saban Brands aligned with master toy licensee, Bandai, to launch a full line of male action toys that replicated the characters in the live action series and quickly followed it with an extensive consumer product line. Globally, Power Rangers has distribution in over 150 markets, TV exposure seven days a week and No. 1 ratings in numerous territories. Paul Frank is a dual-gender, multi-generational property that has proven itself as a fashion brand with a whimsical appeal across the globe. After acquiring Paul



Frank in 2010, Saban Brands expanded its distribution domestically and worldwide with an assortment of unique product, 100 licensees and a plan to open 60 new stores in China alone. Along with bringing fans new product, Paul Frank engaged consumers with major marketing initiatives like a nationwide mobile tour, extensive celebrity gifting and product placement, a giant Julius balloon in the

Macy's Thanksgiving Day Parade and feature shops in FAO Schwartz and Toys 'R' Us. In 2012, Power Rangers is building on its success with an increase in the number of licensing partners to 150 licensees. In addition, the number of product categories, SKUs and retail footprint will all drive growth. In 2012, Paul Frank continues to build on its on-going success at all Target stores and other mid-tier and department store retailers by broadening its distribution, growing the Small Paul brand at Babies 'R' Us and launching at college book stores with Jones & Mitchell. In 2011, Power Ranger re-launched with a new season, a new television partner and a worldwide consumer products program. Anchored by world-wide master toy licensee Bandai, Power Rangers launched a full line of male action toys. Mega Bloks introduced construction toys worldwide. Two videos games were introduced by Bandai Namco on Wii and Nintendo DS, party goods with Amscan, cakes with Decopac, Halloween costumes with Disguise, dress-up with CDI, storybooks with Scholastic, feature plush from The Bridge, Squinkies by Blip Toys, and all natural fruit juice from Genesis Today. T-shirts from JEM Sportswear, underwear from Handcraft and apparel and pajamas from Li & Fung were made available. The Power Rangers Samurai licensing program is truly global with launches in all major markets in Western Europe (the U.K., France, Germany, Italy), the Middle East, South Africa, India, Australia/New Zealand, the U.S., Canada and all of Latin America with major efforts in Brazil and Mexico. Domestically, Power Rangers is distributed at all key retailers including Wal-Mart, Toys 'R' Us, Target, Kmart and Amazon. These retailers saw a 450 percent year over year increase in Power Rangers toy sell through as a result of Saban Brands marketing and programming efforts. Internationally, Power Rangers product can be found in all the major mass market and specialty toy retailers. Over the past 15 years, Paul Frank has been known as a Southern California fashion brand with whimsical appeal. Julius, iconic monkey, can be seen on a variety of products including apparel, accessories, timing, games, gear, books, stationery, home decor, toys, plush and even tech accessories. The brand's wide appeal has offered our 100-plus licensees the opportunity to build a unique global assortment of merchandise. Saban has expanded the distribution channels to mid-tier retailers and has also seen a rapid expansion of its licensed retail stores in China and SE Asia. In the U.S., Paul Frank is distributed among a variety of retailers including Nordstrom's and Bloomingdale's with premium labels, Macy's, Kohl's, Sears and JCPenney. Target carries product in all locations and has over 200 items online. Also, Paul Frank will debut at Babies R Us this spring in the feature area of all locations. In addition, the World of Paul Frank was featured this fall at FAO Schwarz.

71 DR PEPPER SNAPPLE GROUP

\$358M

IAN NORTON, DIRECTOR OF INNOVATION; MEGAN MAY, BRAND LICENSING MANAGER, +1.972-673-7000
WWW.DRPEPPERSNAPPLEGROUP.COM

Key properties in the DPS Group include Mott's, Snapple, Dr Pepper, 7UP, Crush, A&W Root Beer, Yoo-Hoo, Schweppes, Mr & Mrs T and Hawaiian Punch. DPS is looking to

create long-term relationships with a few key partners. The focus will be continuing to expand the diverse, flavor-based portfolio of strong trademarks in complementary food categories. With these flavors consumers already know and love, licensees can provide their retailers with a strong pipeline of innovation opportunities. Through joint planning and partnering closely with their licensees, DPS continued to grow in 2011 including the launch of Snapple Jelly Bellies, expansion of Jel Sert powder drink mixes with Crush, Yoo-Hoo and Squirt flavors, Mott's Fresh Fruit Snack Pack Combos, a partnership with Beechnut to create Mott's branded baby food and a partnership with General Mills to launch Mott's fruit snacks.

72 SHINE 360°

\$346M

BEN LIEBMANN, CEO; LORI HEISS, GLOBAL BRAND MANAGER, +44.207.985.7000
WWW.SHINEGROUP.TV

Launched in October 2010, Shine 360° oversees the development and commercialization of Shine Group's brands and non-broadcast rights across digital, interactive and social media, consumer products and publishing, gaming, home entertainment, live experiences, sponsorship and brand partnerships, with particular emphasis on furthering retail and direct to consumer propositions. The key Shine 360° properties for 2011 were MasterChef and The Biggest Loser. An exciting entertainment series that sets out to find amazing amateur chefs whose talent, dedication and passion for food could change their lives forever, MasterChef is a global enterprise representing over half a billion dollars. It is produced in 34 countries, broadcast in over 200 territories and viewed globally by over 200 million. Generating over \$270 million in global retail revenue since 2009, MasterChef now has active licensing programs in 17 countries including Australia, Croatia, France, Greece, India, Ireland, Israel, Netherlands, New Zealand, the Philippines, Portugal, South Africa, Sweden, Ukraine, U.K., and the U.S. The Biggest Loser, which first aired in the U.S. in 2004 on NBC, has become an international phenomenon seen by over 100 million people in 90 countries. The Biggest Loser has also struck a chord with consumers as a highly credible health and fitness brand, and it has generated more than \$400 million in consumer spend since the first products launched in the U.S. From sponsorship deals and integrations to consumer products, publishing, home entertainment, digital and retail, it has become a stand-out health and lifestyle brand, with active licensing programs in five countries and over 15 million products sold. The continued expansion of MasterChef into new territories globally, and the rise of kid's extension Junior MasterChef, will see the brand grow in 2012, with a focus on extending the brand into food products for the first time, as well as new initiatives around toys, travel & hospitality, live events and global publishing. The Biggest Loser will also continue to grow with productions in new territories and a focus on DTC propositions. Shine will also look to grow licensing programs for other key properties including One Born Every Minute and Got to Dance. Over 3 million books and magazines were sold in 2011, with 57 individual book titles were published across 12 territories including Australia, France, India, Israel, Portugal, U.K. and the U.S., and magazines were published in Australia, Finland, U.S. and Ukraine. There were over 300,000 attendees at MasterChef Live Events across Australia, Croatia, Ireland, Malaysia, Portugal, U.K. and the U.S. in 2011. MasterChef has a variety of consumer products licensed in Australia, France, India, New Zealand, South Africa, Sweden, U.K. and U.S. Product categories include cookware, makeware, homewares, BBQs, textiles and small domestic appliances. The Biggest Loser licensing program in the U.S. is the most established and saw the most activity in 2011 across 25,000 retail doors. Featuring a full service destination resort/spa program in the U.S., an online membership club, a home delivery meal plan, a certified pro-training program, best-selling books, fitness DVDs, Kinect/Wii/DSi video games, music CDs, fitness equipment, assorted food products and licensed promotion partners that are supported by organic product integrations in the show.

73 MICHELIN LIFESTYLE LIMITED

\$343M

HELEN TATTERSALL, COMMERCIAL DIRECTOR, +44.1.782.402127
WWW.MICHELIN.COM

The company plans additional launches of Michelin automotive accessories and footwear. Key retail partners include Walmart, Costco and Canadian Tire.

74 STUDIO 100

\$334M (PRIVATE)

MARIE-LAURE MARCHAND, INTERNATIONAL LICENSING DIRECTOR, +33.1.56.92.3000
WWW.STUDIO100.TV

Key properties include Maya the Bee, Vicky the Viking, Heidi, K3, Bumba, Plop, Pete Pirat, Mega Mindy, House of Anubis, Tabaluga, Amika and Zigby. It will launch the Maya 3D series in fourth quarter of 2012 and the Vicky 3D series in 2013/14. It plans cross-promotional activities in Benelux with newspapers, magazines and FMCG companies, as well as retail and loyalty programs with various supermarket chains in Benelux. In 2012, Studio 100 opened a cookie division to produce in-house branded cookies in Benelux. Key partners include Fun, Dreamland, Colryut Group, Smit, Intertoys, Blokker, Maxitoys, Real, Rewe, Edeka, Metro, Netto, Penny, Aldi, Lidl, Karstadt, Kaufhof, Ernstings Family, Vedes, TRUS and Idee Spiel.



75 MARS RETAIL GROUP

\$320M (PRIVATE)

JOHN CAPIZZI, GENERAL MANAGER OF LICENSING, +1.973.691.3500
WWW.MMS.COM

Key initiative is implementation of a Mars One Voice strategy that creates themed displays with candy and merchandise that can be customized and executed in many forms at various price points. Displays can be as simple as one or two relevant products to execute a theme such as a dispenser and candy to implement multi pallet displays such as our M&M's Pallet Train. The company's continued interest in exploring international opportunities, and strategically adding categories to grow the current assortment bring the One Voice strategy alive at retail locations through U.S. retailers including Kroger, Walgreens and Walmart.

76 AGFAPHOTO

\$300M (PRIVATE)

RAY UHLIR, MANAGING DIRECTOR, LMCA, +1.212.265.7474
WWW.AGFA.COM

This venerable, German-based photography brand began licensing just four years ago and has achieved strong results in cameras, optics and related accessories. Distribution is expanding from Europe into both North, Central and South America and more recently, into Asia. New categories have been targeted.

77 CBS CONSUMER PRODUCTS

\$300M

LIZ KALODNER, EVP AND GENERAL MANAGER, +1.212.975.5232
WWW.CBSCONSUMERPRODUCTS.COM

International licensing of Star Trek and America's Next Top Model, along with the introduction of new gaming



platforms for NCIS and The Amazing Race, led 2011 results. The launch of a new Television City e-commerce site and the expansion of existing online retail programs further improved fans' access to their favorite products and drove retail sales. 2012 will be led by the launch of new social and online games across the entire portfolio as well as the continuing growth of live events such as the Next Top Model Live consumer fairs, traveling stage shows and touring exhibits. Unique retail programs with Bebe (90210) and HSN (Jabot Cosmetics) featured fully-integrated on-air product stories and major marketing activities.

78 THE GOODYEAR TIRE & RUBBER COMPANY

\$275M

GLEN KONKLE, CEO, EQUITY MANAGEMENT, +1.858.558.2500
WWW.GOODYEAR.COM

During 2011, the Goodyear licensing program focused on the growth of existing licenses as well as identifying and executing new licensing opportunities throughout the world in categories such as automotive accessories, home/garage, apparel and replicas. New licenses were secured in numerous categories with one in particular for a line of Goodyear branded emergency preparedness kits that will leverage the brand equity of safety, reliability, trust and performance. Moving forward, the Goodyear licensing program will continue to develop a variety of equity-driven licenses across a broad range of categories including bicycles, power products and tools and automotive accessories.

79 WELCH'S

\$275 (E) (PRIVATE)

LINO MARRERO, BUSINESS DEVELOPMENT MANAGER, +1.978.371.1000; ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, THE LICENSING

COMPANY, +1.212.413.0880
WWW.WELCHS.COM

80 CHURCH & DWIGHT

\$250M

TAMMY TALERICO-PAYNE, DIRECTOR OF LICENSING, +1.609.279.7334; JAY ASHER, PARTNER, BRANDGENUITY, +1.212.925.0730

WWW.CHURCHDWIGHT.COM

Arm & Hammer, one of the world's most trusted brands, launched multiple home care products in 2011, leveraging its unmatched odor neutralizing technology in an array of products. Category leader Petmate launched litter pans, litter filters, cat mats, deodorizer dispensers and litter liners for a complete in-home pet solution. Elements of the line were featured at national retailers, including Target, Petco and Walmart. Arm & Hammer boasts several more innovative and

market-leading licensees including Electrolux for vacuum bags and filters, Dutch Boy for re-fresh paint, Munchkin for diaper pails and nursery accessories among many others. In addition to their air filtration products, Protect Plus launched a line of Arm & Hammer baking soda-infused shelf liners at grocer Harris Teeter and planning to hit Walmart in 2012. In 2011, Arm & Hammer was found in more aisles at retail than any other brand. Filling the pipeline for 2012, Brandgenuity signed a number of deals for Arm & Hammer that will extend its home categories. Prym will launch three product lines in 2012 all providing safe, deodorizing technology for clothing and pets: Storage Fresh to include closet storage, hanger cover, shoe inserts and clothing storage; Fabric Fresh, a line of lint removal tools and papers; and Pet Fresh, an innovative line of pet hair removal gloves and lint sticks. Protect Plus will launch Arm & Hammer food storage with built-in odor control and antimicrobial protection. Additionally, Karmin will launch a line of Arm & Hammer kitchen gloves. OxiClean will also be featured in a line of kitchen gloves and cleaning products. The first Kaboom licensee, Metro Design, was brought on for moisture removal products for the bathroom.

81 ENDEMOL WORLDWIDE BRANDS

\$250M (PRIVATE)

OLIVIER GERS, CEO, +44.870.333.1700
WWW.ENDEMOL.COM

Key properties include Deal or No Deal, Wipeout, The Money Drop, Ready Steady Cook, Big Brother and Miss France. Investment in licensed gaming and gambling as new TV game shows such as The Code break into global marketplace. Key retail partners are Argos, Tesco, Sainsbury's and Amazon.

82 NATIONAL GEOGRAPHIC

\$250M (E) (NON-PROFIT)

KRISTA NEWBERRY, SVP OF LICENSING, NORTH AMERICA, +1.202.857.7572
WWW.NATIONALGEOGRAPHIC.COM

83 JOHN DEERE

\$247M

DALE PASCHKE, GLOBAL MANAGER, BRAND LICENSING, +1.919.804.2725

WWW.JOHNDERE.COM

Key product categories include toys, apparel, hats, footwear, workwear, gifts and collectibles at www.JohnDeereGifts.com. Key initiatives include global expansion with increased offerings in China, India, South America and Mexico, as well as renewed focus on North America dealer channel.

84 THE TRUMP ORGANIZATION

\$215M (E) (PRIVATE)

CATHY GLOSSER, EVP, GLOBAL LICENSING, +1.212.836.3242
WWW.TRUMP.COM

85

SOURCE INTERLINK MEDIA

\$215M (PRIVATE)

ROBERT COOPER-DIAZ, SENIOR DIRECTOR MARKETING; HOLLY ARNESEN, SENIOR DIRECTOR RETAIL, +1.310.531.5994

WWW.SOURCEINTERLINKMEDIA.COM

Motor Trend, Hot Rod, Lowrider, Surfer, SLAM and Automobile are among key properties. In 2011, Source Interlink Media transformed into a multi-media full service agency and content creator. Licensed mobile apps for Android phones, iPhones, iPads, tablets and emerging media became a key focus of the business. Source Interlink Media continues as the owner of over 70 enthusiast brands and is the largest provider of licensed content for enthusiast media in the U.S. In the consumer goods market the automotive category once again drove sales for 2011 with products including jumper cables, jumpstarts, organizational tools, multi-tools, and pet car safety. Motor Trend cellular accessories and Bluetooth items continued their success as the assortment grew and GPS accessories were added as well. SIM continues with 11 branded radio shows and branded TV shows. Each month SIM licensed content reaches over 100 million consumers. Retail partners include Advance Auto, Family Dollar and Publix.

86

FOOD NETWORK

\$212M (PRIVATE)

SERGEI KUHARSKY, GENERAL MANAGER, SCRIPPS ENTERPRISES, +1.646.336.3784
WWW.FOODNETWORK.COM

In addition to strong growth in its line of Kohl's housewares products (now with more than 1,100 SKUs), Food Network also added a line of wines, dubbed entwine, in a partnership with Wente Vineyards. Food Network Magazine (a partnership with Hearst) continues to perform well, leading newsstand sales in its category and making Ad Week's hot list twice in 2011. Entwine wines, an expanded sportservice partnership with Delaware North Companies, and the launch of Food Network Kitchens (its new restaurant concept) in airports across the country will be the primary growth drivers in 2012. Key retail partners in 2011 were Kohl's (housewares), Delaware North Companies (concessions and food service), Wente Vineyards (entwine wines) and Hearst (Food Network Magazine).

87

C3 ENTERTAINMENT

\$200M (PRIVATE) ANI KHACHOIAN, EVP OF LICENSING AND CONSUMER PRODUCTS, +1.818.956.1337

WWW.C3ENTERTAINMENT.COM

Key properties are The Three Stooges and Dan Haggerty as Grizzly Adams. Initiatives include a new The Three Stooges Movie distributed by Twentieth Century Fox Studios in 2012 with new movie themed product line, as well expansion of existing licensed Three Stooges product lines. Additional online gaming and digital licenses and expanded for the Three Stooges themed lottery program (the Three Stooges brand is the most used entertainment brand by state lotteries). Key programs include The Three Stooges themed Lottery program in dozens of state lotteries across the country; The Three Stooges movie global video release to retail with Twentieth Century Fox Studios; expand current direct-to-retail programs for Three Stooges merchandise and other brands represented to include in-store, online and HSN and QVC offerings; leverage co-branded merchandise opportunities from The Three Stooges movie with selected promotional partners (NASCAR, Six Flags and others) to penetrate additional retail distribution networks.

88**ENTERTAINMENT ONE**

\$200M
 ANDREW CARLEY, HEAD OF GLOBAL LICENSING,
 +44.207.907.3797
 WWW.EONEFAMILY.COM

As Peppa Pig becomes a mature brand in the U.K., the strategy is now to ensure it becomes an evergreen. The company is proactively seeking long term partners that offer a high level of marketing. These include FMCG promotions, the creation of the Peppa theme park with Paultons, and plans for a 10 year anniversary and stage show. Beyond the U.K., 2012 will be a pivotal year as retail programs launch in Spain, Australia and the U.S. and further roll out plans in other territories in 2013. Major activity is planned twice a year in most major retailers including Argos, Tesco, TRU, Asda and Smyths. In addition, key events are planned at the Peppa standalone store at the Peppa theme park.

**89****THE FOOTBALL ASSOCIATION**

\$200M
 NICKY STANTON, BUSINESS DEVELOPMENT MANAGER,
 +44.0.844.980.8200
 WWW.THEFA.COM

Key properties are England crest and Wembley Stadium. The company plans to launch of The FA Cup licensing program: 150 years of The FA. Retail partners include Marks and Spencer, Tesco and Next.

90**KRAFT FOODS**

\$200M
 PAULA PHILLIPS, LICENSING CONSULTANT,
 +1.502.551.5846
 WWW.KRAFTFOODS.COM

91**SEAWORLD PARKS & ENTERTAINMENT**

\$200M (PRIVATE)
 DEANA DUFFEK, DIRECTOR OF GLOBAL LICENSING, +1.949.395.6460
 WWW.MYSEAWORLD.COM

With more than 22 million visitors per year, SeaWorld is one of the most beloved brands in the world. Since 1964, SeaWorld has become the industry leader in conservation, education and entertainment. Through science-based research and local community engagement its goal is to enable real-world conservation solutions that benefit both people and wildlife. SeaWorld works with leading designers, publishers, manufacturers and entertainment providers including Activision, Sleepy Giant, Ruckus Media

Group, Andrews McMeel Publishing and many more to create products inspired by nature. In 2012, SeaWorld renewed its partnership with Mattel to include two new SeaWorld Barbies, and will be launching new iReaders with Ruckus Media Group, an assortment of jewelry and t-shirts by Palmer Cash. Specializing in family entertainment with a commitment to education and conservation SeaWorld Parks & Entertainment develop consumer products that connect people to nature and the SeaWorld experience. By expanding on nearly a 50-year history of inspiring families to play together, it continues to engage consumers in ways that form a deep love of environmental stewardship.

92**VIZ MEDIA**

\$200M (PRIVATE)
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 +1.415.546.7073
 WWW.VIZ.COM

Naruto and Naruto Shippuden continue to do well in the video game category, and reached an incredible milestone, having shipped 10 million copies worldwide since the launch of the first game in 2003, including 4.3 million units in North America alone. Namco Bandai also released the latest Naruto Shippuden game on the PSP, Ultimate Ninja Impact. Bleach continues to lead the Japanese anime block on Adult Swim's Saturday night block. NIS released the first Sony Platform Bleach video game, Bleach: Soul Resurrection in 2011. Since the U.S. debut of Death Note in 2007, the property has continuously maintained its strong fan base, and several new t-shirt designs were released by Hot Topic. In the first quarter, Viz announced new license acquisitions for Zetman, Berserk, and LaGrange Agrange-Flower of Rin-ne. Tiger & Bunny will also be a key focus for this year. Several collectible figures by Bandai Japan are currently available from Amazon.com, and there will be multiple categories of U.S. original consumer products (apparel, accessories, figures, and more) available this summer. Major retail partners include: Walmart, Target, Best Buy, TRU, Hot Topic, f.y.e and other online outlets.

93**SMILEY WORLD**

\$183.7M (PRIVATE)
 NICOLAS LOUFRANI, CEO, +44.0.20.7378.8231
 WWW.SMILEYCOMPANY.COM

Smiley, the brand based on the original Smiley logo, represents 30 percent of the company's activity. SmileyWorld the brand based on the company's thousands of emoticons, represent 70 percent of sales. Smiley is now launching new brands: Smiley babies for 0-36 months, Smiley Jr for boys 2-8 and Smiley girls for girls 2-8. These new brands are based on characters with arms and legs and a body and will enable the Smiley brand concept to capture a new public while not disappointing its core audience of teens and young adults with the use of similar art on smaller sizes. In 2012, Smiley celebrates its 40th anniversary and is opening the first concept store in London. The Smiley store will be the base to start franchising the concept in markets where mono brand stores or branded corners in department stores are important. This includes China, the Middle East and many other markets. Smiley has also opened its e-commerce platform in five languages. The company continues to focus on major DTR deals with fashion (Splash, Coolcat, Etam and Hot Topic) or accessory chains (Claire's) as well as drugstore chains (Watson) or supermarket chains. A studio with a team of 20 people dedicated to this activity is in place in the London headquarter.

