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Making Waves

Disney Channels is leveraging its creative tide and synergy with Disney Consumer Products to create the next wave of popular franchises for preschoolers, boys and tweens.

■ Brand Licensing Europe Preview ■ Hot Fashion at Retail ■ MAGIC Market Week Returns

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AUGUST 2013

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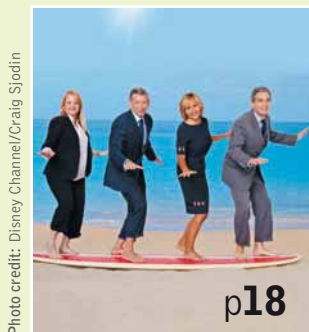
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Photo credit: Disney Channel/Craig Sjodin

On the Cover: Kristin Corrigan, executive director, franchise management, Disney/ABC Television Group; Adam Sanderson, senior vice president, franchise management, Disney/ABC Television Group; Jennifer Rogers-Doyle, vice president, franchise management, Disney/ABC Television Group; and J.D. Edwards, senior vice president, licensing, Disney Media, Classics and Entertainment, Disney Consumer Products.

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A Quick Fifty

From New York to Moscow, here are 50 retailers that present powerful opportunities for brand licensing.

The opportunities for licensed merchandise at retailers worldwide are as strong as ever.

With the Top 150 Global Licensors reporting almost \$230 billion in global retail sales of licensed products (see the May issue of *License! Global*), and representing almost 5 percent of the \$4.2 trillion retail industry, there's no doubt that consumers love licensed merchandise. And the demand is on the rise, from the smaller niche brands to the mega brands driven by box office blockbusters.

Consider the following examples that show a multitude of opportunities that exist for brand extensions, especially as retail sales continue to grow, both at brick-and-mortar retailers (expected to increase by 3.4 percent) and online (expected to grow between 9 and 12 percent in 2013), according to the National Retail Federation.

So for a moment, think beyond some of the top of mind and more obvious retailers for licensed products, and look at some of the less obvious retailers where new opportunities clearly exist:

- **The first 10**—To start the list, take a look at the special report in this issue of *License! Global* (see page 26) that exemplifies the scope of licensed fashion at retail. “In the Bag” looks at 10 creative apparel properties that have had an impact in the marketplace at retailers such as Banana Republic, Old Navy, Dorothy Perkins, Guess, Forever 21, Macy's, Nordstrom, Gap, JCPenney and Sears.
- **The second 10**—The annual “Hot Retailers” list, recently released by National Retail Federation, *Stores* magazine and Kantar Retail, identifies the fastest growing companies based on annual sales increases. It also reinforces the importance of specialty apparel, indicates what retailers resonate with consumers and where potential opportunities for licensed products may exist. Bi-Lo, lululemon athletica and H&M were among

the fastest-growing retailers, along with Michael Kors Holdings, Sprout's Farmer's Market, Apple Stores, Under Armour, Amazon, Heizberg's Diamond Shops and Fresh Market rounding out top 10.

- **The third 10**—Ten retailers that have remained on the NRF's Hot List for eight consecutive years—and certainly constitute a solid list for brand licensing—include Amazon.com, Ascena Retail Group, O'Reilly Automotive, Urban Outfitters, J.Crew, Tractor Supply, Dick's Sporting Goods, Dollar Tree, Ross Stores and PetSmart.
- **The fourth 10**—NRF's Hot 100 List also ranks the fastest-growing restaurants, which also offer strong opportunities for brand extensions such as Jimmy John's, Cheddar's Casual Café, Buffalo Wild Wings, Chipotle Mexican Grill, Panda Restaurant Group (Panda Express), Noodles & Company, Zaxby's Franchising, Wingstop Restaurants, BJ's Restaurants and Chick-fil-A.
- **The last 10**—While expansion into Russia might be unrealistic for some companies, the opportunities do exist and will continue to become more important. According to retail analyst RNG, the formal Russian retail market represented a \$715 billion marketplace in 2012. The top 10 retailers might be unfamiliar names at present, but considering the continued globalization of retailing and brand licensing, it might not be too many more years before some of these retailers become well known to executives in all major territories. The list includes X5 Retail Group, Magnit, Auchan, Metro, DIXY Group, M.video, O'Key, Lenta, Svyaznoy and Euroset. RNG estimates these retailers generated \$71.8 billion in sales in 2012.

In this short space, 50 retailers were quickly mentioned that could be developed into a potential target list for licensors, licensees and retail execs to create the next best licensing program. ©



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

Marvel Preps Guardians for Galactic Product Launch

Marvel will launch its next major franchise film, *Guardians of the Galaxy*, in 2014 and is already building an out of this world consumer products program.

Marvel is gearing up for the release of what is promising to be its next mega franchise as it reveals what is in store for fans for August 2014's *Guardians of the Galaxy*.

"Whether it be *Guardians* or any of the new films, the long-term strategy is to turn [a property] into a franchise, which is a term we don't use lightly," says Paul Gitter, senior vice president, licensing, Marvel, Disney Consumer Products. "The plan is to release the film and have it turn into another blockbuster consumer product and theatrical initiative that will last for years to come."

The film is somewhat of a departure for Marvel, rooting its characters in space this time around, a platform that offers many avenues to explore both theatrically and on the product side.

"[*Guardians of the Galaxy*] puts us in a genre that we have yet to do. The film

focuses on space and galactic adventure, which presents a lot of opportunity for licensees, along with new personalities and new characters," says Gitter.

And *Guardians* does have a wealth of new characters to choose from.

The film centers on a rag tag team of galactic adventurers, some live action, some CGI, including Peter Quill a.k.a. Star Lord (played by Chris Pratt), Gamora (Zoe Saldana), Drax the Destroyer (Dave Bautista), Rocket Raccoon and Groot, that join forces to defeat a cosmic force. Specific plot points have yet to be revealed, but if previous Marvel films are any indication, such as *Marvel's The Avengers* and *Iron Man 3*, which are the No. 3 and No. 5 highest grossing films of all time and the two highest grossing films ever released by The Walt Disney Company, *Guardians* will be yet another hit with audiences.

"As we've seen with *The Avengers* and *Iron Man*, Marvel Studios is expert at developing comic-based properties into major blockbuster events and bringing them to the forefront of pop culture," says Adam Biehl, vice president of global marketing, Hasbro.

For licensees, the *Guardians* property presents an entirely new genre to leverage and capitalize on.

The property will be



anchored by boys' toys, construction, customization and role play, with early partners Hasbro, Disguise and Sideshow Collectibles already tapped to lead the program.

"It's thrilling to see the way that Marvel continues to expand the brand and broaden the vision for entertainment, bringing more and more fantastic characters from the rich comic history to the big screen," says Greg Anzalone, president, Sideshow Collectibles. "*Guardians of the Galaxy* offers a whole new sense of adventure in the great beyond of deep space, an exciting turn for the Marvel film franchise. As a licensee, we're excited that the *Guardians* offers all-new opportunities, building on the success that we've enjoyed with *Avengers* and each of the individual character films."

Additional partners include Mad Engine, Gentle Giant and New Era, and retailers are already lining up to place product on shelf.

"The demand from retailers [for *Guardians* product] is very high. The new genre is really enticing," says Gitter. "This time around, we've had a lot of interest from both mass and specialty retailers. We've got the ability [with the *Guardians* property] to span up and down, from as low as the dollar store to as high as upper-tier retailers."



Paul Gitter, senior vice president, licensing, Marvel, Disney Consumer Products

Adventure Time™



AWESOME SHOWS

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Disney Revs Up for *Planes*

Disney Consumer Products has revealed the product collection for Disneytoon Studios' upcoming animated film, *Disney's Planes*, which will arrive in theaters Aug. 9.

The line up includes toys from Disney Store and licensees such as Mattel and



Thinkway, as well as an assortment of fashion, home décor, lifestyle and publishing products.

"Disney Consumer Products' Disney's Planes collection delivers on interactivity and fun with products that tie into classic boys' play patterns and their love for vehicles," says Josh Silverman, executive vice president global licensing, DCP. "There's also something for collectors with an all-new assortment of die-cast featuring key *Disney's Planes* characters."

Among the products available now at Disney Store locations and mass retailers across the U.S. are:

- die-cast characters, a radio-controlled plane, a track set and foam flyers from Mattel;



- a remote-controlled Dusty from Thinkway;
- a DUPLO building set from LEGO;
- action figures and t-shirts from Disney Store;
- toddler apparel including jackets, tees and short sets from Children's Apparel Network;
- toddler shoes from Payless;
- a comforter set and cuddle pillow from Jay Franco;
- an upholstered chair from Delta;
- a throw blanket from The Northwest Company; and
- a range of publishing products including a storybook app, read-along book with CD and *Dusty's Great Race* storybook from Disney Publishing.

Hasbro Grabs DWA Tentpoles, Acquires Gaming Company

Hasbro has been making some strategic moves, both in key property appointments and in building its own business.

DreamWorks Animation has tapped Hasbro to create toys and games inspired by two of its upcoming tentpole franchises—*B.O.O.: Bureau of Otherworldly Operations* and *Trolls*.

Hasbro will unveil franchise-inspired toy lines in conjunction with the *B.O.O.* and *Trolls* theatrical releases, which are planned for 2015 and 2016, respectively.

Hasbro has also acquired a majority stake in the mobile gaming company Backflip Studios, creator of games including "DragonVale," "NinJump" and "Paper Toss."

Hasbro paid \$112 million in cash for 70 percent of the company, which will continue to be run by its current management team and remain based in Boulder, Colo.

Hasbro expects the deal to have a neutral to slightly positive effect on its 2013 financial results, and sees the acquisition as a way to gain a stronger position in the mobile gaming sector.

"The acquisition of Backflip fits perfectly into our strategy of extending our brands into all forms and formats," says Brian Goldner, president and chief executive officer, Hasbro. "As mobile play continues its rapid growth, Backflip's leadership position, great games and established network of users makes Hasbro a more meaningful participant in digital gaming. Together with Julian, Dale and the talented team at Backflip, we will continue to take a leadership role in bringing great game play to the mobile environment."

Backflip Studios will continue to develop its own IP, as well as create mobile games featuring many of Hasbro's best-known brands. Founded in 2009 by Julian Farrior,



Dale Thoms and Tom Blind, the company has more than 300 million downloads of its games which also include "Ragdoll Blaster," "Army of Darkness Defense" and "OutWorded."

Regular Show™



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DBG Runs with Usain Bolt for 'Temple Run'

The world's fastest man is taking on a whole new kind of running challenge as the first-ever branded character in Imangi Studios' hit game app, "Temple Run."

The crossover was brokered by Imangi's global licensing agency, Dimensional Branding Group.

The six-time Olympic gold medalist is now available as a premium character via an in-app purchase in "Temple Run 2" for iOS or Android.

The limited time character cameo features Usain Bolt outfitted in his signature yellow and green jersey. The Bolt character comes with unique abilities inspired by the athlete's real-life prowess and allows him to boost ahead at a record-breaking pace while activating the game's coin magnet function at the same time.

"This was just a natural fit for us," says John Leonhardt, president, DBG. "'Temple Run' is an endless runner, and Usain Bolt

is the fastest man on Earth."

The collaboration came after Imangi and DBG became aware of Bolt's passion for their game, which he frequently talks about on social media.

"I travel all over the world, and travel time gives me lots of opportunity to play 'Temple Run' at airports or on car journeys," says Bolt. "It's exciting to see myself represented within a game I already play."

DBG is also considering expanding the partnership into branded products, although no merchandise deals have yet to be signed.

This isn't the first character collaboration for "Temple Run"—Imangi has already



released two Disney-themed versions of its game, "Temple Run: Brave" and "Temple Run: Oz."

The original game app also has a strong roster of branded products such as apparel, publishing, digital comics and card and board games. Licensing for "Temple Run" is managed by DBG and its sub-agency network, which includes Lisle International in Europe, Wild Pumpkin in Australia and Empire Multimedia in Pan-China.

Spin Master Bows First Preschool IP: Paw Patrol

Toy company Spin Master has launched its first solely owned IP—Paw Patrol—in collaboration with Nickelodeon.

The property will be anchored by a CG-animated TV show based on a concept by Keith Chapman ("Bob the Builder") and with animation from Guru Studio ("The Backyardigans" and "Justin Time").



"Paw Patrol" stars a pack of six heroic puppies who are led by a tech-savvy 10-year-old boy named Ryder, with a curriculum focused on citizenship, social skills and problem-solving.

The series premieres Aug. 12 on Nickelodeon in the U.S., followed by the Canadian launch on TVO and Knowledge Network on Sept. 2. The series will begin airing on Nickelodeon's international channels in the fall.

Spin Master will manage distribution and licensing for the property in Canada, with Nickelodeon handling global distribution and licensing for all other territories.

"With our new series 'Paw Patrol,' Spin Master Entertainment is entering the preschool space in a big way. We've put together what we believe to be the best



creative minds in preschool to bring our heroic puppies and the world of Adventure Bay to life," says Jennifer Dodge, vice president, Spin Master Entertainment and executive producer of the series. "We're extraordinarily excited to announce TVO and Knowledge Network as our broadcasters in Canada as well as our worldwide broadcast partnership with Nickelodeon."

Showtime Preps for the Death of ‘Dexter’ TV Series

Showtime and CBS Consumer Products are introducing a large array of new, exclusive merchandise in celebration of the eighth and final season of “Dexter,” which began June 30.

The new product range includes food, prop replicas, figures and more available for purchase on the SHO.com e-commerce site and at retailers across the U.S.



Among the new product released is:

- a custom ice cream sandwich called the Killer Combo from Coolhaus Ice Cream that has a double chocolate cookie on one side and a snickerdoodle on the other with cherry swirl ice cream in between;
- Magnolia Bakery Cupcakes is offering Dexter-themed “bloody” red velvet cupcakes;
- Bif Bang Pow!/ Entertainment Earth has added three new products to its assortment—a talking Dexter bobble head, a Dexter Morgan Computer Mate bobble head and a Dexter Blood Spatter Analyst action figure in a tin tote; and
- Cloned Replicas is has planned a line of prop replicas that will include a Dexter Morgan ID badge, a Jordan Chase blood



vial necklace and a smiley face blood slide.

Additional exclusive Dexter merchandise that available at SHO.com during the season includes Look/See sunglasses, a Vannen Watch designed by Ty Mattson, blood slide earrings and a nail polish set.

DreamWorks Builds Television Division

DreamWorks Animation has named former Nickelodeon executive Marjorie Cohn as its first-ever head of television as the studio significantly expands its TV efforts.

Joining Cohn as head of television production is Mark Taylor, who was most recently at the helm of Nickelodeon Animation Studio, and Peter Gal, the DWA executive who oversees creative on TV series “DreamWorks Dragons: Riders of Berk” and “Turbo F.A.S.T.” Gal will now serve as head of television development.

Together, this trio of executives will oversee the production and development for DWA’s expanding television portfolio.

The focus on expansion into TV began with the 2012 acquisition of Classic Media’s

property portfolio, which includes The Lone Ranger, Lassie and Where’s Waldo?.

Earlier this year, DreamWorks also signed landmark production and distribution agreements with Netflix and Germany’s Super RTL.

Cohn and her team will now be responsible for the development and production of 1,200 new original episodes over the next five years that will feature TV series based on DreamWorks’ current franchises, future films and the most popular heritage properties from Classic Media.

A 26-year veteran of Nickelodeon, Cohn most recently held the role of president, content development, during which she was engaged in the development,

creation and production of some of the most successful children’s programs in television history including “SpongeBob SquarePants,” “Rugrats” and the “Kids’ Choice Awards.”

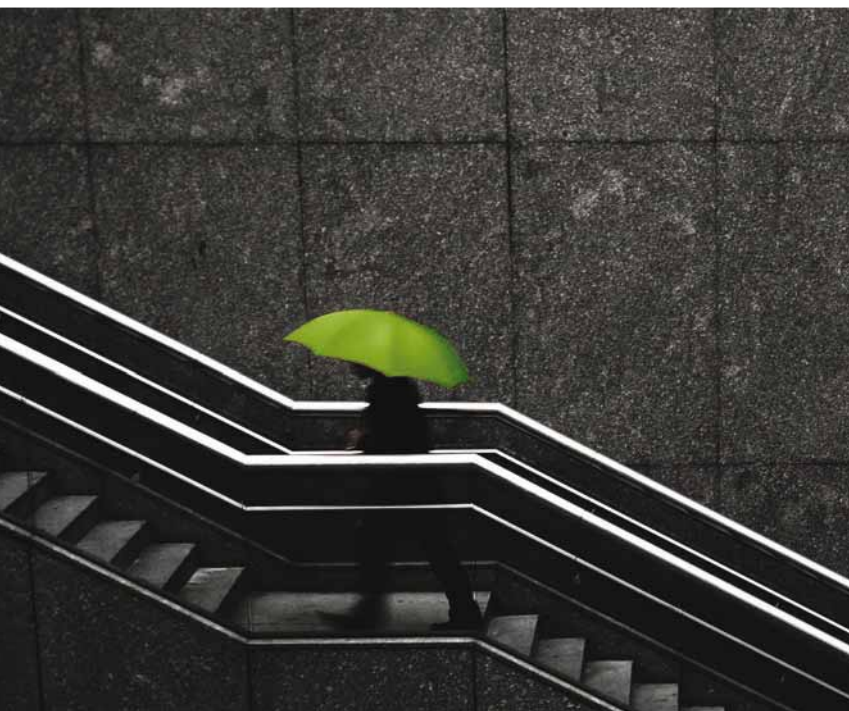
“Having Margie join us to oversee our television efforts is an incredible coup for DreamWorks Animation. She is uniquely suited with the experience, skill and creativity to immediately dive in and oversee our aggressive expansion into this space,” says Ann Daly, chief operating officer, DWA. “Margie has tremendous instincts when it comes to kids’ programming, and we can’t wait to unleash her creative force on DreamWorks’ vast IP to bring exciting new content to families across the world.” ©

Royalty Audit and Contract Compliance: It's Not Just About Money

Lewis Stark, CPA
Partner, EisnerAmper

Your brands and trademarks are extremely valuable.

After all, you have expended considerable time, effort and money to build them and, when managed correctly, they can generate significant royalty income and provide valuable market data leading to a competitive advantage. Because of this significant value brands and trademarks should be proactively protected. In what follows, we provide actionable steps designed for licensors to take that will help them protect their properties through a royalty compliance program. This important process should be established and maintained as a component of every licensing program.



There are three distinct ways licensors approach the concept of a Royalty Compliance program. Each has its own characteristics and risks. Let's take a look at all three.

Passive Compliance. The characteristics of this (all too common) approach include:

- Failure to audit licensees or the infrequent performance of a small number of audits
- Failure to consider audit windows and allowing periods to close without auditing
- No audit plan or budget to conduct audits
- Failure to include sufficient audit language in the license

The risks associated with a passive compliance program encompass lost revenue; absence of timely, accurate business intelligence; devaluation of brand; negative effects on relationships with third-party

rights holders and licensees; vulnerability to litigation; non-adherence to Sarbanes-Oxley or fiduciary obligations, especially if your licensed properties are owned by third-parties; and unidentified business growth opportunities.

Reactive Compliance. Here we see characteristics that can be problematic.

- Basing an audit only on perceived problems, or the sudden need for additional revenue
- Adopting a punitive approach as opposed to a cooperative one
- Lacking structure that impairs effectiveness
- The process is often not budgeted. At a critical time, funds may not be available to address a suspected issue

The risks of a reactive compliance program include incorrectly choosing the licensee based on bad data or due to a knee-jerk reaction; damaging relationships with a licensee who feels targeted; no or minimal findings while out-of-pocket audit costs are incurred; and difficulty obtaining compliance with no history of compliance in the past.

Proactive Compliance. Here we see characteristics that can lead to successful outcomes with limited risks.

- A structured audit plan is in place, with staff assigned to the process
- The compliance program is budgeted, funded and actively managed
- Contractual provisions are written and built-in to support the audit process
- Open, candid and frequent lines of communications are maintained with licensees

With a proactive program the costs and time required for staff and resources (and the possibility that audits are not necessarily self-funding) are far outweighed by the benefits, both monetary and non-monetary. Clearly, we believe a proactive approach is the proper approach. So, from a licensor's perspective, what are some of the steps that can be taken in devising an audit plan that delivers results?

First, establish your goals. These may include ensuring general compliance with the license agreement and disseminating your expectations under the agreement. Also take into consideration maximizing licensing income; protecting the brand; and gaining better insight into licensee practices and how they exploit your brand.

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Goals are important but there are some practical requirements that need to be put in place at the outset, including allocating dedicated resources, including assigning the proper personnel, ensuring sufficient funding, and effectively using licensing software systems with reporting capabilities; as well as maintaining internal coordination among legal, finance and sales. Once these elements are in place, licensors can systematically approach the more strategic issues about which licensee audits to undertake and when. Some of the criteria to consider include:

- Timing and quality of the licensee's reporting and payments
- Recoupment of advances and minimum guarantees
- Volume of royalties reported and the significance of such royalty stream to your business
- Number of licenses executed with the licensee
- Nature of rights granted
- Licensee's reputation and the industry in which they operate
- Obligations to third-party rights holder

Maintaining relationships is vital. A concern that often goes unaddressed is that of managing licensees' expectations—and, frankly, allaying their fears. The advice we provide our licensor clients is to communicate early and often with their licensees. We suggest an advisory letter be sent to all your licensees providing a "heads-up" that you have a royalty audit plan in place and that the licensee may be subject to an audit. We find that such an advisory reduces surprise when a licensee is selected and can result in a degree of self-auditing leading to monetary adjustments and increased royalties going forward.

All of this inevitably leads to a pre-audit period where licensors should communicate with their internal management, sales team and licensees, and, of course, select their auditor. Naturally, we'd invite licensors to consider EisnerAmper as their royalty auditor, but there are factors to weigh before making a final determination including reputation, experience in your industry, capacity (e.g., multiple licensees/international requirements), location, full service/boutique and cost.

