

Thomas Drives Health

HIT Entertainment's preschool property Thomas & Friends is increasing its presence in the health space with two new deals.

DTP has boarded the Thomas & Friends train for a line of branded vitamins featuring four different packs that are set to start rolling out this month in both the U.K. and U.S.; while Darsham Drinks is launching a collection of branded drinks including spring water, juice and smoothies across the U.K. and Ireland early next year.

"These new products will create increased impact for the brand within the food and beverage category at retail.



Thomas & Friends is trusted and cherished by parents and children around the world, and these new signings will help to further cement that trust by providing a fun way for parents to encourage their children to be healthy," says Edward Catchpole, senior vice president and general manager at HIT Entertainment.

These signings join Thomas & Friends' more than 250 global licensees and follow the previously announced new partners for the brand in North America: Dr Fresh, Dynacraft, Innovision, Kurt Adler, Planet Sox and Step 2.

Fremantle Enrolls New Strange Hill Partners

FremantleMedia Kids & Family Entertainment has added two partners for its animated comedy adventure series "Strange Hill High" following the successful debut of the show on CBBC this year.



Licensee Zeon is developing timepieces and accessories including watches, clocks, key chains, torches, money banks

and iPhone and iPad cases based on the show; while Jumbo has been tapped to create branded puzzles and games. Both new lines are scheduled to launch at U.K. retailers beginning in fall 2014.

The show is continuing on CBBC with additional new episodes set to air next year.

Zeon and Jumbo join the impressive roster of Strange Hill High licensees, including Vivid, Fashion U.K., Character World, Kinnerton, Blueprint, Danilo, Cooneen, Misirli and Spearmark.

BREAKING NEWS

Hello Kitty is a Super Hero

Warner Bros. Consumer Products, in partnership with DC Entertainment, and Sanrio are collaborating for heroic new creative that places the Hello Kitty character in DC Comic Super Hero garb.

The new series of style treatments will feature Hello Kitty dressed up as DC Comics Super Heroes Wonder Woman, Supergirl and Batgirl. The artwork is now available to licensees in EMEA.

The new art will launch around the world next year with Hello Kitty appearing on apparel, accessories,



footwear, stationery, publishing, personal care, food and promotional consumer products.

Keynote

■ 13:00-13:45—Angry Birds: How Rovio Disrupted the Entertainment Industry

For the complete Licensing Academy schedule, sponsored by License! Global, see page 38.



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New Look, New Brands



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

With a newly designed exhibit floor, category merchandising and numerous new exhibitors, I'm excited for the opportunity to be the first to officially welcome you to Olympia and say congratulations to Brand Licensing Europe for its exciting new look and its 15th anniversary.

With more than 280 brand owners representing more than 2,200 brands from the world's top licensors and newest properties offered for licensing, BLE is simply *the* most important pan-European licensing event.

BLE is now on two floors and divided into three zones—Art, Design and Image is located on the Gallery level, the Brands area is on the Upper West Hall on the second floor and Character & Entertainment remains on the main floor. Other new features include the Brands Bar; the Brand Experience Theatre, where brand experts will speak about trends; an Art & Design café; and the Advice Centre, where legal, royalty and other experts will be on-hand to answer questions. In addition, The Licensing Academy, sponsored by *License! Global* (see schedule on page 38), and the Retail Mentoring Programme will once again provide top-notch seminars and connections to the top retail executives.

Whether it's the National Football League and Major League Baseball expanding their sports franchises outside the U.S., or Volkswagen and Lamborghini extending their automotive brands recognition, or Playboy and Pokémon enhancing their properties, BLE is the definitive venue for brand licensing.

But aside from the new features and exhibitors at BLE, what all these factors represent is the incredible value and importance of brand licensing to the overall success of a franchise. It's not just about attendance, ticket sales, box office performance, TV ratings or any other measure of success—brand licensing is about building long-standing brand awareness, loyalty and connection with consumers.

What will garner much of the licensing buzz here at BLE are the new feature film initiatives behind some venerable characters including Maya The Bee from Studio 100, Shaun the Sheep from Aardman, Paddington Bear from StudioCanal, Angry Birds from Rovio and Moshi Monsters from Mind Candy.

And then there are new properties such as Palace Pets from Disney, Royal Academy from Rainbow, Rabbids Invasion from Ubisoft, Paw Patrol from Nickelodeon and Spin Master, Lolirock from Zodiak Kids and Trolls from DreamWorks, to name a few.

The new look, the new brands and the new contacts all combine to create new opportunities in brand licensing.

So join me in congratulating BLE and stay connected with the exclusive *License! Global* Show Dailies and the special editions of BLE-centered daily e-news for all the latest news. Be sure to also like us on Facebook and follow us on Twitter @LicenseMag and @LicenseLisanti.



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Best Preschool Retailer of Licensed Products—Asda (including George@Asda): eOne's Andrew Carley with Asda's Ruth Golightly, Natalie Jones, Fiona Lambert and Steph Strike.



Best Licensed Written, Listening or Learning Range—Peppa Pig Make and Bake Partworks by Hachette Partworks: Hachette Partworks' Isabelle Couderc.

The Licensing Awards 2013

The Licensing Awards honor excellence in the U.K.'s licensing and retail industries. Owned and organized by Max Publishing's *The Licensing Source Book*, the awards reflect the intelligence, innovation and breadth of the business. The 2013 Awards were held Sept. 16 at London's The Grosvenor House Hotel.



Kelvyn Gardner of Asgard Media and LIMA U.K. accepts the Honorary Achievement Award.



Best Licensed Adult Apparel Range—Daddy Pig for George from Blues Clothing: Blues Clothing's Sarah Martin, George Christopoulos, Helen Self, Jacky Roberts, Sarah Parr and Patrick Bailey with Asda's Laura Oliver, Charlotte Ratcliffe, Jonathan Tillery and Steve Coates.



Best Licensed Paper Products or Stationery Range—Emma Bridgewater Black Toast collection from Blueprint Collections: Blueprint's Lisa Shand, Pippa Chamberlain and James Redfern with Sarah McLaughlin of i2i Events.

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Best Licensed Brand Range—Heinz Tomato Ketchup gift collection from Beams International: 360 Audit’s managing partner Henna Riaz with Heinz’ John Alderman; Beams International’s Robert Kitching, Kerry Gillespie, Matthew Russell, Emma Coote and Arthur Miller; Hot Pickle’s Rachael Wardle and Andrew St. Clair-Johnson; BHS’ Penny Shaw; and Blush Creative’s Charlotte Chambers.



Best Licensed Home Décor, Tableware or Housewares Range—The Gruffalo bedroom furniture set from Worlds Apart: Worlds Apart’s Lucy Wynn-Jones.



The Innovation Award—Spider-Man Airwalker from Amscan: Amscan’s Sandra Vanstan and Vanessa Aston.



Best licensed giftware range—The Great British Bake Off gift range from Peter Black Footwear & Accessories for M&S: PBFA’s Jane Adiller, Jessica O’Connor and Matt Childs with ITV Studios Global Entertainment’s Trudi Hayward and M&S’ Lorraine Gordon, Francesca Overy-Brewer and Stephen Wilkins.



Best Adult Retailer of Licensed Products—Kitbag: Saban Brands’ Kirk Bloomgarden with Kitbag’s Ed Boardman.



