

Gwyneth Paltrow Wows Licensing Expo

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Tony Lisanti, editor-in-chief of *License! Global* magazine, moderated the keynote addresses titled "Brands on the Brink of Global Expansion." During her speech, Paltrow explained the genesis of Goop.com, her digital media company, lifestyle resource and blog, as well as the key principles of her brand: curation, connection and authenticity.

Following the keynote, Lisanti led a question-and-answer session with Paltrow and Anderson that outlined the pair's plans to expand the brand to men's and kids' health, to establish a stronger online community with social media and Goop



Gwyneth Paltrow, Tracy Anderson and Tony Lisanti.

and to create new retail partnerships and licensed merchandise.

"I think both brands are going to keep growing because more and more people are finding us, and when they find us, they wish they'd known about us all along," explained Paltrow. "My hope is that we'll continue to reach more people in more places with things we love and want to share."

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

Power Rangers Morphs, Paul Frank Collab Planned

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The new series builds on previous iterations of the Power Rangers franchise, most recently the series "Power Rangers Megaforce," which currently airs on Nickelodeon and debuted in February.

For Saban Brands' Paul Frank property, the brand is pairing with four Native American designers for its first-ever Paul Frank Presents fashion collaboration.

The limited edition collection fuses the classic



Elie Dekel and Kirk Bloomgarden.

Paul Frank brand with different aesthetics from four different tribes and regions across the U.S. It's set to debut in August and will include a tote bag, hand-beaded sunglasses, graphic tees and Hama bead jewelry. Artists participating in the collaboration include Louie Gong, Candace Halcro, Dustin Martin and Autumn Dawn Gomez.

Breaking News

Turner Revamps EMEA Team

Turner CN Enterprises has restructured its EMEA consumer products team.

Maria Rosaria Milone, senior commercial director, will work under Alan Fenwick, vice president, TCNE, and lead a new category sales team. Leila Loumi will take on the role of head of category for apparel, accessories and footwear, EMEA.

Turner has also promoted several others including Jason Rice for toys and sports; Victoria Saint for publishing, video games and music; Annabel Rochfort for themed entertainment; and Sandra Selva-Abril for stationery and home.

Internationally on the retail front, Fenwick will manage a new team of retail managers.

Crayola Covers Bedrooms

Crayola and Magnussen Home are pairing for a Crayola-branded youth bedroom line expected to launch in October.

Magnussen says the line will reflect Crayola's brand positioning and feature functional elements that allow kids to create and display artwork, along with storage for art supplies.

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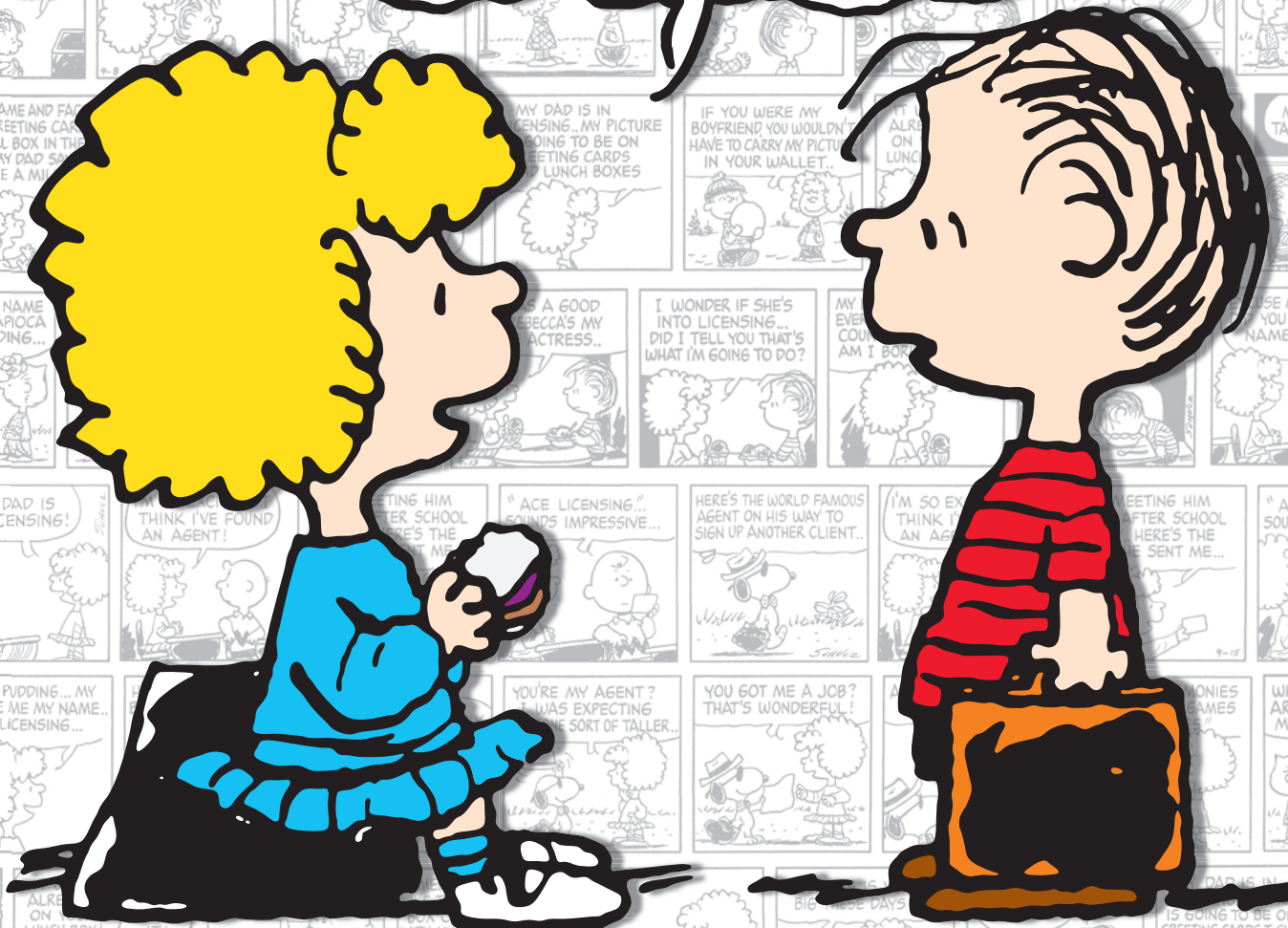
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LIMA Names Annual Award Winners

The International Licensing Industry Merchandisers' Association hosted its annual International Licensing Excellence Awards last night. The event, which was held at the Mandalay Bay during Licensing Expo, honors their picks for the best, most successful licensed properties, products and campaigns.

Taking home the grand prizes was Activision for its Skylanders property, which named Overall Best Licensed Program, and Hot Topic, which received the Best Retailer award for its The Hunger Games program.

"It was a tough competition this year, as there were so many wonderful licensed properties and programs from all around the world to choose from—and our members rose to the challenge with a list of deserving honorees," says Charles Riotta, president, LIMA. "The 2013 award winners delivered outstanding entertainment value to consumers on a global scale, while helping to lead licensing industry growth for the second consecutive year."