94

BIG TENT ENTERTAINMENT

\$182M (PRIVATE)
 RICH COLLINS, CEO; RICH MARYYANEK, CMO,
 +1.212.604.0064
 WWW.BIGTENT.TV

Domo's dominance of the young adult and specialty markets continues with new fashion products, global partners and expansion into new territories. Discovery Kids has a great core group of licensee's and new partners on board for 2012 including new direct to retail relationships. Pixfusion



is rolling out new 3D rendering and mobile technologies as well as new licensed relationships for its Kideo Video brand. While available at many channels, Domo's key retail partners in 2011 were the big specialty, young adult outlets like Hot Topic, Spencer's and Urban Outfitters.

95

THE WIGGLES

\$180M (PRIVATE)
 MIKE CONWAY, MANAGING DIRECTOR; ANDRIA
 MICHAEL, SENIOR BRAND MANAGER
 +61.3.9520.1000

WWW.WIGGLETIME.COM

Key properties are The Wiggles and Dorothy The Dinosaur. The company will focus on increased national and international touring commitments, two CD and DVD releases, new television content, refreshed creative, with new product lines in key categories to be launched in fourth quarter 2012.

96

NISSAN MOTOR COMPANY

\$170M
 GLEN KONKLE, CEO, EQUITY MANAGEMENT,
 +1.858.558.2500
 WWW.NISSANUSA.COM

During 2011, EMI continued its management of Nissan's worldwide account working directly with Nissan Japan. The Nissan licensing program continued to grow in 2011 and was the most successful year since its inception. There were a number of vehicles released in 2011 that furthered Nissan's growing influence in the car industry and created a significant amount of interest from a licensing perspective. The 520 horsepower Nissan Juke-R, a crossover hatchback, has garnered much attention not only for its V6 GT-R engine but also for its edgy and unique styling. The Infiniti IPL G Luxury crossover convertible provides one of the few large luxury convertibles and has dramatic design features which distinguish it from other vehicles on the road. The positive interest and consumer awareness that has been generated by these vehicles will continue to be leveraged in multiple categories across the world including automotive accessories, die-cast, radio control, software and lifestyle. Also, the Nissan licensing program will target numerous emerging markets to support the increasing sales of vehicles with licensed products.

97

LUDORUM

\$157M
 MAUREEN TAXTER, SVP U.S. CONSUMER PRODUCTS,
 +1.212.972-7210
 WWW.LUDORUM.COM, WWW.CHUGGINGTON.COM



The CGI-animated series, Chuggington, has been on the fast track to becoming a hit property around the globe. Already among the top preschool shows in the U.K., Australia and Germany, Chuggington now airs in 178 territories worldwide and is translated into 27 languages with A-list broadcasters. With over 250 licensees globally (Tomy, VTech, Mega Brands, Ravensburger, Crayola, Scholastic, Anchor Bay and Trudeau) new Chuggington products across all key categories have been developed. Licensing and toy programs are expected to launch in 2012 in India, Latin America and China. In the U.S., Disney Junior launched season two on-air with 13 new episodes of Chuggington. A third season launched in March 2012 and will be featured 19 times per week as the show will also air multiple times per day on the new Disney Junior digital channel. A dedicated Chuggington section is featured on disneyjunior.com with games, videos and more. The brand enjoyed partnerships with a broad range of strategic partners, which expanded its reach to millions of new fans. Amtrak built a Chuggington Depot into its 40th anniversary national tour around the U.S. bringing hands-on Chuggington fun to 40 key markets. In September, the U.S. Secretary of Transportation announced a long-term partnership between the National Highway Traffic Safety Administration and Chuggington. The program includes national Public Service Announcements on Disney Junior, a free safety app and a dedicated website where parents and children can learn more about safety and take the Chuggington Traffic Safety pledge. Over 400,000 kids have taken the pledge to date. Extending Chuggington's reach into the grocery channel, the brand was featured on over 13 million packages including a Well-Pict Berries campaign, Joy Cones and more. New product categories launched throughout the year from Chuggington's 35 top tier licensees. The key initiative to drive international growth in 2012 is the Discover Chuggington program—a consumer facing marketing campaign created to build deeper engagement with Chuggington among consumers. The initiative is being implemented via retail promotions and in store activities and live events and the program will be implemented in 19 countries. In the U.S., Chuggington had its first full year at retail with support from a broad range of retailers across all distribution channels. Toys 'R' Us, was first to launch product in U.S. and Walmart and Target also both launched Chuggington product in their stores across a broad range of categories

98

EASTMAN KODAK

\$155M
 EILEEN MURPHY, DIRECTOR, BRAND LICENSING,
 +1.508.359.1091
 WWW.KODAK.COM

99**KAWASAKI**

\$151M
 GLEN KONKLE, CEO, EQUITY MANAGEMENT,
 +1.858.558.2500
 WWW.KAWASAKI.COM

Kawasaki licensing continued to grow and develop in 2011 with product programs such as power tools, musical instruments, toy and sporting goods, vehicle replicas and gaming software appealing to both existing and new consumers. Kawasaki toy and replica products enjoyed strong sales with products such as the Kawasaki KFX Ride-On positively reflecting the excitement, performance, and fun of the Kawasaki brand. Licensees have focused primarily on the Kawasaki and Ninja brands to develop product programs that meet the expectations of motorcycle enthusiasts of all ages. In 2012, the equity of power and performance will remain a key focus and EMI will look to develop many new retail opportunities. A primary focus will be placed on developing new apparel and accessory programs that will appeal to both existing Kawasaki enthusiasts/owners while introducing new consumers to the brand. New brand advancement product categories will also be implemented within areas such as travel goods and outdoor recreational products while brand extension programs will be developed across a variety of new categories. The new products developed through these opportunities will be focused on the general retail marketplace but 2012 will also see a fierce focus on the Kawasaki dealer channel. The launch of above new initiatives will complement the existing product programs and continue to showcase the exciting Kawasaki equities of balanced performance, power, quality engineering, innovation and unrestrained fun.

100**INVISTA**

\$150M (PRIVATE)
 MICHELLE ALFANDARI, PRESIDENT/CEO, MODA
 LICENSING, +1.212.687.7640
 WWW.INVISTA.COM

Coty, as the exclusive licensee for LYCRA cosmetics, has co-branded LYCRA collections with the Rimmel and Astor businesses globally. In 2011, the businesses held steady in the face of a competitive market. Product news and exciting advertising continue to keep consumers and retailers engaged. As a fashion-based industry, cosmetics is dynamic and fast paced; therefore, it is very pleased that in its ninth year of licensed business, LYCRA cosmetics continue to be a successful, relevant product offering. Planned for 2012: continued expansion of the Rimmel business in China and Japan featuring LYCRA technologies. New products/shade extensions and expanding retail distribution for nail, lip and mascara categories; for example, the new innovative Scandaleyes Mascara line; new marketing campaigns/promotions to support in-store efforts; development of new concepts/advancements leveraging LYCRA technology; new Rimmel Scandaleyes Mascara franchise, introduced in fall 2011 initially in the U.K., is supported by print, POS, social media and PR. Extensions stemming from Astor Lacque Deluxe nail and Astor Volume Diva mascara collections with LYCRA technology enriched formulas, are supported by campaigns featuring Heidi Klum.

101**MELITTA**

\$150M
 NATASHA MURAZEW, LMCA, +1.212.265.7474
 WWW.MELITTA.COM

LMCA's focus on this program has been very much oriented to the coffee experience and related products. Melitta's licensed line of consumer and commercial coffee

makers has received industry recognition for being so innovative (including the first in-pod technology) and stylish. Licensed products in 2011 enjoyed both distribution and share gains in home/housewares and in mass merchant channels, and new licensees were being brought into the program at year end.

102**ROTO-ROOTER**

\$150M
 HAL WORSHAM, MANAGING DIRECTOR, LMCA,
 +1.212.265.7474
 WWW.ROTO-ROOTER.COM

The program, begun by LMCA in 2000, has evolved slowly and cautiously. Focused as an extension to Roto-Rooters' nationwide plumbing service, the primary license is for a retail line of chemical drain cleaners, which are positioned as a precursor to a service call. Distribution encompasses supermarket, mass merchant and hardware channels and strong synergies have developed between the licensed and core product sides of the company. New plumbing related categories were signed in 2011 and products will launch in 2012.

103**WEIL LIFESTYLE**

\$150M (PRIVATE)
 DAVID STOUP, CEO; ROSS MISHER, CEO, BRAND
 CENTRAL, +1.602.432.3252
 WWW.DRWEIL.COM

104**WINCHESTER**

\$150M
 VICKI BEDNAR, MANAGER, LICENSED PRODUCTS,
 +1.618.258.2365.

105**JIM SHORE DESIGNS**

\$148M (PRIVATE)
 JOANNE OLDS, PRESIDENT, THE BUFFALO WORKS,
 +1.952.475.3013
 WWW.JIMSHORE.COM

Key initiatives that drove 2011 sales were with its major partner, Enesco and a few other key licensees. The Jim Shore brand expanded its partnership with Lowe's and relaunched one of its most popular fabric lines with Cranston. Key growth drivers for 2012 will be its continued relationship with QVC, the launch of Jim Shore fashion accessories and handbags lines and a significant expansion in new product categories at Lowe's. Key retail partners and programs for 2011 include the independent and specialty store channel, QVC home shopping network, Disney co-branded product line, Macy's and Lowe's.

106**LAMBORGHINI**

\$135M
 MARIA LUCIA LAZZARINI, MANAGER OF LICENSING,
 +39.051.6817655
 WWW.LAMBORGHINI.COM

107

ESPN

\$125M

MATT NOVOSELSKY, DIRECTOR, LICENSING;
NATHALIE BISHMAN, DIRECTOR, INTERNATIONAL
CONSUMER PRODUCTS, +1.646.547.5196

WWW.ESPN.COM

ESPN consumer products consists of both the ESPN and X Games brands, along with ESPN sub brands including SportsCenter, College GameDay, Baseball Tonight, Longhorn Network, NBA on ESPN, NASCAR on ESPN, SEC on ESPN, BCS on ESPN, ESPN Films and ESPN Books. The ESPN and X Games consumer products business strives to strategically partner with best in class licensees to create tangible brand extensions for sports fans of all ages fulfilling the company wide goal To Serve Sports Fans. Anytime. Anywhere. Expanding the current consumer products business with collections that embody the personality of ESPN is central to brand growth. This is accomplished by creating authentic brand touch points that sports fans everywhere can relate to and access across all retail channels (mass, mid-tier and specialty). These products include apparel and accessories, toys, indoor/outdoor recreation, sporting goods, tailgating and entertainment. The continued expansion of ESPN co-branded programs is also a key factor to expanding the consumer products business. These include hot market programs for College GameDay (football and basketball), the BCS Announcement Program, SEC on ESPN, NBA on ESPN, NASCAR on ESPN, the Longhorn Network and more. Inspired by the premier event in action sports, X Games consumer products continue to capture the excitement and energy of the competition that acts as the international gathering place of action sports champions, challengers, enthusiasts and fans. Beginning in 2013, the X Games will broaden its global footprint by adding three additional international events to the current line-up for a total of six events staged annually in unique locations around the world. The key initiative for 2012 is to leverage the increased X Games coverage and brand awareness to expand the X Games consumer product portfolio in all territories. Notable initiatives include the launch of an X Games apparel collection at Aeropostale, the expansion of the X Games Energy Drink across 7-11 stores nationwide and the continued growth of the X Games consumer products offering internationally, especially in France. Key retail programs included a 14 week hot market initiative supporting CGD Football (apparel, headwear and accessories), BCS Announcement apparel and headwear in collaboration with adidas, men's and boy's ESPN apparel at Old Navy with Mighty Fine, the ESPN Playmakers sport ball program at Walgreens, SEC on ESPN apparel program at Dick's Sporting Goods, the highly-acclaimed 30 for 30 ESPN Films documentary series and an assorted collection of ESPN Books. The X Games brand has a strong global presence in territories such as the US, Canada, Asia, Brazil, Latin America and France. Key U.S. programs include the Black Friday ride-on promotion at Walmart in conjunction with The Winston Company, which sold 43,000 Games ride-ons in a five-hour window. Also in the U.S., a sporting goods collection at Target included skateboards by Bravo and helmets by Bell Sports, the launch of the X Games Energy Drink with Convenience Marketing and a boy's apparel line at JC Penney by Knights Apparel.

108

MIND CANDY

\$125M PRIVATE

DARRAN GARNHAM, CHIEF BUSINESS
DEVELOPMENT OFFICER, +44.0.207.5011920
WWW.MINDCANDY.COM

2011 was the launch year of Moshi Monsters in the U.S., Canada, U.K., Australia/New Zealand and South Africa. It was a year of laying foundations for the years to come yet still saw Moshi Monsters top a number of retail and consumer charts from toys and collectibles to magazines and video games. Moshi Monsters will be building upon 2011, moving into exciting news areas

such as mobile, music and TV. The brand will be localized into several new languages with consumer products hitting the shelves in 20 new territories. Mind Candy will also be building some hero characters from Moshi Monsters into spinoff brands of their own and are set to announce the first of several brand new IP. Retail support has been widespread. The initial reservation of a digital brand translating into retail sales has quickly vanished due to the powerful performance in market. Moving forward the company will develop special events around holiday seasons, key product launches, shop-in-shop/destination areas and unique digital support promotions.

109

HAMILTON BEACH BRANDS

\$105M

AUSTIN KATZ, VP BUSINESS DEVELOPMENT, BSP,
+1.310.867.7203
WWW.HAMILTONBEACH.COM

The licensing program for Hamilton Beach and Proctor Silex continued to experience high growth in 2011 with the expansion of new products and categories. In 2012, the company is launching new products in floor care, water dispensers, touch less soap and sanitizer dispensers, cookware, bakeware, cutlery and kitchen tools and gadgets. Distribution will also expand to include specialty stores, warehouses and an international presence. Key retail partners include Walmart, Target and Kmart.

110

BEAM BRANDS

\$102M

WWW.BEAMGLOBAL.COM

111

BLACK FLAG

\$100M

ALAN KRAVETZ, EVP, LMCA, +1.212.265.7474

Black Flag has extended its brand into high-tech bug zappers and, as a co-brand, into landscape lighting and caulks and sealants, each of which incorporate Black Flag technology. Distribution is focused largely on North American mass merchant and hardware channels.

112

PEPSICO NORTH AMERICA

\$100M

JOANNE LORIA, EVP AND COO, THE JOESTER LORIA
GROUP, +1.212.683.5150
WWW.PEPSI.COM

Key licensed brands for Pepsi North America include Pepsi, Mountain Dew, Aquafina, Amp and SoBe. Pepsi apparel and accessories continued to be top performers across all retail distribution channels including a sell-out of vintage inspired merchandise during a 2011 Pepsi promotion at Kitson. In 2012, Pepsi licensing leveraged Diet Pepsi's long-standing fashion platform and participation at New York Fashion Week with a licensed capsule collection from high profile designer Christian Cota. The collection, inspired by iconic Pepsi advertising, will launch at boutique retailers in fall 2012.

Additional licensed campaigns focusing on Pepsi's fashion and pop-culture platforms will be launched in 2012. Mountain Dew licensing initiatives are closely aligned to the brands core activities. For 2011, initiatives included Mt Dew Throwback licensed apparel and accessories. New limited edition collaborations with Mountain Dew sponsored music artists, athletes and street wear brands will launch exclusively with online retailer Karmaloop in 2012. Other plans for Pepsi North America include licensing of SoBe, a category leader in flavor enhanced water, teas and elixirs including dairy based beverages, will extend the brand and its iconic lizard to fashion apparel and accessories and beach gear.

113 ARMORED AUTOGROUP

\$98M

AUSTIN KATZ, VP BUSINESS DEVELOPMENT, BSP,
+1.310.867.7203
WWW.ARMOREDAUTOGROUP.COM

The Armor All and STP licensing business will leverage its leadership position in automotive products in 2012 with the launch of new, improved silicon wiper blades and wet/dry vacuums. Retail distribution will grow to include a broader set of channels including warehouse, automotive specialty and mass. Several new products and categories are also being developed under the Armor All and STP brands. Key retailers include Costco, Walmart, Target, Auto Zone and Canadian Tire.

114 MHS LICENSING

\$96M (PRIVATE)

MARTY SEGELBAUM, PRESIDENT, +1.952.544.1377
WWW.MHSLICENSING.COM

The Hautman Brothers wildlife brand continued to dominate other nature brands. Wildlife as subject matter is indeed evergreen and the introduction of new images of animals and birds such as whitetail deer and songbirds, keeps the momentum going and the interest fresh. Buck Wear, an irreverent take on hunting, fishing and other outdoor sports, continues to do well across multiple channels of retail. Tina Higgins, of Higgins Designs, has monopolized the trend of mixing vintage, ephemeral art with updated contemporary colors and patterns, which has resonated across categories of merchandise as diverse as over-the-counter fabric to greeting cards. The focus in 2012 is meeting the increased demand for newness in colors and design, Licensing initiatives will center on the introduction of several new art properties such as Stephanie Ryan, Amylee Weeks, and new imagery from key properties such as Louise Carey and Patrick Reid O'Brien. Core categories include tabletop, kitchen textiles, and home furnishings. A Hautman Brothers custom home textiles program for holiday was developed for Walmart. Buck Wear was able to differentiate its image offering between Cabela's, Bass Pro and other regional sporting goods chains such as Fleet Farm to successfully coexist across several retailers in the same key channel.

115 JCB

\$95M (PRIVATE)

JOHN ATKINSON, DIRECTOR AND GENERAL
MANAGER, +44.0.18.8959.3499
WWW.JCB.COM

The JCB brand was licensed across four main sectors in 2011—kids, DIY & home, trade and tough technologies. Major new launches in 2012 include: The JCB ToughSmart (Tough Android smartphone) together with additions to the JCB tough mobile phone range. In the kid's sector, the My 1st JCB and JCB Boys toys programs see major new TV advertised playsets and accessories as well as significant new apparel ranges. In the DIY sector, air compressors, power tool accessories and additional hand tools will launch. The trade sector will see further growth for the JCB brand through footwear and workwear extensions as well as diamond cutting and other trade diversification. B&Q was a key DTR partner in the DIY sector for the JCB brand with power tools, hand tools, safety footwear, workwear and trade accessories. On the kids side, the My 1st JCB preschool program continued to build new licensee and retail partners in the U.K., with the older JCB boys toys program progressing well into new European and other territories.

116 AARDMAN ANIMATIONS

\$90M (PRIVATE)

ROB GOODCHILD, HEAD OF LICENSING,
+44.117.984.8485
WWW.AARDMAN.COM

Key properties include Shaun the Sheep, Wallace & Gromit, Timmy Time, Morph and Bloodhound. Key initiatives include Animate-It!, home animation brand for kids, and the launch of Shaun the Sheep global plush and toy lines. Retail programs include Boots' exclusive Wallace and Gromit gift range; and Chocoolate, a Hong Kong fashion retailer, for Wallace & Gromit wear Chocoolate.

117 REYNOLDS CONSUMER PRODUCTS (HEFTY)

\$90M

GLEN KONKLE, CEO, EQUITY MANAGEMENT, +1.858.558.2500
WWW.HEFTY.COM

The Hefty licensing program, which launched in 2009, continued to expand in 2011 through new products and increased retail distribution. The program is built around Hefty's equity of strength, durability, quality and convenient solutions. Hefty indoor wastebaskets have secured major retail placement in the mass and home improvement channels, capturing over 30 percent of the market. An innovative line of Hefty home storage products was launched in 2011. The Hefty licensing program is expected to grow substantially in 2012 through expanded retail distribution of wastebaskets and home storage products, the launch of the permanent food storage containers into grocery, mass and specialty, and the development of new opportunities in additional household categories.

118 WPT ENTERPRISES

\$75M (PRIVATE)

HALEY JONES, MARKETING, +1.323.330.9900;
ANDREW TOPKINS, BRANDGENUITY, +1.212.925.0730
WWW.WORLDPOKERTOUR.COM

119 ANHEUSER-BUSCH INBEV

\$73M
TRACY NEIER, SENIOR MANAGER; ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, TLC,
+1.212.413.0880

WWW.AB-INBEV.COM

Key brands include Budweiser, Bud Light, Beck's, Stella Artois, Michelob ULTRA, Busch, and Natural Light. TLC will leverage each brand's unique history, powerful initiatives and sponsorships to build comprehensive product platforms and usage occasions. In addition, regional and local brands will develop licensing programs throughout the world. Key retail partners include Walmart, Target, Urban Outfitters, Old Navy and Bed, Bath & Beyond.

120 LA-Z-BOY

\$72.5M
GLEN KONKLE, CEO, EQUITY MANAGEMENT,
+1.858.558.2500
WWW.LA-Z-BOY.COM

The La-Z-Boy licensing program continued to develop and grow in 2011 as new initiatives and increased distribution drove retail sales. This program capitalized on La-Z-Boy's equity of comfort, quality and great value. Licensed product sales in the outdoor casual furniture category generated strong additional placement and exceptional revenues within a variety of big box retailers and specialty stores. The La-Z-Boy outdoor program was further enhanced by the successful launch of the innovative Premier, Signature and Classic Spa collections. In 2012, the outdoor program will be supplemented by additional new products and further expansion in retail distribution and support. Within the home, the Home Office Seating program continues to gain traction with lower priced product introductions and increased distribution within the specialty and club channels. In addition, the La-Z-Boy Big Comfort Domestic Pillows and Bedding program enjoyed a positive market launch and has enhanced La-Z-Boy's reputation for comfort and quality. In 2012, the existing La-Z-Boy licensed programs will continue to build distribution and placement and explore new opportunities.

121 V&A ENTERPRISES

\$72.3M (PRIVATE)
LAUREN SIZELAND, DIRECTOR OF LICENSING,
+44.0.20.7942.2981
WWW.VANDALICENSING.COM

V&A launched a brand repositioning leading to more coherent range planning and new retail partners. Key retail partners include John Lewis, Waitrose and Sainsbury's in the U.K. and El Corte Ingles in Spain.

