

# License! GLOBAL<sup>®</sup>

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## Beyond Publishing

With the scope and success of its Better Homes and Gardens brand, Meredith has solidified the foundation of its brand licensing efforts and is looking to expand its other magazine franchises.

### Plus:

- Licensing Expo 2014 Preview
- CPLG Celebrates 40 Years





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# SHERLOCK



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## **T1 Top 150 Global Licensors**

This report is the most comprehensive guide to the world's largest licensors. The Top 150 Global Licensors report provides retail sales data and trends for licensors in the entertainment, sports, apparel, corporate brands, art and non-profit sectors.



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## **22 The Future is Now**

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Copyright Promotions Licensing Group marks 2014 with a major anniversary milestone, asserting its strong position in the global licensing market and reinforcing its motto: "Expert Common Sense." This special tribute pays homage to the global licensing agency with an in-depth look at its past, present and future.



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Meredith has solidified the foundation of its brand licensing efforts and is looking to expand its other franchises into lifestyle programs targeted to its core audience of active moms and women.



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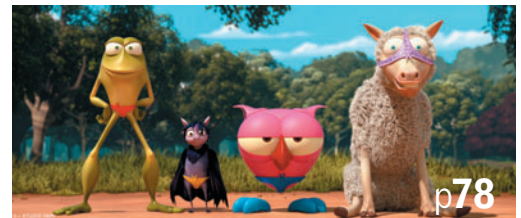
Disney Consumer Products has built a lasting franchise with Disney Princesses, capturing the magic, wonder and enchantment of a multitude of iconic characters from the past and present.



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The top kids' content creators in the business gathered in Cannes, France, in April to showcase their new offerings and extend the reach of their top series.



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**On the Cover:** Elise Contarsy, vice president, brand licensing, and Stephen Lacy, chairman, president and chief executive officer, Meredith Corporation





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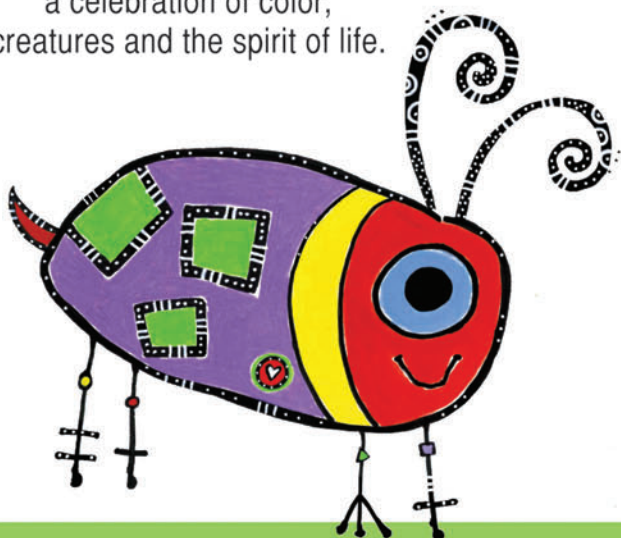


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# Fun Facts from the Top 150

**As exemplified by the exclusive Top 150 Global Licensors report, licensing remains one of the most important businesses among retailers and consumers, accounting for more than \$250 billion in retail sales worldwide.**

The reality of brand licensing is the same as most other industry sectors including retailing—the mega companies control the biggest slice of the sales pie. Consider the following analysis:

- *License! Global's* ranking of the Top 10 Global Licensors account for about 50 percent of the total sales of the entire report, or \$126.9 billion.
- Expand that to the Top 25 Global Licensors, and these companies represent almost 70 percent, or \$175.6 billion of the total retail sales of licensed merchandise.
- The “Billion Dollar Licensors,” of which there are 59, reported retail sales of licensed merchandise of \$1 billion or more in 2013 and represent a total of \$225.7 billion in retail sales, or almost 90 percent of the total.
- The Top 75 Global Licensors represent a total of \$236.8 billion, or 94 percent of the total retail sales.
- The licensors from No. 75 through No. 150 account for \$15 billion in retail sales, yet only six percent of the total of retail sales of licensed merchandise.
- There were 12 new licensors added to the ranking this year, accounting for almost \$7 billion, and include Ford, National Football League Players, Inc., Discovery Consumer Products, Dr. Seuss, A+E Networks, Ironman, Briggs & Stratton, Wolfgang Puck Worldwide, Skechers, Crocs, Kathy Davis Studios and Green Gold TV.
- When compared to the global retail industry of \$4.3 trillion based on the leading 250 retailers (source: Deloitte), retail sales of licensed merchandise accounts for 5.8 percent of that total.
- The top 10 global retailers represent \$1.25 trillion in revenue, or almost 30 percent of the \$4.3 trillion global retail sector, while the top 25 account for over \$2 trillion, or about 50 percent.

These are massive numbers, but it doesn't mean that bigger is always better—there are many well-known and successful licensed brands that are not a part of the Billion Dollar Club but have experienced a very successful run at retail and with consumers such as programs for A+E's *Duck Dynasty* and

*Swamp People* properties, Dr Pepper Snapple Group brands, Activision's *Skylanders*, Scripps Networks' HGTV Home and Food Network and Energizer.

And, unlike other industry sectors where independent entrepreneurs can't break the barriers to enter a business, brand licensing affords any individual the opportunity to become an instant pop culture star with a multi-million dollar licensing program. Simply take a look at the phenomenons of the YouTube generation such as Bethany Mota, Rosanna Pansino or Austin Mahone, for example.

Another major trend, much like the superhero sector that has shown consistency and longevity, is the continued growth of brand management companies, which have added several well-known properties to their respective portfolios.

- Authentic Brands, which recently added Elvis Presley, Muhammad Ali and Juicy Couture to its group, joined the Top 150 at No. 61 with \$800 million in retail sales in 2012. It has now skyrocketed via acquisition to No. 29 on the 2014 list with \$2.1 billion in retail sales of licensed merchandise.
- Sequential Brands, which recently added Heelys, Ellen Tracy, Caribbean Joe and The Franklin Mint to its portfolio, joined the Top 150 in 2012 at No. 65, reporting \$750 million. It is now ranked at No. 59, reporting \$1 billion.
- Saban Brands, which has doubled its retail sales in two years, reporting \$750 million in 2013 (up from \$375 million in 2011), continues to expand its portfolio, most recently partnering with Cirque Du Soleil for a new children's property.

Perhaps one of the most impressive growth stories in licensing is Meredith Brand Licensing, which joined the Top 150 last year for the first time at No. 4 and has since jumped ahead to No. 3, reporting retail sales of \$16.6 billion in 2013, versus \$11 billion in 2012. Led by its heritage brand *Better Homes and Gardens*, the exclusive cover story of this issue examines Meredith's strategy and growth initiatives. (See page 64.) ©



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



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# Frozen Warms Up Audiences, Consumers and Retailers

2013 wound down with the worldwide debut of one of Disney's biggest theatrical releases to-date: *Frozen*, which hit the big screen in late November.

Since, the film has raked in more than \$400 million domestically and nearly \$770 million globally (source: Box Office Mojo), earning the movie the distinction of being the highest grossing animated film of all time.

The film has spawned a No. 1, platinum-certified soundtrack; DVD/Blu-ray sales that exceed 3 million; and multiple industry accolades and awards including Oscar wins for Best Animated Feature and Best Original Song.

On the consumer product side, Disney Consumer Products has leveraged the film and its music for a comprehensive program that spans categories such as apparel, role play, plush, dolls, publishing, apps and more from best-in-class licensees such as Mattel, Jakks Pacific, Just Play, Franco, Northwest and others.

"Frozen is a global phenomenon at the box office and at retail," says Josh Silverman, executive vice president, global licensing, DCP. "Consumers feel a bond with Elsa, Anna and breakout character Olaf. Frozen has proven once again that Disney storytelling extends beyond theatrical releases by creating compelling retail products that consumers are clamoring to buy."

Products on shelf at mass, mid-tier and specialty retailers include standouts such as Mattel's Sparkle Fashion and Musical Magic dolls, along with role play dresses from Just Play and Jakks. Retail has also heavily supported the products in-store with designated

end caps and prominent out-of-aisle placement at stores such as Target, Toys 'R' Us, Walmart, Kmart and Kohl's.

This fall, DCP will add to the product assortment with an all-new collection of merchandise that further expands into additional categories and targets retail in a broader fashion.

"Disney Consumer Products is dialing up our Frozen product assortment this fall to meet the fantastic demand," says Silverman. "We have numerous new SKUs for Olaf that will appeal to girls and boys alike, and have secured incremental space across mass retailers. We are expanding into new categories, including products that use the film's iconic music so kids feel they can burst into the story."

New product on the horizon includes expanded role play and plush items, as well as collections that emphasize the musical elements of the film.

Additionally, DCP has plans to grow party products for the property, as well as home décor, bath, textile, footwear, seasonal and apparel items for toddlers, boys, girls and adults. New product categories slated to hit retail in fall include sporting goods and consumer electronics. As far ahead as summer 2015, DCP will also release a range of pool and summer toys.



## Barbie to Take the Stage in her Silver Screen Debut

While she's been a movie star, she's never starred in a big screen movie. Now Sony Pictures Entertainment, Mattel and Parkes+MacDonald/Image Nation are teaming to give Barbie something better than a red carpet dress and corresponding accessories—she will soon have her own feature film.

Set to go into production at the end of this year, the first-ever Barbie theatrical film will be a live-action "comedic and contemporary" movie.

CAA brokered the deal on behalf of

Mattel and Parkes+MacDonald.

This is the second collaboration between Sony Pictures and Mattel, which are currently developing a film adaptation of *Masters of the Universe* based on the Mattel action figure line.

"Barbie has entertained children and inspired their imagination and creativity for more than 50 years," says Tim Kilpin, executive vice president, global brands, Mattel. "Now is the right time in Barbie's celebrated history for her to star in a live-action, contemporary comedy that brings her playful personality to life for generations of fans."

The film will follow the celebrated toy character as she inhabits many of the 150 different careers she has held over the last 50 years.





# Activision Unveils New Skylanders

Activision Publishing has revealed the newest installment in the Skylanders gaming franchise, which will reverse its gameplay pattern that brings toys to life and let kids pull characters out of the digital world into the physical world.

“Skylanders Trap Team” will let Portal Masters seek out villains and pull them out of the game and into living rooms by capturing them in magical “traps.” Players can then send villains back into the game where they play as them to fight for good.

This new play pattern also gives players the option to switch between playing as a Skylanders hero or villain.

“When we created Skylanders, we invented a new category of play and, in the process, disrupted two industries—video games and toys,” says Eric Hirshberg, chief executive officer, Activision Publishing. “With each new Skylanders game, our commitment to continuous, disruptive innovation has led to surprising and delightful new ways for kids to play with



toys and games. With ‘Skylanders Trap Team’ we’re no longer just letting kids bring their toys to life inside the game anymore. This time, we’re letting them pull their toys out of the game as well. We are confident this installment of Skylanders will once again redefine what’s possible at the intersection of the physical and virtual worlds.”

The game will include the Traptanium Portal, which will enable kids to not only bring their Skylanders to life, but also magically capture villains.

Fans can pre-order “Skylanders Trap Team” starting on April 23. The game will launch Oct. 2 in Australia/New Zealand, Oct.

5 in North America and Oct. 10 in Europe.

“Skylanders Trap Team” will be available for the Xbox 360, Xbox One, PlayStation3, PlayStation4, Nintendo Wii, Wii U and 3DS systems.

“When Activision first introduced the Skylanders franchise in 2011, it promised to re-define play by merging the physical and digital worlds,” says Richard Barry, executive vice president, chief merchandising officer, Toys ‘R’ Us. “The company delivered on that pledge with three blockbuster titles—all of which have been named to the annual Toys ‘R’ Us Holiday Hot Toy List—and is now poised to do it again with the introduction of ‘Skylanders Trap Team.’ We’re thrilled to continue as a marquee destination for Skylanders products, providing a comprehensive, global marketing and merchandising program, including our fully exclusive Legendary series of figures that will introduce ‘Skylanders Trap Team’ to our enthusiastic customers this October.”

## Joester Loria Group to Represent Constellation Beers

The Joester Loria Group has been appointed to represent Constellation Brands’ Beer division for licensing in the U.S., which includes brands such as Corona and Modelo.

The Constellation Beers portfolio features a range of iconic, imported beer brands including Corona Extra (the No. 1 imported beer in the U.S. and No. 5 beer overall), Corona Light, Modelo Especial, Negra Modelo, Pacifico and Victoria. Constellation Beers also imports the Tsingtao brand in the U.S.

JLG will execute a comprehensive licensing program and consumer engagement strategy designed to align with the unique spirit and core essence of the individual beer brands in Constellation’s portfolio. The integrated licensing and merchandising program will aim to appeal to both loyal beer enthusiasts and target new consumers with products in a range of lifestyle categories including apparel and accessories, housewares and gifts, electronics and food and beverage.

“We are honored to be named the licensing agency for

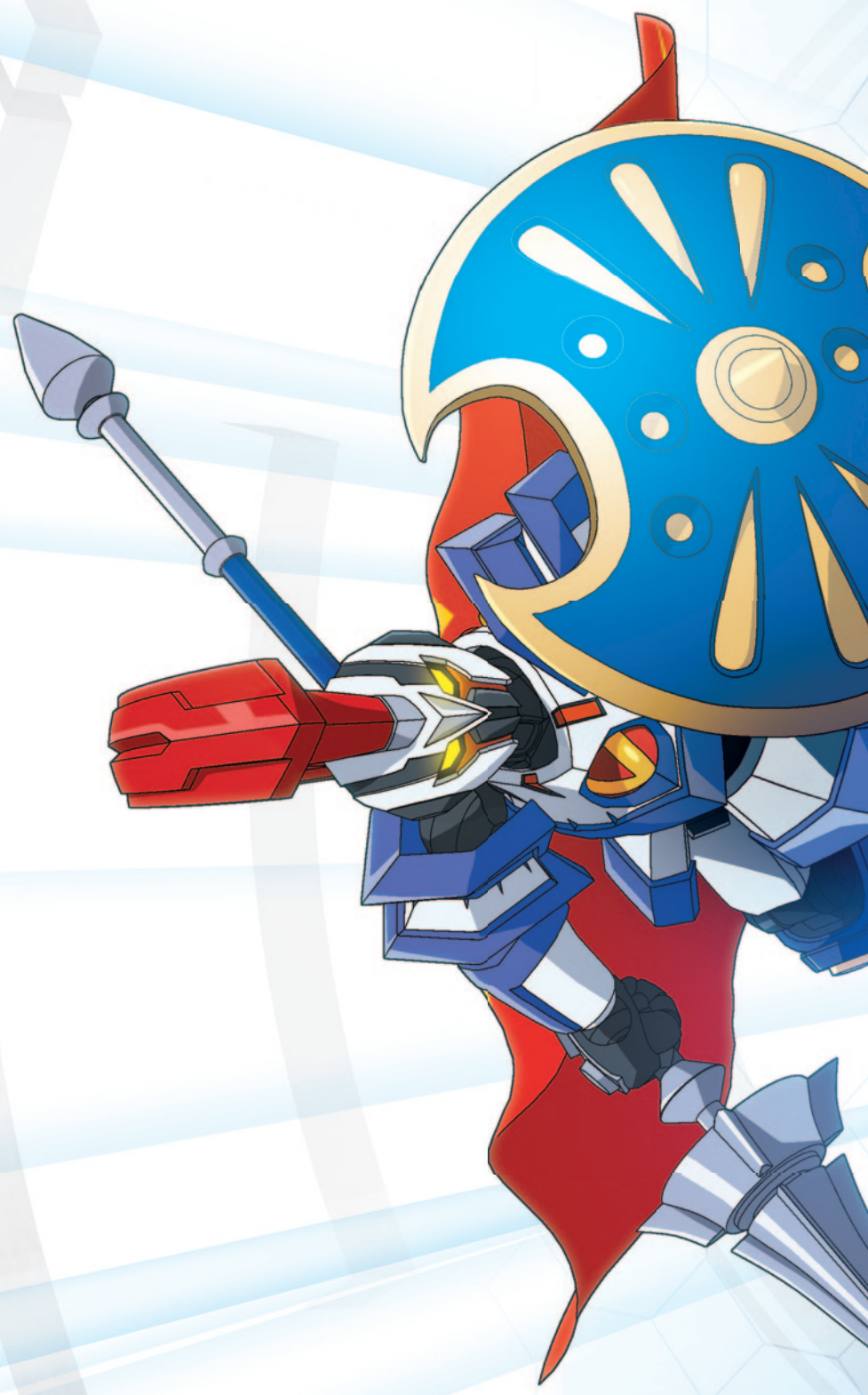
Constellation Beers,” says Debra Joester, president and chief executive officer, JLG. “Their world-class portfolio of beer brands offers an abundance of licensing opportunities. We look forward to leveraging our expertise in the beverage licensing category to create innovative product extensions and unique brand experiences for U.S. consumers.”



