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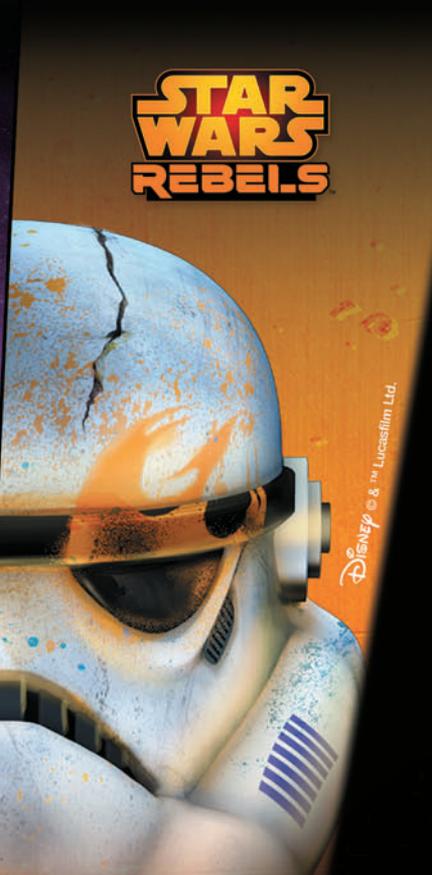
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GROWING BOYS

An exclusive look at how Disney Consumer Products is leveraging new content to capture a greater share of the lucrative boys' market.

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- Vince Camuto: Fashion Icon
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Vince Camuto has built a fashion empire through his creative inspiration, love of people and focus on licensing.

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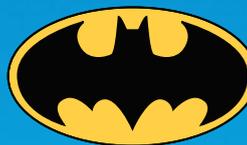
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30 Growing Boys

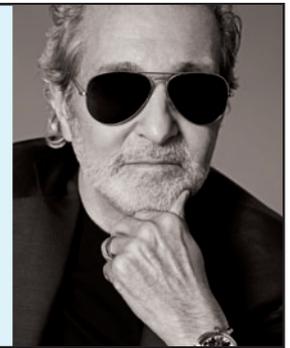
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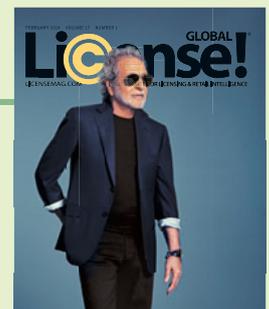
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On the Cover: Josh Silverman, executive vice president, global licensing, Disney Consumer Products.

On the Cover: Vince Camuto, founder and chief executive officer, Camuto Group. (Select MAGIC Market Week issues.)

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14 Trends to Watch in 2014

Acquisitions, challenges at retail and global expansion all defined the major headlines for the brand licensing sector in 2013, and it will be much of the same this year. In fact, it's already begun.

Here are 14 trends to watch in 2014:

- **Acquisitions**—Whether it was WME's acquisition of IMG or Authentic Brands Group's acquisition of Elvis Presley and Muhammad Ali, expect more of these deals in 2014. In particular, small to mid-size entertainment properties and struggling apparel brands are most vulnerable. For example, Cherokee acquired skateboarding brand Tony Hawk from Quiksilver in January.
- **Boy toy battles**—The cover story that begins on page 30 reveals Disney Consumer Products' toy strategy driven by four new boys' content initiatives, which will create even more competition for retail shelf space.
- **Niche is nice**—While every property can't be a mega deal around the globe, many properties have built a loyal fan base and a collection of fun products, such as *The Office*, *Game of Thrones* and *Duck Dynasty*.
- **Super is still super**—The superhero phenomenon, which many observers pontificated couldn't last, will continue as strong as ever with releases such as the next installment of *Star Wars* and the untitled *Batman vs. Superman* film slated for 2016.
- **Box office bonanza**—2013 was a record year at the box office, driven primarily by popular entertainment properties from Warner Bros., Disney, Marvel, Universal and Lionsgate. Total gross sales hit \$10.9 billion (source: Box Office Mojo), and considering the lineup of films, 2014 is poised to be yet another record-breaking year.
- **Appetite for apps**—Simply view the list of top paid and free apps for Apple or Android devices and the realization is obvious: games dominate. Look for chart topper "Candy Crush" from King (represented by Striker Entertainment for licensing) to push product in 2014. Then there's EA's recent push behind "Titanfall."
- **Kids fragmentation**—The kids' entertainment business continues to evolve into a multi-platform, and thus fragmented, business that continues to challenge traditional kids' television and the popularity of a franchise. Look for traditional franchises to expand to other platforms, and for popular apps to explore TV and the big screen.
- **Russia is real**—With the winter Olympics taking place this month, there's a new level of interest and credibility for the region. Consider Viacom International Media Network's continued success with its brands in Russia (see *License! Global's* December 2013 issue), as well as other licensors including Rainbow with its *Winx Club* property.
- **Brazil is big**—As host of the FIFA World Cup this summer and the Olympics in 2016, along with a growing middle class with an interest in pop culture and a greater willingness to spend, Brazil is poised for continued growth.
- **Making music**—The rock and roll legends continue to tour, reality shows continue to produce new musical talent and country keeps on rocking, all to the beat of consumer products.
- **Just a click away**—E-commerce continues to set records in consumer purchasing, which bodes well for brand licensing fans of all types, and for niche properties in particular that don't have the propensity for retail shelf space.
- **Celebrity brands**—As Gwyneth Paltrow and Tracy Anderson noted during the keynote at Licensing Expo 2013, their foray into health and fitness licensing will kick-off in a big way in 2014—agency ITB360 has been appointed. Other celebrities continue to develop and expand product lines from Adam Levine at Kmart to Jessica Simpson, who has a new baby collection coming in this year.
- **Retail risks**—While no brand ever wants to make the dreaded list of "Ten Brands That will Disappear in 2014" (*24/7 Wall St.*) or another similar list, licensing executives need to be aware that JCPenney was No. 1. Add to that the negative chatter among analysts regarding Sears/Kmart, Barnes & Noble and Best Buy, and it's a red flag for brand licensing.
- **New tech tips**—From 3D printers to drone delivery and branded emojis, new technology has already impacted brand licensing and it will continue as these products become more accessible. ©



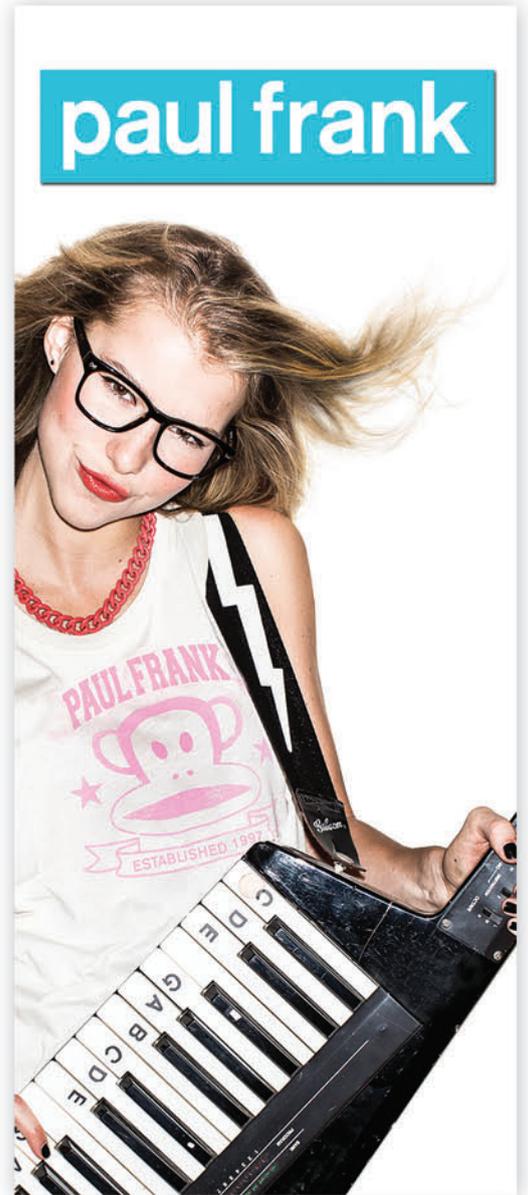
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Cherokee Rides with Tony Hawk

Cherokee is taking a ride with famed skateboard icon Tony Hawk with the acquisition of the athlete's lifestyle apparel brands from Quiksilver.

The all-cash deal closed in January for \$19 million.

"The acquisition of the Tony Hawk signature apparel brand is a great way to start the New Year for Cherokee," says Henry Stupp, chief executive officer, Cherokee. "This is Cherokee's third strategic acquisition in just over a year. We identified the Tony Hawk brand for a variety of reasons including the opportunity to further expand into the department store and specialty channels of distribution globally."

The brands—Tony Hawk and Hawk—round out Cherokee's portfolio in a category that the company was looking to bolster, says Stupp.

"We are targeting brands that are style-focused lifestyle brands," says Stupp. "We have a specific target list of areas that we feel are complementary to the brands that



we already own and market. With Tony Hawk and Hawk, we knew we wanted a brand in the action sports category, and these brands were at the top of our list."

Cherokee will refresh the brands to add "a lot of new bells and whistles," says Stupp. "The focus is on raising their profile in a lot of new growth category opportunities."

The acquisition is further appealing as the brands come with an established, exclusive direct-to-retail deal with Kohl's in the U.S., says Stupp. Commensurate with Cherokee's acquisition, the deal has been

extended with the retailer through 2018.

For the future, Stupp does not rule out international expansion and predicts a positive global response to the collections based on the notoriety and appeal of the athlete.

"Internationally, we plan to do a combination of DTR and wholesale licensing," says Stupp. "Cherokee will announce a full slate of international agents soon."

Hawk is also invested in the brands personally, a bonus for Cherokee.

"I've been working closely with the Cherokee team and will continue to be actively involved in the brands' development, connecting with fans and action sport enthusiasts worldwide," says Hawk.

"The acquisition of the Tony Hawk and Hawk brands is a wonderful opportunity for us in a hot market segment," says Stupp. "While there will always be a crop of new athletes, what's tried and true will stand the test of time."

Peppa Pig Dances onto New Ballerina Products



Entertainment One is kicking off 2014 with a lineup of new products for its hit property Peppa Pig, the animated preschool series for children.

The TV show airs seven-days-a-week on Nick Jr. in the U.S. and features the adventures of a lovable little piggy and her family.

"Our fans are always on the lookout for the latest Peppa Pig-themed toys, books, DVDs and gear, and we are thrilled to provide consumers with an assortment of new Peppa Pig items in 2014," says Joan Grasso, vice president, licensing, North America, Entertainment One Family.

eOne is debuting its new Peppa range with a line from Fisher-Price, which will be unveiled at New York City's American International Toy Fair

this month. The range will feature several ballet-themed items including Ballerina Peppa plush, Singing Ballerina Peppa plush, Peppa's ballet bag with tutus and a mirror included and the Peppa Pig Dance Recital figures.

The Fisher-Price ballet products will launch exclusively at Toys 'R' Us in the U.S. in August.

"Fisher-Price's ballet-themed toy range is particularly strong and we're confident that it will connect with young girls and enhance their enjoyment of Peppa Pig at home," says Grasso.

Other toys and items planned to support Peppa Pig include a new book title from Scholastic, hardback titles from Candlewick Press and a new DVD, *The Balloon Ride*, which will launch in August.

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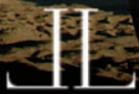
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JLG Highlights Caterpillar Anniversary Products, Events

2014 is the year of the caterpillar—a very hungry one at that. This year, the classic children’s book *The Very Hungry Caterpillar* by Eric Carle is celebrating its 45th anniversary. To mark the occasion, brand licensing agency The Joester Loria Group has planned a yearlong schedule of events, products and promotions.

“Eric Carle’s work is truly timeless and relevant as ever, as demonstrated by the fact that he continues to sell 7 million books every year,” says Debra Joester, president and chief executive officer, The Joester Loria Group. “*The Very Hungry Caterpillar* is his most famous book, and for the past 45 years, has remained one of the most read and best-selling children’s books worldwide. Some consider the book ahead of its time, others simply call it a classic—however you define it, Eric Carle has resonated with three generations.”

First on deck for the brand is a yearlong QSR program with quick-service restaurant Wendy’s. The kid’s meal promotion for children under 3-years-old will feature Carle’s branded collage art and characters in a series of board books. The program kicked off last month and will run through Dec. 28 and is available in more than 6,500 Wendy’s locations in the U.S. and Canada.

Customers will receive one of seven exclusive, collectible mini board book premiums that center on key themes of animals, insects, food, vehicles, sea creatures, colors and sounds.

Participating Wendy’s will also distribute coupons for Carle products available at key retail partners (such as Babies ‘R’ Us), and will support the QSR with in-restaurant and drive-thru signage and an online presence.

“Both in the restaurant and at home, parents, caregivers and children will

discover and re-discover the magic of Carle’s work,” says Joester. “We will reach several million consumers and millions of *Can You Guess* books will be distributed. This program has been developed as a continuing connection to Carle’s art and characters.”

On the digital front, JLG has facilitated a deal for a series of educational activity apps from StoryToys that will combine classic game play with Carle’s art, themes and characters. Over the course of three years, 10 apps will roll out.

“Apps are really important,” says Joester. “When it comes to an additional platform for engagement, apps are a great new world for this property. The world of apps continues to change—it’s still relatively new and an emerging way to reach consumers—but the desire from children to play with apps is here.”

JLG and StoryToys are approaching the app with care, calling quality a must. The first app from StoryToys will go live in time for Very Hungry Caterpillar day March 20, while an additional app, “Around the Farm” from Publication International, launches this month.

There are international plans for the property as well in honor of its 45-year milestone.

“Most properties are 50/50 U.S. or U.S.-centric, but the Eric Carle program is huge internationally,” says Joester. “Eric Carle’s books are top sellers in all English-speaking countries, and *The Very Hungry Caterpillar* is one of the top read children’s books in the U.S., the U.K. and Australia. Japan as long been a strong market, and Eric Carle has a loyal following there, as well. Asia is a growing market too, with Korea and now China coming on board.

Europe has long been a strong market as well, led by Germany and Benelux.”

And the facts back up Caterpillar’s popularity.

According to JLG:

- Every 30 seconds, a copy of *The Very Hungry Caterpillar* is sold worldwide, with more than 37 million copies sold to date.
- It is the No. 1 most read children’s book in the U.K.
- It is the No. 1 most read children’s book by an international author in Japan.
- *The Very Hungry Caterpillar* is the No. 1 translated book in the Netherlands.
- It is the No. 3 children’s book in the U.S. (according to Scholastic’s top 100).

To honor the property’s global appeal, a slew of events and promotions are scheduled including a partnership with Sanrio that co-brands Caterpillar with Hello Kitty; a partnership with Action for Children to encourage children’s centers, nurseries and groups for kids under age 5 will host sponsored Giant Wiggle walks on Very Hungry Caterpillar Day; and a Storyland sand sculpture exhibit that will run through April in Australia.

A live show is also in the works—Australia will see the production “The Very Hungry Caterpillar and Other Timeless Stories” launch with partner Joey Creative.

The show will debut by the holiday season but head into previews late this spring. The show will continue to tour Australia’s major cities and smaller local venues beginning this year.



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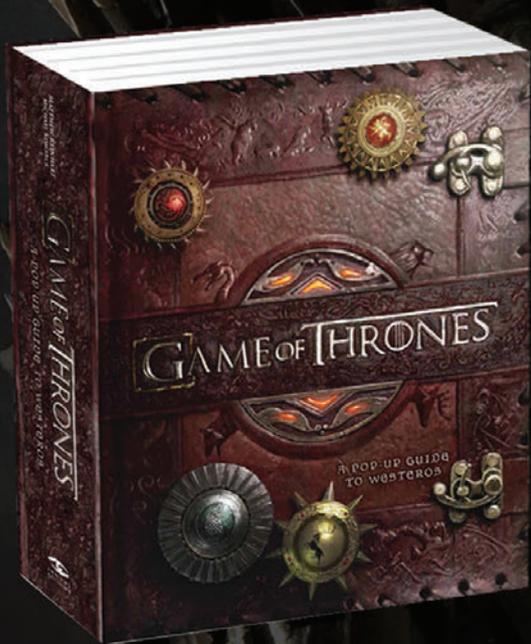
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Highlights From U.K. Toy Fair

The U.K. Toy Fair took place in London Jan. 21-23, with top toy makers from around world presenting new offerings and brands.