122 LAZYTOWN ENTERTAINMENT

\$70M (SUBSIDIARY OF TBS EUROPE)
INGVALDUR EINARSSON, EVP GLOBAL LICENSING, +1.354.590.1700
WWW.LAZYTOWN.COM

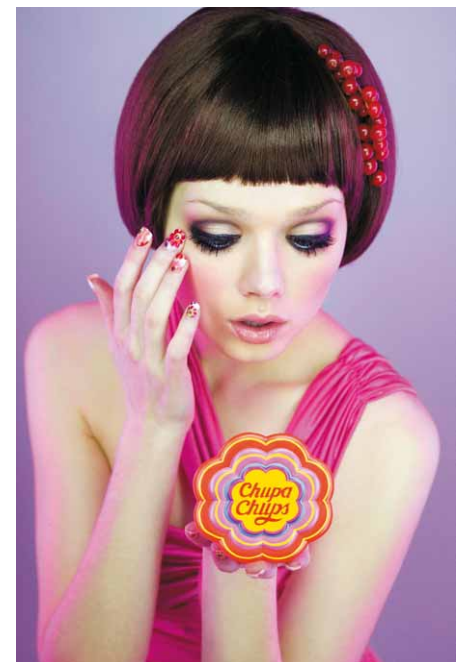
LazyTown became a Turner Broadcasting System Europe subsidiary in September 2011. Production of a new series has been commissioned and

is currently in development. Plans for future production include two new series and a full feature movie. Key product categories include healthy food and beverage, kids costumes, outdoor and activity toys, plus live events. LazyTown focused on grassroots initiatives in 2011 working with governments and fresh produce associations in key territories to get kids eating healthy and becoming more active.

123 PERFETTI VAN MELLE (CHUPA CHUPS)

\$66.8M (PRIVATE)
CHRISTINE COOL, SENIOR BRAND MANAGER, +34.93.773.9316
WWW.CHUPACHUPSUNIVERSE.COM

Chupa Chups, the world famous lollipop brand with its logo designed by Salvador Dali, builds a fun and colorful lifestyle program for teens and tweens, based on a rich graphic universe of pop and retro inspired designs. The lollipop lifestyle is expanding fast into the European and Asian markets. Russia and the Eastern European countries will be the next to take the trendy and colorful Chupa Chups style to teenage consumers. In 2011, Chupa Chups has put a sweet note on hoodies and t-shirts with record sales in fashion retailers such as Zara, Uniqlo, PimKie and Cache Cache, to name a few. The brand also brings its variety of tasty flavors to new personal care products.



124 ART IMPRESSIONS

\$65M (PRIVATE)
CINDY BAILEY, CEO, +1.818.591.0105
WWW.ARTIMPRESSIONSINC.COM

So So Happy, a pop-culture-influenced lifestyle brand that taps into young people's universal desire for love, acceptance and respect, gained tremendous momentum during 2011. A nationwide launch at Hot Topic, multiple pop-up shops and specialty chains increased sales 200 percent and doubled the number of So So Happy licensees, just two years after the brand was created. The company expects strong results from promotional partnerships with Taco Bell, Jones Soda and MyPlash/Mastercard, which are supported by an aggressive music-marketing and social-media campaign. The web store is also experiencing growth and the company will continue to leverage it as a way to build brand awareness and introduce new products. Boutiques featuring So So Happy fashion apparel, footwear,

jewelry, totes, wallets, novelty gifts, plush toys and co-branded gift cards launched nationwide at Hot Topic stores. The brand's continued strength at independent retail (boutiques and pop-up shops) led to placement at Journeys and Journeys Kidz, Zumiez, Tilly's, Delia's, Trans World, Forever 21, Rue 21, Hastings and Nordstrom. Skelanimals was featured at boutiques and Hot Topic, as well as its shop with multiple categories at Toys 'R' Us. The amusement plush program continued its strong performance at amusement parks such as Knott's, Universal and Great America.

the whimsical ducky Witzy and his friends, Boof, Lulla and Patches that was created in 1999. Duckport is the original Suzy's Zoo character set and features the duck Suzy Ducken and her friends Jack Quacker, Penelope O'Quinn, Corky Turtle and more. Wags and Whiskers is a greeting card and stationery line featuring dogs and cats. In 2012, Suzy's Zoo will have an extensive focus on expanding its reach within the online community. This initiative was launched with a new interactive website in June 2011 and will continue throughout 2012. Further plans include securing licensing agents in all the major markets of the world—France, U.K., Germany, Italy, Spain, Australia and Canada. Multiple deals have recently been concluded and will drive growth in 2012: StickerYou will offer personalized stickers utilizing all three of the Suzy's Zoo character sets; Joanna Sheen will develop a variety of craft items such as decoupage and rubber stamps; Flickback Media developed greeting cards and calendars; Dalmatian Press will continue to develop books and coloring books, with six titles planned; Fun Rugs will launch Little Suzy's Zoo and Wags and Whiskers rugs in spring; Suncrest developed an extensive line of nursery bedding and accessories, which will be available throughout the U.K. and Europe; Blue Sky developed books and sold 4,500 units throughout the U.K. and Europe; University Games will continue to develop board, card, travel and electronic board games, color forms and jigsaw puzzles. ©

125 SUZY'S ZOO
 \$60.4M (PRIVATE)
 CATHY MALATESTA, LICENSING AGENT,
 +1.323.201.2678
 WWW.SUZYSZOO.COM

Suzy's Zoo was created by award-winning artist Suzy Spafford in 1968 and consists of three character sets, all of which were available for retail purchase in 2011: Little Suzy's Zoo is the infant/toddler brand featuring

The Road to the Top 150 Global Licensors Continues...

126 MACK TRUCK
 \$60M
 ALAN KRAVETZ, EVP, LMCA, +1.212.265.7474
 WWW.MACKTRUCKS.COM

127 MOONSCOOP
 \$60M (PRIVATE)
 LIONEL MARTY, PRESIDENT, WORLDWIDE CONSUMER PRODUCTS AND DISTRIBUTION, +33.0.1.5335.9090; DAVID DI LORENZO, VP, CONSUMER PRODUCTS AND MARKETING, NORTH AMERICA, +1.818.227.8942
 WWW.MOONSCOOP.COM

128 SCHOLASTIC MEDIA
 \$50M
 LESLYE SCHAEFER, SVP, MARKETING AND CONSUMER PRODUCTS, +1.212.389.3900
 WWW.SCHOLASTIC.COM

129 U.S. ARMY
 \$50M
 CAREN CALABRESE, ASSOCIATE VP, BRAND MANAGEMENT, BEANSTALK, +1.212.303.1152
 WWW.DEFENSE.GOV/TRADEMARKS

130 DISSERO BRANDS
 \$45M (PRIVATE)
 DAVID TODD, CEO, +1.649.309.6363
 WWW.DISSEROBRANDS.COM

131 HGTV
 \$45M
 RON FEINBAUM, SVP AND GM, CONSUMER PRODUCTS, HGTV AND DIY NETWORK, +1.865.560.4804
 WWW.HGTV.COM

132 ONE THREE MEDIA (FORMALLY MARK BURNETT PRODUCTIONS)
 \$35M (PRIVATE)
 AMANDA HARRELL, SVP BUSINESS AND LEGAL AFFAIRS, ONE THREE MEDIA, +1.310.903.5661; ROSS MISHER, CEO, BRAND CENTRAL GROUP, +1.310.268.1231

133 RAC
 \$35M (PRIVATE)
 HOWARD CLARE, ACCOUNT DIRECTOR, +44.0.20.7256.1001
 WWW.RAC.CO.UK

134 DHX WILDBRAIN
 \$31M
 ERIN DIPPOLD, VP, LICENSING, +1.818.290.7080
 WWW.DHXMEDIA.COM, WWW.WILDBRAIN.COM

135 JELLY BELLY CANDY COMPANY
 \$30M (PRIVATE)
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 WWW.JELLYBELLY.COM

Top 30 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
1	IMG	\$8B	Collegiate Licensing, Wimbledon, PGA TOUR, Ryder Cup, ESPN, Goodyear Tire and Rubber, Playboy International, Ferrari, Rugby World Cup 2011, Arnold Palmer, Pele, Muhammad Ali, Coach John Wooden, X-Games, Salt Life, Louisville Slugger, Vail Resorts, Kentucky Derby, Royal Armed Forces, GNC, Rolling Stone, Volkswagen, Chupa Chups, George Best, FC Barcelona, Manchester United, Le Mans, World Series of Poker, the World's Strongest Man
2	Equity Management	\$5.4B	Nissan, Goodyear, La-Z-Boy, Kawasaki, Hefty
3	LMCA	\$5.3B	Agfa, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T (international), Craftsman, DieHard, Easter Seals, Eastman Kodak, Frigidaire, Heifer International, Kenmore, New York Philharmonic, PepsiCo International, San Diego Zoo, Snuggle, Tempur-Pedic, Uniden, Winchester
4	IBML	\$4B	Dunlop, Everlast, Sondico, Slazenger, Lonsdale, USA Pro, Campri, Karrimor, Voodoo Dolls
5	The Licensing Company	\$3.5B	Coca-Cola, Jelly Belly, Star Wars, Gruffalo Mercedes, Iconix, Jeep Chrysler, Anheuser-Bush
6	The Beanstalk Group	\$3.2B	Procter & Gamble, AT&T, Stanley Black & Decker, HGTV, Airheads, Harley-Davidson, Jack Daniel's, U.S. Army, Salma Hayek, Paris Hilton, David Tutera, Talking Friends, MovieStarPlanet, Old Bay, Rosa Mexicano, Aquascutum, Jaeger
7	The Joester Loria Group	\$2.1B	PepsiCo, Kellogg's, Discovery, Johnsonville, Entenmann's, Annoying Orange, Pinkalicious, LazyTown, Poppy Cat, The World of Eric Carle, Baby Genius, Car and Driver, Popular Mechanics, Road & Track
8	Brand Central Group	\$1.8B	Dr Pepper Snapple, Jarden, Dr. Weil, Beef O'Brady's, Apartment Therapy, Beekman 1802
9	CPLG	\$1.8B	Strawberry Shortcake, Caillou, The Simpsons, Glee, WWE, Sesame, Power Rangers
10	Exim	\$1.6B	Nickelodeon, Thomas, Peanuts, Strawberry Shortcake, Universal Studios
11	Striker Entertainment	\$1.5B (E)	Angry Birds, The Hunger Games, Twilight
12	Brand Sense Partners	\$1.3B	Dodge, Hamilton Beach, Armor AutoGroup, Shabby Chic
13	P&L Global Network	\$1.2B	Kung Fu Panda 2, Puss in Boots, PlayStation, Hello Kitty, Paul Frank, Jeep, Royal County of Berkshire Polo Club
14	Redibra	\$1.1B	Ben 10, Bakugan, The Simpsons, Glee, Coca-Cola, Sesame Street
15	Tycoon	\$915M**	4Kids, Hit, Marvel, Sesame, Fox, WWE
16	Plus Licens	\$900M	Hello Kitty, Star Wars, Peanuts, Sesame Street, My Little Pony
17	Creative Artists Agency	\$800M	Shaun White, Katy Perry, Eva Mendes, Cindy Crawford, Diane Keaton, Steven Tyler, Alyssa Milano, Margherita Missoni, Lisa Vanderpump
18	IMC Licensing	\$800M	TerraCycle, Glade, Scrubbing Bubbles, Dole, Valvoline, Borghese
19	Brand Licensing Team	\$525M	Coca-Cola, Fender, Chick-fil-A, Boys & Girls Clubs, Morris Animal Foundation
20	Brandgenuity	\$500M	Church & Dwight, Food Network, MGM, Pabst, Harlequin, World Poker Tour, A&E, Pella
21	Live Nation Merchandise	\$410M	AC/DC, Aerosmith, The Beatles, Coldplay, Deadmau5, Jay Z, John Lennon, KISS, Led Zeppelin, Lil Wayne, Lynyrd Skynyrd, Madonna, Maroon 5, Ozzy Osbourne, Pink Floyd, The Wall, Sex Pistols, Shakira, The Who, U2
22	Bradford Licensing	\$400M (E)	Pepsi, 7Up, Pez, Denise Richards, Happy House
23	Bravado	\$400M (E)	Michael Jackson, Rolling Stones, Justin Bieber
24	European Licensing Company	\$360M	Looney Tunes, Harry Potter, Batman, Scooby Doo, Tom & Jerry, Ben 10, Bakugan
25	CKX	\$350M (E)	Elvis Presley, Muhammad Ali
26	4Kids Entertainment	\$350M	Yu-Gi-Oh!, American Kennel Club
27	INK Entertainment	\$308M	LEGO, Star Wars, Ice Age, The Simpsons, Masha & The Bear, Thomas the Tank Engine, Fireman Sam, Bob The Builder, Bratz, Beyblade, Power Rangers
28	Broad Street Licensing	\$292M	Burger King, O'Charley's, Rich Foods, Culinary Institute
29	Lisans	\$230M	Barcelona, Manchester United, Juventus, Snoopy, WWE, Looney Tunes, DC Comics, Ben 10, Bakugan
30	Biplano	\$150M	SpongeBob SquarePants, Dora the Explorer, Star Wars, Betty Boop, Shrek, Penguins

*Retail sales are based on licensed merchandise worldwide for the brands each respective agency represents. Each licensing agency submitted sales figures unless otherwise noted (E). Only some major clients/brands/properties are listed.

**Does not include Brazil, Argentina, Bolivia, Uruguay or Paraguay.

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~ Cheryl Stobenau, CAS Marketing, LIMA Charity Committee Co-Chair



Kathy Ireland

Super Brand

From supermodel fame and a simple line of socks, Kathy Ireland has built a lifestyle licensing empire ranging from weddings to windows.

By **Tony Lisanti**



From the cover of *Sports Illustrated* to the pages of Kmart's circular, Kathy Ireland leveraged her star status in 1993 to launch a lifestyle brand that has grown into a diversified business and one of the largest licensors in the world.

As Ireland's company, kathy ireland Worldwide (kiWW) approaches its 20th anniversary next year, it exemplifies not only her driving entrepreneurial spirit and the creativity of her designs, but also the fundamental characteristics of how to build a powerful brand with panache and staying power.

According to the exclusive Top 125 Global Licensors report, published annually by *License! Global*, kiWW ranked No. 25 with \$2 billion in retail sales of licensed products in 2011, putting the company among some very well-known and respected brands. (See page T1.)

In one respect, Ireland's initiatives and vision helped to define celebrity licensing during a decade when it was still in its early stages of development and not the more sophisticated and powerful driving business force it is in today's brand licensing and retail marketplace. Ireland has set the standard for what a celebrity brand should be and for what it takes to be



successful. Ireland knows first hand that it's not about slapping your name on a product and hoping for the best. She learned early on that building a brand was more about connecting with customers, understanding their needs and delivering solutions.

"Brand building is hard work," admits Ireland, chief executive officer and chief designer, kiWW, who explains that her relationship to customers has never been like that of typical celebrities.

"When a customer stops me on the street, she doesn't want my autograph, she wants to know what lamp goes with the rug she just purchased.

"If design is not your passion, don't just give away your name and wait for a royalty fee, instead hire great designers. A brand must have a distinct point of view," she adds.

And that's exactly what Ireland did.

In terms of design and creativity, Ireland always knew what she wanted to do, from the time she was little girl painting rocks and





out. “I’m a mom that can make a few dishes, but if I am looking for something beyond that, I go to the experts.”

For example, celebrity Chef Andre Carthen is one of those experts who provides the consultation and direction she aspires to.

“If the company is going to design a piña colada scented candle, it’s better that this product be driven by his expertise.”

Ireland says she loves the outdoors she grew up in, but admits she is not an outdoor expert.

“Any products that are in the outdoor category, in order to have the integrity we need, I defer to landscape designer Nicholas Walker,” she says.

This willingness to partner with other design experts has become a major part of the company’s brand expertise as well as its goal to provide solutions. Ireland and Carthen, who was recently named to the Nutrisystem Celebrity Chef Culinary Council, created A Cafe Society by Celebrity Chef Andre, which not only offers a wide range of products ranging from knives to cookware to tabletop, but also offers practical advice on recipes, entertaining and food safety, consistent with the kiWW mission statement to provide solutions for busy moms.

selling them, through her years as a model. In 1993, after almost a decade from the time she first appeared in the *Sports Illustrated Swimsuit Edition* and launched a line of socks at Kmart, her dream became a reality when she started her own design and marketing business.

The company has evolved into a marketing and design empire with more than 15,000 products across dozens of categories with exclusive licensees and retail partnerships.

Ireland’s strategy is fundamentally simple on the surface: “finding solutions for families, especially busy moms.” Yet it requires an extremely complex combination of research, design, marketing and attention to detail to understand exactly what products “mom” really wants and to find the appropriate partner that shares the same philosophy to produce those products according to the right color, value and lifestyle attributes.

“We could not conduct our business without licensing,” says Ireland. “Licensing provides a complete solution.”

Much of Ireland’s design and creative input comes from her own personal experiences, whether she is in her “mom” role at home, talking to a friend or business acquaintance or travelling the world like a fledgling artist looking for inspiration.

“I am never going to be a great chef,” she points



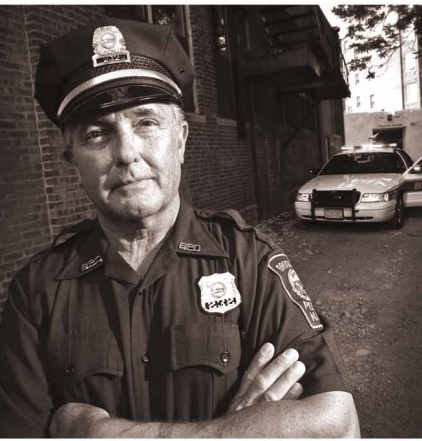


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Kathy Ireland

brand and the right prices for the right product, and that's why licensing is so powerful. There is no way we could manufacture all those products and do it well. So we go to experts to manufacture specific products and work with the best suppliers."

Ireland says: "We began with finding solutions for families and busy moms and expanded to finding solutions for people in love and finding solutions for people in business."

kiWW now has more than 30 merchandise categories, each driven by one licensee. The company maintains eight style guides that focus on various themes—Aloha, Americana,

Architectural, European Country, Far East Dreams, Ivory Coast, In Russian and La Vida Buena. The kiWW in-house design team creates the styles, colors and art that reflect Ireland's tastes and preferences.

A sampling of categories and licensees include indoor and outdoor accessories and lighting

Ireland and Walker collaborated on Jardin du Jour, or the J du J brand, which serves as the seed for kiWW's outdoor living and garden business. Both Carthen and Walker have also developed candle collections inspired by their respective design expertise, produced by Hanna's Candle Company.

The Walt Disney Company, which is the world's largest brand licensor, not surprisingly has been a strong inspiration and influence to Ireland.

"When my daughters were at an age to get lunch boxes, they just didn't want any princess lunch box, it had to be a Disney princess," she recalls.

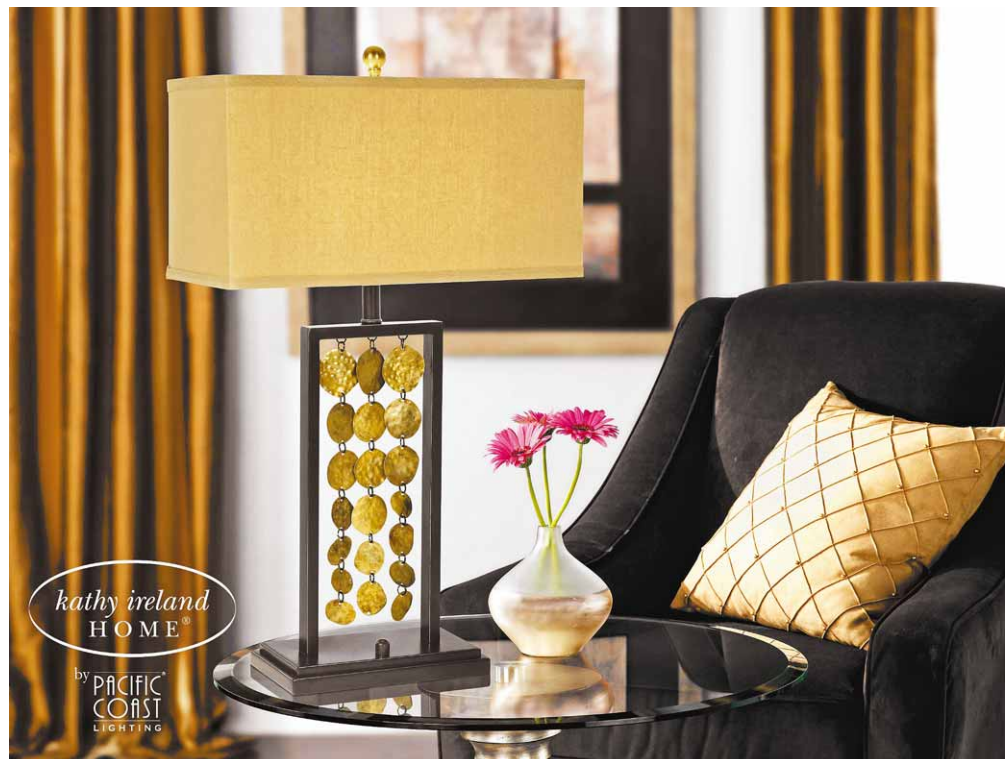
This is yet another real life example of why Ireland emphasizes the importance of brand perception and what it means to kiWW.

Ireland says she still uses the same branded mascara she used as a teenager, another telltale sign of her deep understanding about the value of brand loyalty.

An important mentor to Ireland and a life-changing influence was Elizabeth Taylor.

"She taught me to look at design in a whole new way and to focus on every detail," says Ireland. "Powerful brands begin with authenticity of design, and that's what I learned from Taylor."

According to Ireland, kiWW has strived to "communicate to customers with the right



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Another key aspect of kiWW strategy is the mantra of “fashion, quality, value and safety.” When all these factors are executed properly, Ireland believes a branded product will outperform a generic one of lesser or comparable price, even during difficult times and economic uncertainty, because women shop for what they know and trust.