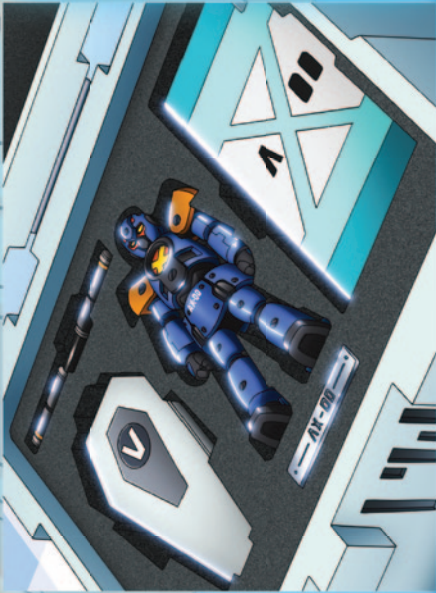
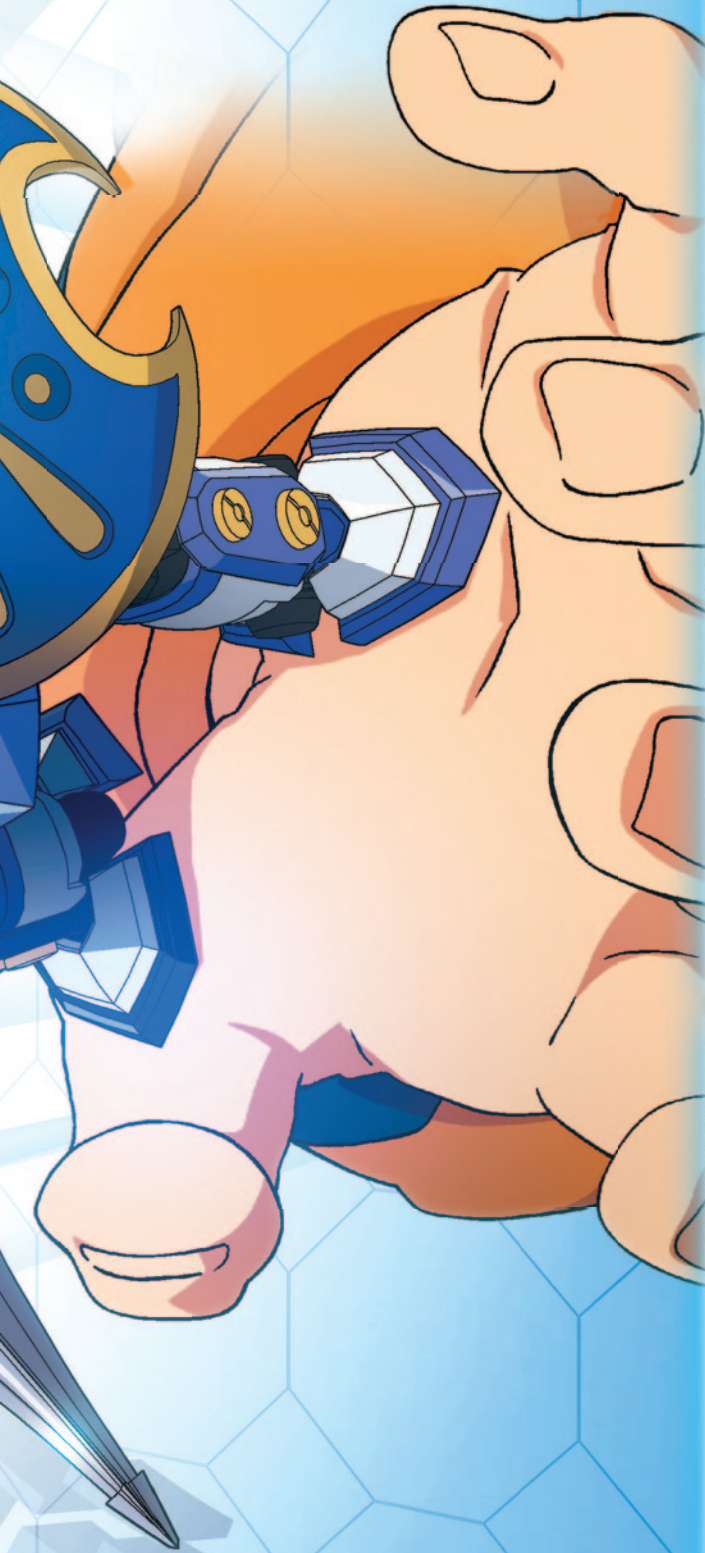




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## Big Names, Familiar Faces to Star at Licensing Expo

With Licensing Expo 2014 just around the corner (the show kicks off June 17 in Las Vegas, Nev.), several big names and big stars are slated to take center stage at the licensing industry's most notable and important brand licensing event.

First and foremost, the Licensing Expo will open on June 17 with a keynote session headlined by DreamWorks Animation's chief executive officer, Jeffrey Katzenberg. Katzenberg is the co-founder (alongside entertainment industry veterans Steven Spielberg and David Geffen) of the innovative and groundbreaking film studio. Under his oversight, DWA has become one of the largest animation studios in the world and released 27 feature films, nine of which have received Academy Award nominations and two wins for Best Animated Feature.

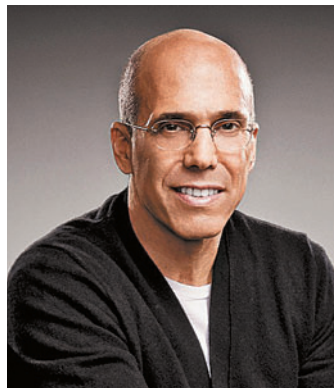
Katzenberg will address the Licensing Expo crowd at Mandalay Bay Convention Center in a session sponsored by the International Licensing Industry Merchandisers' Association. The event

will take place at 8 a.m.

Also slated to appear that day is actress, author and House of Harlow 1960 creative director Nicole Richie, who will deliver LIMA's The Big Interview address at 2:30 p.m. The Big Interview is a Q&A-style session moderated by *License! Global's* global editorial director and editor-in-chief, Tony Lisanti. Richie will also exhibit her brands at the event.

That evening, the fun continues with the annual Licensing Expo All-Industry Opening Night Party, sponsored by LIMA, in association with NFL Players, Inc., the licensing and marketing arm of the NFL Players Association, and co-hosted by the Country Music Association, which will feature a performance from entertainer Kellie Pickler.

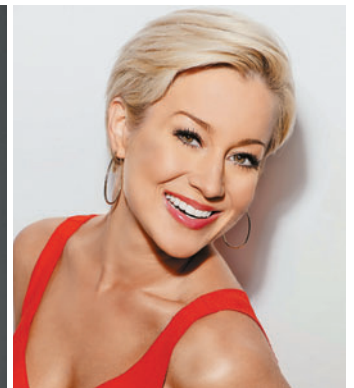
The party will begin at 8:30 p.m. at the Mandalay Bay Beach venue.



**Jeffrey Katzenberg,**  
chief executive officer,  
DreamWorks Animation



**Nicole Richie,** actress, author  
and creative director, House of  
Harlow 1960



**Kellie Pickler,** entertainer

## Ford Fetes Mustang Anniversary with Fashion

Ford Motor Company is celebrating the 50th anniversary of Mustang in collaboration with five world-renowned fashion designers.

Anna Sui, Rogan, Paula Cademartori, CO|TE and Pamela Love will together create a t-shirt collection inspired by the spirit and personality of the car brand.

Each designer will interpret the Mustang brand on three shirts for a total collection of 15 tees that will go on sale worldwide this fall.

Loomstate will produce the t-shirt collection.

"Mustang embraces passion, power, adventure and freedom, and by partnering with top designers known for their expressive personality and works of art, we are blending the parallels between the fashion and automotive industries like never before," says Susan Lampinen, group chief designer, color and materials, Ford. "The Mustang Unleashed collection celebrates the passion and freedom of Mustang and its inspiration to pop culture during the last 50 years."





# Roots

## Home Design



The iconic Roots brand is expanding its Licensing Program and looking for the right partners that share its core values of quality and integrity. To inquire about Roots Licensing opportunities please contact: [Licensing@roots.com](mailto:Licensing@roots.com) or Melinda at 416-781-3574 Ext. 4450  
Visit the world of Roots at [roots.com](http://roots.com)







# Godzilla Roars into Retail

Warner Bros. Consumer Products has collected a full slate of partners for the upcoming feature film *Godzilla* from Warner Bros. Pictures and Legendary Pictures.

A range of licensees will be on shelf with product inspired by the action-adventure in advance of the film's premiere May 16, including master toy partner Bandai America, Jakks Pacific, Rubie's Costume Co., NECA and Sideshow Collectibles.

Items will be available at mass and specialty retailers worldwide as well as WBSshop.com, with many regional partners also participating around the world.

"Already one of the most recognizable characters in all of pop culture, Godzilla's return to the big screen will re-introduce the 'King of the Monsters' to a whole new generation," says Brad Globe, president,

Warner Bros. Consumer Products.

"By working with key licensing partners who are inspired by the unforgettable experience of the film, WBCP will bring its visuals to life with imaginative product lines that will engage fans both new and old."

Master toy partner Bandai America will lead the way with a lineup of toys, action figures and play sets including the Atomic Roar action figure, which features atomic-breathing action and the Pack of Destruction, which includes destructible buildings for Godzilla to rip apart.

Other licensees include Bioworld, Trevco, Freeze, Fast Forward, Thermos, Insight Editions and Legendary Comics.



# Nickelodeon Opens Theme Park in Spain

Viacom International Media Networks Spain and Parques Reunidos have opened the country's first Nickelodeon-branded area in Madrid's Parque de Atracciones.

The 15,000-square-meter Nickelodeon Land area features a range of branded attractions, characters and interactive shows.

Among the attractions are 10 new rides such as Dora's Adventure and Teenage Mutant Ninja Turtles—License to Drive, two live theatrical shows including "SpongeBob's Krabby Patty Celebration," street entertainment featuring the Teenage Mutant Ninja Turtles and meet-and-greets with Nickelodeon characters such as SpongeBob SquarePants, Patrick Star, Dora the Explorer and more.

The area also includes a restaurant, shopping and leisure zones, as well as the world's first SpongeBob Pineapple House.

"We are thrilled to bring this new Nickelodeon attraction to our fans in Spain with our great partners at Parque de Atracciones de Madrid," says Gerald Raines, vice president, recreation business development, Nickelodeon. "Nickelodeon Land will give kids and families in Spain, and those who visit the park from surrounding regions, the opportunity to experience our Nickelodeon characters in a new and exciting way."



Nickelodeon Land at Parque de Atracciones joins several other Nickelodeon-branded attractions and parks around the world at Minnesota's Mall of America, SeaWorld on the Gold Coast and Wet n Wild Sydney in Australia, Pleasure Beach Blackpool in the U.K., Movie Park Germany, Universal Studios Orlando and Universal Studios Hollywood.





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# Buyers Want Licensed Toys

Last year saw increased sales at retail for licensed toys despite a stable, yet flat, 2013.



While total 2013 U.S. retail sales of toys remained relatively flat compared to 2012, licensed toys experienced an increase of 3 percent, representing 31 percent of total industry sales, which is comparable to the 2012 level.

The Walt Disney Company had three of the top five absolute dollar growth properties in 2013—Doc McStuffins, Sofia the First and Planes. Nickelodeon’s Teenage Mutant Ninja Turtles and The LEGO Company’s Legends of Chima both claimed spots in the top five growth properties category, as well.

Top brands for the year based on total dollar sales (in alphabetical order) included Barbie, Hot Wheels, Little Tikes, Monster High and Nerf; while top licenses (in alphabetical order) included Cars, Disney Princess, Mickey & Friends, Teenage Mutant Ninja Turtles and Star Wars.

According to NPD’s toy industry analyst Russ Crupnick: “The beauty of the toy business is how kids’ imaginations are captured by relative

**4** Licensed toys experienced an increase of 3 percent (in 2013), representing 31 percent of total industry sales.

newcomers such as Sofia the First and Doc McStuffins, by rejuvenated properties such as Ninja Turtles and through stalwarts such as Barbie, Nerf and LEGO.” ©

52 Weeks Ending Jan. 4 , 2014	
Top 5 Brands (alphabetical order)	Top 5 Licenses (alphabetical order)
Barbie	Cars
Hot Wheels	Disney Princess
Little Tikes	Mickey & Friends
Monster High	Teenage Mutant Ninja Turtles
Nerf	Star Wars

Source: The NPD Group/Retail Tracking Service

12 Weeks Ending March 29 , 2014	
Top 5 Brands (alphabetical order)	Top 5 Licenses (alphabetical order)
Barbie	Frozen
Hot Wheels	Disney Princess
LEGO City	Mickey & Friends
Little Tikes	Teenage Mutant Ninja Turtles
Nerf	Star Wars

Source: The NPD Group/Retail Tracking Service





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# THE FUTURE IS NOW

**The Global Retailing Conference convened in Tucson, Ariz., last month to discuss the future of retail. Most merchants agree: technology is the future and it's here now.**

By **Amanda Cioletti**

**T**he future of retail is the Millennial generation, so said the varied breadth of speakers at the 10th annual Global Retailing Conference.

Hosted by the University of Arizona's Terry J. Lundgren Center for Retailing, the conference brought together the top minds in retail for a two-day event that featured speakers, panels and networking events.

Terry Lundgren, chairman, president and chief executive officer, Macy's, opened the Global Retailing Conference by sharing how Macy's is performing, noting a slow climb to market recovery with the retailer's 2013 comparable sales rising 2.3 percent. The gains can be attributed, in part, to Macy's localization strategy, which divides store territories into more manageable districts that can then be uniquely tailored to specific regional buying trends, desires and needs. "Omnichannel," a buzzword prevalent at the 2013 conference, is still a hot topic for Macy's, however it's the Millennial consumer who the retail giant finds to be the lynchpin to future sales.

"We are indeed a company that has embraced change," said Lundgren.

To emphasize this point and the evolving consumer demographic, Lundgren shared Macy's strategy to "aggressively pursue" the 15- to 33-year-old customer. Millennials, or those born between 1980 and 2000, are, according to *Forbes*, the "biggest generation of consumers ever."

"If you miss out on this young customer, you're missing the boat," he said.

The Macy's approach is a seven-point plan that includes the embracing of new technologies such as mobile and social media, the embrace of more advanced in-store technology and an update of point-of-sale software.

The Millennial strategy is also heavily centered on delivering and fulfilling orders for the right product. In 2013, Macy's introduced 14 new brands targeted to the youth-centric shopper, many times utilizing the shop-in-shop approach that, Lundgren conceded in a tongue-in-cheek fashion, was a "big defeat" for him personally, noting

**Terry Lundgren, chairman, president  
and chief executive officer, Macy's**



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**Walter Robb, co-chief executive officer, Whole Foods**



**Brian David Johnson, author and futurist, Intel Corporation**



**Jeanne Jackson, president, product and merchandising, Nike**

the great success a Sunglass Hut partnership experienced at Macy's locations. Lundgren said retailers must "not be afraid to find the experts when we can't break the market."

But it's not just Macy's that is focused on the Millennial, multiple speakers at the event touched on the important buying power this consumer group possesses.

Rob Garf, vice president, industry strategy, Demandware, noted that the average "digital diva" shopper uses four devices during a retail trip and has 69 percent of the buying power yet only accounts for 22 percent of the U.S. population. This consumer is a formidable force, and in order to compete to get her sales, "we need to re-think the technology," he said.

Companies such as Intel Corporation and its "futurist" Brian David Johnson are charged with looking further into the future—10 to 15 years, actually—to predict and develop an actionable plan for technology and incorporate thoughts on how consumer trends will evolve. These evolutions may include holographic stores, intelligent fashion and retail shelves, drone deliveries, the continued use and progression of 3D printing, sentient stores and more.

"Science and technology have progressed to the point where what we build is only constrained by the limits of our own imaginations," he said.

There are also companies such as Hointer, which is attempting to re-invent the shopping experience through digital technology, that are addressing consumers' penchant for online shopping and mobile utilization.

The Millennial shopper demands customization and a tailored experience due to their heavy reliance on technology and all of the conveniences the medium affords, but there is a negative side to embracing technology, pointed out Greg Girard, program director, merchandise strategies, IDC Retail Insights. According to Girard, spend is increasing more than 260 percent on mobile platforms, with 69 percent of consumers polled calling the smartphone a critical tool for shopping and daily life and 70 percent remarking that the smartphone will continue to aid the shopping experience in the coming year. But

with this increased use comes a fear that this "hyperpersonalization" will come at a cost for shoppers in the form of personal privacy.

For brands such as Nike and Whole Foods, the future is in product innovation, delivery and the customer experience.

Speaker Jeanne Jackson, president, product and merchandising, Nike, calls the consumer relationship to its brand "incredibly strong and emotional globally," and notes that the company thinks of these shoppers constantly, vowing to "connect consumers with products they love," whether that be aspirational items such as a limited edition Kobe Bryant sneaker or through shop-in-shop concepts within other retailers like Finish Line and Foot Locker.

For Nike, technology is used to bring the consumer deeper into the Nike product experience, utilizing video content that the new shopper can then share.

Whole Foods Market and its co-chief executive officer, Walter Robb, on the other hand, is very much concerned with its internal culture, values and the customer experience on a perhaps more traditional level.

"We are at a major crossroads in retailing—first for technology, secondly in challenges to serve the customer, third is to be relevant within your own four walls and fourth we need to improve the customer experience," he said.

Whole Foods participates in a strategy it calls "conscious capitalism," which emphasizes core values, stakeholder integration, conscious leadership and a conscious culture and management. This approach, said Robb, manifests itself in a thriving internal culture that organically lends itself to innovation and is thus passed off to the customer who ultimately benefits.