Among the big news to come from the show was LEGO's plans to offer exclusives with retailers Toys 'R' Us, Argos and Tesco, for the upcoming *The LEGO Movie*. Each retailer will get its own dedicated SKUs, complete with an exclusive character.

Also announced at the show were deals that will see Ravensburger launch new puzzles in 2014 based on "In The Night Garden" and "The Gruffalo," Character Options is introducing a range of Disney Princess Palace Pets and Golden Bear is launching a range of Chatty Bugbies based on CBeebies' yellow bug mascots.

Speaking at the opening of the show, Frederique Tutt, global toy industry analyst



for the NPD Group reported that although still Europe's largest toy market, the U.K. saw a decline of 1 percent in the toy sector in 2013 compared with 2012, recording a total value of £2.9 billion for the year.

These figures underscore a number of trends, the most significant of which was a

12 percent fall in the sale of toys priced £5 and under.

"These pocket money toys represent almost 45 percent of all unit sales, and so this decline has a significant impact," says Tutt.

Tutt attributed some of the decline in the pocket money sector to the increase in online shopping, which, in 2013, accounted for 34 percent of all U.K. toy sales.

"When shopping online, people are not as susceptible to the impulse purchase, especially at checkout, as they are when shopping in store," she says.

On a positive note, NPD also predicts that toy sales will even out and increase 1 percent this year, driven by a number of upcoming events including the FIFA World Cup in Brazil and several upcoming big box office movies.

A Holiday Tradition Extends to Birthday Celebrations

With more than 6 million copies of the holiday book sold to date, product in over 15,000 U.S. retail locations and an avid social media following, *The Elf on the Shelf* property is a bustling business both in print and consumer products.

Launched in 2005 out of the trunk of a car, the book and companion doll have now expanded globally, with more than two dozen licensees in its portfolio and even an appearance in the Macy's Thanksgiving Day Parade.

The product has a simple goal—to create family moments that bring children and adults together—and through both the property's publishing and licensed extensions, it's doing just that.

"Licensing *The Elf on the Shelf* brand was a natural evolution to the phenomenal growth the brand achieved in five short

years," says Helen Bransfield, executive director, licensing, *The Elf on the Shelf*. "Our strategy is to add partners who are the best in their category and whose categories make sense for the brand. We need to stay true to the essence of what the scout elf represents to families. *The Elf on the Shelf* is now synonymous with Santa Claus and the holiday season."

The most recent product launch for the property is a brand-new book, *The Elf on the Shelf: A Birthday Tradition*. The book is the first sequel to the original title to hit shelves, and finds Santa granting the scout elves permission to visit their families to celebrate children's birthdays. Included with the book is a Claus Couture Collection birthday outfit for the elf companion dolls and a keepsake box.

Says Bransfield: "This [new book]



answered the request by families to have more time with their scout elves while maintaining the specialness of the elf during the holiday season."

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Mattel Drives a New Thomas Strategy

Mattel and its subsidiaries HIT Entertainment and Fisher-Price are taking the Thomas & Friends franchise to the next level with a new retail business model that will emulate its popular American Girl property with a direct-to-consumer premium channel distribution strategy.

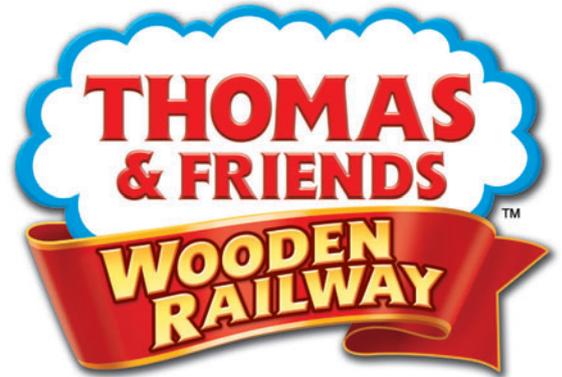
“Thomas & Friends Wooden Railway originally launched through the specialty channel, giving the brand both heritage and equity as a premium franchise. That, along with the property’s rich storytelling, presented Mattel with an opportunity to drive both direct-to-consumer product sales, as well as generate incremental mainline product sales by diversifying distribution,” says Geoff Walker, executive vice president, global brands, Fisher-Price.

Thomas will now have a dedicated product catalog and e-commerce website. The website, ThomasWoodenRailway.com, and the first Thomas & Friends DTC catalog

(which is set to hit more than 1.5 million homes over three mailings) will launch this summer.

The website will carry the full range of Thomas & Friends Wooden Railway offerings (a total of 200-plus SKUs at launch, both new and existing), which includes 50-plus SKUs of new and exclusive items that are unique to the catalog and website. Both will offer exclusive, custom train sets, personalized engines and toys tied to publishing content, as well as books and DVDs. Mattel will also expand the current product offerings to include lifestyle items such as bedding, sleepwear, soft storage and plush. (The brand’s current website, ThomasAndFriends.com will continue to operate and offer games and mobile apps.)

Much like American Girl is anchored by its eponymous doll and its dedicated book series, Thomas too will have a robust



publishing program that will additionally introduce a new character as part of the Exclusive Sodor story collection, which will also feature four new train sets based on favorite Thomas & Friends characters. Each train set will feature an exclusive hardcover story book, created in conjunction with each set.

Humor Brand Avanti Debuts Consumer Products

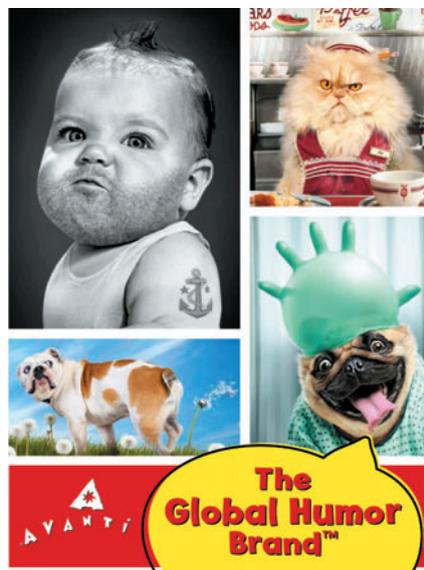
Creative studio Avanti Press is readying the launch of a full consumer product program timed for release this spring.

The creative studio, known for its distinctive greeting cards, has unleashed its universe of unique characters and one-liners on the licensing world with an initial wave of apparel and back-to-school items.

Avanti’s broad program will include seasonally themed collections as well as everyday products. Distribution will be worldwide in core categories.

Mad Engine will produce a range of men’s, women’s, junior’s, girls’ and boys’ knit tops including t-shirts, fashion tops, tanks, fleece and more for the North American market.

Acco Mead will anchor Avanti’s back-to-school program with a collection of school supplies (notebooks, composition books,



folders, binders and accessories) for the U.S. and Canada. Items will be on offer in mass, mid-tier, office supply and stationery

retailers in the region.

Brown Trout Publishers will partner with Avanti for humorous calendars, engagement books, dated notebooks and journals for retail in North America, the Eurozone, the U.K. and Australia. Product will debut on shelves in the fourth quarter.

Finally, Modern Gourmet Foods is launching an Avanti specialty gift program including hot beverages, food and non-alcoholic drink mixes and other gift sets targeted to holiday seasons throughout the year. The program will debut at retail in fourth quarter as well in department stores, specialty, mass, club, drugstores and other markets in a broad territory including North America, the U.K., the EU, and Australia.

Avanti is represented for licensing by agent Lisa Marks Associates.



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Holiday Toy Season Results

The NPD Group has released its analysis of holiday toy sales and finds a slight sales decrease.



According to 2013 year-end retail sales data compiled by The NPD Group, retail dollar sales of toys experienced a decline of 1 percent when compared to 2012.

Retail sales appear to be impacted by 2013's shorter holiday shopping season. Though the weeks of Black Friday and Cyber Monday saw respective sales increases of 4 percent and 24 percent, the remaining weeks experienced softer sales when compared to 2012, which led to a 1 percent decline in fourth quarter sales (October–December 2013). It's clear that toy shoppers responded during the peak Black Friday and Cyber Monday weeks, but six fewer shopping days may have impacted overall holiday toy sales.

In terms of 2013 sales performance across super-categories, youth electronics and arts and crafts experienced the most significant increases at 18

U.S. Toy Industry—Dollar Trend by Super-Category	
52 weeks vs. 52 weeks*	% Change
Total Toys	-1.3
Action Figures/Accessories & Role Play	-6.3
Arts & Crafts	7.7
Building Sets	0.5
Dolls	-3.2
Games/Puzzles	-3.0
Infant/Preschool Toys	-4.1
Youth Electronics	17.5
Outdoor & Sports Toys	-0.5
Plush	1.9
Vehicles	-0.9
All Other Toys	-4.5

*Source: 2013 data = 52 weeks starting January 6, 2013 through week ending January 4, 2014; 2012 data = 52 weeks starting January 8, 2012 through week ending January 5, 2013.

**Data is representative of retailers that participate in The NPD Group's Retail Tracking Service. NPD's current estimate is that the Retail Tracking Service represents approximately 80 percent of the U.S. retail market for toys.

Top Dollar Ranked Properties*
Barbie
Disney Princess
Monster High
Nerf
Star Wars

Top Dollar Growth Properties*
Disney's Planes
Doc McStuffins
LEGO Legends of Chima
Teenage Mutant Ninja Turtles
Sofia the First

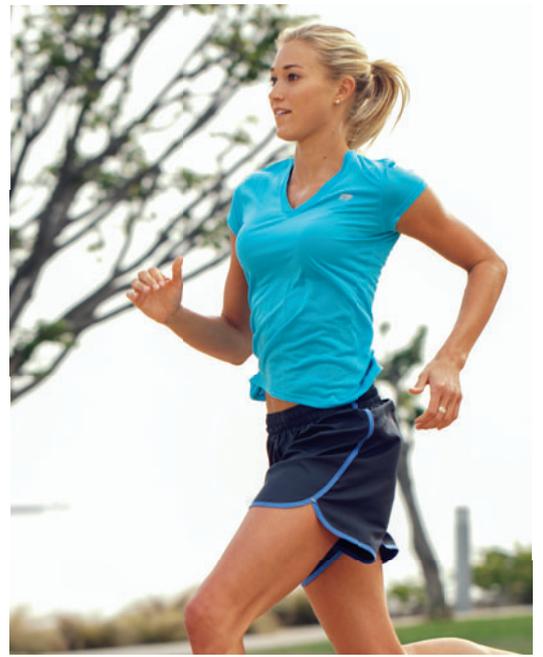
*Source: 2013 data = 52 weeks starting January 6, 2013, through week ending January 4, 2014, for both charts.

percent and 8 percent, respectively; building sets and plush saw respective revenue increases of 1 percent and 2 percent; and action figures and infant/preschool toys experienced the largest dollar sales declines when compared to 2012 at 6 percent and 4 percent, respectively.

Licensed toys, which experienced an increase of 3 percent in 2013, represented 31 percent of total industry sales, comparable to the 2012 level. Disney had three of the top five absolute dollar growth properties including Doc McStuffins, Sofia the First and Disney's Planes. Nickelodeon's Teenage Mutant Ninja Turtles and LEGO's Legends of Chima both claimed spots in the top five growth properties.

Top properties for the year based on total dollar sales (in alphabetical order) include Barbie, Disney Princess, Monster High, Nerf and Star Wars.

The beauty of the toy business is how kids' imaginations are captured by relative newcomers such as Sofia the First and Doc McStuffins, by rejuvenated properties such as TMNT and through stalwarts such as Barbie, Nerf and LEGO. ©

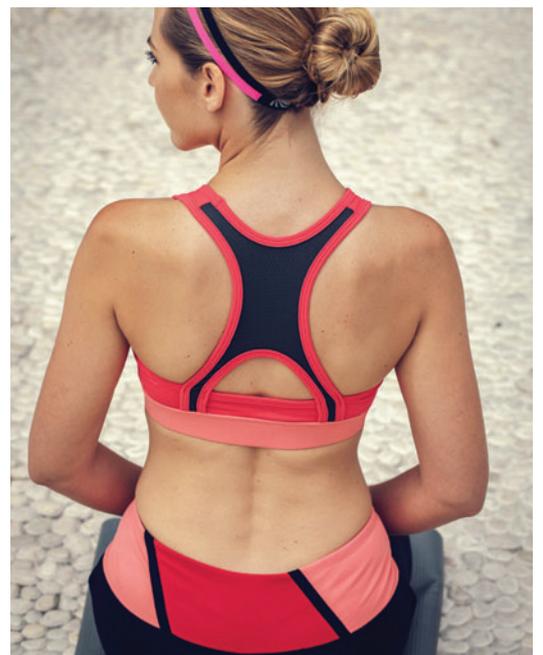


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Licensing Expo Gears Up

With a marquee keynote address from one of entertainment's most influential execs, a new motorsports-themed area and an expanded fashion footprint, Licensing Expo 2014 is warming up for a high octane show this June.

By **Nicole Davis**

As it heads into its 34th year, Licensing Expo is set to continue on the momentum of last year's show (which saw a 10 percent increase in attendance) with what is sure to be another headline-making keynote, a host of new and expanded feature areas and even new show hours.

For the first time this year, Licensing Expo has teamed with three other trade events—MAGIC Market Week, the American International Toy Fair and the International Home + Housewares Show—to promote attendance in a range of related industries.

"This year's show is shaping up to be the best yet," says Jessica Blue, vice president, Licensing Expo. "The show floor will be alive with deal-making and

networking, and anyone who's serious about the business of licensing will be here. With all the new show initiatives we have been working on, this is a not-to-be-missed edition of Licensing Expo."

Licensing Expo 2014, which is sponsored by the International Licensing Industry Merchandisers' Association, will take place at the Mandalay Bay Convention Center in Las Vegas, Nev., June 17-19.

Katzenberg to Keynote

DreamWorks Animation's chief executive officer and director, Jeffrey Katzenberg, who co-founded the studio with Steven Spielberg and David Geffen in 1994, is slated to give the opening keynote address

Such a Boy Scout.

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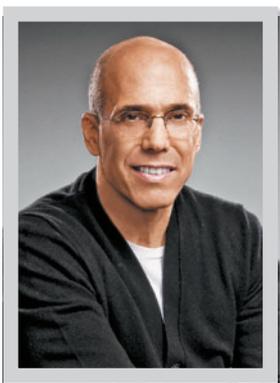
From the mom who shuttles her son to-and-from meetings, to the volunteer leader who gives hours of her time each week, women have actively supported the Scouting program for more than 100 years.

Since 1910, over 50 million living alumni and their families have connected with the Boy Scouts of America. Today, they are influencers and decision-makers, and their affinity for the Boy Scouts of America's brands has never been stronger.

For learn more about the Boy Scouts of America's licensing program visit www.scouting.org/licensing, call us at 800-323-0732, or email to licensing@scouting.org.



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LICENSING PROGRAMS



Jeffrey Katzenberg, chief executive officer and director, DreamWorks Animation

on the first day of the show. The keynote is part of Licensing University, which is hosted by LIMA.

Under Katzenberg's leadership, DreamWorks has become one of the largest animation studios in the world. Its 27 animated films have earned the company nine Academy Award nominations and two Oscar wins for Best Animated Picture.

"The keynote address is always a highlight of the show, and this year will be no exception," says Chris DeMoulin, president of licensing, Advanstar, which organizes the show. "Having a media visionary of Jeffrey's caliber share his insights will be a once-in-a-lifetime opportunity that shouldn't be missed."

Motorsports Showcase

The show floor this year will be home to an all-new, high octane feature—the Motorsports Café, which will serve as a focal point for the Brands & Agents area, complete with a jumbotron airing race footage and road-themed carpeting.

In addition to food and drink, the area will highlight the arena of motorsports licensing with the help of some of the biggest sanctioning bodies in the industry, whose vehicles and drivers will also be on site.

Motorsports experts Race Motorsports Marketing and Hot Import Nights will help to organize and promote the new area, and global energy company and licensor Shell will be the headline sponsor of the new feature area.

