

Nerf Dog Debuts

With a portfolio of top brands, Hasbro is introducing a new licensing deal for Nerf Dog with Grammercy Products at Licensing Expo this year.

The new partnership is in a breakout licensing category, Nerf Dog products. The line features a full range of Nerf-inspired canine retrieving toys for pets, made of rubber, Thermo Plastic Rubber, nylon and plastic.



Hasbro says the high-performance, durable line of toys will be on shelves at Walmart stores throughout the U.S. beginning in late summer 2013, and in pet specialty stores in the fall.

For today's full Licensing University schedule, turn to page 46.

Fremantle's Tree Fu Tom Branches Out

FremantleMedia Kids & Family Entertainment has signed new partners in the U.K. and U.S. for the animated preschool series "Tree Fu Tom."

In the U.K., Fremantle has added Aurora for plush, Corsair for toiletries, Underground Toys for pocket pals, Paper Projects for stickers and Crane 3D for an augmented reality app, bringing the brand's total U.K. licensees to 25.

Across the pond in the U.S., the CG-animated series launched on Sprout in April, and children's app developer Cupcake Digital has joined to create a series of "Tree Fu Tom" enhanced story apps.



CBS Signs First Elementary Partner

CBS Consumer Products has inked its first licensing deal for the new drama "Elementary," a modern day take on the Sherlock Holmes tale.

In 2014, Titan Publishing will release a series of original novels, created in conjunction with the show's production team.

"Elementary" is a dynamic series with many fascinating stories," says Liz Kalodner, executive vice president and general manager of CBS Consumer Products. "The novels will feature Sherlock Holmes and Watson in all-new adventures that will further engage fans in the mysterious world of 'Elementary.'"

Additionally, CBS CP has been tapped to represent the classic series "The Honeymooners" on behalf of Jackie Gleason Enterprises. The series will be included in the CBS CP Television City portfolio.

Breaking News

Flo Rida Kicks Off Expo

International multi-platinum recording artist Flo Rida is getting the party started as co-host of the Licensing Expo Opening Night Party, the networking event presented by Advanstar Licensing in association with LIMA and Sony Pictures Entertainment. DJ Kronik, Flo Rida's official DJ, will also play.

D3M Licensing Group is representing Flo Rida for licensing opportunities and is available at Booth Q191.

"The positive response to the party has been overwhelming. We'll be sure to come back in 2014 with a larger venue," says Chris DeMoulin, president, Advanstar Licensing.

Tweet to Win

Tweet or post a picture to Facebook or Twitter of you with your favorite brand installation, character, activation or booth and include hashtag #License2Win to be entered for a chance to win a GoPro. Winners will be selected at random throughout the show.

Keynotes

- 8:30 a.m.—A Licensing Roadmap: Where are We Headed and How Will We Get There? (Islander D/E)
- 11:30 a.m.—Brands on the Brink of Global Expansion (Islander D/E)

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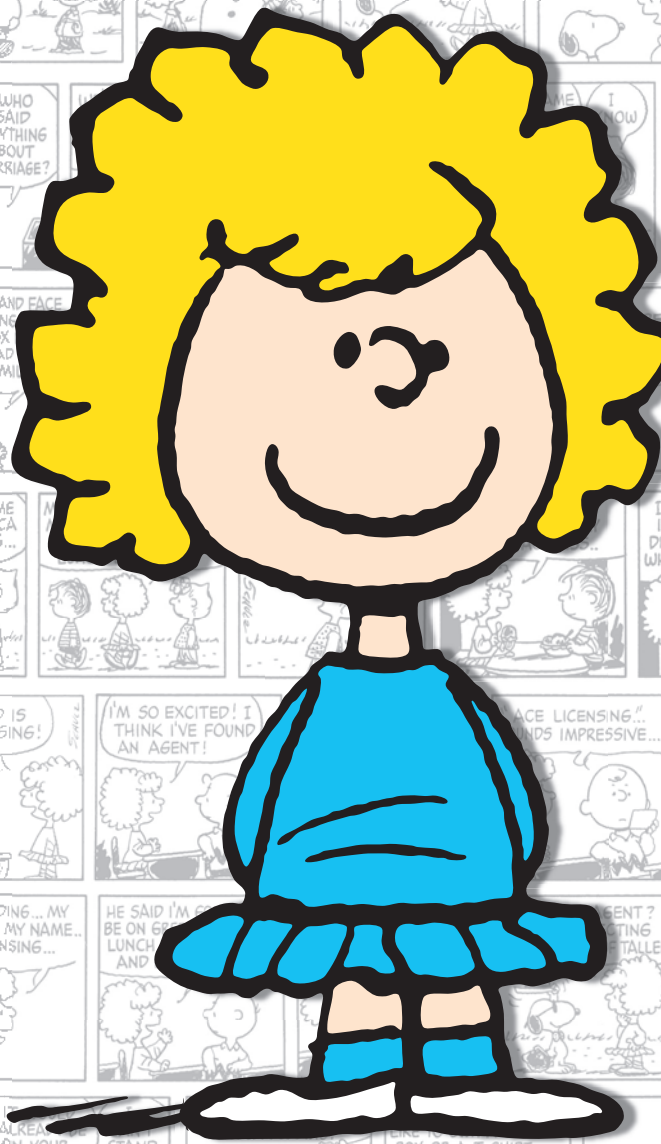
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New is Key at Licensing Expo



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

While this is officially the first day of the 33rd annual Licensing Expo, dozens of meetings, licensing summits and parties have already taken place. The buzz and excitement of new business and new brands began over the weekend when exhibitors and attendees arrived in Las Vegas, and it now extends to the newly organized exhibit floor.

If you are following *License! Global* on Twitter or Facebook, read our daily e-news or have picked up the June issue, you already know some of the news that's been happening.

One of the highlights of yesterday's events was the Saban Brands Summit, which not only marked the third anniversary of the company, but also the growth and expansion it has achieved worldwide. I remember talking to Elie Dekel in May 2010 on the day Saban Brands was launched. It had just one property, Power Rangers, and Dekel discussed how he envisioned a new approach to brand management in the future. Today the company has six properties and has become a key player in licensing, television and new media. Look for Saban Brands in the Characters and Entertainment area at Booth A112.

Another new brand management company, Sequential Brands, makes its first appearance at Licensing Expo. I remember talking to its executives Rick Platt and Yehuda Shmidman about Sequential's growth potential with brands such as William Rast, People's Liberation, DVS Action Sports, Heelys, Caribbean Joe and Ellen Tracy. I also remember interviewing Authentic Brands Group Chief Executive Officer Jamie Salter a few years ago when he was an executive with Hilco about his belief in the brand management strategy. ABG now has more than 10 brands including Marilyn Monroe, Hickey Freeman and Hart Schaffner Marx. These companies represent a major trend over the past few years and have become major influencers in brand licensing. Look for these companies and other popular apparel brands in the new Fashion District at Booth K61 and Booth L91, respectively.

The "new" DreamWorks Animation is also creating a lot of buzz here at Licensing Expo. With a new executive team led by Michael Francis, the well-known retail exec from Target, DreamWorks has expanded its brand portfolio through acquisitions and re-focused its approach to franchise development, retail and licensee partnerships. Pick up a copy of the exclusive cover story in the June issue of *License! Global* and head to the Entertainment area, Booth S151. Maybe you can even get your copy autographed!

The Brands and Agents area offers dozens of fresh properties that the top licensing agents are now representing—from Smosh at The Joester Loria Group (Booth C111) to Karen Kane at IMG Worldwide (Booth C41).

Gwyneth Paltrow and Tracy Anderson, who will be giving a keynote presentation this morning at 11:30 a.m., headline the celebrity list this year. And don't miss Flo Rida, who is featured at tonight's opening night party.

Whether it's the brand management companies, fashion licensors, entertainment studios, agents, corporate brands, celebrity connections, artists or the first-time exhibitors, there's an abundance of opportunities for new business in every aisle. Follow me on Twitter (@LicenseLisanti) for the latest news. ©

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BugBand Intros Boy Scouts Insect Repellent Kit

Officially licensed by the Boy Scouts of America, BugBand's Be Prepared Insect Repellent Kit contains 2 levels of insect protection options on your next outdoor outing.