Other major winners include:

- Best Art or Design Program—The Very Hungry Caterpillar/The World of Eric Carle (by Eric Carle Studio/The Joester Loria Group)
- Best Art or Design Licensee—Kids Preferred (for The Very Hungry Caterpillar/The World of Eric Carle)
- Best Character or Toy Brand Program—Skylanders (by Activision Publishing, Inc.)
- Best Character or Toy Brand Licensee, Hard Goods—LEGO (for Marvel Super Heroes)
- Best Character or Toy Brand Licensee, Soft Goods—Alfred Angelo (for Disney Fairy Tale Weddings)
- Best Film, Television, Celebrity or Entertainment Program—Marvel's The Avengers (by The Walt Disney Company/Marvel Entertainment)
- Best Film, Television, Celebrity or Entertainment Licensee, Hard Goods—CVS/Pharmacy (for NUANCE Salma Hayek)
- Best Film, Television, Celebrity or Entertainment Licensee, Soft Goods—Vans (for Yo Gabba Gabba!)
- Best Sports Program—National Basketball Association
- Best Sports Licensee—Junk Food Clothing Co. (for Vintage NFL)
- Best Licensed Promotion—50 Years the Art of Soup: Campbell Soup Company (for Andy Warhol at Target)

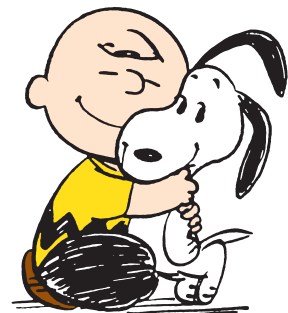
Snoopy Scores Umbro Merch

Soccer brand Umbro and Peanuts are teaming up for a range of Snoopy merchandise, timed to debut with the FIFA World Cup in Brazil in June 2014.

The soccer merchandise, which includes t-shirts and shorts for men and boys and soccer balls, will rollout initially in the U.K. and Japan, before expanding to key territories around the world.

"Our goal was to find a sports apparel partner with the right sensibility for PEANUTS," says Leigh Anne Brodsky, managing director of Peanuts Worldwide and Iconix Entertainment, whose parent company, Iconix Brand Group, also owns Umbro. "Our partner needed to be known both for quality products and for a sense of play, and we were delighted to find that company within our own corporate walls."

"The Umbro brand is associated with many of the top athletes in the world, and we're very excited to add the Peanuts gang to our stellar line-up," says Seth Horowitz, president of the men's division at Iconix Brand Group. "Sports has been a constant theme in the Peanuts comic strip from day one. Now everyone will look like a winner in Umbro's new soccer-themed apparel featuring Snoopy, Charlie Brown and the rest of the Peanuts characters."



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Execs Lead Expo Keynote

The opening keynote, "A Licensing Roadmap: Where are we Headed?," was helmed by industry-leading executives that included Brad Globe, president of Warner Bros. Consumer Products; Andy Prince, senior category director of toys at Walmart; Josh Silverman, executive vice president of global licensing for Disney Consumer Products; and Henry Stupp, director and chief executive officer of The Cherokee Group.

The four executives participated in a wide-ranging discussion and touched on topics including the state of licensing today, the influence of digital on the business and much more.



1D Debuts Beats Collectibles

Global Merchandising Services, in collaboration with Glow Europe, is unleashing a new line of One Direction collectibles, Beats, for the tween and teen market. The collectibles will debut in Italy first, followed by launches in the U.S. and the U.K. in August.

On the heels of the One Direction world tour and 1D3D movie, *This Is Us*, also hitting theaters in August, the One Direction Beats launch will feature interchangeable



pop studs with images of the five boy band members: Harry, Liam, Niall, Zayn and Louis. The collectible line will contain 50 Beats in total, and will be available through wide retail distribution across grocers, toy retailers, newsagents and independents, as well as official 1D World shops and One Direction online store.

LIMA Names Designated Charities

The International Licensing Industry Merchandisers' Association (LIMA) has designated Kids In Distressed Situations (K.I.D.S.) and Fashion Delivers as the preferred charities for members to donate excess product, helping people in need with useful merchandise to recover from natural disasters or improve their daily lives.

"Any product left over after the expiration of licensing agreements does not have to be destroyed. It can have a second life

helping people in need," says Charles Riotto, president of LIMA. "We want to get the word out to our members about the benefits of donating this merchandise to people affected by natural disasters or those challenged by the daily disaster of poverty."

K.I.D.S. and Fashion Delivers make it very easy for companies to contribute surplus product. K.I.D.S. handles donations for children, including apparel, hardlines, bedding and accessories, baby essentials, toys and books, while Fashion Delivers handles donations for adults and home furnishings.

LIMA is working with K.I.D.S. and Fashion Delivers to develop language that can be inserted into licensing agreements, allowing for donation of any excess product. The relationship between

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LIMA, K.I.D.S. and Fashion Delivers grew from conversations between the Association and industry executives Debra Joester (The Joester Loria Group) and Chris DeMoulin (Advanstar Licensing), who are members of the K.I.D.S. Board of Directors.

"The potential of this simple contract amendment to help tens of thousands of people in need is truly staggering," says Chris DeMoulin, president of Advanstar Licensing.

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editorial department

group publisher

Steven Ekstract 212.951.6684
sekstract@advanstar.com

global editorial director

Tony Lisanti 212.951.6740
tlisanti@advanstar.com

managing editor

Amanda Cioletti 310.857.7688
acioletti@advanstar.com

web editor

Nicole Davis 310.857.7689
ndavis@advanstar.com

art department

art director

Steph Johnson-Bentz 218.740.6411
steph.johnson@media.advanstar.com

senior production manager

Karen Lenzen 218.740.6371
klenzen@media.advanstar.com

advertising department

advertising manager

Sharon Weisman 212.951.6637 sweisman@advanstar.com

reprint marketing advisor

877-652-5295 ext. 121 / bkollb@wrightsmedia.com
Outside US, UK, direct dial: 281-419-5725. Ext. 121

audience development director

Anne Brugman abrugman@advanstar.com

audience development training manager

Peggy Olson polson@advanstar.com



chief executive officer

Joe Loggia

**chief executive officer,
fashion group,
executive vice president**

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Activision Debuts Destiny Property

Activision is unveiling its newest property, Destiny, along with new iterations of its Call of Duty and Skylanders property.

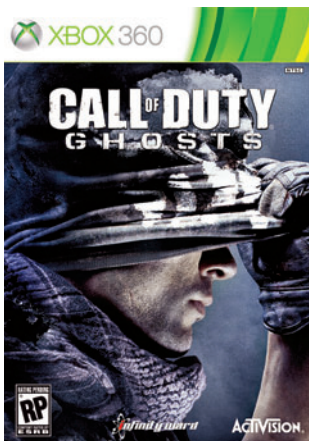
"This is obviously a big year—not just for Activision, but for the entire (video game) industry," says Eric Hirshberg, chief executive officer of Activision Publishing. "There's a console transition coming and naturally, everyone wants to see what new possibilities that will unleash in the games. We remain laser focused on delivering the things we know our gamers care about most: great gameplay, immersive worlds, and cool innovations."

"Destiny" is a co-creation with Bungie, the creators of the Halo franchise. It is the next evolution in interactive that brings first-person action gamers together in a shared, persistent online world filled with sweeping adventures. The video game "Destiny" casts players as Guardians of the last city on Earth, who will traverse the ancient ruins of our solar system from the red dunes of Mars to the lush jungles of Venus. Able to wield incredible power, gamers must battle humanity's enemies and reclaim all that was lost during the collapse of mankind's Golden Age. In a story-driven universe, "Destiny's" saga unfolds through grand tales and epic adventures by immersing players in a bold new universe filled with cooperative, competitive, public and social activities, all seamlessly connected.

Developed by Infinity Ward, the studio that created the original "Call of Duty" and the critically acclaimed "Call of Duty: Modern Warfare" series of video games, "Call of Duty: Ghosts" is the next generation of the franchise. The game delivers an all-new world, setting and cast of characters, all powered by

a new, next-generation engine. For the first time, gamers play as the underdog, fighting as part of a single squad against an enemy that has superior numbers and firepower.

