

# Hasbro Brands Partner for Benetton Apparel

Hasbro is teaming up with Benetton for a fashion collection based on its My Little Pony and Transformers brands. The ranges will include apparel, footwear and accessories for kids and newborns. The apparel will land next spring in United Colours of Benetton stores in 42 countries.

“The collaboration between Hasbro and Benetton promises to take the My Little Pony and Transformers franchises to a new level of fashion and style,” says Simon Waters, senior vice president of global brand licensing and publishing at Hasbro.

“We are constantly seeking new ways to raise the bar for our consumers in terms of how they engage with our brands and these collections will certainly deliver in a big way.”

Hasbro is further anchoring its brands in fashion with extensions of the My Little Pony property with a deal for retro apparel from Alice Vandy and several cross-brand deals for Transformers, Furby, Mr. Potato Head, Hasbro Games and Action Man, in addition to My Little Pony. Licensees Smith & Brooks and Somerbond are signed on.

## BREAKING NEWS

### DreamWorks Pushes Wally

DreamWorks Classics is expanding the international licensing program for the Where’s Wally? program through collaborations with partners Virgin Atlantic, Vilebrequin, Havaianas, Lomography and NYC & Company.

The new program extensions and enhanced marketing campaign are in support of Where’s Wally?’s year-long 25th anniversary celebration.

### King Features Inks Lolly Cross Over

King Features Syndicate and Chupa Chups, which is owned by Perfetti Van Melle, are planning a collaboration that will see the comic book character Betty Boop appear on the lollipop brand’s distinctive logo.

King Features is now looking for licensees for the co-brand in apparel, accessories, footwear, homewares, electronic accessories, party goods, stationery, giftware, apps and digital games.



## Keynote

■ 13:00 – **Milestones and Magic: The History of Volkswagen**  
For the complete Licensing Academy schedule, sponsored by **License! Global**, see page 36.

# BBC Plans CBeebies Theme Park

BBC Worldwide and Merlin Entertainments have joined forces to create CBeebies Land, which will launch at the U.K. theme park Alton Towers in spring 2014.

The branded theme park area will be the first of its kind in the U.K. and will be Alton Towers’ first and only single-branded area. Designed to bring to life some of the most-loved characters from the nation’s top children’s TV channel, the five-acre site will include rides, immersive play areas, live

experiences and character appearances geared to preschoolers.

The area will be updated frequently with new content and a seasonal program of events will run alongside the main attractions.



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Entertainment One's Jenny Roberts, senior marketing executive, and Andrew Carley, head of global licensing.



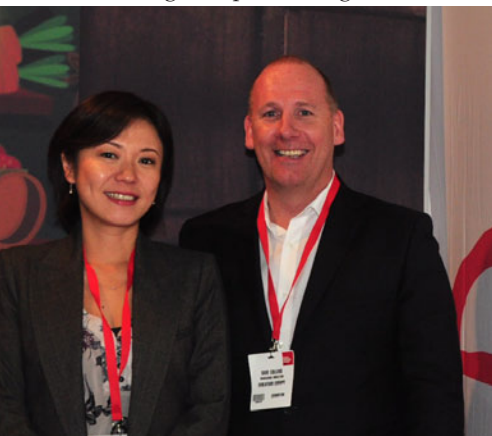
Michael Connolly, head of global consumer products, DreamWorks Animation.



Hasbro's Markus Pfitzner, senior director of brand licensing and publishing director of Northern Europe; Katherine Buckland, director, brand licensing and publishing U.K.; Hayley Maguire, global creative director; and Simon Waters, senior vice president, global brand licensing and publishing.



David Evans, European licensing manager, Sony Computer Entertainment Europe.



Hik Sasaki, senior marketing manager, UKTV's Dave, and Dave Collins, managing director, Evolution Europe and Rizon



Elizabeth and Robert Jessop, "Pip!" investors, with Sir David Jason (center), executive producer and voice, "Pip!."



Nick Butterworth, producer and author, Q Pootle 5.





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# Batmobelia Celebrates 1 Million

The 1 millionth Batman vehicle produced for the Eaglemoss park, Batmobelia, has rolled off the production line, making the title the publisher's most successful superhero launch ever.

The Batman Automobelia partwork launched in the U.K. in January, and has now expanded into the U.S. and Australia. More than 200,000 Batman fans visited Eaglemoss' subscription site in its first month eager to get their hands on the fortnightly series of die-cast official models of the most iconic vehicles ever to be driven by Batman, along with an informative magazine.



The 1 million milestone was reached in just 10 months and now Warner Bros. Consumer Products is working with its hero licensee on the international roll out of the partwork in Europe and Latin America in 2014 and the development of over 80 different Batmobiles and Villains vehicles.

## Nick Pushes Dora in 2014

Nickelodeon & Viacom Consumer Products is pumping up its preschool properties, putting a major focus on Dora the Explorer in the coming year.

NVCP will continue to roll out its multi-platform marketing program, Step by Step Explore with Dora, which guides preschoolers through the many big firsts in their lives. Following a successful launch in the U.K., Spain and France, the campaign is launching in fall/winter 2014 in Benelux, with more territories to come.

A number of special events and programs are also in the pipeline for Dora. The Dora (Hearts) Friends marketing campaign is set to air during the pre-Easter season, accompanied by

an on-air themed stunt. In primetime, "Dora World Cup," a new soccer special, is set to air in conjunction with next summer's FIFA World Cup, and "Time Adventures" is on tap for October, featuring new character art and bedtime assets with a focus on the trials and tribulations of getting to bed.

Looking ahead to 2015, NVCP is planning an international launch of "Dora and Friends," a new series from the creative team behind "Dora the Explorer," but aimed at older preschoolers. The series will take Dora to the next stage of growth, giving her a fresh look, new friends and more exciting adventures centered around the theme of helping the community.