The blue and glow-in-the-dark wristbands provide long lasting light duty protection from mosquitoes, flies, gnats, no-see-ums and fleas. Wristbands can

be worn or hung in your tent. Each wristband works up to 120 hours and may be stored in the provided pod when not in use extending the life of the wristband.

Additionally, each kit contains BugBand towelettes that increase the level of protection with a more concentrated application of Geraniol lotion. When applied directly to the skin, this lotion also acts as a tick repellent.

Each kit contains four towelette packs, with two towelettes each.

The Bug Band Be Prepared Insect Repellent Kit is 100 percent Deet free.



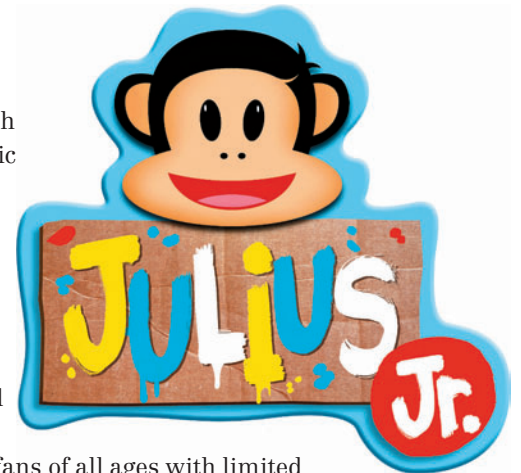
Saban Brands Leads with Power Rangers' 20th

Saban Brands is headlining its Licensing Expo efforts with the 20th anniversary celebration of the iconic Power Rangers franchise. The company kicked off its year-long celebration earlier this year with the debut of the all-new Nickelodeon series, "Power Rangers Megaforce," and will continue rolling out products based on the show.

Saban is also engaging kids and fans of all ages with limited edition 20th anniversary and retro Mighty Morphin Power Rangers products.

Saban is further focusing on its other television properties, including animated series "Digimon Fusion," which will air on Nickelodeon this year, and "Julius Jr.," a new animated preschool series inspired by the Paul Frank family of characters and airing on Nick Jr. in the U.S. In addition, action, adventure and comedy entertainment property Vortexx continues to air in a five-hour block on the CW network each Saturday, and Saban is now making the programming available online through MyVortexx.com all week long.

The company continues to acquire and develop digital channels for its audience, as well. Following the announcement of its acquisition of Zui.com, Saban Brands announced plans to globalize the property by launching the first-ever worldwide network of kid-connected sites with powerful parental controls. Saban Brands' digital arm, The Playforge, continues to expand its footprint with a steady stream of new games, including "Eat Eat Hooray!," which launched last month, and multiple upcoming titles to be released this year.



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Zodiak Inks Biplano for ‘Tickety Toc’



Zodiak Kids has signed Southern European licensing agency Biplano to represent preschool television series “Tickety Toc” in France, Spain and Portugal.

“We are delighted that ‘Tickety Toc’ is joining the strong portfolio of properties that Biplano represents in Southern Europe. We are confident that our property is in good hands and we look forward to working with the Biplano team to build the ‘Tickety Toc’ program in these key territories,” says Jennifer Lawlor, senior vice president of consumer products at Zodiak Kids.

Zodiak Kids controls all worldwide rights for the Tickety Toc property, except in Korea and Japan.

The appointment of Biplano follows the success of the series on Nickelodeon in France and Spain, as well as the recent deal with Nickelodeon for a new season of episodes and three half-hour specials.

Founded in 1990, Biplano also represents other children’s properties including Teenage Mutant Ninja Turtles, Teletubbies and SpongeBob SquarePants, among others.



Ohiya Merch Lands Hot Topic Retail Placement

The Joy Tashjian Marketing Group has signed Hot Topic retailers to sell apparel manufacturer Ripple Junction’s Ohiya branded merchandise.

Ohiya, which began as a series of sketches and ideas by Ohio-based illustrator Tharp and promotes making friends in its designs, is debuting at Hot Topic with a line of t-shirts, stickers and buttons.

“We are extremely pleased with the launch of Ohiya products at Hot Topic, a major trendsetting retailer,” says Neil Hoynes, president of Ripple Junction.

JTMG is also launching Ohiya into such product categories as fashion and costumes, interactive games, publishing, toys, plush, stickers and art supplies, calendars and electronics.

“Ohiya encourages everyone to turn a chance encounter into something magical, all with the help of a simple two letter word variation based on ‘Hi!’ It is exciting to have this uniquely magical brand make its debut in Hot Topic,” says Joy Tashjian,



principal at JTMG.

“I am excited to have our brand go on the shelves of one of the country’s most innovative and trendsetting retailers, and congratulate Joy Tashjian whose efforts were pivotal in making this opportunity possible,” says Tharp.



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Proximo Spirits Taps JLG

New Jersey-based Proximo Spirits has signed The Joester Loria Group as the exclusive licensing agent in the U.S. and Canada to represent some of Proximo's top liquor brands.

JLG is developing an integrated licensing and merchandising program for 1800 Tequila, Three Olives Vodka, The Kraken Black Spiced Rum and Cuervo Tequila when it joins the Proximo portfolio on July 1.

"Proximo's brands, from the world's original tequila to the innovative Three Olives Vodka and Kraken Dark Spiced Rum, offer tremendous licensing opportunities," says Debra Joester, president and chief executive officer of The Joester

Loria Group.

"Proximo Spirits is excited to partner with JLG to find the appropriate licensing partners to help in brand building and innovation for our brand portfolio and accelerate growth," says Daniel Mandelbaum, brand director of Proximo Spirits.

The products will include apparel, accessories, housewares, gifts and collectibles, consumer electronics and food and beverage extensions.

Proximo is a privately owned, premium spirits importer. Within just over five years of business, the company's portfolio has already grown to hold twelve premium brands.



Lima Sky Honors Digital Focus for Doodle Jump

Lima Sky, creators of the app "Doodle Jump," is announcing several partnerships with online market specialists for its award-winning game as part of its strategy to create a vast network of Doodle-themed, online shopping experiences that focus on customized goods only found via web, mobile and tablet platforms.

The new partners include:

- Walls 360, designers of bold wall graphics;
- Card.com, suppliers of personalized prepaid Visa debit cards;
- Goodie Two Sleeves, makers of good-humored apparel;
- Griffin, creators of high-quality electronics accessories;
- and Funky Pigeon, producers of print-on-demand greeting cards.

Anchoring Lima Sky's strategy is its partnership with Delivery Agent to launch a singular e-commerce shop dedicated exclusively to the Doodle Jump property, which will allow it to reach tens of millions of fans worldwide and have access to top-notch consumer engagement analytics.

First released in 2009, "Doodle Jump" has earned a spot as a "must-have classic"

and the No. 3 all-time top paid iPhone app position. "Doodle Jump" is available on the iOS, Android, BlackBerry, Nokia Symbian and Windows Phone platforms.



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Rainbow Shines with Shows

Rainbow, one of the largest European animation and licensing studios, is focusing on its top properties for girls at Licensing Expo.

Rainbow is continuing to evolve and modernize “Winx Club,” the animated fairy adventure series for girls ages 4 to 10, by introducing a new “Winx” television series every two years, the latest of which is planned for release in 2014 to coincide with



the property’s 10th anniversary. While the brand boasts more than 500 licensees across many categories, Rainbow is paying special attention to fashion from partners Benetton and Sisley Young, and Rainbow’s internal fashion department has developed three distinct style guides to support licensees. Fashion apparel has emerged as the brand’s strongest sector.

The company is showcasing the second season of “Mia and me,” the live action, CGI series about the adventures of 12-year-old Mia. Master toy partner Mattel is launching an extensive toy line based on the series in 2014.

Rainbow is also featuring its other children’s series, “PopPixie,” “Huntik: Secrets & Seekers” and “GON” for licensing opportunities.

“PopPixie” is the surreal comedy adventure set in Pixieville—a quirky and eccentric place where pixies, gnomes and magical animals live happily and peacefully together, although the mischievous elves are always waiting to stir up trouble or play



practical jokes. The show first hit screens across the world in 2010 and is aimed at boys and girls, ages 5 to 9. Globally, more than 100 licensees are on board across categories including publishing, food, stationery, fashion and accessories.