"Shell has had an unparalleled link to motorsports since its inception. In fact, Shell lubricants have been used in more winning vehicles than any other brand, with many iconic sponsorships and partnerships," says

Jack Stokes, licensing manager, TSBA, which represents the Shell brand. "Shell will sponsor the Motorsports Café to share that rich motorsports history and transmit some of the great emotions so typical of motorsports."

Licensing agency TSBA will also present both the classic and present-day Shell brand at two booths on the show floor,

one of which will be designed as a replica auto garage. For the modern Shell brand, Stokes says the company is primarily targeting the car care and energy categories, while the classic brand is available for opportunities in toys, apparel, art and memorabilia based around the company's more than 7,000-piece commercial art collection.

Other big name brands in the motorsports world that are slated to exhibit at Licensing Expo include Lamborghini, Goodyear, the ATV and snowmobile brand Polaris, ESPN and Dorna Sports, which will present its MotoGP brand (the grand prix championship of motorcycle road racing).

Sourcing Solutions

The Sourcing & Production area, which debuted in 2013, will expand this year with the help of media partner Manufacturer.com, which will host a resource center complete with translators.

This year, the area will feature an expanded number of exhibitors offering a diverse range of products and will also be home to a series of seminars and networking events to help attendees tap into sourcing and production resources.

New and Noteworthy

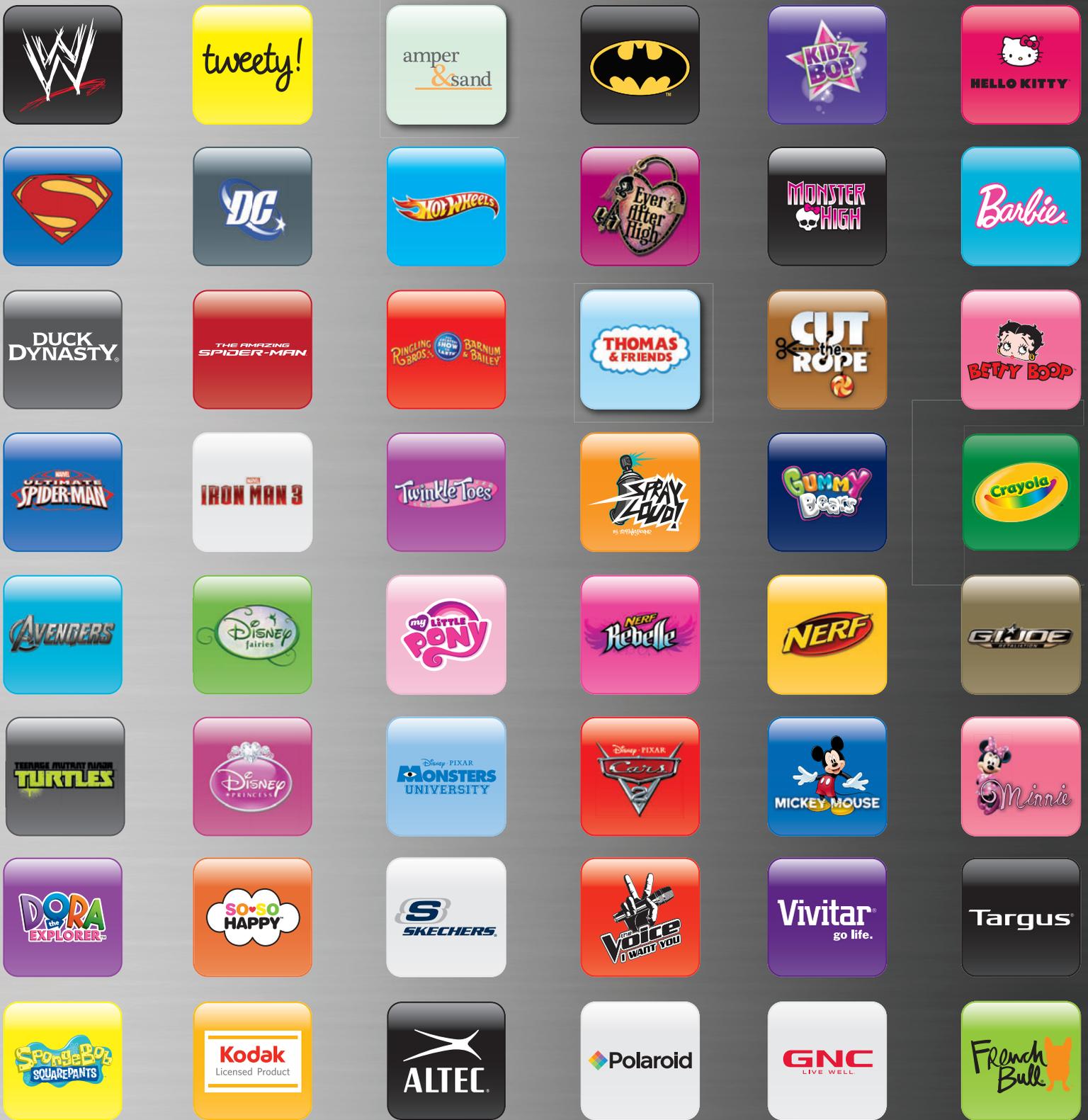
Another one of the newer parts of the show, the Fashion & Lifestyle zone, will also grow this year, with returning exhibitors such as Kathy Ireland, Authentic Brands Group (Juicy Couture, Elvis Presley) and Sequential (Heelys, Ellen Tracy, William Rast) expanding their presence, alongside the addition of new lifestyle brands.

"One of the big trends we see happening in fashion right now is the growth of niche brands," says Stacey Campot, sales manager, fashion, Licensing Expo. "We are seeking out brands for this space that have a really unique voice and authenticity in the market, and at the same time we'll also have well-known global brand leaders."

In addition to fashion, the 2014 show floor will be home to huge brands in all segments with Nickelodeon, Mattel, Coca-Cola, ITV Studios (which plans to fete Thunderbirds' 50th), IMG Worldwide and *High Times* magazine among just a few of the companies already committed to exhibit this year.

And with so much to see, Advanstar has extended the hours for the first two days of the show to give attendees and exhibitors alike plenty of time for deal-making, networking and discovery. The show will be open from 9 a.m. to 5:30 p.m. on June 17 and 18, with a slightly shortened final day, 9:30 a.m. to 3:30 p.m., June 19. ©





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2013 A YEAR IN REVIEW

From the skyrocketing success of digital-first properties to major shifts in the television landscape to big name brand acquisitions, here is the news that shaped 2013.

By **Nicole Davis**

The licensing sector saw a lot of changes in 2013, but perhaps the most significant transformation took place at DreamWorks, making the June cover story “New Team, New Dream” our top story of the year.

In addition to completely re-organizing and re-focusing its consumer products division, DreamWorks made a series of acquisitions (Trolls, the AwesomenessTV YouTube network and the Chapman Entertainment library) that will shape the studio for years to come.

The AwesomenessTV purchase in particular shed light on the company’s future plans, with chief executive officer Jeffrey Katzenberg saying: “AwesomenessTV is one of the fastest-growing content channels on the Internet today, and our acquisition of this groundbreaking venture will bring incredible momentum to our

digital strategy. [Founder] Brian Robbins has an extraordinary track record in creating family content both for traditional and new platforms, and his expertise in the TV arena will be invaluable as we grow our presence in that space.”

Acquisitions

DreamWorks wasn’t the only company that made some big buys in 2013.

Brand conglomerates Authentic Brands Group and Sequential Brands Group both completed a series of high-level acquisitions, with ABG adding Juicy Couture, Muhammad Ali, Elvis Presley and the Spyder ski brand to its portfolio and Sequential picking up the Ellen Tracy, Caribbean Joe and Franklin Mint brands.

Entertainment One bought the licensing agency Art Impressions, owner of brands such as So So Happy and Skelanimals. The move was less a brand acquisition and more a merger, designed to expand both companies’ reach into new regions, genres and categories. In fact, Art Impressions is





now spearheading all of eOne's lifestyle licensing in North America and Japan, and eOne is looking to So So Happy and Skelanimals to gain a foothold in the teen market.

One of the biggest acquisitions of 2013, came toward the end of the year when William Morris Endeavor Entertainment and the technology investing firm Silver Lake bought IMG Worldwide, home to the world's largest licensing agency, IMG Licensing. In addition to representing clients such as Ferrari, Rolling Stone and Manchester United, IMG's licensing division also includes the Collegiate Licensing Company and Licensing Partners International. The combination of WME and IMG created the largest talent agency in the world, and what will likely continue to be the largest licensing agency, as well.

Organizational Changes

Other companies saw big realignments last year, not the least of which was JCPenney, which reinstated its former chief executive officer Myron Ullman after Ron Johnson (of Apple Store fame) failed to win over consumers with his plans to re-invent the retailer. Adding to JCP's woes was a prolonged (and still continuing) court battle with Macy's over the rights to the Martha Stewart home brand.

Other organizational shifts in 2013 were less sensational but equally significant.

FremantleMedia replaced its Enterprises arm with a new, stand-alone division focused on distribution and kids and family entertainment and created the new Digital & Branded Entertainment Group.

Mattel branched out, forming a new division dedicated to developing multi-platform content for its brands, Playground Productions. The toy maker also restructured its European consumer products team to align its licensing strategy across the region. Saban merged its domestic and international



licensing teams into a new global consumer products division and expanded its operations into Europe with the opening of a London office, its first international location.

Digital-First Content

One of the biggest stories in the digital world last year was the phenomenal growth of Activision's revolutionary property Skylanders, which combines physical toys with digital gaming. The brand, which won Best Licensing Program of the year at the LIMA International Licensing Excellence Awards, inspired a number of competitive systems in 2013. Disney launched the Infinity gaming console centered on the same concept, and Hasbro debuted a line of virtual toys called Telepods that "come to life" on tablets.

The poster child for digital-first success, Rovio Entertainment's Angry Birds, added another feather to its cap in 2013 when Sony Pictures Entertainment won a bidding war for the brand's first animated feature film. The 3D movie, which is being developed, produced and financed by Rovio, is slated to hit theaters in 2016.

In response to this explosive growth in the digital arena, Beanstalk, the fifth largest licensing agency in the world, launched a digital division specifically designed to focus on such properties.

And the enthusiasm for digital content shows no sign of waning. Americans spent \$3.4 billion on gaming content in the third quarter of 2013 (a 17 percent increase from 2012), according to the NPD Group. In the December story "Get in the Game," *License! Global* predicted that the success of properties like Skylanders as well as the introduction of new consoles in 2013 (i.e. Sony's PlayStation4 and Microsoft's Xbox One) will continue to drive growth in the category.

A Changing TV Landscape

2013 saw the beginnings of a major shift in audiences' expectations for television, not necessarily in the content itself but in the way it is delivered.

Netflix broke new ground in



TINDERBOX

this arena when it debuted two original series (“House of Cards” and “Orange is the New Black”) exclusively online and made the entire season available at one time. The gamble paid off, with major studios including Marvel and DreamWorks signing on to have new series debut exclusively on the web-based service. A big win, considering that the company was on the brink of extinction just a year earlier.

The pioneer of web videos, YouTube, also made a huge move in 2013 when it launched subscription channels with some of the world’s top content providers including Sesame Workshop, UFC and National Geographic Kids.

On the network front, BBC Worldwide’s “Doctor Who” made headlines with its global simulcast of the show’s 50th anniversary episode, breaking not only ratings records, but a Guinness World record, as well. The episode aired in 94 countries across six continents at the same time.

Brand Extensions

Sanrio’s Hello Kitty had quite a year with a series of unique brand extensions that included crossovers with Warner Bros. Consumer Products DC superheroes such as Wonder Woman and Pretty Ugly’s Uglydoll brand, as well as a fully branded international airliner.

The Hello Kitty airplane, developed by Sanrio and the Taiwanese airline Eva Air, made its first international flight last September. The plane is part of a fleet of Hello Kitty jets that, until last year, only traveled within Asia and is outfitted from stem to stern with more than 100 branded service items, including toilet paper.

Hasbro reinvented its classic board game Monopoly with the launch of Monopoly Empires, which in addition to only lasting about 30-minutes, features 22 brands that players compete to collect. Among the brands

included were Coca-Cola, Fender, Nestlé, McDonald’s and Paramount Pictures.

In one of the most unique brand extensions of the year, the Campbell Soup Company teamed with Green Mountain Coffee Roasters to create a line of Campbell’s soups that could be prepared in Keurig coffee machines.

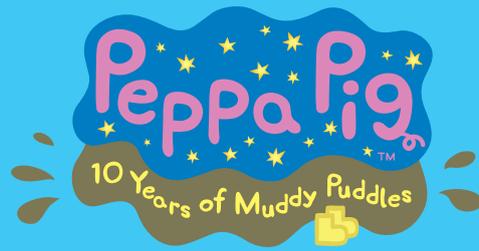
A number of well-known brands made their first forays into licensing in 2013, as well. Brand Central signed on to build programs for both Krispy Kreme and the Cronut, CPLG launched the Michelangelo Collection based on the famous artist’s private work, the classic RV brand

Winnebago teamed up with Brandgenuity, Wolfgang Puck started cooking up something new with the help of Beanstalk, the Hershey Company tapped The Licensing Company to build its brands beyond the candy aisle, the Joester Loria Group got ready to clean up with Clorox and the Seltzer Licensing Company signed up to develop the Nautilus exercise brand and Scotts Miracle-Gro.

Notable Moments

- The BBC’s “Doctor Who” celebrated 50 years on the air to great fanfare around the world, alongside a huge selection of licensed merchandise.
- Disney unveiled the first details of its plans for Star Wars, following its purchase of Lucasfilm in 2012. In addition to making *Episodes VII, VIII* and *IX* (*Episode VII* is slated for Dec. 18, 2015), the studio is also planning a series of spin-offs including two standalone films and the TV series “Star Wars Rebels,” which will premiere this fall.
- TV phenom “Duck Dynasty” (represented by Brandgenuity) really took off in 2013 with a whole flock of brand extensions. The bearded stars of the A+E reality series also topped the list of most popular Halloween costumes of the year.
- The SyFy channel’s so-bad-it-was-good TV movie *Sharknado* took the U.S. by storm, prompting not only a sequel but also a full product line that was developed by licensing agency Earthbound.
- Gwyneth Paltrow made headlines when she gave the keynote address at Licensing Expo 2013, where she talked about plans to expand her lifestyle brand globally.
- Two major U.S. TV series—“The Office” and “Breaking Bad”—finished their runs in 2013, but will continue to live on through licensing. Sony Pictures Televisions launched a Breaking Bad e-store, and NBCUniversal announced that Dunder Mifflin-branded office products (a deal brokered by the Joy Tashjian Marketing Group) would continue even after the fictitious company closed its doors. ©





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- Top Rated show in Latin America
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GROWING BOYS

An exclusive look at how Disney Consumer Products is leveraging new content to capture a greater share of the lucrative boys' market worldwide.



Josh Silverman, executive vice president, global licensing, Disney Consumer Products

By **Tony Lisanti**

Through the years, the backdrop for Disney Consumer Products' presence at the American International Toy Fair in New York City has primarily skewed toward its popular girls' franchises such as Disney Princess and Fairies and Minnie Mouse. In fact, it's been girls, girls and more girls.

While there's no denying the success of DCP's efforts to target girls, from toddlers to teens, with various properties from *Sofia the First* to *Teen Beach Movie*, the focus at this year's New York Toy Fair will change.

It's all about the boys.

DCP has never ignored boys—that has been clearly evident since the acquisition of Marvel in 2009 and the development of *The Avengers* franchise, and most recently with the acquisition of Lucasfilm in October 2012, which brought the coveted and iconic *Star Wars* franchise into the Disney portfolio.

As DCP looks ahead to summer 2014, the message is now boys, boys and more boys.

That's not to imply that DCP has any intention of pushing the girls aside, especially considering the success of its

Disney Junior properties and its latest animated hit feature, *Frozen*. If anything, DCP will continue to leverage crossover play patterns.

But the fact is that much of the fanfare in the boy's sector comes with DCP's robust expectations driven by new content, the launch of a new franchise and the return of Star Wars.

"DCP is continuing to focus on all of its core franchises, but at this year's American International Toy Fair, we want to speak to some of our legacy and emerging properties that will heat up theaters, television screens and toy aisles in 2014," says Josh Silverman, executive vice president, global licensing, Disney Consumer Products. "The immersive storytelling of our franchises, deeply rooted in both our legacy (Star Wars, Spider-Man, as well as Disney Princess, Marvel's The Avengers and Mickey Mouse) and emerging properties (Marvel's Guardians of the Galaxy, Planes, along with Disney Junior and Frozen), differentiates us from competitors."