The Royalty Audit and Contract Compliance professionals at EisnerAmper are prepared to discuss any of these issues with you at no cost. The monetary and non-monetary value of brand and trademark protection can be maximized through the use of qualified and experienced royalty audit service providers. We invite you to get in touch with us to learn more about this vital process. ~

Licensing in the New World

By **Marshal Cohen**, chief industry analyst, The NPD Group

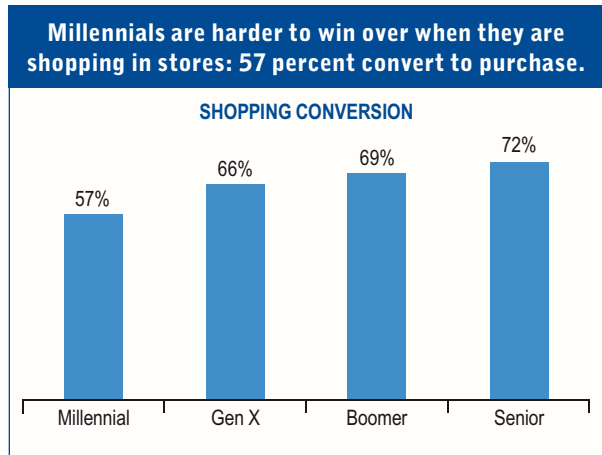


Millennials (those aged 13- to 33-years-old) total 80 million in the U.S., according to the U.S. Census Bureau, and contribute \$150 billion in sales per year.** They also seem to be the most sought after audience for retailers and brands. Millennials are the most elusive group of shoppers and the most challenging to keep pace with.

Licensed products complement the lifestyle of Millennial shoppers who tend to watch more sitcoms and reality TV shows than other generations.* Their viewing habits showcase their desire to be individuals and lead to opportunities for marketers to create unique products.

This is a generation, according to a poll by CivicScience, that is influenced by the Internet four times more, which makes understanding how a product or brand is consumed that much more important. CivicScience also reports that 58 percent of Millennials post online reviews of product they buy, and 50 percent of Millennials use a smartphone to research the product while shopping. Compare that to a total of 12 percent for all generations, and it is easy to see how brands can tap in to this group by providing content to share.

Millennials are three times more likely to research product before they buy.* Influencing this group



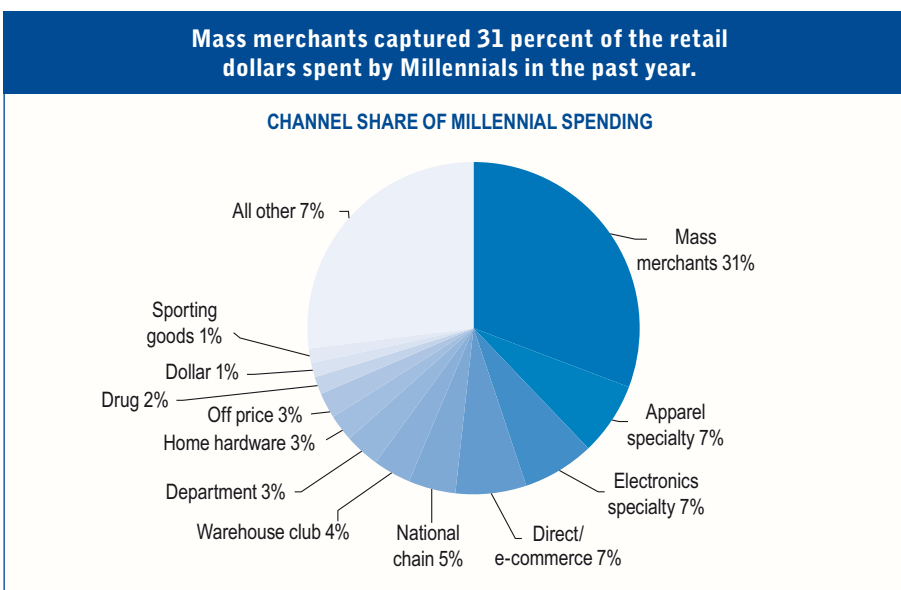
Source: The NPD Group/Shopping Activity Services/12 months ending April 2013

to purchase a product is critical. Millennial's shopping conversion rate is 57 percent compared to Generation X, which is 66 percent; Boomers conversion rate is 69 percent; and seniors are 72 percent.** With Millennials having the lowest shopping conversion rate, it shows they are the most selective and most economically challenged.

While online has a greater share of Millennial shopper's spend—19 percent compared to the total market of 10 percent (average consumer spending for all categories)—the majority of the Millennials' dollars are spent in brick-and-mortar stores (81 percent).** Thirty-one percent of those retail dollars are spent in mass merchants. In order to sell across generations, there must be multiple messages and multiple touch points to reach the consumer.

Even though Millennials are the great opportunity of today, there is a bigger opportunity with the Boomer consumer. With greater discretionary spending, this generation has more buying power. Boomers will be living and working longer and spending more than prior generations.

Steeped in tradition selling licensed products to the younger generations, the world is a different place today. The licensing industry needs to look for growth within a broader audience. ©



Source: The NPD Group/Shopping Activity Services/12 months ending April 2013

*Source: CivicScience

**Source: The NPD Group, Inc./Shopping Activity Services/12 months ending April 2013

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Making Waves



With a new original movie and several other programs, Disney Channels is leveraging its creative tide and its synergy with Disney Consumer Products to create the next wave of popular franchises for preschoolers, boys and tweens.

Pictured (from left): Kristin Corrigan, executive director, franchise management, Disney/ABC Television Group; Adam Sanderson, senior vice president, franchise management, Disney/ABC Television Group; Jennifer Rogers-Doyle, vice president, franchise management, Disney/ABC Television Group; and J.D. Edwards, senior vice president, licensing, Disney Media, Classics and Entertainment, Disney Consumer Products.

By **Tony Lisanti**

When Phineas and Ferb meet Marvel's Super Heroes, it not only makes for a super show and another line of licensed products, but it also reflects the continued evolution, creativity and success of The Walt Disney Company, as well as the

inherent and improved synergy of its divisions.

It wasn't long ago that iconic characters such as Mickey, Minnie, Winnie the Pooh and Tigger dominated many Disney initiatives, and while they are still stars of the Magic Kingdom, there are many new characters that



are filling the airwaves and the aisles of retailers worldwide.

Following the acquisition of Marvel almost four years ago and Lucasfilm last year, Disney has experienced significant changes and expansion across its core businesses as the integration process has unfolded. Whether it's Disney Consumer Products or Disney Channels Worldwide, there has been a concerted effort to better integrate operations and encourage greater synergy in order to spawn new initiatives, co-branding and promotions. Yet despite operational changes, the driving factor remains a commitment to exceptional content sprinkled with new star power.

Disney Channels Worldwide is riding a wave of new original content and potential new franchises across kids, preschool and tweens as it looks to broaden its audiences, enhance engagement and maximize opportunities in brand extensions from traditional products to live events and theme park attractions.

"Disney Channels has a long history of delivering properties that create franchise opportunities for the whole company," says Adam Sanderson, senior vice president, franchise management, Disney/ABC Television Group. "Young viewers are eager for the opportunity to further engage with the characters and stories they love, through music and publishing to toys and apparel and live entertainment including our Disney Junior hit series and most recently, *Teen Beach Movie*."

Disney Channels is comprised of three primary targeted program channels:

■ **Disney Junior**, which is geared toward kids ages 2 to 7, boasts the top six preschool shows

on cable including "Mickey Mouse Clubhouse," "Sofia the First," "Doc McStuffins" and "Jake and the Never Land Pirates."

■ **Disney XD**, which is targeted primarily to boys ages 6 to 14, boasts three Marvel animated series—"Avengers Assemble," "Hulk and the Agents of S.M.A.S.H." and "Ultimate Spider-Man."

■ **Disney Channel**, which is targeted to kids of both genders ages 6 to 14, is highlighted by "Phineas and Ferb," along with original series "Good Luck Charlie," "Austin & Ally," "Jessie," "Dog with a Blog," "Shake It Up" and "A.N.T. Farm."

"Franchise management is an integral part of the Disney Channels Worldwide organization. We work side-by-side as partners with Disney Channels' development, programming and marketing teams, and we get involved in the process right from the pilot stage," says Jennifer Rogers-Doyle, vice president, franchise management, Disney/ABC Television Group.

Furthermore, Disney Channels is far more closely connected with Disney Consumer Products, resulting in a better understanding of





show themes and a quicker process to get merchandise to retail.

“We are much more aligned, collaborative

and working closer with our content folks as one family,” says

J.D. Edwards, senior vice president, licensing, Disney Media, Classics and Entertainment, Disney Consumer Products. “We are working with Disney Channels upfront and as programs are developing so we can really start to develop the merchandising strategy sooner. We used to wait to launch products 18 months after a show premiered, and now with Doc and Sofia, for example, we are down to three months—from a licensing perspective—to launch products.”

While “Mickey Mouse Clubhouse” remains a popular show, there’s an impressive list of properties that are just gaining popularity with their respective audiences, garnering a strong position at retail this back-to-school season and beginning to emerge as long-term franchises.

For example, the Phineas and Ferb property, which is soon to debut its sixth season, is a clear example of the internal Disney spirit of synergy with two new major initiatives that bring together the show’s characters with the world of Marvel and Star Wars. *Phineas and Ferb: Mission Marvel* will debut Aug. 16 and the Phineas and Ferb/Star Wars one-hour special, (both productions of Disney Television Animation), is slated for 2014 on Disney Channel and Disney XD.

“We brought together two powerhouse franchises, and it represents the first crossover animated special for Marvel and Disney properties,” says Rogers-Doyle. “We know kids really respond to Phineas and Ferb in our movie events when we take them out of the series and into a new environment.

“Phineas and Ferb has really given us the opportunity to tap into boys, which we hadn’t done on Disney Channel from a franchise perspective,” she adds. “And we know girls love the show as well, so we extended our product offering and have had success with girls and even adults.”

One of the most important new franchise

initiatives for Disney Channels is *Teen Beach Movie*, which debuted July 17 to more than 13.5 million viewers, making it the No. 2 movie in cable TV history, behind only *High School Musical 2* in 2007. The movie, directed by Jeffrey Hornaday, and choreographed by Hornaday and Christopher Scott, stars Ross Lynch as Brady and Mala Mitchell as McKenzie.

“We were reading the script right along with the development team and giving input in terms of what we thought the franchise potential was,” says Rogers-Doyle. “What has evolved from the High School Musical and Hannah Montana days is that we have a better understanding of what a franchise really means to Disney Channels. We have created a franchise process to identify early on what series or movies have the most franchise potential, what products would be the best to launch to test the consumer appetite and which program and marketing initiatives, whether it is dance or sing-along, that we can keep to sustain a deeper engagement in the overall property.”

“We worked well in advance to understand the creative position, story line and main characters, as well, early on to develop what types of themes we wanted to go after from a merchandise standpoint,” says Edwards.

“Our strategy is (such as for Teen Beach): how do we extend our content first? We believe content extensions such as DVDs, CDs, live tours and concerts are what the audience wants first in order to deepen their engagement,” continues Rogers-Doyle.





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For *Teen Beach Movie*, all of the elements were in place beginning as early as June, when a party kit was made available for download.

The soundtrack became available several days prior to the movie's premiere, and the DVD debuted exclusively at Walmart on premiere day (July 19). It rolled out to additional retailers July 30.

Edwards says two different themes were developed to extend across product lines—a

retro beach party look with surf graphics, and a biker theme which was executed in black and white, flames, graphic florals, checkers and polka dots.

Merchandise categories include apparel, accessories, sleepwear, home décor, fashion dolls, lunch totes, stationery and school items. In addition to the “D-signed” apparel collection at Target, Edwards says *Teen Beach* has strong retail support from Walmart, Toys ‘R’ Us, Kohl’s, Kmart and Disney Stores.

In addition, Disney Channels tapped its synergy with the theme parks division, creating a *Teen Beach Movie* beach party at Walt Disney World’s Typhoon Lagoon water park that features dance parties, relays, hula-hooping, water balloons and beach ball tossing games.

Another important Disney Channels program is “*Liv and Maddie*,” a series starring 17-year-old Dove Cameron who plays the dual role of identical, but very different, twin sisters. The series will debut Sept. 15.

“It’s a little glam and little

sporty,” says Rogers-Doyle, “This is how tween girls view themselves, so we are leveraging that in our products and music.”

The *Liv and Maddie* property is following a similar pre-launch promotional schedule leading up to the series premiere, including a designer collection at Target.

For Disney Junior, with several top-rated series, there are extensive merchandising programs in place for back-to-school and holiday.

“This fall we are seeing that success really comes to life with space dedicated to the Disney Junior portfolio and properties at every major retailer, and it drives significant revenue to the company,” says Rogers-Doyle.

“The real paradigm switch for Disney Channels was when our content started to tap into core physical play patterns,” she explains. “*Jake and the Never Land Pirates*’ not only created a new aspirational hero, but also tapped into the boys core play pattern of pirate play. Every little kid wants to dress up as a pirate. We drew in Disney heritage by leveraging the magic of *Peter Pan* and *Never Land*, which was a winning formula.

“*Doc McStuffins*’ provides a twist on core girl nurturing play patterns, as does ‘*Sofia the First*,’ who is little girl princess for younger girls,” Rogers-Doyle adds.

According to Edwards, the merchandise line for the *Sofia the First* property launched in June and includes products from licensees Mattel, Jakks Pacific, Jay Franco and Freeze. They include a talking *Sofia* doll and a magical talking castle from Mattel, a transforming dress and amulet and a talking *Clover* plush from Jakks, a bedding collection from Jay Franco and t-shirts from Freeze.

Edwards says that the Mickey Mouse Clubhouse property, which has been popular for several years, is now stronger than ever with more than 180 SKUs. *Minnie* is also branching out into her own line of consumer products.

While blockbuster films such as *Iron Man 3* often garner headlines and dominate Disney’s efforts in licensing, Disney Channels exemplifies that there are other franchises in development that are getting strong audiences and grabbing valuable shelf space. ©



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IT'S MAGIC

MAGIC Market Week returns to Vegas as the only place to find the forefront of fashion.

Fashion's premiere event, the bi-annual MAGIC Market Week, is here again, bringing together the international community of apparel, accessory and footwear professionals. The show, which takes place Aug. 19-21 in Las Vegas, Nev., is the preeminent place to drive the business of fashion—from previewing trends to closing deals.

Thousands of attendees from more than 80 countries, which include an influential network of buyers, brands, media and decision makers, descend on the MAGIC Market Week show floor to shop the 5,000-plus established and emerging apparel and accessory brands showcased at WWD**MAGIC**, FN Platform, Sourcing at MAGIC, Project, the Tents @ Project, Project MVMNT, MAGIC Men's, POOL**TRADESHOW**, ENK**Vegas** and WSA@**MAGIC**.

WWDMAGIC****

Billed as “fashion’s most comprehensive collection of women’s apparel, accessories and footwear,” WWD**MAGIC** showcases more than

2,000 emerging and established junior’s and young women’s brands across multiple price points and trends. The show is a collaboration with *Women’s Wear Daily*.

The show occupies the floor of Central Hall at the Las Vegas Convention Center and continues to grow, now moving its former North Hall business upstairs to the South Hall to strengthen its position in the market. The new area, WWD**WHITE**, will include brands in the better bridge category. Also moving upstairs is young contemporary, women’s sportswear and dresses and Heart of Prêt, a partnership with the European fashion salon Prêt a Porter Paris.

WWD**MAGIC** will also include its SWIM area, which is comprised of more than 200 new and established swimwear brands.

FN Platform

FN Platform is North America’s most influential shoe business forum in the U.S., where the leaders and innovators of the industry converge to shop and sell shoes.

FN Platform is merchandised into several

lifestyle environments: Black Diamond, which houses heritage labels and high-end luxury brands; Cosmo, which comprises an assortment of designer and contemporary women's fashion footwear; Camp, with its "athleisure" and advanced contemporary sport-inspired shoes; Bond, which houses designer to contemporary men's footwear; Zen, which showcases stylish, yet comfortable, footwear; and Play, which present collections of junior's and kids' shoes.

Sourcing at MAGIC

This is the place to find the most comprehensive sourcing event, offering access to more than 40 countries representing the world's key markets. Sourcing at MAGIC showcases more than 1,100 apparel and accessory resources, conveniently merchandised by country and category: contract and original design manufacturers; fabric, trim and component suppliers; and service and technology providers.

At this show, Sourcing's focus country is India, which will be emphasized with 150 apparel, accessories, footwear and homeware booths, double the number from previous shows.

Footwear at Sourcing is also growing, with more than 500 companies at August's show from key countries around the world including China, Mexico, India, Taiwan, Thailand, Bangladesh and more.

Project, The Tents @ Project and Project MVMNT

Project is curated and expertly merchandised, presenting attendees and buyers with the forefront in fashion and apparel from the leading and most relevant brands in the advanced contemporary and denim market.

The Tents @ Project serve as a focused platform for inspired high-end contemporary men's and dual-gender fashion labels. Curated and housed under, naturally, a tent, the collections are presented with the goal to present a "strong vision of the American fashion marketplace by bringing together the most influential brands, retailers and press outlets in the contemporary community."

Finally, Project MVMNT is the portion of the show that reflects the spirit and goals of youth culture. Young and hip, this is where you find the next big brand.

POOLTRADESHOW

Pool, as it is known, is where independent brands and retailers are introduced and marketed to the fashion world. Curated established and upstart brands, with an emphasis on art and design-driven labels, can be found on its show floor, representing items that "will keep the boutique and lifestyle market at the pulse of emerging trends."

ENKVegas

Advanstar, parent company to MAGIC Market Week and *License! Global*, acquired ENK International in November 2012. The acquisition brings ENK, best known for its global fashion events such as Fashion Coterie, Intermezzo Collections and Accessorie Circuit under one umbrella, uniting it with the MAGIC events.

WSA@MAGIC

With more than 50 percent of footwear sold in the U.S. being either "fast" fashion and/or private label, according to Advanstar, WSA@MAGIC represents the most comprehensive and only show that is completely focused on servicing this demand.

WSA@MAGIC represents comprehensive affordable fashion and factory-direct sourcing segments for the footwear business, including all major U.S.-based suppliers and affordable apparel and accessory resources.

Sourcing exhibitors include factory representatives/finished goods suppliers from China as well as other global sourcing bases. Show attendees from over 60 countries consist of major retail chains and independent shoe stores as well as design, development, and sourcing teams from the leading branded suppliers. ©



THE BAG

Retailers are looking to exclusive designers, celebrity partnerships or hot properties to bring new, fashionable apparel options to customers through exclusive collaborations and in-store programs.



By **Amanda Cioletti**

Retailers are becoming increasingly savvy, understanding that in this digital, globalized age, almost anything can be found online, oftentimes at a lesser cost. Luring a customer into brick-and-mortar locations is also becoming more challenging thanks to the multitude of choices, and retailers are being forced to evolve in order to keep a toehold on sales, both in the virtual and physical worlds.

According to global market research firm The NPD Group, the women's apparel market is back on the rise after experiencing a several-year slump. Women's apparel sales grew 3 percent in 2012, with total sales exceeding \$111 billion. NPD also notes that the sales were driven primarily by "higher priced apparel, as the

average selling price was up 5 percent, while unit volume was down 2 percent."

The gains topped those for the men's apparel market, which only grew 1 percent in 2012 to \$57 billion dollars.

Further NPD research found that overall trips to retail locations—whether online or to brick-and-mortar stores—were down 6 percent in 2012. Online shopping, however, still brought in \$14.3 billion in sales, up 13 percent from the prior year, with women choosing department, specialty and online stores and shopping national chains less often.

These facts are by no means grim, and the sales growth is promising, especially following the lack of momentum at retail in 2009 and

2010. The truth is, retailers are looking to fresh and innovative partnerships, strategies and marketing methodologies to diversify offerings. To do so, many retailers are pairing with licensed properties and designers, facilitating additional value to apparel and accessories, and many times granting customers access to more aspirational fashion labels.

Consider Target's high/low collaboration strategy, which brings fashion's most cutting edge (and most expensive) designers to mass retail. In 2011, Target caused a fashion feeding frenzy with the debut of its Missoni collaboration, crashing its own website and selling out retail locations almost immediately. The collaborative strategy, which has been implemented at the retailer since 2000, has served as a model that many retailers continue to emulate, and hopefully capture similar success, again and again.

Although most capsule collections or retail programs of this caliber may not have enough reach sales-wise to boost a retailer's bottom line in any marked way, it does provide a significant opportunity to grab a consumer's attention and create a buzz in the marketplace, with the intent to convert more and more fickle shoppers into buyers.

Over the next several pages, *License! Global* presents 10 stellar apparel programs.

Banana Republic x Mad Men

A strong example of a perfect partnership at retail may be the collaboration between retailer Banana Republic and the television network AMC for the apparel collections inspired by the hit series "Mad Men." The exclusive capsule collections have been going strong for three seasons now, with the latest debuting this past spring. (The first collection hit stores in fall 2011.)

The collection capitalizes on the success of the show on-air, as well as the clamoring for all things mod and '60s, thanks to the impeccable styling of the series. Wisely, Banana Republic tapped "Mad Men" costume designer Janie Bryant to collaborate on the collection, which takes workplace fashion and elevates it.

By infusing the collection (available for men and women) with elements that the characters in the series personify—the men's collections included bold plaids and stripes, echoing character Don's story arch, infusing a youthful effect inspired by his young wife on his classically traditional wardrobe; while the women's collection includes form-fitting

silhouette pieces inspired by character Joan, Megan's psychedelic prints and colors and Peggy's matching accessories. Banana Republic transcended traditional apparel licensing in many ways, elevating the medium to a true fashion (and fashionable) status. The brand messaging is subtle, and the collection is integrated seamlessly into retail, with price points similar to other general Banana Republic merchandise in its more than 650 franchise locations.

"With a new era of fashion inspiration, the design process was exciting for us and allowed for lots of creativity, which is completely visible in the end result," says Simon Kneen, creative director and executive vice president, Banana Republic. "We took Janie's mod inspiration for the costumes on-screen and translated it in a way that today's Don or Megan will aspire to wear."

The "Mad Men" model is proving successful for the retailer, and other initiatives have been implemented since, including a swimwear collection for men and women with Milly and a limited edition capsule collection collaboration with designer L'Wren Scott, among others.