“Huntik: Secrets & Seekers” is an action-adventure series for boys, ages 6 to 12. The show combines history and culture with modern characters, recalling classical legends and stories that are rooted in European tradition and mythology. The property has also been designed as a multimedia brand that features an app, a digital board game and an MMO game.

“GON” is a brand new series for kids, ages 4 to 8, and is produced by Daewon Media and distributed exclusively across Europe by Rainbow. The brand offers considerable opportunities for licensees across sectors such as toys, games, wheeled toys and sporting goods.

Rainbow also has a new animated series in production for 2015/2016 season that will be announced soon.

A Sonic Boom for SEGA America

SEGA America is planning a huge push for the iconic Sonic the Hedgehog brand. Starting at this year’s Licensing Expo, the company will lay the foundation for a massive multi-tiered campaign to launch the Sonic brand into market that will include new games, merchandise and more that is soon to be announced.

Fans will get a preview of the action with new video games and merchandise slated to release at the end of this year, with more games and major surprises to follow in 2014.

SEGA Licensing is seeking partners for Sonic across all categories with a concentration on toys, apparel, bed and bath, food and beverage and amusement.

Also on tap at this year’s Licensing Expo is a celebration of the 25th anniversary for the SEGA Genesis gaming console.





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ASPCA Adopts Toy Line

The American Society for the Prevention of Cruelty to Animals (ASPCA) is teaming up with the Commonwealth Toy & Novelty Co. to develop a line of plush toys and accessories for the organization.

With the new line, the ASPCA is aiming to replicate the feeling of adopting a shelter pet for a younger audience of animal lovers, as well as support its mission of helping animals in need.

“Through this new relationship with Commonwealth Toy & Novelty, the ASPCA



intends to engage families in celebrating the bond between pets and their people,” says Helene Gordon, senior director of licensing and retail development for the ASPCA.

“Working with the ASPCA allows us to provide a product that will not only spark imagination and excitement in young animal lovers, but will directly support the ASPCA’s work helping animals in need across the country,” says Lisa Shamus, executive vice president of Commonwealth Toy & Novelty Co.

The toys are scheduled to launch by the end of the year, with a music compilation CD from AAR/Caroline/Universal Distribution, “ASPCA Presents: Artists for Animals,” to release this fall.

‘Honey Boo Boo’ Merchandise to Hit Retail



Pop culture sensation Honey Boo Boo will soon be invading a retail store near you.

Big Tent Entertainment is kicking off a merchandising program for the TLC hit “Here Comes Honey Boo Boo” across key categories including publishing, apparel and accessories, gifts and collectibles, social expressions and novelty.

The first products are expected to hit stores later this summer, coinciding with the second season of “Here Comes Honey Boo Boo” airing July 17 on TLC. A book, *How to Honey Boo Boo*, in partnership with HarperCollins, hits stores on July 9.

BBC Teams with Tauck for Curated ‘BBC Earth’ Journeys

Travelers can soon experience the unique journeys they see on “BBC Earth.”

BBC Worldwide’s BBC Earth brand and travel company Tauck are partnering to create travel experiences drawing from the insights and expertise of BBC’s natural history filmmakers, as well as Tauck’s existing portfolio of trips.

“This partnership offers a fantastic opportunity for ‘BBC Earth’ to reach new audiences and share directly the knowledge and expertise of BBC’s filmmakers to bring people a deeper connection with nature,” says Amanda Hill, chief brands officer at BBC Worldwide.

Through Tauck, travelers can experience the stories and sites features in the BBC natural history series, along with enhanced “BBC Earth” content such as specially curated videos and innovative educational touches that engage all five sense and hands-on usage of field equipment.

“We are delighted to partner with such a respected global brand,” says Dan Mahar, chief executive officer of Tauck. “BBC Earth shares Tauck’s desire to explore our world through inspirational storytelling. Together, we hope to enrich our guests’ lives by offering an original take on natural history travel.”

The BBC Earth/Tauck trips will begin its marketing push this fall. Initial journeys will include safaris in Eastern and Southern Africa, Manitoba, Canada and Antarctica.





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Tamagotchi Apps Get an Update, Product Collection

Bandai and Sync Beatz Entertainment are celebrating more than 2.5 million downloads in just 90 days of its “Tamagotchi L.i.f.e.” app with an update and new app.

The update to the original “Tamagotchi L.i.f.e.” app, which re-imagines the original handheld game digitally, is coming to mobile retailers in July for both Android and iOS users in the U.S. and Canada. It will add several new Tamagotchi characters and wallpaper designs to the experience.

“The Tamagotchi L.i.f.e. brand continues to build momentum and hit major milestones along the way,” says Naomi Tobita, chief Tamagotchi officer, Bandai. “The brand will continue to expand with additional product offerings rolling out throughout 2013 and 2014.”

In addition, Bandai is releasing the “Tamagotchi Angel” app in early 2014, which will recreate one of the brand’s most popular Tamagotchi versions.

Sync Beatz is planning a wide range of Tamagotchi-branded consumer products to support the new apps in categories such as apparel, home décor, stationery and accessories.



Brandgenuity Takes Flight with Duck Dynasty

Licensing agency Brandgenuity is announcing a variety of new licensing partnerships for one of cable’s most watched non-fiction series, “Duck Dynasty.”

In conjunction with A&E Networks Consumer Products, the agency has signed deals for the Duck Dynasty property in a wide range of categories including apparel, accessories, sports goods gear, toys and games, social expression, domestics, gaming, outdoor gear, novelty candy, collectibles, pet products, home décor and more.

Currently, Brandgenuity has partnered with over 50 licensees for the A&E hit series that combines the Robertson family’s duck hunting empire with Southern lifestyle and a sense of humor.

Brandgenuity is seeking licensees for “Duck Dynasty” at this year’s Licensing Expo.

Grocers Eating Up Moshi, Yoplait Snacks

Mindy Candy is expanding its partnership with Yoplait for two ranges of Moshi Monsters food items.

Following a successful promotion in 2012, new limited edition Moshi Monsters Frubes packs are now available at all major grocers. Each pack contains 18 collectible tubes and in-game codes.

“We were thrilled by the success of the Moshi Monsters Frubes pack and are very pleased to continue and expand our partnership with Yoplait,” says Sam Ferguson, head of consumer products, Mind Candy.

Yoplait has also launched the brand new Moshi Monsters yogurts, which are now available in major grocers across the U.K. The strawberry flavored yogurt will be available in packs of four and will feature 12 different collectible lids.

“We are delighted to continue working with Moshi Monsters and look forward to continued success for our partnership in the future,” says Joanna Skinner, senior brand manager, Yoplait.

Both products are available at all major grocers in the U.K.

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Beanstalk Cooks up Puck Licensing Program

Austrian celebrity chef and restaurateur, Wolfgang Puck, is teaming up with global brand licensing agency Beanstalk to expand his brand and culinary expertise into new categories and product lines.

Since his first licensing program in 1987, Puck has established a strong presence in the culinary world, and Beanstalk plans to build upon his success by further developing his food and cookware product lines.

Puck is known for his high-quality,

farm-fresh and innovative foods, and he is planning to extend these key factors with a line of natural, artisanal food products for grocery stores. His products will focus on growing consumer needs such as quality, taste, convenience and affordability.

Beanstalk is also looking to develop Wolfgang Puck's licensing program based on his empire of fine dining restaurants, catering venues, casual restaurants and branded products in several complementary categories.



Atlantya Expands to IP

Media company Atlantya Entertainment has launched a new division, Atlantya IP, an extension of Atlantya's Animation and Production arm, to focus specifically on the sales and acquisitions of the company's catalog of unexploited children's publishing properties, including some from its DreamFarm library of content.

As part of the division's first deal, Dutch animation house AT Animation has acquired the rights to "Klincus Bark" and "The Cryptoanimals," two of Atlantya IP's top television properties.

"We know that these properties have enormous potential," says Caterina Vacchi, head of animation department and executive producer at Atlantya Entertainment. "Not only for television but they each have strong licensing and merchandising as well as digital distribution potential. We formed the Atlantya IP as a dedicated entity to find third party partners to take these special properties to new heights."

Vacchi announced the deal, and sales and acquisitions will be lead by Lucia Scott, sales representative at Atlantya IP.