DCP, the No. 1 licensor in the world with \$39.3 billion in retail sales of licensed merchandise in 2012 according to *License! Global's* Top Global Licensors report, is pushing the parameters in the boys' sector, which it believes will result in a more dominant presence at retail beginning this summer and continuing over the next several years.

In fact, the entire boys' sector will be highly competitive worldwide over the next several years considering all the new properties in the pipeline from other licensors.

DCP's boy-driven properties, which are being unveiled to the media and partners during New York Toy Fair, are based on four primary new content initiatives that will allow the company to develop extensive and innovative products that span all ages and categories of play. The properties include:

- Star Wars Rebels, which will introduce a new audience to this venerable franchise.
- Marvel's Guardians of the Galaxy property unveils a "rag-tag group" of heroes and products.
- The Amazing Spider-Man 2 is core to boys.
- Disney's Planes: Fire & Rescue will feature new characters that extend the world of Cars.

"Building off the amazing momentum of Disney's



Frozen and Disney Junior, we are excited to see these four properties and their stories take off with success at retail and with our consumers," says Silverman. "We have best-in-class toy licensee partners, creative product SKUs leveraging a wide-array of characters and their unique attributes and new hard line category extensions including expanding into wheels and track sets through a Hot Wheels partnership for Marvel and Lucasfilm."

Developing this type of momentum internationally among its retail and licensee partners is akin to how DCP strategically evolved its superhero business from Iron Man into The Avengers over the past five years. It will likely be a methodical process that will cut across all aspects of the company's capabilities from publishing to digital gaming to theme parks and live entertainment.

"Spider-Man is a great example of a 365-day franchise offering new storylines through film, television, digital and print content and great product across categories for the characters to come to life with fans," says Silverman. "Since Planes launched at retail last year, we've seen a halo benefit on our Cars business, as it added even more excitement around vehicle play and extended stories for both of these top boys' properties."

According to Silverman, DCP's strategy is to have products at retail four to six weeks before content launch to introduce consumers to the franchise and build excitement for the film or television show in tandem with the studio or the channel's marketing and promotions.

"We're continuing this plan for properties already



known by families and fans—*Amazing Spider-Man 2* and *Disney's Planes: Fire & Rescue*. And given the strength and power behind the blockbuster content Marvel and Lucasfilm are known for, we know this strategy will work for the new characters and stories being introduced with *Marvel's Guardians of the Galaxy* and 'Star Wars Rebels,'" says Silverman.

These new films and TV series will certainly enhance the entire DCP portfolio, which is coming off a very strong 2013, attributed in part to films *Disney's Planes* and *Frozen*, and the popular Disney Junior shows. (See the *License! Global* August 2013 cover story for more on these and other hit Disney properties.)

For the fiscal year 2013, according to The Walt Disney Company's annual earnings report, consumer product revenues increased 9 percent to \$3.6 billion, and segment-operating income increased 19 percent to \$1.1 billion.

"The increase of merchandise licensing was driven by the performance of Disney Junior, Monsters University, Mickey and Minnie, Iron Man and Planes merchandise," the report explained.

In addition, according to The NPD Group's U.S. toy industry research report, licensed toys experienced an increase of 3 percent in 2013 and represented 31 percent of total industry sales, comparable to 2012. The report revealed that DCP occupied three of the top five licensed growth property spots with Doc McStuffins, Sofia the

First and Planes. (Nickelodeon's *Ninja Turtles* and LEGO's *Legends of Chima* were also among the top five growth properties.) The NPD report also showed that, based on total 2013 retail sales, Disney had two of the top five overall toy properties with Disney Princess and Star Wars. (Mattel's Barbie and Monster High, along with Hasbro's Nerf, were also in the top five.)

Hot Products

The Amazing Spider-Man 2

- Web-slinging Spider-Man action figure (Hasbro)
- Spider Vision electronic mask (Hasbro)

Star Wars Rebels

- Inquisitor 3.75-inch action figure (Hasbro)
- LEGO Star Wars The Phantom (LEGO)

Disney's Planes: Fire & Rescue

- Fire Blastin' Dusty Crophopper (Mattel)

Marvel's Guardians of the Galaxy

- Battle FX Star Lord action figure (Hasbro)
- Star Lord role play (Hasbro)

- 60+ million collectibles sold plus huge international licensing program
- CGI animated TV series of 26' x 26 worldwide in 2014
- #1/#2 toy and girls license (npd)
- #1 kids magazine

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Four for the Boys... and Girls Too!

The Amazing Spider-Man 2

Release date—May 2, 2014

*THE AMAZING
SPIDER-MAN 2*

Spider-Man (Andrew Garfield) returns to the big screen to fight yet another formidable villain bent on terrorizing New York City. But with the emergence of his latest foe, Electro, and the reappearance of his old friend Harry Osborn, Peter Parker discovers the link between his enemies. This film also stars Jamie Foxx, Emma Stone and Dane DeHaan.

Disney's Planes: Fire & Rescue

Release date—July 18, 2014



When Dusty (voiced by Dane Cook), a world-famous air racer, learns that he may never race again, he must switch gears and join forces with veteran fire and rescue helicopter Blade Ranger and his courageous team, which is charged with protecting historic Piston Peak National Park from wildfire.

Marvel's Guardians of the Galaxy

Release date—August 1, 2014

Marvel's *Guardians of the Galaxy* heads to the skies far above and follows the exploits of

MARVEL
**GUARDIANS
OF THE GALAXY**

Peter Quill (Chris Pratt), an adventurer and also the object of an unrelenting bounty hunt with implications that could destroy the entire universe. Quill must join forces with a band of disparate misfits—Rocket, a gun-toting raccoon (voiced by Bradley Cooper); Groot, a tree-like humanoid (voiced by Vin Diesel); the deadly and enigmatic Gamora (Zoe Saldana); and the revenge-driven Drax the Destroyer (Dave Bautista)—to rally his rag-tag rivals for a last stand to save the galaxy.

Star Wars Rebels

Release date—fall 2014

This new animated TV series continues the Star Wars saga with all-new adventures. As the series begins, Imperial forces have occupied a remote planet, ruling with an iron fist and ruining the lives of its people. But there are a select few who are brave enough to stand up against the endless Stormtroopers and TIE fighters of the Empire: the clever and motley crew of the starship Ghost.

**STAR
WARS
REBELS**



Silverman points to Disney Princess Palace Pets and Marvel's Iron Man 3 as other examples of storytelling extensions that have resonated with retailers and consumers in the toy aisles.

The timeline for product category introductions begins with Star Wars products, set to hit Disney retail stores this month, and will be followed by a mass retail roll out in September in anticipation of the animated "Star Wars Rebels" TV series debuting this fall on Disney XD. Products tied to *The Amazing Spider-Man 2* will hit retail in March, with the film releasing in May; while *Disney's Planes: Fire & Rescue* items will hit retail in June, with the film releasing the following month. Finally, *Marvel's Guardians of the Galaxy* toys and products are scheduled for retail shelves this July, ahead of the film's release in August.

"Our licensees are really excited about these properties and have worked on some truly creative and engaging products across categories that bring our characters' stories to life," says Silverman. "Innovative and creative products that will continue to tell a story, provide immersive storytelling and leverage the action on-screen, taking the soul and spirit of what's going on and bring it home to the consumer."

Among DCP's top licensees are:

- **Disney's Planes: Fire & Rescue:** Mattel, Thinkway, Huffly, Hallmark, Wonderforge, Jay Franco, Delta, Payless, Fast Forward and Komar.
- **The Amazing Spider-Man 2:** Hard line licensees

include Blip, C-Preme, Hasbro, Huffly, Jakks Pacific, Just Play, KidDesign, LEGO, Mattel, Peavey, RideMakerz and Thinkway; cross-category licensees are Rubie's Costume Co., Disguise, Crunch Pak, Den Tek Oral Care, General Mills, The Kellogg Company, P&G, Childrens Apparel Network, Mighty Fine, Under Armour, Crocs, Reebok International, Vans, Delta Children's Products and Jay Franco.

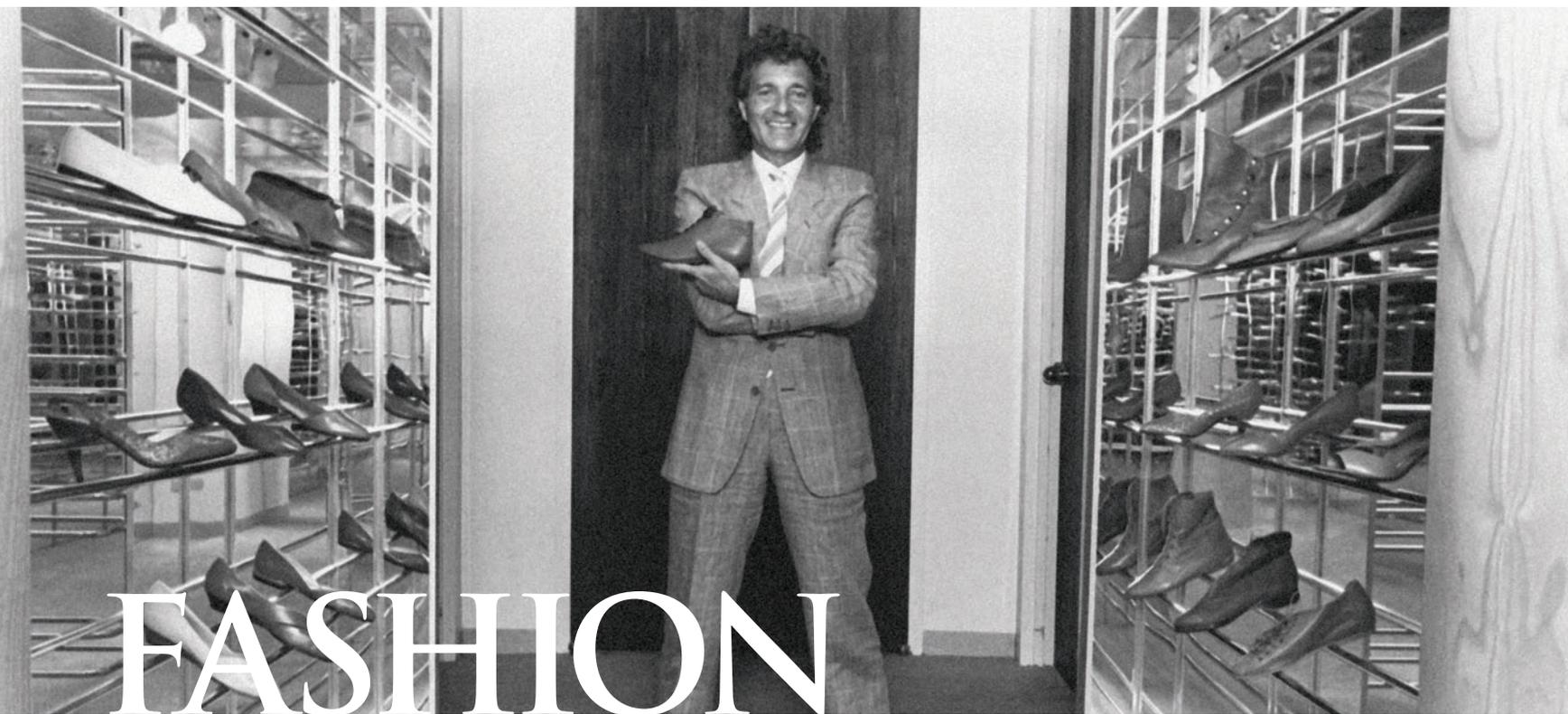
- **Marvel's Guardians of the Galaxy:** Hasbro, LEGO, C-Life, Huffly, Jay Franco, Hallmark, Disguise, Mad Engine, Zaks, Funko, KidDesign, Mattel, Peavey, Turtle Beach and Sideshow Collectibles.
- **Star Wars Rebels:** Hasbro, Jakks Pacific and LEGO.

DCP has raised the bar in the boys' sector with its four properties that cut across age groups and categories, offering an unparalleled breadth of products that will have a significant impact at retail this summer and over the next several years.

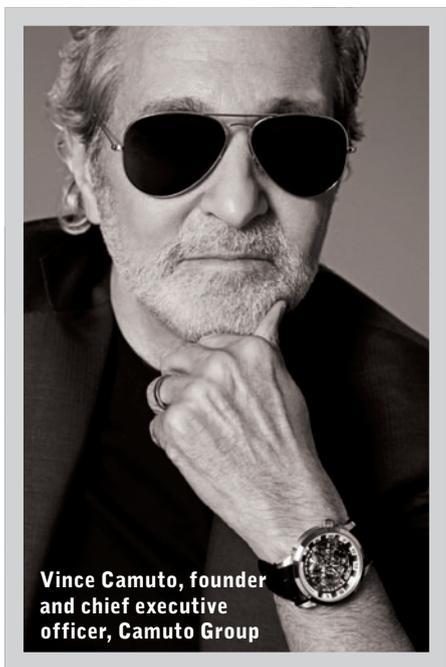
"DCP continues firing on all cylinders in 2014," says Silverman. "These four properties are just a highlight of all the fun and innovative products and content to come."

For the passionate consumer products thought leader Silverman, who has been in his current position since November 2011, it always reverts back to the content.

"It's the deep storytelling that differentiates DCP from its competitors," Silverman concludes. ©



FASHION ICON



Vince Camuto, founder and chief executive officer, Camuto Group

Vince Camuto has built a fashion empire through his creative inspiration, love of people and focus on licensing.

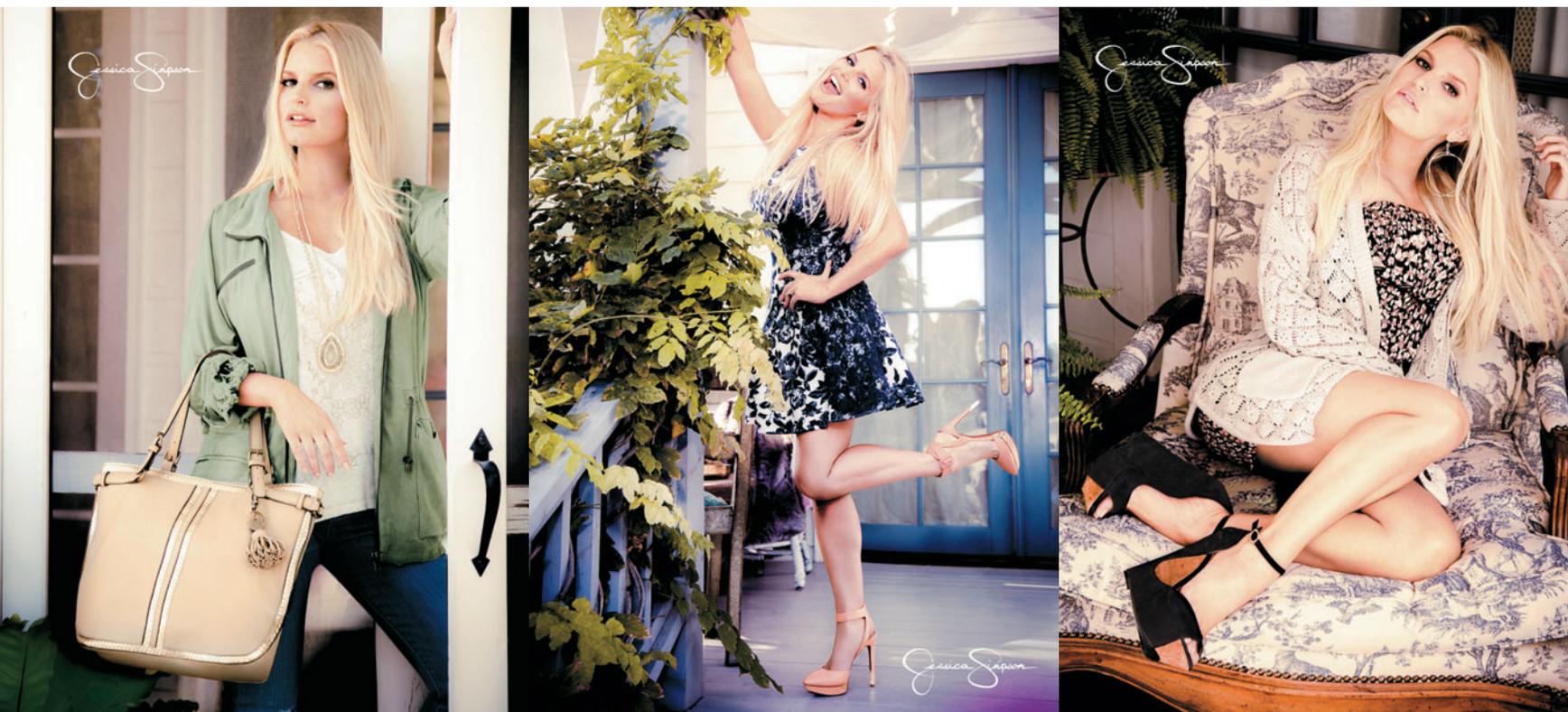
By **Tony Lisanti**

With the Camuto Group's track record of success internationally and new growth initiatives in place, fashion icon Vince Camuto shows no signs of scaling back on what has been an illustrious career filled with many accolades and accomplishments.