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# Beanstalk Grows Food and Beverage Programs

Global brand licensing agency and consultancy Beanstalk has welcomed two new food and beverage clients: authentic American-style baking brand The Hummingbird Bakery and Spanish tapas bar and restaurant La Tasca.

Since its opening in London in 2004, the Hummingbird Bakery has been widely



renowned for its freshly baked cupcakes, pies and other American-inspired treats. Building on the company's reputation as frontrunners of the U.K. cupcake and American-style bakery revolution, Beanstalk is seeking partners across a variety of food and non-food categories, including ice cream, chocolate, biscuits, cake decorations, syrups, flavored teas, American bakeware, kitchen textiles and appliances.

La Tasca specialty tapas restaurants bring the look and feel of Spain to life with its vivid décor and rustic cookware across 42 locations in the U.K. and five in the U.S. Beanstalk is looking to extend the brand into key food categories inspired by head chef Anthony Bennett's most popular dishes, as well as into non-food arenas



such as cookware, publishing and gifts.

These new additions join Beanstalk's top-notch roster of clients in the corporate, fashion and celebrity space, including Jack Daniel's, Fender, Aquascutum, Harley-Davidson, Paris Hilton, Salma Hayek and Energizer.

## Big Tent and Domo Stomp into Int'l Territories

Big Tent Entertainment is marking its first international expansion with the addition of new licensing agents around the world.

E-all Entertainment in Brazil, Lisans Medya in Turkey, Copyright Licensing in the Middle East, License Inc. in Mexico and Early Bird in Scandinavia have signed on with Big Tent to bring its full portfolio of entertainment properties to market, including pop culture sensation Domo.

Big Tent Entertainment is an entertainment company specializing 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. The company represents the viral sensation Domo (excluding Asia), Discovery Kids from Discovery Communications, NBC/Universal's Mun2 Network, Miffy in Northern America and the global personalization brand Pixfusion.



# Aardman's Shaun the Sheep Ventures into New Terrain

Aardman Rights is making a big push for its global property Shaun the Sheep following news that the first-ever movie starring the loveable farm animal is headed into production. Before the film hits theaters in 2015, fans will get to enjoy Shaun on the small screen with 20 new episodes of the animated series scheduled to air early next year. "Shaun the Sheep" is currently in its third season on CBBC and in 170 territories around the world. Aardman is also continuing to grow its licensing and consumer products programs for the brand.

Meanwhile, Aardman is exploring new partnerships for its CITV flagship show, "Canimals," the kids' series featuring the high-energy adventures of several can-shaped, CGI animals, beginning with a toy line from master toy licensee Vivid. The line is slated to launch later this year.

Other program focuses for Aardman at Brand Licensing Europe include properties Wallace & Gromit, Timmy Time and Morph.



## LIMA Global Networking Party Tonight at Historic Mayfair Hotel



The International Licensing Industry Merchandisers' Association is gearing up for its biggest soiree yet as it readies a new look and new venue for its annual global networking party.

Set for tonight (5:30 to 7:30 p.m.) in the Crystal Room of the five-star Mayfair Hotel, Sutton Street, the LIMA party is expected to attract more than 150 licensing industry professionals from companies such as Paramount Pictures, Coca-Cola, CBS, Mattel and many more. Guests will enjoy drinks and canapés in one of London's most beautiful private venues.

This year's party also has a brand new, high profile sponsor: the Hong Kong Trade Development Council. Established in 1966, the HKTDC is a statutory body dedicated to promoting Hong Kong trade. Its mission is to create opportunities for Hong Kong companies, especially small and medium-sized enterprises, by promoting trade in goods and services globally.

"Our networking event has really come of age—the feedback from previous years has been fantastic and once again we wanted to make our party one of the highlights of BLE," says Kelvyn Gardner, managing director, LIMA U.K. "We are very pleased that the Hong Kong Trade Development Council has decided to come on board as sponsor. This demonstrates the level of international interest in the licensing industry and the opportunities that it offers worldwide."

Tickets for the event cost £50 plus VAT for LIMA members and £100 plus VAT for non-members. To book tickets and for more information, contact Ryan Beaird, LIMA membership services manager, at +44 (0) 1908 802 863 or email [rbeaird@licensing.org](mailto:rbeaird@licensing.org).

LIMA will be at stand R20 at BLE.





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# Ludorum Drives Chuggington Growth with New Offerings

Children's entertainment specialist Ludorum is speeding into Brand Licensing Europe with an exciting marketing and licensing plan for

"Chuggington," the action-packed, contemporary train TV series for preschoolers.

New episodes of the CGI-animated series are set to

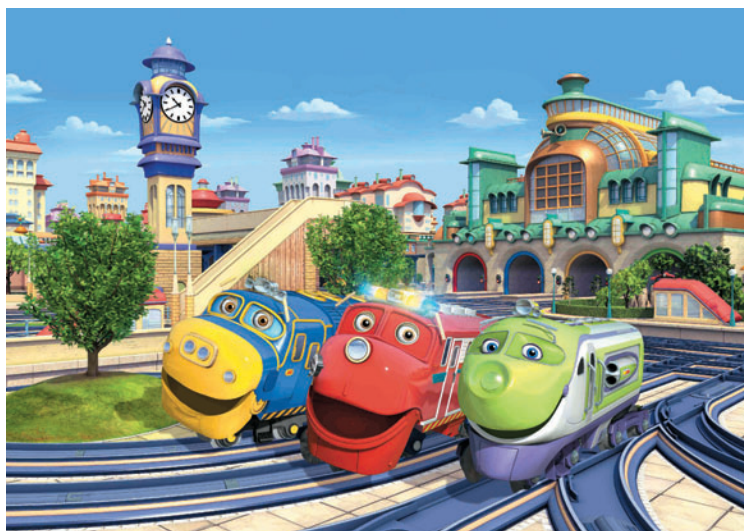
air on CBeebies this fall, and Ludorum has aligned its consumer product lines with the show's revamped focus on train functionality. The toy line from master toy licensee TOMY features the hero range Stack Track that lets kids build elevated train track layouts.