WWE Pairs with FME

FremantleMedia Enterprises has entered into a distribution agreement with WWE for the exclusive home entertainment rights to WWE's catalog of programming across Europe, the Middle East and Africa.

The deal, which went into effect earlier this year, will allow FME to manage the DVD, Blu-ray and digital rights for all new and existing WWE content, marking the first time the content can be accessed digitally in the EMEA.

"WWE is pleased to partner with FremantleMedia Enterprises on the digital and retail distribution of our content in EMEA," says Casey Collins, executive vice president of consumer products for WWE. "FME's broad retail reach will allow us to place more WWE content across all channels where our fans shop."

Some of the new titles that will be released include "Night of Champions 2012," "Hell in a Cell 2012," "Top 100 Raw Moments," "Attitude Era" and "WrestleMania 29."

"WWE is an incredibly strong and ever-growing brand with a huge and extremely dedicated global fan base. The brand has a rich history and has performed exceptionally well on DVD for many years. We look forward to working with WWE to grow all aspects of their home entertainment catalogue and are particularly excited about introducing the content to the masses across EMEA via digital platforms," says Pete Kalhan, senior vice president, home entertainment and archive, EMEA, for FME.

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NBCU Expands Reach for Television Properties

NBCUniversal Television Consumer Products Group is expanding licensing programs for several top NBC shows and classic television properties. Products are scheduled to rollout over the next several months, including:

- A series of comic books and graphic



novels from Dynamic Forces set in the world of "Grimm."

- The Biggest Loser Resort Chicago from Fitness Ridge World Wide, The Biggest Loser Run/Walk Events from Fit World and the CORE 2 Armband, the next generation of the CORE activity and health tracker armband used on "The Biggest Loser," from BodyMedia.
- Sewing patterns inspired by reality series "Fashion Star" from McCall's.
- Novelty items based on "Parks and Recreation," including a Ron Swanson Halloween mask and bobblehead from Ripple Junction and posters and bookmarks from Trends International.
- Apparel and collectibles based on "Smash" from Encore.
- A line of collectible items based on the



- classic 1978 series "Battlestar Galactica," including a comic book series from Dynamic Forces, the Colonial Viper Model Kit from Moebius Models and pint and shot glasses from Bif Bang Pow!
- The Galactica Prefinished Model Kit from Moebius Models and based on the 2003 adaptation of "Battlestar Galactica."

'Masha and The Bear' Debuts at Licensing Expo

Animaccord Animation Studios is launching its preschool series "Masha and The Bear," marking the program's first appearance at Licensing Expo as well as the first time a Russian company has exhibited.

The animated series, aimed at children ages 3 to 9, boasts more than 100 global licensees over 50 product groups, with licensing facilitated by USA Co. in the United States and Ink Brands worldwide.

"Masha and The Bear" hit the silver screen in 2009 and is now one of the top three preschool brands in Central and Eastern Europe.

The animated series was created in the Russia and, to date, the series has been dubbed into German, French, English and Spanish.





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Source: Nielsen, Npower RnF Program Report, Live + 7 total day (Mon-Sun 6a-6a), 6+ minute qualifier.
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Smurfs Products Amp Up

Sony Pictures Consumer Products is launching a “smurftastic” consumer products program in advance *The Smurfs 2*, the highly anticipated sequel to 2011’s *The Smurfs*.

In the digital space, Beeline is updating its “Smurfs Village” mobile game; Ubisoft is releasing games for both console and handheld, along with a social game for Facebook; Zuuka is publishing electronic books for iOS and android devices; and Goldy Toys is creating collectible characters with an interactive augmented reality component available for download from the iTunes store.

In the apparel and accessories category, Junk Food is back with classic Smurf t-shirts and Sony has signed Thursday Friday for high-end totes, handbags and scarves inspired by the classic Smurfette character. Other products include kids’ and adults’ sleepwear, infant and toddler clothes, cold weather accessories and hats,



boys’ and girls’ tees, jewelry, backpacks, 3D glasses, sunglasses, watches and clocks, hosiery and pet apparel.

For health and beauty, Sony has brought on Brush Buddies for talking Smurfs toothbrushes; other products include shower gels, hair and body washes and bath and beauty accessories.

Housewares and domestic products include home and garden décor, lunch kits, tableware, lamps and lighting accessories, wall decals, fabrics and bed and bath linens.

In the consumables category, Haribo is developing gummy snacks and Bakery

Craft is cooking up cake decorations, cookies, chocolate bars and more.

The Smurfs publishing program is also continuing with Bendon Publishing for coloring and activity books and Simon and Schuster for storybooks, readers and a novelization based on the second film.

In the stationery and party goods space, Trends is designing wall calendars, paper and lenticular posters, bookmarks and stickers and Pioneer is making latex and foil balloons.

Finally, in the toys and games category, Jakks Pacific is back with the addition of several new toy products to their line of plush figures, activities and play sets; Pressman Toys is creating board games, card games and puzzles; USAopoly is developing a Monopoly game featuring the classic Smurfs; and Build-A-Bear is offering stuffable plush with apparel, accessories and sound chips.

The Smurfs 2 hits theaters July 31.

Nerd Corps Plans Ongoing Slugterra Program Push



Nerd Corps Entertainment is continuing its push for its boys’ action property Slugterra at Licensing Expo 2013.

In February, Jakks Pacific launched the first wave of Slugterra toys at retailers such as Toys ‘R’ Us. The initial offering included collectible slug figures and blasters. An expanded range that will include action figures, vehicles, flying velocimorph slugs and plush is slated to hit shelves this fall, in addition to adding more retailers. Product will also spread to Western Europe, the Middle East and Latin America, as well.

A second DVD, *Slugterra: Slugs Unleashed*, is set to be released in the U.S. on June 18 from Shout! Factory. The DVD follows the launch of *Slugterra: Return of the Shane Gang*, which debuted in February in the U.S. from Shout! Factory and hit Canada in May from Entertainment One.

There is also a digital component to the Slugterra brand with “Slug it Out!,” an iOS game for iPad, iPhone and iPod Touch. Other games include “Battle for Slugterra” and “Slug Run,” which are flash games with more than 7 million plays to date.

Agents signed on for the brand to date include CPL (Latin America and the Caribbean), Megalicense (Russia), Elastic Rights (Spain, Portugal, France, Greece and Turkey), CPLG (U.K.), Haven Licensing (Australia and New Zealand), Character Licensing and Marketing (South Africa), Brand is Real (Israel) and MBC (the Middle East).

The series is targeted to boys, ages 6 to 11, and airs on Disney XD worldwide. It also airs on free TV on Channel 11 in Australia. New deals have been struck with TV NZ (New Zealand), Saaks (Russia), QTV (Ukraine) and Noga (Israel).



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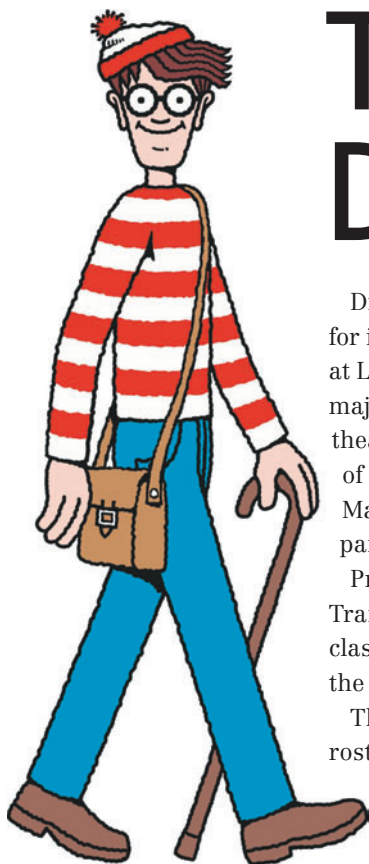
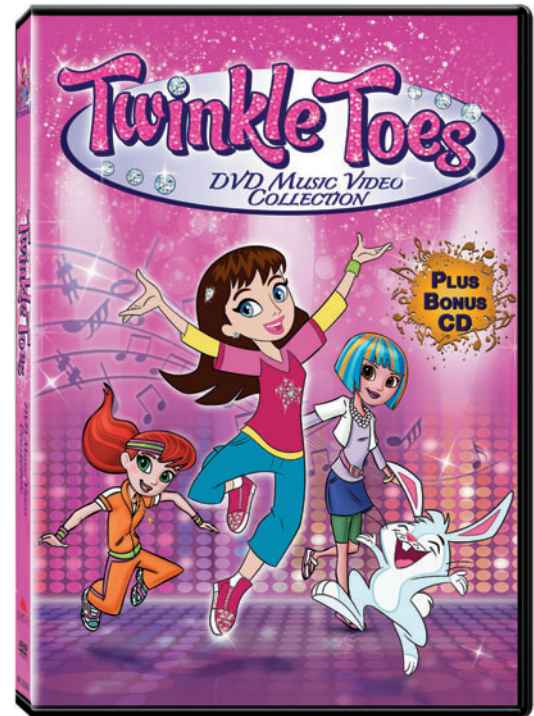
Inception Gets Skechers DVD

Inception Media Group has acquired the North American rights to the “Twinkle Toes DVD Music Video Collection,” a DVD/CD release of videos and music from the 2012 animated film *Twinkle Toes: The Movie*, which was inspired by the Skechers kids’ footwear line.