As founder and chief executive officer of Camuto Group, this fashion legend continues to lead his Greenwich, Conn.-based company with savvy style, hands-on involvement and an entrepreneurial spirit that has defined his career and persona.

From a retail perspective, Camuto's style and philosophy is reminiscent of the legendary Sam Walton, the people-friendly merchant who founded Walmart. Like Walton, Camuto believes in hiring the best people, maintaining the highest level of integrity and talking to customers in his stores. And they both share the commitment to deliver value to their customers.

"There are three things that are very important in our business: integrity, integrity and integrity," says Camuto. "Then



you need the visual design and sourcing capability to be successful.”

Another key aspect of Camuto’s leadership style is his commitment to people and supporting a collaborative spirit across each of the different divisions and departments.

“We are very schooled at picking the right people and putting the right teams together,” emphasizes Camuto.

The company mantra states: “The Camuto Group is founded on the principles of integrity and quality, and the people are the company’s core asset. Talent is nurtured and developed and passion is paramount to the company’s success. Empowering the team has enabled Camuto Group to make bold strides in the marketplace while never compromising on principles or quality.”

Certainly, the Camuto Group’s employees—and visitors as well—are regularly reminded about the company’s mantra, with the following etched into the glass of its conference rooms: “There’s no limit to what we can accomplish if we don’t care who gets the credit.” It’s followed by the words “Determination. Passion. Loyalty. Integrity. Love. Pride. Creativity. Perseverance. Inspiration. Honesty.”

“Vince is very involved from the top level oversight

and retail,” says Leah Robert, executive vice president, licensing and marketing, Camuto Group. “He brings everyone together on every project. This business is such a passion for him, and it translates throughout the organization.

Robert adds: “Vince has an uncanny ability to know what colors are going to be big next season or what silhouettes are important, and that translates across all classifications and lifestyle categories with a clear idea of what brands stand for.”

Robert says that Camuto is always talking to customers and getting feedback.

“He walks into a store and immediately starts talking to the floor manager,” she says.

Since it was officially founded in late 2001, the privately-held Camuto Group has grown from a shoe line at Dillard’s into a global fashion apparel trendsetter with its own retail stores, a robust licensing business and state-of-the-art sourcing and distribution capabilities.

Camuto Group, which serves as a licensor, licensee and retail supplier, is much more diverse than what industry perceptions might suggest. It also has more growth potential than might otherwise be common knowledge.

But none of that seems to concern Camuto, who is still the ultimate merchant and fashion expert,



driven by the desire to design the next popular style his customers have come to expect season after season.

In fact, that's how Camuto started his new company after selling Nine West in 1999 and taking some personal time to travel and spend time with his family.

"I was contacted by a friend and partner, Alex Dillard, who thought that something was missing in his former brand's quality and look that we had achieved prior to when the company was sold," recalls Camuto, explaining that after Nine West was sold, a lot of the sourcing was shifted from Brazil to China.

"I had no preconceived idea about how to get back in the business," admits Camuto. "But we went back to Brazil to source and spearheaded several brands under private labels such as Antonio Melani, Gianni Bini and four or five others."

Camuto says he and his wife Louise started slowly building the brands for Dillard's, and he quickly found himself back in the business in a big way with additional partners and opportunities.

Today, Camuto Group has evolved to be much more than just stylish women's shoes, although Camuto will always have a special fondness for the business that launched his career more than 50 years ago.

Camuto Group's portfolio consists of almost 20 brand names across various retail tiers and

multiple categories highlighted more recently by men's apparel, as well as fragrances, home fashions and infant products. The portfolio includes Vince Camuto, VC Signature, Louise et Cie, Two by Vince Camuto, Jessica Simpson, Tory Burch, BCBG Maxazria, BCBGeneration, Lucky Brand, Sanctuary, Arturo Chiang, Gianni Bini and Antonio Melani.

Perhaps one of the biggest opportunities of his career came in 2005 when Camuto acquired the master licensing rights for singer/actress Jessica Simpson. Since then, Camuto has built the property into one of the most successful celebrity licensed lifestyle brands in the world that now generates more than \$1 billion in retail sales annually.

"We thought Simpson was wholesome, very American and like America's next door neighbor," recalls Camuto, who credits Simpson as being a very hard worker who is immersed in the entire development process.

The Jessica Simpson brand now includes more than 30 categories and counting, with several new collections including baby apparel, lifestyle products and homewares set to launch this year, according to Robert. A bridal collection is also being explored, she says.

"Our strategy is to keep it all authentic to Jessica Simpson," explains Robert. "A family focus is where she is right now and her customer is maturing, which is allowing her to go beyond the previous



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categories.”

Camuto has explored the possibility of other celebrity licensing initiatives, but remains uncommitted.

“Many celebrities—including eight in last six months—have come to visit us and they all want to be another Jessica,” says Camuto. “But if you do one thing once, you don’t necessarily have to do it again. It would be very difficult to duplicate, and we would have to go upper end and look at what happened to all the other people who tried to do that.”

Other key objectives for Camuto Group in 2014 and beyond are to expand the Vince Camuto brand, Louise et Cie and Two by Vince Camuto; add to its retail stores; and strengthen its multi-channel initiatives.

“An affordable designer brand is very important to consumers,” believes Camuto, which is why the company will be focused on building such brands, particularly the Vince Camuto brand.

One recent example of expanding the brand into new categories was the launch of *Femme*, a woman’s fragrance, in November 2013, which is sold in Macy’s.

Camuto Group product is currently in more than 60 countries with plans to expand in South Africa for brands such as Vince Camuto, Jessica Simpson and to add Lucky brand shops-in-shops within Edgars department stores. It will also extend to China through a joint venture with China Ting Group Holdings.

In addition, Camuto Group is aggressively expanding its own retail stores, according to Robert.

“We currently have 50 stores globally and will double that by year-end,” she says.

Last May, Camuto Group entered the U.K. with a store on Kensington High Street, and he believes there are strong growth opportunities for the Vince Camuto brand there.

“When we go to London, we see the same stores that were there 20 years ago, which is fine, but it’s the same old, same old. I think the young consumer is looking for what’s next,” says Camuto.

“The retail stores really tell the story and drive the awareness level by putting the brand, such as the world of Jessica Simpson, together,” says Robert.

Camuto says the primary goal for the future is “to put our efforts into growing the company; to focus on what we have and continue to build the Vince Camuto brand and bring it to where it should be.

“We don’t have to be a big company,” he adds. “We are a private company, and we will stay private. We have great people, and we want to enhance the quality and look of our brands.”

With Camuto’s distinguished career and many accomplishments, it’s easy to believe in the future of this fashion icon and his company. ©



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FASHION FORWARD

With MAGIC Market Week in full swing, it's only fitting that *License! Global* looks at the trends that will shape the licensed apparel business in 2014.

By **Amanda Cioletti**

Apparel and accessories are one of the strongest categories of licensed product. Apparel licensors generated \$50.7 billion in retail sales of licensed merchandise.

Just walking the floors of this month's MAGIC Market Week, the annual collection of nine trade shows (WWDMAGIC, FNPlatform, Sourcing at MAGIC, Project, MAGICMen's, ENKVegas Women's, The Tents at Project and Pool Trade Show) taking place Feb. 18, 19 and 20 in Las Vegas, Nev., one can see the wide variety and breadth of licensed apparel

brands exhibiting such as Vince Camuto, Kate Spade New York, Betsey Johnson, Chinese Laundry, Isaac Mizrahi, Splendid, French Connection and Seven for All Mankind ever-present on the show floor; and even cross-category brands such as Hello Kitty, Coca-Cola, Disney, Harley-Davidson and more have a fashion presence.

These and a multitude of other apparel licensors and licensees are among the trendsetters and tastemakers for the entirety of the fashion industry, and *License! Global* has a look at just some of the

movements in licensed apparel that will shape the business in 2014.

Heritage Brands

The term “heritage” speaks to a lengthy history of quality product and deep roots. In a world where fast fashion dominates, consumers are hungry for authentic connections with a timeless brand that speaks to their own personal history. The category lends itself to the core desires of consumers and shoppers: value, multi-category offerings and, perhaps most importantly to the world of licensed fashion, authenticity.

“We predict that genuine, authentic brands will continue to be most relevant and successful in the years ahead,” says Henry Stupp, chief executive officer, Cherokee. “One of the great things about our portfolio is that it is not category dependent; rather it includes lifestyle brands that succeed across various categories of apparel, accessories and home.”

For Cherokee, says Stupp, the winning formula is to hone in on multiple categories that are brand appropriate to extend, such as denim and woven fabrics for the Cherokee label or easy dresses and knit tops for the Liz Lange range. That is why, then, choosing just the right brand to acquire is so essential.

“We play a long game when it comes to choosing the right brands to acquire,” says Stupp. “It’s about carefully selecting brands that have strong year-over-year growth potential, multiple categories of product expansion and global market opportunities. We are not looking to acquire just any brand that comes our way, and believe me, we receive many offers. Instead, when it comes to acquisitions, we target select style-focused lifestyle brands that have high potential for global markets, the ability for product category expansion and authentic, true stories to tell.”

Most recently, Cherokee snapped up the Tony Hawk and Hawk lifestyle apparel brands from Quiksilver. The deal will bring refreshed apparel to market for the action sports brand named after the world-famous skateboarding champion, and will potentially expand globally with additional wholesale licensing. Currently, the Tony Hawk and Hawk ranges enjoy an exclusive direct-to-retail deal with retailer Kohl’s in the U.S.

“That’s why Cherokee Group is so well positioned



given our growing portfolio of brands including Cherokee, Liz Lange and now Tony Hawk. These style-focused brands have what it takes—authenticity, relevance, great product, etc.—to continue to grow both domestically and globally, and they have an overall healthy brand DNA that creates an emotional connection with consumers.”

Celebrity Collaborations

There seems to be no stopping the celebrity apparel collaborations on shelf, from mass retailers to high-end specialty.

Licensee and apparel distributor Adjmi Apparel Group is finding solid success as master licensor and exclusive manufacturer of the Dream Out Loud by Selena Gomez brand. Launched in 2010, the range enjoys an exclusive retail deal with partner Kmart.

The junior’s fashion range is continually a hit with consumers for multiple reasons, says Mark Adjmi, president, Adjmi Apparel Group, but can mostly be attributed to the brand’s authenticity.

“Celebrity-driven brands have been very successful, such as the Dream Out Loud brand by Selena Gomez,” he says. “She is the No. 1 girl in the Millennial girl’s world, and she is adored by so many. She is a fashion icon, and the girls look to



her for what's cool to wear and what's not. Beyond that, she personifies values that are real and refreshing. She is flirty and sexy without overdoing it, natural and beautiful and she respects and appreciates her relationship with her fans—that is why kids gravitate to her.”

The collection is value-priced and inspired by Gomez's signature style. It includes sportswear, activewear, jewelry, handbags, belts, sunglasses, scarves, hats, hair accessories, loungewear and sleepwear, socks and hosiery and footwear that can all be mix-and-matched.

Tommy Hilfiger, a wholly owned division within PVH Corp., last month announced a partnership with actress Zooey Deschanel for a capsule collection of dresses and accessories to launch this spring first at Macy's and on Macys.com, and then later in select Tommy Hilfiger stores and on Tommy.com in North America, Europe, Mexico and Japan.

The 16-piece dress collection, To Tommy, From Zooey, is designed around Hilfiger's signature Americana color palette of red, white and blue, with classic coat and

shirtdresses, peek-a-boo styles and mod shapes all incorporated. The range will also be supported by a dedicated advertising campaign that will feature Deschanel.

Another celebrity-driven, entertainment apparel collaboration includes the recent pairing of Warner Bros. Consumer Products with retailer Aeropostale for the first-ever, exclusive collection of outfits based on the TV series “Pretty Little Liars.”

The casual apparel collection for young women launched last month in Aeropostale stores and

will feature items inspired by the characters Aria, Hanna, Emily and Spencer. The range was designed in collaboration with the series' costume designer Mandi Line.

“Pretty Little Liars' is a perfect match for Aeropostale as this partnership allows us to offer fans an original design inspired by the characters in the stylish and trend-setting series...” says Maryellen Zarakas, senior vice president, worldwide marketing and TV and studio licensing, Warner Bros. Consumer Products.

Art as Fashion

Licensing agency Trunk Archive is taking a forward-thinking approach to licensed apparel by utilizing its extensive portfolio of striking, iconic photographs and imagery to create fashion collections that are innovative, fresh and thoughtful.

Trunk Archive represents more than 300 of the world's most famous photographers and artists for consumer products including apparel, accessories and home décor, and incorporates that work in truly tasteful ways.

“It's a very exciting year in terms of what's trending,” says Samira Ali, director of consumer products and licensing, Trunk Archive. “Collaborations, whether they are fashion brands with other brands or more art-oriented products, bespoke or special, are really an innovative way to incorporate art and fashion and bring them into everyday life. You see that on the runways as well—designers are interpreting major artworks into fashion that is new, interesting and with a story that binds the consumer into an experience. As an image archive, it's very exciting for us.”

For Trunk Archive, plans for 2014 include an art push with illustrator Katie Rodgers, a lifestyle collection for world-renowned photographer Herb Ritts, a capsule collection in collaboration with London fashion house Ginza featuring the imagery of Miles Aldridge and Mary Ellen Mark on a collection of t-shirts and a limited edition series of watches inspired by the work of Japanese photographer Mika Ninagawa. According to Ali, Trunk Archive will also incorporate its portfolio of iconic celebrity imagery for collections at global

retailers such as Zara, Dolce & Gabbana and Eleven Paris.

Ali also predicts that the consumer's fashion experience will drive trends as well as they continue to call for more customized, unique apparel.

"Fashion is a form of expression, and now it's easier than ever to achieve that because of print-on-demand or other creative means. Brands are listening more, and executing very smart collaborations and utilizing social media," says Ali. "Print-on-demand is growing tremendously, whether it is brick-and-mortar retailers showcasing collaborations or special collections only available online, or new and established online companies that create a stir in the fashion world with artistically unique and curated collections. The online component allows for and accommodates more risk. It also perfectly caters to the individualized tastes of that valuable design-led consumer and is where customers are shopping more and more frequently."

The Men are Taking Risks

Menswear is not typically the arena where one may see the most couture or fashion-forward innovations. Styles, while varied from season to

season and year to year, can tend to follow a formula that is structurally consistent.

Not so anymore, particularly in the licensed apparel and accessories arena, says Jocelyn Strutt, licensing and corporate branding manager for menswear brand Robert Graham.

"Men are paying attention to how they

look and what they wear more than ever, and it's influencing the market as a whole," says Strutt.

"Our customer is someone who is flamboyant in terms of personality and someone who wants to be seen or heard—our guy takes a lot of pride in what he does and certainly what he wears."

Strutt says color will feature strongly in men's collections, particularly in hosiery. The brand recently signed a deal with licensee British Apparel for a range of socks that lends itself well to the bright paisleys, conversational and more lively items Robert Graham is known for.

That trend toward color and pattern, she continues, will extend to other items of menswear.

"Times are getting better economically and socially, and the clothes and colors are reflective of that," she says.

"A lot of different brands are playing with color. Typically men's neckwear has been the only place to show some color, but now you are seeing more and more brightly colored

shirts—it's not just white, blue and purple shirts in the world anymore. Sportcoats are also starting to incorporate more color as well."