Best Food and Drink Range—Star Wars ice lollies from Icefresh Foods: Icefresh Foods’ Philip Webster, Leigh Howard and Scott Wilson.



Best Schoolers/Tween or Teen Licensed Property—Teenage Mutant Ninja Turtles: Misirill’s Kim Bown with Nickelodeon’s Mark Kingston, Amelia Bedford, Ross Haynes, Ursula Morgan, Jess Brown, Ashley Holman, Caitlin Donovan, Louise Dowling and Marianne James.

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Best Kids' Retailer of Licensed Products—Next: Konami Digital Entertainment's Sandra Arcan with Next's Marsha Marcus, Julia Richards, Elizabeth Mitchell, Katherine Higginson, Sian Butler and Nic Barana.



Best Sports Licensed Property—Manchester United Football Club: Manchester United Football Club's Emma Murphy and Paul Speakman with Smith & Brooks' Mark Segalov.



Best Preschool Licensed Property—Peppa Pig: Character World's Danny Schweiger and Astley Baker Davies' Phil Davies with eOne's Hannah Mungo, Andrew Carley and Rebecca Harvey.



Best Classic Licensed Property—The Beano: Half Moon Bay's Peter Thompson and Start Licensing's Ian Downes with DC Thomson's Gordon Tait, Tim Collins, Hilary Mudie, Karen Stewart and Sabrina Segalov.



Best Licensed Marketing Communication—London 2012 Olympic Games Cadbury Unwrap Gold: Initials Marketing's Alex Warner.



The Radar Award—Morrisons: Morrisons' Alison Goodlad and Jane Mildenhall with Blues Clothing's George Christopoulos.



Best Licensed Preschool Apparel Range—Superman apparel from Fabric Flavours: Fabric Flavours' Ezekiel Sweiry with Warner Bros' Laury Howat and CreaCon's Harold Sletten.

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Best Celebrity Licensed Property—One Direction: Danilo's Laurence Prince and Jane Kennedy of Modest Management with Global Merchandising Services' Benny Lindstrom, Jens Drinkwater, Tracy Stone, Barry Drinkwater and Gabbi Langdorf.



Best Licensed Toys or Games Range—Teenage Mutant Ninja Turtles range from Flair Leisure Products: Flair Leisure Products' Nic Aldridge and Mercedes Munoz with BBC Worldwide Consumer Products' Clare Piggott.



Best Licensed Children's Apparel Range—Minnie Mouse footwear from William Lamb: William Lamb's Paul Ablett and Disney Consumer Products U.K.'s Sonia Samra with Nickelodeon's Mark Kingston.



Best Licensed Dress-up or Party Range—Marvel Superheroes dress-up for George@Asda by Christy's: Asda's Jonathan Tillery and Sarah Jackson with Warner Bros' Paul Bufton.



Best Brand Licensed Property—Britvic Brands: Pyramid's Mordy Benaiah with David Hayes and Start Licensing's Ian Downes, consultant to Britvic.



Top Retailer Award—Asda: George@Asda's Fiona Lambert, Lindsay Ford, Ruth Golightly, Jonathan Tillery and Sarah Jackson with Mattel Brands Consumer Products U.K. and Nordics' Helena Mansell-Stopher.

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DreamWorks Fired Up with Dragons Offerings at BLE

DreamWorks Animation is flying high with its dragon properties this year, most notably television programs “DreamWorks Dragons: Riders of Berk” and its follow-up, “DreamWorks Dragons: Defenders of Berk,” as well as the upcoming theatrical releases *How to Train Your Dragon 2* and *How to Train Your Dragon 3*.

In support of its Dragons television franchise, DreamWorks is coming out with consumer products including toys, apps, games and publishing programs, which will be widely available at retail in 2014. Meanwhile, the *How to Train Your Dragon* sequels are poised for success following on the heels of the original film, which was among the top 10 highest grossing films of 2010.

The animation studio is also looking ahead with plans for its newly acquired classic franchises Postman Pat and Where’s Wally?.

Postman Pat is ready to deliver on the big screen with the debut of its first feature film in 2014 and new episodes of the television series, “Postman Pat: Special Delivery Service,” the longest-running animated series in the U.K., later this year. DreamWorks is rallying support around the franchise, which has a major broadcast commitment from the BBC through 2018, with a revamped toy line from master toy partner Character Options and new DVD releases from Universal, as well as through continued engagement with the Postman Pat Village attraction and “Postman Pat

Live!” stage show in the U.K.

Where’s Wally? is jumping off the pages of its highly successful publishing program into the digital, fashion and travel worlds. The striped sensation has sold more than 7.4 million iPhone and iPad apps, with a third slated to release this holiday season. Recent fashion collaborations include high-end Japanese fashion label Commes des Garçons, Brazilian sandal company Havaianas, American eyewear company Warby Parker and French fashion label Vilebrequin. The brand has also partnered with Virgin Atlantic and Austrian camera brand Lomography and has been appointed an ambassador for New York City to promote it as a top tourist destination.

Beanstalk Expands Febreze, Braun and Max Factor

Building on the success of its licensing in Europe, P&G is expanding its programs for the brands Febreze and Braun, and adding new partners for Max Factor. The deals were facilitated by global licensing agency Beanstalk.

Following a strong program established in North America, Febreze, in partnership with U.S.-based licensee Bissell, is extending its reach to floor care with the launch of two vacuum cleaners—an upright and a cylinder model—in the U.K. and other key European markets. Both models are pre-fitted with a Febreze vacuum filter, which eliminates odor and adds a fresh scent.

Braun is coming out with an exclusive re-issue of its iconic Braun ET66 calculator,



originally designed collaboratively by Dietrich Lubs and Dieter Rams and released in 1987. Developed by Zeon with a

simple rectangular design featuring convex circular buttons, the calculator is launching first in Germany and online, with global expansion through specialist design stores, electronic chain stores, stationery/gift shops, department stores, duty free outlets and in-flight programs to follow.

In the beauty space, Max Factor has signed Swedish eyewear manufacturer EGO for a line of branded eyewear products to be sold around the world through optical chains, independent opticians and online retailers. Netherlands-based manufacturer Blue Fish Bags is on board for beauty and cosmetic bags, which are slated to hit major speciality retailers and department stores in the beauty, accessories and gift item sections. Product is set to hit stores in 2014.

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Pokémon Int'l Names Agent

The Pokémon Company International, a \$1.6 billion a year global entertainment franchise, has appointed Performance Brands as its promotions agency in Europe.

The Pokémon franchises consist of video games, the Pokémon TCG cards, 16 seasons of animated TV and a wide range of licensed products, including a full toy line by TOMY International, which was appointed as Pokémon's global master toy partner in 2012.

"From our first contact with The Pokémon Company International we were excited at the possibility of representing this great brand and saw fantastic potential for Europe across a range of promotional opportunities. We are looking forward to working with Pokémon to bring the fun and excitement of the brand to old and new fans alike," says Michele Pearce, head of European licensing at Performance Brands.

The brand is primed for a blockbuster year with the worldwide launch of the "Pokémon X" and "Pokémon Y" Nintendo 3DS video games this month.

Performance Brands is beginning to develop a Pokémon brand extension program at BLE.