The set, available now, contains thirteen music videos seen in the movie, as well as four new ones and featured performances from Laura Baruch, the voice of Twinkle Toes star

Grace Hastings. A bonus CD with music from the film will also be included in the package.

“With Skechers’ influential advertising and marketing campaigns for the Twinkle Toes brand, retailers will welcome this title on their shelves with open arms,” says Steven DeMille, executive vice president of marketing at Inception. “The brand already has a loyal following and this DVD/CD release will extend that excitement into consumers’ living rooms.”



Turbo Leads for DreamWorks Animation

DreamWorks Animation is presenting plans for its family-friendly entertainment properties at Licensing Expo, most notably for its next major feature film, *Turbo*, which races into theaters July 17. It will be followed by the debut of *Turbo F.A.S.T.*, exclusively on Netflix, this fall. Mattel has signed on as the film’s master toy partner.

Properties including *Madagascar*, *How to Train Your Dragon* and *The Croods*, as well as classics *Olivia* and *Where’s Waldo?*, are leading the charge at retail this year, as well.

The company is also continuing to build its roster of feature films and franchises with *Mr. Peabody & Sherman*, *How To Train Your Dragon 2* and *Happy Smekday!* in the pipeline for 2014.





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Peppa Pig Takes the Stage

Entertainment One's Peppa Pig will soon be coming to life in front of audiences around the world in a live stage show hitting Australia, the U.S. and Canada for the first time.

Fiery Light, the London-based production company behind the U.K.'s successful screen-to-stage adaptations, is taking its production of "Peppa Pig's Treasure Hunt" to Australia later this year. The show, which is co-produced by Life Like Touring, a foremost producer of children's live entertainment, will open to audiences in Melbourne in October. Additional venues, including the Sydney Opera House, will follow.

Peppa Pig is planting her hooves in North American soil in late 2014 with the premiere of "Peppa Pig's Big Splash" in New York, followed by an extensive tour across the U.S. and Canada through



2015.

"Securing a run for Peppa Pig at the Sydney Opera House is a major coup for the brand and demonstrates its ability to reach audiences around the world. As licensing builds in North America and Australia the time is perfect to expand into live events and we look forward to extending our partnership with Fiery Light into new territories," says Andrew Carley, head of global licensing at eOne.

The international tour follows in the footsteps of Peppa Pig's successful U.K. stage show, now in its third production.

Energizer Powers Up with New Licensees

Energizer, a manufacturer of batteries and personal care items, announces it will "keep going and going" with its licensing program with the release of several new products. Energizer is represented by licensing agency Beanstalk.

Premier, a long-time partner in the mobile accessories category, is expanding the product line to include universal touch screen stylus and a stylus pen combination for mobile devices, hands-free phone earbuds with microphone and screen protectors for the Apple iPod Touch 5, Apple iPhone 5 and Apple iPad Mini.

In Canada, Energizer is debuting



photo accessories by Bower at Staples stores, and Energizer's partnership with Midland is bringing branded generators with innovative features to Walmart Canada stores. Also in Canada at Best Buy

Stores and at London Drugs and on QVC, Energizer is announcing the release of branded power inverters, designed and manufactured by licensee, Power Bright.

In addition, Energizer is taking its partnership with Avenir Telecom in Europe, the Middle East and Africa, and expanding it to Asia and Latin America, and is also looking into new product categories such as Qi charging solutions.

At Licensing Expo 2013, Energizer is looking to enter other new product categories, including solar lighting and products, holiday lighting, air compressors and security products, among others.



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IK Inks Deal with Flo Rida



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vocalists and songwriters to make high-quality recordings anywhere and is expected to hit mass market and special music retailers this fall.

D3M Licensing Group, the global licensing agent for recording artist Flo Rida, has teamed up with IK Multimedia, a leader in mobile performance, for a Flo Rida microphone and music creation app for iOS and Android mobile devices.

“IK Multimedia has worked with guitar players and guitar companies with great success, and we are excited to work with international superstar Flo Rida to expand our offerings,” says Gary Kerzner, managing director of IK Multimedia U.S.

“Working with IK Multimedia to create his own products, Flo Rida will allow musicians everywhere to express their inner artist,” says Marlo Gold, president of D3M Licensing Group.

The professional grade hand-held microphone will allow singers,



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ITV Showcases Hell's Kitchen Consumer Products

ITV Studios Global Entertainment is debuting the official Hell's Kitchen U.S. consumer products line at this year's Licensing Expo.

In its eleventh season on Fox, "Hell's Kitchen" is TV's No. 1 cooking show in total viewers. The host of the show, chef Gordon Ramsay, is the focus of the new licensing program, lead by local licensing agency Firefly Brand Management, on behalf of ITVS GE.

With previous licensed consumer products already successful, Firefly Brand Management has extended the line into more categories for 2013, including Hell's Kitchen frozen foods, coffee K-cups, gourmet gift sets, board games and prepaid debit cards with various new



licensee partners.

Greystar Products is planning to produce frozen foods based on favorites from the show. White Coffee is launching a new line of single serve K-cups and food company Maud Borup will launch the gourmet gift baskets. In addition, GDC-GameDevCO is producing a board game inspired by the show, and CARD.com will license the official Hell's Kitchen debit cards.

The ITV Global Studios Entertainment and Firefly Brand Management partnership is seeking additional licensees in various other categories including housewares, snack foods, beverages, apparel and publishing, and will be showcasing the 2013 line of consumer products on the show floor.

'Maya' Abuzz for Studio 100, 'Vic the Viking' and 'Heidi'

Leading the charge for Studio 100 is the company's flagship property, "Maya the Bee," which is now broadcast in 125 countries and boasts over 300 international licensees.

Studio 100 is planning product launches across all categories later this year and is seeking additional opportunities for the brand.

Meanwhile, the company is celebrating the birthday of "Vic the Viking" with a new CGI series to launch in spring 2014. Simba Dickie is on board as master toy



licensee alongside publishing partners Panini, Hemma, Planeta and De Agostini. Studio 100 is also seeking additional partners in publishing, toys, games

and apparel.

"Heidi" is making its global debut this year with a new look. Studio 100 is recreating the CGI series with a vintage twist and is seeking opportunities across apparel, accessories, stationery and bags.

Finally, Studio 100 is unveiling "Super Mega Hyper Pets," a preschool series following the adventures of Earth's four newest superheroes, and exploring all licensing opportunities for the first time in Las Vegas.



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HIT Pumps Up Preschool Properties

HIT Entertainment is focusing on its top preschool entertainment properties at Licensing Expo, including Thomas & Friends, Mike the Knight and Fireman Sam.

HIT is debuting the latest Thomas & Friends direct-to-DVD feature length movie *King of the Railway* in September in the U.S. and U.K., as well as across other international territories including Australia, Germany, Benelux, Nordics and Mexico by the end of 2013. Fisher-Price is releasing movie-inspired toys across three different train systems for the first time, including the newly launched Thomas Wooden Railway, and new products across books, games, engines, play sets, apparel, bedding and accessories are on the way from Mega Brands, Ravensburger, Random House and Egmont. A movie-inspired app and dedicated microsite with new games and character reveals will bring the experience online.