Since its launch in 2001, Robert Graham has offered sophisticated, eclectic style for both men and women. This year, Robert Graham is emphasizing rounding out its men's product range, dressing fellows from head-to-toe.

Over the past year alone, the company doubled its number of licensed product categories (from four to eight), and in 2014, it will continue to grow with the addition of licensees for fragrance, loungewear and underwear and tailored clothing.

Recent deals have included partnerships with The Henschel Mfg. Co. for fine headwear, and with LJP International for footwear. ©





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LOOK AT ALL THE TOYS!



License! Global has the first look at the new toys and games that are on showcase at New York City's annual American International Toy Fair.

By **Amanda Cioletti**

It's February and that can mean only one thing: American International Toy Fair. Now in its 111th show, the event is the Western Hemisphere's largest and boasts more than 1,000 exhibiting manufacturers, distributors, licensors, importers and sales agents from around the world showcasing the latest in toys and games.

Hosted by show producers the Toy Industry Association, the annual trade show takes place Feb. 16-19 at the Jacob K. Javits Convention Center in New York City.

This year's Toy Fair will no doubt wow attendees with the sweeping offerings on the show floor from the industry's best-in-class toy makers.

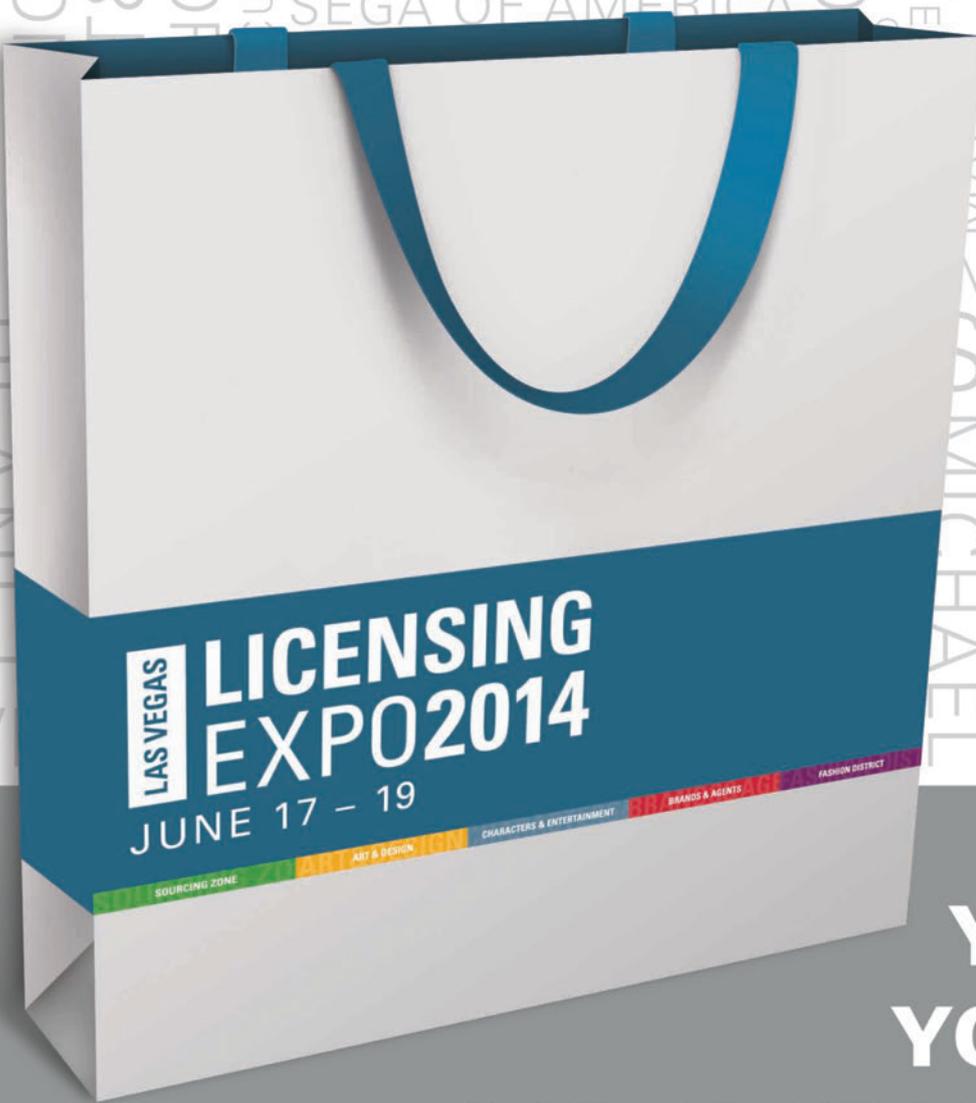
Hasbro

During Toy Fair, **Hasbro** will showcase its latest products and properties available for the spring season. Among them are new items for Baby Alive,

Furreal Friends, Kre-O and Play-Doh, as well as many more.

For My Little Pony, several new products slated for reveal include the Fantastic Flutters Pony assortment, a My Little Pony Zoom N' Go assortment, Pinkie Pie's Rainbow Helicopter play set, a Flip & Whirl Rainbow Dash Pony, Fashion Style Rarity Pony, the Styling Strands Fashion Pony assortment and many more. For its younger-focused My Little Pony Equestria Girls range, multiple products will be on highlight including dolls, accessories and a My Little Pony Equestria Girls Dolls that Rock collection that allows girls to sing alongside the ponies.

Furby is still going strong for Hasbro and will debut two new collections this spring: Furby Furlings and Furby Boom. The Furby Boom creature is an extension of the digitally integrated Furby toy that features all of the personality of the original but with twice the content, combining



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physical and digital play using the “Furby Boom” app.

Furlblings are companions to the Furby Boom and similar to their digital counterparts within the app, but in physical form. The Furlblings toys will interact with the Furby Boom and will be available in six pattern combinations.

Hasbro has several new toys available for Sesame Street such as the Elmo guitar, Super Grover microphone, Elmo Bath Adventure steamboat, a Sesame Street Hugs Forever Friends assortment, as well as a mini plush and a Racers assortment.

Gaming is also central to Hasbro’s spring offerings and includes new games for a wide breadth of properties such as Transformers; Bop It!; Monopoly Junior; Pop-Up Magic Disney Princess, Cinderella and Tangled; Twister and more.

Marvel Entertainment

Marvel Entertainment and **Disney Consumer Products** are offering an action-packed lineup of products from its classic franchises and the upcoming summer movie release *Marvel’s Guardians of the Galaxy* at Toy Fair.

Marvel and longtime partner **Hasbro** are expanding its recently launched Super Hero Mashers lineup of iconic Marvel Super Heroes to support The Avengers and Spider-Man franchises with new classic, TV and film-based offerings, as well as for Guardians. **LEGO** will also extend its offerings with a new line devoted to Guardians. **KidDesigns** will showcase a line of cool Guardians-inspired consumer electronics including FRS walkie talkies and iHome headphones and earbuds that will launch in time for the movie; and **C-Preme** will show a line of 3D helmets and protective gear that incorporate stylized designs based on Marvel’s mightiest Super Heroes, which will be joined by **Huffy’s** line of



bicycles, tricycles, scooters and accessories based on the forthcoming films *Marvel’s Captain America: The Winter Soldier*, *The Amazing Spider-Man 2* and *Marvel’s Guardians of the Galaxy*.

Mattel

For **Mattel**, Toy Fair is the chance to bring its biggest properties to the forefront. From Barbie to Hot Wheels, Thomas & Friends and Fisher-Price, the toy maker will be highlighting a breadth of product such as the Barbie Iron-on Style doll, which allows children to be the designer of Barbie fashions; a doll assortment tied to its Ever After High Ever After Rebels and Royals properties; a Thomas & Friends TrackMaster range, which is a re-mastered line of engines and tracks; and a new Little People play set.

A big debut for Mattel is the introduction of the Hot Wheels Track Builder System, which utilizes “universal” plastic track connectors that allow children to extend the Hot Wheels play experience and connect all new track sets to other sets.

The company is also making strides on the high-tech side with the launch of Smart Stages for the **Fisher-Price** Laugh & Learn products. The technology enables parents to input their child’s basic information to customize age-appropriate content for the product, therefore keeping the child engaged as well as elongating the life of the toy. The first product to hit shelves this fall is the Laugh & Learn Smart Stages chair, a “magic” ABC seat that incorporates interactive songs and phrases over three levels of learning.

Mattel is also debuting product for new partnerships with **Saban’s** Julius Jr. property (a play set) and **Marvel** (various Hot Wheels products).

Nickelodeon Consumer Products

Nickelodeon Consumer Products will unveil a new portfolio based on its established and new properties at New York Toy Fair.

For *SpongeBob SquarePants*, Nick has named master toy licensee **Just Play**, which will debut a range of collectible figures, talking action figures,

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vehicles, plush and role play products this year. Nick will also expand SpongeBob with additional licensees **Mega Brands** and **Imaginext**.

Fisher-Price has been tapped to extend Dora the Explorer and Bubble Guppies to include products such as a Swimming Mermaid Dora, Explorer House, Ready to Explore doll set, Lullaby Bubble Puppy, Bubbletucky Market and bathtime Bubble Puppy.

Fisher-Price will additionally launch a toy line inspired by the new preschool series “Dora and Friends: Into the City.” The range will be available this fall and feature dolls, plush, play sets and role play products.

For Teenage Mutant Ninja Turtles, licensee **Playmates** has created a robust toy line that features all-new action figures, vehicles and role play products; while **LEGO** is on board for building sets and **Power Wheels** will debut new ride-on vehicles.

Debating at Toy Fair is Nick’s Peter Rabbit property. **Cartwheel Toys** has been named as the master toy licensee and will launch a host of product including play sets, figures, plush and role play based on the new CG-animated series. The property will also be supported by infant and toddler items (a first for Nick) such as bedding, feeding and toy products from manufacturers **Lambs & Ivy**, **Infantino**, **NUK** and more. Other licensees slated for the property include **Gund**, **Cardinal** and **PTI**.

Additionally, Nick will showcase sporting goods for SpongeBob, TMNT and Dora the Explorer; while it will also unveil novelty and activity products from **Blip Toys**, **What Kids Want**, **Tech 4 Kids**, **CrazArt**, **International Playthings** and more.

Mega Bloks

Mega Bloks is showcasing new ranges of construction products for preschool-age children, girls, boys and collectors at this year’s Toy Fair.

For the preschool set, due out this fall is Mega Bloks’ First Builders toys that incorporate new themes and characters into the construction line. New sets include the Mix n’ Match City Rescue Center; the Fold n’ Go Musical Farm, which also includes light and sound capabilities; the Learning Train and Learning Cubes educational toys; and the Mega Bloks Junior Builders-themed bags that include blocks, special parts and a figurine in each set.

For girls, Mega Bloks is pairing with **Sanrio’s** Hello Kitty for the Hello Kitty–Fun at the Fair set that will include more than 200 pieces and two Hello

Kitty figurines. Mega Bloks is also partnering with **Mattel** for the new Barbie Fab Mansion, which features five rooms and a patio to build and decorate. The set also includes two mini fashion figures: Barbie and Skipper.

Boys are set to get a Mega Bloks Skylanders Swap Force–Skylands Spinner (an **Activision** property) assortment pack that allows children to choose the hero they want to build, spin and smash.

Not to be outdone, **Nickelodeon** has lent its SpongeBob SquarePants character to the Mega Bloks construction toy range for a new line of collectible, micro action figures, along with buildable vehicles and play sets; while **Saban’s** Power Rangers are also getting the buildable treatment with the Mega Bloks Super Megaforce Power Rangers Megazords set to hit retail this fall. The new buildable figures feature three 7-inch characters: Legendary Megazord, Q-Rex Megazord and Ultimate Legendary Megazord.

For the older collectible fan, Mega Bloks will launch Micro-Fleet, a new way to build and collect its Mega Bloks Halo range. The small-scale construction sets are packaged in a Spartan helmet and include a micro action figure. The Call of Duty property is also getting new construction sets that include buildable vehicles, themed locations and collectible micro action figures.

Warner Bros. Consumer Products

Warner Bros. Consumer Products is storming into Toy Fair with a lineup of global licensees in support of the studio’s entertainment properties, milestone anniversaries and upcoming theatrical debuts. The summer blockbuster from Warner Bros. Pictures and Legendary Pictures, *Godzilla*, leads the licensing lineup with support from master toy partner **Bandai America**. *The Wizard of Oz*, which will lead WBCP’s milestone celebrations this year, will see product support from a number of cross-category partners; and WBCP will also spotlight its DC Comics portfolio including evergreen Super Heroes Batman and Superman, with Looney Tunes, The Hobbit trilogy, The Big Bang Theory, Harry Potter and more rounding out the studio’s offerings.





Activision

Activision will have a continued presence at Toy Fair with a booth and show a variety of licensed products including those from licensees **USAopoly**, **BDA/Power A**, **Rubie's**

Costumes and Topps, in addition to its **Mega Bloks** Skylanders range.

BDA is expanding on its four-year partnership with Activision for the Skylanders video game property and will showcase more than 20 new accessories including Flynn's Ship, an Island play set, an Adventure case and a tackle box. The play set ranges will grow this year to include storage and full-size options, while BDA will offer a brand-new line of travel kits that allow children to transport the game portal, the game and figures.

According to Ashley Maily, vice president,

global licensing and partnerships, Activision, the company has more than 150 licensees worldwide, and the Skylanders merchandising program has seen tremendous growth over the last two years thanks to the support of its retailers, licensees and promotional partners, with 2014 predicted to be yet another stellar year for the property.

4K Media

4K Media (a wholly owned subsidiary of **Konami Digital Entertainment**) will highlight new products for its Yu-Gi-Oh! property from licensee **WizKids** on the Javits show floor. The new products include HeroClix, which allows Yu-Gi-Oh! fans to duel in an all-new way. Series one of the toys hit shelves last month and features a starter set that contains six collectible mini figures, two exclusive maps and all other accessories necessary to play the tabletop battle game. A full series one set will include more than 50 figures and be available in March. The series two set will arrive in stores in May and bring an additional 50 figures to the line.

WizKids will also debut its Dice Masters strategy game and is set to hit retail mid-year. Players build a team and battle for supremacy using custom Yu-Gi-Oh! dice representing characters from the animated series. Yu-Gi-Oh! Dice Masters will be available in a starter set that includes 44 custom die, 38 cards, two dice bags and a rule book.

Spinmaster

Toy maker **Spinmaster** has innovative offerings on the horizon, particularly for its Ionix building system. The "revolutionary" line of construction bricks shapeshift and change to become mini figures, action figures, gear, gadgets and more, in addition to functioning as traditional construction systems that are compatible with other brands. For the range, two new licenses are slated for product: **Pokémon** and **DreamWorks' How to Train Your Dragon 2**.

For Pokémon, the property will get a new mini figure assortment and an evolution pack; while Dragons will get a mini figure assortment and play sets. Also for the Dragons property, Spinmaster will debut an action assortment. Each action 8- to 11-inch dragon has flapping wings and features and is compatible with Spinmaster's separate 3-inch Viking figures.

Other products from Spinmaster to launch include





products tied to properties Minecraft (mini figures and plush), NASCAR (die-cast collector cars and die-cast snap kit) and Paw Patrol (racers, vehicles and an action pack).

Discovery Communications

Discovery Communications is continuing to grow in 2014, and the launches slated for Toy Fair reflect that. New licensees have been added for its Discovery Kids brand, and range expansions are planned for properties TLC Cake Boss, Animal Planet and Discovery Channel.

For Discovery Kids, **Cypher** is developing a new line of Jurassic action toys for two separate product packs, the Dino Excavation kit and the interactive Dinosaur kit, and **Tek Nek** is adding a new line of outdoor adventure and role play items for the Discovery Kids brand. From **Merchsource** comes a wide variety of toy and gift items including tents, magnetic tiles, train sets, garden sets, toy tool sets, dinosaur sets, a kinetic space lab and musical water limbo game; **NKOK** will spotlight a line of interactive tech toys such as a battery operated T-Rex, infrared bugs, pull-back bugs, RC vehicles and helicopters;



and **Good Stuff Company** will show a Discovery Kids View-Master reel pack and gift set.