In addition, the brand's first-ever extended special, "Chug Patrol: Ready to Rescue," aired this fall and was supported with a 3D interactive storybook app developed by the award-winning Story Toys. Also in the digital space, Ludorum tapped well-known agency Bionic to revamp the Chuggington website, giving it a fresh look and adding a parents section. The site will

also feature an online game, "Chug Control Challenge."

"We made some bold statements at BLE last year about our plans for the evolution of the Chuggington brand, and we are confident that we have delivered. The progression of Chuggington will ensure the brand remains invigorating for our consumers, licensees and retailers," says Katie Rollings, marketing director of Ludorum.

Ludorum is backing all of its consumer programs for the Chuggington property with extensive publicity and social media outreach being handled by entertainment and licensing specialists miPR.



## University of Oxford Expands with Licensing Agency Performance Brands

The University of Oxford is headed to the top of the class with several recent licensing programs, facilitated by agent Performance Brands, in the U.K. and beyond:

- USB International is teaming up with the renowned university to produce a range of executive and family travels bags for the U.K. and international markets as part of a five-year agreement.
- IGS Corporation is working on an Oxford Edition bike collection under its Rule

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- Bikes brand, which will debut this fall.
- Indian company Swadesh Essfil is launching the first University of Oxford-branded memory games at retail later this fall.
- Portuguese-based science kit specialist, Science4you, has released a seven-

product line, with items already in stores.

Looking ahead to the coming year, Oxford is setting its focus on the apparel category in the U.K. and India and developing new products under Timothy Oulton's Oxford furniture brand.



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# UP&L's Film Slate Top Lines BLE Program



Universal Partnerships & Licensing brings a blockbuster slate of properties available for licensing, retail and promotional partnerships to Brand Licensing Europe this year.

Leading this year's lineup is *Minions*, the spin-off to the successful *Despicable Me* franchise from Universal and Illumination Entertainment. The movie will be released during the holiday season of 2014, and features Academy Award-winner Sandra Bullock as the lead in a voice cast of memorable human characters who encounter the unpredictably hilarious Minions.

Thinkway Toys has already signed on as the film's worldwide master toy licensee, continuing the partnership that they have built with the studio and the Illumination team.

In summer 2014, Universal Pictures continues its global exploits for the franchise built on speed as Vin Diesel and Paul Walker lead the returning cast of *Fast & Furious 7*. James Wan directs this chapter of the hugely successful series, and Neal H. Moritz and Vin Diesel return as producers.

Looking even further ahead to 2015 is the long-awaited next installment of Steven Spielberg's groundbreaking film series, *Jurassic Park 4*. Spielberg returns to produce the epic action-adventure, and Colin Trevorrow will direct the film that will be shot in 3D.

Hasbro has been the master toy partner for each film in the franchise and will continue its collaboration with the studio on *Jurassic Park 4*.

## V&A Museum's Wedding Exhibit Draws Licensees



Wedding bells are ringing for London's Victoria & Albert Museum. The famous art and design museum's upcoming exhibition, *The Wedding Dress: 1775-2014*, is sparking an extravagant love- and wedding-themed licensing program.

As part of the exhibition, the museum is presenting its rich and unique collections of historical romance items such as courtly pearl jewelry, hand-sewn bridal trousseaus and 19th century Valentine cards, prints and drawings for consumer product development including tableware social stationery, apparel, jewelry, gifts, bedding and more.

The exhibition, opening in May 2014, will showcase wedding dresses and outfits from the museum's extensive collection, including the earliest wedding dress in any British collection, dating back to 1744, as well as creations by contemporary designers.



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# JELC Taps Lifestyle Brands

Independent agency JELC is showcasing its impressive variety of lifestyle properties at BLE, while seeking opportunities across all brands.

Gem Fairies is expanding globally with licensees in Asia, South America, Africa and Russia across stationery, apparel, paper party goods, toys, publishing, greeting cards and arts and crafts; while the Gem Fairies greeting cards continue to sell strongly in the U.K. JELC is unveiling a new style guide, website and artwork assets on the show floor this week.

World-renowned cake designer and personality Lindy Smith is getting a comprehensive style guide update featuring her distinctive mix of patterns and color palettes, as well as an extensive licensed products program including picnicware, food and confectionery gifts, stationery, greeting cards and soft furnishings.

Lillippins, the whimsical art brand from award-winning designer Lisa Johnson that features tiny forest animals relaxing on or around household objects that tower over them, is expanding to greetings, stationery, publishing, new media, housewares and décor, giftware, nursery products, apparel, food and confectionery and health and beauty products. Simson Cards in Australia, Portfolio in the U.K. and Perleberg in Germany, Austria and Switzerland have already launched

ranges of Lillippins greeting cards.

JELC is also continuing its programs for My Cat Pip brand. Partners include bed and mattress company Silentnight and ceramics and textile artists Hinchcliffe and Barber.



## Classic Property Paddington Bear Marches into Brand Licensing Europe



It's time to put on your wellies—Copyrights Group is gearing up to make a splash with Paddington Bear, the trench coat-wearing, marmalade sandwich-loving, children's English literature classic character.

Leading the momentum for the property is *Paddington*, the highly anticipated feature film from StudioCanal and Harry Potter franchise producer David Heyman. The film, a mixture of live action and CGI, stars Colin Firth as the voice of Paddington and Hugh Bonneville as Mr. Brown, and is set to hit theaters in 2014.

Copyrights has brought on several partners to help take the children's classic

to new audiences.

The company has teamed up with Gap for a limited edition infant apparel collection for boys and girls inspired by the book's original illustrations by Peggy Fortnum. The line is scheduled to hit Gap retailers globally in January 2014.