Of course more traditional retail models will continue to thrive, so said the Global Retailing Conference's additional speakers which included Bobbi Brown, founder and chief creative officer, Bobbi Brown Cosmetics; Blake Irving, founder and chief executive officer of Invemed Associates, co-founder and financial backer, The Home Depot; Kevin McKenzie, global chief digital officer, Westfield Group; and Harvey Kanter, president, chief executive officer and chairman of the board, Blue Nile. ©



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## CPLG CELEBRATES 40 YEARS

Copyright Promotions Licensing Group marks 2014 with a major anniversary milestone, asserting its strong position in the global licensing market and reinforcing its motto 'Expert Common Sense.'





# 40 Years of Excellence

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MATT GROENING





# A Special Tribute to A Longstanding Licensing Agency



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



This tribute to Copyright Promotions Licensing Group, one of the largest and most respected names in brand licensing, recognizes not only four decades of accomplishments, but the current and future strategies

that will strengthen its reputation for decades.

An anniversary such as CPLG's 40th is not only a time to celebrate the past, remember the colleagues that were integral to the agency and thank partners for their continued support, but also a chance to build on this momentum and plan for the future.

CPLG has done just that, led by its new chief executive officer Peter Byrne, who has displayed not only a deep respect for CPLG's history, culture and people, but also the acumen to re-brand the agency and drive growth. It was a very tricky and sensitive position for a new chief executive officer to step into (Byrne moved into the role after the 2012 passing of president and group managing director Chris Protheroe), yet Byrne has embraced the characteristics that have defined CPLG throughout its history, while also instilling a new confidence and culture in the agency's commitment to grow globally.

If you read the comments from some of CPLG's partners, evaluate its new initiatives and listen to Byrne discuss the agency's remit, CPLG's passion, commitment and its goals are very clear, further enhancing the CPLG brand as a truly global licensing and lifestyle agency.

Another interesting testament to CPLG's influence is the list of prominent executives who once worked

at the agency and who have gone on to hold other major positions in brand licensing. The agency refers to it as the "University of CPLG." From Kirk Bloomgarden, who now heads up global licensing for Saban Brands, to Andrew Carley, who now leads licensing for Entertainment One, and Susan Bolsover, who spearheads licensing for Penguin U.K., there are more than 30 notable alumni.

This special 40th anniversary tribute takes a look at CPLG's past, present and future.

The past set the foundation for the agency's reputation as a trusted and innovative licensing agency. The present discusses Byrne's strategic initiatives and the ongoing re-branding effort that began last year, as well as a close-up look at the managing directors that head up the various territories with highlights of standout licensed product programs in each region. In the future, Byrne provides a glimpse of what will drive growth over the next several years, which includes several new clients on the horizon, the launch of CPLG USA and the potential expansion into new territories. CPLG is certainly setting the groundwork for future growth.

In addition, as a part of DHX Media which acquired CPLG when it bought Cookie Jar in August 2012, there is strong corporate support, and perhaps at some juncture in the future a greater synergy with some of the properties in its vast library.

With more than \$1.7 billion in retail sales of licensed merchandise worldwide, CPLG ranks among the top 10 global licensing agencies. As it celebrates its 40th anniversary, the most important factor is that CPLG today is just as well positioned for growth as it was when it was founded in May 1974.

Happy 40th anniversary to everyone at CPLG and to all its many partners around the globe! ©





# CPLG's 40<sup>th</sup> Anniversary

## Ready to Celebrate Ready to Grow



Peter Byrne, chief executive officer, CPLG

By **Tony Lisanti**

**A**s Copyright Promotions Licensing Group, a subsidiary of DHX Media, celebrates its 40th anniversary and four decades of accomplishments as one of the leading brand licensing agencies in the world, it is a particularly proud moment in the company's history considering the recent changes and challenges it has encountered.

With the untimely death of its president, a new corporate owner, a new chief executive and a new re-branding strategy, change has been sudden and swift, yet clear and focused. In fact, over the past 15 months, CPLG has emerged as a stronger, better-positioned global licensing agency, not only ready to celebrate its 40 years in the business and reflect on its rich history, but more importantly, CPLG is ready to surge ahead with various new strategic initiatives that will drive future growth.

The overall vision is to extend the brand's portfolio, emphasize a lifestyle licensing approach, expand into new territories including the U.S. and improve internal operating procedures and technology.

The evolution and re-branding effort actually began last March with the recruitment of licensing veteran Peter Byrne as chief executive officer. Byrne's diverse background and experience, which includes executive positions with HIT Entertainment, Fox Consumer Products, Sara Lee Branded Apparel and Fruit of the Loom, made him an ideal choice to spearhead CPLG's new growth plans.



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**“CPLG has been instrumental in growing our overall brand awareness by bringing together the right licensees with the best retailers. Those who have touched the Skylanders brand at CPLG have done so with distinctive professionalism. They have taken a very thoughtful approach to the development of our merchandising program—never compromising quality—and always focus on delivering partners and programs that align with our brand.**

– Ashley Maily, vice president, global licensing and partnerships, Activision



Steve Manners, executive vice president, CPLG

“The entrepreneurial spirit of CPLG’s founders and the fact that they weren’t afraid to try new things is the philosophy that is still here today,” says Byrne, referring to David Cardwell and Richard Cully. “The basics were always in place, creating a lot of the things we are doing today such as expansion into sports, which was a key change and initiative over the years. It’s about doing things that others aren’t doing.”

The core elements that helped to shape CPLG’s culture and reputation in the marketplace remain the agency’s underlying principles and characteristics. They include such words as “strong brands,” “trustworthiness,” “entrepreneurial,” “innovative,” “honest” and “local expertise.”

According to Byrne, CPLG was very much poised for growth since the acquisition of Cookie Jar by DHX in August 2012. However, he admits that “the brand needed a bit of makeover.”

In order to understand the perception of CPLG in the market and determine the direction for the future, CPLG conducted a major research study of its key clients and partners.

“One of the things that came of the research of our clients and what they like about CPLG was that they didn’t see us as a corporate organization, but that we are very personality driven, that we tell it like it is and that we are very straightforward to deal with,” says Steve Manners, executive vice president, CPLG. “We don’t want to lose that perception





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**We have enjoyed a longstanding relationship working with the CPLG team and, over the years, have seen our combined efforts push brands to the top of the NPD charts. The team understands the dynamics of the toy industry and the importance of collaborating to support a brand, both in terms of marketing and at retail.**

– Emma Weber, international marketing director, Vivid

by becoming more corporate. We need to make sure we have the processes and back office in place, yet still be very driven by the people and talent in the local markets.”

“It’s not about what we do, but more about the way we do it,” says Byrne, whose point is underscored by CPLG’s motto: “Expert common sense.”

For CPLG, the re-branding effort has been more of an evolution that has centered on three key factors: brand values and corporate identity, internal structure and processes and technology.

On the corporate side, the CPLG corporate logo, which was described in the research as “out of date,” “too generic” and “looks like a preschool brand” was updated, the website was re-designed and a new corporate brochure was created.

## A Classic Re-Imagined



CPLG is known for its diverse and broad portfolio, and one of its newest properties is no exception to that rule. In a ground-breaking collaboration, CPLG has partnered with Associazione Metamorfosi, the Italian cultural foundation and Casa Buonarroti, the Michelangelo museum in Florence, to bring the Renaissance artist’s privately owned artwork to consumers via product.

In 2013, CPLG received unprecedented access to the Buonarroti family archives, accounting for 80 percent of Michelangelo’s sketches, illustrations, poems and art. Together with design company

Watermelon Creative, a unique collection has been created featuring images and design stories reflecting the essence and beauty of Michelangelo’s work across several lifestyle categories including home décor.

Among images available for product application are some of Michelangelo’s best-known works including Cleopatra and original sketches of the Sistine Chapel, along with his private collection of poetry and sketches.



# CHEERS TO 40 YEARS



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The properties were organized into three distinct sectors:

■ Brands—Michelangelo, Activision’s Call of Duty, Meccano, British Airways and Highland Distillers’ The Famous Grouse.

■ Entertainment—Activision’s Skylanders, Universal’s Despicable Me, Fox’s The Simpsons and Ice Age, DreamWorks’ Penguins of Madagascar, LIMA Sky’s Doodle Jump, MGM’s Pink Panther, Sesame Workshop and CBS’ Star Trek.

■ Sports—St. Andrew’s Links, England Rugby, FIBA (the association formed by 213 international basketball federations), French Football Federation,

International Equestrian Federation and Tour de France.

“The strength of CPLG over the years is still managing some of the biggest movie properties in the world, but also the business is growing, now coming from different entities such as gaming and brands such as Michelangelo, which is a big departure from the traditional business,” says Byrne. “The licensing business is evolving and we are looking to attract business in different areas, much as we did with Michelangelo.”

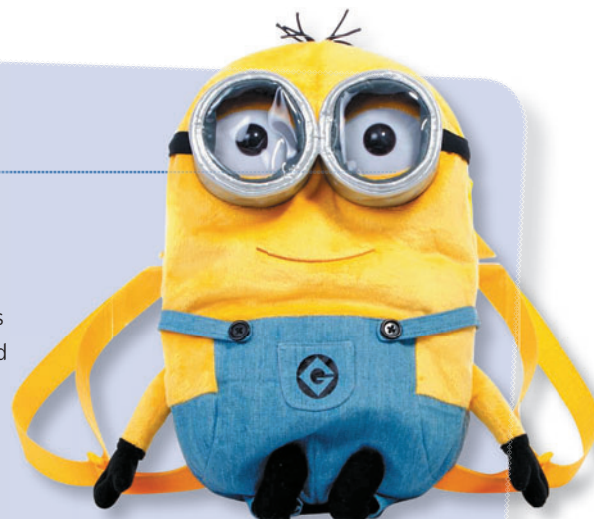
“The key is managing the portfolio and developing opportunities that we recognize are going to take longer to build than you expect to

## Europe’s Minion Madness

Taking in more than \$1.5 billion globally (source: Box Office Mojo), Universal’s Despicable Me franchise, which encompasses two films, was a hit with moviegoers. But the initial product program, says CPLG, got off to a slower start in pan-European markets likely thanks in part to a cautious retail market at the time (*Despicable Me* released in July 2010, while *Despicable Me 2* hit theaters in July 2013).

However, as soon as audiences caught a glimpse of the characters, particularly the humorous yet lovable Minions, a classic, lasting consumer product program was born. As licensees and retailers alike began to clamor for product, CPLG and Universal found themselves in the unique position of scrambling to find best-in-class partners to support the booming property.

From there, the brand has grown into a lasting franchise, with CPLG now having secured more than 120 partners for both *Despicable Me* and the forthcoming *Minions* spin-off film, set for release in 2015.





**CPLG has been working on the Fox brands for over a decade... and has extended the product portfolio of the longest running animated show on TV, 'The Simpsons.' Across multiple categories, CPLG has established brand worlds that have reached consumers of all age groups.**

– Bettina Koeckler,  
senior vice president,  
EMEA, Twentieth Century  
Fox Consumer Products

find with entertainment properties, but obviously over a period of time can be quite consistent revenue earners,” Manners explains. “Since the re-brand and the website re-launch, we have received more interest than we ever have before.”

CPLG is taking the lifestyle approach to licensing for both Activision’s Call of Duty property as well as Universal’s Fast & Furious brand, which are categorized by CPLG in the brands sector and not entertainment as one might think.

“Call of Duty is the biggest franchises in the interactive world, but we are treating it as a lifestyle brand and not as an entertainment property,” explains Manners. “We are in discussion with numerous companies to look at key lifestyle developments in men’s apparel, sportswear, watches and eyewear. The game itself has a much wider demographic and more affluent group playing it than any other computer game, and so we will take it in a very different and more sophisticated direction. This is the type of initiative that we are starting to develop.”





## CPLG ‘Simpsonizes’ Soccer

This year marks the 25th anniversary of another iconic brand—Twentieth Century Fox’s *The Simpsons*.

In honor of this landmark milestone, CPLG has lined up several European partners to celebrate the event.

In a unique co-branding initiative, CPLG paired *The Simpsons* with leading European soccer (or football, depending on country affiliation) teams including Chelsea, FC Barcelona, Juventus, FC Milan and FC Porto, with more teams expected to join the program soon.

The sports-themed licensed product program will find the series’ main characters, Bart and Homer, in team gear. On the flip side, several famous players will also get *The Simpsons* treatment, “Simpsonizing” several players including Chelsea’s Frank Lampard and John Terry, along with FC Barcelona’s Xavier “Xavi” Hernández and Lionel Andrés Messi.

“It’s great to see myself and the other players as Simpsons characters,” says Terry. “The Simpsons’ was and still is my favorite show, and is now my kids’ too. I can’t wait to see what Bart and Homer will look like as Chelsea players.”

The co-branding partnership was exclusively released on Fox Sports in the U.S. during March’s UEFA Champions League game that pitted Chelsea against Turkey’s Galatasaray. The big reveal generated 114 million impressions in just one week and garnered Chelsea 160,000 Facebook “likes,” says CPLG. Following the unveiling, more than 30 licensees clamored for licensing rights, setting the stage for future opportunities with dedicated club sports stores and at mainstream mass, sports, specialty and online retailers.



Another example is Fast & Furious, which Manners says will be targeted to teens and young adults.

“There are some properties within the entertainment area that have the ability to become more brand-oriented, and we look at it as a lifestyle property. It has become synonymous with a certain age group and an aspirational brand.”

Byrne says that several new deals are in the pipeline that will further establish CPLG as a leader in lifestyle licensing.

As part of the re-branding process and feedback from the client research, according to Byrne, all of the internal accounting processes were improved and a customized CRM system, OASIS, now provides immediate, up-to-date information about brand performance.



**The relationship between CPLG Spain and El Corte Ingles department store has always been a success story. Capitalizing on their experience, brands and local commitment, CPLG Spain wisely combines these three elements in every single proposal to create a 360-degree campaigns and fulfill our expectations.**

– Diego Cordido Gasperi, head, licensing and marketing, El Corte Inglés

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— Peder Tamm and Eva Brännström,  
co-owners, Plus Licens

Another important part of CPLG's business is its strong presence in local markets.

"This is fundamental because you can't run the business from a corporate head office," says Byrne. "We have great experts on the ground who can translate quickly how licensing can work in the market and what the opportunities are. You don't have that running the business out of London. It's all about being on the ground first, and then we can do a lot of the support work from the corporate office."

CPLG has seven office locations—the U.K., Germany, France, Spain, Italy, and Benelux—including the recent announcement of the formation of

## A Goodbye to a Licensing Industry Icon

Chris Protheroe, CPLG's president and group managing director, passed away peacefully on Dec. 28, 2012, at age 54, after losing his battle with cancer.

Protheroe was an extremely well-known and much-loved personality in the licensing industry. He spent his early years working for BBC Worldwide,



**Chris Protheroe**

Marvel, Yorkshire TV, Penguin Books and Sony Signatures, where he ran the very successful European licensing program for FIFA World Cup 1998.

In July 1999, Protheroe joined CPLG as head of sports, managing the licensing programs for Euro 2000 and FIFA World Cup 2002, and continued to grow CPLG's

sports division to include representation of the major U.K. governing bodies and national football, cricket and rugby teams, as well as the leading golf brand St. Andrews Links. In recognition of the successful growth of CPLG's sports business, Protheroe was promoted to president and group managing director in 2010.

Of all the many attributes that Protheroe possessed, he will be remembered fondly for his warmth and sense of humor (and colorful socks, which reflected his positive and optimistic approach to life). Protheroe also mentored his staff and colleagues, supporting them to think creatively in their approach to licensing and to grow professionally and personally.

Protheroe had a spirit and outlook on life that is rarely matched and his death is a sad loss for his family, friends and colleagues.

CPLG USA and the opening of an office in Los Angeles, Calif. (See the individual profiles of the managing directors of each respective territory within this section.)

“We are a partner in a true sense of the word and what we try to do is understand a licensor and represent them in the way they want to be represented,” says Manners. “We don’t want to take a cookie cutter approach and do everything the same way for everybody. We understand each brand and position it appropriately and don’t try to force everything into the same mold.” ©



**The RFU and England Rugby have worked with CPLG since 1999, and the reason for this long-established relationship is because they understand. CPLG understands us, our brand, our customers and our position in the marketplace. They have successfully built our licensing program over the last 15 years through proactively positioning the brand in front of licensees and retailers, securing long-term, mutually beneficial partnerships.**

– Andy Ward, head, merchandise and licensing, Rugby Football Union

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## Stephen Gould

# CPLG U.K.

**C**PLG's most recent hire is Stephen Gould, managing director for the U.K. Gould joined the company this month, having transitioned from parent company DHX Media where he served as commercial director for the former Ragdoll Worldwide brand portfolio.

Gould, a 27-year consumer product veteran, will oversee the U.K.'s far-reaching portfolio that includes such properties as Activision's Skylanders, Star Trek and St. Andrews Links, among many others.

For the U.K. specifically, Gould notes CPLG's strong portfolio, which is broad, as a key positioning strategy for the agency across the country, but also as an immense strength of the company globally.

"We have a unique portfolio structure and reach in terms of IP balance that embraces brands, sports and entertainment," he says. "CPLG is a full turnkey agency, and everything we do is based upon our corporate mantra of 'Expert common sense.' We offer our clients strategic commercial partnerships

as well as ubiquitous secondary revenue opportunities, and we have genuine strength, expertise and diversity in theatrical releases, television, publishing, video games and all aspects of the consumer products matrix."