TLC's **Cake Boss** is actively looking to expand in 2014. The licensed product program already include ready-to-sell cakes and cupcakes, cake mixes, bakeware, publishing and more, but at Toy Fair 2014, TLC and Discovery Communications will look to expand the property into the kids space with new licensees.

For Animal Planet, **Bendon Publishing** will feature coloring and activity books; while for Discovery Channel, **Enchanted Moments/Pay Dirt** will showcase a Gold Rush panning kit that allows kids and adults to pan for gold in their own home.

Entertainment One

Entertainment One's Peppa Pig is back in New York for Toy Fair with several new offerings. From **Fisher-Price** comes the Singing Ballerina soft plush and Peppa's ballet bag. eOne will also show a new DVD, "Peppa Pig My Birthday Party," which includes 14 "Peppasodes" and two never-before-seen educational extras.



The World of Eric Carle

Finally, as The World of Eric Carle gears up to celebrate its milestone 45th anniversary this year, several products will hit the market to support the property at Toy Fair.

Creative Baby will debut its The World of Eric Carle i-Table, which comes with two educational, interactive mats that serve as a tabletop. **Kids Preferred** will highlight an Eric Carle wood easel with paint cups and magnets, along with an art smock/apron, a splat mat/floor cover and character sponge brushes. The licensee will also debut The World of Eric Carle Little Musician collection, which includes wooden items such as maracas, castanets, a tambourine, a jingle bell stick, clacker, harmonica and more. Additional product from Kids Preferred includes a grabbable rattle with music and lights, a bead rattle, teether rings and rattles and a spinning popper toy. **University Games** will release several new games in 2014 including the Let's Feed The Very Hungry Caterpillar Game: A Game of Counting, Collecting and Building and The Very Hungry Caterpillar Lunch with Friends Game: The Game of Seek and Find; while licensee **Trends** will showcase an Eric Carle collection of stickers, flip packs and a Grab & Go set. ©



Building Out the Stable

Toy company and confectionery licensee Dracco is now finding success as a licensor for its brands such as Zombie Zity, Predasaurs and Filly.

By **Nicole Davis**



Axel Derendorf, head of licensing and new business development, Dracco

A long-time licensee of brands including Star Wars, Teenage Mutant Ninja Turtles and Skylanders for confectionery and collectibles, Dracco began licensing out a select few of its own toy brands in 2008.

Five years in, the company's outbound licensing program is bigger than ever with its collectible horse property Filly set to debut a TV series this year, and its boys' brands Zombie Zity and Predasaurs picking up new partners around the world.

"Dracco's founders, owners and co-managing directors, Jacob and Henrik Andersen, have grown the company significantly, including the areas of brand development, licensing and new business, to the extent that Dracco is now a TV and digital

content producer, controlling many aspects of our IP," says Axel Derendorf, head of licensing and new business development, Dracco. "I personally have been part of the licensing and new business growth since 2008, so it's nice to see Dracco's developments and its many expansion plans."

However, despite adding a host of new titles to its resume over the past few years, Dracco prides itself on its entrepreneurial spirit, which hasn't much changed since the Danish Andersen brothers launched the company in 2001. Though it has operations in more than 60 countries, the company has only 150 employees, which Derendorf says keeps Dracco "lean and flexible."

"We have the advantage of tapping into our product

development resources, marketing, sales, licensing and such to back a large range of businesses,” he explains. “We can use synergies across our businesses and make decisions with immediate effect and roll out.”

That agility is perhaps Dracco’s greatest strength, allowing the company to test out new ideas and business models.

The company will do just that early this year, as it plans to roll out a series of new boys’ and girls’ properties (Derendorf says that company’s next girls’ property is “very promising”), while continuing the momentum of its existing brands and entering the TV arena for the first time.

Filly, which is perhaps the company’s most well-established brand, boasts more than 40 licensees worldwide across categories that include apparel and publishing.

The brand is also supported by continual additions to its toy range from master toy partner Simba Dickie, which has sold more than 66 million units to date. Following on previous iterations that have included Filly Mermaid and Filly Elves, Dracco will release the new Filly Butterfly series this year. Each new Filly series is supported by a swath of digital content that includes an interactive website and apps like “Filly Photo Fun.”

Further adding to the Filly furor are plans for a new animated TV series, “Filly Funtasia,” which is set to debut in the fourth quarter. Dracco is producing the series and showcased it at MIPCOM last October alongside its production and distribution partner BRB Internacional.

“The Filly brand is expanding nicely in part due to our investment in making it an entertainment brand,” says Derendorf. “The TV market’s response has been excellent, especially on the quality of the animation, and deals are being signed for TV and home video. ‘Filly Funtasia’ will definitely win new fans and open more markets and opportunities.”

Dracco is now working to expand the brand into additional European territories, Latin America, North America and Asia Pacific through both its in-house licensing team and regional agents.

With the Filly girls’ brand well out of the gate, Dracco will also focus this year on expanding the licensing program for two of its boys’ properties—Zombie Zity and Predasaurs, both of which will get a new toy collection, as well.

“The Zombie Zity brand is positioned for monstrous



growth with a full line of toys and collectibles including more than 70 unique characters, figurines, play sets and trading cards,” says Derendorf.

The kid-friendly zombie brand was launched last year with master toy licensee Simba Dickie and a bi-monthly magazine in Germany from Egmont Ehapa. A free app, “Zombie Zity Attack,” was released in January, and as with the Filly brand, Dracco plans to take the concept into the entertainment space with a CGI animation that is currently in development. Dracco is also solidifying deals now with licensees in apparel, publishing and homewares, including Leomil for footwear and apparel and Herding for bedding.

Derendorf notes that the brand has been particularly well received in Latin America, where it is represented by regional licensing agent P&L Global Network.

Dracco is also looking to grow its 3-year-old fantasy brand, Predasaurs, which features a line of mutant dinosaurs. The brand’s new toy series, Agua Attack (featuring prehistoric mutant sea creatures), brings the number of characters encompassed in the property to 80.

This year, Predasaurs will be featured in a fast-moving consumer goods campaign in Germany and will debut a magazine as Dracco continues to add to the brand’s roster of new licensing partners.

Derendorf is positive about the year ahead for Dracco, and with good reason.

“New licensees are coming on board internationally, and with the help of powerful distributors who are specialists in their market, we will strengthen and broaden our brands internationally,” he says. ©



BRICK BY BRICK

The LEGO Group has a lengthy history in the toy business and an equally long history of success. Since the 1990s, the company has also focused on building its licensed toy categories brick by brick.

By **Amanda Cioletti**

It's no secret that The LEGO Group has the right formula for the building blocks of children's play. Developed in the mid-20th Century by Danish joiner and carpenter Ole Kirk Kristiansen, the company is ranked as the No. 3 global toy maker (just behind Mattel and Hasbro). Now LEGO brand products are sold in more than 130 countries, with The LEGO Group increasing its share of the global toy market to approximately 8.8 percent (an increase of 8.6 percent) at the end of 2012.

While the LEGO brand is founded upon its own original IP, since the 1990s, the licensed property business model has become increasingly important to the company, serving to enhance product offerings and increase brand awareness. What started with a licensing partnership between Lucasfilm and The LEGO Group (and still continues today under Disney's ownership), has since evolved to include multiple licensors and countless SKUs that reinforce the brand's



message of fostering creativity and imagination in children.

“The LEGO Group business philosophy is about building our brands and reinforcing our core values, and we do that through everything we do,” says Jill Wilfert, vice president, global licensing and entertainment, The LEGO Group. “[The licensing business] was quite different for us as a company, but it’s been a great process over time and something that has benefitted us. We’re in a fortunate position that allows us to be selective, and we pick the partnerships that are most relevant to our core audience (children ages 6 to 12) and values.”

Since the initial Star Wars product launch, which Wilfert says has truly developed into a “unique brand unto itself,” The LEGO Group has entered into partnerships with the world’s leading entertainment companies including Warner Bros., Disney, Twentieth Century Fox, HIT Entertainment, Nickelodeon and Cartoon Network, to name a few.

Licensing has, says Wilfert, opened consumers’ minds as to how a story can be incorporated into LEGO toy play patterns. Licensing, she continues, has helped the toy company remain top of mind.

“We always want to remain relevant, and we know children can be fickle, so we make sure we have characters, stories and properties within our portfolio that capture kids’ imaginations—and we do that through licensing,” says Wilfert.

This strategic approach has helped to expand the business—the LEGO brand has evolved from Kristiansen’s first wooden toys to now include a vast offering of construction bricks and play sets, mini figures, digital offerings and, most recently, entertainment content. The toy manufacturer has

also grown to include product for younger children (the Duplo range for preschoolers) and even ranges for adult novelty collectors.

“In many ways, some of the properties we have brought in have been able to invigorate second-generation customers and reawaken an entire generation to LEGO toys,” says Michael McNally, brand relations director, LEGO Systems. “It has brought people back to the brand and gotten people to collect.”

The partnerships, which are always executed with The LEGO Group’s signature touch of humor, are appealing to both children and adults. Recent launches such as for Fox’s *The Simpsons*, Marvel’s *Super Heroes* or Warner Bros.’ *Lord of the Rings* and *Hobbit* trilogies, as well as its ongoing *Star*



The LEGO Group and WBCP: A Partnership as Solid as Brick

The LEGO Group and Warner Bros. Consumer Products have forged a dynamic partnership that offers kids and collectors alike a compelling portfolio of proven brands.

"We definitely try to partner with people who truly understand our business," says Wilfert. "We like to foster strong collaborative relationships—Warner Bros. is a great example of that, and the relationship has evolved to include video games, a movie and direct-to-video content—and we like to work with people who respect our brand. It's incredibly important to us to deliver a fantastic product experience."

Since 2001, the two companies have been collaborating on creative, property-inspired products.

"Our partnership with The LEGO Group has proven to be successful because it brings two powerhouses together," says



Karen McTier, executive vice president, domestic licensing and worldwide marketing, WBCP. "Our first product line was based on the Harry Potter films, which spawned one of the best-selling LEGO items of all time, the Hogwarts castle. Since, we have continued to partner with The LEGO Group on key properties that allow us to offer fans unique product lines and compelling construction sets with a variety of iconic characters and storylines, including sets inspired by *The Hobbit* trilogy and *The Lord of the Rings* trilogy, as well as the DC Comics Super Heroes line. The classic comic book look of characters like Batman and Superman as featured in films, video games and home entertainment releases has spawned a range of fan-favorite LEGO sets that creatively incorporate scenes and sets from the original content."

Over the years, The LEGO Group has worked with WBCP across multiple properties, platforms and media, and together their efforts have supported Warner Bros. divisions such as theatrical, interactive entertainment and the Warner Home Entertainment group. In addition to the more traditional construction and play set offerings, the partnership has spawned an ongoing video game franchise and has expanded to extend the fan experience with exclusive products such as the LEGO DC



Heroes mini-figures created for San Diego's Comic-Con International.

"The LEGO Group's vetting process for identifying properties to work with is extensive," says McTier. "The brand needs to be global, attract their core consumer, offer creative storylines and sets that will deliver a compelling building experience and generally provide an opportunity to leverage the characteristics of the LEGO brand that make it so unique. Together, WBCP and The LEGO Group determine which properties lend themselves to being brought to life as LEGO play sets, and from there, product lines are developed and construction sets are designed to allow fans to engage and interact with the stories and characters that most appeal to them."

Throughout the year, WBCP and LEGO will release 18 sets in the DC Super Heroes range across four different age segments: Duplo, juniors, traditional novelties and collector.

Wars partnership, lend themselves to both current children's construction play patterns as well as collectors of all ages.

These relationships have grown to include family entertainment spanning categories such as gaming (digital and console), animation and even a feature-length film.

Due in theaters this month is *The LEGO Movie*, the company's first animated adventure film from Warner Bros. Pictures and Village Roadshow Pictures. The film has gathered an all-star voice

cast including Will Farrell, Chris Pratt, Elizabeth Banks, Will Arnett, Nick Offerman, Morgan Freeman and Liam Neeson, and is based on the LEGO construction toys. Alongside the film, a broad swath of consumer products are planned for market including a collection of 17 building sets, a video game from Warner Bros. Interactive Entertainment, publishing, apparel, accessories such as backpacks and watches, stationery and more.

"The LEGO brand has been a vehicle for creative

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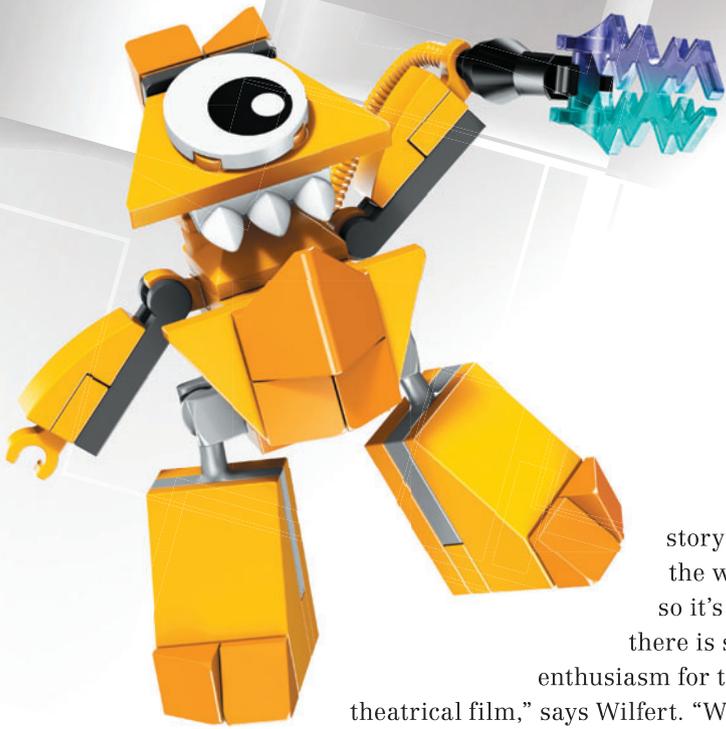
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storytelling around the world for decades, so it's no surprise that there is such growing enthusiasm for the first LEGO theatrical film," says Wilfert. "We are thrilled to collaborate with our valued partners to build a varied and compelling portfolio of products through which fans of all ages can celebrate this LEGO brand milestone."

Also hitting shelves and screens this year is The LEGO Group's brand-new global entertainment franchise developed in partnership with Cartoon Network, Mixels. The new venture will feature animated content (primarily shorts), digital gaming, a collectible building toy concept and more.

Animated content will air on Cartoon Network and online at CartoonNetwork.com, and is centered on the world of the Mixels, which are creatures that can mix and combine with one another in creative and unpredictable ways.

This too will receive full product support and include a portfolio of low-priced mini building sets as well as an app-powered gaming experience.

Beyond the physical toys and entertainment extensions, The LEGO Group's licensing initiative has widened its product offering to include categories such as apparel, stationery, accessories such as watches, clocks and storage. According to the company, publishing is very strong for the brand as well and acts as a way to complement and inspire creative play.

The LEGO brand has also spawned a robust live event strategy that encompasses theme parks—the first opened in Billund, Denmark, in 1968, with subsequent expansions to the U.K., the U.S., Malaysia and Germany, and are now operated by Merlin Entertainments Group. Merlin also operates LEGOLAND Discovery Centers, which are indoor

theme parks that allow for a more "hands on" visitor experience.

Additionally, The LEGO Group also sponsors its own event programming geared to fun family events such as a one-time building of the world's largest Star Wars X-Wing Super Fighter in New York City's Times Square last year, or the LEGO KidsFest, a family-centric "trade show" in which attendees can spend their time immersing themselves in the brand, meeting with LEGO master builders and shopping the floor, says McNally.

Being fundamentally an international company, global expansion is vital to the company's growth across all lines of business.

"We are a global company headquartered in Denmark, and the brand is at different stages at every market around the world," says McNally. "The most historical market is in Europe and Central Europe, with the U.S. about 15- to 20-years behind that. Then we have new markets that are growing and more that are in their infancy, such as Brazil and Asia."

According to McNally, The LEGO Group is focusing its attentions on developing direct sales in Brazil, and centralizing resources in Asia to build brand awareness in regions including China, Japan, Singapore and Korea.

Total overall revenue for the first half of 2013 increased 13 percent, which was fueled in part by sales in Asia—consumer sales grew on the continent by more than 35 percent.