Fans can also download free Paddington printable coloring and activity sheets as part of Copyrights' partnership with Hewlett Packard, which launched in April. Six new worksheets are made available every week and can be delivered on-demand or on a scheduled basis to HP web-connected printers.

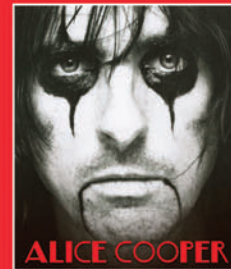
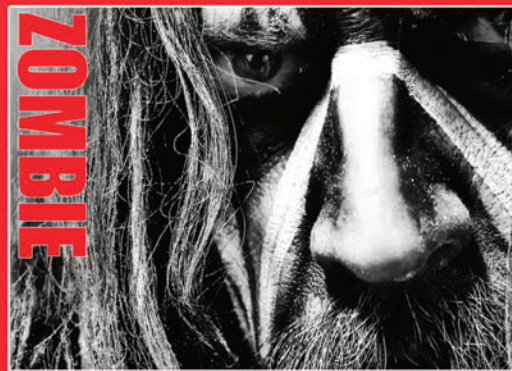
Additionally, Lansay has signed on as master toy partner for France, with additional licensees in Scandinavia for toys, apparel and nursery goods.

HarperCollins is on board for a publishing program.

Paddington Bear has been entertaining children and families for over 55 years, since the first book, *A Bear Called Paddington*, written by Michael Bond, was published in 1958.

Since then, thirteen full-length novels and other formats have been published, and the stories have been adapted several times for television in the 1970s and 1980s.





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# Dracco's Filly Finds Success

Dracco's Filly Witchy brand has retailers and consumers under its spell.

Filly is once again the No. 1 girls' toy in Germany (according to NPD) and has sold more than 66 million figurines to date.

Filly Witchy is a light-hearted take on a classic theme, bringing magic and mystery to the forefront and introduces many fresh concepts to the Filly universe including the Filly Witchy Secret Family and pets, both of which make their debut in the new animated series.



The success of Filly Witchy this year was enhanced by two top-selling launches: figurines in Q1, which completely sold out, and

the subsequent second launch of figurines in Q3 that were introduced with refreshed packaging and five new characters (the Secret Family), along with glow-in-the-dark capes for all.

The Filly Witchy magical theme is reinforced by several play sets, such as the Filly Witchy Windmill. Licensees on board for the program include Blue Ocean and Kids & Concept, which will launch magazines and books, respectively.

Master toy partner, Simba Dickie Group, built awareness of the brand this year through a robust TVC marketing campaign. Each single-figure foil bag included an online code for a virtual gift redeemable at Filly.com. Special Filly Witchy content is prominently featured on the website and illustrates the enchanted Filly Witchy world including a mysterious magic shop.

A new Filly Witchy style guide for licensees complements the brand, as well. Filly is a proven international lifestyle



brand with 40-plus licensees and continued strong sales of the core collectible figurine line. The brand's impact will expand with the creation of a new animated TV series, "Filly Funtasia," set to debut in 2014. The CGI series features the Filly characters as they come together for the first time at the School of Magic, set in the new kingdom of Funtasia.

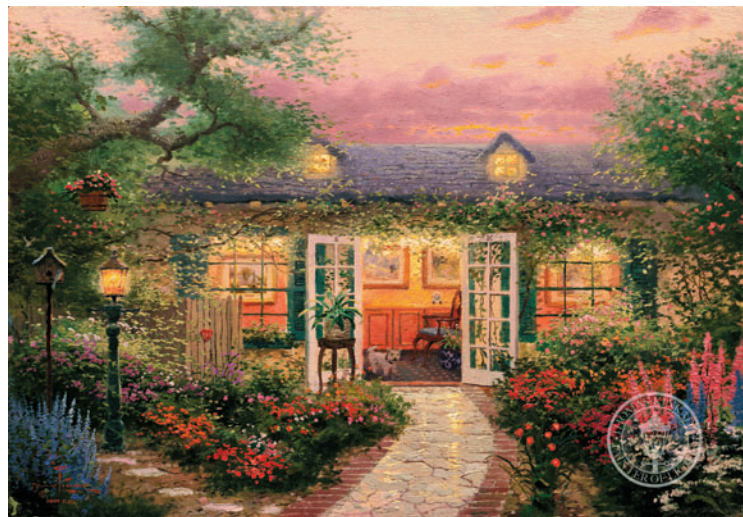
"Filly Funtasia" is the latest step in the successful march of the Filly brand across multiple platforms around the world. Dracco is looking to expand partnerships further with new licensees across additional categories.

## Kinkade's 'Studio in the Garden' Comes to Life

The Thomas Kinkade Company is presenting one of the renowned artist's favorite images at Brand Licensing Europe—"Studio in the Garden."

The company is looking to expand its licensing portfolio of home décor, gift, collectible and accessory products in European markets with this iconic painting, which is on display in the Kinkade booth this week, alongside other artworks from the Thomas Kinkade Studio.

The Thomas Kinkade Company publishes and distributes Thomas Kinkade art and collectibles through a global network of independently owned galleries such as Direct Response Television, shopNBC, cruise ships and via its website ThomasKinkade.com. With more than 40 licensees, Thomas Kinkade products are available at mass, club, department, specialty, gift, book, stationery, grocery, drug and toy retailers. In addition, the Thomas Kinkade Studio continues to paint in the artist's style, with great attention to detail and the use of a picture to tell a story.





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## Lisle Presents Varied Portfolio

Lisle International is keeping busy at Brand Licensing Europe this year with programs in the works for many of its major properties.

The top ranking mobile game “Temple Run” continues to be a major focus for Lisle, with a growing licensing program in the U.K. that now includes apparel, accessories and publishing. Forbidden Planet has launched apparel and giftware lines based on the game; while National Geographic is planning a non-fiction series of exploration-style books for 2014.