Old Navy x Disney

Old Navy has been in the licensing game for some time now (since 2009), applying a "candy store" approach to product that offers customers a wide variety of properties. Old Navy tends to focus on properties that have wide appeal—from sport league brands to properties from entertainment studios and pop culture. Established in 1994, Old Navy has steadily risen through the ranks of retail to become one of the world's most successful mass fashion merchants. (According to Old Navy, it was the first retailer to reach \$1 billion in annual sales in less than four years of operation in 1997.) It offers styles for the entire family—from baby to adult—that are on-trend, affordable and available to more than 90 countries.

In July, the retailer paired with the world's No. 1 licensor Disney Consumer Products, according to *License! Global's* Top 150 Global Licensors list, and launched a new collection that features Disney's most iconic character: Mickey Mouse. The Mickey Through the Decades collection highlighted the beloved



character with classic, rarely seen art on a range of vintage-style t-shirts for men, women and children.

“By combining Disney storytelling with Old Navy’s relaxed, playful styles, we’ve achieved a product line that truly celebrates our classic characters,” says Jodi Rosenblatt, director of sales, Disney Consumer Products. “Mickey continues to capture the imagination of fans worldwide, and this vintage collection reminds us of Mickey’s timeless qualities and fun-loving personality.”

DCP has also made a splash at Hot Topic with its Ariel character from the Little Mermaid property. The collection includes t-shirts, tanks, jewelry and accessories.

Dorothy Perkins x The Kardashians

Across the pond, American reality television imports, the Kardashians, have enjoyed an ongoing relationship with U.K. retailer Dorothy Perkins.

In an exclusive partnership negotiated by Jupi Corp., the Fielding Group and the Arcadia Group, the Kardashian Kollection ready-to-wear clothing and handbags entered more than 250 Dorothy Perkins stores in November 2012, with roll outs of additional categories such as footwear planned throughout 2013. The 100-piece Kardashian Kollection also hit Dorothy Perkins’ online retail site and was marketed internationally to 13 additional countries via franchise stores, along with eight shop-in-shops.

The deal is an expansion of the Kardashian Kollection deal Jupi executed with Sears previously, stateside.

“This is the perfect partnership for us, bringing the Kardashian Kollection to the fans with a retail partner that specializes in style at affordable prices in those countries. This global deal between Jupi Corp., TFG and the Arcadia Group means customers in Britain, Asia and the Middle East will have a chance to share in all things Kardashian,” says Bruno Schiavi, president, Jupi Corp.

The women’s line focuses on each of the Kardashian sisters—Kim, Kourtney and Khloe—and their individual tastes, from Kim’s red carpet looks to Kourtney’s bohemian styles and Khloe’s edgy fashion sense.

Guess x Fast & Furious 6

G by Guess, a brand extension of Guess, paired with Universal Partnerships & Licensing for a capsule collection based on the *Fast & Furious 6* film. The collection debuted just ahead of the film’s nationwide launch last May in G by Guess stores around the country.

Billed as “young, bold and sexy,” the 15-piece collection merged the feel of the movie franchise with the design sensibility of the G by Guess brand. The result is a range of jackets, graphic print t-shirts and tanks for men, and a studded moto jacket, printed tank tops and a tank dress for women. Accessories also launched in support of the collaboration, including aviator sunglasses, a men’s watch and a signature embellished cap.

The range was supported by an in-store promotion at more than 30 G by Guess retail locations that offered customers a chance to win shopping sprees and other prizes, as well as tickets to *Fast & Furious 6* screenings.

Macy’s x Marilyn Monroe

This past spring, Authentic Brands Group paired with mega retailer Macy’s for the launch of a Marilyn Monroe apparel collection. The range was created by LF USA and ABG and aims to re-imagine the style of the iconic Monroe.

“Marilyn Monroe’s appeal is legendary and Macy’s is excited to launch a collection that draws inspiration from her timeless style,” says Martine Reardon, chief marketing officer, Macy’s. “This new line takes her unique sensibility, noteworthy silhouettes and colors of the time, and reinvents them for a modern day ‘Marilyn Monroe’ that is fun-loving, flirty and not afraid to play with fashion.”

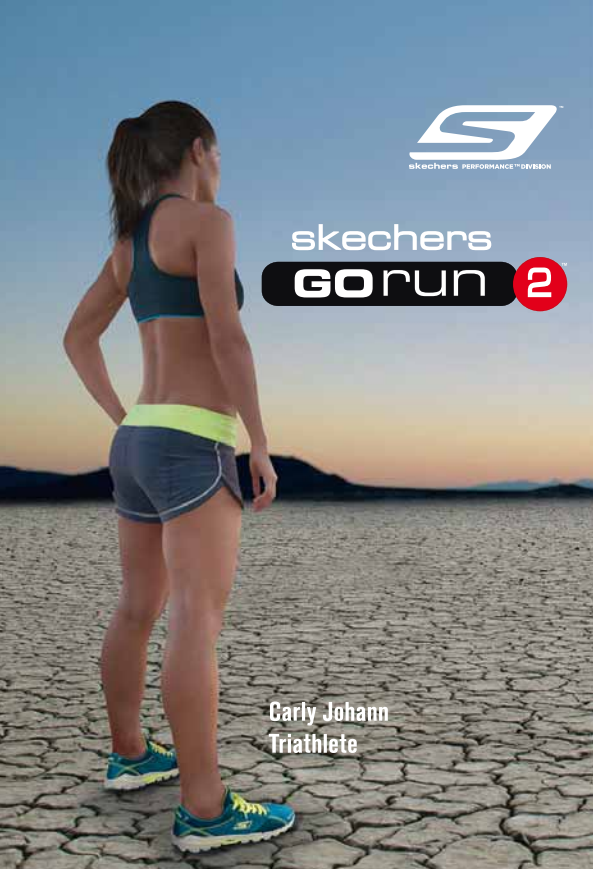
The apparel collection launched in the mystylelab department of 150 Macy’s stores and on the retailer’s website and was accompanied by an advertising campaign that featured the star’s style through vintage photographs alongside the clothing pictured on a “modern day Marilyn.”

The affordable, retro-inspired apparel collection hints at Monroe’s “effortless, flirty and ultra-feminine style” by utilizing figure-flattering halter dresses that cinch at the waist, gingham tie-front button-down tops and even pink polka dot denim.

Forever 21 x Marvel

Fast fashion retailer Forever 21 is capitalizing on

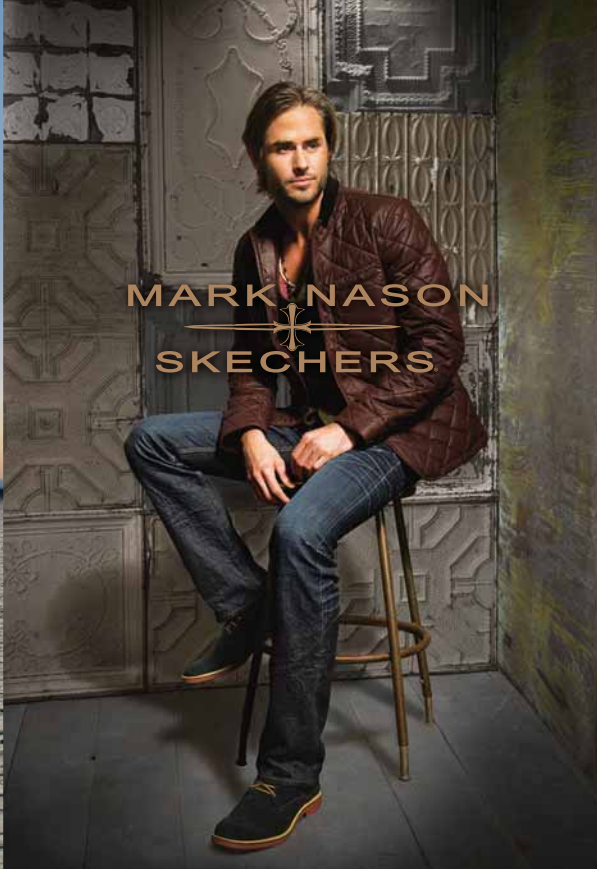




skechers

GO run 2

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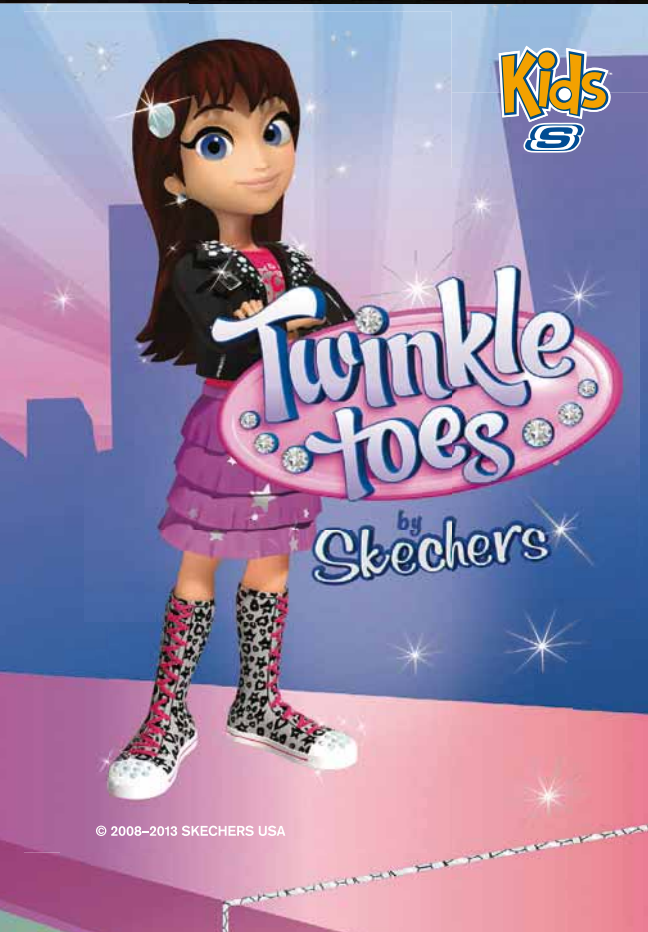
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WORK
MADE TO LAST



Marvel's blockbuster run with a range of more than 20 pieces of junior's apparel and accessories for the current back-to-school season.

The collection borrows from Marvel's portfolio of superheroes, including Thor, Spider-Man, the Hulk, Wolverine and Iron Man and is featured in more than 450 Forever 21 stores in the U.S.

The new collection continues a partnership the retailer has enjoyed in the past, which, says Forever 21, have done "increasingly well."

The range can only be bolstered by the success at the box office Marvel is experiencing—*Iron Man 3* hit theaters in May and garnered more than \$407 million thus far at the domestic box office, *The Wolverine* opened in July to more than \$58 million earned opening weekend in the U.S. (source: Box Office Mojo), and upcoming titles *Thor: The Lost World* and *Captain America: Winter Soldier* are forthcoming.

The range, which was timed to the launch of San Diego's International Comic-Con, launched at comic-themed shops within the retail stores and includes a bathing suit, body-conscious dresses, leggings, crop tops, t-shirts and more.

Nordstrom x Paul Frank

Saban Brands paired with lifestyle company Parigi Group to launch two ranges of children's apparel—Small Paul and Paul Frank Children's. The ranges debuted in Nordstrom retailers first and will roll out to additional retailers Aug. 15 for back-to-school. They also mark the first time in several years that the Paul Frank brand has transitioned back into mid- to high-end retailers.

"We are excited to team up with one of the leading children's apparel manufacturers in the business. We are confident that their expertise and fashion execution, paired with Paul Frank's classic colorful designs, are sure to bring the brand to the next level," says Nina Leong, senior vice president of licensing, Saban Brands.

The new Small Paul and Paul Frank Children's collections comes in an assortment of styles with classic Paul Frank designs. The collection ranges from infant and toddler up through tween for both girls and boys.

Additional retailers include Amazon.com, Bon-Ton, Dillard's (Arizona), Buy Buy Baby, Belk, Lord & Taylor and Macys.com.

Gap x Diane von Furstenberg and Beatrix Potter

Global apparel and accessories retailer Gap has diversified in recent years, elevating its Americana, timeless style with designer and character collaborations, helping to keep the brand relevant.

A successful retail program Gap instituted is its collaboration with women's fashion designer Diane von Furstenberg, now in its second generation. The children's collection, which is available at GapKids and babyGap, hit retail locations last spring, alongside DVF stores around the world, as well as online at Gap.com. DVF has 85 shops worldwide and is sold in more than 70 countries, while Gap has more than 1,500 retail locations worldwide.

"I really loved the challenge of translating my designs into the first DVF for Gap collection. It was so much fun to see little girls wearing the pieces and I'm looking forward to collaborating with Gap on this second collection," says von Furstenberg.

The collection has proved to be a boost for the retailer, with much of the merchandise from the first collection selling out of stores and online. It also generated a fair amount of buzz, with customers reportedly lining up for the line's launch at retail.

But apparel collection collaborations are not solely reserved for fashion designers—babyGap recently paired with author Beatrix Potter for a limited edition line based on her children's book *The Tale of Peter Rabbit*.

The babyGap collection, which was geared to girls and boys age newborn to 24-months, launched in January at its retail locations and online. To launch the collection, babyGap hosted a series of in-store readings of actress Emma Thompson's sequel, *The Further Tale of Peter Rabbit*, in several major markets, including Boston, Los Angeles, Chicago, New York, Philadelphia, San Francisco, Miami, Toronto and more. The retailer also turned the launch into a charitable opportunity—it paired with Milk + Bookies, a non-profit that encourages children to donate books to children in need, to host in-store book drives to benefit local Boys & Girls Clubs.

JCPenney x Joe Fresh, Nanette Lepore and William Rast

As part of its strategy to reinvent its shopping experience, JCPenney launched a shop-in-shop



concept this year with some of the fashion industry's leading designers, with the goal to bring such styles to Americans at a lower price point. The ranges hit more than 700 stores nationwide this spring and include significant footprints within JCP locations, some up to 2,500-square-feet.

JCP's largest deal was struck with the Canada-based apparel brand, Joe Fresh. Starting in March, JCP brought the brand, which centers on modern basics for women and kids, to its wide breadth of stores and online.

"Building Joe Fresh shops inside JCP is a significant milestone because it makes us truly national, and now customers can buy Joe Fresh products online exclusively at jcp.com," says Joe Mimran, creative director, Joe Fresh. "The ability to broaden our reach reinforces the Joe Fresh brand promise, which is rooted in the belief that everyone deserves fresh style at fresh prices."

Other brands brought in by JCP include L'Amour Nanette Lepore, a junior's line by women's designer Nanette Lepore, and William Rast, which was founded by entertainer Justin Timberlake and his friend Trace Ayala. William Rast bowed at more than 500 JCP stores and online and features jackets, shirts, shorts and accessories for men; while the L'Amour Nanette Lepore line features mix-and-wear dresses, denim, pants, skirts, tops and sportswear jackets for the young contemporary market.

Additional collections brought in by the retailer include Pearl by Georgina Chapman of Marchesa, LULU by Lulu Guinness and a range from Nigerian-born, London-based designer Duro Olowu.

Sears' Shop Your Way Brands

To capitalize on the entertainment-driven fashion movement and consumer's increasing utilization of social media, Sears Holdings announced in April the formation of Shop Your Way Brands, a division focused solely on developing such brands for retail.

The new business unit, which is led by Bernt Ullmann and the team from Star Branding whose partners include Tommy Hilfiger, Andy Hilfiger and Joe Lamasra, applies strategic brand management to apparel collections via the ShopYourWay.com social shopping platform. According

to Sears, "ShopYourWay.com redefines how consumers explore, experience, connect and shop."

Shop Your Way is a free membership program and shopping community that offers rewards, personalized deals, product reviews, contests and sweepstakes.

Shop Your Way launched on the backs of celebrity collaboration collections by musicians Adam Levine and Nicki Minaj. The collections, which are in conjunction with retailer Kmart as well, include multi-department lifestyle offerings, including apparel and accessories developed by the stars and Sears. The exclusive collections launched at select Kmart locations and on ShopYourWay.com at the beginning of the year.

"Partnering with Shop Your Way to develop this line was an exciting opportunity for me, and I am really looking forward to diving into the process of designing an apparel and accessory collection," says Levine.

"Working with Sears Holdings, Adam Levine, Nicki Minaj and their fans is a very exciting opportunity," says Ullmann. "Our proven ability to create compelling entertainment-based lifestyle brands combined with Adam Levine and Nicki Minaj's significant talent, and Sears Holdings' visionary position in retail and online communities create a powerful fashion proposition for the consumer." ©





By **Amanda Cioletti**

From Peanuts' golden Snoopy to Cartoon Network's ConQuest, San Diego Comic-Con, held July 18-21, serves as a testing ground for properties, a strong market for limited edition products and a place to experience entertaining activations.

San Diego's Comic-Con International has evolved over its 40-plus year history to become more than just a comic book inspired fan event. What started as a "minicon" headquartered in a small hotel ballroom with just 100 attendees in March of 1970 has now evolved into a four-day city-wide extravaganza, with participants exceeding 130,000.

It has also evolved beyond its initial comic-centric focus to encompass all things pop culture—from beloved television shows with a "geek" twist (think perennial favorites like "Star Trek" and "Battlestar Galactica," as well as new hits like "The Big Bang Theory," "The Walking Dead" and "Dexter"), to blockbuster movie franchises based in comic lore, nostalgic toy properties and more. Roaming the crammed halls of San Diego Convention Center were attendees costumed as their favorite video game hero, comic legend or pop culture character, while the meeting rooms were teeming with celebrity panels unveiling crucial plot points, discussing roles and meeting with the fans who fund their careers face-to-face.

Comic-Con is now more than just a place to find out-of-print comics and to celebrate the art of the book, it's a place to collect exclusives and live out experiences. San Diego's Gaslamp district transforms itself over the week of Comic-Con into a geek wonderland, with property activations on virtually every street corner and in every business outlet. You can't pass a restaurant, art gallery or retail establishment that isn't wrapped in some pop culture logo or buzzing with some sort of activity. And thus, it's also a hotbed of licensed products—limited-edition collectibles that are meant for the die-hard fan—and a prime touchpoint for licensors and licensees to connect with customers.



“Comic-Con is a fantastic way for our established brands to get to our fanbase and to open a dialogue and see how passionate they are for our brands and characters,” says Pete Yoder, vice president, U.S. consumer products, Cartoon Network Enterprises. “Comic-Con is also a great way to see what the trends are. The attendees are in a lot of ways the trendsetters. They are blogging and getting the word out.”

The exclusives offered at Comic-Con, which you can argue are the “ultimate prize” of Comic-Con, are the reward for loyal customers, and often times are based off of fan favorite story lines or characters that are not necessarily primary themes appropriate for a wide product launch at mass.

“We offer a limited amount of exclusives as a way to give a shout out and recognize the fans that are at Comic-Con—almost like a badge of honor,” continues Yoder. “For us at CNE, it ties to our overall strategy of letting these fans know that we are listening and

that they are extremely important and valuable.”

For CNE, much of the Comic-Con experience this year centered on its hit animated series “Adventure Time.” For this, CNE organized a “ConQuest,” which took attendees around to several points on and off the show floor where fans could both visit CNE consumer products and participate in a live scavenger hunt. Some of the exclusives and newly launched product fans found along the way included Abram’s *Adventure Time Encyclopedia*; D3Publisher’s first-ever console video game, “Adventure Time: Explore the Dungeon Because I DON’T KNOW!;” Entertainment Earth’s tin tote gift set convention exclusive that contained a travel mug and four coasters in a collectible tin; Funko’s collection of Adventure Time Pop! vinyl figures; Mimoco’s full line of Adventure Time USB flash drives; Rubie’s Costume Company’s Adventure Time-themed costumes for fans of all ages; and Penguin Group’s line of *Mad Libs Adventure Time* books,





among many others.

Marvel also agrees that Comic-Con is a good indicator of the general market and a feasible test for new properties at retail.

“Comic-Con is certainly an early indicator for new properties,” says Paul Gitter, senior vice president, consumer products, Marvel. “Many licensees and retailers are in attendance to see what the fans respond to. A strong showing for a new property or character may mean large merchandise programs and additional placements at retail, so Comic-Con is important to us.”

For Marvel, its emphasis at the show centered on its upcoming films *Thor: The Dark World* and *Captain America 2: The Winter Soldier*, as well as its television series “Agents of S.H.I.E.L.D.” The Marvel booth, the center of its activity, housed a limited edition merchandise shop, and its key licensees such as Hasbro, LEGO, Sideshow Collectibles, NECA, Funko and Kid Robot each had sizable product on offer as well, including exclusives. Merchandise included character themed tumblers, Marvel’s Agents of S.H.I.E.L.D. t-shirts, special edition Avengers t-shirts, Spider-Man and Rocket Raccoon (from the forthcoming *Guardians of the Galaxy* film) iPhone cases and exclusives such as Hasbro’s Marvel Legends special edition Thunderbolts collector pack, Huckleberry’s Iron Man 3 Chara-Bricks vinyl, Funko’s metallic Deadpool POP! bobblehead and Diamond Select’s Marvel minimates Wolverine saga box set.

Disney’s big news heading into Comic-Con was the renewal of its collaboration with Rovio Entertainment for the highly successful Angry Birds Star Wars franchise. “Angry Birds Star Wars II” will launch in app stores Sept. 19 and follows the story of the three prequel *Star Wars* films, including the introduction of never-before-seen Angry Birds Star Wars characters. In a cheeky twist, players may also choose to “join the Pork Side” and play as a villainous pig. In support of the new game, Hasbro unveiled its Telepods collectibles line, which brings an additional interactive component to the gameplay.

For Star Wars, Petco also previewed its extensive range of pet products that give even the furriest of fans access to “the Force.” The



range includes everything from pet beds and dog and cat toys to costumes and collars. The line will hit Petco stores Sept. 1.

Warner Bros. made an impression with attendees by sponsoring the show bag, complete with cape attachment, the better to house all of the exclusives from Warner Bros. Consumer Products in. Product at Comic-Con included DC Super Powers Riddler and Superman exclusives from Be@brick, a *The Big Bang Theory* 8-inch figure from Bif Bang Pow!, a *Man of Steel* keepsake from Hallmark, *Thundercats* series four minimates from Icon Heroes, a *Friday* the 13th 7-inch figure from NECA, Super Alloy Batman by Jim Lee and Justice League figures from Play Imaginative, a Batman variant suit from Square Enix in addition to a host of Mattel, Mezco Toyz and Monogram product, among others. Rubie’s Costume Co. also featured its official costumes and accessories inspired by the summer cinema hit, *Man of Steel*.