Activision's "Skylanders Swap Force" continues to build upon the success of the award-winning franchise's signature gameplay and collectible toy experience with the introduction of an innovative feature—dynamic "swapability." Kids and gamers will have unprecedented levels of choice in how they explore Skylands and battle Kaos by swapping the top and bottom halves of the toys to transform 16 Swap Force characters into more than 250 unique combinations.





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Beanstalk Keeps Growing



Global licensing agency and consultancy, Beanstalk, is announcing an assortment of new client signings in a variety of categories at this year's Licensing Expo.

Beanstalk is partnering with Hertz, the largest worldwide airport general use car rental brand, to develop an extensive, global licensing program that will extend the brand into new products and services related to simple and quick travel solutions.

Building upon its rock n' roll flair and success in the U.S., Beanstalk is teaming up with American guitar and amplifier brand Fender to explore licensing opportunities in various lifestyle categories in the U.K.

In addition, Wilton Enterprises, an Illinois-based food and crafting company, has chosen Beanstalk to head its new licensed product line which will include housewares and food products that are

reflective of the company's innovations in baking, cake decorating and party and seasonal products, among others.

In the restaurant category, Beanstalk is planning to extend the authentic Spanish experience of La Tasca Spanish Tapas Bar and Kitchen, a chain with 42 restaurants in the U.K. and five in the U.S., into several categories across the U.K. With the recent representation agreement with Beanstalk, La Tasca is looking to convey the rustic, bright looks of their restaurant locations into the gifts, cookware and publishing categories, and the genuine Spanish flavors of their popular dishes into various food categories.

Beanstalk is also partnering with the restaurant group Shula's Steak Houses, owned and operated for 24 years by renowned NFL Hall of Fame Coach Don Shula. Licensing opportunities will include

food and beverage products, as well as tailgating grills and grill accessories, as Beanstalk plans to build on Shula's sports background.

Finally, Beanstalk has been appointed the exclusive licensing agency for event planner and lifestyle expert, Mindy Weiss. Weiss began her career in party planning more than 20 years ago and is known for creating parties for clients including Fergie and Josh Duhamel, Ellen Degeneres and Portia de Rossi, Lala Vasquez and Carmelo Anthony, Nicole Richie and Joel Madden, Gwen Stefani and Gavin Rossdale and many more. She's also created baby showers for Ashlee Simpson, Nicole Richie, Jennifer Lopez, Denise Richards and Brooke Shields, and thrown parties for everyone from Sting to Pink. Beanstalk will focus on extending Mindy Weiss into a number of bridal and entertaining categories.

Scouts Sign Buck Knives

The Boy Scouts of America have teamed up with Buck Knives to produce an American-made Eagle Scout pocket knife model for Eagle Scouts, parents and other individuals associated with the BSA.



The 500 Duke, one of Buck Knives' more traditional pocket knives, is the company's first licensed commemorative knife for the BSA, with more BSA-branded knives to follow in coming years. The Duke's nickel silver bolsters can be personalized with each Eagle Scout's name, troop number and Eagle date, along with the BSA logo.

"This partnership will allow us to play an integral role in teaching knife use and safety to America's youth," says Chuck Buck, chairman of Buck Knives.

The Duke knife joins another BSA licensed product, the newly launched BugBand's Be Prepared Insect Repellent Kit.

WWE and Gaiam Extend Distribution Deal

WWE has granted a multi-year extension to Gaiam Vivendi Entertainment for home video distribution of WWE programming.

"WWE has been a true partner for us in every sense of the word," says Bill Sondheim, president of Gaiam Vivendi Entertainment. "Their dedicated fan base continues to power our promotions year after year, and this deal helps to energize our retail partners and further fuel our growth. We are excited to continue building exciting cross-promotional and merchandising opportunities with our physical and online retailers and key WWE partners."

The deal will continue to give GVE distribution rights to release 12 WWE pay-per-view events each year, as well as a catalog of titles throughout the U.S. on physical and digital platforms.

"GVE has helped us offer a vast array of programming to our passionate fan base across multiple formats," says Casey Collins, executive vice president of consumer products, WWE. "We are pleased to extend the partnership and continue to offer WWE enthusiasts a wide array of home entertainment programming."

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Brandgenuity to team up with TLC's Sondra Celli

New York City-based licensing agency Brandgenuity is facilitating a new licensing program for fashion designer and TLC Network star, Sondra Celli.

Known for her roles on TLC's "My Big Fat American Gypsy Wedding" and her own show on the network, "Bling It On," Celli is recognized for "uncommon crystal couture," or her one-of-a-kind, sparkling designs for special occasions. Celli's show reaches nearly 2 million viewers.

Brandgenuity is looking to expand her unique designs into several categories including crafting kits and how-to books, bridal, wedding accessories, hand bags, footwear, special occasion dresses, hair accessories, jewelry, eyewear, phone and tablet accessories, home décor, fragrance, pet products and infant gifts.



Celli will also be on hand at Brandgenuity's booth at Licensing Expo to promote her new consumer product program.

Mattel Shows Off Latest Offerings

Mattel's evergreen brands, Barbie and Monster High, are going strong this year with several new deals being showcased by the company at Licensing Expo. Among the highlights are:

- A line of Barbie holiday ornaments, including a commemorative 25th anniversary Holiday Barbie ornament, from American Greetings.
- A Monster High girls' footwear line from Elan Polo International.
- Monster High hard-shelled rolling luggage from Calego



- International.
- Ballerina and Barbie-inspired bedding and accessories and Monster High bedding and bathroom accessories from Franco Manufacturing.
- The Barbie World Tour Party Mix and Holiday Party Mix compact discs from Mood Entertainment.
- The Barbie Rock Star Stage play set from Mega Bloks.



The products are expected to hit retail shelves this year.





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North America: Maureen Duffy – maureen.duffy@leomilgroup.com – phone +1310-373-0019

South America, Middle East, Oceania, Asia and Russia : Tsirah Milhado- tsirah.milhado@leomilgroup.com - phone +31 646 626 111

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Condé Nast Extends Mags

Condé Nast Licensing is making its first appearance at Licensing Expo with a strong line-up

of consumer partnerships for its lifestyle, fitness and technology brands.

In the fashion and lifestyle space, the company launched Teen Vogue for mstylelab, a fashion line curated by the editors of *Teen Vogue* this winter at 150 Macy's locations in the juniors department and mstylelab, as well as on macys.com. The styles are refreshed every



month with 15 new pieces for on-trend offerings. Additionally, *Brides* magazine and Gartner Studios are developing a social expressions program, including greeting cards, gift wrap, gift bags and accessories, that is scheduled to hit retailers early next year.

SELF magazine and CAP Barbell have joined forces in a deal brokered by FremantleMedia International to create a line of SELF-branded fitness products, including hand weights, fitness hoops, weighted balls, yoga mats, weighted vests and jump ropes. The products, launching this spring, come with an offer for a free *SELF* subscription, as well as a QR code linking to online tips for usage and exercise routines, and they have been tested and approved by *SELF* fitness editors.

In a similar partnership, *WIRED* magazine has teamed up with Target Corporation on WIRED Editors' Picks



for Target, an assortment of consumer electronics and gadgets co-curated by *WIRED* editors and designed to simplify and enhance digital music streaming, photography, personal fitness and more. The collection, available now, includes existing Target products as well as four that are new to the retail store.

Cartoon Network Sounds Off with Adventure Time Game

Briarpatch, a manufacturer of award-winning licensed games, puzzles, card games and novelty products, is bringing the popular Cartoon Network animated comedy series "Adventure Time" to life with a licensed interactive game based on a character from the show.



"Gassy Jake" puts a twist on the classic game of hot potato by emitting a "passing gas" sound in the hands of the person left holding him when time runs out. Jake has a repertoire of four different gas sounds.