This diverse portfolio offering, which spans the aforementioned properties and also includes brands such as In the Night Garden, Minions, Jurassic World and Call of Duty, is leveraged by CPLG with retailers, allowing the agency to work with a majority of the U.K.'s top-tier retailers such as Argos, Toys 'R' Us, Tesco, Smyths, Amazon and Sainsbury's. To approach these and other retailers, CPLG U.K. has established a "Retail Roadshow" program that presents the company's portfolio of brands in a pop-up showroom environment. Through this approach, CPLG U.K. is able to "fast-track and present comprehensive and compelling brand and consumer product programs to retail buyers in a focused, on-site and cross-category forum."

It's this type of approach that continues to set CPLG U.K., and the company as a whole, apart from other licensing agencies.

"The sum of our parts is greater than the sum of the whole, and cumulative advantage is without a doubt one of our many unique selling propositions," says Gould. "Although sales focused, we work with passion, vision and a long-term strategy toward a prosperous brand life cycle. CPLG is renowned for innovation, interpersonal skill sets, strong communication and negotiating tenacity wrapped in diplomacy. We are clear thinking, proactive, versatile, authoritative and, without question, entrepreneurial in outlook. We provide market intelligence, connectivity, strategy and confidence with focused, high-impact strategies that afford clarity of thought, direction and purpose."

Top performing programs for the company in the country include a deal inked and executed between the famous golf brand St. Andrews Links and retailer Brooks Brothers. CPLG U.K. paired the two companies to execute a collaboration that launched globally and brought the St. Andrews Links brand to men's and women's apparel and accessories.

For the iconic Star Trek property, CPLG, together with CBS Consumer Products and Media 10, made London the center of the Star Trek universe in 2012 with the Destination Star Trek London fan event.

Billed as the first official Star Trek live event in



the country in 10 years, the three-day experience brought together more than 18,000 people from over 55 countries for celebrity character appearances, guest talks, autograph opportunities, photo shoots, replica and prop displays, fashion shows, stunt demonstrations, costume displays, themed parties and more. Plans are now underway for a 2014 event.

On the toy and game side, CPLG U.K. has also found great success with the Skylanders licensing program. For the Activision property, CPLG has thus far brought in nearly 40 best-in-class licensees to the program that cover a diverse range of categories.

Sales of consumer product for Skylanders has increased threefold in the 12 months between the release of the last two games, and product is at retail heavily, occupying more than 3,000 meters of U.K. retail shelf space at stores such as Toys 'R' Us, Asda, Game, Smyths, HMV and Tesco.

These successes at retail, along with multiple others, can be attributed to the strength of the relationship CPLG U.K. enjoys with its clients.

"Our much-valued roster of 'principals' includes Activision, Universal, MGM, DHX Media, St. Andrews Links, RFU and Sesame Workshop. Everything we do is based upon longevity of relationship with engaging and meaningful collaboration, as well as an essential component understanding of brand DNA and organizational structures," says Gould. "This reciprocal loyalty speaks volumes in terms of relationship fit and a consistently successful statement on shelf." ©







## Marina Narishkin

# CPLG France

**M**arina Narishkin, managing director of CPLG France, has a biography that truly speaks to the global nature of the company—she was born in Rio de Janeiro and has studied and lived in Bangkok, Rotterdam, St. Petersburg, the U.S. and, of course, France.

With CPLG since 1993, Narishkin has risen through the ranks of the company to her current role. In that time, Narishkin has seen the company maintain its global clout.

“I’m happy to say that in the 20-plus years I’ve been with the company, we’ve managed to stay very strong,” she says. “One of CPLG’s greatest strengths is its investment in its people, many of whom have been here just as long as I have.”

Narishkin has seen programs come and go in her years with the company, but one in particular keeps returning to retail shelves—Strawberry Shortcake.

The challenge in France, she says, is that each licensing program must be strategically positioned to appeal to the French consumer’s fickle palette. But in the region, the Strawberry Shortcake property consistently resonates. It’s on its third re-launch during her tenure.

“In France, you have to be strategic and product has to be aesthetically pleasing,” says Narishkin. “Our challenge today in France is capturing that difficult buyer and meeting their expectations while answering the need for price reductions due to our poor economy. We love challenges and have answered this through strong relationships with retailers, creative control of product submissions and accompanying of the licensees. CPLG France does a lot of work to keep things beautiful, too. This has set us apart from the competition.”

For Strawberry Shortcake, the style guide is a key component of the product conception and they are

careful to avoid the “dreaded logo slap” look some licensed products can ascribe to.

Another program Narishkin is particularly proud of is for Ubisoft’s Rabbids property, dubbed The Lapins Crétins in the region. In France, the brand enjoys high awareness with both children and adults, a selling point for licensees. Partner Fruiss hopped aboard the Rabbids program and partnered to launch a line of syrup flavorings for children, a product range that contributed to a reversal of Fruiss’ declining sales. The partnership also broke new ground for the licensee, becoming the first time Fruiss specifically targeted the children’s market.

Fruiss initially launched the range with five flavors in Carrefour retail locations and supported the range with a 360-degree integrated marketing campaign that included an online competition that invited children to design their own bottle. Other activity included a dedicated website, games, videos, jokes

and recipe ideas, providing multiple avenues for children and adults to interact with the brand. The campaign was a “rabbid” success, generating more than 7,000 Facebook likes, raising the licensee’s profile and bringing back valuable market share—52,000 units were moved in just three months.

Narishkin says the success of the Rabbids, Shortcake and other programs can be attributed to CPLG France’s forthright attitude and value as an expert in its class.

“We are in a unique position in France to be the ‘go-to’ for licensees and licensors,” says Narishkin. “In France, we use the term ‘cash,’ which means we speak very frankly and honestly. This fosters many long-term relationships on both

sides of the fence.”

Another strength of CPLG France, and CPLG as a whole, says Narishkin, is its ability to secure the very best partners and multi-territorial contracts and distribute and execute them on a global basis. Narishkin notes that the offices often work together to implement a larger global program, but then tailor it to the local level.

“We have this European network that allows us to think out of the box and create precedents that keep other agencies following in our footsteps,” says Narishkin. “We initiate new kinds of deals and use our expertise and longevity in the business to give us an edge over the competition. When we get our teeth into a program, we do it in a meticulous manner that allows us to be set apart from others.” ©







## Joachim Knoedler

# CPLG Germany

**A**s varied as markets are around the world, the German market, says Joachim Knoedler, managing director, CPLG Germany, may perhaps make a case as the most differentiated, fragmented and novel.

According to Knoedler, the German retail market, although very strong economically and projected to grow in 2014, is just 40 percent the size of the U.K. market, making it a specialized territory that needs agents such as CPLG that understand the consumer, licensee and retail landscape.

CPLG Germany encompasses the G/A/S region—Germany, Austria and German-speaking Switzerland. In this territory, a specialized approach is vital to account for the varied dialects spoken and the differentiated retail landscape.

“Retailers and licensees in G/A/S are very conservative, and consumers have different buying behaviors than other Europeans,” says Knoedler.

“These behaviors are very much reflected in a category such as toys—Germans prefer toy products that have an educational aspect to them. Games and puzzles, then, are a big portion of the market, and action figures, figurines and plush are less so. It then presents a wider challenge for varied properties in the marketplace.”

For Knoedler, CPLG is the perfect agency to tackle such an obstacle as it possesses a wide portfolio thanks to its global presence, yet one that is perfectly tailored to a specific German consumer and their buying and spending habits. Because of this, Knoedler emphasizes how important it is that CPLG ensures its licensees have a precise, strategic approach to address the conservative German buying behaviors.

“When we look into licensing properties, we always look to be strategic,” he says. “For us, the most important categories to enter first are



publishing and toys, then later useful categories like apparel, home and so on. We make sure we have a strategic overview in place before we approach licensees so that we are well aware of the properties and how best to address them. CPLG's network is very appealing to retailers and licensees as well."

A strategic and well-managed outlook on the German market is key to executing a successful licensed product program. For example, in the publishing category in particular, CPLG Germany notes that non-traditional retailers such as drug stores and gas stations are becoming more and more important to total retail sales when compared to traditional retail.

In CPLG Germany's stable of licensees across all categories are companies such as Egmont, Santex, Mattel, Hasbro, Simba Dickie Group, Deichmann, Kosmos, Schmidt, Edel, Ravensburger, McDonald's, Blue Ocean Entertainment, THQ, Panini and many more. High interest properties in the territory include Ice Age, The Simpsons, Minions and Skylanders. German consumers are influenced heavily by TV-supported properties, with deals for non-TV supported properties less frequent and less visible at retail.

A program that performed particularly well for CPLG Germany is Sesame Street, known locally as Sesamestrasse. The leading preschool show in the country, CPLG Germany paired the brand with an equally traditional and respected shoe retailer, Deichmann, for a direct-to-retail range of the classic Elefanten kids' shoe.

The boys' and girls' shoe line sold through almost completely—in excess of 90 percent, says

CPLG—thanks in part to the featuring of classic Sesamstrasse characters Bert, Ernie, Elmo, Abby Cadabby and Cookie Monster.

Another top performing apparel and accessory property in Germany is The Simpsons, which spans across categories such as t-shirts, sweatshirts, children's apparel, socks and underwear.

Looking to the future, Knoedler and CPLG Germany place heavy stock in how the retail landscape will change, focusing more on instant deliverability of product either in person at new locations such as cinemas, or digitally such as through apps. Knoedler notes that consumers increasingly want to interact immediately with properties as they are experiencing them, similar to how a person may interact with products and merchandise when in a theme park setting—the experience is fully extended through product.

"This strategy is a big step for us in the next 10 years, and a completely new way for us to execute licensing than ever before," says Knoedler. "We've been able to do this well for the past 40 years and we will be able to do it for the next 40." ©







## Maria Gurrieri

# CPLG Italy

In territories like Italy, CPLG has a challenge to face—provide consumers with new, innovative product but with an aesthetic or sensibility that is true to Italians’ appreciation for iconic, legacy properties.

Managing director Maria Gurrieri has been charged with the task, and it’s one that CPLG Italy is armed to face with the right properties and right brand executions.

“Italians are always keen to see new things, but are really very classical, so classic properties work very well in this territory,” says Gurrieri.

For the Italian market, Gurrieri and her team are finding success with licenses for properties such as celebrated Renaissance artist Michelangelo Buonarroti and heritage brand Pink Panther.

In cooperation with licensor Associazione Culturale Matamorfofi, CPLG Italy has crafted an inaugural product program for Michelangelo timed

to debut on the 450th anniversary of his passing.

According to Gurrieri, CPLG Italy has worked closely with the licensor to digitize the entirety of Michelangelo’s archives from Casa Buonarroti—a vast collection of more than

1,800 documents that

includes sketches, letters, poems and architectural studies—and converted them into a brand book available for organic product extensions. CPLG and Associazione Culturale Matamorfofi then paired with design agency Watermelon to hone the





color direction and style of the proposed product collection, which will be positioned as a mid- to high-end lifestyle brand. Key agreements have been struck for categories such as publishing, writing instruments, stationery and fashion.

In 2014, CPLG also celebrates another milestone for a time-tested property—Pink Panther marks its 50th birthday. In honor of this, CPLG Italy created new opportunities for the brand and its licensor MGM by partnering with the largest university in the country, the Polytechnic University of Milan (Politecnico), for a graphic design collaboration with the school’s students. More than 50 students participated in the project and inspired 12 new Pink Panther style guides, ultimately narrowing down the program to a brand-new capsule collection.

Products that have come of this collaboration include a full streetwear collection and a limited edition t-shirt from designer streetwear brand Happiness is a \$10 Tee.

“This collaboration was very unique because we were given permission to re-invent the character, which is an unusual freedom for anyone, let alone an agent in particular,” says Gurrieri. “It’s a very special project and hard to achieve if there is not a special relationship with the licensor. I’m not sure that it’s possible to have such an opportunity in many territories—it is something we are very proud of.”

The innovative approach to such a legacy brand likely could only have been achieved due to the local knowledge of CPLG Italy and the strong relationship it has cultivated over the years with its

licensor partner, which speaks to the aim of the organization on the global level.

“In the end, we’re not the only licensing agency, but we’re the first, the oldest and the biggest,” says Gurrieri. “What differentiates CPLG is the approach we have—our motto is ‘Expert common sense.’ We value our reputation and professionalism very much, and we’re not afraid to give the right answers, even if it may not be exactly what the client wants to hear. We are extremely organized and the people who work at CPLG are efficient at a local level. It’s a global organization, but with a local execution.”

Other successful programs for CPLG Italy include those for entertainment properties such as partners Twentieth Century Fox, DreamWorks Animation and Activision, as well as for its sports brands.

CPLG Italy is also finding success with loyalty programs in the region. According to Gurrieri, CPLG Italy executes between four and 10 loyalty programs per year.

In 2012, CPLG Italy initiated a program for DreamWorks properties at retailer Esselunga that ultimately moved more than 60 million free trading card packets and more than 1 million collectible albums to consumers who spent at least €10 per transaction, which were then redeemable for plush. More than 2 million toys were sold, selling through stock in the first two weeks of the program. ©





## Pau Pascaul

# CPLG Iberia

**P**au Pascaul is responsible for Spain and Portugal within CPLG, and oversees the business associated with the region.

A sports enthusiast with a background that includes stints at both Nike and Barcelona FC, Pascaul joined CPLG in 2010 as sales director and quickly moved up the ranks to general manager due in part to his efforts to continually position CPLG as the leading licensing agency in the territory.

“Our objective is to become the benchmark in our territory within the licensing business and to be the experts on any of the areas we deliver to our licensors—our team is constantly evolving and adapting to the new needs of the business,” says Pascaul.

For Pascaul, treating each property individually is an essential strategy to ensure that the company achieves its objective.

“For each of our properties, we develop an

individualized strategic plan according to the values the property represents and the target to which it’s addressed,” continues Pascaul. “For us, there’s no better or worse properties, and this is why each property becomes part of our portfolio and has our full attention at all times.”

This level of customer service and attention, says Pascaul, allows CPLG to work side-by-side with licensors to execute a robust product program that is in line with CPLG’s motto: “Expert common sense.” CPLG’s ability to act locally while maintaining a thorough international presence also differentiates and reinforces the company’s strategy and ability to work above and beyond the competition.

“In an industry that tends to globalize, it is very important that CPLG is able to offer a global view of our business, but also a local view. Thus our knowledge, local experience and direct and close

contact with all members of the business—from licensees to television networks, retailers and even consumers—allows us to establish contact with the best partners for our properties. At the same time, we are able to offer these partners knowledge and international experience with the same level of excellence,” says Pascaul.

CPLG Iberia is having much success with direct-to-retail programs within the territory, particularly with textile fashion and accessories. Over the years, CPLG has created DTR deals for more than 30 brands in the region and has collaborated with major retailers such as Inditex Group (Zara, Pull & Bear, Oysho, Bershka and Lefties) and the Cortefiel Group (Springfield and Women’s Secret).

Perhaps the best and most recent example of a successful DTR is CPLG Iberia’s programs for the classic Peanuts and Pink Panther properties. Pascaul and his team have put together two distinct collaborations with retailers Oysho (Peanuts) and Women’s Secret (Pink Panther) that span several seasons of product and include t-shirts, tops, jackets, hoodies and accessories. These partnerships and others like them raise the profile of the characters with a fashion-forward consumer, encouraging additional licensing partners and retailers to join the program, says CPLG.

For Peanuts in particular, Pascaul points to the property’s storied history spanning 65 years and its high brand awareness as a perfect example of why and how a DTR program is executed and

yields the rewards a licensor can come to expect with CPLG.

“Peanuts represents the clearest example of a long-term relationship and strategy—it’s a classic property that has been and is constantly growing,” says Pascaul. “It’s a property that doesn’t need more support than the strength of its own brand, which has enabled us to reach all targets locally as well as globally. Throughout the 10 years of the relationship, CPLG has converted Peanuts into one of the greatest ambassadors at Oysho stores and in its windows with full collections of underwear, lingerie, sleepwear and accessories, which are constantly evolving in design.”

Other key DTR deals include the pairing of The Simpsons with FC Barcelona, as well as DTRs for the Despicable Me property and preschool brand La Gallina Pintadita.

Ultimately, these achievements at retail and beyond are only as strong as the foundation upon which they are built, and CPLG’s foundation is rock solid.

“I’ve been working for CPLG for four years, and I’m still impressed with the constant interest in learning, the evolution and the improvement of services,” says Pascaul. “In my opinion, one of the key factors that ensures that CPLG is leading the way is its constant internal analysis to improve. We cannot demand of our partners if we are not demanding of ourselves. We learn from the best of experiences and we learn from the difficult experiences—every experience offers us the chance to learn, evolve and improve.” ©







## Maarten Weck

# CPLG Benelux

**W**ith CPLG since 2006, Maarten Weck, managing director, oversees the Benelux territories—Belgium, the Netherlands and Luxembourg—a region that has three separate languages marked by distinct cultural differences and with it, a fragmented retail landscape, which presents very interesting but challenging business prospects, says Weck. It's a challenge, however, that Weck and CPLG Benelux are up for.

"We aim to have an extensive, but balanced, portfolio so that we can be a one-stop partner for licensees and retailers and have offerings for every demographic," he says.