Warner Bros. also hosted Lawn Con outside of SDCC, which provided a family-friendly (and free) getaway for visitors that featured an assortment of characters and replicas from Warner Bros. Animation, DC Entertainment, WBCP and Warner Bros. Pictures.

CBS Consumer Products debuted a new twist on the Star Trek final frontier with the Star Trek Skele-Treks universe inspired by Mexican culture and traditions in conjunction with the Mexico-based Maya Studio and Spanish artist Javi Molner. CBSCP used Comic-Con to unveil the first products from the range, including a collection from NECA that includes apparel, accessories, figures, plush and more.

2013 is a big year for BBC’s Doctor Who property, as it celebrates 50 years. In honor of the anniversary, the BBC America shop offered several character exclusives including the Doctor Who 10th Doctor tuxedo vinyl, a 50th anniversary sonic screwdriver universal remote control, a Doctor Who Ace figure, an anniversary ID holder, an anniversary t-shirt and more.

Saban also unleashed a host of exclusive merchandise, premium giveaways and a “powered up” presence at its partner booths in support of its Power Rangers property, which celebrates its 20th anniversary this year. Bandai America featured



limited edition legacy products based on the original “Mighty Morphin Power Rangers” series along with a special tribute to the brand, Funko highlighted limited edition white Glow Rangers, while other licensees including Mega Brands, Papercutz, Acme Archives, The Bridge Direct, USAopoly and more featured exclusives and product as well.

Hasbro hit the Comic-Con show floor with product representation for its properties including My Little Pony, Nerf, G.I. Joe and Transformers. It also unveiled an expansion for its Kre-O construction brand to include Dungeons & Dragons, the fantasy entertainment brand from Wizards of the Coast. Available at the Hasbro booth were special edition Kre-O Dungeons & Dragons posters as well as early Kreon models, alongside its Kre-O Cityville Invasion, Kre-O Star Trek, Kre-O Transformers and Kre-O G.I. Joe lines.

Exclusives from Twentieth Century Fox were many and featured its hit properties The Simpsons, Family Guy, Alien, Futurama, Ice Age, The A-Team, American Horror Story and many more. Licensees such as Acme, Mattel, Funko, Kidrobot, Toynami, NECA, Super 7, Think Geek, IDW, Quantum Mechanix and Breygent Marketing each offered exclusives within their booths.

Konami’s exclusives included Metal Gear Solid iPhone 5 cases and a t-shirt, Silent Hill Bubblehead nurse and Pyramid Thing figures from Toymunkey, a Metal Gear Rising: Revengeance blue Raiden figure and more, alongside its hit Yu-Gi-Oh! trading card game and exclusive double game mat and token card.

Peanuts Worldwide unveiled its exclusive Schleich collectible gold Snoopy figure in conjunction with the announcement of its partnership with the toy maker for a range of plastic figures, play sets,

vehicles and accessories.

Sanrio and Ugldoll paired up for a co-branded collaboration, which the companies officially debuted at Comic-Con. On the show floor, Ugldoll also offered limited edition plush by Gund, vinyl figures by Funko, t-shirts by Mighty Fine, iPhone cases by Uncommon and a collectible pin set by PinUSA.

Hello Kitty also made its first official appearance at Comic-Con in the Interactive Zone at Petco Park with the Hello Kitty Fashion Music Wonderland exhibit. The fan experience allowed fans a look at the Tokyo, Japan-inspired product range that places Hello Kitty at the center of Japanese pop culture. The retail shop offered a range of limited edition Japanimation-themed collectible Hello Kitty items, including comics, plush, stationery and more.

Lastly, but certainly not least, HBO unveiled exclusive new Game of Thrones merchandise from several of its licensees. Funko, perhaps in the most accurate portrayal yet, displayed a Comic-Con exclusive Pop! Ned Stark figurine, complete with a detachable head that pays homage to the series. Other product includes Dark Horse Game of Thrones figures, plush from Factory Entertainment and a pop-up guide to Westeros, as well as a 4D puzzle map of the fantasy world. ©





Brand Licensing Europe, the continent's most influential licensing event, is gearing up for the largest show yet.

The 15th annual Brand Licensing Europe event is gearing up for the 2013 show with concentrated efforts to mark this year's BLE the grandest yet.

BLE, which will be held Oct. 15-17 at London's Olympia, brings retailers, licensees and sales promotions professionals together with more than 280 top-tier brand owners, enabling attendees to revisit hot brands and discover up-and-coming properties.

"It is going to be very exciting to see BLE's new floor plan come to life in October after all the hard

work and investment that has gone into its segmentation," says Darren Brechin, event director, BLE. "We are currently marketing to specific groups of people about specific segments of the show with

the aim of attracting new visitors that might not have considered attending before. At the show itself, our branding and signage, which includes two prominent staircases leading from the ground floor, will help visitors navigate the show more easily. All this, plus the activities that exhibitors are already putting in place, will result in a rich and vibrant visitor experience in which potential partners can find each other and do business."

Revamped Show Floor

This year's BLE is re-merchandised, dividing the show floor into three distinct categories: Brands, Character and Entertainment and Art, Design and Image.

The segmentation of the show floor is the first step in a long-term strategy for BLE, which ultimately will expand the footprint of the event. The new layout has already attracted a number of new exhibitors this year.

The re-merchandised floor places Character and Entertainment exhibitors on the ground floor of Olympia's Grand Hall, while the Brands section will move up to the newly renovated Upper West Hall. Art, Design and Image exhibitors will occupy a dedicated area on the Gallery level. Each of these designated areas will have differentiated branding and added access points—there are two new staircases that will connect the center of the show floor to the West Hall and Gallery.

Exhibitors at BLE

Exhibitors, both new and returning, are prepping for this year's show (see a preview of many of the brands and licensors you can find on the following pages) and include industry-leading entertainment companies such as The Walt Disney Company, Turner CN Enterprises, Nickelodeon & Viacom Consumer Products, BBC Worldwide Consumer Products, Warner Bros. Consumer Products, Copyright Promotions Licensing Group, DreamWorks Animation, Fox Consumer Products EMEA, ITV Studios Global Entertainment, Live Nation, Mind Candy, Random House Group and the Russian Animation Association.

Under the Brands banner, companies such as Beanstalk, Chupa Chups, Discovery, Dorna Sports, Golden Goose, JCB, Manchester United, adidas and NBA Europe will be at BLE, while consumer brands such as Coca-Cola, Nike, Jelly Belly, Budweiser and Aquascutum will also have a presence.

Art, Design and Image exhibitors include Belle & Boo, Fatina Dreams, Helz Cuppleditch, Lemon Ribbon, Advocate Art, Two Little Boys and Vicki Thomas Associates.

High profile heritage and non-profit brands include

The National Trust, WWF and the Victoria and Albert Museum.

BLE welcomes confectionery hero, Chewits, and the legendary guitar brand, Fender, for the first time this year. From Mini to Mercedes, Neil Diamond to Marilyn Monroe, there will be a match for everyone.

Retail Mentoring Programme

BLE will again bring back its Retail Mentoring Programme, which educates buyers from leading retailers on the complexities of the licensing industry. During the Programme, retail buyers take part in workshops and seminars, and shadow a licensor, culminating in the buyers' attendance at BLE.

The 50 mentees from key U.K. retailers such as Boots, BHS Limited, John Lewis, Lakeland, New Look, Sainsbury's and Tesco are now halfway through the Programme and will soon complete their placements with a host licensor. The participating buyers will also attend a day-long seminar—called Licensing for Retail—in London next month.

Licensing Academy

Once again BLE will host its popular Licensing Academy seminars, sponsored by *License! Global*. Nine seminars will be offered over the three-day event, giving attendees the opportunity to glean insight from industry experts on a wide range of topics. The schedule is now confirmed, with the keynote set to be announced early next month.

Seminars offered include highlights such as a beginner's licensing course, a look at what's hot and trending in licensing right now (a two-part seminar), an explanation of royalties and the finance of licensing and an in-depth seminar in the intricacies of art and design licensing. Also a highlight of the Licensing Academy is the License This! competition, which is an opportunity for new properties to gain exposure and receive feedback from the industry's foremost experts. The winner of License This! receives a fully furnished stand at BLE 2014.

Registration for this year's event is now open for both the BLE show and for the License This! competition. For more information, visit www.brandlicensing.eu. ©

GLOBAL PARTNERS

20th Century Fox Consumer Products (FCP)

E040

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FCP brings a world-class line up of entertainment brands to BLE 2013. The Simpsons celebrate their 25th anniversary in 2014 with a year-long program of new initiatives, never seen before in the history of the brand. Family Guy's success continues with new retail and licensee partnerships. Sons of Anarchy and Diary of a Wimpy Kid are growing fast, while New Girl and Homeland are just beginning. The No. 1 animated film franchise Ice Age expands into publishing, toys, attractions and live shows. New films for 2014 include Rio 2 in April, Book of Life in October and Alvin & The Chipmunks in 2015.

24IP Law Group

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Protecting a company's intellectual property has been an important task for management. They demonstrate not only the creativeness and innovation within a company but also allow it to remain a leader in its field. 24IP's services include strategy and implementation of intellectual property preparation, prosecution and enforcement; patents and utility models trademarks and design patents; Internet domains copyright; competition and sponsoring law; anti-counterfeiting; border seizures licensing, evaluation, utilization and valuation; IP rights portfolio management strategy consulting. The quality of 24IP's work, its effectiveness and customer support are the principles that guide them.

4K Media Inc.

E090

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4K Media is a wholly owned subsidiary of Konami Digital Entertainment managing the Yu-Gi-Oh! franchise beyond Asia. 4K Media is responsible for the brand management, production and distribution of Yu-Gi-Oh!



Alchemy Licensing

L10

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Alchemy was established in England more than 30 years ago (1977) and is the best and only recognized worldwide brand name in Gothic, fantasy and alternative cultures. Alchemy Licensing was formed around 2002 to manage the increasingly high demand for the Alchemy brand and artwork, while also providing support to licensees with product design.



AG PROPERTIES

American Greetings Properties

B060

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AG Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. In addition to Care Bears and Strawberry Shortcake, AGP's active classic brands include Holly Hobbie and Madballs, as well as new properties Boofle, Twisted Whiskers, Packages from Planet X and The WotWots.

Atlantya Entertainment

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Atlantya Entertainment is a trans-media entertainment company and the IP holder and manager for all of the Geronimo Stilton brands and all of its character spin-offs (Geronimo Stilton, Geronimo

Stilton the Animated Series, Geronimo Stilton: Kingdom of Fantasy). Co-producer of two seasons of the animated series "Geronimo Stilton"; Atlantya is a co-production partner and distributor (Italy only) for "Dive Olly Dive!" Atlantya's licensing division is the Italian licensing agent for LLPM's Le Petit Prince property, both classic and animated; Moonscoop's Code Lyoko and Dive Olly Dive!; and Millimages' Mouk. The company maintains offices in Milan, New York and Beijing.

Automobili Lamborghini

P20

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The world of Automobili Lamborghini is not only supersports cars like the Aventador, Gallardo, Reventón and Veneno, it's much, much more. A wide range of trendy articles branded with the Raging Bull developed under license from Automobili Lamborghini together with major international market leaders, exemplify the key values of Lamborghini: extreme, unequivocally Italian style and no compromises.



BBC Worldwide Consumer Products

G098

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BBC Worldwide Consumer Products is the largest U.K.-owned publisher of DVD content. The business boasts an extensive portfolio containing some of the BBC's most acclaimed new and catalogue content. BBC Licensing is one of the U.K.'s leading licensors of TV programs, creating high quality merchandise based on a variety of BBC shows. This year, BBC Worldwide U.K. launched a range of directly sourced products to retail showcasing the very best of British brands across children's, entertainment, lifestyle, drama and natural history. This new collection includes homewares, stationery, apparel, kid's wear, bedroom and partyware.

CHUPA Chups

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For licensing opportunities, please contact: CHUPA CHUPS LICENSING DIVISION
Christine Cool, Tel.+34 93 773 93 16, christine.cool@es.pvmgrp.com
or visit us @ Brand Licensing Europe, Booth M20

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Beanstalk

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Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties and other high-profile clients to leverage licensing as a strategic tool to enhance brand awareness, increase consumer touch-points, and generate revenue. Beanstalk also offers additional services including direct-to-retail program management, license acquisition for manufacturers and royalty auditing. The company is headquartered in New York, with offices in London, Los Angeles, Miami and Hong Kong. Beanstalk is a part of Diversified Agency Services, a division of Omnicom Group.

Big Tent Entertainment

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Big Tent Entertainment specializes in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (excluding Asia) marketing and licensing company for viral sensation Domo, 24-hour preschool channel Sprout and serves as the North American agency of record for three of Discovery Communications' most popular brands—Discovery Kids, TLC and SCI. Additionally, Big Tent represents PixFusion, a global leader in personalization products.

Capcom

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Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded

in 1983, the company has created hundreds of games, including many multi-million selling franchises. Capcom maintains operations in the U.S., U.K., Germany, France, Tokyo, Korea and Hong Kong, with corporate headquarters located in Osaka, Japan.

Carte Blanche Group

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Carte Blanche Group is an international creator and licensor of character brands and products across multiple categories. Well known for Tatty Teddy, the cute grey bear with the blue nose, Carte Blanche manages a best in class licensing program with opportunities across all age ranges, including: Tiny Tatty Teddy, the cute nursery proposition for ages 0–3; Tatty Teddy & My Blue Nose Friends, award winning and perfect for girls 8 and under; and Me to You, a classic brand with universal appeal.

Copyrights

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Copyrights is a full service international brand licensing agency and consultancy offering strategic worldwide brand development, licensing and retail expertise. Committed to the long-term development of each of its properties, the Copyrights' portfolio includes such classic brands as Paddington Bear, The Snowman and The Country Diary of an Edwardian Lady.



Counterpoint Systems

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Founded in 1987, Counterpoint Systems is a world leader in contract administration and royalty management software for the brand licensing and entertainment industries. With more than 26 years

experience, Counterpoint Systems provides the most technically advanced, functionally rich software available for the licensing industries. With over 450 customers in 30 countries worldwide, Counterpoint has a long track record of successfully helping licensors, agencies and licensees. This is due to Counterpoint's team who are senior licensing industry experts, second-to-none in industry knowledge and practice. With Counterpoint's software you will be able to exploit your licenses to their full potential.

Creative Licensing Corp

F085

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An independent licensing company that represents classic and contemporary films and TV series. CLC is a founding member of LIMA and has more than 100 current licenses.

Deliso Sophie la girafe

M25

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Sophie la girafe is an international icon. Created 50 years ago, it has more than 50 million copies sold since its creation. Sophie la girafe is the "it" baby toy, the must at birth. In France, it is in collective memory with an outstanding reputation and is now sold in 52 countries worldwide. Last year, Sophie la girafe became an evergreen license. It is a license with timeless, classical, reassuring and friendly values that seduces multiple targets. Come and discover her friends and their wonderful world—chic and classical at the same time.



Dependable Solutions

F110

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Discovery

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Discovery International Consumer Products and Home Entertainment, the licensing arm of Discovery Enterprises International, extends the Discovery experience to a worldwide audience through an array of entertaining and informative products and services. These include programming-focused and brand-based consumer products programs for Animal Planet, Discovery Adventures, Discovery Expedition, DMAX, Discovery Explore Your World, TLC and others. Discovery International Home Entertainment also offers rights to programming broadcast on Discovery Channel, Animal Planet, TLC, Real Time, DMAX, Discovery Investigation and Discovery Science. Discovery Networks International distributes 23 television brands in 45 languages to 1.5+ billion cumulative subscribers in 223 countries.



Disney Consumer Products

D030

W: www.disney.co.uk

The Walt Disney Company, together with its subsidiaries and affiliates, is a leading diversified international family entertainment and media enterprise. Disney is a Dow 30 company and had annual revenues of around \$42.3 billion in its last fiscal year (FY12). The Walt Disney Company has operated in the U.K. and Ireland for 80 years and currently employs over 2,800 people, and is dedicated to creating innovative, entertainment experiences for children and families. Disney's magic is experienced in numerous ways including a range of Disney-branded channels, in Disney Stores, on stage, in cinemas and retail outlets across the U.K. and Ireland

Dissero Brands

B090

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Dissero Brands owns and manages the evergreen Rachael

Hale brand, which provides licensees with the opportunity to enjoy the financial and professional rewards of a timeless and enchanting business proposition. As a world leader in animal photography, the Rachael Hale brand has captured "the world's most lovable animals" in images that can be seen on a wide range of products across more than 60 countries around the world. This includes Rachael Hale greeting cards, calendars, stationery, bedding, apparel, giftware and more.

Dorna Sports

Q20

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Dorna Sports is an international sports management and marketing company founded in 1988. Dorna is the exclusive commercial and television rights holder to the FIM Road Racing World Championship Grand Prix (otherwise known as MotoGP). With 63 years of history MotoGP is the pinnacle of motorcycle racing and is Dorna's main activity. The MotoGP brand has become iconic over the years and is widely recognized in the sports licensing field with an ever increasing number of official licensees and products available worldwide.

Dracco Company

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With its global corporation headquartered in Hong Kong, Dracco has made a significant commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionery. It is dedicated to product development, internal design, manufacturing and emerging trends. It has extensive worldwide distribution and is an established licensee and licensor with more than 20 years in business and over 150 employees.

DreamWorks Animation

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W: www.dreamworksanimation.com

DreamWorks Animation creates high-quality

entertainment, including CG-animated feature films, television specials and series and live entertainment properties meant for audiences around the world. The company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. All of DreamWorks Animation's feature films are produced in 3D. The company has theatrically released a total of 25 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon and Puss in Boots.

Entertainment One

F005

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E: acarley@entonegroup.com

W: www.eonefamily.com

Entertainment One is an international entertainment company that specializes in the acquisition, production and distribution of film and television content. The company's comprehensive network extends around the globe. Through established entertainment and distribution divisions, the company provides extensive expertise in film distribution, television and music production, family programming and merchandising and licensing.

FremantleMedia

E030

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E: abby.squire@fremantlemedia.com

W: www.fmekids.com

FremantleMedia is one of the leading creators, producers, distributors and licensors of television entertainment brands in the world.



With 15 titles in production in collaboration with top producers on four continents, FremantleMedia Kids & Family Entertainment has a growing portfolio of content spanning key genres: preschool, kids comedy, action/adventure and tween/teen fare. FremantleMedia Kids & Family Entertainment builds brands and extends them into new experiences through carefully planned

licensing programs with individually tailored strategies and partnerships across all consumer touch points for its diverse range of properties including Tree Fu Tom, Strange Hill High, Grojband and Kate and Mim-Mim.



Fulanitos

F001

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E: licencias@fulanitos.com

Fulanitos were born in Mexico and were originally designed by a nine-year-old girl, Gabriela Moad. She now lives and works in Hertfordshire, U.K., although there is definitely still a Mexican feel and appeal to the brand. A wide age range is a key factor with the property appealing to young boys and girls, as well as a crossover market for female teens, tweens and adults.

Global Merchandising Services Ltd.

A020

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Global Merchandising Services was established in 2008 by 30-year industry veteran Barry Drinkwater, founder and former CEO of Bravado International Group. GMS provides a non-corporate alternative for artists and entertainment-rights holders searching for old-school service and cutting edge development. Based in London and Los Angeles, Global is the turnkey solution for design, product development, manufacturing and sales in all channels of distribution: live events, web stores, sponsorships and third-party licensing. Our staff of industry experts combine passion, experience and knowledge to maximize all potential revenue streams and deliver quality merchandise to the consumer.

Glory Innovations, Inc.

B050

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W: www.glory.com.tw/eng/index.php

Premium company and printing manufacturer with food-grade packaging. OEM and ODM.

Hallmark Cards

G020

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W: www.Hallmark.co.uk

Hallmark has one of the largest creative studios in the world, creating images and brands that people love for more than 100 years and spanning every emotion, occasion, season and design style possible through its truly exceptional in-house talent. It is a brand owner to Forever Friends, the original very cute bear, now with over 80 licensees in 80 countries, along with Rainbow Brite, the 1980's classic; Emily Button; Lucy Cromwell; Country Companions; and the Hallmark Design Collection. As one of the largest greeting card publishers, it holds a wide range of licenses including Disney, Warner Bros., LEGO and Purple Ronnie

Hasbro Brand Licensing & Publishing

D020

T: +44 (0) 20 8744 6837

E: brand.licensing@hasbro.co.uk

Hasbro continues to innovate and aggressively extend the reach of its global

brands including Transformers, Nerf, My Little Pony, Littlest Pet Shop, Monopoly, Play-Doh, Tonka, Magic the Gathering and Furby. At BLE 2013, Hasbro will present bold, branded play statements bringing them to life across all categories from fashion apparel, publishing, digital gaming, domestics and youth electronics to plush, novelty and trading cards. The integration of pop culture throughout the Hasbro booth will deliver a sense of artistic wonder and lifestyle experiences with sneak peeks of new entertainment and lifestyle segments.



HCA

J12

T: +33 61 6291 034

E: h.chiquet@hccreation.com

HCA Creation is a famous French design studio established 15 years ago. HCA Creation's team of illustrators, graphic designers, and stylists create concepts for teenagers



and adults. HCA Creation develops a new graphic style guide every year for its best properties with several different lines, from fashion to actuality.

I.M.P.S.

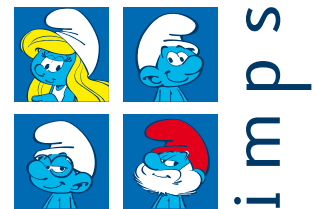
C055

T: +32 26 520 220 +32 26 520 220

E: muriel.dahlem@smurf.com

W: www.smurf.com

I.M.P.S. and LAFIG Belgium are the official licensors of the evergreen property The Smurfs, and generate



Smurf universes

worldwide with the help of their different business units and their close collaboration with their agents. Over the years, the team has developed successfully licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of the Smurfs.