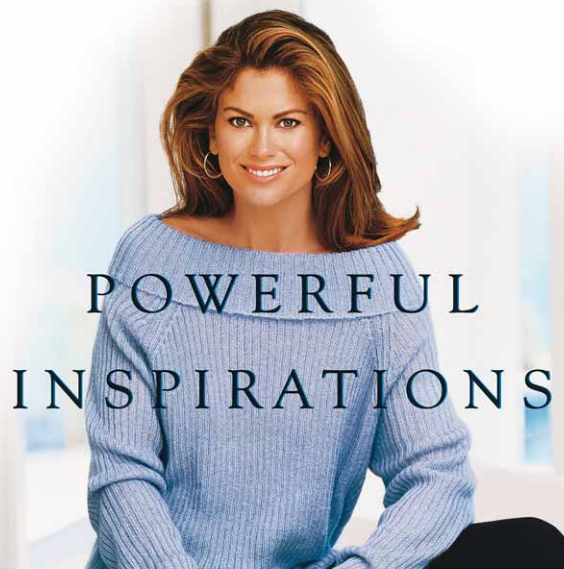
“The quickest way to destroy a brand is with poor quality merchandise or with a poor price-to-value ratio,” she says.

For the future, Ireland maintains that kiWW will continue to stay close to the principles that have helped the company grow for nearly 20 years, which means providing solutions for mothers in categories not currently offered, such as apparel and accessories. Who knows what might be possible with Ireland and the kiWW designers thinking out of the box.

Exploring options in entertainment and television is possible as well. However, Ireland

Kathy Ireland

AND LAURA MORTON



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admits: “I have never been in a hurry to be in front of the camera. I enjoy being behind it.”

Another part of Ireland’s overall business is her many philanthropic endeavors which include the American Israel Public Affairs Committee, Anti Defamation League, Alliance for Global Education, St. Jude, Elizabeth Taylor AIDS Foundation and Athletes and Entertainers for Kids/911 for Kids.

Ireland is also an author, with several titles to her credit ranging in topic from advice for mothers, to inspirational passages, to children’s books.

Ireland has defined what it means to be a supermodel, super mom, super entrepreneur and super brand licensor. She remains very fond of those hectic *Sports Illustrated* and Kmart days as they are what encouraged her to pursue her dreams. Ireland also remembers her childhood paper route and the advice her father gave her.

“He told me that you should give 110 percent. If a customer expects the paper on the driveway, you put it on the front porch,” she says. “That’s been the foundation of my business: to under promise and over deliver.” ©



Kathy Ireland

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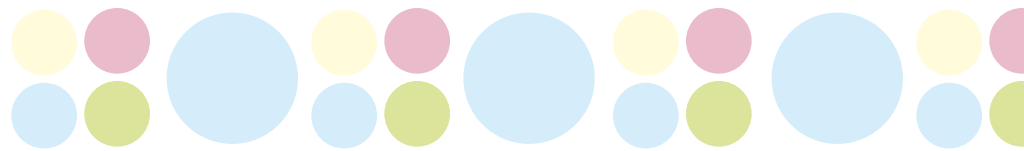
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MIPTV: SOLID TV DEALS



MIPTV accounted for countless broadcast deals closed in the kids business.

By **Tony Lisanti**

Another successful MIPTV has come and passed. *License! Global* takes a look at some key deals that occurred.

Atlantya Entertainment debuted the Bat Pat Transmedia Project with a new website designed by Sergio Maramotti, Atlantya web manager, and a video game for iOS, Android, Mac OS and Windows, a co-production with Imira and Inspidea and with the support of Atlantya LAB's Pierdomenico Baccalario and Mattia Pavesi. Atlantya has already completed the development of the TV series, "Bat Pat: The Creepy Sitcom," which follows the adventures of Bat Pat and his friends, the supernatural investigators of Fogville.

A Squared Elxsi Entertainment (A2E2), a joint venture between A Squared Entertainment and Tata Elxsi, announced the development of stories across multiple platforms and formats based on Stan Lee's "Mighty 7" comic series, which recently hit stores around the world. "Stan Lee and the Mighty 7" introduces Lee's new group of extraterrestrial super hero characters with powers ranging from super strength to shrinking ability. A2E2 will lead the global licensing program for the property with new toys, digital and entertainment products, accessories, apparel and books. A2E2 also showcased "Warren Buffett's Secret Millionaires

Club," a new animated TV series co-produced with Xing Xing Digital.

BRB unveiled the first episodes of its series "Khuda-Yana," which is co-produced by Screen 21 and TVE. The series, targeted to 6- to 10-year-olds, is produced in the purest Bollywood style. BRB's portfolio, which includes "David The Gnome," "D'Artacan" and "Willy Fog," is currently developing, along with the properties Screen 21, Bernard, Suckers, Animals, Kambu and Zoobabu. BRB also handles licensing for Cartoon Network's properties in Spain and Portugal.

Classic Media featured several new and classic properties including Noddy, the former Chorion property. Classic Media plans to grow the franchise, which has a library of more than 250 episodes, across consumer



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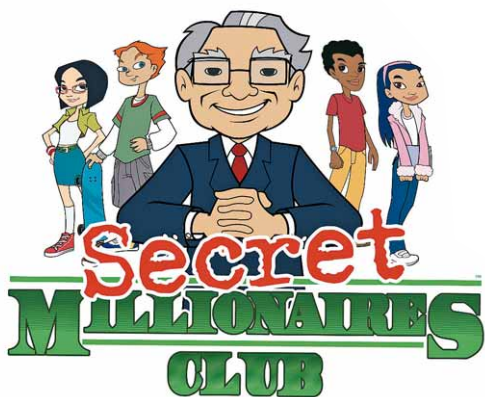
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products, publishing, gaming, digital and DVD. Another series from Michael Poryes, the creator of tween series “Hannah Montana,” is “Life with Boys.” Nelvana Enterprises will distribute the show in Canada, Latin America, Africa, Asia (excluding Japan) and France. Classic Media and Helion Pictures will handle distribution across all media in other territories worldwide. Classic Media will also handle worldwide distribution for “Kidz in Motion,” produced by Lee Editorial. Classic Media promoted season two of “George of the Jungle” and “Postman Pat Special Delivery Service,” which is scheduled to air in spring 2013 on the BBC. Postman Pat will also make its theatrical debut in 2013. Other promotions include “The Elf on the Shelf: An Elf’s Story,” a new Christmas special for 2012 produced by Big Canoe. Classic Media has worldwide distribution rights excluding North America.

DHX Media acquired worldwide television and home entertainment rights and North American licensing rights to the new Turner Broadcasting-commissioned series “Ha Ha Hairies.” Turner holds EMEA broadcast and home entertainment rights to the live action show, which airs on Cartoonito in 112 territories. U.K. producers Adastra Creative, the team behind CBeebies’

“Grandpa in My Pocket,” made the series. DHX Media also signed its first content deal with Netflix for three preschool series: “Franny’s Feet,” “Bo on the Go!” and “Mighty Jungle,” which will be available in the U.S.

FremantleMedia Enterprises announced several international deals for “Really Me” and “My Babysitter’s a Vampire,” which are produced by Fresh TV. FME exclusively handles the worldwide (excluding Canada) TV distribution, home entertainment and brand licensing rights.

FME has sold the TV rights for seasons one and two of “Really Me” to ABC in Australia and HBO Family in Latin America for syndication to 40 territories across the region, K SIC in Portugal and

Switchover Media in Italy.

Adding to the pre-existing deal with Disney, FME has sold “My Babysitter’s a Vampire” to new territories, as well. Seasons one and two, plus the accompanying TV movie, have been sold in Russia and Turkey. The movie has also been picked up by 10 territories across Asia.

The Jim Henson Company announced a slate of international broadcast agreements for live action fantasy feature films *Labyrinth* and *The Dark Crystal*, and its science-fiction TV series, “Farscape.”

The Dark Crystal will air in the U.S. on Showtime, HD Net and Netflix; Spain’s SelectaVision; Ceske Televis in the Czech Republic; New Zealand’s Sky TV; Bolivia’s Red Uno; and South Africa’s TopTV. The company is currently developing a sequel to the film.

Labyrinth, produced by Jim Henson and Lucasfilm, will air in the U.S. on Showtime, HD Net and Netflix; Spain’s SelectaVision; New Zealand’s Sky TV; Russia’s TV-3; Hungary’s MTV; HRT in Croatia; Viasat in Estonia and Latvia; and Red Uno in Bolivia.

The “Farscape” series will air in the U.S. on Netflix, AXN for Central Europe, Italy’s RA, Spain’s SelectaVision, Russia’s TV3, Viasat in Estonia and Latvia, Seychelles Broadcasting, South Africa’s TopTV and FX in the U.K.

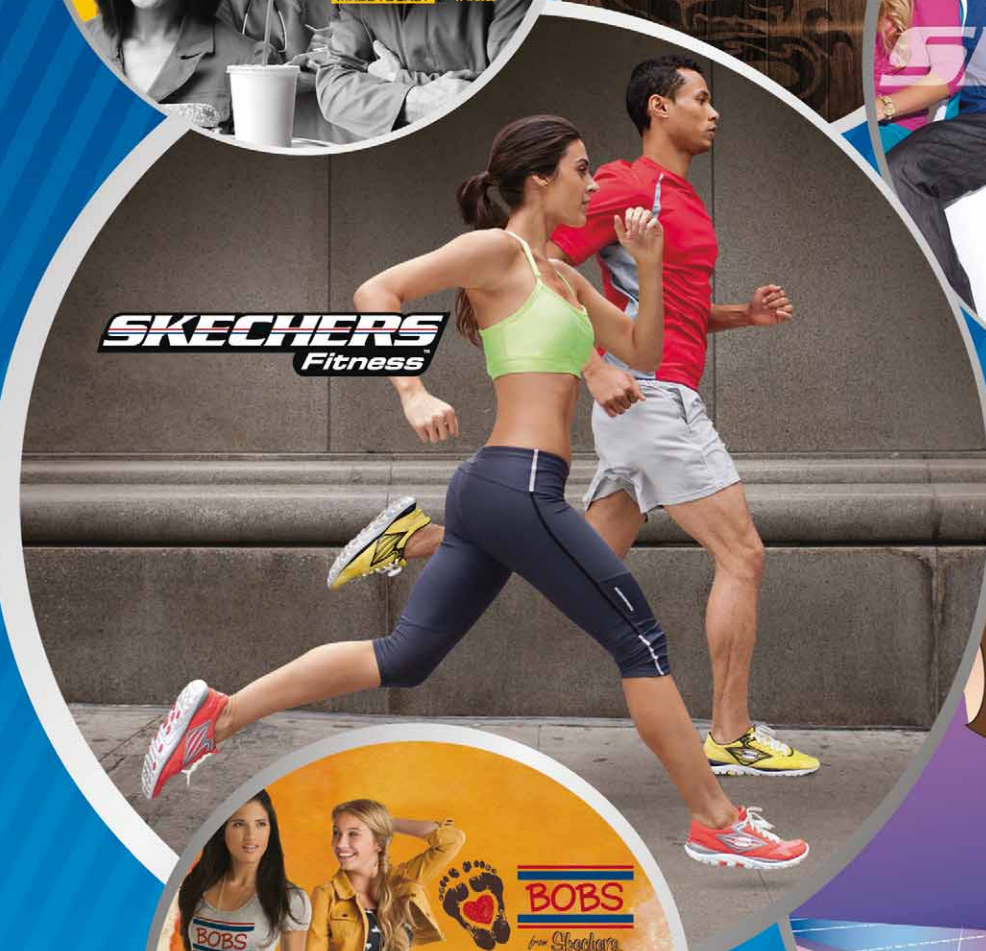
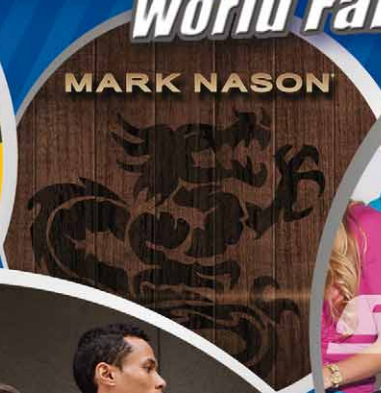
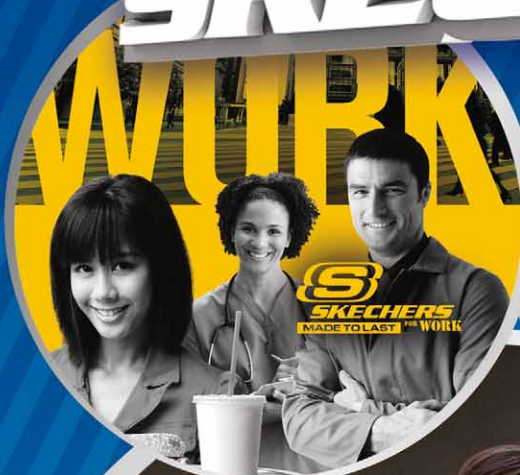
Henson is developing a new animated children’s TV series, “ImaginOcean,” a musical underwater adventure series, based on the off-Broadway musical, “John Tartaglia’s ImaginOcean.” Henson also finalized broadcast deals for its preschool series “Dinosaur Train,” which has been licensed to Disney Channel in Germany, Nickelodeon in the U.K., TVNZ New Zealand for its TV2, Latvian TV and Botswana Television. “Pajanimals,” currently airing exclusively in the U.S. on Sprout, has signed international deals with ABC Australia and TVNZ New Zealand for its TV2 network; and “Sid The Science Kid,” which airs in the U.S. on PBS Kids, has been renewed for season two by France 5, TVO Canada, Thai PBS in Thailand and Discovery Kids Latin America.

U.K. kids broadcaster CITV has acquired the rights for the animated series “Redakai: Conquer the Kairu,” a Marathon Media and Spin Master original property. CITV began airing the series in April. The satellite and free TV platforms set the stage for a comprehensive consumer products and toy plan in the U.K., where Cartoon Network is the

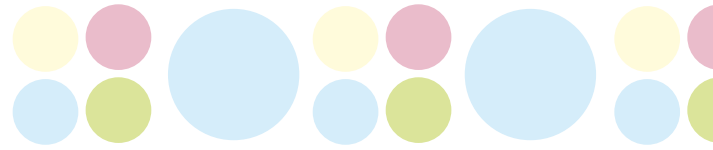


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licensing agent and Spin Master holds the toy rights. “Redakai” has also been acquired by Cartoon Network (the U.S., EMEA and Latin America),

Network 10 (Australia), Clan TV (Spain), Panda Biggs (Portugal), Gulli and Canal J (France) and YTV (Canada). Marathon Media holds the global TV and licensing rights, excluding North America, which are held by Spin Master, along with all toy rights.

MarVista Entertainment launched a licensing program for “Radio Rebel,” its second production for Disney Channel, produced with first time co-production partner Two 4 the Money Media. Among its ancillary product lines, the “Radio Rebel” soundtrack is being released through Razor & Tie. Brand Sense Partners, licensing agency for the series, has secured several merchandise partnerships including CPO for bracelets and hair accessories, Scorpio Posters for printed gifts and KJM, Jerry Leigh and Ripple Junction for apparel. Café Press and Zazzle are developing a wide range of customizable products from notebooks, stickers and magnets to apparel, headwear and gifts.

Nelvana announced that it has acquired Chorion’s Silver Lining Productions’ interest in the preschool property Max & Ruby. Nelvana now has the complete worldwide TV production and merchandise licensing rights to the brand. “Max & Ruby” is a top-rated TV series in the U.S. on Nickelodeon and in Canada on

Treehouse, and new episodes are in production. “Max & Ruby” DVDs from Nickelodeon Home Entertainment have sold more than 2.9 million units in the U.S. alone, and KOBA Entertainment recently completed a successful North American tour of the “Max & Ruby” live show.

Nelvana also presented “Trucktown,” a new preschool series in development, based on a book series by author Jon Scieszka, along with new

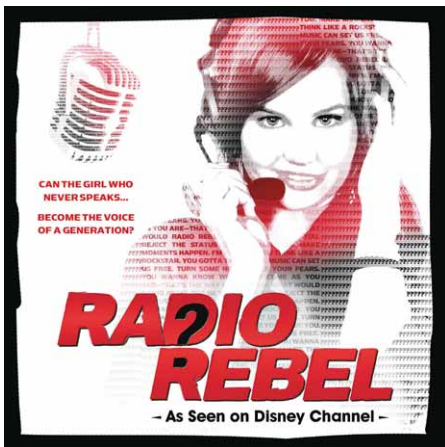
episodes of many of its most popular series including “Detentionaire,” “Franklin and Friends,” “Mr. Young” and “Beyblade.”

Nickelodeon, Belgium-based production partner Studio 100 and U.K.-based co-producer Lime Pictures announced plans to produce a third season of the series “House of Anubis,” which follows a group of students who uncover and solve hidden mysteries. The first season launched in the U.S. and on Nick channels around the world in 2011. The second season recently aired in the U.S. and will roll out in other territories.

Italian independent broadcaster Switchover Media announced a deal with BBC Worldwide for all free-TV, home video and licensing rights for the live action family comedy “Me & My Monsters.” Already a strong performer on CBBC in the U.K., “Me & My Monsters” will be launched in Italy in June on K2 and SKY satellite. The show combines live action with puppet animation created by The Jim Henson Creature Shop. Switchover Media also acquired home video and broadcast rights in Italy, and Switchover Licensing, the company’s in-house licensing division, will develop brand extensions.

Toei Animation, which is celebrating 25 years of the Saint Seiya property, introduced a new series, “Saint Seiya Omega.” In addition, Toei appointed Iriya Azuma to director, global licensing business department. He will direct international licensing strategies for its top brands. Azuma, who joined Toei in 1986, has produced some of the company’s most recognizable series including “Sailor Moon” and “The Legend of the Gambler-Tetsuya.”

Paris-based Tele Images Productions, part of Zodiac Kids, and Danish studio Nice Ninja unveiled the pilot episode of “The Marco Macaco Show,” a 3D, animated, non-verbal comedy series produced with Canal+. Zodiac Kids, Zodiac Media’s children’s production and distribution arm, holds the distribution rights to the series, which is scheduled to start production in September in France and Denmark, for delivery in 2013. “The Marco Macaco Show,” a spin-off series based on the forthcoming animated theatrical feature film *Marco Macaco* by Jan Rahbek, features the daily adventures of the “world’s most dedicated beach officer, Marco Macaco.” ©



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FOR CREATIVE DEVELOPMENT

Kristen Van Cott
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SENIOR VICE PRESIDENT, CONSUMER PRODUCTS, ZODIAK RIGHTS

JENNIFER LAWLOR

By **Sam Phillips**

Zodiak Rights is the international rights business of Zodiak Media, which is a veritable behemoth of 45 different companies formed into its current state in 2010 after the acquisition of RDF Media Group. It creates, produces and distributes content for TV, radio, cinema and new media. Zodiak Media produced 5,000 hours of content in 2010 and generates around €600 million annually. Zodiak Media's chief executive officer is David Frank (a banker turned journalist who founded RDF) and is majority owned by De Agostini.

Zodiak Rights has experienced the magic of a preschool licensing hit with the 2009 launch of "Waybuloo," made by The Foundation, a Zodiak Media

company. The remarkable speed to market and the market's expectations of the Waybuloo program resulted in the formation of a corporate structure built to cope with a large scale kids' consumer products business. Other properties have since been fed into the mix, including Mr Bean, Mister Maker and a third party representation, Simon's Cat. When Jennifer Lawlor joined Zodiak Rights in 2011, it was, she says, clear that the company had huge growth potential. It also had a trick up its sleeve: "Tickety Toc," the next preschool series from The Foundation and something Lawlor fell immediately in love with.

"I joined after seeing 'Tickety Toc,' which was beautiful," she says. "I saw Zodiak as a company with huge growth

potential, one that would invest in its brands and back properties that had long term potential."

Lawlor began her licensing career working with "Bing and Bong's Tiny Planets," made by Pepper's Ghost. Lawlor also worked with 4Kids (in both the U.S. and U.K.), and formerly served as vice president, licensing, emerging markets, for Nickelodeon.



EXECUTIVE PROFILE

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Contact Lindsey Jones at Lindsey.jones@advanstar.com

FOR INFORMATION ON ATTENDING:

cs@licensingexpo.com, +1 218.740.6557

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Since joining Zodiak Rights 10 months ago, Lawlor has expanded its consumer products team and encouraged a culture that makes every part of the process a vital piece of the consumer products jigsaw.

“Consumer products have to be more embedded in the company culture as a whole now,” says Lawlor.

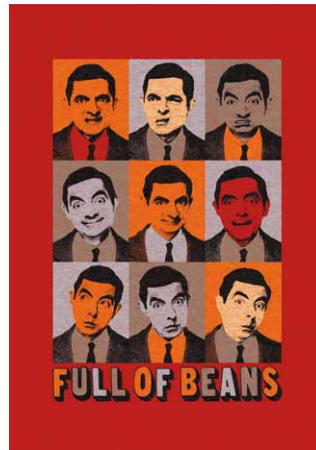
The brand marketing team, headed by Nicola Hermann, and the creative services team, headed by Demi Patel, are now fully integrated and working closely with licensees, retailers and broadcasters to maximize opportunities for each brand.

“The consumer products business is not a transactional business anymore,” says Lawlor. “Although you have to watch your return on investment, you have to bring creative and valuable initiatives to the table. Sales are one part of the wider process that delivers good consumer products.”

Lawlor’s team is part of a large group of companies that understands the need to invest and give a brand time to establish and grow. Zodiak Rights has also worked hard to integrate consumer products with other divisions. Zodiak Active, the digital arm of the group, for

Mr Bean: A British Character with Global Appeal

“Mr Bean” is produced by Tiger Aspect, a Zodiak Media company, and is a uniquely British series featuring the comedy



character, Mr Bean. Despite its very distinct characteristics, the series is proving to have appeal across territories and age groups.

Zodiak Rights has signed some unusual deals including Mr Bean character biscuits with Verkade, a market leader in licensed children’s biscuits in the Netherlands; an ice-cream promotion in Pakistan; and a

line of Mr Bean Ty Beanie toys. Monnalisa is signed for Mr Bean baby and kids apparel for launch in fall/winter; and Imap Export has the license to produce Mr Bean branded kids’ and menswear apparel, which will be distributed through its Original Marines retail stores across Europe, Russia and the Middle East. The Imap program launches in spring/summer 2013.