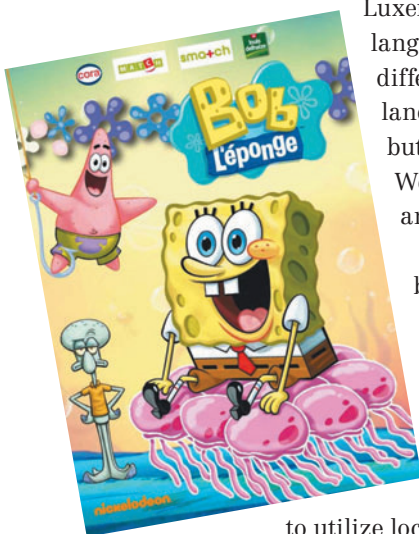
Weck and his 12-man team manage the day-to-day activities of the Benelux region, providing services that strive to utilize local knowledge, capitalize on relationships

with licensees, retailers and broadcasters to implement licensing programs.

In Weck's territory, key brands within the CPLG portfolio include Nickelodeon's Dora the Explorer, SpongeBob SquarePants, Teenage Mutant Ninja Turtles and Paw Patrol; Sesame Workshop's Sesamstraat; HIT Entertainment's Thomas & Friends and Bob the Builder; Rainbow's Winx Club; Universal's Minions; DreamWorks Animation's How to Train Your Dragon franchise and Penguins of Madagascar; and MTV Network's flagship MTV property. While just some of the brands that make up the broad CPLG catalog of IP, these brands span varied demographics and media platforms.

For the SpongeBob SquarePants property in particular, CPLG Benelux has found success through license-driven loyalty programs that capitalize on shopper's love for collectability and swapability.

CPLG Benelux created an in-depth in-store



experience with Cora Belux retailers (Match, Smatch and Louis Delhaize), re-creating SpongeBob's underwater world and enhancing it with premiums such as cards, stickers and bouncing balls. Brand engagement is extended throughout the stores with bespoke premiums that consumers can earn through general grocery spend. With a wide swath of product (20 different balls, 196 stickers and 63 game cards), the opportunity for shoppers to collect is extensive and encourages frequent and regular visits to the participating retailers. Add in point-of-sale, print and radio advertising support, and you have a robust program in place.

"Within CPLG Benelux, we believe we can add a component to a potential success story," says Weck. "Starting with a strategic launch plan, we work closely with licensors, licensees and retailers to make sure we get the best possible position at retail. In addition, we add marketing around a release or promotion to create a buzz, in-store communication and free publicity. We believe this way brands and properties are better equipped for a strong start or continuous presence in the current highly competitive landscape and also builds a solid relationship with retail around a brand."

Other successful brand initiatives include for Thomas & Friends with a Thomas Railway Weekend live event that incorporated the real Thomas locomotive imported from the U.K. alongside Mattel products, theater shows, a movie screening and



appearances; Dora and Diego Fan days that are hosted, in connection with Nickelodeon, at a local theme park with dedicated Dora- and Diego-branded areas that feature activities, merchandise, live entertainment and product display areas; and a Sesame Street anniversary program in support of the "Sesamstraat" 35th year. For that, CPLG organized year-round celebrations that included retail promotions, a theater show, an anniversary show, an exhibition, celebrity tie-ins, a national sweepstakes, partnerships with the Van Gough Museum and National Railway and even a parade, as well as promoting a heavy presence at retail. ©





# CPLG's Notable Alumni

CPLG has 'graduated' many executives from what it playfully calls the 'CPLG University.' These alumni have gone on to have successful careers at other high profile companies within the licensing industry.

## U.K

Executive	Current Company and Title
Andrew Carley	Entertainment One, head of licensing
Angela Polley	Everything Everywhere, senior product manager
Caroline Mickler	Caroline Mickler, owner
Charles Day	The Sharpe Company, president
Chris Taday	Consultant
Clare Piggott	BBC Worldwide, head of merchandising
Emma Norris (formerly Armstrong)	FremantleMedia, licensing manager
Ian Downes	Start Licensing, owner
Ian Woods	Discovery Networks, licensing director, U.K.
Kate Schlomann	HIT Entertainment, vice president, global brands, EMEA
Kirk Bloomgarden	Saban Brands, senior vice president, international licensing
Lindsay Chester	Fox Broadcasting, licensing manager
Paul Bufton	Warner Bros. Consumer Products, general manager
Paul Southern	Lucasfilm, senior vice president, licensing
Peta Thompson	Wild Pumpkin, business manager
Rob Swales	BOW Marketing, owner
Sean McAuliffe	Sport Collective, director
Susan Bolsover	Penguin U.K., head of licensing and consumer products
Tim Juckes	Saban Brands, commercial director
Trudi Hayward	ITV, senior vice president, global head of merchandising
Vanessa Andreis	Warner Bros., director, promotions
Victoria Preston (formerly Robb)	The Brand Informer, director

## France

Laurent Taieb	Nickelodeon, vice president, consumer products
Maele Coulon	FIFA, regional manager, EMEA

## Spain

Daniel Lecumberri	Mattel, senior licensing manager
Elizabeth Acha	Universal Pictures Espana, promotions manager
Marco Guzman	Discovery Enterprises, licensing manager, Latin America



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# CPLG: Ready for the Future

While it's a special time for CPLG as it celebrates 40 years of accomplishments, it's also an exciting time for the licensing agency to strengthen its foundation and establish a strategy that will drive its growth in the future.

"It's about having a world-class portfolio in the core sectors, extending the business in a smart way and having the best-in-class partners," says Peter Byrne, chief executive officer, CPLG, with a passion that has been a fundamental characteristic throughout the agency's history. "We need to be a full-service agency that goes beyond basic licensing."

"Beyond the basics" translates into numerous key driving factors—expanding the brand's portfolio, developing a lifestyle approach for its properties, expanding its presence in the U.S., expanding its international presence, understanding the needs of its licensors and licensees and leveraging the inherent synergy with its parent company, DHX.

It's about building its newest brands—Michelangelo, Universal's Fast and Furious and Activision's Call of Duty—which exemplify CPLG'S lifestyle approach. It's about creating a winning program for England Rugby as it gears up for the Rugby World Cup in

2015. It's about developing the best approach for its top entertainment brands such as Despicable Me, Skylanders and The Simpsons 25th anniversary. And most importantly, it's about adding new properties, several of which are currently in various stages of negotiation and development.

"We need to support brand development from scratch," Byrne says. "It's about being responsive, having expertise on the local level, building retail relationships, managing invoices and collections, designs and

so on. We need to be connected with consumers, retailers and local markets and to keep our finger on the pulse of the business. It's about delivering our unique approach to the business and differentiating ourselves from the other agencies. CPLG is one of the most respected brands in agency business today, and we need to expand in a measured and focused way."

"You can be a small, petite agency, or what's harder, is to be bigger fish with a more global reach than we have had up to this point," says Steve Manners, executive vice president, CPLG. "We are very strong in Western Europe, which has really been our heartland. The willingness now is to really look at how we can expand."

Manners emphasizes that CPLG is not moving away from entertainment as its core business, but, "we are simply looking for new opportunities that will expand the portfolio." The Michelangelo property is one example that has taken CPLG into a new category, with other properties in the works.

According to Manners, another focus is to expand global or regional rights outside of traditional CPLG territories and to additional offices in new territories. The establishment of CPLG USA in Los Angeles, Calif., head by Ted Larkins, will give the company a tremendous base to grow and expand.

Manners believes the future role of the agency and what licensors are looking for will be retail expertise.

"It's all about retail," he says. "It's a fundamental change in business—before, you didn't have to know a retailer. Now, you must understand how to develop the different aspects and tiers of retail."

Manners admits that it was a sensitive transition when Byrne joined CPLG, but that there is a renewed outlook because of Byrne's enthusiasm and wisdom.

"I have been with CPLG (before Byrne and the DHX acquisition), and this is one of the most exciting times—there is a real sense of purpose and direction."

With the re-brand, improved internal operations, new property development and expansion into new territories, Byrne has developed a strategic plan that will help CPLG build upon its fundamental strengths and set the course for the next 40 years. ©



**Ted Larkins, senior vice president and general manager, CPLG USA**



# CONGRATULATIONS CPLG ON 40 YEARS OF SUCCESS!



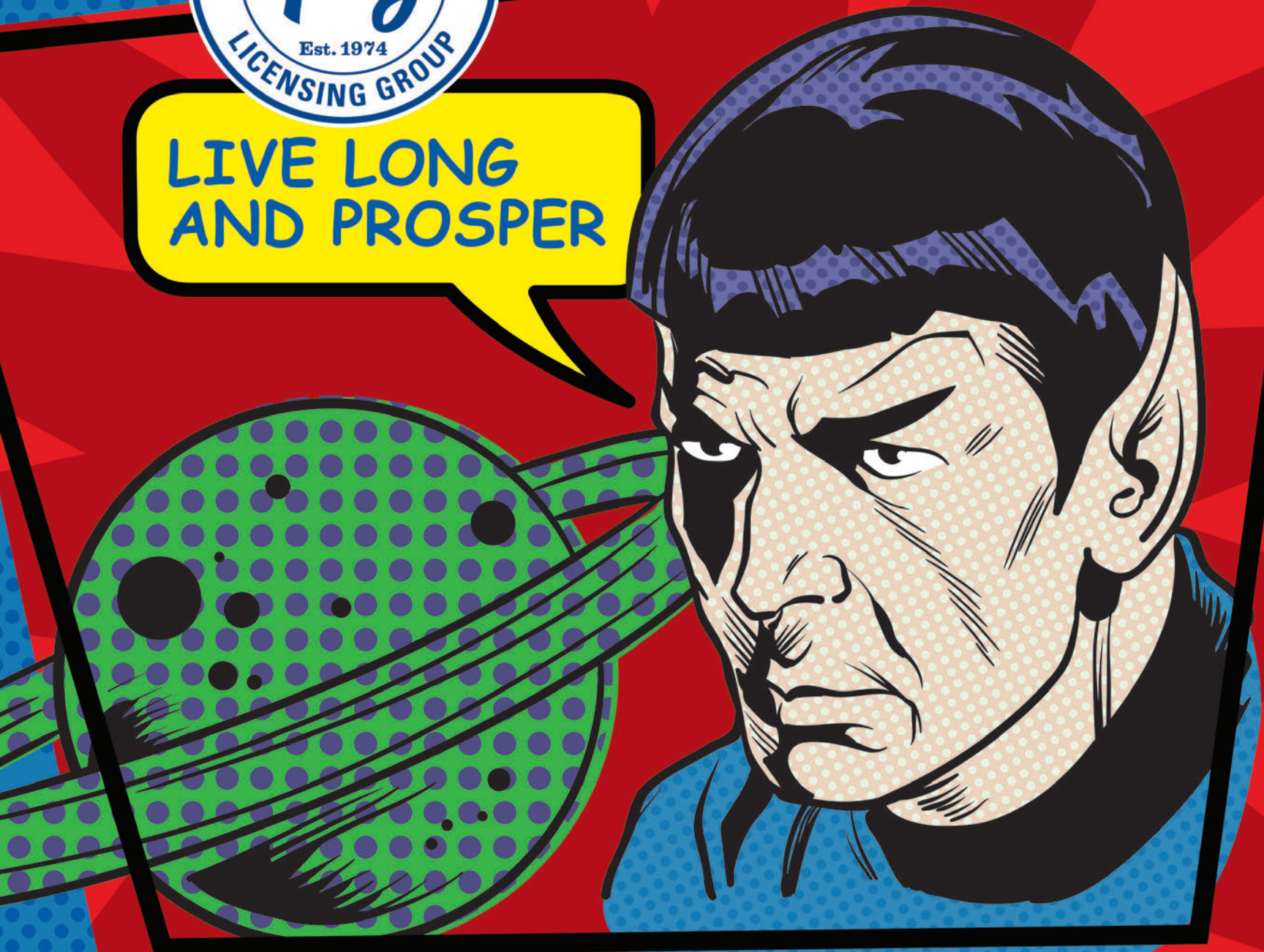
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# Beyond Publishing

**With the huge scope and success of its Better Homes and Gardens brand, Meredith has solidified the foundation of its licensing efforts and is looking to expand its other brand franchises into similar lifestyle programs targeted to its core audience of active moms and women.**

By **Tony Lisanti**

**B**ased on the heritage, reach, penetration and popularity of its publishing titles, media and marketing leader Meredith Corporation has developed a major strategic initiative and business in brand licensing as part of its diverse 360-degree approach that includes traditional print publishing, local TV, digital, mobile and custom marketing.

The venerable company, which was founded in 1902 with a specialty publication for farmers called

*Successful Farming* that is still published today, touts a leadership position with women in lifestyle areas that include home, family, health and wellness, food and self-development. Meredith's portfolio features 20 major circulation magazines published annually that include *Better Homes and Gardens*, *Parents*, *Family Circle*, *Traditional Home*, *Family Fun*, *Fitness*, *More*, *American Baby*, *Every Day with Rachael Ray*, *Eating Well* and

**Stephen Lacy, chairman, president and chief executive officer, and Elise Contarsy, vice president, brand licensing, Meredith Corporation**

*Siempre Mujer*, along with more than 120 niche titles including *Refresh*, *Elegant Home*, *Decor*, *Wood* and *Kitchens & Baths*. It also has a strong digital presence that includes Allrecipes.com, which was acquired in January 2012. Its core magazines have a combined circulation of 30 million, reaching a total of 100 million women in the U.S. Meredith's titles are also distributed in nearly 60 countries including more than 25 licensed local editions in Australia, China, Indonesia, Italy, Russia and Turkey.

With a corporate commitment and understanding of brand development and extensions, Meredith Brand Licensing has not only grown consistently over the past few years, but has a multitude of potential new opportunities on the horizon in various industry sectors that bode well for continued growth and expansion into the foreseeable future.

"From a corporate or shareholder perspective, it's really about a revenue diversification strategy causing us to be less dependent on advertising and really more engaged with the consumer audience and serving them and having our revenue stream evolve in that direction," says Stephen Lacy, chairman, president and chief executive officer, Meredith Corporation. "But the more important strategy on the front end is tied to broadening service journalism to other consumer connection points. And that's why I look at these licensing relationships as broadening our consumer connection and making our brands a bigger part of 'her' life day to day."

Led by its flagship title *Better Homes and Gardens* which is celebrating its 90th year, Meredith Brand Licensing has experienced substantial growth over the past several years, reporting that retail sales of licensed products worldwide hit \$16.7 billion in 2013, making it the No. 3 licensor in the world, according to *License! Global's* exclusive Top 150 Global Licensors report. (See page T5.)

"We conduct a tremendous amount of research from a service journalism perspective on the 100 million women that we serve at Meredith every month. The core objective is to cause her to be excited and to take action. This distinguishes



*Better Homes and Gardens* and other titles from all the other forms of service journalism," explains Lacy. "We provide inspiration that causes her to take action, for example, when women say, 'I want to redecorate the master bath... I want to turn my deck into an outdoor living space... I am going to have the family over for Passover or Easter dinner.' We always got her to take action, but for years we didn't help her execute against that action.

"With our licensing activities—because our creative people are involved in the color selection, look and feel of the products—we are now able to extend that service from a brand perspective to actions based on our inspiration," Lacy emphasizes.

At present, Meredith's largest licensing initiatives extend the *Better Homes and Gardens* brand primarily into retail and real estate. Partnerships and programs in place include:

- **Walmart**—The *Better Homes and Gardens* products are merchandised at more than 3,800 stores at the world's largest retailer throughout the U.S. The products range from seasonally driven products in all major home and gardening categories to linens, towels and home décor.
- **Realty Corporation**—Realty, the leading residential real estate franchise system, licenses the *Better Homes and Gardens* brand. The partnership, which launched in 2008, now has 260 offices in 26 states and is represented in total by more than 8,500 sales professionals.
- **FTD**—Fresh floral bouquets are offered in more



than 50 Better Homes and Gardens-branded arrangements.

The Walmart program is a highlight for the brand, and expansion for the brand began seven years ago with less than 600 products. It has now grown to encompass more than 3,000 SKUs including patio furniture and accessories, home décor, bed and bath, window treatments, candles, wax warmers and lighting.

“Walmart has gone through a few changes in its brand strategy, which has evolved from a style-based strategy in which they had also tried to launch a couple of private brands—Canopy and Home Trends,” says Elise Contarsy, vice president, brand licensing, Meredith Corporation. “Walmart simplified its strategy into ‘good, better, best.’ Mainstays is good, and Better Homes and Gardens

is their exclusive brand in the mid-price point, which is really where we want the brand to be.

“We try to help bring that frequent customer into the store, and that is one of Walmart’s key initiatives—to get that crossover traffic between grocery and general merchandise,” she adds, pointing out that the Better Homes and Gardens audience overlaps significantly with Walmart shoppers.

“We have a very endearing audience, and their homemaking opportunities tend to be their hobbies and what they do for fun on the weekends,” says Lacy. “It’s aspirational but obtainable, and the products at Walmart help them satisfy that inspiration. The Better Homes and Gardens consumer is a critical point as traditional competitors tend to be coastal and we tend to be much more mainstream and that works perfectly with where the Walmart distribution is. The other critical component of the Better Homes and Gardens consumer is that it is the home-owning population.”