Ink

D080

T: +45 3355 6100

E: mg@ink-brands.com

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Ink is a partner that takes your brand further. It is a specialist in the field of brand extension and works with the biggest and most well known properties in the world, from entertainment brands to lifestyle and corporate brands on local and global scales. It combines many years of experience in the industry with its passion for brands to generate great results.

International Brand Management & Licensing Q15

T: +44 (0) 8708 387 310

E: abull@ibml.co.uk

IBML is a global brand owner with offices in London, New York, Hong Kong and Shenzhen. It licenses the use of its world-class sport, fashion and lifestyle brands to partners across the world. IBML offers a unique combination of brand management, marketing, commercial, legal and IP expertise. It has over

300 licensees in the U.K., EMEA, Asia Pacific and Americas. Marketing: high-quality global campaigns. Legal: specialist in-house trademark, counsel and IP teams. Finance and administration: accounting, auditing and royalty collection. It has a committed network of over 300 licensing and distribution partners.

ITV STUDIOS Global Entertainment

D040

T: +44 (0) 20 7157 6252

E: maggy.harris@itv.com

W: www.itvstudios.com

ITV Studios Global Entertainment (ITVS GE) is a world leading international TV distribution and consumer products business. The consumer



products division combines home entertainment and digital rights, merchandise licensing, publishing and promotions business under one umbrella across the U.K. and internationally. At BLE 2013, ITVS GE continues to marry innovative and iconic brands within a growing portfolio of successful classic and inspirational new brands (aimed at children and adults). This year new brands join ITVS GE's existing properties including Thunderbirds, Cut The Rope, Matt Hatter Chronicles, Babar, Digimon and Village People.

JAST Company

D001

T: +852 2805 2186

E: info@jastcompany.com

Jast Company (est. 1995) is a reputable gift and toy manufacturer that provides manufacturing of consumer products, including paper and plastic products with embedded electronics technology (sounds, lights, fiber optics and mechanical movement), electronic gifts and toys and IC modules. If you are interested in applying your characters and sounds to musical pens, musical gift bags, musical gift boxes, musical greeting cards, musical stationery items, musical diary/notebook/photo albums, candy/jewelry/wine packaging, musical mugs, and/or football club sound products, please contact them for more details.

JELC/Brand Extensions Russia

D065

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E: jane@jelc.co.uk

W: www.jelc.co.uk



The secret to a great night's sleep

JELC develops and manages global licensing programs for its diverse portfolio of brands and will be highlighting girls' brand Gem Fairies, legendary design partnership Hinchcliffe Barber and leading sugar craft artist Lindy Smith, as well as sleep "super brand" Silentnight. The portfolio of partner company Brand Extensions Russia includes Lillipippins and My Cat Pip.

King Features

C090

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E: ctitus@hearst.com

W: www.kingfeatures.com

King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is one of the world's premier distributors of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King represents classic properties, such as Popeye, Olive Oyl, Betty Boop, Beetle Bailey, Hagar the Horrible, Flash Gordon, The Phantom and Mandrake the Magician. The company continues to expand its portfolio and now represents new properties including Brazilian pop culture artist Romero Britto.

KOCCA

C020

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Korea Creative Content Agency stands beside those aiming to promote the content industry of Korea.



Laser Art Studio

J5

T: +852 2349 1193

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W: www.laser-art.com

Founded in 1992, Laser Art Studio is one of the first movers of hologram production in South East Asia. It serves the needs of major international and local clients for date solutions and high security labels with complete in house development/support terms and production lines in Hong Kong and PRC. Business nature: hologram and anti-counterfeiting solution provider, hologram production and R&D, tracking database and consumer touch point system, worldwide distribution of holograms and labels, system training and customer support and holographic and printed material for packaging.

Live Nation Merchandise

G030

T: +1 (415) 247 7407

E: janetdwoskin@livenation.com

Live Nation Merchandise (LNM) is the merchandise and licensing division of Live Nation Entertainment representing over 150 top music and concert artists worldwide.

Lo Coco Licensing

N15

T: +1 (770) 481 0720

E: lococolicensing@mindspring.com

Kittens and puppies! Lo Coco Licensing's Keith Kimerlin brand offers the most extensive collection of kitten and puppy photography in the world. Founded in 1990, it is a full service licensing and design agency with licensed products in more than 70 countries.



Ludorum

E060

T: +44 (0) 20 8246 4014

E: clara.wooller@ludorum.com



brand licensing europe 2013

15-17 October
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Marvelpress

F130

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Marvelpress is a global digital imaging expert with facilities in the U.K. and U.S., offering an end-to-end product personalization service. Marvelpress has its own in-house developed, innovative blank sublimation products and distributes them through three distinct channels: its global dealer network; by packaging them up with other consumables to sell directly to other businesses; and finally print them on behalf of its business customers. With over 20 years of experience, it has an enormous amount of know-how and possesses one of the industry's largest and best technical support teams ensuring both its clients, and its own imaged results are second-to-none.

Mattel Brands Consumer Products

D050

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W: www.mattel.com



MGL Licensing

L15

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MGL is one of the world's leading art licensing companies supplying stunning images for an array of merchandise to manufacturers around the world ranging from greeting cards, calendars and stationery to jigsaws, apparel, homewares, bedding, gift and more.

Mind Candy

G070

E: andy@mindcandy.com

Mind Candy is a global entertainment company and the creator of the successful Moshi Monsters franchise. Formed in 2004 by Internet entrepreneur Michael Acton Smith, Mind Candy is considered a pioneer for

digitally based brands in the family entertainment space. Mind Candy celebrates 5 years of Moshi Monsters at this year's BLE. Visitors to the Mind Candy booth will get a sneak peek at the upcoming Moshi Movie, hear more on launching Poppet as a stand-alone brand and exciting projects in development for next year.

Muhammad Ali Enterprises

F100

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E: paula.ebling@ali.com

Muhammad Ali Enterprises owns the rights to the name, image and likeness of, as well as certain trademarks and other intellectual property related to, Muhammad Ali. MAE is aggressively involved in a worldwide licensing and merchandising program, television, film, video and Internet projects surrounding Brand Ali—the universal icon for “champion” and a driving commercial force for personal transformation. MAE is a division of Core Media Group, www.coremediagroup.com.

NECA

B005

E: rachels@necaonline.com

Nelvana Enterprises Inc.

F080

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Nelvana, a Corus Entertainment company, is one of the world's leading international producers and distributors of children's animated content. Nelvana's content has aired in more than 160 countries and has received over 70 major international program awards. The company's merchandising team manages consumer products globally, often in partnership with broadcasters, including such successful brands as Beyblade, Franklin and Babar and Badou. Its team is available to meet with agents and licensees during the Brand Licensing Europe show to discuss exciting new properties such as Mysticons, Trucktown and Pinkie Cooper.



Nickelodeon & Viacom Consumer Products

E005

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Nickelodeon & Viacom Consumer Products (NVCP) oversees all merchandising and retail operations for Viacom, one of the world's leading multimedia entertainment companies and home to such powerhouse brands as Nickelodeon, MTV, Paramount Pictures and Comedy Central. With a diverse portfolio spanning animation, preschool, student and youth-oriented licenses, NVCP is committed to providing key partner development and innovative marketing solutions, ensuring the highest quality product offering across some of the world's most powerful TV and entertainment properties including SpongeBob SquarePants, Dora the Explorer and newly launched Teenage Mutant Ninja Turtles.

OpSec Security

F120

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E: m.imkamp@opsecsecurity.de

W: www.opsecsecurity.com

OpSec is a market leader in brand protection and is the only provider of a comprehensive suite of end-to-end solutions, including advanced physical security technologies, supply chain track and trace services, and online and e-commerce monitoring and analysis, among other solutions. It can help you find the right solution for your brand, your budget and your protection goals.

Outfit7

C080

E: licensing@outfit7.com

Outfit7 are the creators of the Talking Friends franchise which has become a pop-culture phenomenon, expanding from its roots in mobile to achieve global success in video content, music publishing and merchandising. Fun and engagement are at the core of the brand, with the simple goal of entertaining its



millions of loyal users. With an audience as diverse as the characters themselves, Talking Friends allows people of all ages to have a funny and unique interactive experience. Target audience is 3- to 12-years-old primary and 18-plus secondary.

Penguin Books

H085

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Radio Days

B010

Leo Valencia

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Rainbow

E020

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W: www.rbw.it

Rainbow is a content company that develops

animated and multimedia properties for kids, and is able to meet the demand for entertainment for the whole family. Today it is one of the largest and most internationally renowned animation studios worldwide. Rainbow has the unique ability to create content for all kinds of media, providing many different ways of communicating with the public: TV series, movies, events, Internet, DVDs, magazines, toys, videogames, attractions in the Rainbow MagicLand theme park and all product categories subject to licensing. The company's property portfolio includes WinxClub, Huntik, PopPixie, Gon, Mia & Me, Monster Allergy and Tommy & Oscar.

Rovio Entertainment

D090

T: +358 207 888 300

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W: www.rovio.com

Rovio Entertainment, founded in 2003, is an industry-changing entertainment media company and creator of the globally successful Angry Birds franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of

its release and is now the number one paid app of all time. Rovio has launched eight blockbuster games so far for different platforms. Following this success in mobile gaming, Angry Birds has expanded rapidly in entertainment, publishing, and licensing to become a beloved international brand. Rovio has grown alongside Angry Birds, and the multifaceted entertainment house currently employs nearly 600 professionals.



Saban Brands

D005

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Saban Brands applies an omni-channel brand management approach to enhancing and expanding its Brands worldwide and to consumers of all ages. Saban Brands provides full service brand management, marketing, promotion and strategic business development for the Company's intellectual properties and brands.



Sanrio

B030

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Shintaro Tsuji founded Sanrio Company in Japan in 1960 with the motto "Small Gift, Big Smile" and the aim of bringing happiness to people's lives through inexpensive goods. His company today is not only home to superstar Hello Kitty, but a global brand concentrated on developing significant marketing strategies for classic Sanrio characters like My Melody, Kerokerokeroppi, Bad Badtz-Maru, Little Twin Stars, Cinnamoroll, Pompompurin, Sugarbunnies, Chococat, Tuxedo Sam, Jewelpet, Kuromi, Charmmykitty and new acquisitions like the British icons Mr. Men and Little Miss.

SEGA Corporation

C030

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SEGA Europe is the European distribution arm of Tokyo, Japan-based SEGA Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe.



Sony Computer Entertainment Europe

C110

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Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation 2, PSP, PlayStation 3, PlayStation Vita, PlayStation 4 and PlayStation Network software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats. Properties available for licensing include Invizimals, Killzone, Little Big Planet, God of War, Uncharted, The Last Of Us, Drive Club, Tearaway, InFamous Second Son, Beyond: Two Souls and of course, the PlayStation brand itself.

Sony Pictures Consumer Products

A010

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W: www.sonypictures.com

Sony Pictures Consumer Products, a division of Sony Pictures Entertainment (SPE), is based in Los

Angeles and handles the merchandising, branding and retail efforts for some of the most recognized properties in film and television. In addition, the global promotions team generates awareness and extends branding potential of individual films and film franchises through the development of co-branded promotions and tie-ins. SPE's global operations include motion picture production and distribution, television production and distribution, digital content creation and distribution, worldwide channel investments, home entertainment acquisition and distribution and distribution of filmed entertainment in 67 countries.



global basis and create innovative, long-term partnerships that set the standard in the industry. TLC currently generates more than \$3.5 billion in retail sales a year for its clients and has access to over 80 percent of the world's consumer marketplace, focusing on brands such as Jeep, Coca-Cola, Budweiser, Skechers, Jelly Belly and Mercedes. TLC is also the joint venture partner for Iconix Brand Group in Europe.



Televisa Internacional
C060

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Teo Jasmin
M40

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Teo Jasmin is a French household name and is launching its mascot Teo the bulldog as an official license to share with the world the many adventures of this philanthropic canine. Through the different identities of each outfit, Teo shares, teaches and learns to communicate messages for all generations and all types.



The Pokémon Company International
F050

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Pokémon fans around the world have been anticipating the global launch of "Pokémon X" and "Pokémon Y" video games on Oct. 12, 2013. Various licensed products inspired by the games, including a brand new toy and plush line, a new apparel/accessories line and back-to-school products among other categories, will launch in late 2013. The titles will join more than 236 million Pokémon video games sold. Pokémon has also shipped 20 billion Pokémon TCG cards and aired over 15 seasons of TV animation.

The Thomas Kinkade Company
J18

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Toei Animation Europe
F060

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Toei Animation is a leading Japanese animation studio that represents globally successful brands, such as One Piece and Dragon Ball. The European office manages the TV and merchandising rights for EMEA as well as represents third party IPs in France.

Turner CN Enterprises
E050

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Turner CN Enterprises, the licensing division of Turner Broadcasting, is responsible for building consumer product franchises for growing library of award winning original programming aimed at children and adults. The company currently offers consumer product programs for an array of top grossing and award winning franchises including The Amazing World of Gumball, Adventure Time, Regular Show, LazyTown, Ben 10: Omniverse and Doozers. It also licenses adult-skewed brands including CNN, Turner Classic Movies and Adult Swim.

Ubifrance
E115

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Ubisoft EMEA
D110

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Ubisoft is a leading creator and distributor of interactive entertainment products, ranked the third independent publisher worldwide with offices in 28 countries. With the second largest creative force in the industry, Ubisoft's talented teams have brought to life numerous high-quality, original and immersive worlds for all types of gamers. Some of the group's hit brands include Assassin's Creed, Just Dance, Rayman and Watch Dogs. For the fiscal year 2011-12, Ubisoft generated sales of €1.061 billion.

UL
A100

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W: www.ul.com/consumer-products

With expertise in a wide variety of consumer product categories, including toys, juvenile products, textiles and gifts, UL Consumer Products Group has the experience and global capacity to help develop, implement and maintain end-to-end quality assurance

programs, safeguarding your brand throughout the product lifecycle. UL's customizable solutions can help test, audit and inspect licensed products at every stage of production to help ensure regulatory compliance. UL's network of more than 250 laboratories and facilities in 46 countries helps drive the integrity of global supply chains, optimize product performance and protect brands.

Universal Partnerships & Licensing

A080

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Universal Partnerships & Licensing oversees consumer product licensing, film and home entertainment promotions and all corporate alliances for theatrical, home entertainment, theme parks and stage productions. UP&L is part of NBCUniversal, one of the world's leading media and entertainment companies and is owned by Comcast Corporation. Upcoming films include the spin-off to the phenomenally successful Despicable Me franchise, Minions (holiday 2014); the next chapter in the franchise built on speed, Fast & Furious 7 (summer 2014); an all-new, original 3D film from Illumination Entertainment (summer 2015); and the long-awaited next installment of Steven Spielberg's groundbreaking series, Jurassic Park 4 (2015).

Viz Media Europe

G025

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W: www.vizeurope.com/fr

VIZ Media Europe Group specializes in managing the development, marketing and distribution throughout Europe of Japanese animated entertainment and licensing graphic novels (manga). It handles some of the most popular Japanese manga and animation properties from initial production, through television placement and distribution to merchandise licensing and promotions for consumers of all ages.

Warner Bros. Consumer Products

E070

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With more than 3,700 active licensees, Warner Bros.



Consumer Products (WBCP) continues to offer a rich portfolio of entertainment properties. WBCP arrives at Brand Licensing Europe 2013 with an impressive marquee line-up that includes tent pole film and The Hobbit: There and Back Again (2014), the third film of the trilogy based on The Hobbit. The DC Comics franchise will continue to be an eminent entertainment powerhouse and perennial favorites Scooby-Doo, Looney Tunes and Tom and Jerry will also feature on the bill.

Wiley

B020

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W: www.wiley.com

Wiley is an independent, global publisher of print and electronic products, including the global best-selling how-to brand For Dummies (www.dummies.com). With more than 250 million books in print and translations in more than 30 languages, For Dummies has, since 1991, been making everything easier.

WITHIT Licensing

N30

T: +44 (0) 1273 770 549

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W: www.withitworld.com

WITHIT Licensing is a creator of lifestyle, art and design brands, with many years of experience in the industry in the U.K. and internationally. The agency's brands are aimed at many different demographics and markets, and with in-house design, WITHIT Licensing is able



to develop and adapt on-trend and has worked with all major retailers to facilitate licensing deals globally. The WITHIT Licensing website has a client list, customer information, entertainment through animations and regular news bulletins.

WWE

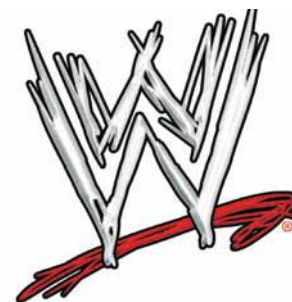
B080

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E: warwick.brenner@wwe.com

W: www.wwe.com

WWE is a diverse multi-platform sports entertainment brand. WWE currently has four weekly television shows including: "Monday Night Raw," "Friday Night SmackDown," "Main Event" and "Saturday Morning Slam." In 2012, WWE held 12 pay-per-view events along with over 300 additional live events worldwide. In 2012, WWE was the No. 2 action figure brand in North America and the U.K. WWE also released over 25 new DVD titles. WWE's TV programming, live events and extensive home video collection has helped propel the brand to nearly \$1 billion in consumer products sales.



Zodiak Rights

F030

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W: www.zodiakrights.com

Zodiak Rights is the international distribution and rights exploitation arm of Zodiak Media. Operating out of London, Paris and Los Angeles, the company is a market leader in the worldwide distribution of television and home entertainment programming across all platforms. It also has a fully-fledged merchandising and licensing arm and digital exploitation team.



EXHIBITORS

Aardman Rights

F010

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Aardman, based in Bristol, U.K., is co-founded and run by Peter Lord and David Sproxton and is a world leader in animation. It produces feature films, television series and television commercials for both the domestic and international market. Its multi-award winning productions are novel, entertaining, brilliantly characterized and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field, producing a rare brand of visually stunning and amusing independent and commercials productions.



adidas - A.C. Milan

P25

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adidas, the leading company in sport apparel accessories and footwear, is exhibiting at BLE as the master Licensor of the prestigious Club A.C. Milan and looking for new international partners.



Official
Licensee



adidas - Real Madrid

P25

T: +34 91 41 83 367

E: astrid.thams@adidas-group.com

W: www.realmadrid.com

adidas manages the Real Madrid licensing and retail rights worldwide. Real Madrid C.F., a football club founded in 1902, is a winner of 9 champions leagues and 32 Spanish leagues.

AFiN

D003

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AFiN is a licensing agency representing lief! lifestyle.

Allsorts Licensing

C095

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W: www.allsortsmedia.co.uk

Allsorts is an independent licensing agency that represents some of the world's leading brands, not only in the United Kingdom and Republic of Ireland, but in other European territories as well. Allsorts brings many years experience to the table.

Animaru

J4

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Ankama

B140

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April Rose Illustration

J13

T: +44 (0) 7957 738 711

E: siobhanharrison@me.com

W: www.aprilroseillustration.com

April Rose is the brand name for watercolor artist and illustrator, Siobhan Harrison. Harrison specializes in sophisticated watercolor floral illustrations. April Rose Illustration has over twenty years experience in the greeting card and publishing Industry, including twenty-five published children's books. Current clients include Next, Marks and Spencer and Asda, among others. Stop by the April Rose Illustration stand at Brand Licensing Expo to see the new brands, products and new illustration ideas, or just to say hello.



Arait Multimedia

C105

T: +34 91 3573200

E: teresa@araitmultimedia.es

W: www.araitmultimedia.es

Arait Multimedia is a multimedia company established

in 1987. Mainly focused on distribution and licensing of worldwide audiovisual contents into international market, the company was a pioneer of Japanese animation in Europe, and is currently one of the leading companies in this field, having one of the largest catalogues on Japanese animation.

Art Ask Agency

N20

T: +34 93 645 22 25

E: maria@artaskagency.com

W: www.artaskagency.com

Art Ask Agency is an internationally established licensing agency based in Barcelona, Spain, offering full service to licensees and brand owners around the world. What makes Art Ask Agency different is its experience with fine artists, designers, illustrators, character lines and brands that goes well beyond any borders. It creates unique concepts together with established or emerging properties, working with worldwide rights, offering full service, fast turnaround, approvals, feedback, newsletters and advertising. Most importantly, Art Ask Agency maintains direct personal relationships with all parties.

Assaf Frank Photography and Licensing

J23

T: +44 (0) 1276 683 123

E: info@bs-factory.com

Assaf Frank Photography and Licensing, of Best Shot Factory, is a leading Image licensing company for publishers and manufacturers of tabletops, greeting cards, stationary, blinds and wall art, including fine art prints and canvases. Photographer Assaf Frank's photographic work includes flowers, landscapes, cityscapes, Christmas and food.



Aurora World

C001

T: +44 (0) 1256 374 260

E: info@auroraworld.co.uk

W: www.auroraworld.co.uk

YooHoo and Friends is the character brand based on



Spot the **NEXT BIG THING** at **BLE 2013!**

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15-17 October
Olympia, London

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Licensing Academy Programme

9 sensational **FREE** to attend seminars, workshops and panel discussions, designed to help you learn from leading industry experts about the latest trends and opportunities. You do not need to pay but you do need to register for the show to attend. As demand is always high, you are advised to register early. Your planned session is due to begin. For the most up-to-date programme visit **www.brand**

Tuesday 15th October



9.30 – 10.00

Licensing Explained: a beginners' guide to the business and to the show

Speaker: Kelvyn Gardner, Managing Director, **LIMA UK**

Give us the first 30 minutes of your day and you will learn:

- How licensing works
- Why you should add licensing to your marketing mix
- Buying or selling licenses – how to do deals
- Simple dos and don'ts
- What to look for at BLE 2013



10.30 – 11.15

Picture Book of a Licensing Deal

Speakers: Christian Fortmann, Managing Partner and Dr. Sebastian Tegethoff, Managing Partner, **24IP Law Group**



Through visual imagery, Christian and Sebastian will use a working case study of a new jewellery brand to unravel the 'who', 'what', 'when', 'where', and 'how' of a licensing contract. They will demonstrate how to build a legal framework around a brand, the structure of a deal, strategies for protection and how to avoid conflicts and pitfalls arising from a contract.