This uniquely British brand has international appeal with more than 30 languages represented on its Facebook page. For a property that is over 20-years-old, it’s interesting to note that 74 percent of the Facebook demographic is 24 and younger with a 50/50 gender split.

Zodiak Rights was appointed by Tiger Aspect as the U.K. licensing agent for Mr Bean in 2009.



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example, has worked closely with Nickelodeon to produce online content and games for the new series “Tickety Toc.”

Cross-department meetings help Lawlor’s team understand which TV brands are gaining traction and in which territories so they can gauge a brand’s consumer product potential. Most of Zodiak’s TV hits are adult or family live action—only four of the 45 companies it owns makes children’s TV. Lawlor says they keep a close eye on brands like *The Inbetweeners* and *Being Human*, and constantly assess their potential. There are one or two licensing deals for these, such as *Being Human* greeting cards, but it’s not where the main efforts lie presently.

“There are familiar challenges to do with rights, talent and creative assets which make live action more complex, so the focus for the moment is on animated and children’s series,” says Lawlor.

Lawlor describes the current portfolio of brands (including *Mr Bean* and *Waybuloo*) as performing solidly, with exciting new things coming along the pipeline.

The first of these is for the *Tickety Toc* property, on which huge hopes rest.

A co-development by The Foundation and Korean studio *Funny Flux*, the series “*Tickety Toc*” has a distinct aesthetic. It follows the adventures



of *Tallulah* and *Tommy* who are responsible for chiming the time for a cuckoo clock. In between chimes, *Tallulah* and *Tommy* board *Pufferty*, the dog train, for slapstick adventures involving a cast of wooden animals. But they have to make sure they are back in position in time to chime the next hour. The series is a global acquisition by Nickelodeon and efforts have first focused on securing free-to-air broadcast worldwide. Zodiak will present the series at the Licensing Expo, June 12-14, in Las Vegas, Nev., where it also hopes to announce its toy partner.

Simon's Cat



Zodiak Rights retains consumer products rights in all markets except Japan and Korea, where *Funny Flux* will manage them.

Work continues on the company’s other brands, *Mister Maker*, *Waybuloo*, *Simon’s Cat*, *Mr Bean* and *Little Princess*, which excels in the U.K., Germany and the Benelux. There, licensees such as *Fabric Flavours*, *Aurora* and *Shreds* are using a brand new style guide. Lawlor expects to announce representation of one or two more third party properties this year.

“There is plenty more to do this year, including finalizing the retail piece within the team to ensure retailers and licensees get even more support,” says Lawlor. “We’re in building mode right now.”

By this time next year, Lawlor hopes the *Tickety Toc* property will have a strong licensing program and a second season underway. The U.S. plan for the brand is already in place. Lawlor is recruiting for a consumer products sales executive to be based in New York, working closely with consultant *Bob Traub* to ensure the success of *Tickety Toc* across U.S. retail.

“This industry is unpredictable and that’s the beauty of it,” says Lawlor. “But we have it all in place and we are confident to make it happen.” ©

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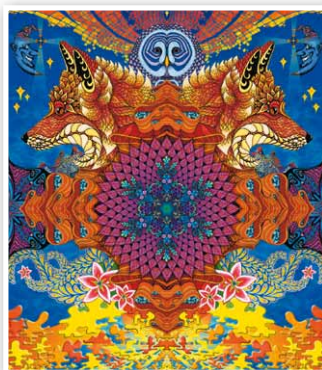
LICENSING EXPO 2012

PREVIEW



The Licensing Expo, to be held June 12-14 at the Mandalay Bay Resort and Convention Center in Las Vegas, Nev., will showcase more than 5,000 brands and has added over 110 new exhibitors in 2012. The Licensing Expo will feature an enhanced fashion district, 30-plus seminars and classes led by industry experts, a keynote from supermodel turned brand superstar Kathy Ireland, a new mobile app to ease show floor navigation, as well as much more. The following pages highlight many of the properties attendees can expect to see at this year's event.

*Global Partners list is current as of April 10.



2012 GLOBAL PARTNERS

4Kids Entertainment

Contact: Roz Nowicki

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E: rnowicki@4kidsent.com

www.4kidsentertainment.com



4Kids Entertainment acquires and develops properties from various segments including television, digital entertainment, consumer products and lifestyle merchandising. 4sight Licensing and 4Kids Licensing are two of the company's subsidiaries, each with a unique consumer target. 4Kids introduces the latest installment in the Yu-Gi-Oh! franchise, "Zexal." The Yu-Gi-Oh! brand has reached evergreen status and keeps delivering results. A new television series, "JV: The Extraordinary Adventure of Jules Verne," introduces a young Jules, imagining that he experiences adventures from his novels first hand. The company has an extensive list of returning favorites. The 4sight portfolio consists of Artlist: The Dog and Friends, AKC: American Kennel Club, CFA: Cat Fanciers Association, The Kennel Club & Crufts, Meat or Die, Chicaloca, Hokusai and Pachanga by Belen Mena. The 4Kids roster includes Max Adventures, Dinosaur King and Taichi Chasers.

Alchemy Licensing

Contact: Michelle

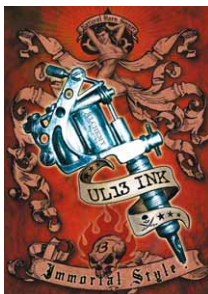
P: 011-62-824-824

E: info@alchemygroup.com

www.alchemylicensing.com

Alchemy was established in England over 30 years ago (1977) and is one of the most recognized worldwide brand names in Gothic, fantasy and

alternative cultures. Alchemy Licensing was formed around 2002 to manage the increasingly high demand



for the Alchemy brand and artwork. Since then, the demand has continued to grow for the Alchemy brand and new products. It currently has over 40 licensees.

American Greetings Properties

Contact: Carla Silva

P: 212-386-7355

E: csilva@ag.com

www.agpbrands.com



AG PROPERTIES

American Greetings Properties is a creator and producer of popular children's entertainment and the outbound licensing division of American Greetings Corporation. For nearly 40 years, AGP has created some of the most beloved evergreen brands in history. Since the successful re-launches of Strawberry Shortcake and Care Bears, which are televised in over 100 countries, the brands have garnered more than \$6 billion in retail sales since 2002.

Atlantya

Contact: Rachele Geraci

P: 39-3894-352105

E: rachelegeraci@atlantya.it

www.atlantya.com

The company, along with co-production partner Moonscoop, produced the animated series "Geronimo Stilton," which launched throughout Europe in fall of 2009. The all new second season launched in 2011. The



new series sees our friends travel the world and go on exciting adventures with Benjamin and Pandora leading the way through the most dangerous action alongside Geronimo. There are still baddies to defeat with the help of new friends, from the brilliant and eccentric Professor Von Volt to the loving mini-robot Max! In this season we discover new locations such as Geronimo's secret library, the television studios of the Geronimo Stilton Media Group and Benjamin and Pandora's school. But the "fabumouse" surprise is Professor Von Volt's latest invention: the Metamouse, a transformable vehicle that can go anywhere at anytime and helps our friends unearth the most fantastic scoops in Mouse City and around the world. "Geronimo Stilton" is an Atlantya Entertainment and Moonscoop Production with the participation of RAI Fiction, France Télévisions and M6. The series have been sold in over 100 countries.

BBC Worldwide

Contact: Carla Peyton (the Americas), Richard

Hollis (U.K.), Jackie Ferguson (international)

E: carla.peyton@bbc.com, richard.hollis@bbc.com,

jackie.ferguson@bbc.com

www.bbcworldwide.com



BBC Worldwide Limited is the main commercial arm and wholly-owned subsidiary of the British Broadcasting Corporation. Consumer Products, within BBC Worldwide, manages a portfolio of brands including Doctor Who, Top Gear, BBC Earth, Lonely Planet and Deadly 60 in the U.S., U.K. and international markets. The business further extends brands across numerous categories through robust licensing programs. BBC Worldwide Consumer Products is one of the U.K.'s largest licensors and a major operator in the international licensing industry. All profits garnered by BBC Worldwide are returned to the BBC to invest in future output.

Beanstalk

Contact: Debra Restler

P: 212-421-6060

www.beanstalk.com

Beanstalk is a global brand licensing agency and consultancy. Services include development of strategic brand extension licensing programs for corporate clients, celebrities and entertainment properties; direct-to-retail programs; brand acquisition for manufacturers; TransAct program administration; and royalty auditing. Headquartered in New York, its global reach spans offices in the United States, Europe and Asia, allowing Beanstalk to develop and manage licensing programs for both local and multi-national clients. Clients include Stanley Black & Decker, Procter & Gamble, AT&T, HGTV, Crayola, U.S. Army, Energizer, Nesquik, Chiquita, Airheads, Talking Friends, MovieStarPlanet, Pennzoil/Quaker State, Coppertone, Travelocity, Jaeger, Aquascutum, Matthew Williamson and celebrity clients Salma Hayek, Paris Hilton and David Tutera, among others.



Big Tent Entertainment

Contact: Sondra Seecharan

P: 212-624-2461

E: sondra@bigtent.tv

www.bigtent.tv

Big Tent Entertainment is an entertainment company that manages the brand strategy, community building, viral marketing, licensing and retail merchandising for the sensational Domo (worldwide excluding Asia); Discovery Communications' most popular brands Discovery Kids, TLC and SCIENCE; Miffy; Telemundo; and U.K. social expression Purple Ronnie. Additionally, Big Tent represents PixFusion, a global leader in personalization products.



Bruno Productions

Contact: Femke Wolterink

P: 318-8789-0200

E: femke.wolterink@bruno.nl

www.brunoproductions.com

Bruno Productions is an independent licensing agency in the Netherlands, with over 20 years of experience in representing and marketing various characters and brands. Its properties include Angel Cat Sugar, Wooly, Fido Dido, Twisted Whiskers and Almost Naked Animals. During the Licensing Expo last year, Bruno successfully launched Soft Spots—six cute Dalmatian puppies who came to life as a little girl, Sophie, painted them in fresh, funky colors.

Classic Media

Contact: Scott Shillet

P: 212-659-1966

E: licensing@classicmedia.tv

www.classicmedia.tv



ClassicMedia™

Classic Media, one of the world's largest independent entertainment companies, is a leader in reinventing the classics of yesterday and creating the classics of tomorrow. The Company owns and manages a globally-recognized portfolio, including Where's Waldo?/Where's Wally?, Masters of the Universe, Voltron, Mr. Peabody & Sherman, Casper the Friendly Ghost, Lassie, Postman Pat, Noddy, Olivia and VeggieTales from Big Idea Entertainment, a member of the Classic Media family.

CPLG/Cookie Jar Entertainment

Contact: Michael Berreth, Cindy Davis

P: 818-955-5936, 818-955-5591

E: mberreth@cjar.com, cdavis@us.cplg.com

www.cjar.com



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Cookie Jar Group is one of world's leading independent entertainment and consumer products companies. Cookie Jar Entertainment is one of the leaders in the creation and production of TV programming.

Its library of nearly 6,000 episodes features some of the world's most recognizable series including "Caillou," "Busytown Mysteries" and "Johnny Test." Copyright Promotions Licensing Group (CPLG), Cookie Jar's licensing division, is one of the world's largest full-service licensing agencies, representing top entertainment, sports and design brands.

Creative Licensing Corporation

Contact: Rand Marlis

P: 310-479-6777

E: rmarlis@mminternet.com

www.creativelicensingcorporation.com

Creative Licensing Corporation will be presenting all of its properties including dozens of classic movies such as Terminator at Licensing International Expo.



Dae Lim Enterprise

Contact: Sang Chul Oh

P: 82-2-3292-0032



www.webhard.net

Dependable Solutions

Contact: Antonella Rossi

P: 310-335-2055

E: arossi@dependablerights.com

www.dependablerights.com



Dependable Solutions is one of the leading providers of licensing, rights and royalties management systems to licensors, agents and licensees around the world. Its web-based software allows clients to share contract data both inside and outside your company to bring all your employees and partners together on one system. Dependable Solutions offers royalty, product



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World excluding North America: **Katy Shea** – katy.shea@itv.com, North America: **Carol Lee** – clee@itvstudios.com

approval, brand licensing, participation and content management modules specifically designed for the brand licensing industry.

Dissero Brands

Contact: David Todd
P: 64-9-309-6363
E: david@disserobrand.com
www.disserobrand.com



Dissero's evergreen brand Rachael Hale, one of the world's most lovable animals, will continue to grow in 2012 with the addition of new product categories and continued growth with existing licensees around the world. The Rachael Hale brand is available in a wide range of retailers in over 60 countries.

Entertainment One

Contact: Zoe Hollingworth
P: 020-7907-0163
E: zhollingworth@entonegroup.com
www.entertainmentone.co.uk



Entertainment One (eOne) is heading to Licensing Expo to capitalize on the interest that "Peppa Pig" has attracted in the U.S. since its regular broadcast on Nick Jr. and Fisher Price signed as the master toy partner. The licensor is keen to meet new partners for Peppa in the international market in addition to showcasing its portfolio of preschool brands including Ben and Holly's Little Kingdom and Humf.

FremantleMedia Enterprises

Contact: Jumana Rizwan
P: 0207-691-6000
E: jumana.rizwan@fremantlemedia.com
www.fremantlemedia.com



"The Aquabats Super Show!" is a comedy adventure starring the rock band, The Aquabats, and featuring an exciting mixture of animation, live action, music, and concert footage. In this high energy, action packed series, the band of heroes are on a never ending quest to battle evil with music and superhero powers unlike any seen before.

Fulanitos

Contact: Paola de Villasante
E: licencias@fulanitos.com
www.fulanitos.com



Fulanitos originates from Mexico, where nine-year-old Gabriela Moad designed the characters. She now lives and works in Hertfordshire U.K., nurturing the brand and its characters day-by-day. Versatility is key as the property connects well with so many diverse product applications. A wide age range is a key success factor with the property appealing to young boys and girls from ages 3-12, as well as a crossover market for female tweens, teens and adults.

Hallmark Licensing

Contact: Bev Carlson
P: 816-274-8836
E: bcarls1@hallmark.com
www.hoopsandyoyo.com
hoops&yoyo are a hilarious pair of fun-loving animated

characters from Hallmark. Their appeal is cross-generational, with a primary audience of females from ages 18-34 and a secondary audience of kids from ages 6-17. Their new Halloween special (so funny it's scary) is set to air on TV in 2012, and their Christmas special will be re-aired by CBS in 2012. Contact Mark Morris at mmorri3@hallmark.com for licensing opportunities.

Hasbro

Contact: Tracy Regan
P: 401-431-8296
E: tracy.regan@hasbro.com
www.hasbro.com

The Global Brand Licensing & Publishing (GBL&P) division of Hasbro will arrive at Licensing Expo this year with its expansive brand portfolio from Transformers to My Little Pony and NERF, showcasing lifestyle licensing merchandise for kids, adults and families. The lineup will span major categories including apparel, home, food and publishing. Additionally, Hasbro will spotlight ongoing momentum in the entertainment sector from film to television and digital gaming.

HCA Creation

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E: h.chiquet@hccreation.com
www.hccreation.com

HCA Creation is a design studio created in 2001. Its team of illustrators, writers, colorists and graphic designers create concepts for entertainment—publishing, subsidiary rights and audio visual. Some properties developed include Catsline, Kat Berry, Tedinours, Comic Park, Miss Dolly, Little Charlie and Wooz. HCA also creates concepts for publishing and brands.



HIT Entertainment

Contact: Noelle Dong
P: 646-467-5336
E: ndong@hitentertainment.com
www.hitentertainment.com



HIT entertainment

HIT Entertainment introduces new content, partners and programs in 2012. Thomas & Friends tracks down the truth in *Blue Mountain Mystery* with more than 75 tie-in products from global partners Fisher-Price, Mega Bloks, Tomy and more. Mike the Knight captures the broadcast television kingdom and signs new licensees worldwide including global publishing partner Simon & Schuster Children's Publishing. U.K. master toy partner Character Options launches its first Mike the Knight toy range. Angelina Ballerina adds new dance partners, including AB Studio Licensing for Angelina Ballerina Dance Academies in the U.S. and Canada. Fireman Sam races to the rescue with new toys from Character Options in the U.K. and celebrates his 25th anniversary. Thomas & Friends, Barney, Bob the Builder and Angelina Ballerina launch new kids club programs with the All Inclusive Collection resorts in Mexico and the Dominican Republic.

Hong Kong Trade Development Council

Contact: Catherine Li
P: 852-1830-668
E: licensingshow@hktdc.org
www.hktdc.com/hklicensingshow

HKTDC Hong Kong International Licensing Show will be held Jan. 7-9, 2013. Join Asia's largest licensing show to put your business on the fast track! Organized by the Hong Kong Trade Development Council, the show will showcase over 500 global properties and brands and once again run concurrently with the HKTDC Hong Kong Toys & Games Fair—the largest toy industry event in Asia. Join now to be part of the sparkling licensing business in Asia!

Howard Robinson & Associates

Contact: Howard Robinson
P: 01429-824021
E: robinson.h@lineone.net
www.howardrobinson.info



As a lead designer in several product areas, Robinson's images appear on hundreds of products worldwide. Described as "the artistic master of adorable animals," Robinson's artwork is used for puzzles, greetings cards, stitch kits, t-shirts, beach towels, textiles and packaging, zoos, aquariums and pet products. Robinson's 3D lenticular designs are a hot property at the moment and so he will be seeking partners interested in licensing or distributing lenticular products in other territories.

IMPS & LAFIG Belgium

Contact: Muriel Dahlem
P: 322-652-0220
E: muriel_dahlem@smurf.com
www.smurf.com

IMPS and LAFIG Belgium are the official licensors of the evergreen characters The Smurfs and generate Smurf universes worldwide with the help of their different business units and their close collaboration with their agents. Over the years, the team has developed successfully licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of The Smurfs.

ITV Studios Global Entertainment

Contact: Carol Lee
P: 818-455-4611
E: clee@itvstudios.com
www.itvstudios.com

ITV Studios Global Entertainment represents international TV sales, home entertainment, merchandising and licensing businesses featuring brands such as "Hell's Kitchen," the worldwide TV series starring Gordon Ramsay; "Thunderbirds," the TV series that influenced generations; and "Coronation Street," one of the world's longest running soap series.

John Wiley & Sons

Contact: Maris Cohen
P: 201-748-6352
E: mcohen@wiley.com
www.wiley.com

Founded in 1807, John Wiley & Sons provides must-have content and services to lifelong learners worldwide. Wiley's portfolio of best-selling brands includes ...For Dummies, CliffsNotes, Frommer's and How to Cook Everything.

JAST Company

Contact: Steve Chen
P: 86-755-84134166 ext. 187
E: info@jastcompany.com
www.jastcompany.com

JAST Company (est. 1995) is a reputable gift and toy manufacturer and specialized in paper and plastic products with embedded electronics technology. If you are interested in applying your characters and sounds to musical pens, gift bags, gift boxes, greeting cards, diary/notebook/photo albums or candy/jewelry/wine packaging, please contact Jast for more details.



SOUND PENS
 Click the pen to turn the music on or off.
 patent No. US 7,314,325 B2

King Features Syndicate

Contact: Claudia Smith
P: 212-969-7542
E: csmith@hearth.com
www.kingfeatures.com



With quality apparel licensees such as Junk Food and Local Celebrity, Popeye the world-famous Sailor Man is putting his fashion foot forward with retail promotions. Through a unique collaboration with fashion innovator Darren Romanelli, known for his fashion brand Dr. Romanelli (DRx), Popeye and fellow comic icon Beetle Bailey are serving as the inspiration behind an exclusive Americana and military-infused Army vs. Navy collection for men and boys.

KOCCA (Korea Creative Content Agency)

Contact: Lee Kyoungun

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E: lke0801@kocca.kr

www.kocca.kr

KOCCA was established in recognition of the value of cultural content and its importance in economic growth. KOCCA supports Korean companies related to animation, character, comics, broadcasting, games and music industries in their production and export of cultural content and encourages their involvement in international joint ventures and partnerships. By doing so, KOCCA helps industry professionals around the globe access information and explore business opportunities in Korea's cultural industry. Ever since its establishment, KOCCA has exerted utmost efforts to spearhead the Korean cultural content industry in the world market.

lief! lifestyle

Contact: Marieke Noorlander

P: 31-0-6-12556248

E: marieke@lief!lifestyle.nl

www.lief!lifestyle.com



lief! lifestyle is a cheerful brand, which initially became known in the Netherlands as a result of the t-shirts printed with texts like "lief! (sweet!)" for children and now has developed into an extensive lifestyle brand for both children and women. The lief! assortment includes stationery, personal care products, soft toys, window decorations, table ware, bags, bedroom and bathroom textiles, paint, furniture, bicycles, wallpaper, wall decorations and accessories.

Lifestyle Licensing

Contact: Aleksandra Borycz

E: aborycz@bhpcinternational.com

www.bhpcinternational.com



Lifestyle Licensing is a full service international agency with exclusive rights to the trademark "Beverly Hills Polo Club" lifestyle brands. Based in Amsterdam, Lifestyle Licensing has a global network of licensees of apparel, home and prestige accessory products that synergistically present its brand image qualities in individual markets. The BHPC image evokes the relaxed elegance of the Southern California lifestyle. The name Beverly Hills instantly suggests luxury, success, style and self-confidence.

Lo Coco Licensing

Contact: Peter LoCoco

P: 770-481-0720

E: lococensing@mindspring.com

www.LoCocoLicensing.com



Kittens and puppies! Lo Coco Licensing's Keith Kimberlin brand offers one of the most extensive collection of kitten and puppy photography in the world. Founded in 1990, Lo Coco Licensing is a full service licensing and design agency with licensed products in over 70 countries. Visit them in booth #7136 at Licensing Expo in Las Vegas!

Lucasfilm

Contact: Mary Franklin

P: 415-623-1107



E: mary.franklin@lucasfilm.com

www.lucasfilm.com

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. Lucas Licensing manages the global merchandising activities for Lucasfilm's entertainment properties.