Atlantya Sniffs Out Fragrance Deal for Geronimo Stilton

Atlantya Entertainment and its licensing partner So.di.co have unveiled the first product in the previously announced line of Geronimo Stilton health and beauty products—a perfume.

The Geronimo Stilton: Kingdom of Fantasy fragrance will hit stores throughout Italy this month to coincide with the release of the newest Kingdom of Fantasy book, *Grande Ritorno nel Regno della Fantasia*, published by Edizioni Piemme.

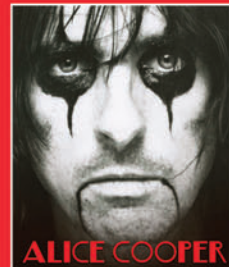
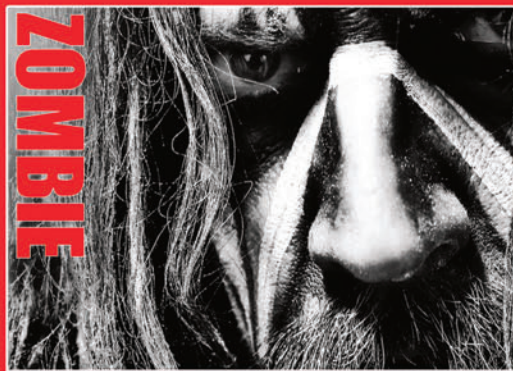
"The children's perfume category is an extremely popular retail item and has become a must-have for young kids everywhere," says Rachel Geraci, manager, Atlantya Licensing. "For the very first time, children will smell the real perfume

of fantasy. It will be delicately fragranced and safe for children, permitting young fans to call upon their imaginations. Think of it as a story telling scent."

"So.di.co is proud to have developed this partnership with Atlantya Entertainment and to take part in such an important project for our Geronimo Stilton line. We are sure that the Scent of the Fantasy line is just the beginning of a line of successful products that will involve children," says Claudia Colomboni, marketing manager, So.di.co.

So.di.co is planning a full range of children's personal care products that will also include shower gel, shampoos, body cream, hair gel, soaps with dispensers and travel sets.





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Rainbow Brands Set to Shine

One of Europe's largest animation studios, Rainbow, is showcasing its premier brands at Brand Licensing Europe.

With more than 15 million viewers daily on 115 global broadcasters, Winx Club is a flagship property for Rainbow and a highlight as the property celebrates its 10th anniversary.

A host of special events are planned to mark the milestone and include promotions and strategic partnerships to target all markets, as well as a dedicated



e-commerce site devoted to the Winx Club pop-up that features exclusive products and activities for European and Russian audiences.

More than 500

licensees are on board to support the Winx Club licensing program with over 6,000 products in market, many with an overarching fashion emphasis, strengthened by the brand's Italian influence.

In the entertainment category, a multi-player game, "Winx Fairy School," will launch next Christmas.

The animated series comprises more than 130 episodes and includes two feature length movies that are targeted to girls ages 4 to 10 and tweens/teens. A sixth season is planned for launch around the world, with a third movie currently in production.

Other brands on showcase for Rainbow include "Mia and me," a live action and CGI series, in co-production with Lucky Punch. The show combines fantasy, adventure and comedy and follows the adventures of 12-year-old Mia as she juggles her life in the real world with her role in the magical kingdom of Centopia, where she's an elf that guards the land of unicorns.

The series is broadcast in more than 80 territories on 70 broadcasters and is slated



to deliver a second season in 2015, along with a feature film.

The licensing program for Mia and me already has more than 100 licensees on board that produce over 600 products.

A full range of merchandise is set to launch next year from global toy partner Mattel, as well as licensees such as Ravensburger, Egmont, Unilever, Nestle and Panini.

AG Properties' Strawberry Shortcake Heads East

Strawberry Shortcake is hitting the road and expanding her live show into Southeast Asia, Southeastern Europe and the Middle East.

AG Properties and licensing agents Medialink and JLB Licensing (Max Licensing) have announced several deals that feature the iconic character performing in live shows, attending special events and visiting malls throughout these regions. The events will be coordinated through new partners PT Dufia (Indonesia), Pen2Stage (Philippines, Thailand and the Middle East) and TNL Organizasyon Hizmetleri (Turkey). In addition, AG

Properties has renewed its contract with Xsystem International to continue bringing the character to Singapore.

Turkey in particular will see a strong presence of the saccharine sweetheart. Following a successful launch this spring, the Strawberry Shortcake live show will continue to tour throughout 2013 in partnership with production company Altinok Theater. Organizasyon Hizmetleri will also be managing touring parades, special events and appearances at toy stores for the character throughout the country. Current live show dates are Oct. 26 at Caddebostan Kultur Merkezi,

Istanbul (an earlier date already occurred), and throughout December in Kozzy, Istanbul.

"The growth and popularity of Strawberry Shortcake around the world is astounding," says Carla Silva, senior vice president of global licensing at AG Properties. "The addition of these live tours create unique platforms and new opportunities to build awareness for the brand with a new generation of consumers."

Strawberry Shortcake has generated more than \$4 billion in retail sales worldwide since 2002.

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Rocket Soaring at BLE

Agent Rocket Licensing is headlining its trip to Brand Licensing Europe with the 45th anniversary of *The Very Hungry Caterpillar*, the most-read children's book in the U.K. and the flagship title of The World of Eric Carle brand.

The book property is partnering with charity Action for Children for a fundraising campaign that aims to encourage active lifestyles through "Giant Wiggle" walks on The Very Hungry Caterpillar Day, set for March 2014 (the launch day for the property's anniversary celebration). The campaign is targeted to 1,000 nurseries and children's centers throughout the U.K.

Further efforts to mark the milestone include new products from partners Wild and Wolf, Ravensburger, Universal Cycles, Dreamtex, Dennicci and William Lamb. Rocket is also planning in-store and online celebrations.

Elsewhere in the publishing world, Rocket is taking the characters, humor, adventure and striking designs from Nick Butterworth's *Q Pootle 5* books into a new CBeebies series and subsequent licensing program. Many partners are already on board including Immediate Media for magazines, Jumbo for games and puzzles and Rainbow Productions for character costumes, with more expected to be announced soon in additional categories. The first products are expected to hit retail shelves as early as spring 2014.

The BBC1 comedy "Mrs. Brown's Boys" is enjoying success through ringtones, apps and sound cards featuring Mrs. Brown's catchphrases. Rocket is rolling out even more product for the property including nightwear and underwear, t-shirts, socks, hats, gloves and scarves, wall calendars, slippers, dress-up, cardboard cut-outs and



facemasks and gifts and novelties. A major promotion with a leading U.K. retailer is set for the end of the year and a movie from Universal is in the pipeline for next summer.

Rocket is also working on developing its other brands Hornby, Annoying Orange, A-Z Guides and MGM.

'Teenage Mutant Ninja Turtles' on Top for Nick

Nickelodeon & Viacom Consumer Products' "Teenage Mutant Ninja Turtles" are showing some serious Turtle power since the series' premiere in 2012. Reaching more than 4.8 million viewers in 18 countries, the Turtles have become one of the company's biggest properties to date, with no signs of slowing down.