11.45 – 12.30

What's Hot in Licensing PART 1: Industry trends and opportunities

Speakers: Frederique Tutt, Toys Global Industry Analyst, **NPD Group** and Max Templeman, Senior Account Manager, Consumer Electronics, **GfK**



In the first of two seminars by BLE's knowledge partners, NPD Group and GfK will present exclusive data and analysis about the licensing business. Where can you look for growth? Where are the next opportunities for licensing? Which product categories are growing and shrinking? What are the key trends affecting our business? PART II takes place on Wednesday 16 October.

13.00 – 13.45

KEYNOTE to be announced

Wednesday 16th October



9.30 – 10.00

Licensing Explained: a beginners' guide to the business and to the show

Speaker: Kelvyn Gardner, Managing Director, **LIMA UK**

Give us the first 30 minutes of your day and you will learn:

- How licensing works
- Why you should add licensing to your marketing mix
- Buying or selling licenses – how to do deals
- Simple dos and don'ts
- What to look for at BLE 2013



10.30 – 11.15

What's Hot in Licensing PART II: Retail trends and opportunities

Speaker: Milos Ryba, Research Director, **Planet Retail**

In the second of our seminars by BLE's knowledge partners, Planet Retail will give an exclusive account of the most important international retail trends affecting the licensing business. Milos will highlight retail opportunities and own brand trends, and show how retail trends may affect your business.

11.45 – 12.30

PANEL DISCUSSION to be announced

13.00 – 13.45

KEYNOTE INTERVIEW to be announced



Register for free at **www**

you advance your licensing skills base and
ed to register for the Licensing Academy
ed to arrive at least 10 minutes before
licensing.eu

Thursday 17th October



9.30 – 10.00

Licensing Explained: a beginners' guide to the business and to the show

Speaker: Kelvyn Gardner, Managing Director, LIMA UK

Give us the first 30 minutes of your day and you will learn:

- How licensing works
- Why you should add licensing to your marketing mix
- Buying or selling licenses – how to do deals
- Simple dos and don'ts
- What to look for at BLE 2013



10.30 – 11.15

Royalties, Audits and the Finance of Licensing

Speaker: Clement Franceschini, EMEA Partner, Insight Licensing

Whatever your place in the licensing chain, you need to understand the relevance and the power of royalties and audits. In this clear and entertaining seminar, Clement will lead delegates through the dos and don'ts of royalty accounting, explaining how to get the process right and how to turn it into a business-enhancing opportunity. He will highlight what retailers and licensees need to know and will also talk about DTR audits, the challenges of working across Europe and auditing with agents.



11.45 -12.30

Licensing Design, Art and Illustration

Moderator: Helz Cuppleditch, HelzCuppleditch Illustration

Panel: Sarah Lawrence, Smart Licensing; Martin Rees-Davies, Licensing Manager, Otter House and Kate Shafe, co-founder of Belle and Boo

Retailers and licensees often turn to original design and illustration for something truly distinctive. This seminar will explain how to create successful partnerships between artists, designers, manufacturers and retailers. The panel will demonstrate how to transform original artwork into products that really sell and how to grow these into a significant retail range. Kate Shafe will present a case study of Belle and Boo, the highly successful children's lifestyle brand based on the illustrative work of Mandy Sutcliffe.

Screening Suite

This purpose built cinema allows attendees to enjoy advanced previews of some of the hottest blockbusters to hit our screens. These sessions are by invitation only, if you would like more information about visiting the Screening Suite, contact rcowdrey@advanstar.com



nickelodeon | VIACOM
CONSUMER PRODUCTS



License This!

13.00-14.00

License This! 2013 : The Final

License This! is BLE's licensing challenge, now in its 4th year. At this finale a shortlist of four new properties with licensing potential will be pitched by their creators to a panel of industry experts. Each finalist must persuade the panel of the property's strengths and potential for licensing into other categories. The audience will hear the panel offer critique and advice to each presenter before they select a winner. You can enter online at www.brandlicensing.eu

Over 280 leading brand owners will showcase over 2,200 of the latest and greatest brands, characters, artwork and images, these include:



Register for FREE now at www.brandlicensing.eu



Retailers, licensees and sales promotion professionals looking to create & cement licensing partnerships and discover the latest brands, characters and images available for license, will find them all at **BLE 2013**.

BLE 2013 will, this year, see a fresh new look with dedicated areas for Art, Design & Image, Brands and Character & Entertainment, making it even easier for you to spot the **NEXT BIG THING**.

Take a look at what makes BLE the definitive event for the European licensing industry:

- ▶ **9,100** licensing professionals
- ▶ **2,200** of the hottest brands, characters and images
- ▶ **280** leading brand owners
- ▶ **9 FREE** sessions in the Licensing Academy from leading industry experts
- ▶ **1 BIG opportunity**

What's NEW for 2013

Brand Experience Seminar Theatre

Hear from the world's leading brand owners who will share their experiences and give insight into the latest brand strategies.

Brands Bar & Meeting Place

Relax, enjoy a drink and network with your peers in our spectacular Brands Bar & Meeting Place. Located in the Brands area of the show, this brand new bar is the ideal place for you to unwind and catch up with industry colleagues.

Art & Design Café

Take a break from the busy show floor in the Art & Design Café and view the inspiring original artwork on display in the Art Gallery.

Register for FREE at www.brandlicensing.eu

Essential Information:

Venue:

Grand Hall, Olympia, Hammersmith Road, London, W14 8UX

Opening Times:

Tuesday 15th October 2013 09.00-17.00

Wednesday 16th October 2013 09.00-17.00

Thursday 17th October 2013 09.00-16.00

Don't forget to book your travel and accommodation, contact Exposé Travel Management on BLE13@exposetravel.com

For more information on how to get to Olympia, London visit www.brandlicensing.eu

a highly successful range of collectible soft toys that are designed on rare or endangered animals from around the world. The concept embraces the "green" message in line with global trends on conservation. It is YooHoo& Friends' mission to deliver this green message around the world. Characterized by their big-eyes and bushy tails, there are five key

BACCI Sourcing & Consulting

A095

T: +34 9 13 88 22 18

E: patrizia.werner@bacci.es

BACCI is headquartered in Madrid, Spain, with production offices and factories in China, Bangladesh and Turkey. These offices take care of the production process, working hand in hand with clients to generate a leading time between 50 and 90 days, including transit. BACCI specializes in children's fashion knitwear, but the company has also developed a wide range of adult garments in the last seasons. BACCI's expertise is in baby knitwear production, with private labels and licensees such as Disney, Nickelodeon, Warner Bros. and Marvel.

Backstage Licensing

C045

T: +39 059 340700

E: lorenzo.varra@backstagelicensing.com

W: www.backstagelicensing.com

Backstage Licensing has been in the licensing business for the past 20 years and is one of the most important Italian independent agencies. The business revolves around three main areas: entertainment, brand, art and design. The company's mission is to develop successful licensing campaigns while providing its clients with a complete service. Backstage Licensing is headquartered in Modena, with an office in Milan. Its skilled employees guarantee a high level of service both to the licensors and licensees through sales, communication, marketing and brand assurance activities.

Barbadango

J47

T: +44 (0) 7577 466 553

E: george.caltsoudas@stagona.com

Barbadango is the pyro-thrashing red knight that begins his adventures in a brand new comic book series.

A scrappy, cheating, alley cat with no friends and plenty of enemies, Barbadango is given the chance to turn his life around when the feisty autumn gnome, Katrina, transforms him into the red knight. Now packing fierce firepower and awesome armor, Barbadango is ready to leap into action through an expansive universe of powered-up animal warriors, magical gnomes, mythical beasts and cool vehicles.



Battersea Dogs & Cats Home

R50

T: +44 (0) 20 7627 9319

E: l.mccredie@battersea.org.uk

W: www.battersea.org.uk

Battersea Dogs and Cats Home has been caring for and finding new homes for abandoned, stray and neglected animals since 1860. The company has looked after over 3 million dogs and cats since then, and it aims never to turn away an animal in need of help. The brand licensing program supports the work of the Battersea Dogs and Cats Home through the licensing of the famous name and original imagery.



Bang on the Door

B098

P: +353 749386740

E: karen@bangonthedoordesign.com

Bavaria Sonor

A050

T: +49 89 6499 3273

E: bernhard.haberfelner@bavaria-film.de

W: www.bavaria-sonor.de

Bavaria Sonor is one of the most successful licensing agencies in Europe. Bavaria Sonor not only exploits the merchandising rights of Bavaria Film, but also represents well-known children's characters, comics, TV productions and brands of numerous right holders.

Belle & Boo

J61

T: +44 (0) 117 924 6382

E: kate@belleandboo.com

W: www.belleandboo.com

Belle & Boo is a British children's lifestyle brand

known for original, nostalgic "story book" illustrations of children. The collection includes gift items, framed artworks, picture books, stationery, girls' clothing and home wares. The product ranges are either produced under license or in house. The central figures are Belle, a 5-year-old girl, and her bunny companion Boo, and together they explore and discover the world. Other characters are drawn and share adventures in this charming world of childhood innocence. Every product is designed to be treasured and embody all that adults and children love about traditional, old-fashioned story telling.

Biplano

C040

T: +34 93 452 60 00

E: grey@biplano.com

W: www.biplano.com



Biplano was founded 1990 and now has premises in Barcelona, Madrid, Lisboa, Paris and Shenzhen. Biplano is a leading company in the licensing and promotional marketing world in Southern Europe and performs in six different categories of licenses to cover the specific needs of each product: TV, cinema and DVD, classics, concepts, sports and branding. The company represents some of the best licensors in the world such as Sanrio, DreamWorks, IMPS, Paramount, King Features, Nickelodeon, Toei, M.G.A. and Ludorum, among others.

Blue Concept

G110

T: +44 (0) 20 339 72888

E: enquiries@blueconcept.co.uk

Blue-Zoo

B110

T: +44 (0) 7879 487 940

E: daniel@blue-zoo.co.uk

W: www.blue-zoo.co.uk

Blue-Zoo is a U.K. based independent production company and rights-owner with a portfolio that includes Alphablocks and Olive the Ostrich. Blue Zoo has produced many successful TV shows including "Tree Fu Tom," "Get Squiggling," "Those Scurvy Rascals," "Stitch up Show Down" and "Kerwhizz."



Brand Connection

P30

T: +39 349 1427511

E: melloni@brandconnection.it

W: www.brandconnection-licensing.com

Brand Connection is an international consulting firm skilled in fashion licensing. Its mission is to create new business opportunities through the negotiation and management of license agreements with some of the most famous Italian and French fashion brands. It works in many products categories, from apparel to accessories, home interiors and real estate.

Brands Box

P30

T: +39 011 521 1447

E: cristina.angelucci@brands-box.com

W: www.brands-box.com

Brands Box is a service company that acts as a networker between the Italian and the international licensing industry. Its services consist of the organization of the Italian licensing event, the management of licensing trade magazines and tailor-made consultancy in the following fields: marketing and communication, networking, product development, style guide and graphics, internationalization and business development.

BRB Internacional F020

T: +34 9 17 71 14 00

E: licensing@brb.es

W: www.brb.es

An international company with 40 years experience in the production, distribution and licensing of high quality content, BRB Internacional manages an impressive catalogue, which includes outstanding properties such as Invizimals, Filly Funtasia and Mica. Visit BRB Internacional at booth F020 at BLE.



Bright Art Licensing

J29

T: +44 (0) 20 7326 9140

E: jojay@brightartlicensing.com

W: www.brightartlicensing.com

Bruno Productions

G062

T: +31 (0) 88 789 0200

E: femke.wolterink@bruno.nl

Budi Basa

J19

T: +7 49 5913 3006

E: eroshkin@plastika-m.ru

W: www.budibasa.com

Budi Basa is a brand company that specializes in collaborating professional artists and designers with a team of experienced producers. The company's toys are a great gift not only for children, but also for adults with refined taste. Due to such versatility, the Budi Basa brands can be stylish designer gifts, spanning from stationery products to baby bedding. Budi Basa prides itself on its care, attention and expression of sympathy and support for its clients.

Bulldog Licensing

G001

T: +44 (0) 20 8325 5455

E: robc@bulldog-licensing.com

W: www.bulldog-licensing.com

Bulldog Licensing is a leading U.K. licensing agency, making a mark in the U.S. through a newly opened New York office. Bulldog represents brands including Plants vs. Zombies, Garfield, Life, Shoot, Bullseye, Cindy and properties from the DreamWorks stable: Turbo, Dragons and evergreens such as Shrek.



Bulls Licensing

B052

T: +46 8 555 206 12

E: rosalm@bulls.se

Bulls Licensing is well accustomed to working with famous brands, and is responsible for a worldwide licensing program with Moomin, which features over 400 partnerships with companies that manufacture licensed products. The company's areas of expertise include finding opportunities to increase revenue and strengthening the brand to make it accessible for everyone, which is done in alignment with the brand's strategy. Some of the brands currently working with Bulls Licensing include: Fifty Shades, Sony Pictures, Live Nation (David Bowie, Kiss, and AC/DC, among

others), Moomin, Lufthansa, Popeye, The Phantom, The Beatles, Paddington and Betty Boop.

By Myrna

G100

T: +31 62 1664465

E: myrna@bymyrna.com

W: www.studiopetsbymyrna.com

Studio Pets By Myrna is the ultimate pet image brand, featuring the cutest images, videos and 3D



animations of the Studio Pets models. These pets are true models with their own little personality, and after some good cuddling and kissing, they are ready to go on stage with stylish props that match their adorable personalities. The company's images are instantly recognizable, fresh and irresistible, and feature different styles to suit any product and age group, generating worldwide success.

Caroline Mickler

B078

T: +44 (0) 7968 850 329

E: caroline@carolinemicklerltd.co.uk

W: www.carolinemickler.com

Caroline Mickler is an award winning agency, specializing in creating and implementing licensing programs for a diverse portfolio of brands, including The Beatles, Moomin and Boo, The Worlds Cutest Dog. Caroline Mickler is an agency with a clear understanding of a brand's DNA and how to seamlessly translate it into merchandise.

Carmen Ariza Polska

B045

T: +34 647 84 9755

E: carmen@carmenariza.com

Carmen Ariza Licensing: business without borders. Carmen Ariza Licensing is a young agency with the goal to help its licensees take maximum advantage of licensing. The company operates all around Europe; from its office in Barcelona it handles the Western Countries, and from its Polish company, the Central Eastern ones. Top properties and a new challenge: new office in Moscow by 2014.



EXPOLicensing Brasil 2013



Exhibitors



LICENSING



September 10th and 11th
Grand Hyatt São Paulo
11:00 am to 7:00 pm

Register for free:

www.expolb.com.br

Phone: + 55 (11) 5092-5588

comercial@epeditora.com.br

Show organizer:

Official publication:



LICENSING
BRASIL



CE Global Brand Advisors

M65
T: +41 (0)33 8470121
E: info@global-brand-advisors.com
W: www.global-brand-advisors.com

CE Global Brand Advisors is a full service agency, specialized in licensing, brand extension and trademark related brand consulting. CE Global Brand Advisors also helps its clients extend their brands and trademarks and works with leading global consumer products and service companies.

Celebrities Entertainment

E001
T: +49 6 17 2271 820
E: vespermann@celebrities-entertainment.com
W: www.celebrities-entertainment.com

Celebrities

Entertainment focuses on brands, trademarks and entertainment properties, which are primarily targeted at teenagers and young adults. Celebrities



Entertainment helps clients license their famous trademarks, copyrights and images and works with leading European consumer products companies, creating state of the art licensed products.

Character World

H050
T: +44 161 850 0233
E: tim.kilby@characterworld.com
W: www.characterworld.com

Character World is a market leading manufacturer and distributor of licensed bedroom textiles and home accessories in Europe. The "best in class" specialist in its sector, Character World has long standing partnerships with key entertainment companies such as Disney, Nickelodeon, Warner Bros, HIT Entertainment, Mattel, Hasbro and many more. The company's product portfolio covers kids entertainment brands, movies, gaming, music and fashion brands covering preschool age up to teenage. Character World is actively seeking growth opportunities overseas directly with retailers or via distributors or agents.

Chupa Chups

M20
T: +34 93 773 9200
E: christine.cool@es.pvmgrp.com
W: www.chupachupsuniverse.com

Fifty-five years after its creation, the iconic lollipop brand, ChupaChups, is finding new ways to transfer the essence of its flavors and colors to an ever-expanding universe of products. The program is spreading rapidly into new territories in Asia and Eastern Europe.

Clare Jordan

J39
T: +353 85 127 3819
E: info@clarejordan.com

Clare Jordan creates art that is whimsical, colorful, sentimental and laugh out loud funny. Themes range from vintage inspired to modern text and showy patterns. Designs have been licensed for stationary, greeting cards, bags, calendars, mugs, fabric and trays. The Clare Jordan brand evokes a sense of nostalgia coupled with humor. In essence, it is a happy brand that will make you smile. Each piece is designed on a farm in Ireland where a little magic happens.

Coolabi

D060
T: +44 (0) 20 7004 0980
E: anna.ball@coolabi.com

Coolabi is an international media company specializing in the development,



creative management and commercial exploitation of a diversified portfolio of high quality intellectual property assets. Some of the brands the company currently owns or represents includes: Poppy Cat, Purple Ronnie, Beast Quest and the Smallfilms' trio of properties Bagpuss, Clangers and Ivor The Engine.

Copyright Promotions Licensing Group

E080
T: +44 (0)20 8563 6400
E: kmcnally@cplg.com
W: www.cplg.com

CPLG is one of the world's leading entertainment, sport and brand licensing agencies with offices in the

U.K., Benelux, France, Germany, Italy and Spain. CPLG, a DHX Media company, has nearly 40 years of experience in the licensing industry and provides each of its clients with dedicated licensing, marketing and industry professionals and a fully-integrated design, legal and accounting service.



CreaCon Entertainment

F090
T: +47 91 000 0790
E: cc@creacongroup.com

"City of Friends" is the animated tales of Max, Elphie and Ted and the life lessons they learn as part of the emergency services. It teaches children gentle messages about friendship, tolerance and teamwork. The popular animated preschool series for children aged 2- to 5-years-old has been sold into 180 countries.

DC Thomson & Co

F040
T: +44 (0) 20 7400 1042
E: tcollins@dcthompson.co.uk

DC Thomson is the owner of many famous and much-loved brands, including The Beano, Dennis & Gnasher and Bananaman. As new markets create consumer demand for the company's brands, both contemporary and classic, DC Thomson is seeking new partners to expand internationally as well as continue its success in the U.K. market.



Deer Little Forest

J56
T: +44 (0) 78 6944 4475
E: jo@deerlittleforest.com
W: www.deerlittleforest.com

Deer Little Forest is a British children's brand set in the New Forest and created by Jo Rose. Celebrating the richness of folklore and the art of traditional storytelling, the collection includes greeting cards, stationery, home decor and prints. Rose's illustrations ignite a whimsical dreaminess and narrate tales of enchantment and magic. It's time to explore the Deer Little Forest and meet the colorful cast of forest



folk, led by Forest Flo and Bodhi the Bear. Listen to the music, join in on the fun, the animals have gathered and the forest parade has begun!

d-rights/Sunrights

G090

T: d-rights +81 3 5256 1372, Sunrights

+1 212-605-3491

E: takeda@d-rights.com

W: www.d-rights.com.

d-rights is a 100 percent owned subsidiary of Mitsubishi Corporation, one of the world's biggest general trading companies, handling entertainment content for a variety of media, and offering services in every aspect of content business including production, rights management, financing and merchandising. Sunrights is a total rights management company founded by Mitsubishi Corporation, located in New York City. Sunrights directly manages the development of intellectual property in the U.S., as well as all operations globally outside of Asia. Sunrights will also work to accumulate new strategic assets in media on behalf of its parent company.



DRi Licensing

C010

T: +44 (0) 20 3178 6628

E: alicia@drilicensing.com

Dynit

G082

E: a.marzadori@dynit.it

Edebé Audiovisual

F020

T: +34 93 206 31 54

E: icivico@edebe.net

W: www.edebeaudiovisual.com

Edebé Licensing has established itself as a solid agency for premium properties. With its young and dynamic team, Edebé has a proven success record with art properties like Catalina Estrada and Gorjuss, classic characters like Holly Hobbie and Paddington Bear and renowned brands like Dakar and Tour de France.

edebé
LICENSING

EDIS

G065

T: +39 059 847711

E: giovanni.panini@edis.it

W: www.edis.it

EDIS is the biggest European independent manufacturer of trading cards and self-adhesive sticker collections, packaged collectibles and promotional products. For more than 40 years, EDIS has been producing for the best-known publishers and for merchandising and loyalty agencies.

El Ocho

F020

T: +34 91 350 40 90

E: el-ocho@el-ocho.com

W: www.el-ocho.com

El Ocho is a licensing agency that manages properties in the Spanish, Portuguese and Italian markets.

Elvis Presley Enterprises

F100

T: +1 901-332 3322

E: bfranklin@elvis.com

Emma Lamport

J32

T: 07966 572273

E: studio@emmalamport.com

W: www.emmalamport.com

Addicted to finding and making patterns, Emma creates her designs from the weird and wonderful, including everything from starfish mouth parts to peeling palm trees, chunky knits to chip forks, and concrete blocks to lollipop sticks. A freelance graphic designer, Emma's quirky subject matter is cleverly hidden within stylish designs that are thematically diverse, commercially versatile and easily applied to various product categories, including stationery, homewares, textiles and cards.

Euro Lizenzen

H055

T: +49 89 266 066

E: nesli@eurolizenzen.net

Euro Lizenzen is a leading, independent, Munich-based licensing agency specializing in developing



brand, character, art, publishing and entertainment-based licensing opportunities. Euro Lizenzen is one of the first licensing agencies that identified and developed the concept of brand extension and art licensing. The company's advantages include over 40 years of brand licensing experience and expertise, proven proficiency in understanding and reaching retailers, a strong network of contact within the retail and manufacturing communities, and its dedication to great client service with a personal touch.