Mattel

Contact: Laura Ramos

P: 310-252-3064

E: laura.ramos@mattel.com

www.mattel.com

With a powerful portfolio of iconic brands and popular properties, Mattel unveils new best-in-class partnerships and product offerings for kids, tweens and adults. Whether as an industry-leading licensor or a trusted licensee, Mattel is a leader in providing meaningful brand experiences that translate into innovative and successful cross-brand partnerships. Mattel delivers unparalleled brand engagement through dynamic cross-category marketing programs that keep its brands relevant and everywhere consumers are today.



MGA Entertainment

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E: cforeman@mgae.com

www.mgae.com

MGA Entertainment is a global consumer entertainment products company that manufactures innovative lines of proprietary and licensed products including toys, games, dolls, consumer electronics and sporting goods. The MGA family includes such brands as the award-winning Bratz, Moxie Girls, Lalaloopsy, Zapf Creation and Little Tikes.



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Rest of World

Yukari Takeuchi

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SEGA®



MGL Licensing

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E: sarah@mgllicensing.com
www.mgllicensing.com



MGL is the creative force behind some of the world's most exciting and popular character concepts and graphic imagery. Representing over 70 artists with an archive of thousands of images, MGL offers a broad range of art to suit a huge variety of licensed products. Its highly contemporary images have been aimed at fashion conscious manufacturers and retailers who are looking to produce sophisticated and stylish products.

Mind Candy

Contact: Katie Gerber
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E: katie.gerber@mindcandy.com
www.mindcandy.com



Mind Candy is the kids entertainment company behind the global children's brand Moshi Monsters. Since its launch in 2008, MoshiMonsters.com has accumulated almost 60 million registered users worldwide. The brand has now extended into an array of physical product offerings including toys, books, membership cards, trading cards, a best-selling magazine and there's more to come with Moshi TV, Moshi Live and Moshi Music in development.

Mondo TV

Contact: Micheline Azoury
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www.mondotv.it

Mondo TV's latest productions are: "Gormiti" (52 x 26) and "Dinofroz" (26x26), both boys shows co-

produced with Giochi Preziosi. Mondo is also announcing new episodes arriving for fall 2012 of the kids (4-8-year-old old target), "Puppy in my Pocket" (new season 52 x 13). The collaboration with

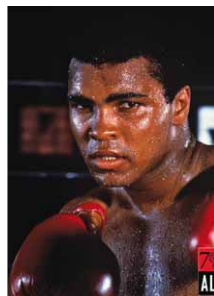


Giochi Preziosi is securing TV placements and partners across Europe, Australia, the Middle East and Africa for Mondo's cartoons.

Muhammad Ali Enterprises

Contact: Paula Ebling
P: 901-344-3171
E: pebling@elvis.com
www.ali.com

Muhammad Ali Enterprises is charged with the responsibility of protecting and perpetuating the legacy of Muhammad Ali and the ideals he stands for. Ali is considered the No. 1 most favorably recognized sports figure in the world and enjoys top ranking across all demographics.



Nelvana Enterprises

Contact: Rachel Abraham
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www.nelvana.com

"Beyblade: Metal Fury," the third chapter in the Beyblade franchise by Nelvana Enterprises and d-rights Inc., features 52 new episodes, including a special BeyWheelz storyline. Master toy partner Hasbro, together with Tomy Company, have sold 120 million units to-date worldwide. Recognized as one of the top boys' action property, Beyblade has global placement with key broadcasters and a consumer product program in over 70 countries with more than 200 licensees.



Nickelodeon

www.nick.com



Nickelodeon, now in its 32nd year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the U.S. and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in 100 million households and has been the No.1-rated basic cable network for 17 consecutive years.

Paper Island

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www.paper-island.com

Paper Island is a U.K. gift company with strong effective brand development and proven design-led licenses with longevity that succeed at retail both in the U.K. and globally. Brands include Born to Shop, a humorous lifestyle brand for women of all ages; The Good Life, a feel-good brand with a retro touch; Fizzy Moon, a lovable bear brand; Dinosaurus, a 3D rendered artwork, Dinosaurus is a brand of mammoth proportions; and dPals is a kids virtual world social network.

Radio Days

Contact: Liza Acuna
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E: lizaa@bmsg.info
www.radio-days.net

Radio Days is a leading property brand licensing agency featuring a collection of Hollywood and music nostalgia imagery. Its collection features Hollywood's history spanning over 100 years now iconic in pop culture. The company cross-brands with some of the biggest brand names. Radio Days is an extensive resource content provider that is tailored to meet retailer's needs. Contact Radio Days and see the brands that will live forever and grow through its artistic reinvention.



Rainbow

Contact: Bettina Koeckler
P: 39-071-75067500
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www.rbw.it

Rainbow's portfolio of brands is continuing to grow in 2012 and beyond. On-going successes such as PopPixie and Huntik are expanding into various new markets—but there will also be new content at Licensing Expo including the brand new season 5 of the



Winx Club franchise that will be launched globally in fall on numerous top broadcasters in over 130 territories, following four new movies which are being aired earlier in 2012. Two new additions to the Rainbow portfolio include the highly anticipated launch of "Mia and me," a mix of live action and animation (26x24) which will premiere on various leading broadcasters in the second half of the year and also the very humorous new animated show "GON" (52x11) launching in Asia this spring.

Saban Brands

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www.sabanbrands.com



SABAN Brands

Saban Brands applies a transmedia brand management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. Saban Brands provides full service brand management, marketing, promotion and strategic business development for the company's intellectual properties, which include Power Rangers and Paul Frank.

SEGA

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E: cindy.chau@sega.com,
anthony.gaccione@sega.com
www.sega.com



Sega has been in the gaming business for over 60 years and has created some of the greatest video game classics of all time. Its iconic mascot, Sonic the Hedgehog continues to perform well in both video games and across licensing. With new games being released regularly, the catalog of titles continues to expand, promoting growth in its already successful licensing program including toys, apparel, publishing and home.

Smith & Wesson

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E: hfalber@smith-wesson.com
www.smith-wesson.com



Smith & Wesson

For 160 years, Smith & Wesson has been a globally recognized brand in languages and countries around the world. Independent studies tell Smith & Wesson that its customers use words and statements like "serious," "courageous," "tough," "confident," "a name I trust" and "built to last" to describe Smith & Wesson consumer products. In terms of loyalty and brand advocacy, those studies also indicate that Smith & Wesson users are equally avid when compared with users of Google and Apple products.

Sony Pictures Consumer Products

Contact: Gregory Economos
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E: gregory_economos@spe.sony.com
www.sonypictures.com

In this sequel to the hybrid live action/animated family blockbuster comedy *The Smurfs*, *The Smurfs 2* finds the evil wizard Gargamel creating a group of mischievous Smurf-like creatures called the Naughties to harness the all-powerful, magical Smurf-essence. But when he discovers that only a true blue Smurf can give him what he



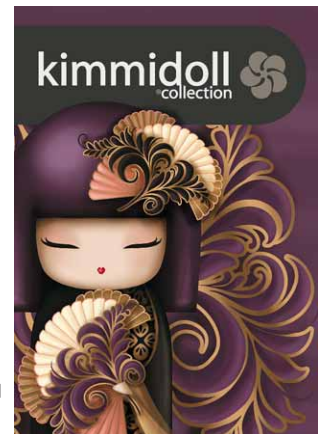
wants—and only a secret spell that Smurfette knows can turn the Naughties into real Smurfs—Gargamel kidnaps Smurfette and imprisons her in the city of Paris. To save their beloved Smurfette, Papa and the Smurfs return to our world and reunite with Patrick and Grace Winslow, joined in their new adventure by Patrick's estranged stepfather Vic, before Gargamel can learn the secret and rule the world! Sony Pictures Animation's *The Smurfs 2* is scheduled for release in U.S. theaters on Aug. 2, 2013.

The Aird Group

Contact: Damien Kenny
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E: damien@theairdgroup.com
www.kimmidoll.com

Launched in 2008, the Kimmidoll range of collectible dolls stand out

for its elegant and sophisticated artistry and inspirational messages. Known for "celebrating life's true values," the Kimmidoll family expanded in 2009 to include the children's brand Kimmidoll Junior



and can collectively boast to being sold in over 55 countries globally and appointing over 30 leading licensees in their field from around the globe and growing. The Aird Group is now excited to announce Kimmidoll's further expansion to include the presentation of edgy teen brand Kimmidoll Love, as well as the announcement of the baby brand Kimmidoll Baby and life reflections through Kimmidoll Wisdom. There is now a Kimmidoll product for all the special people in your life.

The Licensing Company

Contact: Elizabeth Bos

P: 212-584-0810

E: elizabeth@thelicensingcompany.com

www.thelicensingcompany.com



The Licensing Company
New York, London, Paris, Munich, Shanghai, Tokyo

The Licensing Company is an award winning, global brand extension and consultancy agency with a robust track record of success around the world. With six strategically located offices in the world's top economies—the U.S., U.K., France, Germany, Japan and China—The Licensing Company has the ability to look at brands on a global basis and create innovative, long-term partnerships that set the standard in the industry. Its global partners include Reckitt Benckiser, Jelly Belly, Anheuser-Busch and Jeep/Chrysler. Whatever your interest is in brand extension, The Licensing Company can help. It has a talented group of people, with the spirit and experience to nurture and develop opportunities for brands worldwide.

Toei Animation Co.

Contact: Viviana Reyes

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E: vreyes@toei-anim.com

corp.toei-anim.co.jp/english

Toei is bringing the action-adventure comedy title "Toriko" to Licensing Expo. Geared for teens and older, the series will premiere in Japan on April 3, 2011. Toriko Animation is based on the popular manga by Mitsutoshi Shimabukuro published in weekly Shonen Jump. The story of "Toriko" takes place in a world where food is extremely important. Toriko is a legendary gastronomic hero chasing worldwide unknown ingredients to accomplish his dream: complete the ultimate full-course menu.

Twentieth Century Fox Consumer Products

P: 310-369-1002

E: fcp@fox.com



Fox returns to Licensing Expo with headlining entertainment! The world's longest-running scripted series "The Simpsons" continues to make history, "Sons of Anarchy" revs up for a new season, "New Girl" continues to steal hearts, while "Family Guy" commands the spotlight. In the world of sports, exciting new programs will be revealed for the FOX Sports brand. On the big screen, franchises rule as Ice Age is hotter than ever and Alvin and the Chipmunks continue to ride the wave of success. *Rise of the Apes* and *Rio* introduce new sequels and Steven Spielberg prepares for the sci-fi film adaptation, *Robopocalypse*.

V&A Enterprises

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E: g.alexander@vam.ac.uk

www.vandalicensing.com



The Victoria and Albert Museum is one of the world's greatest museums of art and design. Its founding mission is to provide design resources to manufacturing and retail partners worldwide. The V&A archives cross a multitude of periods, design styles and media from furniture, glass, ceramics, textiles, costume to photography from a period spanning more than 2,000 years. V&A Licensed product categories include home furnishings, apparel, jewelry, accessories, stationery and gifts.

Withit Licensing

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E: richard@withit.co.uk

www.withitworld.com



Withit Licensing is an art and design based licensor, characters include Cheeky Monkey, Miss Cheeky, Glamour Puss, Easy Tiger and Top Dog amongst others. They lend themselves for fashion licensing, apparel, stationery and bags. In addition, Withit has Doodleboos, which is a new property for toddlers and young kids. For the teenager boys/girls Phizzogs is alternative and is great for t-shirts and bags, plus greeting cards.

Working Girls Design

Contact: Jodi Pedri

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E: jodipedri@cox.net

www.workinggirlsdesign.com

Working Girls Design is a full service design and product development company with several brands. The Working Girls brand is a collection of art and copy chronicling the life of women. The brand is the creation of artist Jodi Pedri and writer Tonja Steel and their designs have generated over \$2 million in retail sales.



Zodiak Rights

Contact: Aidan Taylor-Gooby

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www.zodiakrights.com

Zodiak Rights is the international distribution rights business of Zodiak Media. The company specializes in worldwide television and home entertainment distribution and all aspects of licensing, with highly experienced sales teams in London and Paris. The business is split into three divisions: Zodiak Rights (London), Zodiak Rights (Paris) and Zodiak Kids.

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ACA Design/ACA Joe

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E: susan.richter@acajoe.com

www.acajoe.com



Back for a new generation! ACA JOE has a 30-plus year history of generating smiles, loyalty and success with its signature merchandise and shopping experience. The brand

offers casual separates with a distinct point of view, delivered with irreverence. This is sportswear for men and women with a straight-ahead cool factor, trusted for style, quality and value.

Alexx

Contact: Jennifer Jenkins

P: 818-347-7295

E: jennifer@finderskeypurse.com

www.finderskeypurse.com

Keep your license always in view with the patented Finders Key Purse—the fashionable and functional safety accessory that displays your license. Finders Key Purse attaches to any key ring and hangs on the side of a purse, pocket or bag with the design outside and keys safely inside and always accessible.



Aneres Innovations

Contact: Serena Goss

P: 714-522-1199

E: serena@notebookporter.com

www.notebookporter.com

The first-ever “checkpoint friendly” laptop carrier launching is at the Licensing Expo. Visit booth #2576 to



see the Notebook Porter, a laptop carrier that is actually TSA compliant. Use Aneres Innovations’ product line to get your brand in the hands of one of the fastest growing consumer segments. Licensing and private label opportunities are available.

Art Impressions

Contact: Cindy Bailey

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E: cindy@artimpressionsinc.com

www.artimpressionsinc.com, www.sosohappy.com,

www.skelanimals.com



Art Impressions is an award-winning brand development and licensing agency known for its achievements in developing retailer-focused, broad-based art and design lifestyle properties. The company’s portfolio includes the global sensation Skelanimals, Milky Way & the Galaxy Girls by acclaimed animator Lauren Faust and its own pop-culture brand SO SO Happy, a lifestyle brand that taps into young people’s universal desire for love, acceptance and respect. Encompassing over 80 off-the-wall characters, each with a clever backstory, SO SO Happy merchandise is set to unveil at one of the nation’s top retail chains for the back-to-school season. The brand is currently found in specialty boutiques and chains including Journeys, Journeys Kidz, Tilly’s, Hot Topic, Delia’s, Hastings and Nordstrom.

Art Makers International

Contact: Leslie Berwin

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E: les@artmakersintl.com

www.amifineartlicensing.com

On its 30th anniversary, AMI! has launched a new website that features a searchable database of over 6,000 designs available for licensing. The collections include original artwork by Vicky Howard, Patty Krizan, Ruth Morehead and the portfolios of Airwaves, Inc. and designs by Current. Register to view at www.AmiFineArtLicensing.com.



ASPCA

Contact: Elysia Howard

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E: elysia.howard@aspc.org

www.aspc.org

The ASPCA is one of America’s most trusted pet care authorities. Its brand brings “compassion, comfort and love” to four-legged friends and their companions. Through ASPCA Collection and ASPCA Kids, the ASPCA offers pet care expertise while purchases give back to animals in need. Stop by its booth #2781 to learn more.

Saving Lives Since 1866



Bandai/Sync Beatz Entertainment

Contact: Barry Stagg

P: 310-880-3193

E: barrys@syncbeatz.com

www.syncbeatz.com

Representing such global powerhouses as Bandai (“Tamagotchi”) and its wholly-owned subsidiary, Banpresto (“Kapi-Bara-San”), Sync Beatz



Entertainment is a full service marketing organization that creates strategic growth for IP owners by employing traditional and digital media along with consumer product expertise to introduce branded products to the U.S. marketplace.

Benton Arts

Contact: Jim Benton

P: 248-644-5875

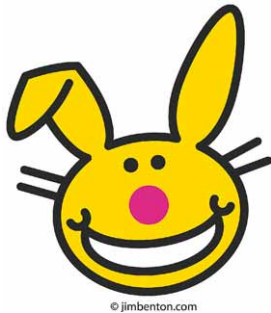
E: jkbenton@aol.com

www.jimbenton.com

Well known for his It’s Happy Bunny, Benton is in the early launch of his brand new property, Catwad.

His New York Times

bestselling series, “Dear Dumb Diary,” is now in film development.



© jimbenton.com

Brand Central

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E: nancy@brandcentralgroup.com

www.brandcentralgroup.com



BRANDCENTRAL

Brand Central is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extension, creation and acquisition to some of the world’s most recognized brands including Coleman, Dr. Pepper Snapple Group, Apartment Therapy, Beekman 1802, Seventh Generation and Mark Burnett Productions, among others.

Brand Licensing Team

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E: cbirdsong@blteam.com

www.blteam.com

Brand Licensing Team (BLT) is one of the industry’s newest and fastest growing licensing agencies. BLT knows how make the brand/consumer connection and bring it to life in the marketplace. Clients include Coca-Cola, Fender, Chick-fil-A, Boys & Girls Clubs of America and Morris Animal Foundation.



Brentwood Licensing

Contact: Joel Barnett

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E: joel@brentwoodlicensing.com

www.brentwoodlicensing.com

Brentwood Licensing is representing Dog is Good, Cat is Good, Rubes Cartoons, Peace Frogs, Peace Turtles, Love This Life, Amazing Mazes, Grapes of Laugh, British Motor Heritage, London Taxi, Royal Mail and more. The company is based out of Irvine, Calif. It also represents manufacturers as well.

C Mar Corporation

Contact: Marian Carro

P: 787-645-3520

E: mcarro@cmarcorp.com

www.nanaritos.com



C Mar Corp. is the corporation that handles licenses for the Ñañaritos and Ña. brands. C Mar’s president, Marian Carro, is also the artist responsible for all brand related designs. Ñañaritos are hand-painted characters with a magical story, for kids, teens and the young-at-heart. Ña. are a pencil sketched characters that are sweet, but edgy, designed for teens and over. They are available in a variety of patterns, for a wide range of applications.

Carte Blanche Greetings

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www.cartelblanchegreetings.co.uk

Carte Blanche Group is an international creator, distributor and licensor of character-branded products, including toys, plush, gifts, greeting cards, apparel and homeware. It



Tatty Teddy x



METOYOU.COM

is best known for Tatty Teddy, the grey bear with a blue nose who is the signature character of its top-selling Me to You brand. In 2008, Carte Blanche launched the collectable plush range My Blue Nose Friends. The brand became an instant hit in the U.K. and internationally, and is now one of the hottest new girls’ licensing properties. Carte Blanche Group is headquartered in West Sussex, U.K., with divisions in Hong Kong and Australia.

Cathy Heck Studio

Contact: Cathy Heck

P: 512-451-7130

E: cathy@cathyheckstudio.com

www.cathyhecknurseryart.com



Cathy Heck Studio has been creating inventive and fresh designs for over 25 years and is a cherished name in the juvenile market. Heck has created over 30 children’s collections, including family favorites such as Little Pond, Noah’s Ark and Zoophabet. To find out more, please visit www.cathyheckstudio.com.

CMG Worldwide

Contact: Cara McMains
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www.cmgworldwide.com

CMG Worldwide is the worldwide leader in intellectual property rights management. CMG represents the world's greatest legends for marketing including James Dean, Bettie Page, Pamela Anderson, Malcolm X, Jackie Robinson, Andre the Giant, Amelia Earhart and over 300 others including the famous "I Love New York" brand.

Curtis Publishing

Contact: Mike Waldner
P: 317-633-2070
E: mwaldner@curtispublishing.com
www.curtispublishing.com



Curtis Publishing has been licensing the celebrated art of The Saturday Evening Post for over 30 years. Its archive includes over 5,000 images in a variety of genres and styles from classics by Norman Rockwell to thousands of retro, holiday, cartoon and children's illustrations by some of America's top artists.

DeLux Hats by Active America Corp.

Contact: Maya Fullerton
P: 416-255-9444 ext. 2010
E: maya@deluxhats.com
www.knitwits.com

Knitwits are the original makers of those cute knit animal hats you see everywhere and on everyone! Available in a vast and ever-expanding assortment of characters, Knitwits is dedicated to bringing you the highest in quality and comfort, now also available in your favorite Sesame Street and Hello Kitty characters.

Discovery Communications

Contact: Elizabeth Bakacs
P: 260-662-4281
E: elizabeth_bakacs@discovery.com
www.discoverycommunications.com

Discovery Communications is the world's No. 1 non-fiction media company reaching more than 1.5 billion cumulative subscribers. This year, Discovery's commerce division plans to debut a host of new products and services based on their portfolio of brands including Discovery, Animal Planet, Discovery Kids, TLC and Science. Specifically, fan gear tied to popular programs including Sons of Guns, Gold Rush and NY Ink will be introduced and the popular River Monsters line will continue to expand.

Ed Miller Design

Contact: Ed Miller
P: 917-686-3917
E: edmiller746@mac.com

Ed Miller is a notable children's book illustrator of many acclaimed and profitable books. He creates prints, textiles, room decor and apparel for kids and pets. His endearing illustrations encompass themes such as pirates, firemen, space, circus, farm animals, robots, fairies and dogs. This Licensing Expo is Ed's introduction to licensing.



eileen2e

Contact: Eileen Toohey
P: 864-491-8838
E: eileen2e@spring-street-studio.com
www.eileen2e.com

Eileen Toohey is a licensed artist with a proven track record at retail with over 40 licensees. She will debut new character brands that are playful, positive and always fresh.



Electrolux Global Brand Licensing

Contact: Paul Sammons
P: 980-236-4036
E: paul.sammons@electrolux.com
www.electrolux.com/licensing

Electrolux Global Brand Licensing, a business unit within AB Electrolux, is responsible for developing and maintaining licensing agreements for the company's 50 global brands. Decades of experience in the global market and direct ownership of the brands makes EGBL a unique player in the world of corporate licensing. Brands include Frigidaire, Eureka, Electrolux, Tappan, AEG, Zanussi, Kelvinator and Arthur Martin.

Established Brands—Studio Licensing

Contact: Robert Miller, Bob Traub
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E: robert@studiolicensinginc.com, btraub@ebimail.com
www.studiolicensinginc.com

Established Brands—Studio Licensing is a full-service licensing agency based on one simple philosophy, "retail first." With over 20 years of experience, Established Brands—Studio Licensing approaches each property from the shelf, back delivering what retailers want and need. It works hard with its partners to achieve smart, sustainable growth.

Evolution Management Group

Contact: Travis Rutherford
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E: travis@evomgt.com
www.evomgt.com



EMG is an independent licensing and brand management consulting businesses with a vertically integrated impulse toy division, focused on monetizing entertainment IP. EMG provides the "platform" that enables content owners/creators to monetize their IP by managing the entire life cycle with manufacturers, distributors and retailers.