A major promotional initiative with Walmart is the seasonal circular devoted exclusively to Better Homes and Gardens featured products. The Fresh Start for Summer 12-page circular, was released







**JUNE 12, 2015**

**FOR MORE INFORMATION, PLEASE CONTACT:** Licensing: Cindy Chang 818-777-2067 or Tricia Chaves 818-777-2440  
Digital Licensing: Bill Kispert 818-777-5446 Retail: Jamie Stevens 818-777-6716  
Domestic Promotions: Michelle Hagen 818-777-8175 <sup>TM</sup> & © Universal Studios

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this month and not only reflects the breadth and scope of the program, but also the design and creativity.

“We support our partner on the front end and we give them a lot of insight as to what we learn from our consumers,” says Contarsy. “They source and merchandise the products, and then on the back end we provide support across all the Meredith media channels.”

Contarsy says that Meredith has created some innovative co-branded advertising in which a consumer product advertiser like Kraft is connected to Better Homes and Gardens tabletop products at Walmart. In addition, she points out that Meredith conducts editorial product showcases bringing all its editors together on a quarterly basis for an internal event in which all the new licensed products are displayed.

“We are very clear that we have to earn placement with the editors. You can buy ad pages, but you can’t buy editorial placement,” she says.

According to Contarsy, Realogy, the largest franchisor of real estate brokers in the U.S. including Century 21, Coldwell Banker, ERA and Sotheby’s, recognized that it had the opportunity for a lifestyle brand that was positioned more broadly than its other franchises.

“Our relationship with Realogy is growing very rapidly and this helps with the first critical stage, which is buying the home. Forty million *Better Homes and Gardens* readers are the home-owning population of the country, so it is another excellent



strategy because it fits so well with the audience,” says Lacy. “You have this nice relationship of a lifestyle brand that is consistently focused on what’s important to her—her home, her family and herself—and you have the products you can get at Walmart and the trusted real estate services you get from our partners at Realogy. Those things really come together very well.”

While Meredith Brand Licensing continues to expand and strengthen its existing partnerships for Better Homes and Gardens, it is aggressively, but cautiously, looking to expand its other franchises,





# MINIONS

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in particular the parenting and food categories.

“From a life stage perspective, we made a series of acquisitions around our customer’s very critical role as a mother led by the Parents brand,” says Lacy. “It is the largest brand that speaks to her role from the time she brings that baby home from the hospital to the time that child is in elementary school. The strategic perspective and critical decisions that you make—such as getting a stroller, and the fact that regardless of your income level you outspend when bringing your first child into the home—this whole area is really ripe for our next big expansion as it relates to Parents brand.

“I sat in gray metal chairs at Walmart



headquarters for 10 years, and in order for a SKU to get into retail, one has to come out of retail,” Lacy continues. “We have been prospecting in the parents space, and I am confident that we will see brand licensing happen over a period of time. We will make that happen because it fits so perfectly with our portfolio and a very engaged mother.”

Another key area that Lacy and Contarsy have identified for brand extensions is food, based on its Allrecipes.com franchise, which it acquired from Reader’s Digest Association two years ago.

“Across the Meredith portfolio, in every one of our brands, we provide content related to food,” says Lacy. “This is mom and its Tuesday night and she has to make dinner happen in some way, shape or form for her family. Food is the underpinning, and now with proper execution, there is a place for Allrecipes as it relates to daily advice for our very large female audience.”

“Programs often fail when you go off a brand strategy... We are very selective and turn down more things than we do,” he says.

Lacy also sees another opportunity to expand the Better Homes and Gardens home program to Walmart in Mexico.

Contarsy looks to the future of Meredith Brand Licensing with what she refers to as the “Bones of the Home” strategy.

“It’s everything about what helps the home function and stand up,” she says. “We are starting to look at HVAC, roofing, insulation, pilings and virtuous ceramic, so we think there is a positioning for BHG in the function aspects of the home with suppliers targeting the contractor/distribution network.”



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Meredith's editors gather for internal quarterly consumer product showcases that further support licensing partnerships.

In addition to Parents and Allrecipes, Meredith Brand Licensing will also be looking to expand its other brands including Family Circle, Eating Well, Traditional Home and Fitness.

In summary, Contarsy says there are three key points to Meredith's brand licensing strategy: "Maintaining and growing businesses that are in place today, expanding the business to our broader portfolio and the Bones of the Home strategy."

"Our business is about providing inspirational content in a platform agnostic way to 100 million unduplicated American women every month," says Lacy.

"As a brand extension strategy, we are looking for ways to make our brands a bigger part of her day-to-day life, and we are looking for ways to execute her own inspiration. I am very confident that the Realogy relationship, which is more in its infancy, will continue to grow and is a huge opportunity for us and for our home category of business locally across the U.S. I believe we will be successful at getting a start at retail as it currently relates to our parenting activities. And with the underpinnings of the Allrecipes brand, we will be able to create a partnership as well," Lacy concludes. ©







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# P. Forever Princess

**Disney Consumer Products has built a lasting franchise with Disney Princesses, capturing the magic, wonder and enchantment of a multitude of iconic characters from the past and present.**

By **Amanda Cioletti**

The Walt Disney Company has a storied history with its princess iconography, and over time, Disney Consumer Products has evolved a core strategy that brings the most relevant and timely aspects of the stories, magic and glamour of Disney Princesses to girls, tweens, teens and adults alike.

The Princess business is thriving for DCP, says Josh Silverman, executive vice president, global licensing, Disney Consumer Products. Through the characters' stories, personalities and wide breadth of content, DCP has fashioned an enduring lifestyle brand that includes a rich product offering, from toys to role play, books, mobile apps and diverse apparel. In fact, the Disney Princess franchise was

a key contributor to licensee Mattel's earnings in 2013, driving its worldwide gross sales for girls' brands up 4 percent (outside of owned IP).

"What's amazing and magical to me is that the franchise is so aspirational and relatable that all girls globally, irrespective of region, fall in love with the Disney Princess brand and develop a special, timeless connection with the characters," says Silverman.



"When these girls grow up and become women and mothers themselves, they pass on their love of the Disney Princess characters to their own daughters—it's really a brand that transcends and connects generations."

DCP is fortunate to have a very large catalog of Princess content to dip into with a multitude of culturally historical content at their disposal. Princesses like Belle, Cinderella, Sleeping Beauty and others have longevity and heritage within the Disney brand. Disney has also not been shy about consistently refreshing its Princess roster with empowering new characters, most recently with Anna and Elsa from *Frozen*, Merida from *Brave* and Rapunzel from *Tangled*. This mix of the past and present lends itself not only to a rich content experience for fans, but also to a wide-reaching consumer product program that taps into all age brackets and demographics and spans a multitude of categories at mass, mid-tier, high-end and specialty.

For Disney's upcoming *Maleficent* film (it hits theaters May 30), DCP has crafted a program that targets all tiers of retail. DCP is collaborating with some interesting brands such as fashion designer Stella McCartney and high-end jewelry brand



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

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Crow's Nest to create collections that leverage the storytelling, themes and beauty of the tale, while elevating the Disney Princess franchise. DCP has also joined with licensees Jakks Pacific, Hot Topic, Funko and more to deliver apparel, accessories, toys and a costume collection that tap into the more traditional categories.

Because of Disney's far-reaching content, its organic extendibility and the varied avenues DCP has access to pursue, the categories that Disney Princess has evolved into are diverse and tap into the many different ways girls play and the ways young adults and women celebrate feeling like a princess. For example, in January, licensee LEGO launched a new line of Disney Princess construction builds globally that was supported by marketing, TV advertising, short form content, an online presence, social media, sweepstakes and more. A LEGO-ized short launched on the LEGO Disney Princess microsite and YouTube and quickly reached 1 million views in just one month. DCP plans to create additional short form content to connect with their core audience. The LEGO range now includes six SKUs.

Special occasion apparel is another natural extension for the Disney Princess franchise, and one in which DCP has invested whole-heartedly. Last year, DCP extended its line of gowns to include the Disney Royal Ball Quinceañera collection, the first-ever line of specialty dresses for the occasion inspired by Disney Princess characters.

For juniors and adults, other formal apparel categories include prom and bridal with the Disney Forever Enchanted collection that launched in 2012, the continued growth of the Disney Fairy Tale Weddings collection from designer Alfred Angelo and other special celebration apparel.

DCP has also extended its retail reach by capitalizing on current trends to create culturally relevant apparel collections at specialty, department stores and mass for teens and women featuring iconic Disney Princess characters. The success of a program at Hot Topic, of which the *Little Mermaid's* Ariel lead sales for the Princess franchise says DCP, has opened up additional opportunities for category expansion including fashion pieces, sleepwear, loungewear and accessories.

DCP and beauty retailer Sephora also

collaborated in 2012 and 2013 to create the Disney Reigning Beauties cosmetic collections, which had a halo effect for Princess with their sophisticated designs and deep connection to the individual princess stories. According to DCP, the category will focus on mass drugstore retailers in a larger way in 2014.

Disney's newest Princess extension, Disney Princess Palace Pets, is a new direction for the franchise that taps into a younger demographic (girls ages 3 to 7) and introduces a new cast of characters.

Launched in summer 2013 with companion mobile content, Palace Pets has sold more than 1 million units since its debut. The app has nearly 5 million downloads and the property includes 40 books and e-books with more in the pipeline. The app has been translated into six languages and features 19 Palace Pets characters, with seven additional characters launching this year. DCP will further expand with standalone magazines and has started to develop Palace Pets short form content as well.

The property grew out of Disney's commitment to a rich storytelling environment that naturally, then, lends itself to product extension. Ultimately, it is the content that is the driver for all Disney and DCP franchises, and it is the heart of the story that creates the magic and brings the consumer back to the property and product again and again.

"Palace Pets is a result of the 'one DCP' mindset where publishing and licensing joined forces, placed the consumer at the center and honed in on their desire for new Disney Princess content and products that delivered the Disney magic," says Silverman. "This wildly successful line extension aligns well with girls' natural play patterns and organically ties to the Disney Princess stories."

Licensee Blip Toys is on board for another robust product range that includes interactive figures, play sets and plush. The program is global, with EMEA markets beginning to launch this year.

"The aspirational qualities of the Disney Princess characters inspire girls of all ages to tap into their inner princess," says Silverman. "The runaway success of films like *Frozen*, wildly popular apps and new product extensions like Disney Princess Palace Pets coupled with The Walt Disney Company's commitment to releasing amazing new content with compelling storytelling, has propelled Disney Princess to its reign as the No. 1 entertainment franchise in the U.S." ©



strategy  
design  
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# MAKING SALES AT MIPTV

**The top kids' content creators in the business gathered in Cannes, France, in April to showcase their new offerings and extend the reach of their top series.**

By **Nicole Davis**

**M**ore than 11,000 TV and digital media executives gathered in Cannes this spring for the annual MIPTV television market, where top production companies and studios including Saban Brands, DreamWorks and FremantleMedia showcased their content offerings.

Disney Junior in Italy became the latest broadcaster to pick up Saban Brands' "Julius Jr.," which is inspired by the Paul Frank brand. The partners expect to expand the relationship into additional countries in Europe, the Middle East and Africa in the near future. The series made its premiere on Nick Jr. in the U.S. in September 2013 and will also debut on TF1 in France and Discovery Kids Latin America later this year.

Planeta Junior highlighted its new distribution partnership with DreamWorks Animation, which will see the company sell more than 1,100 half-hours of DWA TV content, as well as some of its feature films, in Italy, Spain, Portugal, Greece and Turkey.

In other DWA news, the studio's Classics division secured a range of new sales across Europe, the Middle East and Asia for the children's series "The Owl & Co.," which follows a grumpy owl's struggles with his neurotic forest neighbors. Among the broadcasters now signed on to air the show are Super

RTL (Germany), DR (Denmark), Planeta Junior (Italy, Spain, Portugal, Greece and Cyprus), MBC (Middle East), Minika Channel (Turkey), TVB (Hong Kong) and Cineplex (Thailand).

The 3D, CGI TV series is produced by Studio Hari in partnership with France Télévisions.



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FremantleMedia Kids & Family Entertainment secured deals to bring two of its animated series, “Ella the Elephant” and “Grojband,” to the U.K. The preschool series “Ella the Elephant” is now airing on Tiny Pop, and the musical comedy series “Grojband” launched on Pop in late April.

VIZ Media Europe signed several new broadcast partners as well as a licensing agent for its boys’ property Tenkai Knights in Benelux. J&M Brands will represent the brand for licensing in the region, and the series was sold to Disney XD in the Netherlands, Club RTL in French-speaking Belgium and SBS in Dutch-speaking Belgium for broadcast this spring.

Rainbow and Nickelodeon announced that a seventh season of the global girls’ hit “Winx Club” was on the way and will begin airing on

Nickelodeon’s global network of channels in 2015.

“Our ongoing partnership with Rainbow has enabled us to continue to bring the Winx fairies to Nickelodeon viewers around the world,” says Jules Borkent, senior vice president, programming and acquisitions, Nickelodeon. “We’re delighted that our channels will continue to be home to the ‘Winx Club.’”

PGS Entertainment made a number of sales for its new animated series inspired by the Playmobil toy brand, “Super 4,” to Cartoon Network in Italy and Latin America. The series marks the first time the 40-year-old children’s brand has come to television.

Studio 100 Media secured distribution rights to the new 2D animated series “Knietsche” from the German studio Vision X. Studio 100 now represents the property for all broadcasting rights including

home video and digital in all worldwide territories excluding Germany, Austria and Switzerland. Targeted to kids ages 5 to 12, the series follows Knietsche, the world’s smallest philosopher, as he ponders important topics that intrigue children and often leave adults stumped for an answer.

The Pokémon Company International, HIT Entertainment and others used MIPTV to debut new content, as well.

HIT Entertainment announced that it is planning a brand-new, CG-animated series featuring Bob the Builder. Currently in pre-production, the show will include two seasons and is due to be delivered in late 2015.

The Pokémon Company International debuted a new feature-length animated film *Pokémon the Movie: Diancie and the Cocoon of Destruction* that features Ash, Pikachu and other classic Pokémon, as well as those that made their debut in the “Pokémon X” and “Pokémon Y” video games.

The company also signed a slew of new broadcast and VOD partners—fans in all Netflix territories have enjoyed classic Pokémon seasons and movies since March; Pokémon animation debuted on Hulu in the U.S. this February; and Russian free-to-air broadcaster 2X2 will begin airing “Pokémon the Series: XY” this September.

Mercis, owner of the preschool character Miffy, has partnered with the animation studio Blue-Zoo to produce a brand-new animated TV series for the publishing brand. Based on the work of Dick Bruna, the show is intended to continue the success of the stop-motion “Miffy and Friends” series that has aired in more than 70 countries since 2003. The new series will mark the first time the classic character is animated in CGI and is slated for the second half of 2015. ©





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The world's largest and most influential trade show dedicated to brand, character, entertainment, fashion and art licensing is just around the corner, and *License! Global* has a preview of the exhibitors and the wide breadth of brands and properties they represent attendees can expect to find at Licensing Expo 2014.

Set for June 17-19 at Mandalay Bay Convention Center in Las Vegas, Nev., Licensing Expo connects more than 15,000 licensing professionals with the industry's most powerful and recognizable intellectual properties in all

consumer product categories, from toys and games to apparel and accessories, gaming and consumer electronics, home and housewares, health and beauty, food and beverage and gifts and novelties.

At the 2014 show, find more than 5,000 of these brands showcased in 420 booths, meticulously merchandised within five zones (Characters & Entertainment, Brands & Agents, Art & Design, Fashion & Lifestyle and Sourcing & Production) to facilitate ease of networking and connection on the Expo show floor.

## art+ design

### Aaron Childs

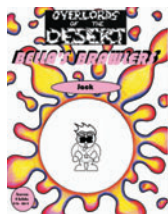
**Booth: F12**

**Contact: Aaron Childs**

**E: childsmoney@hotmail.com**

**P: 623-398-6067**

Aaron Childs is an artist and USMC veteran who resides in Phoenix, Ariz. His love for the Sonoran desert and action figures inspired him to create his own line of unique characters titled Overlords of the Desert. Currently there are over 100 diverse characters available for licensing.



### Art Makers International (AMI!)

**www.artmakersintl.com**

**Booth: G33**

**Contact: Leslie Brewin,  
vice president**

**E: les@artmakersintl.com**

**P: 727-343-2800**

Art Makers International (AMI!) has more than 40,000 designs available for licensing. AMI! represents Air Waves, Vicky Howard, Designs by Current, Morehead and Patty Krizan. Art ranges from traditional to fun graphics plus adorable children and animal designs.



### B.B. McBee

**www.bbmcbee.com**

**Booth: F16**

**Contact: Mark Wasson, owner**

**E: mark@bbmcbee.com**

**P: 818-776-0304**

B.B. McBee is an adorable children's character that comes with storybooks and is everyone's environmental hero. His tagline is "Fly Right" and his mission statement is "Promoting the ethical treatment of all beings and the environment through love, kindness and respect." The B.B. McBee character is adaptable to all multimedia.



### Bentley Licensing Group

**www.bentleylicensinggroup.com**

**Booth: D24**

**Contact: Mary Sher, president**

**E: mary@bentleylicensing.com**

**P: 925-208-1302**

Bentley Licensing Group is a leading art licensing agency representing more than 50 artists with images that range from traditional to contemporary. Thousands of images are available for all product categories and custom work can be provided.