Fatina Dreams / Chocolate Rain

J1

T: +44 (0) 20 7373 7900

E: mandychiu@chocolaterain.com

W: www.fatinadreams.com

Fatina Dreams is inspired by a beautiful doll that dreams herself alive to save the planet. Fatina asks: "Why throw away your memories?" This lifestyle brand reflects an innovative world that empowers tweens to young women to unleash their imaginations to make a difference. It is always fashion forward, trend and design led.

Federazione Italiana Rugby

P30

T: +39 06 45213113

E: petrosino@federugby.it

W: www.federugby.it

The history of a brand is its history. Italian Rugby Federation was established on Sept. 28, 1928. Now, more than 80 years later, it has developed a new sports brand, Italian Rugby Federation, thanks to a strong and reliable partnership with adidas, the official and technical sponsor. With this sponsorship relationship, the brand management of the adidas licensing division also grew. The new agreement provides for the sale of the FIR's worldwide licensing rights for even non-sports related product categories to adidas. adidas will look for the best licensees with the aim to create, distribute and sell FIR-branded products, with focus on the Italian and global market. Furthermore, for the first time adidas is also managing FIR's online rights. The new licensed products are already on sale on the web site www.firstore.it.



FG Photography

J10

P: +39 333 2354050

E: info@francescagregori.it

Fluid World

A060

T: +44 (0) 20 3058 1551

E: louise@fluidworld.co.uk

W: www.fluidworld.co.uk

Founded in 2008, Fluid World is an independent licensing agency based in Shoreditch, East London. The company is made up of a team of nineteen people, working on behalf of brands and businesses that share a similar vision. Some of Fluid World's clients include Sanrio, the global company behind Hello Kitty; Mr. Men Little Miss; Sanrio characters; and Perfetti Van Melle, the confectionery company behind world famous ChupaChups.

Giochi Preziosi

E100

T: +39 02 964 751

E: delmaestro@giochipreziosi.it

W: www.giochipreziosi.it

Giochi Preziosi Group is today one of the world's leading companies in the toy market and the unrivalled market leader in Italy. Headquartered in Italy, Giochi Preziosi Group has embarked upon a path of international growth by creating subsidiaries in key European markets over the years and now the company is present in France, Greece, Iberia, the U.K., Germany and Turkey, asserting globally its successful business model. Giochi Preziosi Group currently employs 3000 people and the turnover is around €1 billion.

Golden Goose

L20

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E: adam@goldengoose.uk.com

W: www.goldengoose.uk.com

Golden Goose is one of the U.K.'s leading boutique brand licensing consultancies, working to develop and manage licensing programs for



corporate brand owners. The company's mission is to work with brands and make consumers love the brands even more. The name Golden Goose is a reminder for the company to protect and enrich the brands it represents.

Grani & Partners

E100

T: +39 059 816411

E: info@graniepartners.com

W: www.graniepartners.com

Grani&Partners is a worldwide leading company in the publishing and promotional market, offering a wide range of licensed collectibles targeting kids. It has also reached different agreements as a "preferred premium supplier" for Hello Kitty, the Smurfs, SpongeBob and other properties soon to come. Grani&Partners sells its products to a large number of major corporate clients worldwide.

Hari's World

B048

T: +44 (0) 1768 482 710

E: tsmcgee@harisworld.com

W: www.harisworld.com

Hari's World's imaginative concept brings FUN to child safety. Loved by children and embraced by parents and teachers for the subtle safety messages woven into every adventure Hari's World offers unique licensing opportunities. With increased retail and education presence within the UK and Asia the brand is achieving International recognition.

HelzCuppleditch

J20

T: +44 (0) 1903873407

E: helzbelzart@yahoo.co.uk

W: www.helzbelzart.com



HIT Entertainment

D050

T: +44 (0) 20 7554 2500

E: licensing@hitentertainment.com

W: www.hitentertainment.com

HIT Entertainment is one of the world's leading children's entertainment producers and rights owners. HIT Entertainment is a division of Fisher-Price. HIT's

portfolio includes properties such as Thomas & Friends, Barney, Bob the Builder, Fireman Sam, Angelina Ballerina, Mike the Knight, Pingu and Rainbow Magic. Launched in 1989, HIT's lines of business span television and video



production, content distribution, publishing, consumer products licensing, digital media and live events, and has operations in the U.K., U.S., Canada, Hong Kong and Japan.

HoHo Entertainment

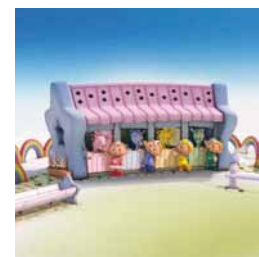
B100

T: +44 (0) 20 7682 3154

E: helen.howells@hohoentertainment.com

W: www.hohoentertainment.com

Hoho Rights is a wholly owned subsidiary of Hoho Entertainment, a children's production and rights management company dedicated to developing intellectual properties that are designed to be seen and experienced on all media platforms. The company was co-founded in January 2011 by Oliver Ellis and Helen Howells, who collectively have over 30 years experience in the TV development, production and rights management business. Hoho Rights is representing Cloudbabies, Abadas, Everybody Loves a Moose and Toddler Time.



Holy Mackerel U.K.

J43

T: +44 (0) 1297 338 99

E: sales@holy-mackerel.co.uk

W: www.holy-mackerel.co.uk

Holy Mackerel is a well-established, design-led greetings card publisher offering exciting licensing opportunities in the home, giftware, children's and heritage sectors. Holy Mackerel manages a stable of well-loved greetings card brands, with a quirky and contemporary house style.

YOUR SHOW
YOUR PLACE
YOUR CHANCE

YOUR FASHION DISTRICT

Licensing Expo:

Where conversations become thousands of new products every year

- Build a network of licensees
- Develop retail exclusive products
- Create brand collaborations



“Licensing Expo is key because it’s the meeting place globally for licensees and licensors: New York to Tokyo...they’re all here.”

NICK WOODHOUSE AUTHENTIC BRANDS GROUP

JOIN FASHION BRANDS LIKE THESE:

- ABS by Allen Schwartz ● Ale by Alessandra Ambrosio ● AND1 ● Beverly Hills Polo Club International ● Body Glove ● Caribbean Joe ● Cherokee ● Crocs ● DaVinci ● Dive N’ Surf ● DVS Action Sports ● Ellen Tracy ● Heelys ● Hickey Freeman ● Judith Leiber ● Lennon/McCartney ● Kathy Ireland ● Marilyn Monroe ● Maui & Sons ● Nat Nast ● Paris Blues ● Piping Hot Australia ● Prince ● Skechers ● Tapout ● Teen Hearts ● Tracy Anderson Brand ● Von Dutch ● William Rast ● Wize & Ope ● XCVI ● Yummie by Heather Thomson*

* Sampling of Fashion District exhibitors at Licensing Expo 2013



LEARN MORE:

Stacey Campot
 scampot@advanstar.com
 (310) 857-7582



Hondar Umbrella Industrial

D150

T: +852 2 7966 9288

E: jingle@hondar-umbrella.com.hk

W: www.globalsources.com/hondarumbrella.co

Hondar Umbrella is a trusted supplier by numerous world-renowned brands, due to the company's ability to meticulously produce umbrellas, from printing and design to packaging, making each product unique. With 25 years experience, Hondar Umbrella's production includes all sizes and shapes, like parasols with embellishment, special trims and materials, for export to Japan, Europe and the Americas. The company's two factories are located in Xiamen



and Jijiang City of southern China, located nearby the Xiamen port and an international airport, for easy access on factory visits, and with workspace totalling 18,000-square-meters. Hondar Umbrella's 1,000 workers averagely produce 600,000 pieces monthly.

iconkids & youth International Research

G112

T: +49 8 95 44 62 933

E: a.dammler@iconkids.com

W: www.iconkids.com

iconkids & youth is Germany's leading child and youth research agency, with extensive experience in the German license market. Based on more than 15 years of experience, the company provides up-to-date background data, conducts tailor-made studies and offers expert consultancy on all relevant aspects of young markets. iconkids & youth helps both licensors and licensees identify promising licenses, improve creative executions, and measure their effectiveness. The agency's current list of clients comprises blue chip companies such as Disney, McDonald's, LEGO, Mattel, Nestlé, Procter & Gamble, Unilever, Hasbro, Coca-Cola, Johnson & Johnson and many others

Imira Entertainment

F020

T: +34 9 32 65 07 57

E: info@imiraentertainment.com

W: www.imiraentertainment.com

Imira Entertainment is a leading Spanish company in the digital content of animation and fiction series and films for children and adolescents, for a global market. With offices in Barcelona, Madrid and Vitoria, the company, founded in 2003, has a catalogue of over 105 animation and fiction titles, consisting of some 75 animation series, 20 fiction series and 10 full-length animation films, totalling over 4,000 half hours. It produces and distributes high-quality content for children and teenagers, incorporating the latest technologies for exploitation across all kinds of platforms: TV, videogames, online, mobiles, spin-off products in the forms of licensing and merchandising and publishing.



Imperial War Museums (IWM)

N45

T: +44 (0) 20 7091 3072

E: abuky@iwm.org.uk

W: iwm.org.uk

Imperial War Museums' unique collections are made up of everyday, exceptional stories of people's spirit, resilience, creativity and innovation in the face of adversity. 2014 marks the centenary of the outbreak of the First World War and IWM is at the center of these national commemorations with a growing list of major licensees

ImpossibleTV/CorrinaAskin

B098

T: +353 7 49100701

E: corrinasasking@hotmail.com

Insight Licensing Services

G118

T: +33 6 08 47 64 86

E: clement@ils-firm.com



JCB Consumer Products

F065

T: +44 (0) 1889 593 499

E: sam.johnson@jcb.com

W: www.jcbexplore.com

JCB is one of the world's largest manufacturers of earth moving and agricultural equipment. The brand is also a well-recognized and trusted brand in U.K., with a wide range of consumer products available. Each product carries the brand's values of innovation, durability, safety and quality.

Kate Knight

J37

T: +44 (0) 131 477 4524

E: mail@kateknight.co.uk

W: www.kateknight.co.uk

Kate Knight is a Scottish designer who produces high quality artwork in a vivid and positive style. Kate is an award-winning artist who is professionally trained, and she currently works with publishers and manufacturers from all around the globe.



Kate Mawdsley

J11

T: +44 (0) 1986 785 444

E: info@katemawdsley.com

W: www.katemawdsley.com

Kate is a well-known British illustrator and her illustrations are licensed worldwide on all products from greetings cards to mugs. Images include cute animals, especially cats and dogs, plus Christmas. Kate is happy to work on a commission basis and is able to produce artwork in many differing styles from hand painted to digital. Her work is diverse, stylish and very commercial.



KIDDINX Media Group
H030
T: +49 30 68 972 329
E: puchert@kiddin.de

Kiddy Incs
J51
T: +44 (0) 20 8879 1166
E: lesley@advocate-art.com
W: www.blog.advocate-art.com/index.php/archives/tag/kiddy-incs

Kiddy Incs is a team of illustrators, animators and writers with big ideas for little minds. Kiddy Incs provides all-round creative solutions, from initial concept to packaging design, promos, apps, animations, printed media, website design, publishing and branding. Clients include Marks and Spencer, BBC, Cornetto ice creams, Asda and Kew Gardens, working in partnership with Advocate Art.

Kirsty And Paul
N40
T: +44 (0) 7775 646 156
E: kirsty.guthrie@kjgltd.com
W: www.kjgltd.com

Experienced licensing agents Kirsty Guthrie and Paul Comben have joined forces to exhibit client licensors' brands at BLE 2013. Guthrie, of KJG, and Comben, of Game Of 2 Halves, specialize in offering licensees and retailers new licenses from growing genres, including digital media, design and games.


Lea & Tim
G092
T: +44 (0) 20 7720 4049
E: leaandtim@gmail.com
W: www.rohinimolini.com

The worldwide adventures of RohiniMolini and her friends is a philanthropic, cultural and educational travel-themed total brand experience, aimed at three to six year olds. Through stories, fun and interactive play children will be inspired to want to learn more about the world they live in.

Lemon Ribbon
J28a
T: +44 (0) 20 8546 6607
E: edward@lemonribbon.com
W: www.lemonribbon.com

Lemon Ribbon is an inspirational, contemporary youth brand, bursting into the market with creativity and a pocketful of imagination! Lemon



Ribbon's distinctive print-inspired designs have a bold, fresh and innocent style that is innovative, contemporary, youthful and trend aware.

Libby McMullin
J36
T: +44 (0) 7751 234 157
E: hello@misslibby.co.uk
W: www.libbymcmullin.com

Libby McMullin creates luxury vintage inspired designs featuring animals, birds and beautiful words. The imaginary world of Libby McMullin is intricate, whimsical and beautifully detailed, as is her work. Her designs are fresh and unique, influenced by folk art, fashion and fairy tales. Her style is decorative and rich, vintage inspired designs to delight!

Licensegateway & Agentur Holl
J22
T: +49 (0)2 41 40 11 700
E: oliver.schmukalla@licensegateway.com
W: www.licensegateway.com/home

Licensegateway, established in 2006, is a merchandising agency that manages the outstanding characters from the new telecommunication markets. The agency licenses brands to produce all types of fantastic products for sale throughout the world in retail and leisure outlets. Agency Holl is a long established German art licensing agency with a global client base. Since 1986, Agency Holl has connected German and international illustrators with leading clients in advertising, publishing, media and industry. The expertise of the artists and the agency's experience guarantee top quality in realization and result.

Licensing Management International
G050
T: +44 (0) 1425 403 430
E: andrew@lmiuk.com
W: www.lmiuk.com

Established in 1982, Licensing Management International has had a long and successful trading history. With

many years of combined business knowledge in licensing and consultancy work, the agency has the experience and passion to help develop a brand's potential. Licensing Management International has represented some of the world's most recognizable and highly successful brand names and products, including Star Wars, The NFL, FIFA, MG, London Taxi, Royal Mail and Pepsi. Licensing Management International is constantly evolving to move with the growing demands of the licensing industry and has recently embraced new pre-school and lifestyle properties to add to its impressive portfolio.


Lisle International Licensing
F070
T: +44 (0) 1937 586 237
E: james@lislelicensing.com
W: www.lislelicensing.com

Entering its fourth year, Lisle International maintains the unique combination of experience and youth, creating a fresh, innovative and proficient licensing agency. The team is responsible for delivering multiple local and international licensing programs for some of the world's hottest toy, animation and digital properties. With extensive market and category knowledge in multiple territories, Lisle International offers license partners a unique and experienced service, with an internal capacity that manages strategy development, product approvals, royalty reporting and contracts. Lisle International's strategic, innovative approach to brand management



LUK Internacional

H025

T: +34 93 272 3059

E: meritxell@luk.es

W: www.luk.es



LUK Internacional is the largest independent audiovisual company dedicated to children and youth in Spain and Portugal. LUK Internacional manages audiovisual rights and represents licenses, such as Doraemon, Shin chan, Robin Zingone, Trash Pack and B-Daman, among others. The company's properties are focused on children from ages five to nine.

m4e

C005

T: +49 8102 004 5355

E: hofer@m4e.de

W: www.m4e.de



The m4e Group is an international brand management and media company for children's and family entertainment content. m4e is a leader in creation, production, distribution and marketing of animated and live action programming. Its library of nearly 2,200 episodes features some of the most recognizable brands such as Lizzie McGuire, Mia and me, Leo Lausemaus, Moomins and Miffy. The company controls Tex-ass Textilvertriebs, Telescreen, m4e Television, the joint venture companies Lucky Punch and Yep TV Beteiligungen, as well as m4e Licensing & Merchandising, a full service agency/division.

Manchester United Merchandising

R10

T: +44 (0) 161 886 8847

E: emma.murphy@mumfc.co.uk

Marilyn Robertson

J2

T: +44 (0) 1949 860 621

E: marilyn@marilynrobertson.com

W: www.marilynrobertson.com

Marilyn Robertson is an established artist and designer with a distinct style. Robertson's versatility embraces imagery on a broad front—florals, fashion, glamour, the recent Penguins series, and her iconic Catitudes TM brand of flamboyant felines. Contemporary images and design are fine tuned to a range of licensing needs and

product sectors including: gift and greetings, fine art prints, stationary, textiles, table top and more. With clients across Europe, North America and Australasia, the Marilyn Robertson studio is a reliable partner, helping licensees create eye-catching and attractive products that connect with the buying public.

Mary Evans Picture Library

J26

T: +44 (0) 20 8318 0034

E: luci.gosling@maryevans.com

W: www.maryevans.com

The Mary Evans Picture Library is the U.K.'s leading source for historical images offering centuries of inspiration from their vast archive of art, illustration and photography. Subjects range from pin-ups, vintage magazine art and travel posters to World War I, silhouettes, childhood nostalgia and art deco. New subjects for 2013 include the Museum of Domestic Design and Architecture, iconic British fashion brand English Eccentrics, more enchanting illustration from the Medici Society and the Air Kiss Collection, an 80s fashion illustration by Anne Zielinski-Old.

Masha and the Bear

D080

T: +7 495 230 01 80

E: katiba@animaccord.com

W: www.mashabear.com



Masha and the Bear is the first Russian animation brand that has the potential to connect with children all over the world thanks to its style and emotional appeal generated by the top-notch animation quality and amusing scenarios. Today the property is on the route to become a transcultural hit, with huge worldwide interest backed up by a long list of broadcasting, DVD, and other media agreements with strong international partners, such as Sony Music, Nordisk and others.

Maya Studio

F020

T: +34 96 318 61 25

E: javi@mayastudio.es

Maya Studio is a design studio specializing in graphic illustration for licensing, branding and product development. Maya Studio Designs sells worldwide and has a variety of products, reaching all markets

and categories, including shirts, back to school, action figures, books, underwear, skates, puzzle and headphones, among others.

Mediatoon Licensing

G060

T: +33 1 7038 5634

E: marion.defaucamberge@mediatoon.com

Metrostar

C100

T: +44 (0) 20 7917 6791

E: claire@metrostarmedia.co.uk

W: www.metrostarmedia.co.uk

Metrostar is both a brand licensing agency and a literary agency. Based in London, Metrostar specializes in managing quintessentially British properties. Its current portfolio includes popular television series, The Great British Bake Off and Downton Abbey; and children's books Dear Zoo and Winnie the Witch, The Scout Association and the Viz comic. These Metrostar brands, and three new and gorgeous British brands, will be showcased at BLE in October.

Mondo TV

D100

T: +39 06 86 323 293

E: m.azoury@mondotv.it

Moomin

B070

T: +46 8 555 206

E: rosmalm@bulls.se

The 1990s TV animation series, "The Moomins," has been translated into more than 40 languages and the series, containing 104 episodes of 30 minutes, has aired in over 124 countries. Currently in 2013, there are approximately 400 licensees worldwide connected to its licensing program, which generates a consumer value of €450 million.

Museum of London

L25

T: +44 (0) 20 7814 5518

E: hberry@museumoflondon.org.uk

The Museum of London is a world-class museum about the world's greatest city – London. It offers unique "behind the

scenes" access to amazing treasures which tell the story of London, and inspires new products, with expert help and advice available to develop exciting new licensing projects.

National Museums Northern Ireland

Q65

T: +44 (0) 28 9039 5111

E: patrick.mclain@nmni.com

W: www.nmni.com

National Museums Northern Ireland has rich collections including an exceptional collection of Irish art, historical images and a Titanic collection with images and ship plans. Its textile collections include Irish linen, lace, patchwork, embroidery and international clothing complemented by Celtic and Armada jewelry, providing inspiration in many directions.

National Portrait Gallery

P65

T: +44 (0) 20 7312 2475

E: mbailey@npg.org.uk

The National Portrait Gallery holds over 300,000 portraits of interesting and inspiring people for clients to choose from. Alongside images on its website, The National Portrait Gallery has a vast offline archive and licenses for the use of images in clients' projects.



NBA Europe

Q42

T: +44 (0) 20 7795 8950

E: sasfahani@nba.com

The NBA is a global sports and media business with games and programming in 215 countries and territories, and NBA merchandise for sale in more than 125,000 stores in 100 countries. The NBA is the No. 1 professional sports league on social media, with more than 400-plus million followers globally across all league, team, and player platforms.



Nia's World of Art & Design

J8

T: +442082237495

E: nia@niasworldofartanddesign.co.uk

W: www.facebook.com/niasworldofartanddesign

Nia's World of Art and Design is a surface pattern and art design studio located in East London. The

company's primary medium is drawing, in addition to coloring by hand and C.A.D. Nia's World of Art and Design has design patterns for apparel and home interior textiles, wallpaper, gift paper, gift packaging, greeting cards and decorative and seasonal flags and banners. All of the work done by Nia's World of Art and Design is done using layers in CS5 series for the purposes of manipulation by prospective buyers.

Paper Island Licensing

A030

T: +44 (0) 1709 730 700

E: licensing@paper-island.com

W: www.paper-island.com

Paper Island are a U.K.-based gift company with strong effective brand development—proven design-led licenses with longevity that succeed at retail both UK and global. Born to Shop is a humorous lifestyle brand for women of all ages. The Good Life is a feel-good brand with a retro touch. Fizzy Moon is a lovable bear brand. Dinosaurus is a 3D rendered artwork—Dinosaurus is a brand of mammoth proportions! John Hinde Archive is iconic photography from the 60's and 70's finally released for licensing.

Paper Rose

J7

T: +44 (0) 20 8262 3551

E: perlinapierre-davis@paperrose.co.uk

Paper Rose is one of the U.K.'s leading greeting card publishers who create award winning ranges and brands. The company's method of supply is direct-to-retail, export and licensing, and ranges include Daisy Patch, Marzipan and Spirit, all of which have great licensing potential.



Paperlink

J6

T: +44 (0) 20 7582 8244

E: emma.young@paperlink.co.uk

W: www.paperlink.co.uk

A publisher of humorous and contemporary greeting cards, Paperlink is showcasing two very different brands this year, including Kook, the odd and loveable character who sees the world from a somewhat quirky viewpoint; and Betty Bunting, the adorable wooden doll, brought to life in her very own magical land. Although both brands are very individual, they are both suited to a wide variety of products and have a universal appeal.