Pac-Man and the Ghostly Adventures is another action-packed property, with Bandai Namco on board for toys, Blues Clothing for apparel, Titan Publishing for comics, Pedigree for annuals, Underground toys for novelty items, VMC for accessories and Palamon for dress-up items. Lisle is seeking additional partners in publishing,

giftware, greetings, home textiles and more.

The company is also shifting focus to its kids’ properties the Zelfs and the Trash Pack. Character Options kicked off the Zelfs program with a toy line in July, which was supported by television advertising, retailer display campaigns, a one-off magazine and posters. The quirky collectible dolls with unique personalities from Australian toy company Moose Enterprise are poised for further development into publishing, arts and crafts and apparel.

Lisle is also continuing to grow boys’ property The Trash Pack. Following on the heels of its successful toy line, the Moose Enterprise brand has expanded into a monthly magazine, trading cards and stickers, with a confectionery line from Bazooka Candy in the works for the U.K., Germany, Austria, Switzerland and



Scandinavia. Series four of the collectible toys launched in May, with series five, the Toilets Edition, to follow this fall.

Meanwhile, Lisle is introducing its newest preschool property, Pip!, which is being managed by CHF CarterBench Licensing, and has already secured a television partnership with Milkshake. Episodes are set to air as early as fall 2014.

In addition, Lisle is also presenting programs for Masha and the Bear and, for the first time at BLE, Daily Mirror cartoon strip character Andy Capp.

## Studio 100 Buzzes into LatAm with Maya the Bee

Family entertainment company Studio 100 is extending its focus into Latin America with specific attention to children’s television property Maya the Bee.

The new CGI-animated remake of the classic series premiered on Disney Junior this fall across all Latin American territories (including Brazil), and the feature film *Maya the Bee—Movie* is scheduled for 2014. Studio 100 International, the company’s licensing arm, is planning a slew of consumer products programs to support the show and film.

Already on board in Latin America is IMC as master toy partner, Arkochim for healthcare and Benetton for classic Maya apparel. Branching out even wider, Studio 100 has partnered with Kopa Grupo de Licencias, which has been appointed as the brand’s new licensing



agent in Belize, Panama, Costa Rica, Honduras, Guatemala, Nicaragua, El Salvador, Dominican Republic, Colombia, Venezuela, Ecuador, Peru and Chile. Kopa has already signed on Importadora Bohorques for infant products, including apparel and accessories, in Ecuador.

Studio 100 is also seeking licensing agents in Mexico, Brazil and the remaining Latin American countries not covered by Kopa.

“Maya is a cultural phenomenon in Latin

America, with many people having grown up with the much-loved classic series. It is an honor for us to represent Maya the Bee in Latin America, and we look forward to introducing her to a whole new generation. We have no doubt that the new CGI ‘Maya’ will be an absolute hit in Latin America,” says Carlos Carvajal, licensing director at Kopa.

“We warmly welcome our new licensees into the Studio 100 fold and look forward to working with them for the continued success of the Maya brand in this dynamic and vibrant Latin American market,” adds Marie-Laure Marchand, international licensing director at Studio 100 International.

Produced by Studio 100 Animation in France, the CGI “Maya the Bee” has already been sold in 134 territories worldwide.



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# Archie Comics Crowns King

Archie Comics has tapped King Features to represent its Betty & Veronica franchise in all efforts. The classic comic book duo is heading for a revival with a film in the works from Warner Bros. and a new 2D animated series coming from Moonscoop U.S. this fall.

King is adding to the momentum with licensed products across apparel, fashion, electronic accessories, stationery and gifts. Two high-profile collaborations kicked off the program: a campaign with MAC cosmetics and a high-end fashion footwear line from London-based Charlotte Olympia.



“We are delighted to add the Archie Comics characters to our portfolio of properties,” says Cathleen Titus, vice president of international licensing at King Features. “Betty & Veronica are recognized and beloved around the world, and we foresee high growth potential in many of the international markets where we have achieved great success for our other classic brands.”

King Features is expanding also programs for evergreen properties Popeye and Betty Boop. Popeye is getting the high-end brand treatment through

collaborations with Dolce & Gabbana, Philipp Plein and Iceberg, and a fashion spread in *ELLE* magazine featuring Olive Oyl, as well as upping its presence in mid-tier and mass market retailers. The beloved sailor is also going digital with a non-wagering mobile slot game from Ludia, which is in the midst of rolling out globally, and, along with Olive Oyl, inclusion in the “LINE” mobile app in Japan and Asia, with Germany and Spain to follow.

Betty Boop is thriving in the beauty and fashion space after a strong global campaign for Lancôme and the launch of a unique collection from edgy fashion label Joyrich in the U.S. and Asia. Betty Boop is continuing to be in demand for high-end apparel, accessories and personal care. While it is a favorite among teens and older demographics, King is also seeking to build programs for the brand that appeals to younger fans.



## eOne Draws Up Program for Janet and John Property

Entertainment One is unveiling its debut range of products for the classic publishing property Janet and John at Brand Licensing Europe.

Licensee Star Editions has developed a line of products that feature vintage designs based on the artwork from the much-loved children’s books. The first range will include products such as greeting cards, mugs, tea towels, tote bags, magnets, art prints and postcards.

“Janet and John is perfectly placed to tap into the continuing demand for British heritage brands and Star Editions has succeeded in producing a range that gives consumers a nostalgic glimpse of family life

in the 1950s,” says Hannah Mungo, head of U.K. licensing for eOne.

“Janet and John just felt like a great fit for Star Editions,” says Will Marston, sales director at Star Editions. “We already do fantastically well with retro children’s brands and are known for our heritage connections. Personally, having learnt to read with Janet and John, I just love the emotions that come flooding back when I see the artwork. I’ll always have a great affinity and love of the stories and the characters.”