Crowned the No. 1 new toy and new action property in the U.S., U.K., Australia and Canada, the Turtles consumer products line, led by global partners LEGO and Playmates, is a must-have at retailers. NVCP is marking the property's one year anniversary this year with new products including toys, video games, publishing, home entertainment, apparel and plush and a number of promotions in all major markets. Products are lined up to start hitting store shelves in time for the holiday season.

Season two of the hit series is scheduled to air internationally early next year with a multi-platform marketing campaign, leading up to a blockbuster Turtles film from Paramount Pictures in August 2014. New content and special features are continuing to roll out via the "Teenage Mutant Ninja Turtles: Rooftop Run" app for iOS in conjunction with the new programming, as well.





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BBC Backs Strong Portfolio

BBC Worldwide is building momentum for its strong lineup of properties on the show floor this week, looking to add new partners while expanding globally. Its focus includes:



- Special product launches and new episodes for the 50th anniversary of long-running series “Doctor Who.”
- Products across toys, gifts and publishing in support of the latest *Walking*

with Dinosaurs film, slated to release this Christmas season.

- A toy line from Character Options for “Deadly,” which is also premiering new episodes this fall.
- Expansion into automotive accessories and men’s apparel for the motor show “Top Gear.”
- Gift merchandise based on Benedict Cumberbatch’s cult hit TV series “Sherlock.”
- A new collection of home and stationery products inspired by craft queen and television presenter Kirstie Allsopp.
- Additional toy ranges for children’s series “Something Special” and “Sarah & Duck.”



Ubisoft’s Rabbids Franchise Invades TV Screens



With a roster of hit video game titles under its belt, Ubisoft is bolstering its brand portfolio with the extension of the Rabbids franchise.

Developed in 2006 by Ubisoft’s French team, the video game has sold more than 14 million units, has attracted more than 1.3 million fans on Facebook and garnered over 71 million views on YouTube for its viral videos.

Now it is taking the Rabbids a step further with a television series, “Rabbids Invasion.”

Ubisoft Motion Pictures, the film and television division of Ubisoft, has worked with Nickelodeon and France Télévisions to

create the TV series and secured global broadcast rights for 78, 7-minute CGI episodes. This partnership marks a major milestone in Ubisoft’s strategy to expand its brands to new media, thereby attracting new audiences to its games.

The TV series already launched this summer on Nickelodeon channels in the U.S., and debuts on France Télévisions Oct. 19.

“We’re thrilled with the ratings on Nickelodeon in the U.S. so far,” says Jean de-Rivières, associate producer, Ubisoft Motion Pictures. “In its first four weeks, more than 9 million kids tuned in for the premieres. We’re looking forward to great things when the Rabbids hit screens in Europe and the rest of the world this fall.”





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Turner Brings Stable of Properties to London

Turner CN Enterprises is heading into Brand Licensing Europe to launch new licensing programs for its broad portfolio of comedy, adventure, action, evergreen and digital brands.

Brands TCNE's stand include its portfolio-leading properties Adventure Time and The Amazing World of Gumball.

These Turner-produced animated comedy shows are powering ratings across EMEA and setting a new industry standard for innovative content that is both funny and

engaging.

Preschool live action show "LazyTown," billed by TCNE as the "only truly global health brand for children," is a priority for the company at BLE. Partners will be updated on plans for the next phase of the property's licensing campaign, which is underpinned by the creation of two new "LazyTown" television seasons, guaranteeing sustained broadcast exposure until at least 2015.

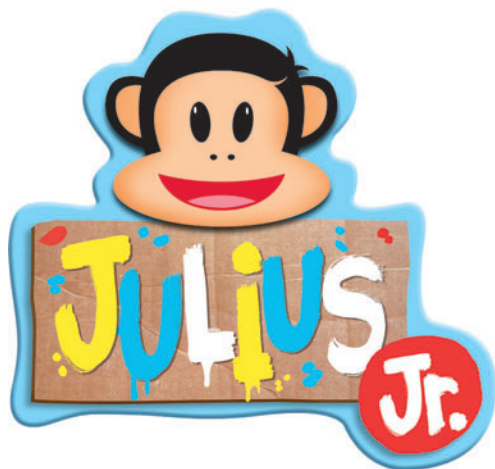
Evergreen brands will also feature for

TCNE with announcements on fresh new content and themes for the hit boys' brand Ben 10 ahead of the brand's milestone 10th anniversary in 2016. TCNE will also share details around the CN Originals, its best-loved brands from the '80s and '90s, which are being targeted and developed to resonate with both the original and a new generation of fans.

Additionally, TCNE is introducing several new properties: Regular Show, Toonix and Mixels.

Saban's Julius Jr., Power Rangers Have Euro Presence

Saban Brands comes to Brand Licensing Europe with several key announcements for its flagship Power Rangers and Julius brands, but also top lined by the opening of the company's new central London office, to be overseen by Gustavo Antonioni, managing director, consumer products. Antonioni will report to Kirk Bloomgarden, senior vice president of global consumer products at Saban Brands.



The Power Rangers brand continues to celebrate its 20th anniversary—and the U.K. launch "Power Rangers Megaforce" on Channel 5—with a Back-to-School with Megaforce mall tour in both the U.K. (concluded) and France.

Working exclusively with Intu Shopping Centres, the U.K. leg of the tour began Aug. 25 in Braehead, Glasgow, and hit seven different malls across the region.

The French mall tour begins Oct. 26 and will travel to six different locations in the country. The tour will include a variety of activities such as play areas, photo opportunities and Power Ranger appearances.

Saban Brands is also celebrating the launch of its new animated preschool series, "Julius Jr.," with a new placement on France's TF1 network. TF1 will also serve as the property's licensing agent in the region. The deal was negotiated by the series' international distributor, MarVista Entertainment, and includes all 26, 30-minute episodes.

"Julius Jr." premiered in the U.S. last month on Nick Jr. Broadcast on TF1 will commence soon.

"We are thrilled to be working with not only TF1's broadcast

distribution department, but also with the fantastic licensing and merchandising team to build a robust Julius Jr. consumer products program in France," says Bloomgarden.

The series is based off of the Paul Frank brand character, Julius, but in preschool version. The show, which is a co-production between Saban and Brain Power Studio, follows Julius Jr. and his friends as they use their imagination and inventive nature to help overcome challenges.



Calimero

104x11'

BROADCASTERS



PAGOT©

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Calimero Plans 2014 Roll Out

Calimero is a loveable little black chicken that was initially created in 1963 by Nino Pagot, Toni Pagot and Ignazio Colnaghi. The character has gone on to become an international hit with 290 animated episodes on-air in more than 80 countries.

Celebrating its 50th anniversary this year, Gaumont Animation's all-new animated CGI series will bring this iconic character to an entire new audience of children. The series is scheduled to roll out in 2014 on top European kid's platforms such as Disney Junior in the U.K., TF1 in France, Super RTL in Germany, Rai Due in Italy, Disney Channel in Spain and Turkey and RTS in Switzerland. Outside of EMEA, TV Tokyo in Japan, Tele-Quebec in Canada and Disney Junior in Australia have already picked up "Calimero."

Gaumont acts as global agent on behalf



of the property owner, Calidra, and the Pagot family. On the back of the first television placements, Gaumont's network of established local agents have started expanding its new consumer product program into a number of key areas. Agents tapped to help extend Calimero include TF1 Licences in France, Team

Entertainment for the Italian market, License Connection in Benelux, Enjoy Licensing in Spain, LDI in Israel, Pop Corn in Portugal and TV Tokyo in Japan.