Felittle People

Contact: Felicia Kamriani

P: 310-741-0332

E: felicia@felittlepeople.com

www.felittlepeople.com



Felittle People may be small, but they have big messages. These whimsical stick figure characters trot the globe with empowering mantras of kindness, love and positivity. And while Felittle People serve as inspiration for kids, they appeal to the kid in all of us! Felittle People always spread happiness, do you?

Fender Musical Instruments

Contact: Brian Tedeschi

P: 480-845-5453

E: btedeschi@fender.com

www.fender.com



Fender is considered the No. 1 U.S. guitar and amplifier brand and a name that is synonymous with rock 'n' roll. With an illustrious history dating back to 1946, Fender has touched and transformed music worldwide and in nearly every genre: rock 'n' roll, country and western, jazz, rhythm and blues and many more. Everyone from enthusiasts and beginners to the world's most acclaimed artists and performers have used Fender instruments and amplifiers, in the process making the company not only a revered music industry name, but also a cultural icon. For more information, visit www.fender.com.

Fight Like a Girl by Signify Pink

Contact: Janni Jensen

P: 515-441-9555

E: janni.jensen@sigler.com

www.SignifyPink.com

Fight Like a Girl by SignifyPink is a brand designed to help women fighting breast cancer. From initial efforts focused on one woman's fight in 2008, Fight Like a Girl by SignifyPink has expanded to provide others the tools to raise money and awareness for loved ones in the fight.

Firefly Brand Management

Contact: Rachel Dahlen

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E: rachel@fireflybrandmanagement.com

www.fireflybrandmanagement.com



Introducing Firefly's newest brand, Anne Geddes, one of the world's most prominent Motherhood brands. For 20 years, Anne Geddes has been a trusted and beloved brand with Mothers worldwide. Geddes' iconic photography has captured hearts of women with books, calendars and other products in what is a highly successful internationally recognized business.

Foto by Eva—Eva Collections

Contact: Eva Freyss

P: 757-340-8939

E: eva@fotobyeva.com

www.fotobyeva.com

Foto by Eva specializes in newborns, babies, children and animals. Award-winning photographer Eva, through her division Eva Collections, licenses her images for puzzles, posters, school supplies, greeting cards, calendars and other stationery and manufactured products.

Furrybones

Contact: Michael Flores

P: 626-359-4801

E: licensing@myfurrybones.com

www.myfurrybones.com

Furrybones love costumes to death! A little dead and super cute, they come in all sorts of costumes. Let them keep you company in your office, by your

bed and in the kitchen. You'll always find them in their best skeletal smile and sure to make you smile too.



Fuzhou Hunter Bags & Luggage

Contact: Smith Wu

P: 86-591-87383989

E: marketing@hunterbags.com



Hunters Bags are a specialized manufacturer and exporter for bags and luggage in Fujian Mainland China with 15 years history and experience. Hunter Bags is a ISO certified factory and produces for some licensed brands such as Batman, Superman, Spider-Man, Harry Potter, Hot Wheels, Lily, Teenage Mutant Ninja Turtles, Winnie the Pooh, Mickey Mouse, Marvel Extreme and more.

Gifty Idea Greeting Cards & Such!

Contact: Kim Crisler

P: 512-560-2167

E: kcrisler@giftyidea.com

www.giftyidea.com

Clean, contemporary, dog and cat/puppy and kitten inspired photography and designs for license including its newest photographic image collection, Pups In Blooms. Gifty Idea also offers custom photography and design. Check out its full retail line of whimsical greeting cards.



Global Icons

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www.globalicons.com

Global Icons, a premier brand licensing agency, now in its 15th year, has attracted world class clients such as BMW, Diageo, Ford, Motorola and others by consistently executing the "fourth-wall strategy," whereby the right brand extensions can increase brand awareness, create new impressions, new customers and, of course, new revenue.

Highlights for Children

Contact: Laura Frazier

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www.highlights.com

Highlights is a family media brand dedicated to helping children become their best selves. *Highlights* magazine (ages 6 to 12) and *High Five* magazine (ages 2 to 6) are the most-read children's magazines in the nation. Other Highlights offerings include Hidden Pictures, activity books, apps and licensed products.

Hillary Vermont

Contact: Hillary Vermont

P: 505-992-8701

E: hillaryvermont@hotmail.com



www.hillaryvermont.etsy.com, www.tictocrocks

Hillary Vermont designs pet designs for humans. Her focus is dogs and rocks. She created her pet designs in order to prove that life is good, but... "Life is better with a dog." Vermont's colorful images include Woof Y'All, You Had Me at Woof, Less Bark More Wag, It's Good to be The Dog, Life is Better With a Pet, Every Second Counts and Life is Better With a Dog. Two of her designs etched in stone are Dogs Rock and Rock & Rule.

Hollywood Gold Awards

Contact: Tracy Smith

P: 818-640-1801

E: tmscom@aol.com

www.HollywoodGoldAwards.com



Hollywood Gold Awards is the first Hollywood memorabilia company to offer the patented gold disc collectible. The Hollywood Gold Award is a gold plated disc replica of a musical recording, movie or television show. Each framed collectible comes with a certificate of authenticity.

IMG Licensing

Contact: Wesley Haynes

P: 904-224-5000

E: Wesley.Haynes@imgworld.com

www.imglicensing.com

IMG Licensing is "the world's No. 1 rated" licensing agency, representing globally recognized entertainment, corporate and sports brands/personalities. It's clients include GNC, PGA Tour, ESPN, Volkswagen, *Rolling Stone Magazine* and Arnold Palmer. In 2012, IMG Licensing is excited to continue expanding its clients' licensing businesses in the growing Latin and South American markets.

Inoochi

Contact: Vince Chen

P: 510-999-0715

E: info@inoochi.com

www.inoochi.com

Inoochi's brand features a versatile style of unique and likeable characters that are cute and whimsical with a twist of humor. With its innovative brand and quirky character designs, Inoochi aims to provide a fashion forward line of apparels, accessories, toys,



stationery, interactive media and mobile content.

Created by founder Vince Chen, Inoochi is a blend of fresh, fun and inventive character designs that brings your imagination to life! Its popular character brands include Lovi & Dovi/Twisted Love line, UndieBabies and other characters.

Jennie Cooley

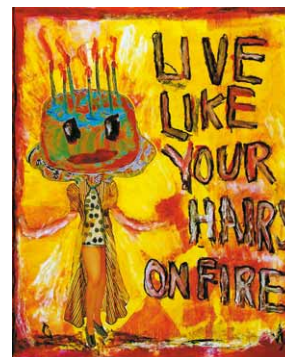
Contact: Jennie Cooley

P: 505-490-1155

E: sfdoll@cybermesa.com

www.jenniecooley.com

American Artist Jennie Cooley presents 64 images that sell your products with laugh-out-loud fun. There's something for everyone with unforgettable feel good humor. Unique and zany characters



scream with color as starter mom finds herself cornered, a fiery cake head girl smiles, cats swear and dogs blush! You want them!

Jenny Foster

Contact: Jenny Foster

P: 480-657-3808

E: jenny@jfosterstudio.com

www.jfosterstudio.com

Jenny Foster mixes a palette of happy colors to create unique characters of charm. They are strong with simple expression—



bold, sweet and refreshing. Her sophisticated whimsical designs are often magically sprinkled with clever themes. Jenny's style is a celebration of colors, creatures and the spirit of life.

Jilin VIXO Animation, Comics & Games Technology Co. China

Contact: Ice Bao
P: 86-431-87018878
E: animationfa@126.com
www.vixo.com.cn



Jilin VIXO Animation, Comics & Games Technology, China was founded in 2008. The head office and animation branch is located in Changchun. The new media branch and game branch were set up in Beijing and Shanghai separately. As the "national cultural industry demonstration base," VIXO combines the diversified structure feature of creative industry, and treats "carry forward national culture, develop high-end original cultural products" as the development orientation. The business scope of VIXO covers animation and game production, distribution, management, licensing, website development operation, etc.

Kayomi Harai

Contact: Kayomi Harai
P: 408-266-1634
E: kayomi@kayomiharai.com
www.kayomiharai.com



Kayomi will be introducing new collections of kittens, little dragons, baby animals and an exciting new character brand Totally Ninjas. Totally Ninjas is a collection of cute animals dressed in cool ninja outfits, fighting everyday obstacles with little weapons and wit.

KelleeArt Design Studio

Contact: Kellee Riley
P: 216-262-4524
E: license@kelleeart.com
www.kelleeart.com

KelleeArt is an accomplished illustration/design studio specializing in character concepts, licensed property development and a range of illustration services involving more than two dozen properties for major entertainment and publishing companies worldwide.

Kids in Need Foundation

Contact: Bonnie Kalter
P: 201-796-3312
E: mplbonnie@aol.com
www.kinf.org

Kids In Need Foundation provides free school supplies to impoverished kids and grants to under-funded teachers.

Kids In Need Foundation will be at Licensing Expo seeking new licensees for its cause marketing licensing program. Stop by booth #2175 and see how you can become a licensee, or contact Craig Kalter, Marathon Projects, 201-791-3055, mplcraig@aol.com.



Laid-Back

Contact: Hondo Miller
P: 208-569-6468
E: hondo@laidbackusa.com
www.laidbackusa.com

Laid-Back is all about where you want to be. Whether it's on the beach, cruising on your bike or sitting behind the wheel of '49 Ford. Laid-Back's images are old school... but still cool.

Laser Art Studio

Contact: Horace Hui
P: 852-234-91193
E: horace@laser-art.com
www.laser-art.com

Founded in 1992, Laser Art Studio is one of the first movers of hologram production in South East Asia. Laser Art Studio serves the needs of major international clients for data solutions and high security labels with complete in house development/support teams and production lines in Hong Kong and PRC.

Lemur Licensing

Contact: John Merrick
P: 770-794-1111
E: john_merrick@lemurlicensing.com
www.lemurlicensing.com

Lemur Licensing is a full service licensing agency and consulting firm with a brand-owners perspective. Lemur Licensing is the licensing agency for Blue Rhino, Briggs & Stratton, Busted Knuckle Garage, Murray, National 4-H Council, Peace and Victory logo, See Rock City, Snapper and United Way.

Lionsgate Entertainment

Contact: Russell Binder
P: 818-225-9355
E: russell@strikerent.com
www.lionsgate.com

Lionsgate is a leading global entertainment company with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, family entertainment, digital distribution, new channel platforms and international distribution and sales. Lionsgate acquired Summit Entertainment in January, and the Lionsgate and Summit brands remain synonymous with original, daring and quality entertainment in markets around the world.

Longboard

Contact: Laurent Daniel
P: 33-4-90-31-62-44
E: export_adm@norprotex.com
www.longboard.fr

Freedom of movement, freedom of choice, Longboard creates a universe around surf and snow worlds. With many licensees, Longboard's more than a brand, it's a lifestyle! Come discover Ruckfield too. Represented by worldwide rugby icon Sébastien Chabal, Ruckfield's a casual sportswear chic brand for men searching timeless and quality products.



Marbit

Contact: Konrad Turner

P: 61-0413-315-653

E: konrad.turner@live.com.au

www.shirleybarbers.com

Shirley Barber published her first book Martha B.

Rabbit in 1988 and received a Mezione in the prestigious Critici in Erba awards. Since then, Barber has been one of Australia's most popular children's authors/illustrators, selling over 10 million copies. Her books are beautiful, inspiring and have delighted children worldwide.



Marvel Entertainment

Contact: Paul Gitter

P: 212-576-4000, 818-544-1950

E: paul.gitter@disney.com

www.marvel.com



Marvel continues to expand licensing and co-branded programs around its robust portfolio of characters, with a major focus on two evergreen franchises: Marvel's The Avengers and Spider-Man. Support continues in 2013 for *Marvel's The Avengers* with sequels for *Iron Man* and *Thor* and the debut of two new animated series, "Marvel's Ultimate Spider-Man" and "Marvel's Avengers Assemble." Spider-Man is positioned as a year-round product focus, with multi-platform support from movies, TV, digital media, publishing and live events.

MHS Licensing

Contact: Marty Segelbaum

P: 952-544-1377

E: marty@mhslicensing.com

www.mhslicensing.com

MHS Licensing is one of the nation's leading licensing and consulting agencies specializing in representing popular artists and advising manufacturers in the

search, evaluation and acquisition of new properties and personalities.

Monster Jam

Contact: Allison Lort

P: 646-354-7557

E: alort@feldinc.com

www.monsterjam.com

Monster Jam is one of the hottest, edge-of-your-seat, live motor sport properties in the world.

With more than 4 million fans attending more than 325 live event performances annually, Monster Jam is one of the most recognized brands in motor sport competition. More than 600 hours of television programming, Mattel's Monster Jam monster truck replica line and Activision's Monster Jam video game franchise have established the brand as a license of "monstrous" proportions.



MyMediabox

Contact: Emilee Feldman

P: 214-646-8880

E: emilee@mymediabox.com

www.mymediabox.com



Conecture Technologies is one of the leading providers of hosted applications customized specifically for the consumer products licensing industry. Its applications, MyMediabox-DAM (style guide asset management and delivery), MyMediabox-PA (product approvals) and MyMediabox-DM (deal memo management) offer a complete solution that can also be easily integrated with third-party contract and royalty systems.

Ñañaritos

Contact: Marian Carro

P: 787-645-3520

E: mcarro@cmarcorp.com

www.nanaritos.com



C Mar Corp. is the Corporation that handles licenses for the Ñañaritos and Ña. brands. C Mar's president, Marian Carro, is also the artist responsible for all brand related designs. Ñañaritos are beautifully hand-painted characters with a magical story for kids, teens and the young-at-heart. Ña. are pencil sketched characters that are sweet, but edgy, designed for teens and over. They are available in a variety of patterns, for a wide range of applications.

Ohiya

Contact: Jason Tharp

P: 614-397-9091

E: Tharp@Ohiyafriends.com

www.ohiyafriends.com

Ohiya is a magical world inhabited by incredibly cute and always friendly characters that carry a message of friendship and fun. Created by artist Jason Tharp, Ohiya



is the idea that we could all use more friendship in our lives. Comprised of multiple subsets of characters, Ohiya features ninja cats, mythical creatures, zombies and more. Introduced in 2011, Ohiya immediately attracted interest at MAGIC and New York City and San Diego Comic-Cons, resulting in a strong social media following, high visibility retail placement and print and web editorial. Ohiya is making its Licensing Expo debut this year.

OpSec Security

Contact: Bill Patterson

P: 443-541-0502

E: dstanton@opsecsecurity.com

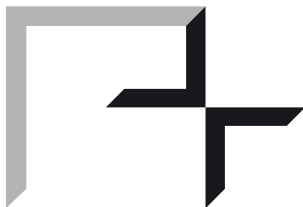
www.opsecsecurity.com



How can you best ensure you are collecting all your royalties and protecting your brand from counterfeit sales? Come find out why one of the world's most recognizable brands have chosen OpSec as their brand protection partner. Protect your brand. Protect your licensee. Protect your consumer. Visit OpSec at booth #6514.

Paradox Entertainment

Contact: Leslie Buhler
P: 323-655-1700
E: licensing@paradoxent.com
www.paradox-entertainment.com



Paradox Entertainment manages, develops, represents and licenses global entertainment franchises across a broad range of categories including motion picture, television, gaming, publishing, toys/collectibles and more. Its properties include Conan the Barbarian, Spartacus (Starz), The Expendables (NUImage/ Lionsgate), Torchwood (BBC Worldwide) and NBC/ Universal's SYFY Programming.

Paramount Licensing

Contact: Ahmie Lasola
P: 323-846-4233
E: asst_licensing@paramount.com
www.paramount.com



Paramount Licensing manages worldwide licensing rights for all

Paramount properties, from classics like *The Godfather*, *Top Gun* and *Grease* to recent favorites such as *Rango*, *Hugo*, *The Adventures of Tintin*, *Mission Impossible: Ghost Protocol* and *The Dictator*. Upcoming releases include *Fun Size* and *World War Z*.

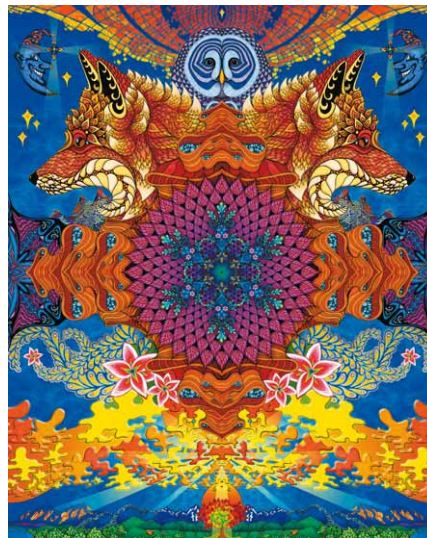
Paws (Garfield)

Contact: Cliff Hackney
P: 513-646-4653
E: cliff@pawsinc.com
www.garfield.com

Garfield has long been considered a "classic" property because he has not only endured, but continues to be fresh and funny after nearly 35 years in the limelight. Cartoonist Jim Davis' company, Paws, manages the creative, licensing, marketing and brand management of Garfield and the Garfield characters.

Phil Lewis Art

Contact: Phil Lewis
P: 303-478-0939
E: phil@phillewisart.com
www.phillewisart.com



This will be Phil Lewis Art's first year at the Licensing Expo. Don't miss what is sure to be an exciting debut. Visit booth #4715.

Precious Moments

Contact: Susan Meek
P: 847-725-9447
E: susan.meek@preciousmoments.com
www.preciousmomentslicensingagency.com

Precious Moments will be featuring *The Hug 'N Cuddle Bugs*, which are a group of friends that live in a garden and spend their days helping the flowers and plants



thrive. Every once in a while, the mean Stink Bugs will show up and the Hug 'N Cuddle Bugs will have to work extra hard to get the garden back in shape.

Pretty Ugly

Contact: Alita Friedman, Teresa Fazio
P: 908-620-0920, 908-620-0920
E: alita@uglydolls.com, teresa@uglydolls.com
www.uglydolls.com



The Uglydoll brand was launched in 2002 by Pretty Ugly. The brand is distinguished by David and Sun-Min's unique aesthetic and voice defining "ugly" as distinctive, different and good. The award-winning Uglydoll characters appear in toys, books, apparel, and other licensed products that are distributed worldwide.

Ragar

Contact: Carmella Johns
P: 818-261-3842



E: carmella@carmellajohnsunltd.com

www.carmellajohnsunltd.com

Acclaimed artist-designer Ragnar's work is inspired by all the things he loves: film noir, classic cartoons and mid century design. Mix sophistication and elegance with humor and absurdity. Punk rock meets high-design. Welcome to the world of... "Ragnarama." Seeking licensed partners in all categories.

Rebel Girl & American Rebel

Contact: Cher Bell

P: 877-786-0013



E: cher@rebelgirl.com

www.rebelgirl.com

Rebel Girl and American Rebel...The Barbie and Ken of the motorcycle industry. Their image is strong, bold and edgy. They create art with attitude. Licensing available for sports action, home decor, food beverages and cosmetics. Look out Cover Girl, here comes Rebel Girl!

robinzingone

Contact: Robin Zingone

P: 860-526-1755



E: robin@robinzingone.com

www.robinzingone.com

Designer Robin Zingone is renowned for her brand creation and development with a focus on women and

girls. This year will showcase Cocomilulu, the really smart girls we love. Enjoying success on activity books, stickers, journals, diaries and scrapbooks, Cocomilulu is expanding into Latin America, Canada and Europe.

Runnur

Contact: Andrew Hamra

P: 512-657-7057

E: andrewharma@gmail.com

www.gorunnur.com

Runnur's patent pending design is bringing the concept of the "fanny pack" into the 21st century. It organizes everything you usually carry in your pockets onto a messenger bag like strap, and is the perfect carry all for hiking, traveling, walking, cycling, festivals or everyday use.

San-X Co./Ingram Co.

Contact: Mori Hamada, Tomo Kainuma

P: 714-893-4554

E: morihamada@ingram.co.jp,

tomkainuma@ingram.co.jp

www.san-x.co.jp



Rilakkuma

©2012 SAN-X

San-X is proud to present one of the most popular characters in Japan, Rilakkuma, at this year's Licensing International Expo. A combination of the Japanese word for relax, "rilakkusu," and bear, "kuma," Rilakkuma enjoys relaxing, lounging around and wishes to share a stress-free lifestyle with the world.

Sesame Workshop

Contact: Beatrice Chow

P: 212-875-6586

E: beatrice.chow@sesame.org

www.sesameworkshop.org

Sesame Workshop is the non-profit educational organization that revolutionized children's television programming with the landmark Sesame Street. The Workshop produces local Sesame Street programs, seen in over 150 countries, and other acclaimed shows to help bridge the literacy gap including The Electric Company. Beyond television, the Workshop produces content for multiple media platforms on a wide range of issues including literacy, health and military deployment. Initiatives meet specific needs to help young children and families develop critical skills, acquire healthy habits and build emotional strength to prepare them for lifelong learning.

Shanghai Oleena Communications

Contact: JiaJing Song

P: 86-21-5836-1963

E: info@oleena.net



www.oleena.net, www.chinalicensingshow.com

Shanghai Oleena Communications is the organizer of the China International Licensing Show. It is a professional company providing show and event management, licensing publication, marketing and licensing service. It helps companies at home and abroad find the right partners and explore the China licensing market.

Singelic

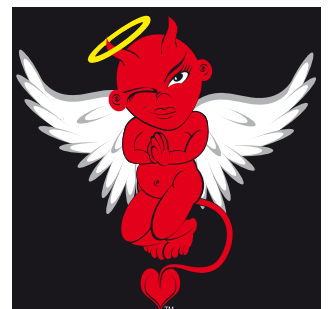
Contact: Paul Pedevilla

P: 661-803-8407

E: singeliconline@gmail.com

www.singelic.com

Singelic is a girl inspired brand that represents her pure and angelic side, but also expresses her playful, sinful side. The girl who



wears the brand has a sweet and kind disposition with independent and/or improper tendencies. "Singelic... because every angel has a little devil inside."