The game, which is for kids of all ages, from ages 6 to 99, comes with a warning: "This game is highly popular, edgy, and is so fun to play... that it will make you laugh uncontrollably."

TCNE Picks Up Rights to The Smurfs in U.K., Eire

Turner CN Enterprises has been named the multi-territory licensing and merchandising rights manager to IMPS' The Smurfs property in the U.K. and Eire. The deal, which builds on Turner's existing licensing rights in the Middle East, Israel, North Africa and Turkey, will cover all major categories exclusive of master toy.

Turner CN Enterprises has built licensing programs for The Smurfs in the Middle East, Israel, North Africa and Turkey, having signed key partners covering major categories including Upex Brands, Arabic Triangle Trading, Global Sourcing Solutions and Kozmoneks Kozmetik Oyuncak, among others. With its extended territorial reach, Turner will exploit the heritage and retro appeal of The Smurfs—along with the new movie set for release in July 2013, *The Smurfs 2*—to grow the brand's consumer products program in the U.K. and expand into new product categories and target a wider audience.



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WBCP Previews Film Programs

Warner Bros. Consumer Products is making a massive impression at Licensing Expo with its forthcoming film properties, led by the return of *Godzilla*.

With *Godzilla* stomping into theaters in 2014, Warner Bros. is compiling an impressive list of licensees to create products for the monster in the categories of toys and figures, apparel and accessories, costumes and publishing.

The company is following suit with *Man of Steel*. Global master toy partner Mattel is offering an extensive toy line including action figures, vehicles, playsets and



collectible figures, as well as items from other partners LEGO, Rubie's Costume Co. and Under Armour.

For this summer's *300: Rise of an Empire*, they are building upon the legacy of the critically-acclaimed *300* with partners Noble for prop replicas, Museum Replicas for replica costumes, Changes for t-shirts and accessories, Trends for posters and calendars, Funko for figures and bobbleheads and Tonner for collectible dolls.

Finally, Warner Bros. is celebrating the 75th anniversary of *The Wizard of Oz* with master toy partner Jazwares, Mattel and USAopoly, as well as new supporters Dylan's Candy Bar, Philosophy, Julep, Kurt Adler and Accutime for a range of products from candy to beauty to décor and accessories.



SEGA Europe Primes Sonic, Retro Properties

SEGA Europe is exhibiting at Licensing Expo and bringing its Sonic the Hedgehog brand, along with retro titles Golden Axe, Streets of Rage and Shinobi.

For SEGA Europe, the Sonic licensing program is on course for certain success as Sonic's popularity continues to soar to new heights. The two digital game titles, "Sonic Jump" and "Sonic Dash," sold a combined 16 million units in the last six months.

"We're thrilled to exhibit at Licensing Expo. Sonic continues to go from strength to strength, as our success with digital titles clearly shows," says Sissel Henno, head of brand licensing at SEGA Europe. "We're expanding the licensing programme to satisfy the thirst for Sonic and we're excited to explore new avenues with the brand."

Already in the U.K. market with toys, apparel and publishing, new formats are set to launch later this year. SEGA will expand this program further to other key European markets.

SEGA is also looking to grow its retro licensing program and will be presenting properties such as Golden Axe, Streets of Rage, Shinobi and many more for the first time at Licensing Expo. These properties were made famous by the iconic Mega Drive hardware over 20 years ago and remain popular within the retro gaming market today. Many of these titles have been re-released on digital platforms. At Licensing Expo, SEGA is looking for licensed merchandise partners for these IPs with particular focus on apparel, gift/novelty items, stationery and homewares.

"Our retro brands showcase SEGA's rich heritage and their continuing appeal is testament to the longevity licensees can expect to enjoy if they partner with us," says Henno. "There is no better place than the Licensing Expo for us to kick off our retro licensing program, and we look forward to doing business at the show."



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SeaWorld Makes a Splash

SeaWorld Parks and Entertainment is announcing a brand new product line-up at the Licensing Expo this year, inspired by current consumer trends and demand for technology.

The new product line and partnerships are going to remain true to SeaWorld's traditional brand and connection with nature, but will also incorporate recent



trends in technology and digital content. A marine animal-inspired mobile app game is debuting at Licensing Expo, as well as a mobile game featuring a courageous sea turtle, called "Turtle Trek," which was developed through a partnership with Sleepy Giant.

"Consumers remain fascinated with technology for new ways to learn, be entertained and enhance their lifestyles," says Scott Helmstedter, chief creative officer of SeaWorld Parks & Entertainment. "Conversely, they also crave the comfort of familiar strong emotional stories and nostalgic products that connect them to people and the world around them."

SeaWorld is planning to demonstrate the company's involvement with animal rescue and rehabilitation through the new product



lines and TV series, including "Sea Rescue" and "Saving a Species."

Additionally, SeaWorld is partnering with Palmer Cash to create vintage-style t-shirts featuring retro-designed SeaWorld characters, which will be sold in select Nordstrom stores and at Nordstrom.com.

'Daniel Tiger's Neighborhood' Roars into Licensing Expo 2013

PBS Kids' "Daniel Tiger's Neighborhood," the first and only spin-off of the classic

"Mister Roger's Neighborhood" television series, is heading to neighborhoods across the U.S. this year with a new line of consumer products.

Anchoring the product launch is a line



of Daniel Tiger preschool toys from Jakks Pacific, which will rollout in July and continue through the holiday season exclusively at Toys 'R' Us stores across the country. The products launch just 10 months after the show's debut in the U.S.

Simon & Schuster Children's Publishing imprint Simon Spotlight is leading the publishing program with a range of picture, story, novelty, activity and coloring books, as well as non-interactive e-books, in the pipeline. The books, along with personalized t-shirts and more, will be available on toysrus.com and via partner Ty's Toy Box. University Games is also on board for puzzles and games, and licensing is being considered in the home,



health and beauty and assorted soft goods categories.

The Fred Rogers Company, in conjunction with Out of the Blue Enterprises, co-creator of the show and licensing agent for the property, are facilitating all licensing for the animated preschool series.

Big Tent Extends Domo-nation This Summer

Two new deals from Big Tent Entertainment are poised to bring Domo top of mind this summer.

Big Tent has signed on Domo as an official sponsor of the Vans Warped Tour. The long-running summer music and lifestyle festival kicks off in June with an exclusive Domo stage that will host a variety of artists from all genres. A Domo-branded tent and fan activation areas will also add to the festival and engage Domo fans. Now in its 19th year, the 40-date Vans Warped Tour will commence June



15 in Seattle, Wash., and conclude Aug. 4 in Houston, Tex.

Meanwhile, Big Tent has partnered with HNJ for an original line of Domo jewelry by noted designer Udi Behr. The line, titled Domo: Love + Peace + Hope by Udi Behr, will bring Domo to more than 30 designs. Big Tent and HNJ will also donate a significant portion of the profits to The United Way for the continuing Hurricane Sandy relief efforts and other worthy causes. The line will launch in select U.S. and Japanese retail and online outlets in July.