The first range of products for the Janet and John property will retail at Waterstone’s stores throughout the U.K.

and at independent retailers. Art prints are available online from Art.co.uk and AllPosters.co.uk.







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# WWF Raises Awareness with New Products

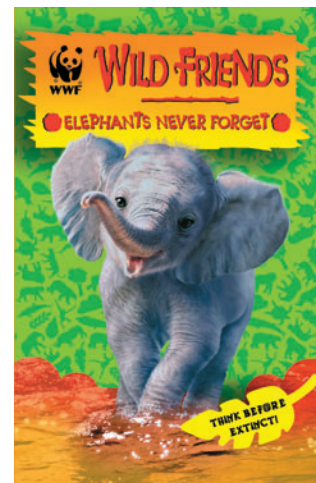
WWF-U.K. is bringing its cause to a series of eco-friendly consumer products launching this year that raise awareness for endangered species and the environment.

The organization has teamed up with Talented Totes for a line of tote bags, lunch bags, make-up bags and purses that seek to increase awareness for endangered animals and their habitats, featuring earthy tones for the elephant and icy blues for the polar bear. The items are made from fair-trade natural cotton and ecologically printed in the U.K.



WWF-U.K. has also tapped designer Annette D'Oyly from Animal Tails, along with Star Editions, to create an assortment of collectible yet practical prints, mugs, tea towels, accessories and homewares. The Animal Tails artwork collection features many of the world's species that are endangered through loss of their habitat from human development and climate change.

In the publishing space, WWF-U.K. and Random House are launching two new titles in the Wild Friends book series, *Elephants Never Forget* and *Orang-utan Adventure*, for a total of six books in the series. A seventh title, *Dolphin Splashdown*, is releasing in December, just in time for the holiday season. The books educate children ages 5 and older through adventure stories, facts, puzzles and photographs, and are printed on FSC paper.



Finally to support WWF's Earth Hour, WWF-U.K. launched Groovebulb, a long-life energy-saving light bulb that lasts up to 25 years. The bulbs are mercury-free, dimmable, illuminate instantly and use only six watts of electricity to produce light output equivalent to a 60-watt bulb, making them 85 percent more efficient than regular style light bulbs.

WWF is one of the world's leading environmental associations.

# ITV Grows Gaming and Television Properties



ITV Studios Global Entertainment is focusing on four of its major properties at Brand Licensing Europe—Cut the Rope, Matt Hatter Chronicles, Babar and the Classic Thunderbirds.

ZeptoLab's hit "Cut the Rope" app is going strong in Europe as a result of multiple versions of the digital game, as well as animated short films, newspaper competitions, in-app advertising and consumer promotions. ITVS GE has signed more than 45 European licensees for the brand.

ITVS GE, which represents licensing and merchandising rights in the U.K.

and Ireland for Platinum Films' "Matt Hatter Chronicles," has signed Smith and Brooks for boys' apparel in the U.K. The apparel line joins Platinum Films' recent appointment of Simba Dickie Group as master toy licensee for the brand across EMEA, CEE, Russia and India. The boys' action-adventure series is also supported by digital content from Platinum Films, including games, apps, online competitions, social media and an integrated website. A third season of the show is scheduled to air on CiTV next year.

Babar is in the midst of its 80th birthday celebration this year, and ITVS GE is coordinating a slew of events to mark the milestone including a birthday party, book signings and a vintage Babar licensing program.

Rounding out ITVS GE's roster is the Classic Thunderbirds, which is celebrating its 50th anniversary and the upcoming 2015 debut of "Thunderbirds Are Go!," a new television series from ITV Studios and Pukeko Pictures that extends the brand to children. The Classic Thunderbirds licensing program is continuing to attract fans young and old, led by U.K. partners covering apparel, gifts and novelties, trading cards, collectible figures, dress-up, pinball machines, stationery and publishing. Meanwhile, ITVS GE has appointed Vivid as the master toy partner in Europe, Australia and New Zealand for "Thunderbirds Are Go!."





# Calimero

104x11'

BROADCASTERS



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# Bulldog's Entertainment Portfolio on Spotlight at BLE

Bulldog Licensing is honing in on its game, toy and entertainment brands this year, kicking off its lineup with app property *Plants vs. Zombies*, which has achieved more than 150 million downloads worldwide. Character Options has signed for plush and toys, Penguin for a publishing range, Titan for a new *Plants vs. Zombies* magazine, Magic Box for sticker books, Character World for homewares, A4T for digital peripherals and GB Eye for posters.

Bulldog is also looking to captivate fans of the legendary British television game show "Bullseye," which aired from 1981 to 1996, by targeting the apparel, board game, gifting and online and computer gaming categories. The recent success of



a Bullseye scratch-off lottery ticket in the U.K. is a testament to the brand's potential for expansion.

World-famous British fashion doll Sindy is celebrating her 50th anniversary this year, and Bulldog is seeking to capitalize on its brand nostalgia with all-new products, including the Art Group for greetings, Poetic Gem for apparel, Helen Rochfort for handbags, Robert Tonner for high-end collectible dolls and Diablo Skinz for skins for mobile phones, laptops and tablets. The agency is also releasing

two updated style guides and re-launching Sindy's websites to appeal to the next generation of young girls.

Aside from toys and games, Bulldog is also working with DreamWorks Animation on extending its developing television and film properties, "Dragons: Riders of Berk" and *Turbo*, as well its storied franchises *Kung Fu Panda*, *Madagascar* and *Shrek*.

"We will be presenting a very strong selection of properties at BLE 2013 that appeal to a variety of age groups," says Rob

Corney, managing director of Bulldog. "This portfolio has a lot to offer to the licensing community, and we are looking forward to meeting up with potential partners across a range of different categories."



## Creative Licensing Rounds Out Terminator Franchise

Creative Licensing Corporation is adding to its already impressive roster with three new films available for licensing.