Skechers

Contact: Paul Flett
P: 310-318-3100
E: paulfl@skechers.com
www.skechers.com



Skechers presents its world-famous brands for licensing opportunities around the globe. With the Skechers core brand, widely recognized kids' characters, performance Skechers Fitness, charitable, one-for-one donation Bobs from Skechers, high-end Mark Nason and durable Skechers for Work, Skechers is able to offer a world-famous brand for every licensed category.

SMC Entertainment Group

Contact: Kathleen Disney
P: 818-678-9680
E: kathleen@sun-mate.com
www.smcentertainmentgroup.com

SMC Entertainment Group, a leading entertainment brand management company, owns the North America TV, home entertainment, licensing and promotional rights to the new 3D



CGI animated TV series "The Jungle Book." SMC is also the North American licensing agent for TeenNick's tween/teen TV drama series "H2O Just Add Water" and "Dance Academy."

Source Interlink Media

Contact: Robert Cooper-Diaz
P: 310-531-5993
E: robert.cooper-diaz@sorc.com
www.motortrend.com

Source Interlink Media is a premier source of



special interest media in the U.S. With more than 70 publications, 90 web sites, 800 branded products, 65-plus events and TV and radio programs, SIM is one of the largest providers of enthusiast content. Licensing opportunities exist across all its brands.

Stardoll

Contact: Linda Parry
P: 46-7088-30620
E: linda.parry@stardoll.com
www.stardoll.com



Stardoll is a fun-filled, free-to-play online destination for young women and girls who love fashion, shopping and self-expression. Stardoll has been bringing the brand to life through licensed products since 2011. As one of the top teen publishers globally, Stardoll has more than 150 million members and is available in 28 languages.

Studio Licensing

Contact: Robert Miller
P: 905-415-1898
E: robert@studiolicensinginc.com
www.studiolicensinginc.com



Studio Licensing is one of the leading independent licensing, consumer products marketing and merchandising agencies. It has the rights to a prestigious range of intellectual properties that form a diverse portfolio of top

entertainment and sports brands. Studio Licensing provides fully integrated brand extension solutions that deliver an immediate marketplace advantage.

Sunghye Ju

P: 82-18-344-8261
E: manager@topmodelsisters.com
www.topmodelsisters.com



The two little girls, KKua and Hoa, want to become world-famous fashion models someday. They are keenly interested in everything related to beauty, such as fashion, makeup and fitness. They seem to get along but sometimes display jealousy and enjoy picking on each other.

Suzy's Zoo

Contact: Sondra Contino
P: 626-242-0278
E: sondra@lawlessent.com
www.suzyszoo.com

Suzy Spafford's art has been delighting families since its first publication as greeting cards in 1968. Suzy's Zoo is a happy world of over 265 characters that live in her wonderfully imaginative town of Duckport.



Witzzy, Suzy Ducken, Jack Quacker and friends are featured parts of this brightly colored universe.

Synchronicity

Contact: Cynthia Hall Domine

P: 207-967-9940

E: cynthia@synclicensing.com

www.synclicensing.com



Frida Kahlo, worldwide art icon and blog sensation Illustrated with Crappy Pictures join the Tootsie Roll Candy Brands, Wham-O Toy Brands, Sassy Slang, Sporty Slang, Dan Statler's Vulture Kulture, Chris Hart Art and Weebie Cheebies at Synchronicity. There are exciting developments on all fronts. Come see them at booth #7271.

Tezuka Productions

Contact: Yuriko Fukazawa

P: 81-3-3371-6411

E: yuriko_fukazawa@tezuka.co.jp

www.tezukaosamu.net



Tezuka Productions is engaged in management of Tezuka Osamu's manga and animation works including "Astro Boy," "Black Jack," "Kimba the White Lion," "Princess Knight," "The Phoenix" and "Buddha," and licensing those characters in the field of merchandising, film-making and publishing. Through licensing his works, Tezuka Productions, taking over late Tezuka's will, strives to deliver his messages contained in his works: "preciousness of life," "beauty of nature" and "dreams to children."

The Art of Pyropainter

Contact: Mike Stewart

P: 215-450-3663

E: pyro@pyropainter.com

www.pyropainter.com



Michael Stewart makes clever use of the organic quality of the fiery licks to create a base for his artwork. Then he dives deeper into the piece, creating sharp, captivating details with acrylics. By finalizing the artwork with his painting skills, the Pyropainter creates hauntingly realistic images with their own individuality and backstory. The result is an intriguing presentation of what one artist can see and create out of a fire and some paint. Stewart has been a driving force with his original style of art standing out from the rest. Stewart the Pyropainter always strives to do something new in a world of art.

The Joester Loria Group

Contact: Debra Joester

P: 212-683-5150

E: info@tjlggroup.com

www.joesterloriagroup.com



Joester Loria Group develops and executes strategic licensing programs for diverse clients, including viral sensation Annoying Orange, World of Eric Carle, Pepsi brands including Mountain Dew, #1 Action Sports Event-Dew Tour, Kellogg's cereals and snack brands, Animal Planet and Discovery Channel networks and series, Oxford University, Johnsonville, Entenmann's, Poppy Cat, LazyTown and Pinkalicious.

The Licensing Shop

Contact: Mallory Can Iaecken

P: 416-322-7300 ext. 203

E: mallory@thelicensingshop.com

www.thelicensingshop.com



THE LICENSING SHOP
A BRAND MANAGEMENT COMPANY

Founded in 2006, The Licensing Shop is a licensing agency specializing in the strategic development of consumer product programs for entertainment trademarks, celebrity and fashion brands. Its expertise focuses on extending brands into licensed products creating new revenue streams for our clients in addition to the incremental marketing benefits.

The Thomas Kinkade Company

Contact: Kristen Barthelman

P: 408-201-5273

E: k.barthelman@kinkade.com

www.thomaskinkade.com

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes his art and related collectibles through a global network of independently owned galleries, an extensive network of dealers and licensees. Kinkade, known as the "Painter of Light," is the most collected artist in U.S. history.

Trademarking Resources

Contact: Mike Rachuy

P: 248-922-9678

E: mrachuy@trilicensing.com

www.trilicensing.com

Trademarking Resources, a full service trademark licensing agency, develops innovative brand extensions

Trademarketing Resources®

and profitable licensing programs designed to unlock the hidden value in each brand and deliver one of the highest ROI values in its clients' portfolios. Let TRI develop a licensing program for you.

Tsuburaya Productions Co.

Contact: Yuko Nagata
P: 81-3-5489-7862
E: nagata@tsuburaya-prod.co.jp
<http://m-78.jp/en>

"Ultraman" is the very first Japanese live action TV program produced in 1966. It is followed by nearly 20 TV series and more than 50 films and original video programs even to this day. "Ultraman" is a national icon that has been beloved for generations.

Turner CN Enterprises

Contact: Alan Fenwick, Catrina O'Brien
P: 0207-693-1281, 0207-693-0904
E: alan.fenwick@turner.com,
 catrina.obrien@turner.com
www.turnercnenterprises.com

"LazyTown" leads Turner CN Enterprises' stable of preschool brands, which includes Endemol's "Bananas in Pajamas." The new 3D CGI animated series, which is a hit on Cartoonito, is driving demand for consumer product and Golden Bear is set to launch a range of toys in autumn/winter. TCNE's other preschool properties comprise of Vodka Capitol's "Jelly Jamm"—for which Bandai will launch product in spring 2013 in the U.K. and Spain—and "Ha! Ha! Hairies," a new live-action series from Welsh Indie Adastra, which will launch on Cartoonito this spring.

Warner Bros. Consumer Products

With more than 3,700 active licensees, Warner Bros. Consumer Products continues to offer a rich portfolio of entertainment properties. WBCP will bring two tentpole films to Licensing Expo, *The Hobbit: An Unexpected Journey* (December) and *Man of Steel* (June 2013), both of which provide large and unique opportunities for licensees and retailers around the world. Also on the

Warner Bros. slate are *The Dark Knight Rises* (July), which will be supported by master toy licensee Mattel and many other partners, as well as *The Hobbit: There and Back Again* (December 2013). Other powerhouses for WBCP include the DC Comics franchise and live shows, which include "Batman Live" and Harry Potter exhibitions and themed entertainment.

XCD Beyond

Contact: Gerardo Pinto
P: 925-550-9816
E: info@xcdbeyond.com
www.xcdbeyond.com



The XCD Beyond brand delivers a positive message, inspiring and motivating people to follow their dreams. There are infinite possibilities in each life. Reach. Achieve. Xceed beyond.

Zappar

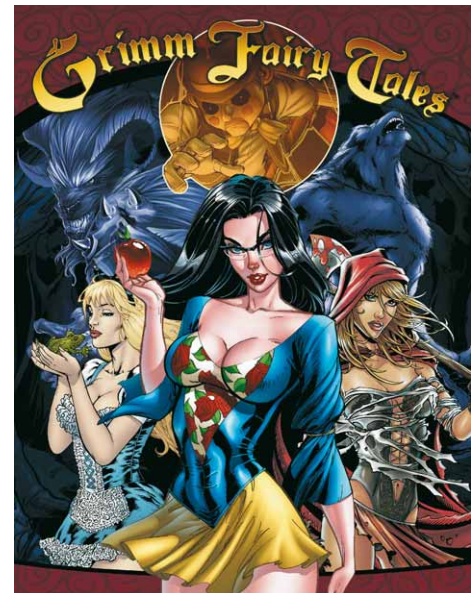
Contact: Caspar Thykier
P: 44-0-7702-161-754
E: caspar@zappar.com
www.zappar.com

Zappar is pioneering the development of mobile AR-enabled products and bite-size entertainment experiences. Connecting digital devices to physical products. Creating new products, user experiences and incremental revenue streams.

Zenoscope Entertainment

Contact: Jennifer Bermel
P: 215-442-9094 ext. 228
E: jbermel@zenoscope.com
www.zenoscope.com

Once upon a time...fairy tales were told to teach us lessons...to help us navigate the tenuous path between good and evil. What if those timeless tales were based in fact? Join Sela Mathers, a modern day Snow White, as she takes a trip through the world of fairy tales



and fables where legends come to life. Enter a world where age-old stories are retold as lessons for a new generation... a world where a war wages for the fate of humanity.

Zolan Company

Contact: Jennifer Zolan
P: 480-306-5680
E: donaldz798@aol.com
www.zolan.com



Donald Zolan, a classic and timeless children's art brand, includes 250 paintings in 11 heartwarming collections of Americana, inspirational, co-branding and children's designs. This 32-year-old brand is licensed to 25 multinational companies and partners with Collegiate, International Harvester and John Deere on co-branding programs.

LICENSING UNIVERSITY

CONFERENCE SCHEDULE

2012

SUNDAY, JUNE 10

State of Retail Presentation and Store Safari

12:30-5:30 p.m.

MONDAY, JUNE 11

Licensing for Beginners: The Building Blocks of Licensing Success

10 a.m.-1 p.m.

Licensing Law for Beginners

3-4:30 p.m.

Complying with Licensors' Social and Environmental Requirements

3-4:30 p.m.

Tips on Maximizing your Attendance Participation at Licensing Expo

1:30-2:30 p.m.

TUESDAY, JUNE 12

Keynote: Kathy Ireland

9-10 a.m.

Basics of International Licensing

10:30 a.m.-12 p.m.

Anatomy of a Licensing Agreement

10:30 a.m.-12 p.m.

The Why, What and How of Licensing Style Guides

10:30 a.m.-12 p.m.

New Age of Brand Licensing

12:30-2 p.m.

How to Work with Licensing Agents and Consultants

12:30-2 p.m.

Maximizing Social Media in Toy and Entertainment Licensing

12:30-2 p.m.

Top 10 Checklist for Art Licensing

2:30-4 p.m.

Licensing in Latin America

2:30-4 p.m.

Understanding and Navigating Royalty Rate Trends

2:30-4 p.m.

Taking a Property from Digital to Retail

4:30-6 p.m.

What Makes a Merchandisable Property?

4:30-6 p.m.

Growing Through Demographics: Case Studies Targeting Baby Boomer and Hispanic Customers

4:30-6 p.m.

WEDNESDAY, JUNE 13

Entertainment Licensing: Looking at the Landscape and its Future

8:30-10 a.m.

How to Tame the Russian Dragon

8:30-10 a.m.

Trends: How to Use them to Compete in Art Licensing

8:30-10 a.m.

Case Studies in Brand Licensing

10:30 a.m.-12 p.m.

Advanced Licensing Strategies

10:30 a.m.-12 p.m.

Licensing in Asia

10:30 a.m.-12 p.m.

The Licensee Guide to Winning with Licensees

12:30-2 p.m.

Five Things to Know When Presenting to Retail

12:30-2 p.m.

Trends in Interactive

12:30-2 p.m.

Getting Your Fair Share: Royalty Underpayments

2:30-4 p.m.

Fundamentals of Direct-to-Retail

2:30-4 p.m.

Identifying and Evaluating Licensed Properties for Your Brand or Company

2:30-4 p.m.

Brand Strategies for Tough Economic Times

4:30-6 p.m.

Case Studies in Sports Licensing

4:30-6 p.m.

Mad Men: Exploring the Grey Area Between Licensing and Promotions

4:30-6 p.m.

THURSDAY, JUNE 14

Negotiating isn't a Contact Sport: Input on Negotiating a Licensing Agreement

9-10:30 a.m.

Integrating New Products with Licensed Properties

9-10:30 a.m.

Understanding the Boys' Market

11 a.m.-12:30 p.m.

Celebrity Licensing

11 a.m.-12:30 p.m.

Why Should I Convert a Brand into a Social Game?

11 a.m.-12:30 p.m.



KATHY IRELAND,
Chief Executive Officer and
Chief Designer, kathy ireland Worldwide, to
Deliver Keynote

Kathy Ireland, the former supermodel who transformed herself into a head-turning star of the business world, will give the keynote address at Licensing Expo 2012.

The keynote session on Tuesday, June 12, at 8:30 a.m., kicks off the annual trade show and conference, the leading licensing industry event, which takes place from June 12-14 at the Mandalay Bay Resort and Convention Center in Las Vegas, Nev.

The subject of a recent *Forbes* magazine cover story ("Super Model Super Mogul," Feb. 27), Kathy is chief executive officer and chief designer of kathy ireland Worldwide, a design and marketing firm founded in 1993 with the mission of "finding solutions for families, especially busy moms." Today, kiWW's missions have expanded to include "finding solutions for people in love" as well as "finding solutions for people in business."

The company that Ireland started with socks, an idea and meager financial resources has since grown into a design empire with annual retail sales of more than \$2 billion, according to *License! Global*. *License! Global* magazine has also placed kiWW at No. 25 on its list of the Top 125 Global Licensees—the highest ranking for any single lifestyle brand.

In her talk, "Brand Building Through Licensing: My Journey From the Beach to the Boardroom and Beyond," Ireland will discuss the principles on which her company was built, business lessons learned along the way and thoughts on the current state of the licensing business and where it is headed.

Admission to the keynote is free to all Licensing Expo attendees. Licensing Expo is produced by Advanstar Communications and sponsored by the International Licensing Industry Merchandisers' Association (LIMA). ©

Redibra Dominates Brazil

By **Amanda Peabody**



David Diesendruck
president, Redibra

Licensing agency Redibra, helmed by president David Diesendruck, continues to lead Brazil in the industry by carrying some of the world's most recognizable and lucrative properties, as well as regional favorites.

On Redibra's roster, which covers the gamut from preschool licenses to those targeting teens, adults and the entire family, are properties such as Coca-Cola, MTV, The Simpsons, Redakai, Alvin and the Chipmunks, Sesame Street, Talking Friends, Real Madrid and many more.

This year, the agency's largest pushes center on Turner CN Enterprises' Ben 10, a perennial global property, and two more local properties that are taking off: Galinha Pintadinha and Capricho.

Galinha Pintadinha, or Little Spotted Hen, is a new property model for the Brazilian market, having gained its start online on YouTube. To date, "Galinha Pintadinha" animated clips have been viewed more than 360 million times.

"It's breaking the paradigm in Brazil," says Diesendruck. "It doesn't have a TV show or a film to support it. Galinha Pintadinha opens the doors for countless properties in Brazil and worldwide."

This homegrown "paradigm shift," as Diesendruck refers to it, means more to Brazil than just licensed product retail dollars, it also infers a growth in the region and the establishment of the country as a force in consumer products.

"Brazil has proven to be a market with enough critical mass to sustain a licensing program," says Diesendruck.

Galinha Pintadinha, a preschool property, is just launching in Brazil, having debuted last month at Brazil's ABRIN Toy Fair. According to Diesendruck, more than 500,000 Galinha Pintadinha DVDs were sold in 2011, and another one is due out this year. Redibra will expand the property across multiple key categories including apparel, toys, footwear, bedding and infant. More than 20 licensees are already on board, and a live show was recently launched.

Also high on Redibra's radar this year is its latest partnership, Capricho. Published by Abril, Capricho

launched initially as a teen magazine. Since, it has grown across numerous categories and platforms including television, mobile, food and beverage, lifestyle, gifts, accessories and more. Redibra will look to expand Capricho even further into footwear and apparel, in particular. Also on deck for Capricho: a line of Capricho nail polishes by Aeger that will include 22 polishes in 20 colors, and licensee Ludi introduces more than 70 gift products and home appliances to market.

"Capricho is the most successful brand for teen girls in Brazil," says Diesendruck. "What's unique is that the licensee gets full integration into each of Capricho's platforms. It's a tremendous opportunity for the licensee to communicate the products to the consumer directly."

And of course, Brazil as a whole awaits the premiere of Twentieth Century Fox's *A Era do Gelo 4* (or *Ice Age: Continental Drift* in the U.S.). The film premieres June 29 in the country. Diesendruck has high expectations for the film and its licensing program, based on the franchise's last installment, *Ice Age: Dawn of the Dinosaurs*, which grossed \$45 million in the region in 2009 alone, according to Box Office Mojo.

Redibra is also diversifying its offerings to the industry. Just last month it launched a full-service, in-house creative services division, headed by Daniela Diesendruck.

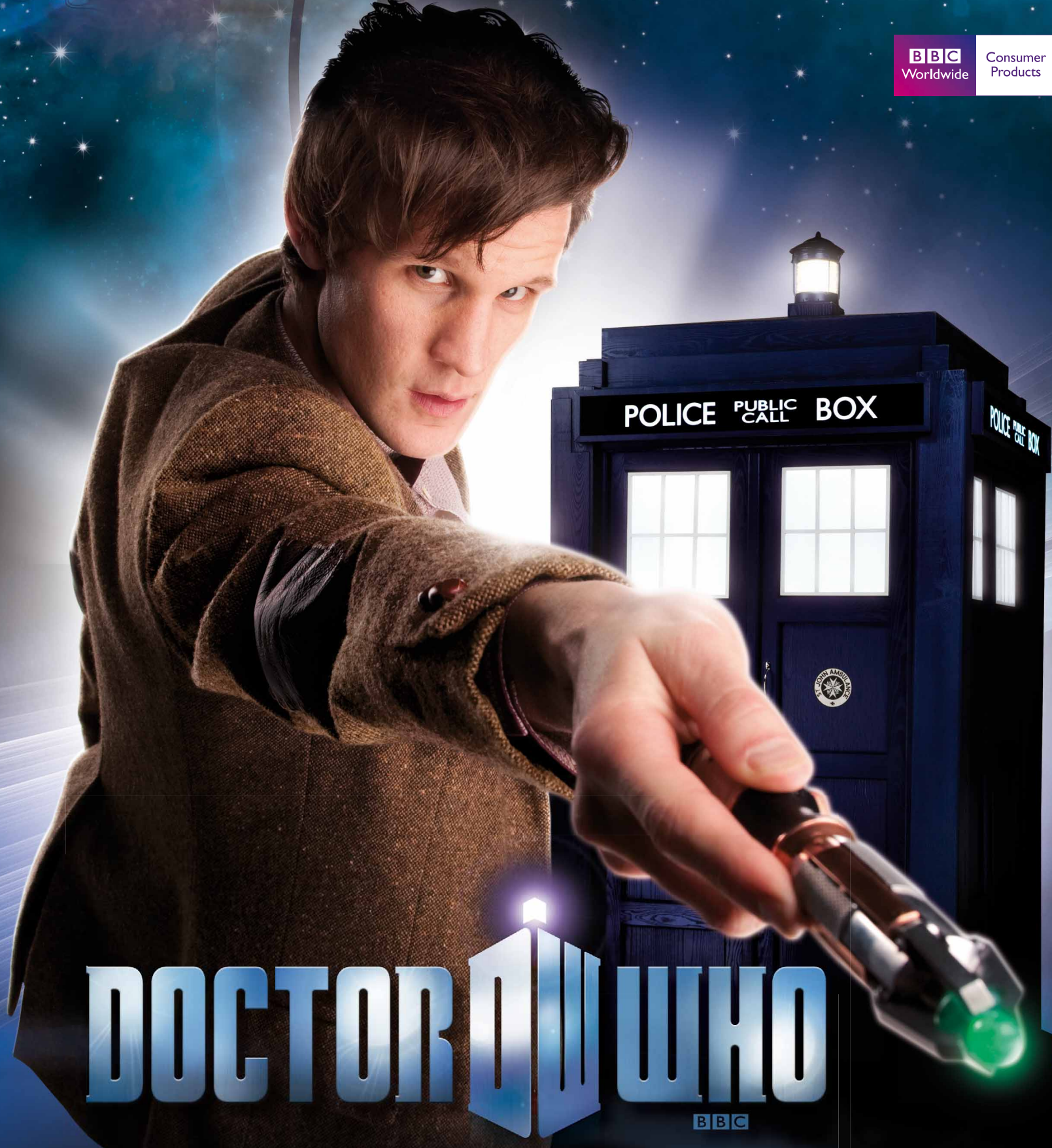
"The reality of the market is that design is becoming a must, not just an option," says Diesendruck. "Consumers are more demanding because they have so many choices. In order to stand out, licensees need to have a beautiful product, despite the hotness of the brand."

Daniela Diesendruck, who brings more than 18 years of experience, and her team will educate, train and guide licensees to create full program packages, from product to packaging to POP materials.

"We see it is as our role to help licensees and licensors in this process," says Diesendruck. "We aim to inspire and push the licensee to come up with the best idea possible for different brands." ©

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