Peppa Pig Enters North American Pastures

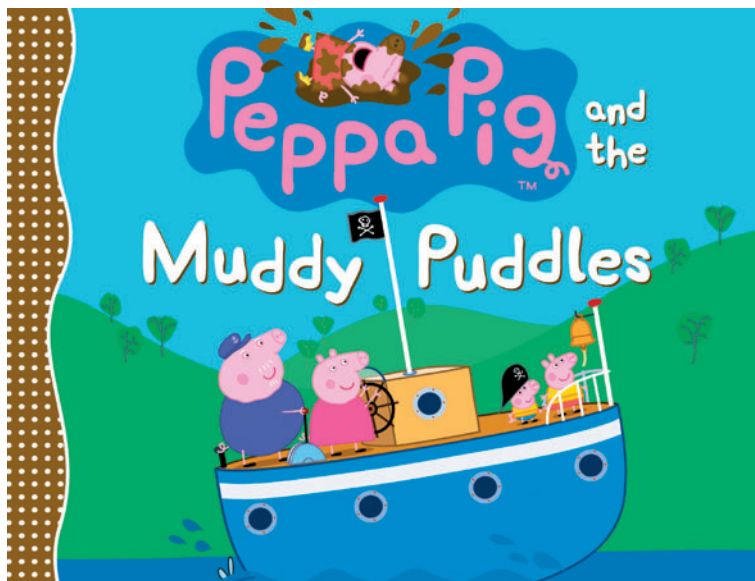
Entertainment One Family has announced the U.S. expansion of the Peppa Pig brand with the addition of five licensing agreements, as well as several line extensions in the toy, book, DVD and apparel categories. The new deals mark the brand's U.S. debut in games and puzzles, backpacks and lunchboxes, health, beauty and accessories, novelty gear and magazine publishing.

The products, which begin rolling out in July, include:

- games and puzzles for preschoolers from TCG;
- backpacks and lunch kits from Fast Forward featuring characters and graphics from the Peppa Pig television show;
- hair accessories, bath and hair products, lip balm and costume jewelry inspired by Peppa Pig from Added Extras;
- collectible gear, including the Peppa Pig Pocket Pal (a talking key ring), from Underground Toys;
- and an interactive, dedicated Peppa Pig magazine, featuring games, stories and activities, from Reden Publishing.

eOne Family is also expanding its existing licensing programs for Peppa Pig with new products which include the Bedtime Peppa plush doll and bath time Peppa water toy from Fisher-Price; board, soft and hardcover books from Scholastic and Candlewick Press;

two DVDs, *Piggy in the Middle* and *Birthday* from eOne; and an apparel line for young girls from Evy of California.





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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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Global Pursuit Brings Uglydoll to Asian Countries

Licensing, marketing and brand equity company Global Pursuit will expand Pretty Ugly's Uglydoll brand and licensed consumer products into Asian markets.

Global Pursuit will develop a program for Uglydoll in Taiwan, Hong Kong and China.

"We are honored that Pretty Ugly chose Global Pursuit as the agency they've entrusted as guardians of this beloved brand in this key market," says Cynthia Money, president of Global Pursuit. "Uglydoll is a licensing dream come true—it's fun, innovative and unlike anything in the marketplace. We look forward to introducing the unique world of Uglydoll to our licensees and retail partners who can deliver equally innovative goods that extend consumers' enjoyment of the brand."

Global Pursuit will work with its extensive network of licensees and retailers in Asia to develop retail programs and enhance the Uglydoll brand experience in categories such as apparel, accessories,

stationery, publishing, toys and many more.

"The Global Pursuit team truly understands our long-range vision and shares our fans' passion for this distinctive brand," says Alita Friedman, chief brand officer of Pretty Ugly. "Their relationships in the territory, combined with their ability to convey to their partners what makes Uglydoll so special will no doubt lead to some fantastic licensing programs in this very important market. Fans across Asia have already been purchasing product on their travels and on the internet, so we're excited to bring products directly into the region."

Global Pursuit is a joint venture established by leading online game developer and film and television content producer, Gamania Digital Entertainment and Brand Reality, a U.S.-based brand marketing and licensing agency. The newly-established

worldwide consumer products licensing, marketing and brand equity company offers premier representation by assisting with strategic marketing goals, solicitation of licensees, negotiation of licensing agreements and effective management of licenses, promotional partners, and retailers on a global basis, with offices in the U.S. and several locations in Asia. A European office is slated to be opened this fall.



Dracco Pushes Three Kids' Toy Brands at Expo

Dracco is presenting big plans for its kids' properties Filly, Predasaurs and Zombie Zity.

Girls' toy brand Filly, which has sold more than 60 million figurines and boasts over 40 licensed partners worldwide, is coming to life with "Filly Funtasia," a CGI series set to debut in 2014.

Dinosaur figurine line Predasaurs, which has sold over 7.5 million toys in three years, is attacking the market with a publishing



program and interactive website, and Dracco is seeking new partners for the growing brand at Licensing Expo.

Dracco's newest property, Zombie Zity, a kid-friendly zombie-themed brand, is poised for monstrous growth in 2013. The toys invaded retailers worldwide earlier this year and have seen success from a huge marketing push, including an interactive game app and a bi-monthly magazine.



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Mary Kean

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Suzy's Zoo Turns 45



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Lawless Entertainment's successful social expression brand Suzy's Zoo is celebrating its 45th anniversary in 2013 and has set its sights on securing partners in all major markets worldwide, including the U.S., France, the U.K., Germany, Italy, Spain, Australia and Canada.

The three brands, Little Suzy's Zoo, Suzy's Zoo and Wags and Whiskers, feature illustrations that use clean, bright and natural colors and realistic shapes creating a familiar and friendly world.

Many deals have already been brokered across the three brands, including:

- latex, foil, bubble and punchball balloons from Pioneer Balloons utilizing art from all three Suzy's Zoo character sets;
- one hundred percent cotton, screen-printed fabrics from Hoffman California Fabrics;
- personalized stickers from StickerYou;
- craft items featuring the Little Suzy's Zoo character set from Joanna Sheen, LTD;
- greeting cards, calendars and more from Flickback Media;
- new books and coloring books from Dalmatian Press;
- rugs from Fun Rugs;
- nursery and bedding accessories from Suncrest;
- books featuring the Little Suzy's Zoo character set from Blue Sky;
- and board, card, travel and electronic board games, color forms and jigsaw puzzles from University Games.

'Matt Hatter' Takes Off with ITVS GE

ITV Studios Global Entertainment is securing two new licensing deals in the U.K. for the hit adventure-comedy series and boy brand "Matt Hatter Chronicles."

After hitting all-time audience highs in the U.K., Europe and South Africa, ITV Studios GE is facilitating the new licensing program, which is set for spring 2014 and includes various licensee partnerships.

Trademark Collections is signed for bags and accessories, VMC is creating Matt Hatter dress-up clothes and accessories and Pedigree Books is set for annuals, all marking the beginning of several other licensing agreements to come.

As a result of strong ratings in South Africa, Portugal and Spain and following the rollout of the U.K. program in 2014, "Matt Hatter Chronicles" will partner with Exim in LatAm, Biplano in Iberia and Revolution in South Africa to create licensing programs on the international level.





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Kathy Ireland Brings Brand To Expo for First Time

kathy ireland Worldwide is exhibiting for the first time at this year's Licensing Expo in the show's Fashion District, and is looking to expand its current licensing program.

The Kathy Ireland brand began with a sock line by Moretz Marketing in 1993 and is celebrating its 20th anniversary this year. Currently, the brand is licensing in more than 40 different categories, including a recent extension into the floral category, announced last month.

"One reason that Licensing Expo is a destination is their passion for innovation," says Kathy Ireland, former supermodel, founder of kiWW and last year's keynote speaker at Licensing Expo. "Participating in the Fashion District is a major step forward for kathy ireland Worldwide and offers us extraordinary opportunities."

In 2012, kiWW generated \$2 billion in retail sales of licensed merchandise worldwide, and Ireland is looking to continue to extend her brand and empire at this year's Licensing Expo.



Jewelry Heading to Downton Abbey from 1928

Knockout Licensing, the licensing agency that represents the television series "Downton Abbey" in North America, is welcoming 1928 Jewelry Company to create a jewelry collection inspired by the breakout series. The line will include necklaces, bracelets, earrings, brooches, rings and hair jewelry, as well as men's cuff links.