CLC is now representing the 2009 film, *Terminator Salvation*, in addition to the original film, *Terminator*, and its sequel, *Terminator 2: Judgment Day*. The *Terminator Salvation* property joins more than 50 licensees for the first two films with partners across toys, collectibles, gifts, apparel and more.

Also joining the CLC lineup is the

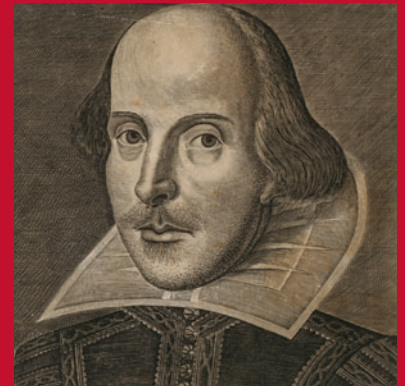
StudioCanal Library which includes the classic action adventure movie *Highlander*, starring Christopher Lambert, and the famous television series "The Avengers." The film noir action film *Drive*, starring Ryan Gosling, is also being prominently promoted.

These properties join CLC's library of classic movies including *Rambo*, *Basic Instinct*, *The Deer Hunter*, *Bill and Ted's Excellent Adventure*, *Escape from New York* and *Evil Dead 2*.





# Inspiring People



Come and talk to us at BLE Stand P65  
Or email [rightsandimages@npg.org.uk](mailto:rightsandimages@npg.org.uk)



# DC Thomson Goes Retro with *Jackie* Magazine Brand

DC Thomson is heading into Brand Licensing Europe and showcasing the *Jackie* brand.

*Jackie* magazine was a best selling teen title from the 1970s that sold more than 1 million copies. Billed as a girl's "best friend," *Jackie* is turning 50 in 2014 and DC Thomson has planned a host of activities to celebrate the brand.

A new stage show, "Jackie the Musical," will roll out together with a compilation CD from Universal and an anniversary book from Carlton Publishing next year. Also new for 2014 are ranges of apparel and accessories, inspired by the 1970s. Hemingway Design has been tapped to tailor variations of the classic illustrations

from *Jackie* magazine fashion spreads to women of all ages and the wider market.

At BLE, DC Thomson is looking for additional partners to expand the *Jackie* program, along with its other licensing programs and ventures in the U.K. and international markets across major categories including clothing and accessories, giftware and stationery, toys and games, publishing, home entertainment and food.



## Heritage Discovery 1985 Brand to Launch from DEI

Discovery Enterprises International is launching the retro brand Discovery 1985, which is inspired by the original Discovery Channel globe logo.

The Discovery 1985 vintage brand licensing program will extend across clothing, urban fashion, technology accessories and social stationery.

The original Discovery Channel logo makes a special return for the new consumer products range, created for fashion conscious men who have grown up with the channel and have a strong affinity with the brand.

Discovery 1985 will debut in the U.K. in 2014 before rolling out across international

markets.

DEI also has a new style guide for the brand that features a library of iconic graphics from '80s popular culture including computer joysticks, 3D glasses, early mobile phones and analogue television sets, in addition to dramatic images from science and nature.

"Discovery 1985 is an exciting, on-trend extension of the Discovery Channel brand," says Nicolas Bonard, general manager and senior vice president of Discovery Enterprises International. "It encapsulates the affection and nostalgia that consumers feel for the early brand and



celebrates the channel on its international journey."

Launched in 1985, Discovery Channel is dedicated to creating high-quality non-fiction content that informs and entertains viewers about the world.



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## 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.

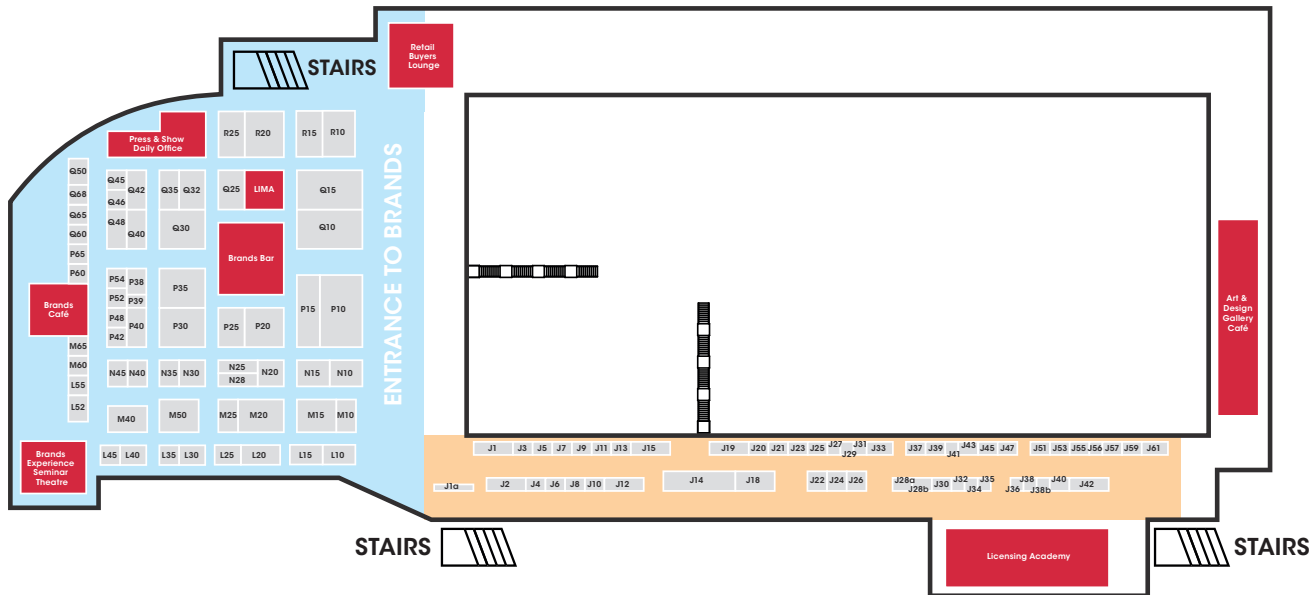


COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #	COMPANY NAME	STAND #
20th Century Fox Consumer Products (FCP)	E040	DHX Media	E116	Kitbag	N28	RHS Enterprises	L40
24IP Law Group	G114	Discovery	N10	KOCCA	C020	Rocket Licensing	G005
41 Entertainment LLC	E065	Disney Consumer Products	D030	Konnect	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	Lulubun	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	Toe! 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