### Blaylock Originals

**www.blaylockoriginals.com**

**Booth: H32**

**Contact: Harold Blaylock, sales and licensing**

**E: harolddb@blaylockoriginals.com**

**P: 480-834-5092; 800-833-5092**

Ted Blaylock is a nationally known wildlife and

western artist and one of the premier eagle and train artists of this day. Blaylock's originals are in private collections, as well as licensed to top companies such as The Bradford Exchange, Mead, Masterpiece Puzzles and more.

### Bo Bunny Press

**www.bobunny.com**

**Booth: D22**

**Contact: Vicki Bentley**

**E: vickib@bobunny.com**

**P: 801-771-4010**

BoBunny is a design and manufacturing company that provides products that inspire artistic creativity and imagination. BoBunny products are a favorite of crafters around the world. Fall in love with its designs on your next product!

### Bren Bataclan

**www.bataclan.com**

**Booth: H31**

**Contact: Bren Bataclan, artist**

**E: smileyb@bataclan.com**

**P: 617-354-8040**

Bren Bataclan, a full time artist from Boston, Mass., brings the line of characters that he has been illustrating since childhood to the Licensing Expo. Bataclan's street art project has gained worldwide exposure with articles and features on "CBS Evening News," Smithsonian Magazine, the Washington Post and other prestigious media sources. Heinemann Press also just published a textbook about his artwork. Bataclan's art is a proven smile maker as he's been commissioned to do more than 70 school murals. His creations are appropriate for wall art, home decor, gifts and novelty, stationery and apparel and accessories.

### Cheezytoons

**www.cheezytoons.com**

**Booth: E25**

**Contact: Cynthia Wiese-Martin**

**E: cheezytoons@gmail.com**

**P: 520-904-9219**

Meet "the most remarkable cartoon cheese characters the world has ever seen!" Step into a world of cheese with Cheezytoons by Cynthia M. Wiese-Martin and Jillian A. Tomkovich.



### Alchemy Licensing

**www.alchemylicensing.com**

**Booth: E24**

**Contact: Georgea Phillipson, licensing manager**

**E: licensing@alchemygroup.com**

**P: +44 1162 824 824**

Alchemy was established in England more than 30 years ago (1977). It is one of the only recognized worldwide brand names in Gothic, fantasy and alternative cultures. Alchemy Licensing was formed around 2002 to manage the increasingly high demand for the Alchemy brand/artwork and to assist licensee's with their product designs. The seeds of its licensing were beginning to be sewn back in the early 80's with a t-shirt license issued to a London company actually owned by one of the U.K.'s leading bands.

### Art in Effect

**Booth: H24**

**Contact: Maurice Middendorf, owner**

**E: maurice@mauruarendart.com**

**P: 386-785-3712**

Art in Effect is a small interactive art production company based in Orlando, Fla. It specializes in concept designs transcending a variety of products. It offers illustration services to the gaming, medical, film and television and other industries that are in need of art services.



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## Creative Minds Design Studio

[www.creativemindsdesignstudio.com](http://www.creativemindsdesignstudio.com)

Booth: H10

Contact: Antoine Aarts,  
sales manager

E: [a.aarts@offshoresolutions.nl](mailto:a.aarts@offshoresolutions.nl)  
P: +31 6 53669745



Creative Minds Design Studio is a professional design studio that has its own brands like Emodoki. It specializes in the creation of tailor-made characters for other companies, as well. Outsource your design needs to Creative Minds Design Studio.

## D. Parks and Associates/Art-Licensing.com

[www.art-licensing.com](http://www.art-licensing.com)

Booth: D25

Contact: Ayako Parks, president

E: [ayako@art-licensing.com](mailto:ayako@art-licensing.com)

P: 949-248-9924

D. Parks and Associates is an art licensing agency that was established in California in 1982 that is now located in Portland, Ore. Over the many years in the art licensing business, D. Parks and Associates has become a global and one of the leading art licensing agencies. It represents premier and well-known artists from around the world and offers thousands of images covering a wide variety of subjects including landscapes, Americana, dragons, children, floral, teddy bears, still life, Santa/Christmas, dog/cat, animals, nostalgia and pin-up.



## DGAtees

[www.dgatees.com](http://www.dgatees.com)

Booth: E26

Contact: Cesar Lozano, president

E: [cesar.dga@hotmail.com](mailto:cesar.dga@hotmail.com)

P: 562-531-3047

## Dunmire Esneault Contemporary Designs

[www.pameladunmirefineart.com](http://www.pameladunmirefineart.com)

Booth: G24

Contact: Mary Esneault

E: [mesneault@msn.com](mailto:mesneault@msn.com); [pdunmire@cableone.net](mailto:pdunmire@cableone.net)

P: 623-340-9315

Prescott, Ariz., artists Pamela Dunmire and Mary Esneault have joined forces to bring the licensing market the freshest and newest contemporary designs. Dunmire's bold and colorful images plus Esneault's wonderful and fun art will be seen on the latest products. These two new emerging artists are a must-see at the 2014 Licensing Expo. Be the first to discover the potential.

## EarthArt International

[www.earthartinternational.com](http://www.earthartinternational.com)

Booth: G21

Contact: Frank Coccia,

co-owner

E: [coccia8720@msn.com](mailto:coccia8720@msn.com)

P: 425-343-4979; 425-774-5076



EarthArt is totem animal spirit-inspired drawings in pen and ink that are meticulously hand painted with acrylics by Sue Coccia. Coccia's entire collection always reflects the same dynamics within each image—predator/pray, flora/fawna, mosses/lychens; who/what they encounter and interact with everyday; and peace and balance within the animal world. The line includes coloring books, notecards, magnets, key chains, calendars, micro fiber wipes, puzzles, mugs, t-shirts, infantwear, tiles, journals, rubber stamps, three jewelry lines, fabric and yard art.

## Gelsingers Licensing Group

[www.gelsingerslicensing.com](http://www.gelsingerslicensing.com)

Booth: F35

Contact: Jesse Gelsingers,  
licensing director

E: [jesse@gelsingerslicensing.com](mailto:jesse@gelsingerslicensing.com)

P: 541-830-1800

2014 marks Gelsingers's 20-year anniversary in art and licensing. To celebrate, it is setting up a full blown "man cave" decked out in awesome sports, wildlife and bar art. Stop by and get your free man cave souvenir.



## Giordano Studios

[www.giordanostudios.com](http://www.giordanostudios.com)

Booth: D34

Contact: Bob Giordano, product development

E: [funbobbydesign@optonline.net](mailto:funbobbydesign@optonline.net)

P: 631-423-6593

Giordano has been licensing art since 1980. A veteran in the industry, the company has a vast portfolio of traditional illustrations designed by the Giordano family of artists from puppies and kittens to wildlife and birds. The art of Giordano is a proven value to your product offering. Holiday themes include Santa, snowmen, wildlife and birds. Licensees work directly with the artists themselves. The Giordano brothers are sure to develop the best products possible. Giordano designs have been used in conjunction with the Humane Society of the United States, ASPCA, American Lung Association and many other worthy organizations.



## GirlNation

[www.itsagirlnation.com](http://www.itsagirlnation.com)

Booth: G32

Contact: Vicki DeRoeck

E: [vicki@itsagirlnation.com](mailto:vicki@itsagirlnation.com)

P: 847-998-1253

GirlNation is a new licensed brand of artwork built upon a creed—an original, contemporary "hand over your heart" pledge for girls to "be true to yourself." Combining dynamic typography, empowering quotes and timeless doodle art, this tween girl's lifestyle brand delivers a cool, edgy style.

## Grimm

[www.grimm.ca](http://www.grimm.ca)

Booth: J24

Contact: Ileana Grimm, president

E: [igrimm@grimminc.com](mailto:igrimm@grimminc.com)

P: 416-686-4511

Ileana Grimm, a slightly off kilter Canadian with a talent for twisting everyday themes and phrases, turned her doodling during University into the artwork behind the internationally successful gift and licensing company, Grimm.



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## HCA

[www.hcacreation.com](http://www.hcacreation.com)

**Booth: G20**

**Contact: Herve Chiquet, manager**

**E: h.chiquet@hccreation.com**

**P: +33 608224471; +33 3 21 12 56 70**

HCA is an exciting and timeless iconic French brand founded by Hervé Chiquet 15 years ago. HCA's design studio team of illustrators and graphic designers creates innovative concepts for teenagers and adults. Using contemporary and modern techniques, HCA develops a new graphic style guide every year for its best properties inspired from fashion and contemporary trends. With a portfolio counting more than 3,000 design samples and nine unique property collections, HCA keeps expanding its presence globally with more than 30 worldwide licensees. HCA properties include Catsline, Dogs&Shapes, Kate-Rose Berry, Charming Day, Miss Dolly, Tedinours, Comic Park, Little Charlie and Amiko-Shi.



artistic master of adorable animals, his artwork is used extensively for zoos, aquariums, pet products, puzzles, greeting cards, stitch kits, t-shirts and beach towels. In 2012, he launched what has become the world's premier 3D lenticular collection of designs and products. Also featuring the Nostalgic Collection of images by Kevin Walsh and the All our Yesterdays Collection by Faye Whittaker.

## Jenny Foster

[www.jfosterstudio.com](http://www.jfosterstudio.com)

**Booth: C35A**

**Contact: Jenny Foster, owner**

**E: jenny@josterstudio.com**

**P: 480-657-3808**

Jenny Foster creates unique characters and graphic images that are charming, bold and whimsical. Her style is a celebration of colors, creatures and the spirit of life.



## Josephine Kimberling

[www.josephinekimberling.com](http://www.josephinekimberling.com)

**Booth: E18**

**Contact: Josephine Kimberling**

**E: josephine@josephinekimberling.com;**

**marty@mhslicensing.com**

**P: 206-225-3733**

"Inspiring happiness through pattern and paint" is the mission of Josephine Kimberling's lifestyle brand. Influenced by her 12 years designing in-house for Nordstrom and Hallmark, Kimberling's artwork collections offer a unique combination of fashionable pattern mixing with trend-right designs and commercial appeal which contribute to creating compelling product lines for a wide range of categories. Kimberling's paintings on canvas offer a modern and fresh perspective by combining her own pattern work as collage to create something truly unique. Josephine Kimberling is now represented by MHS Licensing.



## JQ Licensing

**Booth: D21**

**Contact: Jon Wright, president**

**E: jq@jqlicensing.com**

**P: 218-547-4885**

Specializing in licensed art and design and representing more than 48 talented artists and designers. JQ Licensing has 24 years of experience.



## jupey krusho

[www.jupeykrusho.com](http://www.jupeykrusho.com)

**Booth: F14**

**Contact: Ton Jackson**

**E: info@jupeykrusho.com**

**P: 818-845-8744; 310-467-6941**

jupey krusho is a creative content company that specializes in the creation, development and marketing of character and lifestyle goods. Founded in 2007, its diverse brands feature unique and exciting characters ripe for a wide array of licensing opportunities. It continuously develops new characters with strong themes and colorful personalities ranging from cute and bright to dark and dynamic. Its ever-expanding list of quality products include apparel, shoulder bags, handbags, pouches, posters, stationery, journals, mugs, buttons, activity books, comic books, plush, gifts and more.

## Kayomi Harai

[www.kayomiharai.com](http://www.kayomiharai.com)

**Booth: D27**

**Contact: Kayomi Harai, artist**

**E: kayomi@kayomiharai.com**

**P: 408-266-1634**

Specializes in wide variety of animal images—cute kittens, puppies, monkeys, tigers, pigs, etc. Also introducing exciting new character brands. One of them is Ninja Kitties, a bunch of cute little ninja kittens with bright expressive eyes and unique personalities. These lovable sweet Ninja Kitties will surely steal your hearts.



## Homieshop

[www.homies.tv](http://www.homies.tv)

**Booth: E28**

**Contact: David Gonzales, chief executive officer**

**E: dgonzales@homies.tv**

**P: 510-323-6683**

Character design and licensing with registered brands that include: Homies, Trailerpark and Mijos.

## Howard Robinson & Associates

[www.howardrobinson.info](http://www.howardrobinson.info)

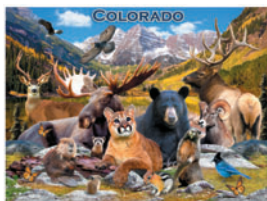
**Booth: G34**

**Contact: Howard Robinson, proprietor**

**E: robinson.h@lineone.net**

**P: +44 1429 824021**

As a leading designer in several product areas and one of the most licensed artists today for puzzles, Howard Robinson's instantly recognizable images appear on hundreds of products worldwide. Described as the



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## Kellee Art Design Studio

[www.kelleeart.com](http://www.kelleeart.com)

**Booth: J10**

**Contact: Kellee Riley Abel, owner and artist**

**E: kriley@kelleeart.com**

**P: 216-262-4524**

KelleeArt Design is now in its ninth year of producing top-quality licensed character art for many of the biggest companies in the entertainment industry. At Licensing Expo, it will be seeking valued partners for its highly-anticipated Nefairyous brand, in addition to other exciting character properties debuting this year.

## Kelly Richardson Images

[www.kellyrichardsonimages.com](http://www.kellyrichardsonimages.com)

**Booth: D10**

**Contact: Kelly Richardson,  
product owner and licensor**

**E: kellyrichardsonfl@yahoo.com**

**P: 407-595-8788**

Amusing, delightful and entertaining puppies and kittens! The Love Kelly brand will enchant, charm and captivate the attention of your consumers. Adorable and lovable puppies and kittens photographed with realistic, trendy costumes and props—this is an irresistible brand that appeals to consumers of all ages. Along with a large collection of pet images, Kelly Richardson introduces her brand character Minnie Chi from The Story of Minnie Chi, a children's book series written for young readers. Come view the amazing photography/design illustrations of the Minnie Chi puppy who can fly—a real puppy.



expert who fuses her eclectic range of styles into bold designs for product and spaces. She loves to play with ideas of hard and soft, light and dark, feminine and masculine to create depth and interest in her designs. Howell delivers color focused, modern work with a touch of romance and edge. Her work has been featured in ELLE DECOR, Real Simple and HGTV Magazine. She contributes frequently to Better Homes and Gardens and clients include 3M, Land of Nod and Blend Fabrics.



## Laura Seeley Studio

[www.bestfriendsartgallery.com](http://www.bestfriendsartgallery.com)

**Booth: J20**

**Contact: Dana Yarger**

**E: lauraseeleystudio@gmail.com**

**P: 310-710-9423; 949 276-7597**

Laura Seeley is the creative force behind Laura Seeley Studio and Best Friends Art Gallery in Dana Point, Calif. She is a New York Times bestselling children's book illustrator, award-winning author and artist and the creator of animal welfare support programs through art. She creates adult gift books and decorative functional items with several hundred fresh designs and art available for apparel, fabric, tabletop, giftware, decor and accessories. Content of her award-winning picture books are developed for classic and video games and apps for entertainment and education, ESL learning and mental exercises.



**P: 310-871-4223**

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## Live Family. Live Happy.

[www.livefamilylivehappy.com](http://www.livefamilylivehappy.com)

**Booth: F33**

**Contact: Wayne Curtiss**

**E: wayne@livefamilylivehappy.com**

**P: 813-842-2682; 813-251-3763**

Live Family. Live Happy. is a lifestyle brand celebrating the moments that make being a family so special. Its tees are super-soft and 100 percent ring-spun cotton, garment-washed, pigment-dyed to perfection and made to fade with a vintage, weathered look. Its goal is to inspire people in a unique but familiar way through creative storytelling and heartwarming art.



## Lowe Wail Studios

[www.lowewail.com](http://www.lowewail.com)

**Booth: D16**

**Contact: Lowe Wail,  
artist-creative director**

**E: lwail@lowewail.com**

**P: 562-256-0256; 424-257-0616**

## MAGNET REPS

### Magnet Reps

[www.magnetrepsbrands.com](http://www.magnetrepsbrands.com)

**Booth: G30**

**Contact: Chrystal Falcioni, director**

**E: art@magnetreps.com**

**P: 310-733-1234; 866 390-5656**

Magnet Reps represents art brands that are on-trend and in demand. Hundreds of new images from Bella Pilar's fun-loving fashion plates, Eleanor Grosch's mid-century masterpieces and Dinara Mirtalipova's whimsically sweet artwork provide solutions for all product categories. Newcomers Graham Roumieu, Yelena Bryksenkova and Red Nose Studio have artsy characters,

## Khristian A Howell Color + Pattern

[www.khristianahowell.com](http://www.khristianahowell.com)

**Booth: G26**

**Contact: Khristian Howell, principal**

**E: kah@khristianahowell.com**

**P: 404-987-5611**

Khristian A. Howell is a color and pattern



## Lily Lemon Blossom

[www.lilylemonblossom.com](http://www.lilylemonblossom.com)

**Booth: F18**

**Contact: Barbara Miller, author and publisher**

**E: barbaraonline@mac.com**



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### THE AMERICAS

Rene Flores  
email: rene.flores@sega.com  
Tel: +1 415 701 3935

### EMEA:

Sissel Henno  
email: shenno@sega.co.uk  
Tel: +44 (0) 208 996 4568


### FRANCE:


Kevin Petitpas  
email: kevin.petitpas@lagardere-active.com  
Tél : +33(0)1 56 36 55 54

### REST OF WORLD:

Yukari Takeuchi  
email: yukari.takeuchi@sega.com  
Tel: +81 3 6871 7122

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artwork, built-in fan bases and strong collections. Updates to its extensive licensing collections are released regularly and custom artwork and modifications are available.