1928 Jewelry is working closely with the "Downton Abbey" costume design team on the contemporary yet vintage collection to ensure it captures the look of the early 1900s and the pieces worn on the show.



"Knowing the style and quality of 1928 Jewelry, we reached out to them as an ideal licensee for Downton Abbey jewelry," says Tamra Knepper, co-president of Knockout Licensing. "So naturally we were thrilled but not necessarily surprised to find they were also huge fans of the show. It was a perfect match."

Knockout is also seeking additional licensing partners for the series in home furnishings, including home décor and bedding, kitchen accessories, lighting, timepieces, tableware and formal attire.



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Studio Hones Product Focus

Studio Licensing, appointed earlier this year to represent MGA Entertainment's diverse portfolio of brands in Canada which includes video game "Cut the Rope" and preschool series "Tickety Toc," is growing its programs for these properties and more.

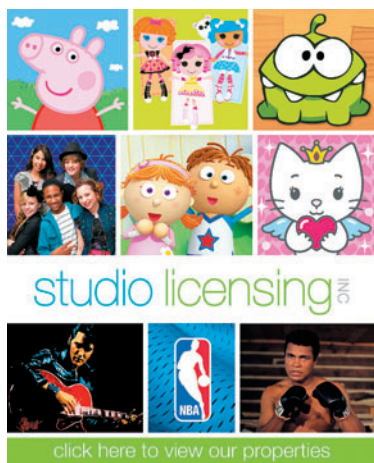
The latest release of game phenomenon "Cut the Rope: Time Travel," launched at No. 1 on iTunes' Paid App chart and is not letting go of its grasp in the

market. In addition to Round 5's toy line, new products are rolling out from Sakar (consumer electronics), Mega Brands (puzzles), Calego (luggage and bags), Toy Galaxy (novelty), Fast Forward (accessories), Berkshire Fashions (accessories), Bioworld (apparel and accessories), Maxell (consumer electronics), SG Footwear (footwear) and Fast Forward (accessories).

Studio Licensing is

also launching a consumer products program for Zodiac Kids' preschool show "Tickety Toc." Items are on the way from Just Play and Anchor Bay (DVD), Scholastic (publishing), Mega Brands (puzzles) Cupcake Digital (mobile apps) in the U.S.; and Franco Manufacturing (bed and bath), NTD (apparel), Calego (luggage and bags) and Paris Geneve (sleepwear) in Canada. Products will begin hitting retailers simultaneously in both territories this fall.

In addition, the company is expanding its programs in Canada for NBA Canada, Elvis Presley, Muhammad Ali, Kidz Bop, Peppa Pig and Angel Cat Sugar.



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Rainbow Appoints Agents

European entertainment studio Rainbow is boosting its worldwide profile of brands through appointments of licensing agents around the world.

“We are delighted to be making this announcement as we have added a host of very well-respected names to our global network of experienced and knowledgeable agents. This enables us to utilize the very best local licensing knowledge to maximize opportunities for our brands in key territories across the world,” says Maurizio Distefano, executive vice president and general manager of global consumer products for Rainbow.



Joining the Rainbow roster of agents are B-Rights in Greece (Mia and me, PopPixie and Huntik); Planeta Junior in Spain (Winx, Mia and me, PopPixie and Huntik); PopCorn in Portugal (Mia and me); ELC in Eastern Europe and the Ukraine (Winx, Mia and me, PopPixie and Huntik); Viz International in Malaysia and Singapore (Winx, Mia and me, PopPixie and Huntik); Bates Group in Indonesia, the Philippines and Thailand (Winx, Mia and me, PopPixie and Huntik); Unite Licensing in Taiwan (Winx, Mia and me, PopPixie and Huntik); and Wild Pumpkin and Exim will represent Rainbow properties (PopPixie, Huntik and Mia and me) in Australia and Latin America, respectively.

This adds to Rainbow’s network of trusted agents that already includes Filma in Turkey, License2Brand in Greece, ZeroAoitto in Portugal, CPLG in Germany and Benelux, Yooka in Israel, Forward to Licensing in the Middle East and CLM Character Licensing and Marketing in South Africa.

In addition, Rainbow is continuing its relationship with Nickelodeon and sees it handling Winx Club across the U.K., U.S., Canada, Australia and Latin America—a partnership that has contributed to the



strengthening of Winx Club in key overseas markets.

Rainbow properties include “Winx Club,” a leading global girl’s series that follows a group of young students who are also magical fairies with amazing powers. The series is targeted toward girls, ages 4 to 12. “PopPixie” is a comedy-adventure show set in Pixieville, a quirky and eccentric place where all manner of magical animals live happily together. “Huntik: Secrets & Seekers” is a boys’ action-adventure show that combines history and culture with modern characters as it transports its audience across the globe to explore epic locations. “Mia and me” is a top-rated show that chronicles the adventures of 12-year-old Mia. Finally, “GON” is a brand-new series produced by Daewon Media and distributed exclusively across Europe by Rainbow that follows the adventures of a little dinosaur who survives the extinction of the rest of his kind.

Celebrity Clients Star for memBrain at Licensing Expo

Licensing agency memBrain, who has just appointed recording artist will.i.am as creative director, has announced several new partnerships for its celebrity clients and other top brands at Licensing Expo.

The company has signed pop girl group, burlesque troupe and dance ensemble The Pussycat Dolls, and is developing a girls’ property, Shelby Star, with singer/songwriter Christina Milian.

Online retailer Goodie Two Sleeves is producing apparel based on the bright and bubbly Buff Monster brand.

Pop culture-based artist Kenny Scharf, best known for his monster-like paintings, is partnering with the vermouth company Martini for its 150th anniversary.

memBrain is also welcoming LEG, a portfolio of experts including G. Garvin, M. Michaels and D. Babaii, and cooking television show “Iron Chef America”

to its roster.

Founded more than a decade ago by entertainment attorney Ken Hertz of Hertz & Lichtenstein (whose clients include Will Smith, Gwen Stefani, Britney Spears, Shaun White and others), memBrain develops and executes entertainment, marketing and media programs on behalf of leading global brands including McDonald’s, Hasbro, MillerCoors, Intel, Coty and others.



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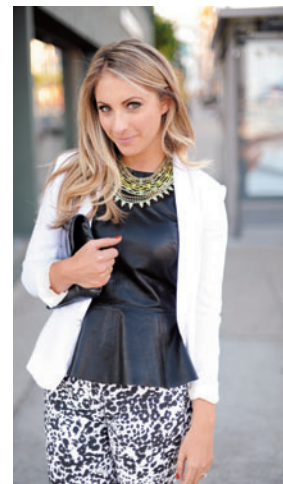
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Brand Central Touts Clients

Brand Central is unveiling new opportunities for its lifestyle, food and beverage and entertainment brands at Licensing Expo.

“This has been a big year for Brand Central as we continue to build innovative licensing and retail programs on behalf of our clients,” says Ross Misher, chief executive officer, Brand Central. “We will be announcing some fantastic new clients and initiatives at Licensing Expo, and we look forward to sharing them with everyone at our booth.”



The agency represents fitness, wellness and lifestyle brands such as Seventh Generation, Gaiam and Dr. Andrew Weil. At Licensing Expo, Brand Central is showcasing its new partnership with Miraval Resort & Spa, an award-winning resort and a leading luxury destination in the U.S. Brand Central will also be featuring a new lifestyle brand representation—Eastland. Eastland is a classic footwear brand best known for its timeless, American heritage-inspired casual style.