"We are very satisfied with the growth we see in Asia, as it supports our long-term ambition to make the region a larger contributor in the future. We have recently located our regional headquarter for Asia in Singapore, and we will begin construction of our own in-region manufacturing facilities in China next year to further develop Asia as an engine for future growth," says John Goodwin, chief financial officer, The LEGO Group. ©

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THE AUSTRALIAN LICENSING INDUSTRY

A year in review and look ahead at the market Down Under, provided by License! Global's Australian content partner, The Bugg Report.

Last year was another volatile year for the licensing business in Australia. September 2013's federal parliamentary elections have instilled a renewed degree of confidence into the country's economy, however.

Retail

The continuing changing face of retail contributed to a pretty tough year for those in the licensing industry.

Retailer Kmart almost completely bowed out of licensing, and they have created a brand of their own with sleek colorful catalogs and a high-profile advertising campaign.

Target is still working through a major re-structuring of their business, but they have been engaged as the mass partner for Australian Football League merchandise.

Big W has also played a key mass retailer role in licensing in 2013.

Aldi has emerged as an opportunity for licensed merchandise with 300-plus stores in Australia. Their even-handed treatment of suppliers has attracted strong support, and they are showing signs of moving into the business of brands.

The department stores, Myer and David Jones, continue to fight hard to maintain their customer base and are focused on offering greater in-store experiences.

Peter Alexander continues to develop its sleepwear ranges in association with key

global brands including Hello Kitty and Mr. Men and Little Miss.

Across all retail there is increasing downward pressure on pricing, with stores such as Kmart trading heavily on everyday low prices instead of sales.

The online space is up from last year and continues to grow at a greater rate than traditional brick-and-mortars. E-commerce has shown double-digit growth, however it still only accounts for around 6 percent of traditional retail spending.

Additionally, reports appear to suggest that Amazon will arrive in Australia in the not too distant future.

Brands

In terms of the brands and programs that resonated in Australia in 2013, some of the stand-outs include Nickelodeon's Teenage Mutant Ninja Turtles, LEGO, Mattel's Monster High and Barbie, Entertainment One's Peppa Pig, Marvel's Iron Man 3, Saban Brands' Paul Frank, BBC's Doctor Who and its 50th anniversary celebration including its pop-up retail program, Warner Bros.' Superman and Sanrio's Hello Kitty.

Equally, there were some standout brand-focused consumer product programs in 2013 that included One Direction, Disney's Planes and Universal's Despicable Me 2.

Strong promotions in the Australian market in 2013 included the NAB Banks

Less/More campaign utilizing Warner Bros. characters Tom and Jerry and the Wizard of Oz properties, and The Good Guys campaign using Star Wars character luggage as an incentive to purchase a range of TVs.

Popular products in Australia in 2013 included a new sleepwear concept called Onsies and a Funtastic slushy maker called Chill Factor.

The Licensing Industry

Mattel announced the appointment of Mark Scott as director, licensing, consumer products. Scott has staffed up his team and plans to play a leading role in the business.

Disney continues to build momentum following the acquisition of Lucasfilm and its launch of Disney Infinity; while Warner Bros., headed up by Preston Kevin Lewis, has embarked on an aggressive push into clip licensing using their broad portfolio of characters as ammunition.

It's been a big year for the BBC with the 50th anniversary of Doctor Who; and brand agency Merchantwise has enjoyed the spoils of Peppa Pig.

After a slow start, the Despicable Me franchise is powering along for brand agency Wild Pumpkin.

Agency Haven Licensing has been appointed to represent the Cartoon Network portfolio. It has additionally enjoyed a strong year with a Paul Frank range at Big

W, and Teenage Mutant Ninja Turtles has been a market leader across many product categories. The agency also celebrated its milestone 20th anniversary last year.

The Fusion Agency has been the beneficiary of DreamWorks, acquiring the rights to represent DreamWorks Classics, which is looking to re-focus its brands and market activities into a 365-day program.

For the first time ever in Australia, VBM and partners conducted a sports licensing show at the Crown Palladium in Melbourne. The event attracted more than 80 exhibitors and was supported by a strong conference program. The event will take place bi-annually going forward.

Melbourne is also host to a James Bond global exhibition at the Melbourne Arts Centre, which is slated to run through this month.

Movies

2013 saw a number of blockbuster movies released in Australia with licensed product programs attached. The No. 1 movie for 2013 was Marvel's *Iron Man 3*, which delivered \$36 million AUD at the box office (source: Box Office Mojo). Disney actually had several movies make the top 10 in the country including *Monsters University* and *Thor: The Dark World*.

Others include *Despicable Me 2* from Universal at No. 2, Lionsgate's *The Hunger Games: Catching Fire* at No. 4 and Warner Bros.' *Man of Steel* at No 8.

Concerts

Without a doubt, musician Pink takes the prize for the best concert tour of Australia in 2013. Pink played 45 shows across the nation and sold in excess of 500,000 tickets. Pink also launched pop-up shops in Melbourne and Sydney, adding to her merchandise sales.

Best New Introduction

Last year saw the launch of a new

online business, Black Milk, an innovative clothing/leggings manufacturer and marketer that was founded by James Lillis, who was initially advised that his online concept would not work. He now has a thriving business that includes licensed product and features properties such as Harry Potter, Adventure Time, Star Wars and Sesame Street.

And Now to 2014

2014 will present more challenges as the retail landscape continues to change. Companies will need to think carefully about new distribution channels and how they can add more value to the propositions that licensors, licensees and agents take to retail. The industry must be careful not to erode the value of brands and work hard to maintain price while offering value.

Innovation is the key to prosperity. Product and service development must be encouraged, alongside innovation, to engage the consumer. Recent reports highlight the lack of new products and services on offer and suggest many people are gravitating toward gift cards and the like in the absence of better product options at retail.

Key Industry Outlooks for 2014

Merchantwise

In 2014, Merchantwise is expecting continued growth from all segments of its portfolio including preschool, children's, teen and adults. Some highlights include:

- Entertainment One's "Ben and Holly's Little Kingdom," the No. 1 rated show on ABC-TV, will get a major licensing program that will launch through ABC stores and other retailers starting this year and include toys from Character Options and Big Balloon, as well as a variety of other categories.
- The U.S. preschool TV show "Daniel Tiger's Neighborhood" has been airing on ABC-TV since April 2013.

First Australian partners will soon be announced.

- The re-launch of the classic Blinky Bill property is gathering momentum with new toys, ticketed live shows and character appearances, books, clothing and other categories on the books. The new CGI film is due in January 2015.
- Evergreen girls' classic Strawberry Shortcake will also enjoy a big revival in 2014 with a new toy range from The Bridge and Funtastic, as well as a wide array of other categories.
- 2014 will mark the 50th anniversary of The Beatles' visit to Australia, and to celebrate, an exhibition at the Powerhouse Museum and Melbourne Arts Centre, as a range of apparel and products is planned at all levels of retail.
- Merchantwise is also building an apparel and sporting goods range for the 2014 FIFA World Cup that will feature the national teams for Brazil, England, France and the Netherlands.

Mattel

2014 will be an exciting year as Mattel integrates the Thomas & Friends consumer products business—Mattel now manages this brand as part of the HIT Entertainment portfolio.

The company will also introduce the *Tale of the Brave* tentpole in the second half; and a A We are Monster High campaign will ensure that the brand continues to grow, with Halloween 2014 serving as a retail activation opportunity. Additionally, Mattel will launch a new remote control range for Hot Wheels, and "Barbie Live" is coming.

"Max Steel" continues to dominate the ratings on Go! and Cartoon Network, and the momentum in toys, books and apparel is building. Mattel will also unveil the girls' property Ever After High in the second half.

The Walt Disney Company

Disney sees tremendous opportunities in 2014, particularly with its strength in both franchise and content including new

product coming from Marvel with the release of *Captain America: The Winter Soldier*, *Guardians of the Galaxy* and *The Amazing Spider-Man 2*; the Disney Princess franchise with the release of *Frozen* and later in the year Palace Pets; its ongoing success with the flagship preschool brand Disney Junior (“Jake and the Never Land Pirates,” “Doc McStuffins” and “Sofia the First”); the resurgence of Mickey and Minnie; and the exciting plans around the Star Wars franchise with television support from the new program “Star Wars Rebels.”

Pixar’s Toy Story property continues to be a favorite among Australian fans. With the success of the TV special “Toy Story of Terror” that aired in November 2013, major promotions are planned around the DVD release in 2014.

With Disney’s Planes fueling the growth of the No. 1 boys’ property World of Cars, a new feature, *Planes: Fire and Rescue*, will be released in September. The opportunities for World of Cars include collaborations with V8 Super-cars, the Junior GP Challenge at the Grand Prix and with Mack the Transporter and Lightning McQueen continuing their tour around Australia.

BBC Worldwide

Licensed consumer products is a critical business division for BBC Worldwide ANZ, and the future is looking bright. Moving forward, its focus will be on Doctor Who.

The Doctor Who 50th anniversary was a success for all of BBC Worldwide’s licensees and retailers around the world, and through a series of live events, pop-up shops and cinema screenings, it allowed the company to see just how passionate and committed fans in Australia are.

The brand’s exposure has never been bigger with extensive merchandise collections and retail promotions further strengthening its loyal fan base as the show looks to maintain its momentum and begin the journey toward another 50 years.

Next year, BBC Worldwide is looking

forward to the highly anticipated new season featuring Scottish actor Peter Capaldi as the Twelfth Doctor, as well as refreshing the product range and adding more SKUs to give BBC Worldwide the ability to build new audiences and appeal to broader demographics.

The Fusion Agency

The Fusion Agency has some high-profile activity planned for Q1 to get the year rolling.

Fusion has some DreamWorks’ Classics properties on offer, with the all essential new content required to make them work. Mind Candy’s *Moshi Monsters* movie is set to premiere this month and a DVD is planned for April. Zodiak Kids’ Tickety Toc product has shipped, as well.

Fusion has also brought Jane Chodziesner onto the team to manage brands out of Melbourne.

Warner Bros. Consumer Products

Last year, Warner Bros. Consumer Products Australia, New Zealand and India identified India as a key emerging market. Throughout the year, WBCP ANZ will work with its local India-based licensing representatives to collaboratively extend its business, as well as launch into new categories.

WBCP ANZ’s priority in Australia is to continue to build its business on a foundation of strategically aligned partnerships. WBCP ANZ and India will support the in-region licensing and merchandising programs for the studio’s theatrical releases as they continue to be a priority, including the film *Godzilla*, as well as the final installment of *The Hobbit* trilogy. Similarly, the studio’s hit television properties, including *The Big Bang Theory*, continue to deliver engaging, innovative and cutting-edge licensed products.

At the same time, commercial clip licensing will remain a key business priority for WBCP ANZ and India.

WBCP ANZ will also be looking at more opportunities for gaming brands, such as

the “Batman Arkham” series, to continue to expand in the consumer products sphere.

Consumer electronics were a huge growth area for WBCP ANZ in 2013, and with its newly established global partnership with E3 Style, that looks set to extend even further in 2014.

Finally, the Australian and Indian markets will be a focus for Warner Bros.’ evergreen brands—*Scooby-Doo!*, *Looney Tunes*, *Tom and Jerry* and *DC Comics*.

FremantleMedia Kids & Family Entertainment

FremantleMedia Kids & Family Entertainment’s brand portfolio continued to grow in 2013 with the global launch of new programming such as “Grojband,” “Ella the Elephant” and “Strange Hill High,” in addition to the worldwide launch of “Tree Fu Tom.” Its range of TV shows are now airing on major global networks, and several have become established franchises with consumer products programs rolling out globally.

For the girls’ preschool show “Kate & Mim-Mim,” a landmark five-year content partnership with the BBC has been struck.

The AUNZ Kids & Family business is still in its initial growth period, however with the majority of FremantleMedia Kids & Family Entertainment’s programming due to drop this year, 2014 is set to be a big one for these territories. FremantleMedia Kids & Family Entertainment’s partnerships with leading Australian networks, distributors and manufacturers are key to its business growth, so growing and maintaining relationships is incredibly important.

With 2013 being a tough year across the board for the licensing industry, FremantleMedia Kids & Family Entertainment is positive about its position in 2014 and looks forward to establishing closer relationships with retailers, licensees and networks moving forward, as well as maximizing the opportunities with its content and IP. ©



HONG KONG Focuses on Brand Value and Protection

The Hong Kong International Licensing Show, which was held Jan. 6-8, concurrent with Hong Kong Toys & Games Fair, featured more than 200 exhibitors and 600 licensed brands, according to fair organizer the Hong Kong Trade and Development Council.

Exhibitors at the Hong Kong Licensing Show ranged from many homegrown Asian character properties and brands to pan-Asian agents representing global intellectual properties and entertainment brands.

One of the highlights of the show was the Asian

Licensing Conference, which attracted more than 1,000 attendees that came to learn more about the explosive growth of licensing in Asia. Two topics of particular interest included how to assess branded value and how to protect IP.

In a seminar sponsored by *License! Global*, Yvonne Chua, president, Licensing Executives Society International, explained how brand protection is essential for licensors and licensees, but that laws and regulations vary in different countries and regions. Of particular interest to the audience, according to seminar moderator Steven



Ekstract, group publisher, *License! Global*, were some case studies Chua presented about Western brands' legal battles to be proactive in protecting their trademarks in mainland China.

Jonathan So, founding chairman of the Asian Animation-Comic Culture & Creative Association, gave an overview of how he is able to assess brand value and protect intellectual property having developed some of the most beloved children's animation for the Chinese marketplace.

The audience was also treated to a presentation by Simon Ho, group marketing and licensing director, OMQ Media Co. Ho discussed the beloved OMQ comics that children in Hong Kong have grown up with since 1962.

U.S. speakers included Charles Riotto, president, International Licensing Industry Merchandisers' Association; Kate Dwyer, group director worldwide licensing, The Coca-Cola Company; and Vincent Hsieh, general manager, Guangdong Alpha Animation and Culture Co., which has collaborated with Hasbro.

LIMA also announced the winners of its Asian Licensing Awards Jan. 6 at an opening night award ceremony during the Hong Kong International Licensing Show. Winners include:

- Best Asian Property of the Year: Winsing Company-GG Bond

- Best Corporate Brand and Lifestyle Program of the Year: Saban Brands-Paul Frank
 - Best Entertainment Property of the Year: The Walt Disney Company (Shanghai)-Iron Man 3
 - Best Licensed Promotion of the Year: China Xintiandi (a Shui On company)-100 Doraemon Secret Gadgets Expo
 - Best Licensee of the Year: Shanghai Romma Apparel-Paul Frank
 - Best Licensing Agency of the Year: PPW Sports & Entertainment (Hong Kong)-Angry Birds
- Additionally, the Asian Licensing Association hosted its annual Asian Licensing Awards event Jan. 7 during the Hong Kong Toys & Games Fair. The winners include:
- Best Property in Asia: Doraemon and Fujiko Pro
 - Best Asian Property: Rilakkuma and San-X
 - Best Licensee (tie): SpongeBob SquarePants tissue products from Vinda International and the Iron Man 3 collectible figure series from Hot Toys
 - Best Licensing Agent: Pacific Licensing Studio representing Warner Bros. Consumer Products
 - Best Promotion Campaign: Monsters University and Toy Story loyalty program by The Dairy Farm Company for 7-Eleven
 - Best Young Property: Attack on Titan and Kodansha. ©

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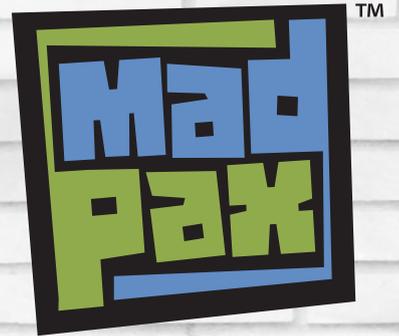
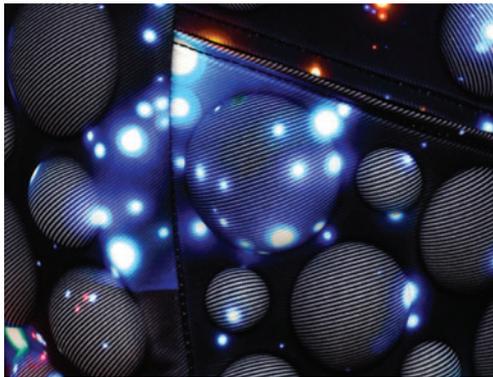


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