Thomas & Friends is also running full steam ahead in the digital space with Parent Station, the first dedicated Thomas & Friends destination for parents that offers the parent perspective on the brand, along with two new apps for iOS systems and Kindle Fire.

Mike the Knight is showing no signs of slowing down with launches this year in toys, publishing and home entertainment. The new products include toys from Fisher-Price; eight new books from Simon & Schuster; the first Mike the Knight home entertainment title, *Knight in Training*; and a game app. Overall, the brand boasts more than 98 licensees in 16 countries, with products being added in the U.S. in party goods, puzzles, costumes and apparel and accessories.

Fireman Sam is also blazing ahead with an all-new CGI series on Cartoonito and a feature-length special. Master toy licensee Character Options is continuing to rollout products internationally including playsets, vehicles and figurines, and a second Fireman Sam app, "Fireman Sam Fire & Rescue" was released this spring.



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Nelvana, The Bridge Launch Pinkie Cooper

Corus Entertainment's Nelvana Enterprises is announcing its partnership with toy company The Bridge Direct for the release of a new girls fashion doll brand, Pinkie Cooper and the Jet Set Pets, at this year's Licensing Expo.

The new brand is focused on the character Pinkie Cooper and her best friends Ginger and Pepper, who experience international adventures because of their interests in fashion. Nelvana is creating Pinkie Cooper digital content, including webisodes, a new website, multiple apps and social media marketing to support the launch of the new toy line that will feature fashion dolls and accessories with a canine twist.



"We are delighted to have Nelvana as our partner on the Pinkie Cooper brand," says Jay Foreman, president and chief executive officer of The Bridge Direct.

"Their track record for creating children's entertainment content is second to none. They clearly recognize the power of toy brands to connect with kids and that a unique program like Pinkie Cooper has incredible breakout potential."

Next month, Nelvana is releasing seven three-minute webisodes accessible through the Pinkie Cooper website and a special YouTube channel, and four apps are expected to release this year. Following the digital content, The Bridge Direct is introducing nine-inch Pinkie Cooper dolls, featuring hair play, travel and pet collectibles, all set to be available in August.

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Brand Central LLC	B111	Dissero Brands Ltd.	C50
Brandgenuity, LLC	H51	Dolphin-Think Design CORP.	C167
Brands 360	Q161	Domenicca	Q161
Bravado International Group	H181	Doodle Jump	S171
Brazilian Brands	Q161	Doodles The Dolphin Presented by Bruce Blitz	C25
Brentwood Licensing LLC	A73	Doogits / Editions Dootoons	R191
Bright Ideas Design Co, Ltd	C167	Dorna Sports	D81
Bromelia	Q161	Dr. Krinkles	F172
Bubble Wrap	B93	Dr. Seuss Enterprises, L.P.	D167
Buyenlarge.com	L185	Dracco	E161
C*Mar Corporation	B72	Dreamworks Animation	S151
C3 Entertainment, Inc	P191	DSA	G63
Caleb Gray Studio	E33	Dugnik creative headwear	M38
CAPCOM	Ste13	eileen2e	G31

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NOUN

world, you'll have to talk

the _____ and walk

NOUN

the _____. Office

NOUN

_____ speak has subtle meanings.

When you greet a coworker

at the _____-cooler,

TYPE OF LIQUID

you should say, "Hey!

Workin' hard or _____

ADVERB

workin'?" Finally, when you

complain that your boss

stole your _____ idea,

ADJECTIVE

be prepared to hear, "There's

no *I* in _____,"

NOUN

and "No one said life is

."

ADJECTIVE

Lori Burke • Penguin Licensing and Consumer Products
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Established Brands Inc.
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Fashion Indulge
Feld Entertainment
Felittle People
Felix the Cat
Fico
Fight Like A Girl
Firefly Brand Management
Floating Pear Productions, LLC
Frank Sturges Reps
FremantleMedia
Frida Kahlo
Fulanitos
Fundação Padre Acnhieta
Furry Feline Creatives
Galaxy Edu-Hitech (Galaxy Group)
Garfield/Paws, Inc.
Gecko Hawaii, Dinopack, Big Movers
Gelsinger Licensing Group Inc
Get Down Art
Gifty Idea Greeting Cards & Such
Giordano Studios, LLC
Global Icons
Global Merchandising Services Inc
Glory Innovations, Inc.
Grafiq Trafiq
Grani & Partners
Grimm
Guide to the Licensing World
Hallmark Licensing
Haniboi Ltd.
Hanziface Culture Enterprise Co., Ltd
Harvest & Hope, Co.
Hasbro Consumer Products
HCA
HEXBUG
Highlights for Children Licensing, LLC
Hipsta
Homieshop LLC
Hong Kong Trade Development Council
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Hugo Rivera Gallery
I Can Help The World
I.M.P.S s.a
ID Orient LTD.
Imagimax Co.,Ltd
Imagine Design (IMD)
IMG Worldwide, Inc.
Ink Brands
Inoochi

BOOTH

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EXHIBITOR

International Brand Management and Licensing
Ironclad Performance Wear
It Says Golf
ITV STUDIOS
ITV STUDIOS
Jackson by JRP Collection Paris
Jamboozee / DJL Enterprises
Japan Pavilion
JAST Company Limited
JELC
Jennie Cooley
JENNY FOSTER
Jewel Branding & Licensing, Inc.
John Wayne Enterprises
Joy Tashjian Marketing Group, LLC
JPatton
K-Production
Kantana Animation Studios Co.,Ltd.
Kasmanas Licensing
Kathy Davis Studios
kathy ireland Worldwide
Kayford Holdings Limited
Kayomi Harai
KelleeArt Design Studio, LTD.
Kelli Roo Company LLC
Kelly Clark Studio, LLC
Khristian A Howel Color & Pattern
Kim's Licensing Co., Ltd.
King
King Features
Knitting Factory Entertainment
knock of neverland
KOCCA (Korea Creative Content Agency)
Koelbel Studios, LLC
KTTK
Kurz Transfer Products
Lagali S.A.
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Laser Art Studio Ltd.
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Laura Seeley Studio
LD Laboratorio de Desenhos Ltda
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Licensing Liaison
Licensing Management Intl, LLC
Licensing Works!
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Lifestyle Licensing International
Lilla Rogers Studio
LIMA
LIMA International
Lionsgate Entertainment
Liquid Blue
Lisa Frank, Inc.
Lisa Marks Associates, Inc. (LMA)
Live Nation Merchandise
Liverpool Football Club
LMCA
LoCoco Licensing
Longboard
Loter, Inc.
Ludorum Plc