In the digital arena, Brand Central also represents *Apartment Therapy*, a home blog that reaches more than 14 million unique visitors per month, and has recently signed *Cupcakes and Cashmere*, a fashion, food, interior design, travel and beauty blog. For *Cupcakes and Cashmere*, Brand Central has announced a new partnership with the blog *Spoon Fork Bacon*.

In the home and baby division, Brand Central represents First Alert and celebrity nursery stylists Samantha Winch and Nina Takesh, owners of the boutique Petit Tresor.

Current entertainment clients include Mister Rogers' Neighborhood, ABC's daytime cooking show “The Chew,” Pee-wee Herman and properties from Mark Burnett and One Three Media including the series “Are You Smarter than a 5th Grader?,” “The Apprentice” and “Trust Me, I'm a Game Show Host.” Brand Central is also representing Shine America, who produces “Master Chef.” For the Master Chef property, Brand Central will extend the brand through food and beverage categories.

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Exim Restructures, Goes Digital

Exim Group, a marketing organization with more than 30 years experience in the industry, is looking to fully service its clients' needs through re-organization throughout the world and maximize results for its licensors through simple strategies and new technologies.

At Exim's Miami headquarters, the company is offering strategic planning and support, and is introducing a new digital division to support marketing activities. At Exim's office in Brazil, a proprietary system, the New Exim Business System, is operating to protect data and integrate different areas of business.

Exim Group will continue to focus on

Brazil and Mexico and key territories across the Latin America region, but also expects to see growth in areas such as Chile, Colombia, Peru, Argentina and Panama.

In addition, Exim Group is segmenting its licensing operation into seven business areas, including entertainment licensing and feature films, corporate brands, sports, art and design, music, lifestyle and digital and new media opportunities. While the kids and entertainment segments will continue to be the core of the business, Exim predicts rapid growth in other areas as well, such as UFC for sports or Brazilian artist Romero Britto in the art and design segment.



At this year's Licensing Expo, Exim Group is also announcing heavy investments in training executives and employees, in addition to their new role as a retail-focused organization looking to exploit the e-commerce sector.

A vibrant, colorful promotional banner for 'ohiya' featuring a variety of cartoon characters. In the center is a large, black, cat-like character with a white muzzle and red eyes. To its left is a black character with orange horns and a white mask, and a white character with large black eyes. To its right is a white, fluffy character with blue eyes, a black character with a colorful mask, and a green character with large eyes. At the bottom left is a teal character with large eyes and a red nose. At the bottom right is a character with a red hat and a white beard. The background is filled with stars and colorful patterns. The text 'hi' is in a black speech bubble, and 'STOP IN A SAY "HI" JTMG BOOTH E151' is in pink. The 'ohiya' logo is in a blue speech bubble, and 'the art of making friends' is in white. The website 'www.ohiyafriends.com' is at the bottom.

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for Asia Licensing Contact: Cynthia Money
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41 Entertainment	A134	Captain McFinn LLC	E167
4K Media Inc.	C135	Carte Blanche Greetings Ltd.	Ste 1
4Licensing Corp	P171	Cartoon Network Enterprises	D121
ABRAL - Brazilian Licensing Association	Q161	CBS Consumer Products	C121
ABS by Allen Schwartz	L53	Character Arts, LLC	T201
Act III Licensing, LLC	C51	Character Changing	P200
Activision	R161	Cherokee, Inc.	J91
Advanstar	J121	Cheryl Tuck-Tallon	F21
Alchemy Licensing	F52	Chico Chihuahua	U175
American Express Open	M192	China Toy & Juvenile Products Association	B25
American Greetings	N151	Christina Bynum-Breaux	H40
AMERICAN REBEL and REBEL GIRL	K41	Chuck Pinson - Art With Meaning	E60
Ana Davis, Ltd.	F12	Cisco Sales Corp.	E22
AND1	M65	CMG Worldwide	C61
Anya Animation Company Limited	T181	Coca-Cola	E111
Argo Ink	G50	Condé Nast	E71
Ariel Group Enterprises, LLC	E09	Conduct Happiness, Inc.	H10
Art & Science International Inc.	B52	CopCorp Licensing/Knockout Licensing	C91
Art Impressions, Inc.	F91	Counterpoint Systems, Inc.	M151
Art Licensing International	G30	Country Brand Clothing.com	M55
Art Makers International, Inc.- AMI!	G62	Crayola	Ste 5
Artestar	G65	Creata	A80
Artimize Worldwide Co., Ltd.	C167	Creative Licensing Corporation	C160
ARTOXICATION	G10	Creative Minds Design Studio	H12
ARTPQ	J141	Crocs	L30
ASPCA	A41	Crown Creative Co., Ltd.	A151
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Aurora World	J141	d-rights Inc./ SUNRIGHTS INC.	A151
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Automobili Lamborghini S.p.A	C101	D3M Licensing Group LLC	Q191
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bCreative, Inc.	G53	Dark Horse Comics	C160
Beanstalk/Nancy Bailey & Associates/Tinderbox	G101	Defiance Licensing Group, Inc.	L87
Bentley Licensing Group	F65	Deliso Sophie la girafe	A72
Benton Arts	C32	Dena Designs, Inc.	D61
Beverly Hills Polo Club International	J41	Dentsu Entertainment USA, Inc.	Ste 4
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Blaylock Originals Inc.	F41	Dependable Solutions, Inc.	J171
Blindspot Fine Arts	G21	Design Plus	F71
Bo Bunny Press	G23	Design Studios by American Greetings	E44
Body Glove/Dive N' Surf	J65	DGAtees, Inc.	E50
Bowflex & Nautilus/Seltzer Licensing Group	A101	DHX Media	L165
Boy Scouts of America	F81	Dimensional Branding	C71
Bradford Licensing, LLC	C73	Discovery Communications	K161
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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so, run away _____!

ADVERB

• Can I buy you a/an

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NOUN

just want the money?

• Your _____ must be

PART OF THE BODY

really tired, because you've

been _____ through

VERB ENDING IN "ING"

my _____ all night

NOUN

long.

• Your father must have

been a/an _____,

OCCUPATION

because he stole the

_____ from the

PLURAL NOUN

_____ and put them

NOUN

in your _____.

PART OF THE BODY (PLURAL)

• Is it _____ in here,

ADJECTIVE

or is it just you?

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Gelsingering Licensing Group Inc
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Guide to the Licensing World
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Imagimax Co.,Ltd
Imagine Design (IMD)
IMG Worldwide, Inc.
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G181 International Brand Management and Licensing
E111 Ironclad Performance Wear
D21 It Says Golf
B151 ITV STUDIOS
N181 ITV STUDIOS
C167 Jackson by JRP Collection Paris
O201 Jamboozee / DJL Enterprises
K167 Japan Pavilion
K171 JAST Company Limited
B71 JELC
Q161 Jennie Cooley
U173 JENNY FOSTER
U203 Jewel Branding & Licensing, Inc.
T191 John Wayne Enterprises
H20 Joy Tashjian Marketing Group, LLC
A161 JPatton
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L36 Kantana Animation Studios Co.,Ltd.
H171 Kasmanas Licensing
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F53 kathy ireland Worldwide
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D161 KelleeArt Design Studio, LTD.
Q161 Kelli Roo Company LLC
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T181 Khristian A Howel Color & Pattern
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G35 knock of neverland
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E42 Lagali S.A.
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C167 Lemur Licensing
C167 Licensing Liaison
F121 Licensing Management Intl, LLC
G20 Licensing Works!
C92 lief! lifestyle
B82 Lifestyle Licensing International
A77 Lilla Rogers Studio
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B70 LIMA International
E34 Lionsgate Entertainment
M170 Liquid Blue
H11 Lisa Frank, Inc.
B130 Lisa Marks Associates, Inc. (LMA)
M171 Live Nation Merchandise
V201 Liverpool Football Club
T181 LMCA
T181 LoCoco Licensing
C41 Longboard
R171 Loter, Inc.
M191 Ludorum Plc