More than 30 licensees are already on board covering all key categories. Licensees such as Nicotoy, Jumbo, Noris Spiele, Androni and Lisciani Giochi will launch toys and games in fall 2014. MLP and C3V are on board for apparel, while Oysho and Benetton have renewed their global licenses and will launch new exclusive collections. A large publishing program will be led by Albin Michel in France, Mondadori in Italy and Kodansha in Japan. Panini will launch stickers in Spain. CTI will market bed linen in France and Benelux, while Accademia will launch school bags and stationery products for back-to-school 2014 in Italy.

Zodiak Kids and Hachette are Ready to Rock 'Lolirock'

Zodiak Kids Consumer Products, Paris, and Hachette, the flagship imprint of Lagardère Publishing, are partnering for a publishing deal to bring the new series "Lolirock" to a wide range of products. The deal is a first for the television show, which is produced by Marathon Media (a Zodiak Kids company).

The deal encompasses a wide range of products such as novels, activity books, fancy stationery, novelty stationery and e-books for French-speaking markets. Products are due to hit shelves in November 2014, following the launch of the series on France Televisions.

"Hachette has been the home of so many girls' publishing successes, including our own Totally Spies!," says Patricia de Wilde, senior vice president

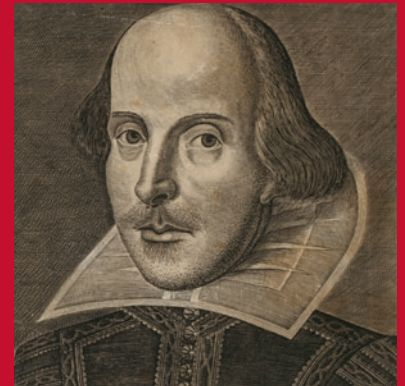
of Zodiak Kids CP, Paris. "To have such a great partner investing in Lolirock is a very good omen for the future fame of our Lolirock girls."

"We are all delighted, here at Hachette, to be the French publisher of the new Marathon-produced 'Lolirock' series," says Christine Foulquies, editorial director of Hachette Jeunesse Licensing. "It is a wonderfully inspiring property, and we hope to reiterate the amazing success story of Totally Spies!"

Aimed at 6- to 12-year-olds, "Lolirock" follows the journey of Iris, a spirited teenage girl with a beautiful voice and an unending desire to help others. When Iris joins the girl band Lolirock, her life is changed forever, as a new world of music, mystery and magical powers is revealed.



Inspiring People



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Metrostar to Rep Suzy's Zoo

Lawless Entertainment and Suzy's Zoo have appointed Metrostar to represent the world of Suzy's Zoo throughout the U.K. and Eire.

Metrostar will oversee the Suzy's Zoo property for publishing, licensing and merchandising in the regions. Its strategy is to concentrate first on Little Suzy's Zoo, making some subtle changes to adapt the writing to the British market and to target retailers and licensees of nursery products, apparel, books, toys, toiletries and gifts.

"I am so pleased that my characters will now be making friends with children and families throughout England and the United Kingdom," says Suzy Spafford, creator of Suzy's Zoo. "It seems to be a

natural fit for Suzy's Zoo."

"Little Suzy's Zoo is tailor-made for the British baby market," says Claire Potter, managing director at Metrostar. "It has incredible empathy and pathos, which are the characteristics all successful art-based baby properties have here. We are very excited to be showcasing this property at BLE this year."

"Lawless Entertainment is thrilled to see Suzy's Zoo expand further into the U.K. in partnership with Metrostar Media," says Cathy Malatesta, president of Lawless Entertainment. "We look forward to seeing the continued success of this fabulous property in the U.K. and around the world."



New-Style Agency, Ship & Duck, Brings 150 Aboard



Billed as a "licensing ecosystem," Ship & Duck is a brand new type of licensing agency that aims to expand the industry by bringing together intellectual properties with the very best and most creative partners.

Launched just a year ago, Ship & Duck's digital platform allows brand owners to receive product design proposals directly from any number of its registered creative professionals around the world. To date, the company already has 150 partners on board.

A broad spectrum of both established and emerging brands—ranging from luxury automotive to streetwear, entertainment and literature—are now using Ship & Duck and its community of creatives and licensees to develop design-led, meaningful

products for their properties.

"We started a little more than 12 months ago working on the business opportunity and on the technology, then started approaching partners only back in April," says Francois Carlot, co-founder and chief executive officer of Ship & Duck. "We have now overcome the 'chicken and egg challenge' and we are so grateful to all our partners who are trusting us with developing this new licensing community. They are able to see a fresh, new way of interacting, where passion, creativity and innovation are the keys to success for all parties involved, and consumers can really fall in love with brands and products. We are just at the beginning of our journey, but we

have strong ideas and a clear vision of how this industry can be approached in easier and more meaningful ways. We are now accelerating progress with a re-designed website, a refined and patented methodology for unleashing brand's true power and new talents on board with Silvio Vigato and Roger Cheung, whose experience, network and track record will ensure the fulfillment of our promise."



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Studio 100 Revamps Heidi

Studio 100 is re-launching its licensing strategy for the upcoming CGI series “Heidi,” and unveiling a refreshed look for the brand.

In an effort to appeal to both old and new fans, especially young girls and women, the company is giving Heidi, who has been entertaining audiences for more than 30 years, a contemporary feel while staying true to its vintage roots. The updated style guide uses the Japanese graphic style from the original series and offers bright colors, retro patterns, modern graphics to inspire fashion development and special treatments and printing techniques to reinforce the vintage aspect of the brand.

Studio 100 is developing new products using these modernized vintage designs, including apparel, accessories, stationery and bags. Key markets include France, G/A/S, Benelux, Italy, Russia, the Middle East, Israel, Latin America, Iberia, Turkey, Central and Eastern Europe, Scandinavia and China.

In addition, a number of classic Heidi products are already available at retail, including a global clothing line from Benetton, as well as other lines in Italy and Spain from Oyshio, Sabor and Pull & Bear, and bags and accessories from Le Pandorine and Stardust Kids. The brand has also had several consumer partnerships around the world including customized credit cards and a ski promotion at a resort, both in Italy, and a themed

hotel in Austria.

Based on the book by Johanna Spyri that was published in 1880 and has since sold 50 million copies, Heidi first gained global success on television with a Japanese 2D series in the 1970s. Today, “Heidi” is still broadcast in 51 countries worldwide.



‘Tenkai Knights’ Series Debuts Licensing Program

Shogakukan-Shueisha Productions (ShoPro) and broad category children’s entertainment company Spin Master are teaming for a new animated television series, “Tenkai Knights,” which will reach beyond the small screen to encompass a 360-degree marketing and licensing campaign, complete with multi-platform entertainment.

The series has premiered in North America (Cartoon Network in the U.S. and Teletoon in Canada). Subsequent television placements in Japan and Asia are planned for early 2014, with EMEA and Latin and South America to follow in mid-2014.

ShoPro, its parent company Viz Media Europe and Spin Master are teaming to leverage the strengths of each company to develop a comprehensive boys’ program,



targeted to kids ages 6 to 12.