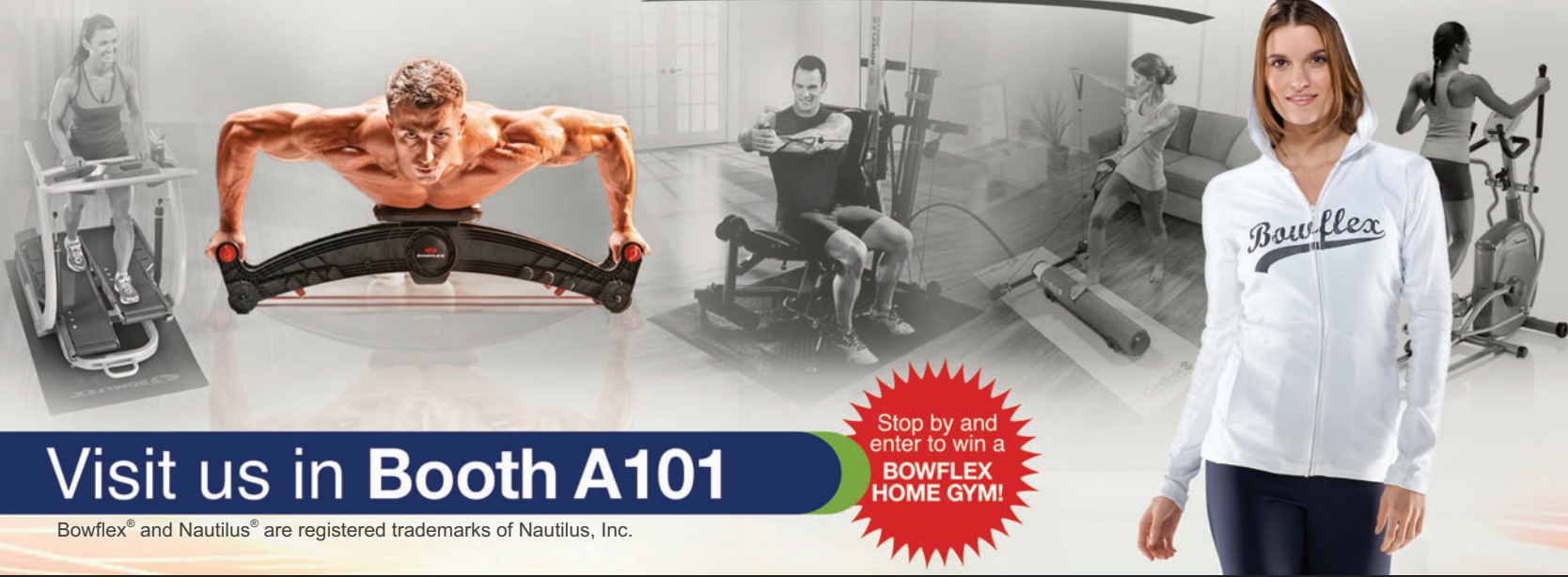
BOOTH

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LUNCHBOX STUDIO CO., LTD.	T181	Pavo, Inc.	B169	Senk's Circle	C51	The Metis Group LLC and Heat Licensing	D24
M&T Global	W190	PBS KIDS	Q201	Sequential Brands Group	K61	The Pokémon Company International, Inc.	G141
Magnet Reps	F61	Peanuts Worldwide	S182	Sesame Workshop	P151	The Renewables	A63
Mandalay Bay / AALMG	L33	Penguin Group (USA)	D171	Sharpe Company	B74	The Thomas Kinkade Company	H21
Manufacturer.com	R181	Phine Phit Phashions	K33	Shellhut Entertainment Co., Ltd.	T181	The Toon Studio of Beverly Hills	D135
Mars Retail Group	Ste 7	Pink Light Studio	F43	ShiningHub.com	U191	The Topps Company, Inc.	B135
Marvelpress, LLC	C20	Piping Hot Australia	M53	Silverfish Press	E32	Thomas Barbey LLC	G44
Masha and the Bear	R171	Play Visions Inc.	X180	Simply Uhu	F63	Tiga Co., Ltd.	T181
Mattel, Inc.	Q131	Post-elements Co.,Ltd.	T181	Skechers USA	J71	Tim and Beck	E46
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Mauricio de Sousa Producoes	P182	Precious Moments, Inc.	D41	SMC Entertainment Group, Inc.	G161	Toei Animation Co Ltd	B136
Mauricio de Sousa Producoes	Q161	Premium Toys Corp.	U170	Smiffy's	E81	Toonimation Co., Ltd.	T181
Maya Studio	D161	Project109 Inc	J141	Smith & Wesson	A83	TOPKAT Global Branding and Licensing, LLC	N201
Mehoi	G14	Put Me In the Story	B40	Sony Computer Entertainment America LLC	C161	Totemic Universal, LLC	H31
memBrain, LLC	B41	Qingdao Hengda Group Leather Development	X170	Sony Pictures Consumer Products	N161	Tottenham Hotspur Football Club	D22
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Meredith Brand Licensing	L145	Quanzhou Dahe Metal Packing Products Co., LTD	X182	Spacetoon International	V200	Trademarking Resources, Inc.	H41
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Miche	L34	Quanzhou Ziyang Light Industry Co., LTD.	W183	Star Hub Link	T181	Twentieth Century Fox Consumer Products	S200
Mighty Kids Media	F20	Rachel Tribble	G11	Striker Entertainment/Most Management	C155	UbiFrance	R191
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Mormaii Ind. E Com. Impo. E Exp. De	Q161	Rainbow SRL	R151	Studio Renea	F47	United ERP, LLC	C136
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One Sexy Biker Chick	L42	SANTA MANIA	G52	Thailand Department of Intellectual Property	U181	Xiangxing (fujian) Bag & Luggage Group Co., Ltd.	W173
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Paul Brent Designer, Inc.	H32			The Licensing Letter	C130		
				The Licensing Shop, Inc.	F181		
				The Marketing Store	S190		

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MONDAY, JUNE 17

Licensing for Beginners

10 a.m.-1 p.m.

Tradewinds ABC

Licensing Law for Beginners

1:30-3 p.m.

Tradewinds ABC

TUESDAY, JUNE 18

Keynote—A Licensing Roadmap: Where are We Headed and How Will We Get There?

8:30-9:30 a.m.

Islander D/E

Four industry executives—Andy Prince, senior category director, toys, Walmart; Brad Globe, president, Warner Bros. Consumer Products; Henry Stupp, chief executive officer, The Cherokee Group; and Josh Silverman, executive vice president, global licensing, Disney Consumer Products—will engage in a wide-ranging discussion about the state of licensing today and the forces that will impact the industry's future—from the globalization of retailing, communication, brands and products, to the effects of technology on interaction with retailers, brands and content, how the changing media landscape will affect business and more.

Basics of International Licensing

10-11:15 a.m.

Tradewinds ABC

Basics of Art Licensing

10-11:15 a.m.

Tradewinds D

Keynote—Brands on the Brink of Global Expansion

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

Islander D/E

Gwyneth Paltrow will tell the story of how her personal newsletters developed over time into Goop—a lifestyle resource for

readers around the world. She will also describe her work as co-owner of the Tracy Anderson brand, whose broad range of fitness products are helping people transform their bodies and lives. Paltrow will discuss key licensing and product collaboration strategies that are being implemented to grow the brands into new territories and product categories, offering a behind-the-scenes look at her approach and experience. She will share her perspective on why trust, authenticity and the right partners are indispensable for any brand.

Anatomy of a Licensing Agreement

1:15-2:45 p.m.

Tradewinds ABC

10 Questions a Licensee Should Ask a Licensor

1:15-2:45 p.m.

Tradewinds D

Monetizing Digital Platforms

3:15-4:30 p.m.

Tradewinds D

How to Work with Agents and Consultants

3:15-4:30 p.m.

Tradewinds ABC

WEDNESDAY, JUNE 19

Building a Compelling Brand Guide

8:30-9:45 a.m.

Tradewinds D

From Good to G'RATE: What Every Licensing Professional Should Know About Royalty Rates

8:30-9:45 a.m.

Tradewinds ABC

Negotiating a Reasonable Licensing Agreement

10:15-11:30 a.m.

Tradewinds ABC

Licensing in Emerging Markets: A Focus on China and Brazil

10:15-11:30 a.m.

Tradewinds D

What's a Celebrity Worth?

12-1:15 p.m.

Tradewinds D

Advanced Licensing Strategies

12-1:15 p.m.

Tradewinds ABC

Crushing the Counterfeiters

1:45-3 p.m.

Tradewinds D

How to Evaluate a Children's Property

1:45-3 p.m.

Tradewinds ABC

Apparel and Footwear to Home Décor, Beauty and Beyond: Strategies for Licensing Fashion Brands

3:30-4:45 p.m.

Tradewinds ABC

THURSDAY, JUNE 20

LIMA's Annual Industry Survey

9-10:15 a.m.

Tradewinds D

Retail Success Stories: Case Studies from Coke to Kellogg's

9-10:15 a.m.

Tradewinds ABC

Activating Licensing Customer Loyalty Programs

10:45 a.m.-12 p.m.

Tradewinds ABC

Royalty Audit and Contract Compliance: More than Just the Money

3:30-4:45 p.m.