# floorplan

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# BE A PART OF THE **LiCense!** GLOBAL TOP LICENSEES ISSUE



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# Sony Names Invizimals Master Toy

Sony Computer Entertainment Europe has appointed IMC Toys the global master toy licensee for its video game franchise Invizimals.

IMC will launch the first Invizimals toy range in key European markets including the U.K., Spain, Italy, Germany, France and Portugal in spring 2014.



Augmented reality, which is a key feature of the video games and the upcoming “Invizimals” TV series, will also be integrated into the new toys. The range will include play sets, action figure packs,

blind bag collectible figures and a Z-Comm wrist watch that features flashing lights and sounds from the video game and TV show.

“Invizimals is our lead consumer products program for children. By the end of this year, the franchise will boast five video games, the first augmented reality cartoon series, a master toy partner and a growing licensing program,” says David Evans, European licensing manager, SCEE.

Created by Spanish development studio Novarama, Invizimals are tiny creatures made of pure energy that

live all around but they can only be seen through the magic of PlayStation. They first appeared to PlayStation Portable gamers in 2009 and have inspired two subsequent games, “Invizimals: Shadow Zone” in 2010 and “Invizimals: The Lost Tribes” in 2011. Two new games for the brand will launch Oct. 30.

The brand will also be featured in the first-ever augmented reality cartoon series, developed in partnership with BRB Internacional, which is scheduled to make its broadcast debut later this year.

## Fremantle Fetes Classic Brand’s 30th Anniversary

FremantleMedia Kids & Family Entertainment is marking the 30th anniversary of the BAFTA and Emmy award-winning movie *The Wind In the Willows* by seeking new licensees for the classic property.

Fremantle plans to fete the milestone in 2014 with a series of brand activations alongside the release of three special anniversary tie-in DVDs this December.

Fremantle is actively seeking licensees for gifting and plush, puzzles and

games, bedding, t-shirts, greetings cards, calendars, personal care, stationery, bags, limited edition prints, confectionery and posters.

Based on the 1908 children’s book by Kenneth Grahame, *The Wind In the Willows* follows the adventures of Badger, Mole, Ratty and Toad of Toad Hall in rural England. The 1983 stop-motion animated film led to the subsequent release of five TV seasons and a one-hour special, all of which were produced by Cosgrove Hall between 1984 and 1990.

## Mercis, Miffy Continues Expansion

Mercis, which owns the Miffy property among others, has appointed CPLG Italy to represent its brands.

Created by Dick Bruna in 1955, Miffy already has 250 licensees on board.

“Miffy’s upcoming 60th anniversary in 2015 will certainly become a memorable milestone in an already proud history, and we feel that this partnership will position Miffy correctly to share these celebrations in one of Europe’s key licensing territories,” says Marja Kerkhof, managing director of Mercis.

In other Miffy news, Mercis, 6Sales and Big Tent Entertainment have announced that The Orchard will distribute the new, full-length Miffy The Movie feature film. The deal includes theatrical, VOD and DVD rights in both North America and the U.K., and will additionally include development and operation of a new Miffy YouTube channel. Distribution for the film will be announced early next year.





Sean Clarke, head, Aardman Rights, and Kentaro Yoshida, executive officer and general manager, Tohokushinsha Film Corporation.



Mike Stirling, editor in chief, DC Thomson & Co., with Licia Viscito, sales director, Brand Licensing Europe/Advanstar..



Hiroya Nishimura, president, and Jean-Rene Aucouturier, vice president licensing and new business, with Patricia de Wilde, senior vice president, Zodiak Kids CP Paris.



The Extreme Sports Company staged a BMX and breakdancing display outside Olympia, Tuesday.



Mike Stagg, general manager of retail, U.K. and Ireland, The Walt Disney Company.



Peter Byrne, chief executive officer, CPLG.



Janet Woodward, director, JELC.





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- Nov 9<sup>th</sup> Glasgow, U.K.
- Nov 9<sup>th</sup> Birmingham, U.K.
- Nov 9<sup>th</sup> Munich, Germany
- Nov 10<sup>th</sup> Glasgow, U.K.
- Nov 10<sup>th</sup> Cardiff, U.K.
- Nov 11<sup>th</sup> Manchester, U.K.
- Nov 12<sup>th</sup> Newcastle, U.K.
- Nov 12<sup>th</sup> Manchester, U.K.
- Nov 13<sup>th</sup> Zurich, Switzerland
- Nov 13<sup>th</sup> Nottingham, U.K.
- Nov 14<sup>th</sup> Rouen, France
- Nov 14<sup>th</sup> Leeds, U.K.
- Nov 15<sup>th</sup> London, U.K.
- Nov 15<sup>th</sup> Marseille, France
- Nov 16<sup>th</sup> Vienna, Austria
- Nov 16<sup>th</sup> Minehead, U.K.



WWE live event tour will be returning to Europe again in 2014.



# Top New UK Licensed Preschool Property

## Series 2 airing on CBeebies from Q4 2013

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No. 1 in its timeslot in Finland & Norway\*\*

\* children 4-6

\*\* for kids 4-9 on YLE (Finland)  
& for kids 2-5 on NRK (Norway)



A CBeebies and FremantleMedia  
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