Performance Brands

P35

T: +44 (0) 20 7730 9606

E: melissa.asante@performance-brands.com

W: www.performance-brands.com

Performance Brands is more than a brand licensing company; it is a strategic marketing partner. As Europe and Asia's leading brand licensing and franchising agency, it excels in long-term brand management. It builds relationships with long-term value for both licensor's and licensees. Through carefully designed licensing programs it ensures that the right partners are selected right through to product development and contract management. It is through the people that work within its business and the systems it selects that ensure it has the processes that are effective for both its clients and licensees.

PGS Entertainment

G045

T: +33 1 83 64 3463

E: amvilcu@pgsentertainment.com

PGS Entertainment is a leading international brand management company, exclusively dedicated to kids and family entertainment and targeting media fields, including broadcast, home entertainment, mobile, online, licensing, merchandising and music publishing.

PIM-PIMLADA

J31

T: +66 2 390 0107

E: info@pimlada@gmail.com

Pink Chillies

B132

T: +44 (0) 1273 454422

E: suzanne@pinkchillies.com

W: www.pinkchillies.com

Pink Chillies, winner of License This! 2012, is a new and exciting elephant-based brand born out of love for elephants and the environment. The characters are fresh and adorable and each named member of the Pink Chillies family represents an endangered species and/or environmental issue, and 10 percent of the profits from the sales of the products go to one of the five corresponding charities Pink Chillies supports. Currently, Pink Chillies has a beautiful range of plush





toys, moneyboxes (Elebanks), stationery and fashion accessories, and is open to other opportunities.

Pink Key Consulting
P60

T: +44 (0) 1279 505 455

E: richard@pinkkey.co.uk

W: www.pinkkey.co.uk



Pink Key Consulting is the exclusive European licensing agent for the Kellogg's Vintage licensing program, one of the most globally recognized and loved brands. With beautiful designs and strong vintage images, with a product that is both contemporary and stunning to look at, Pink Key Consulting has had fantastic commercial European success.

Punky Princess
G080

T: +44 (0) 1204 369 225

E: lunsworth@punkypriincess.com

W: www.punkyprincess.com



The world of Punky Princess is a fashionable, fun and unique community that encourages girls to express their originality. At Punky Princess we offer tween girls the opportunity to read latest gossip & stories, learn simple hints and tips across a number of different areas, play games & quizzes with their friends, share their experiences and access support to more serious and real issues. Punky Princess will help tween girls understand who they are, whether it be punky, princess or a bit of both.

Raimondi & Campbell Associates
P30

Created by the Milanese artist Guido Crepax and made an iconic character in the 60's and 70's, Valentina is one of the most famous comicstrip women in the world. Attesting ways and fashions throughout the decades, even nowadays her innovative and groundbreaking style makes her more modern than ever.

Random House Enterprises
C075

T: +44 (0) 20 7840 8739

E: jedwards@randomhouse.co.uk

W: www.randomhouse.co.uk

Random House Enterprises (RHE) pursues opportunities for certain Penguin Random House

companies—Cornerstone Publishing, Ebury Publishing, Random House Children's Publishers, Transworld Publishers and Vintage Publishing—to extend their reach beyond book publishing into areas including TV, film, merchandising, gaming, live events and sponsorship. RHE is part of Penguin Random House owned by Bertelsmann SE & Co, KGaA and Pearson.

Redan Alchemy

B053

T: +44 (0)1743 364433

E: michael@redan.com

W: www.redanalchemy.co.uk

Redan Alchemy was created by Redan Publishing to represent their IP rights, inhouse characters and third party brands for licensing. As publishers of the U.K.'s best-selling children's magazines and proud winners of a 2012 LIMA award for Peppa Pig Magazine, Redan not only has a proven track record for recognizing what children want, but also highly targeted, best selling, print platforms, for reaching its target audience, worldwide.

RHS Enterprises

L40

T: +44 (0) 1483 212 338

E: licensing@rhs.org.uk



RHS Enterprises is the commercial arm of the Royal Horticultural Society (RHS), the world's leading gardening charity. Since 1804, the RHS has been sharing the best in gardening, including the world's finest collection of botanical art with over 25,000 original works. Licensees enjoy privileged access to this uniquely inspiring resource to design contemporary and profitable products.

Rizon Studios

G052

T: +44(0) 20 7042 7991

E: dave@rizon-creative.com

W: www.rizon-creative.com

Rizon Studios is a licensing agency that thinks and acts differently. The fusion of its creative agency, combined with its licensing experience is unique. Rizon Studios believes that licensing done well is a continuation of the brand story and the Rizon creative team ensures that the finished product is a true extension of the brand's essence.



Rocket Licensing

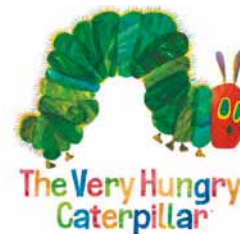
G005

T: +44 (0) 20 7207 6243

E: olivia@rocketlicensing.com

W: www.rocketlicensing.com

Rocket Licensing is introducing the new CBeebies series Q Pootle 5, starting celebrations for The Very Hungry Caterpillar's 45th anniversary and showcasing the hit BBC comedy Mrs Brown's Boys. Annoying Orange, Rocky, Cat in the Hat, Airfix, Corgi, Hornby, Scalextric and A-Z will also be showcased at BLE, among others.



ROUTE 66

P45

T: +31 20 7782156

E: mb@route66licensing.com

W: www.route66licensing.com

ROUTE 66 is one of the most known icons in the world and the symbol for one of the strongest urges of humanity—freedom. The rich heritage and ongoing popularity are unique ingredients for the ROUTE 66 brand. ROUTE 66: feel the freedom!

Royal Navy, Army & Royal Air Force

N50

T: +44 (0) 20 8233 5239

E: simon.gresswell@img.com

The Royal Navy, Army and Royal Air Force offer a wide range of inspiration for licensees, drawing on both historical reference points and materials as well as current hardware and roles. Come and visit the stand to learn more!

Sagoo

G068

T: +33 1 7775 1839

E: virginia.munoz@sagoo.fr

W: www.sagoo-licensing.com

Sagoo is an independent agency which manages rights of prestigious brands and properties in France, Europe and worldwide. Sagoo showcases a high profile portfolio of licenses, offering great commercial opportunities in various sectors of activities. Because each property is unique, Sagoo uses a customized approach and provides a tailor-made program for each of them. Sagoo is a unique blend of passion, creativity and expertise for the benefit of premium brand's licensing programs.



Santoro Licensing

B057

T: +44 (0) 20 8781 1104

E: jcampbell@santorographics.com

With over 40 international awards to date, Santoro Licensing is one of the U.K.'s leading design houses. With a strong worldwide presence in over 50 countries, and more than 40 licensees, Santoro's plethora of products include stationery, gifts, fashion bags and luggage, collectables, apparel and home décor, backed by a rich online media presence.

Science Museum Group Enterprises

Q48

T: +44 (0) 20 7942 4317

E: licensing@sciencemuseum.org.uk

W: www.sciencemuseum.org.uk

SCMG Enterprises is the commercial arm of The Science Museum Group, a family of internationally respected museums, including: Science Museum, London; Museum of Science and Industry, Manchester; National Railway Museum, York, and National Media Museum, Bradford. SCMG Enterprises' collections span over 2,000 years of scientific and social history, exploring science and technology. The SCMG Enterprises business-to-business program—licensing, publishing and image and print sales—works to generate income for the museums and to inspire interest in all of the museums and collections

Spain Licensing Pavilion

F020

T: +34 9 13 49 63 38

E: maribel.martin@icex.es

ICEX España Exportación e Inversiones promotes and facilitates the international projection of Spanish enterprises, and attracts foreign investment to Spain. With over 600 professionals all over the world, ICEX is assisted by a network of 98 economic and commercial offices abroad, and within Spain, by 31 trade directorates. ICEX organizes 1200 promotional activities per year and provides customized services to exporters.

Softies & Cuties

J3

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Spirit Innovations

G105

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W: www.spirit.gr

Spirit Innovations is a promotional products supplier with specialization in the licensing industry. Spirit Innovation is working with established brands in order to design and produce co-branded promotional items supporting large-scale promotional marketing activities. For this purpose, the company provides end-to-end solutions, starting from the idea initiation to the final production, clearance and delivery of the licensed item into the customer's warehouse. A provable record of past projects together with corresponding physical products portfolio are available upon request. There is a large portfolio of designs, patents and innovations supporting Spirit Innovations' business concept.

Start Licensing

F040

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W: www.startlicensing.co.uk

Start Licensing is an independent licensing agency representing The Beano, including iconic characters such as Dennis the Menace, Gnasher, Desperate Dan and Bananaman. The agency also represents brands for Britvic and Unilever. Other properties include Jacqueline Wilson, The Puzzler, Party Paws and Monty Bojangles. Start Licensing is an innovative and creative agency that gets results.



Studio 100

D010

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Studio 100, the leading global family entertainment company, was founded in 1996 by Gert Verhulst and Hans Broun. Studio 100 has built up a truly 360-degree approach to family entertainment with five global brands at its core:

CGI-series "Maya the Bee," "Vic the Viking" and "Heidi;" live actions series "House of Anubis" and



"Hotel 13;" as well as numerous properties aimed at local markets. With content based on these characters, Studio 100 integrates these into film, theatre, music, digital platforms, publishing, merchandising, theme parks, live action and animation for each brand.

STUDIOCANAL

F118

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Surface-on-Trend

J57

E: contact@surfaceontrend.com

W: www.surfaceontrend.com

Representing four unique designers, Surface-on-Trend showcases the work of "on trend" illustrations, surface design and fine art. Designed as an innovative visual resource for those seeking today's creative talent, hundreds of repeat patterns, single images, icons and borders are available to license, with new lines developed regularly.

TF1 Licences

G058

T: +33 1 41 41 46 43

E: cgeorges@tf1.fr

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TF1 Licences is a department of TF1 Entreprises, which is a 100 percent subsidiary of TF1 Group. With over 20 years of experience in licensing major brands, TF1 Licences is a major actor of the market, enjoying the trust of many international partners. TF1 Licences manages a portfolio of powerful brands such as MasterChef, The Voice, Hello Kitty, All Blacks, Octonauts, Mille Bornes, Chuggington, Caliméro, Franklin, Babar, Ushuaia, and Haribo, among others. TF1 Licences will also present the brand Barbapapa, an evergreen property with over 100 licensees in European countries and new promising brand launched on a worldwide scale, Mini Ninjas.



The British Library

N35

T: +44 (0) 20 7412 7704

E: martin.oestreicher@bl.uk

The British Library is one of the world's largest



libraries, with over 150 million items in its collections. As well as images from over 15 million books, its brand licensing program offers illuminated manuscripts, maps, stamps, newspapers, photographs, patents as well as music and literary manuscripts. The British Library is looking for licensees in all product areas for high-quality images for high-quality products. The British Library makes you think.

The Creative Rights Agency

G095

T: +44 (0) 20 8149 3955

E: richard@creativerightsagency.co.uk

W: www.createrightsagency.co.uk

The Creative Rights Agency was founded by industry veteran Richard Scrivener in 2009. It specializes in the licensing of literary properties.

The Happy World of Petite Frite

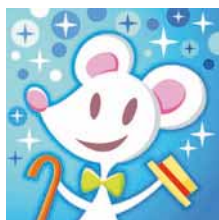
J21

T: +41 78 865 54 62

E: cathy@twistandtrout.com

W: www.petitefrite.com

From the iPad and iPhone game Petite Frite!, The Happy World of Petite Frite is a charming world filled with colors, smiling flowers, funny and oh so cute



characters where everybody's happy! There are endless possibilities of licenses for young children. In addition, there are opportunities for Ciao Bella!, featuring sexy girls sipping coffee in a French café or shopping in New York City, targeting children, pre-teens, teenagers.

The Licensing Machine

H020

T: +39 059 382 111

E: tverdini@panini.it

The Licensing Machine is the licensing division of the Panini Group and its portfolio of franchises ranges from television contents to brands, characters and arts. TLM is managing licensing of the Panini corporate brand, comic book artist Milo Manara, worldwide known comic strip Andy Capp and the online comic strip phenomenon Pandalikes. TLM offers services to represent clients with the selling of media and

merchandise rights. Sport license acquisition is also undertaken on behalf of several high profile clients such as Sega, Bandai and EA, and this service is available selectively to others.

The Natural History Museum

L30

T: +44 (0) 20 7942 5652

E: zuzi.wojciechowska@nhm.ac.uk

The Natural History Museum is one of London's main attractions, with 5 million visitors each year. Its extensive archives, world-class collections, research and expertise can all be drawn on to develop unique product for children and adults. The Natural History Museum also has a growing program for Wildlife Photographer of the Year.

The Partnership

Q30

T: +44 (0) 20 7731 3233

E: jonathan@tplicensing.com

We are a leading specialist in developing lifestyle brands through licensing. We understand the uniqueness of brands and enrich them by creating and managing partnerships between brand owners, manufacturers, distributors and retailers. We work with international lifestyle brands – across fashion, chefs, rock royalty, heritage, art and charity.

The Royal Ballet

L45

T: +44 (0) 20 7212 9395

E: victoria.holmsen@roh.org.uk

W: www.roh.org.uk

The Royal Ballet, located at London's Royal Opera House, is one of the world's most acclaimed ballet companies. It performs a wide-ranging repertory that includes the great classical ballets as well as new works by leading choreographers. The brand represents classic beauty, perfection, athleticism and elegant simplicity, lending grace and style to associated products. The Royal Ballet enjoys great popularity worldwide and reaches audiences far beyond its famous Covent Garden home. Its cinema screenings of live and recorded performances are seen in 800 venues in over 30 countries, and The Royal Ballet has over 100,000 Facebook and 70,000 Twitter followers around the world.

The Smiley Company

E120

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E: djay@smileyworld.co.uk

The Square Card Company/Kali Stileman

J59

T: +44 (0) 1305 458 786

E: enquiries@thesquarecardcompany.com

W: www.kalistileman.co.uk

The Square Card Company is based on the designs of Kali Stileman Jones. The designs are predominantly for younger children, using bright, bold collage images with lots of texture and fun. Kali Stileman Jones' aim is to produce good children's design that isn't "twee," and she publishes greetings cards, wrapping paper and coloring books, writes and illustrates children's books for Random House and has licensed her images for products such as calendars, ceramics, gift bags and wall art.

The Zolan Company

P30

E: jenniferzolan@yahoo.com

W: www.zolan.com

Celebrating 35 years in the licensing industry, the Zolan brand continues to inspire and evolve as one of America's classic and timeless children's art properties. Comprising over 250 designs, 10 unique collections and four international co-brand partnerships, the brand's heart-warming appeal touches the hearts of people around the world.

Tinderbox

Q10

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W: www.tboxagency.com

Tinderbox, a division of global brand licensing agency Beanstalk, is dedicated to working with digital brands to realize their potential in the world of consumer products. Tinderbox has been developed to address the market need for a brand licensing agency specializing in extending digital properties—from social networks to interactive gaming, and all categories of apps including games, entertainment and lifestyle. Tinderbox partners with digital properties at any stage in their life cycle, whether emerging or established.



Two Little Boys

J53

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W: www.howtofortheinept.com

Multi-award winning gift company Two Little Boys added to its accolades, winning the License This! best new property award in 2011 with their tongue-in-cheek instructions on all areas of life for the generally inept man about town. This year brings an entirely new range of designs with a vintage feel. Forget "Keep Calm," it's full steam ahead on the "Railway of Life!" Based on a card designed by their great, great uncle Reg in 1926, Two Little Boys have created a range of designs to bring a nostalgic yet contemporary feel to those evocative words Railway of Life.

V&A Enterprises

Q40

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E: l.sizeland@vam.ac.uk

W: www.vandalicensing.com

V&A Licensing continues the Victoria and Albert Museum's founding mission as the world's greatest museum of art and design, leading the way in providing design resources to manufacturing and retail partners worldwide. The contemporary design interpretation of the archives ensures V&A licensed products can compete in the international retail market.

V&S Entertainment

E045

T: +44 (0) 1494 837 881

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V&S Entertainment is the producer and licensor of Cbeebies hit preschool series, "Everything's Rosie."

This fun-filled series aims to nurture and entertain by offering the very best in "edu-tainment" and providing a winning mix of inspirational storytelling, stimulating visual content and subtle educational messaging. With broadcast sales in over 150 territories worldwide and the global M&L rollout underway in the U.K., Spain, Portugal and South Africa, V&S Entertainment is currently extending the licensing program worldwide.



Valerie Valerie

J28b

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W: www.valerievalerie.co.uk

Valerie Valerie is a successful greetings card and stationery company that has licensed various giftware items in the past two years. Designer Valerie Carr is the creative force behind Valerie Valerie and her style is probably best described as a quirky twist on the traditional and easily identifiable as "Valerie" at 20 paces. Currently, Valerie Valerie products can be found in major U.K. department stores and independent gift shops and the company is looking to expand the range of products to carry its unique style.

Vicki Thomas Associates

J33

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Vicki Thomas Associates is a design and research consultancy that works with licensees and licensors on product development, helping them create distinctive ranges to suit different markets. Designers and illustrators on the team, like Clinton Banbury, Julie Lavender and Yvette Jordan, will have their own licensed collections at the exhibition. Vicki Thomas Associates also represents and works with properties like Bonzo the Dog and The Quilters' Guild.

Walker Books

G010

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W: www.walker.co.uk

Walker Books is the U.K.'s leading independent publisher of children's books, renowned for its truly original publishing and outstanding quality. Walker's in-house licensing division manages licensing activity across several Walker brands including Maisy, Guess How Much I Love You, We're Going on a Bear Hunt and its new property, Tilly and Friends. Walker Productions develops Walker content for other media platforms with current projects, including Tilly and Friends for CBeebies and Fleabag Monkeyface for

CITV. Walker Books U.K. is part of the vibrant international Walker Books Group that also includes Candlewick Press in the U.S. and Walker Books Australia.

Warm Up Agency

P30

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Wild-Side Brands

J15

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WWF UK

L35

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WWF U.K. is part of the world's leading conservation organization with 98 percent global awareness of its trusted panda logo. WWF U.K.'s licensing program embraces all market categories, incorporating the latest sustainable production through passion, positivity and progress.



Yellow House Art Licensing

J9

T: +44 (0) 1273 705 752

E: hello@yellowhouseartlicensing.com

W: www.yellowhouseartlicensing.com

Yellow House is the perfect choice for design-focused businesses looking to find great images for new collections, product ranges, and much more.

The team at Yellow House provides a fully bespoke and friendly art licensing service to clients worldwide. In short, Yellow House Art Licensing offers "great art—simply licensed." ©



Women Rule Her Universe

By **Amanda Cioletti**

Actress and entrepreneur Ashley Eckstein is partnering with some of the largest and most prolific licensors for women's apparel that appeals to the sci-fi fan.

Fangirls are having a moment, and now they have the clothing to dress for it, thanks to licensee Her Universe.

Founded by actress Ashley Eckstein in 2010 in partnership with The Araca Group, Her Universe is a clothing company that brings sci-fi and fan-centric apparel to the female market, a demographic that was sorely underserved, says Eckstein.

Eckstein gained fame voicing the character Ahsoka Tano in the TV series "Star Wars: The Clone Wars." The "Star Wars" experience was transformative, and one she credits as "life changing."

"When you do a role in the Star Wars universe, it changes your life," says Eckstein. "The role becomes a part of your life because the fans are so passionate. But it's also a responsibility because there are so many fans that live and breathe Star Wars, and they automatically accepted me. That's not something to take lightly—it's an honor and a privilege."

The role thrust Eckstein into a new realm of fandom, taking her to conventions such as Comic-Con where she noted the enthusiasm that female fans bring, but the lack of merchandise made specifically for them.

"[The absence of sci-fi or comic apparel catering to women] confused me," says Eckstein. "I would go to Comic-Con and Disney Star Wars weekends and see women everywhere, and it just didn't add up. Close to half of all fans are women, and 50 percent of consumers are female. So why aren't you giving us stuff to buy? If you make it, we'll buy it."

With some self-proclaimed naiveté, Eckstein thought: "I've got my foot in the door at Lucasfilm, I'll just walk in, offer to design clothing for them and get product rolling." Not surprisingly, this approach was rebuffed, and Eckstein was quickly

educated in how to purchase licenses and create product. From there, she teamed with entertainment producer and merchandising company The Araca Group to launch a bona

fide business that now, in addition to the Star Wars license it was ultimately granted, holds several additional property licenses including BBC's Doctor Who, CBS' Star Trek and AMC's The Walking Dead.

"The Araca Group and Ashley Eckstein have formed a successful and rapidly expanding partnership," says Michael Rego, chief executive officer, The Araca Group. "Ashley understands the world of female fans, the sci-fi landscape and has a great sense of fashion. We combined this with Araca's creative design, merchandising innovations and production capabilities to create truly dynamic products."

Her Universe's apparel is achieving success thanks to its strategic retail presence (partners include Hot Topic, ThinkGeek.com and Disney Parks stores) and prolific use of social media, but also due to its fashion-driven, novel approach. The apparel collection consists of the traditional t-shirts and tanks (albeit cut to flatter a feminine physique), but it also has tapped into a market that was sparse: dresses and "everyday cosplay" wear.

The range consists of playful designs that bridge the gap between costume and everyday clothing, with designs that integrate properties like Doctor Who and Star Wars into ensembles that can be worn in a more casual setting. The first dress to launch was a Doctor Who TARDIS dress, created in partnership with Hot Topic. The line now includes several creations.

While product is available online and in the U.S. as of now, Eckstein says she is gearing up to strategize an international approach to broaden Her Universe's reach. Her Universe is also busy acquiring licensing rights to additional properties, with an emphasis on gaming.

"Together, we have built Her Universe into a groundbreaking fashion apparel line that is growing daily and shows no signs of stopping," says Rego. "The rapid success we have shown taking new products to market demonstrates that this area of licensing will continue to expand for the foreseeable future. We expect to add significant apparel licenses across multiple genres in the coming months." ©



Yu-Gi-Oh!

TM

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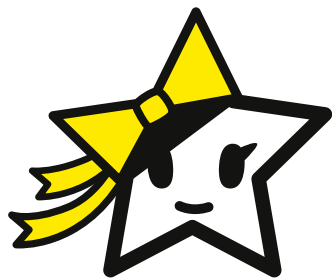


NEW PRODUCT SET TO DEBUT AT RETAIL THIS FALL

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