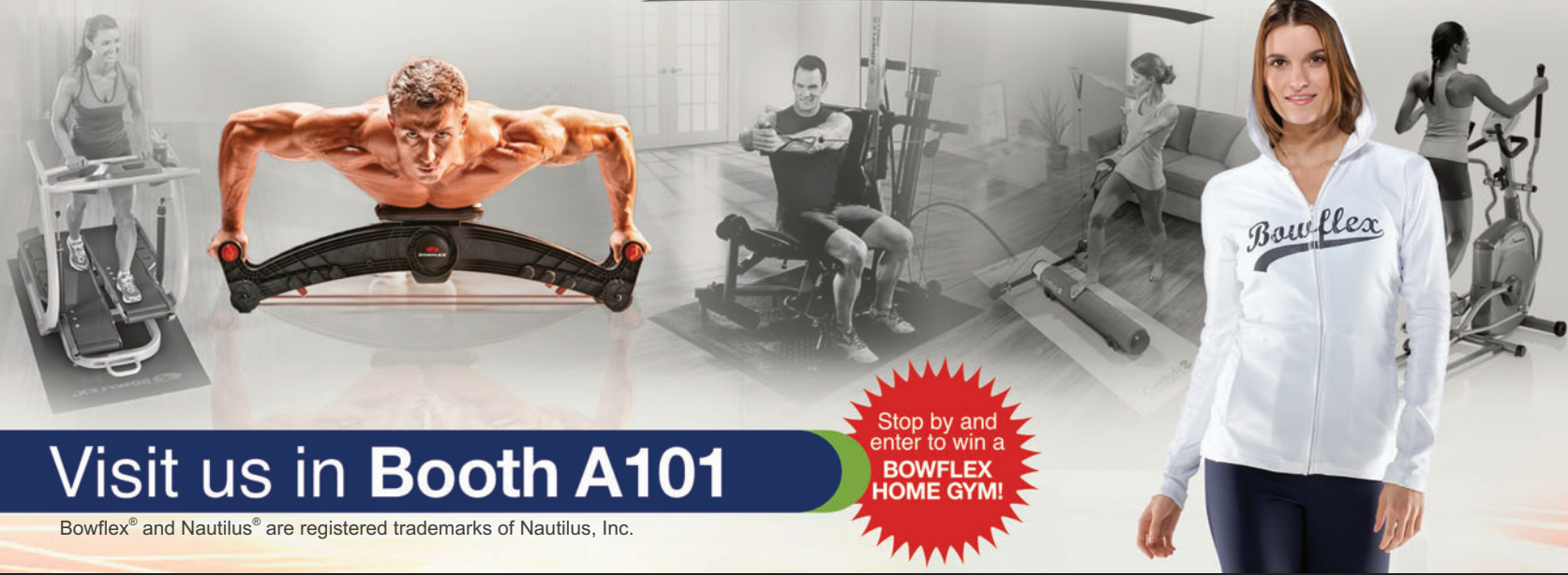
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M&T Global	W190	PBS KIDS	Q201	Sequential Brands Group	K61	The Pokémon Company International, Inc.	G141
Magnet Reps	F61	Peanuts Worldwide	S182	Sesame Workshop	P151	The Renewables	A63
Mandalay Bay / AALMG	L33	Penguin Group (USA)	D171	Sharpe Company	B74	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
Maui and Sons	J61	PPI Worldwide	C141	SLIDE BALL	R191	Tish & Snooky's Manic Panic NYC	L40
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
Mercis bv	Q151	Qingdao Hengda Group Leather Development	X172	Source Interlink Media	M180	Tracy Anderson	L61
Meredith Brand Licensing	L145	Quanzhou Dahe Metal Packing Products Co., LTD	X182	Spacetoon International	V200	Trademarking Resources, Inc.	H41
MerryMakers Inc.	B132	Quanzhou Hengde Bags & Luggage Manufacturing Co.	W195	Spin Master, Inc.	G71	Trunk Archive	D20
MGA Entertainment	J151	Quanzhou Hongsheng Light Industry Co. Ltd.	W191	Spoken Tokens	H24	Tuba Entertainment	E141
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Millimages	R191	RAD	F11	Studio 100	R191	Ubisoft Entertainment	D151
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MODONDI	E45	Rah Crawford	E43	STUDIO LICENSING INC.	L193	UL Verification Services Inc.	E11
Mormaii Ind. E Com. Impo. E Exp. De	Q161	Rainbow SRL	R151	Studio Renea	F47	United ERP, LLC	C136
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mrpuppy.com	F22	Redfern Enterprises Incorporated	V172	Suzanne Cruise Creative Services, Inc.	G32	UPS	C22
Muaythai iGLA Co., Ltd.	T181	Redibra Licensing Solutions	Q161	Suzy's Zoo	A71	VIZ Media	A137
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Nelvana Enterprises Inc.	B121	Saban Brands	A112	Textiles for Thinkers	K66	Withit Licensing Ltd	H52
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Nickelodeon	O131	Sanrio	A54	Thailand Department of Intellectual Property	T181	World Editors / Piegrande S.A	T173
Nivpat, LLC	V182	Sanrio	A54-a	Thailand Department of Intellectual Property	U181	World Wrestling Entertainment	M161
Nivpat, LLC	V182	Sanrio	A54-b	The Brand Liaison	J33	XCVI	M61
Ocon	J141	Sanrio	A54-c	The Buffalo Works	G45	Xiamen Onedream Import and Export Co., Ltd	W201
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Paradox Entertainment	B143			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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email: shenno@sega.co.uk
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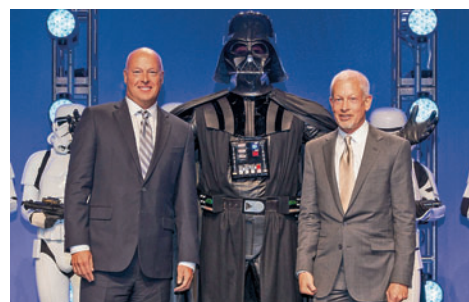
Bob Higgins, Ira Singerman, Sander Schwartz, Michael Riley and Ed Horasz.



Lindsey Friedman, Alex Gomex, Alicia Mandeville, Aubrey McClure, Jennifer Baca, Andrea Green, Vickie Farmer, Scott Murata and Ashley Maily from Activision.



Jeff Peters, Diana Pessin, Michele Caruso, Cara Grabowski and Josh Goodstreet from HBO.



Bob Chapek, Disney Consumer Products, and Howard Roffman, Lucasfilm.



Peter Stojkovski, Gorgi Gulevski and Kristina Stojkovski from Hipsta.



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Kathy Ireland, Kathy Ireland Worldwide, and Miss Universe, Olivia Culpo.



Jen Miller, SeaWorld, and an eagle.



Kate Dwyer, Deklah Polansky, Thomas Meyerhoffer, Kelly Koziel and Marsha Schroeder of Coca-Cola.



Lisa Schein, Arta Isouski, Rick Platt, Julia Graham and Colin Hayen of Sequential Brands.



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Carl Lumbard

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E: carl.lumbard@fremantlemedia.com

Andrea Brent

VP Licensing, North America
T: 1 818 748 1387
E: andrea.brent@fremantlemedia.com

Pindy O'Brien

VP Brand Licensing & Retail UK
T: +44 207 691 6789
E: pindy.obrien@fremantlemedia.com

Liz Burnett

Director, Consumer Products, Australia
T: +61 2 9434 0722
E: liz.burnett@fremantlemedia.com

Visit us at booth #P161

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