The series is based on a toy concept developed by Spin Master. Spin Master has already launched licensing activities for the property in North America with partners secured in several key categories including licensees Penguin Group, Freeze, Accessory Innovations, Franco and Buy Seasons.

ShoPro will distribute the show and

manage merchandising rights for the property in Asia, including Japan, while Spin Master will distribute the series and manage merchandising rights in the Americas. Spin Master also controls all toy distribution rights globally. Viz Media Europe is distributing the show and handling merchandising rights for the property in Europe, the Middle East and Africa.

Zombie Zity is Taking Over



Dracco's kid-friendly zombie brand, Zombie Zity, is poised for monstrous growth this fall with the launch of a consumer products program led by master toy licensee Simba Dickie Group and includes a new magazine and more.

Among the products included in Simba Dickie's upcoming line are toys and collectibles featuring more than 70 unique characters, figurines, play sets and trading cards. The toy range also features two wholly new categories: Swobblerz, which are whacky bobble heads with interchangeable body parts; and Bouncerz, which are bouncing figures

that can spring nearly 30 feet high.

The brand first hit the market with a robust online experience and app, and a CGI-animated series is currently in development.

The official *Zombie Zity* magazine launched in September in Germany with partner Egmont Ehapa and included a Zombie Zity mix-and-match Swobblerz zombie figure.

Also included in the



issue was a game code for ZombieZity.com that can be redeemed for attack credits in the online game "Tower of Terror."

Following this first special edition issue of *Zombie Zity*, the magazine will begin bi-monthly releases in January 2014. Each issue will be packaged with a Zombie Zity figurine along with a second story-related novelty, and will feature games, puzzles, comics and contests.

Other partners on board for the property include Leomil, which will produce a line of Zombie Zity footwear and apparel, and Herding, which will manufacture Zombie Zity bedding.

OutFit7 Bows at Brand Licensing Europe for First Time

OutFit7 is presenting its "Talking Tom" and "Talking Friends" franchises for the first time at Brand Licensing Europe.

The Talking Friends lineup of characters, which has achieved more than 1 million app downloads and now extends to music and an animated web series, is already available in a variety of product extensions,

including toys, apparel, accessories, publishing and food and beverage. The Talking Friends Superstar toys take plush to the next level with their ability to connect to the brand's mobile apps.

The OutFit7 team is seeking new partners for the brand across a range of categories and territories.



Tuesday, October 15

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

Kelvyn Gardner, managing director, LIMA U.K.

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 do's and don'ts and what to look for at BLE 2013.

10:30–11:15

The Picture Book of Licensing Contracts

Speakers: Christian Fortman, managing partner, and Dr. Sebastian Tegethoff, managing partner, 24IP Law Group

Through visual imagery almost exclusively, Fortman and Dr. Tegethoff will use a working case study of a new jewelry 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. The seminar will assume an intermediate level of knowledge and will be suitable for all licensing professionals including retail buyers, brand owners, legal trainees and sales people.

11:45–12:30

What's Hot in Licensing Part I: 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? Find out here from Tutt and Templeman and bring your questions for our experts.

13:00–13:45

Keynote—Angry Birds: How Rovio Disrupted the Entertainment Industry

Speakers: Jami Laes, executive vice president, gaming, and Naz Cuevas, senior vice president, licensing, Rovio

"Angry Birds" was the 52nd game released by the small Finnish gaming company Rovio. In the three years since its launch, Angry Birds has become the No. 1 paid app of all time and one of the biggest games in the world. It has also taken the consumer products market by storm with books in 40 countries, theme parks, plush toys and collaborations with some of the biggest entertainment brands on the planet. Come and hear what's behind the Angry Birds property, what keeps its heart beating and the vision for its future. Prepare for an entertaining

keynote filled with special insights, stories, humor and expertise as two of Rovio's senior executives talk about creating, building and extending a mobile IP into one of the most sought-after brands of all time.

Wednesday, October 16

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

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 seminar by BLE's knowledge partners, Planet Retail will give an exclusive account of the most important international retail trends affecting the licensing business. Ryba will highlight retail opportunities and own brand trends, and show how retail trends may affect business. Bring your questions.

11:45–12:30

Brand Jam Attack: Licensing into Fashion and Other New Opportunities for Lifestyle Brands

Moderator: Paolo Lucci, partner, Brand Jam.

Panel: Christine Cool, senior brand manager, Chupa Chups; Louise French, associate vice president, marketing and business development, Beanstalk

Limited editions are booming in the fashion and accessories market and the good news is that they are no longer just "fashion to fashion," but also involve brands from the world of art, celebrity, lifestyle and sport. Lucci will outline key trends and opportunities for lifestyle brands wanting to grow their business through licensing and co-branding. A panel of experts will also offer case studies and answer questions about their own brand examples. This outstanding panel is a must for brands and licensees looking to partner with others.

13:00–13:45

Keynote—Milestones and Magic: The History of Volkswagen

Speaker: Dr. Ulrike Gutzmann, Volkswagen archivist

Millions of people feel great enthusiasm, even passion, for their Volkswagen. People are excited about a brand new car providing them with up-to-date technical features. Others believe in the reliability of their Volkswagen making everyday life so comfortable for many years. And then there are those who love their vintage Beetle, Camper-Van or Golf, bringing a glimpse of good-old yesterday into their present. Telling the story of the brand Volkswagen, archivist Dr. Ulrike Gutzmann will discuss how the company developed from a car manufacturer in the North German countryside to a global player with 12 strong brands and more than 100 factories on four continents. She will introduce people, products and the exciting history of Germany's automobile ambassador.

Thursday, October 17

9:30–10:00

Licensing Explained: A Beginner's Guide to the Business and to the Show

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, Franceschini will lead delegates through the do's 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: HelzCuppleditch, HelzCuppleditch

Illustration. Panel: Sarah Lawrence, Smart Licensing; Martin Rees-Davies, licensing manager, Otter House; and Kate Shafe, co-founder, Belle and Boo.

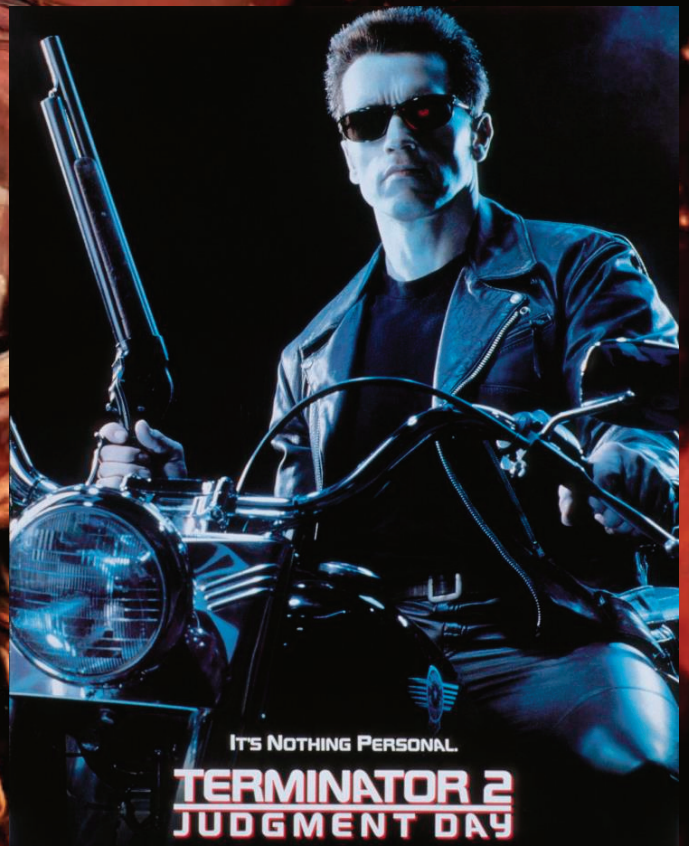
Retailers and licensees often turn to original design and illustration for something truly distinctive. This seminar will explain how to create successful partnerships between artists, designers, manufacturers and retailers. The panel will demonstrate how to transform original artwork into products that really sell and how to grow these into a significant retail range. 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.