Tradewinds D

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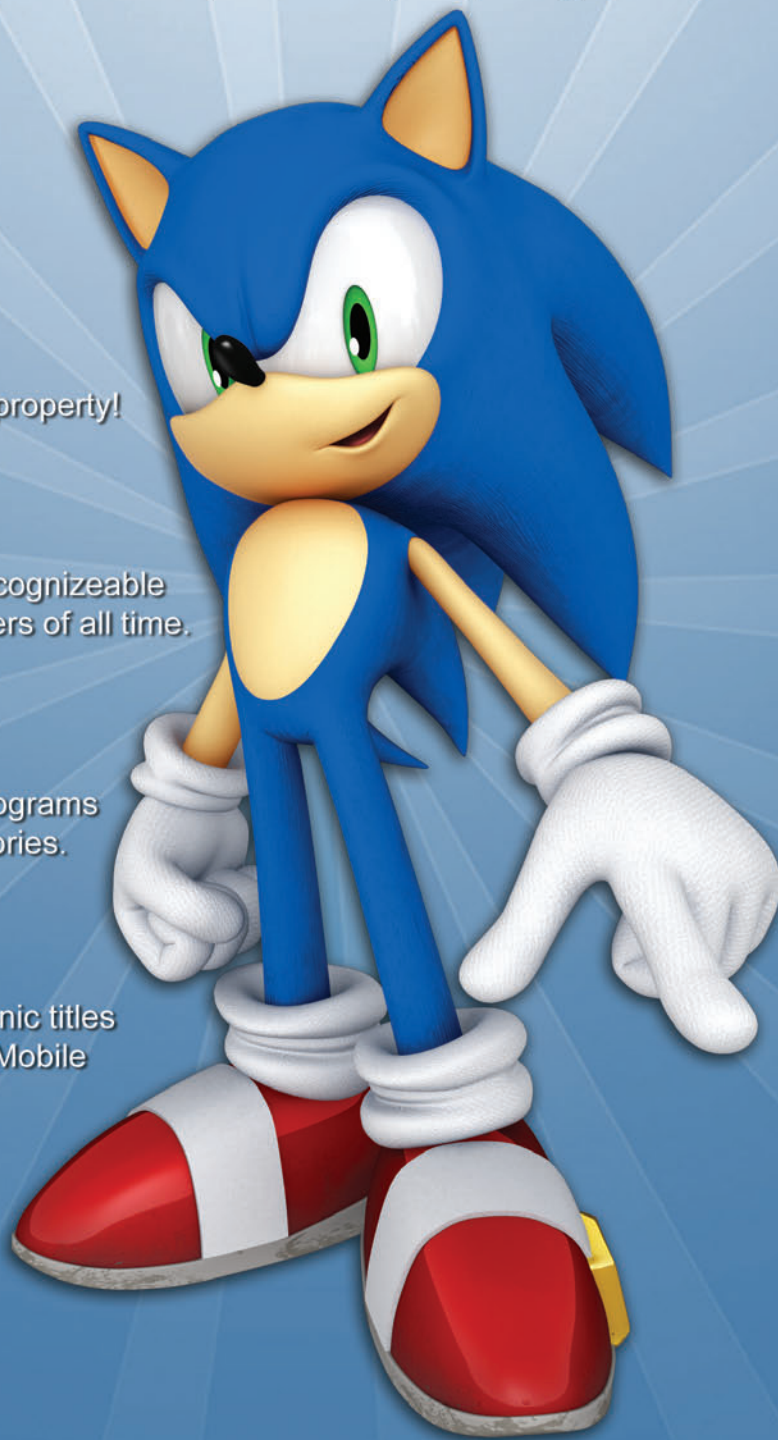
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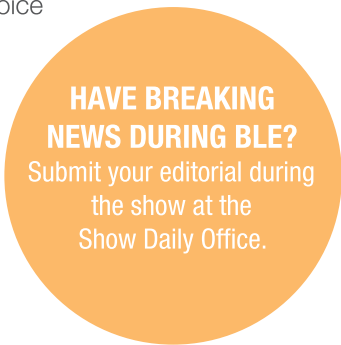
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Evolution Unveils Napoleoni

Evolution, the exclusive consumer products agency for Rubicon Group Holdings, is debuting the new property, Marcenivo, at Licensing Expo.

Created by the painter Fabio Napoleoni whose work is currently exhibited in over 20 galleries around the world, Marcenivo is a raggedy, well-loved childhood doll with mitten hands and one button eye who draws on the walls of his cardboard box to create his own world. He is the first of the characters in Napoleoni's collection to be developed into licensed products.

"The imagery originally created by Fabio Napoleoni captures the heart of all who see it, and we are very excited to be introducing this property at Licensing Expo," says Travis J. Rutherford, president of licensing and retail at Evolution. "Marcenivo is a heartwarming character that resonates with people of all ages, and we believe there are myriad licensing opportunities suitable for this endearing art based property."

Evolution is developing a line-up of products based on the unique character across several categories, including collectibles, social expression, paper goods and high-end fashion apparel and accessories for the specialty and department store markets. The products are scheduled to roll out in 2014.



UP&L Scares Up Ugly Doll Monster Partnership

Pretty Ugly's Uglydoll and Universal Partnerships & Licensing are pairing for a range of plush based on the Universal Monsters.

The Universal Monsters are some of cinema's most enduring characters and span more than 80 years of film history. Gund, a division of Enesco, will offer the co-branded characters including Wedgehead as Frankenstein, Ice-Bat as Dracula, Ox as Wolfman, Tray as Bride of Frankenstein, Big Toe as Creature from the Black Lagoon and Babo as Mummy. They will debut this Halloween.

"The creators of Uglydoll (David Horvath and Sun-Min Kim) have had a lifelong interest in the mythology of the Universal Monsters—they actually named their first child after a character from *Dracula*," says Alita Friedman, chief brand officer, Pretty Ugly. "We are thrilled to be working with Universal, and to be offering these collaborations in time for Halloween."



will.i.am Joins memBrain

Partnership marketing agency memBrain has gained a new member. Muscian, entrepreneur and philanthropist will.i.am has partnered with the agency.

“We are proud to be working with will.i.am on his various endeavors and are excited to bring his innovative thinking into our company,” says Jennifer Sullivan, president, memBrain. “Like will.i.am, the memBrain team dreams big and sees the future for our clients. Our shared vision is to revolutionize the marketplace, redefine merchandise licensing and reinvent the way that brands connect with their fans.”

Combining memBrain’s expertise in merchandise licensing and strategic marketing services and will.i.am’s visionary ideas and global awareness, memBrain plans to create new intellectual properties under the supervision of will.i.am while also offering its clients access to a unique range of creative services.

At Licensing Expo, memBrain will feature several new projects including Ekocycle and #willpower.



“I am proud to work with memBrain on the Ekocycle movement and am excited by what the future holds for our new partnership,” says will.i.am, “There aren’t any limits to what we can do together and I am excited to help the memBrain team to grow and do great things.”

Ekocycle is an aspirational social

enterprise collaboration between will.i.am and The Coca-Cola Company that encourages recycling through strategic brand partnerships and marketing programs. For Ekocycle, memBrain offers a wide range of services including merchandise licensing, social media management and strategic planning.

#willpower is inspired by will.i.am’s signature symbol. For that property, memBrain is seeking licensees for apparel, accessories, electronics, toys and games and additional categories.

Additional programs include for *Wizards and Robots*, a graphic novel created in partnership with Intel futurist Brian David Johnson, and Lidokidos, a content platform for kids of the future. As a first program for Lidokidos, YouTube star Baby Kaely will be presenting at Licensing Expo. Her album will debut this year, along with an app and mobile game. A merchandise program is also to come and includes apparel, accessories, electronics, publishing, school supplies and toys and games, and will support STEAM education initiatives.

Knockout Crafts Downton Abbey Wine Deal

Knockout Licensing have announced an agreement with Wines That Rock to produce and market wines inspired by the television series “Downton Abbey.”

Wines That Rock will recreate rich Bordeaux wines, similar to those imported by the British aristocracy in the early 1900s.

“We are working with The Dulong Grands Vins De Bordeaux vineyards, which have been in the same family for five generations,” says Bill Zysblat, co-owner of Wines That Rock. “They have over 130 years of experience in creating the world’s best wines so these are wines the Crawley family would have been proud to serve at Downton.”

Wines That Rock has sourced grapes from the heart of Bordeaux to craft Downton Abbey Bordeaux Clarets and Bordeaux Blancs that will be sold through distributors in the U.S. and Canada.

“These will make great gifts for almost any Downton Abbey fan—especially those who like to get together with friends and enjoy a nice bottle of wine before settling down to watch the latest episode,” says Carole Postal, co-president of Knockout.

Wines That Rock is an award-winning wine company famous for great tasting wines inspired by classic rock music. With its Downton Abbey line, the company finds



inspiration for the first time in a popular television series already considered a modern classic.

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