13:00–14:00

License This! 2013 : The Final

Chair: David Riley, managing director, Egmont Publishing Group. Panel: Darran Garnham, chief business development officer, Mind Candy; Aysha Kidwai, managing director, Indigo Lens; and Bettina Koeckler, senior vice president, EMEA, Fox Consumer Products

License This! is BLE's licensing challenge, now in its fourth 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. It's an exciting event, as well as an opportunity to hear expert advice and insights. The winner receives a fully furnished stand at BLE 2014. Last year's winner, Pink Chillies, is exhibiting this year.



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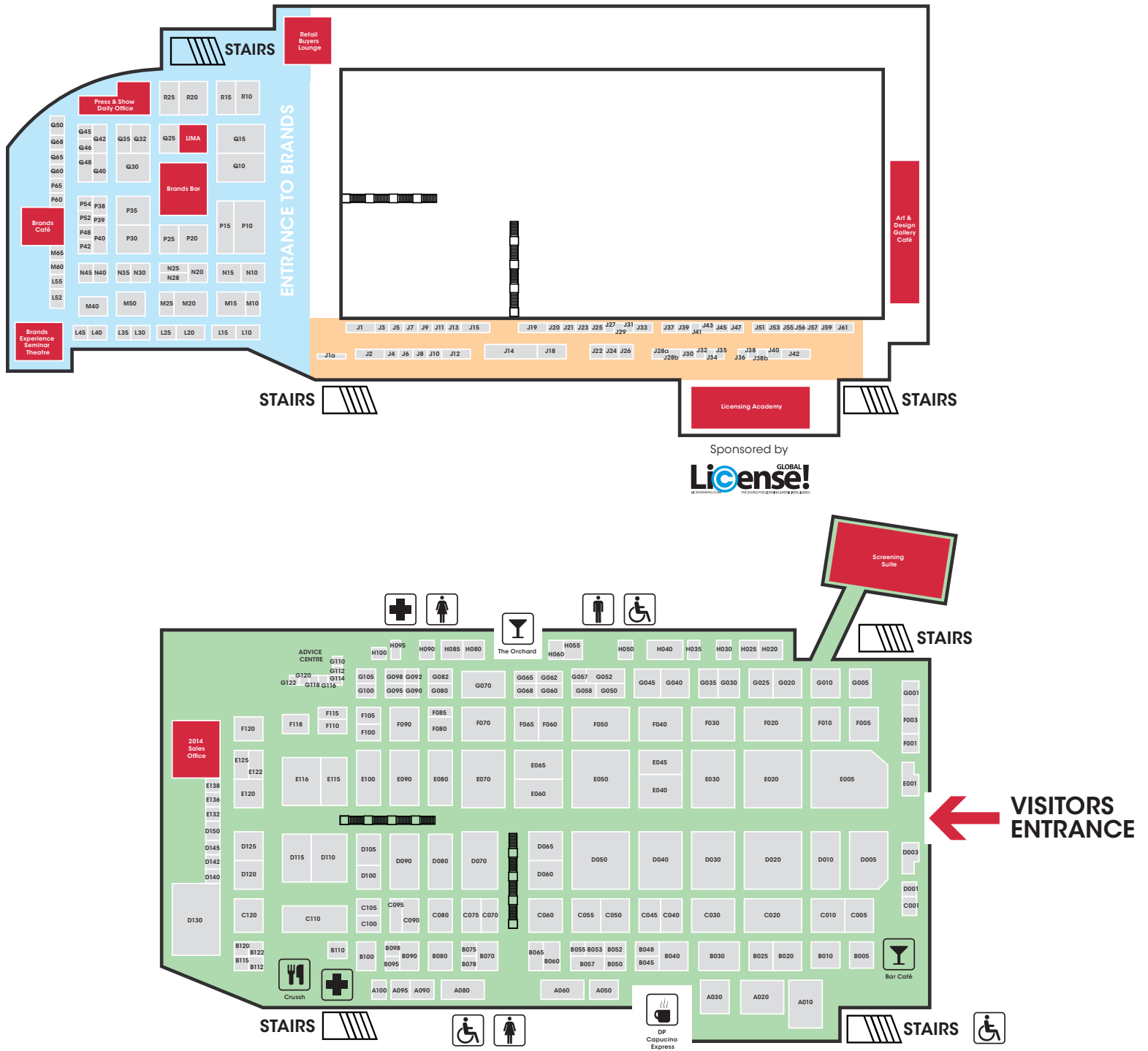


COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #
20th Century Fox Consumer Products (FCP)	E040	DHX Media	E116	Kitbag	N28	RHS Enterprises	L40
24IP Law Group	G114	Discovery	N10	KOCCA	C020	Rocket Licensing	G005
41 Entertainment LLC	E065	Disney Consumer Products	D030	Konnect	B090	Rohini Molini	G092
4K Media Inc.	E090	Dorna Sports	Q20	Laser Art Studio (International) Ltd.	J5	ROUTE 66	P15
Aardman Rights	F010	Dracco Company Ltd	B025	Le tour de France et le Dakar	E115	Rovio Entertainment Ltd	D090
adidas - A.C. Milan	P25	DreamWorks Animation	D070	Lemon Ribbon	J28a	Royal Mail	P40
adidas - Real Madrid	P25	DRi Licensing	C010	Libby McMullin	J36	Royal Navy, Army & Royal Air Force	M40
Alchemy Licensing	L10	d-rights Inc./ SUNRIGHTS INC.	G090	Licensegateway & Agentur Holl	J22	Russian Animated Film Association	D125
Allsorts Licensing	C095	Dynit S.r.l	G082	Licensing Management International	G050	Saban Brands	D005
American Greetings Properties	B060	Edebe Audiovisual S.L.	F020	Licensing Today Worldwide	H035	Sagoo	G068
Animaru	J4	EDIS S.p.A.	G065	Licensing.biz & ToyNews	H060	Sanrio GmbH	B030
Ankama	D145	El Ocho	F020	lief! Lifestyle	D003	Santoro Licensing	B057
April Rose Illustration	J13	Elvis Presley Enterprises, Inc.	F100	LIMA	R20	Science Museum Group Enterprises	Q48
Arait Multimedia	C105	Emma Lamport	J32	Lisle International Licensing	F070	SEGA Corporation	C030
Arsenal Football Club	P42	Entertainment One	F005	Live Nation Merchandise	G030	SelectaVision	C060
Art Ask Agency	Q25	Euro Lizenzen	H055	Lo Coco Licensing	N15	Softies & Cuties	J3
Assaf Frank Photography and Licensing	J23	Event Merchandising	L55	Ludorum Plc	E060	Sony Computer Entertainment Europe	C110
Asterix	E115	Evolution Europe	G052	LUK Internacional	H025	Sony Pictures Consumer Products	A010
Atlantycy Entertainment	B040	Extreme Sports Company	N25	Luluben	E115	Spain Licensing Pavilion	F020
Augmented Pixels (AR23D)	H100	Fashion UK	A090	m4e AG	C005	Spirit Innovations SA	G105
Aura - Spa World	Q60	Fatina Dreams / Chocolate Rain Ltd	J1	Major League Baseball	M50	Start Licensing Limited	F040
Aurora World Ltd	C001	Federazione Italiana Rugby	P30	Manchester United Merchandising Ltd	R10	Studio 100	D010
Automobili Lamborghini S.p.A	P20	FG Photography	J10	Marilyn Robertson	J2	STUDIOCANAL	F118
Az Design	E115	FIFA	P48	Marquee Club	Q32	Surface-on-Trend	J57
Babyopathy	P52	Fluid World Ltd	A060	Marvelpress	F130	Tact Communications Inc.	B095
BACKSTAGE LICENSING SRL	C045	France TV DISTRIBUTION	E115	Mary Evans Picture Library	J26	Televisa Internacional	C060
Bang on the Door Ltd	B098	FremantleMedia	E030	Masha and the Bear	D080	TEMPTING BRANDS AG – The Official ROUTE 66	R15
Barbadango	J47	Fulanitos	F001	Mattel Brands Consumer Products	D050	Teo Jasmin	M22
Battersea Dogs & Cats Home	Q51	Gateley LLP	G120	Maui & Sons	M60	TF1 Licences	G058
Bavaria Sonor	A050	Gaumont Animation	E115	Maya Studio S.L.	F020	The British Library	N35
BBC Worldwide Consumer Products	D115	Giochi Preziosi SpA	E100	Mediatoon Licensing	G060	The Creative Rights Agency	G095
Beanstalk	Q10	Glenat Editions	E115	Metrostar	D100	The Happy World of Petite Frite	J21
Belle & Boo Ltd	J42	Global Merchandising Services Ltd.	A020	MGL Licensing	L15	The Licensing Company	P10
Big Tent Entertainment	C050	Glory Innovations, Inc.	B050	Mind Candy	G070	The Licensing Machine	H020
Biplano S.A.	C040	Glyn Goodwin	J1a	Mondo TV	D105	The Licensing Source Book Europe	H095
Blond Amsterdam	G035	Golden Goose	L20	Monskey	G035	The Natural History Museum	L30
Blue Concept Ltd	G110	Goose & Friends	J35	Moomin	B070	The Partnership	Q30
Blue-Zoo	B110	Grani & Partners SpA	E100	Moulin Rouge	E115	The Pokémon Company International, Inc	F050
Borderless Media Ltd	J38	Guide to the Licensing World	G116	Muhammad Ali Enterprises	F100	The Rastamouse Company	B075
Borrett Licensing	Q32	Hallmark Cards Plc	G020	Museum of London	L25	The Royal Ballet	L45
Brand Connection	P30	Hari's World	B048	National Museums Northern Ireland	Q65	The Smiley Company	E120
Brands Box	P30	Hasbro Brand Licensing & Publishing	D020	National Portrait Gallery	P65	The Square Card Company / Kali Stileman	J59
Brands With Influence	F115	HCA	J12	NBA Europe	Q42	The Thomas Kinkade Company	J14
BRB Internacional	F020	Helz Cuppleditch	J20	NECA Inc.	B005	The Zolan Company	P30
Bright Art Licensing	J29	HIT Entertainment	D050	Nelvana Enterprises Inc.	F080	Tinderbox	Q10
Bruno Productions	G062	HoHo Entertainment	B100	Nickelodeon and Viacom Consumer Products	E005	Toei Animation Europe	F060
Budi Basa	J19	Holy Mackerel Uk Ltd	J43	OpSec Security	F120	Tokyo Tom	P54
Bulldog Licensing Ltd	G001	Hondar Umbrella Industrial, Co. Ltd	D150	Outfit7 Ltd	C080	Toncar S.r.l	C070
Bulls Licensing	B052	Hong Kong Trade Development Council	H080	Paper Island Licensing	A030	Total Licensing	B055
By Myrna BV	G100	Howard Shooter Studios	Q32	Paper Rose Ltd	J7	Turner CN Enterprises	E050
Capcom	B065	I.M.P.S. s.a	C055	Paperlink	J6	Two Little Boys Ltd	J53
Carmen Ariza Polska	B045	Iconkids & youth International Research GmbH	G112	Pea&Promoplast S.r.l	F105	Ubifrance	E115
Caroline Mickler Ltd	B078	Imira Entertainment	F020	Penguin Licensing and Consumer Products	H085	Ubisoft EMEA	D110
Carte Blanche Group	D120	Imperial War Museums (IWM)	N45	Performance Brands	P35	UL	A100
CE Global Brand Advisors	M65	ImpossibleTV/Corrina Askin	B098	PGS Entertainment	G045	Universal Partnerships & Licensing	A080
Celebrities Entertainment GmbH	E001	Ink	D080	PIM-PIMLADA	J31	V & A Enterprises	Q40
Character World	H050	Insight Licensing Services	G118	Pink Chillies	B122	V&S Entertainment	E045
Chupa Chups S.A.U.	M20	International Brand Management & Licensing	Q15	Pink Key Consulting	P60	Valerie Valerie Limited	J28b
Clare Jordan Ltd	J39	ITV STUDIOS Global Entertainment	D040	Plain Lazy Holdings Ltd	Q68	Vicki Thomas Associates	J33
Coolabi	D060	JAST Company Limited	D001	Planet Retail	Q46	Viz Media Europe	G025
Copyright Promotions Licensing Group	E080	JELC/Brand Extensions Russia	D065	Planeta Junior	F020	Walker Books	G010
Copyrights	G040	Jenny Kempe	J1a	Playboy Enterprises International Inc	P38	Warm Up Agency	P30
Counterpoint Systems	F003	Jillustrator	J1a	PUMA SE	N20	Warner Bros. Consumer Products	E070
CreaCon Entertainment	F090	Kate Knight	J37	Punky Princess	G080	Welly E. Trade	A095
Creative Licensing Corp	F085	Kate Mawdsley	J11	Rachael Hale	B090	Wild-Side Brands Ltd	J15
Creative Minds Design Studio	J30	Kazachok Licensing Expertise	G057	Radio Days	B010	Wiley Inc.	B020
DC Thomson & Co	F040	KIDDINX Media Group	H030	Raimondi & Campbell Associates Srl	P30	WITHIT Licensing	N30
Deborah Schenck	J41	Kiddy Incs	J51	Rainbow Srl	E020	WWE	B080
Deer Little Forest	J56	King Features	C090	Random House Enterprises	C075	WWF UK	L35
Deliso Sophie la girafe	M25	Kirsty And Paul	N40	Redan Alchemy	B053	Yellow House Art Licensing	J9
Dependable Solutions, Inc	F110					Zodiak Rights	F030

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