### MGL Licensing

[www.mglicensing.com](http://www.mglicensing.com)

Booth: E32

Contact: Alexander Hood, licensing coordinator and licensing assistant

E: [studio@mglicensing.com](mailto:studio@mglicensing.com)

P: +44 207 593 0515; +44 207 593 0510

MGL is one of the world's leading art licensing companies. Established 16 years ago, MGL has grown to represent more than 70 international artists. With an ever-expanding archive consisting of more than 10,000 images, there are images suitable for every product. Artist represented by MGL are also available for commissions.

### MHS Licensing

[www.mhslicensing.com](http://www.mhslicensing.com)

Booth: E33

Contact: Mark Fisher, production manager

E: [mark@mhslicensing.com](mailto:mark@mhslicensing.com)

P: 952-544-1377

MHS Licensing is one of the nation's leading licensing and consulting agencies. It specializes in representing artists and advising manufacturers in the search, evaluation and acquisition of new properties and personalities. Collectively its properties generate \$100 million in annual sales through its licensee partners.



### Miner Works of Art

[www.MinerWorksofArt.com](http://www.MinerWorksofArt.com)

Booth: D12

Contact: Bettie Miner

E: [bettie@minerworksofart.com](mailto:bettie@minerworksofart.com)

P: 213-891-9116

Miner Works of Art offers bold and colorful fine art imagery for gift, stationery and home décor product lines.



### Nick Mayer Nature Illustration

[www.escapestudio.org](http://www.escapestudio.org)

Booth: C16

Contact: Nick Mayer

E: [nmayer@escapestudio.org](mailto:nmayer@escapestudio.org)

P: 802-453-7005; 802-349-2733

Nick Mayer is recognized as one of the top contemporary fish illustrators on the globe. His scientifically accurate watercolor illustrations of nature have been used in field guides, other publications and apparel. He is looking to expand the use of his images into educational applications and is especially interested in the fields of nature publishing, sustainable seafood, children's books and toys, fashion and fine art distribution.

### Patterson International

[www.pattersonlicensing.com](http://www.pattersonlicensing.com)

Booth: F32

Contact: Sean Patterson, president

E: [sean@pattersonlicensing.com](mailto:sean@pattersonlicensing.com)

P: 310-456-6864

Patterson International represents the Gary Patterson brand, a classic property with more than 40 years of great success. It offers thousands of popular images to complement any product range. It also represents illustrators Mitch O'Connell and Joseph Charron.

### Phil Marden Design

[www.philmardendesign.com](http://www.philmardendesign.com)

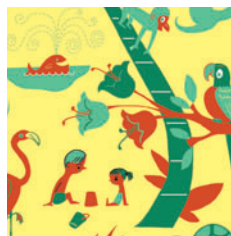
Booth: E14

Contact: Phil Marden

E: [phil@philmarden.com](mailto:phil@philmarden.com)

P: 503-206-5434; 347-645-9115

Phil Marden is a veteran illustrator and character designer for The New York Times and many other magazines, books, TV shows, films,



advertising and the web. His style is unique, playful and sophisticated.

### Rabinky Art

[www.illustratedmaps.com](http://www.illustratedmaps.com)

Booth: C18

Contact: Maria Rabinky

E: [maria@rabinkyart.com](mailto:maria@rabinkyart.com)

P: 804-747-3414

Established in 2000, Rabinky Art is a renowned, world-class map illustration art company. It specializes in illustrated maps, urban landscapes, city skylines, birds-eye views, panoramic views, college campus maps, commercial development views, residential development views, fantasy maps, interactive web illustrations, and other custom illustrations for clients in the tourist, marketing, publishing, college and non-profit markets. It also creates architectural drawings, theme illustrations, imprints and other kinds of commissioned art.

### Rinekwall

[www.rinekwall.com](http://www.rinekwall.com)

Booth: C31

Contact: Dana Agamalian, designer

E: [dana@rinekwall.com](mailto:dana@rinekwall.com)

P: 949-887-4882

Rinekwall has an award winning collection of cutting edge photographic designs that can be translated onto any substrate or product. Rinekwall's custom designs are created exclusively for the client, including branding and private label. Two Rinekwall designs have been placed permanently in the Smithsonian Cooper Hewitt Design Museum's collection.



### Silverfish Press

[www.silverfishpress.com](http://www.silverfishpress.com)

Booth: H20

Contact: Mike Rivkin

E: [info@silverfishpress.com](mailto:info@silverfishpress.com)

P: 858-361-0484; 858-625-0220

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licensor of the Stanley Meltzoff image library. Meltzoff (1917-2006) was one of America's premier mid-century artists and illustrators. His paintings of apex game fish in their natural environments were the first to transform sporting art into fine art. Today, he is universally regarded as the finest fish painter of all time. The Meltzoff portfolio also includes commercial art, history, outdoor, portraiture, science fiction and fantasy, technical illustrations, WWII-era scenes and more.



## Story Posters

[www.markgonyea.com](http://www.markgonyea.com)

**Booth: D14**

**Contact: Mark Gonyea, artist**

**E: mark@mroblivious.com**

**P: 802-488-0195**

Mark Gonyea makes comic stories that also work as pieces of art. He combines the flow of a story with the aesthetics of color, balance, shape and form.

## SubAqua Photographics

[www.subaqua.com.au](http://www.subaqua.com.au)

**Booth: C23**

**Contact: Harry Grace**

**E: larry@aeoncp.com.au**

**P: +61 7 5591 4464+61 3 9776 5650**

Subaqua Photographics and Australian renowned underwater photographer Howard Warren produce new giftware and souvenirs reflecting Australia's wildlife above, below and beyond the waterline. One of its new products is a shaped like a bottle and friends, tourism services and businesses can create full-color messages to promote a town, tourist attraction or business.



## Tacky People

[www.tackypeople.com](http://www.tackypeople.com)

**Booth: E12**

**Contact: Donna Meistrich**

**E: donnameistrich@yahoo.com**

**P: 808-463-8211**

Tacky People is a cartoon character development company created by two contemporary artists that helps people to look humorously at themselves. Its intent is to help people find ways to work together and deal with conflict resolution with humor. It offers beautiful graphics and diverse product renderings for licensing opportunities.

## Tails of Whimsy

[www.tailsofwhimsy.com](http://www.tailsofwhimsy.com)

**Booth: H33**

**Contact: Daryl Slaton**

**E: daryl@tailsofwhimsy.com**

**P: 828-633-0412**

Artist Daryl Slaton is launching properties for publishing, animation and products. The studio specializes in art, character design, illustration and animation by creating original work or using its branded properties. Its new properties include The Mighty Machines of Mackie McKeens and Toyland. Its other properties include BrokenHeart Pets, Animal Robot Rescue Crew, Furry Tale Theater and Wispenwood Whimsies.



## Timree

[www.timree.com](http://www.timree.com)

**Booth: F31**

**Contact: Amanda Miller, manager**

**E: amanda@timree.com**

**P: 714-661-8145; 949-723-1300**

Artist Timree Gold is sought after for her charming, bright and whimsical designs. Her happy yet sophisticated style has brought her a celebrity and worldwide clientele.



## Virtual Images

[www.virtual-images.com](http://www.virtual-images.com)

**Booth: H22**

**Contact: Brad Champlin, sales executive**

**E: info@virtual-images.com**

**P: 909-388-1000**

Virtual Images is the leading provider of high

quality lenticular and remains the cutting edge partner for product design and printing solutions.



## Wallant Design

[www.wallantdesign.com](http://www.wallantdesign.com)

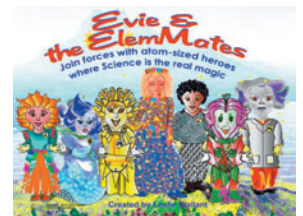
**Booth: C14**

**Contact: Leslie Wallant**

**E: lwallant@wallantdesign.com**

**P: 908-789-0013**

Wallant Design is an art services consultant in graphics, design and product development, primarily in the toys and juvenile categories. It is also the creator of ElemMates, a character driven IP based on chemical elements in Periodic Table city.



## Wild Apple Licensing

[www.wildapple.com](http://www.wildapple.com)

**Booth: D31**

**Contact: Cathy Anderson, licensing account manager**

**E: cathy.anderson@wildapple.com**

**P: 802-457-3003**

Wild Apple Licensing works with artists from around the world creating collections of trend-right art imagery perfect for a wide variety of decorative products for the home. With more than 9,000 images and new images released monthly, its top-selling collections range from simply elegant and traditional, to modern, photography, pop, decorative, global, vintage and more.

## Wild Wings Licensing

[www.wildwingslicensing.com](http://www.wildwingslicensing.com)

**Booth: D33**

**Contact: Shari Wald, licensing manager**

**E: swald@wildwings.com**

**P: 651-345-6030; 651-345-5355**

Wild Wings is a producer and distributor of wildlife, sporting and nostalgic Americana art.

Founded in 1968, Wild Wings published its first signed and numbered limited edition art print in 1970 and mailed its first direct-mail catalog in 1971. Today, 45 years after its inception, Wild Wings continues to lead the industry with innovative approaches to incorporating nature themes into a wide range of art products, gifts, home furnishings, collectibles and apparel.

## Zolan Company

[www.zolan.com](http://www.zolan.com)

Booth: C35

Contact: Jennifer Zolan, director of licensing

E: [donaldz798@aol.com](mailto:donaldz798@aol.com)

P: 203-300-3290

The Zolan Company is a fine arts boutique agency representing two prominent art brands from the U.S.



and Italy. Zolan is a classic American heritage children's brand and is celebrating 36 years in licensing. Mandrioli is one of Italy's leading contemporary lifestyle brands featuring bold and vibrant colors and patterns.

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## 24IP Law Group

[www.24ip.com](http://www.24ip.com)

Booth: C47

Contact: Christian Fortmann, attorney

E: [fortmann@24ip.com](mailto:fortmann@24ip.com)

P: +49 89 232 30 0

24IP Law Group is a collaboration between the law firms of Sonnenberg Fortmann, 24IP Law Group France, 24IP Law Group USA and the Ferdinand IP. It has offices in Munich, Berlin, London, Paris, Alexandria, Annapolis, New York, Westport, San Diego and Los Angeles. It offers advice on the entire



range of intellectual property rights based on modern management strategies and it values quality, effectiveness and customer support as top priorities.

## Accu-Track by Credit and Financial Services

[www.accu-track.com](http://www.accu-track.com)

Booth: B42

Contact: Tony Toland, president

E: [ttoland@creditfinancialsvc.com](mailto:ttoland@creditfinancialsvc.com)

P: 860-913-5143; 860-236-8002

Accu-Track Licensing Management Solutions is the one-stop-shop for licensing management and compliance needs. Its staff will contact licensees to ensure that all monetary and non-monetary obligations are met and reports and royalties are being collected and maintained in secure locations for ready access.

## Act III Licensing

[www.actiiilicensing.com](http://www.actiiilicensing.com)

Booth: D91

Contact: Jackie Jensen

E: [jjensen@actiii.com](mailto:jjensen@actiii.com)

P: 310-385-4111

Act III Licensing is a licensing and brand-building agency based in Los Angeles, Calif. Act III has a roster of dynamic clients including cult classic B-movie spoofs from Attack of The Killer Tomatoes; the collection of world-famous Sunset Strip venues Whisky A Go-Go, Rainbow Bar & Grill, The Roxy Theatre and The Laugh Factory; the iconic film The Princess Bride; fun and fiery imagery from the Hot Sauce collection; Concord Music Group label art from classic jazz and other greats, plus the legendary Ray Charles; vintage favorite Sunkist; renowned children's book author Karen Katz; and famed photographer Theo Westenberger.



## Art in the Baking

[www.artinthebaking.com](http://www.artinthebaking.com)

Booth: F42

Contact: April Didrikson

E: [artinthebaking@gmail.com](mailto:artinthebaking@gmail.com)

P: 936-465-0711; 713-533-8177

Art in the Baking is the creator of Ice by

Number, the world's first edible pattern for decorating with icing. Ice by Number was created to preserve the centuries old skill of decorating cakes with icing and to assist novice decorators with icing what looks like a custom cake. It offers designs for all occasions for cakes and cookies, as well as custom designs.

## Artestar

[www.artestar.com](http://www.artestar.com)

Booth: F46

Contact: David Stark, president

E: [dstark@artestar.com](mailto:dstark@artestar.com)

P: 212-627-7242

Artestar is an international brand licensing and consulting company that specializes in creating market opportunities through consumer product, retail, advertising and promotional campaigns. It has over 20 years of experience representing internationally renowned artists, designers and brands including Keith Haring, Jean-Michel Basquiat, Robert Mapplethorpe, Maripol, Michael Halsband, Patrick Nagel, Ryan McGinness, Ai Weiwei, How and Nosh, Aiko, Crash, Jeremyville, Sandra Isaksson, Gary Taxali, Joe Grillo, Patricia Field, e.vil, Love Therapy and Junk Food Clothing.

## Artgame

[www.artgame.com](http://www.artgame.com)

Booth: F53

Contact: Shane McClure

E: [info@artgame.com](mailto:info@artgame.com)

P: +64 7 5713524; +64 7 351 3524

Artgame showcases the art of Royce B. McClure. His bright colors and strong designs have their own distinctive look and feature marine and land animals as well as other interesting subjects, which makes them versatile and uniquely suited to use on a wide variety of products. The Artgame 3D items are the most successful lenticular products available in both sales volume and quality.

## ASPCA

[www.aspca.org](http://www.aspca.org)

Booth: D51

Contact: Keri Matthews, senior manager, licensing and marketing



**E:** [keri.matthews@aspc.org](mailto:keri.matthews@aspc.org)

**P:** 212-876-7700

Founded in 1866, the ASPCA is the most recognized and respected animal welfare organization. It is a non-profit organization dedicated to providing effective means for the prevention of cruelty to animals. It is an expert in pet care, pet rescue and pet adoption, serving the needs of pet owners, animal lovers and animal welfare professionals across the U.S.

## Automobili Lamborghini

[www.lamborghini.com](http://www.lamborghini.com)

**Booth:** D45

**Contact:** Elisa Mignini

**E:** [elisa.mignini@lamborghini.com](mailto:elisa.mignini@lamborghini.com)

**P:** +39 051 6817980

Automobili Lamborghini is not only super sports cars like Huracán, Gallardo and Veneno, it also has a wide range of trendy articles branded with the raging bull, which exemplifies the key values of Lamborghini—pure, hyper technologic, absolute and audacious.



## The Baltimore & Ohio Railroad Museum

[www.borail.org](http://www.borail.org)

**Booth:** A47

**Contact:** Tim Callinan, community development coordinator

**E:** [ashley.portrey@borail.org](mailto:ashley.portrey@borail.org)

**P:** 410-752-2490; 301-712-5697

The Baltimore & Ohio Railroad Museum strives to preserve the physical legacy and the experience of American railroading and to develop programs for public appreciation of the railroad industry. It is a national brand and its historic footprint covers the territory of Washington D.C. to New York, Chicago and St. Louis. In addition to being branded for almost 100 years on the



Monopoly game board, it is a brand widely recognized and marketable in areas including furniture, toys, wall decor, jewelry and more. In addition, it is affiliated with the Smithsonian.



**GLOBAL PARTNER** **Beanstalk/Tinderbox**

[www.beanstalk.com](http://www.beanstalk.com)

**Booth:** G101

**Contact:** Debra Restler, vice president, business development and marketing

**E:** [debra.restler@beanstalk.com](mailto:debra.restler@beanstalk.com)

**P:** 212-303-1146; 212-421-6060

Beanstalk, a global brand extension agency, works closely with clients to unlock brand equity and create many of the world's most recognizable products and services. Beanstalk offers a breadth of services including brand licensing, direct-to-retail program management, license acquisition for manufacturers and royalty auditing. Beanstalk's consulting division, Blueprint—Powered by Beanstalk, advises clients through four key practice areas, including brand extension and retail development. Tinderbox is its digital division that works with new media properties to realize their potential in consumer products. Beanstalk has global capabilities and is a part of Diversified Agency Services, a division of Omnicom Group, Inc.



## Boy Scouts of America

[www.scouting.org/licensing](http://www.scouting.org/licensing)

**Booth:** F71

**Contact:** Greg Winters

**E:** [greg.winters@scouting.org](mailto:greg.winters@scouting.org)

**P:** 800-323-0732

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. It provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.

## Brand Central

[www.brandcentralgroup.com](http://www.brandcentralgroup.com)

**Booth:** D81

**Contact:** Megan Orecchia, marketing manager

**E:** [megan@brandcentralgroup.com](mailto:megan@brandcentralgroup.com)

**P:** 310-268-1231

Brand Central is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, brand creation and brand acquisitions to some of the world's most recognized brands including Dr. Weil Lifestyle, Dr Pepper Snapple Group, Coleman, Rawlings, K2, Pure Fishing, Adio, Marker, First Alert, Gaiam, NUK, MasterChef, MasterChef Jr., The Chew, Virgin Galactic, Miraval Resorts and Spa, Cupcakes and Cashmere, Beekman 1802, Mister Rogers, Petit Tresor, Bicycle, Krispy Kreme, Dominique Ansel, The Cronut, Rainbow Loom, Son of God and BabyFirst TV.



## Brandgenuity

[www.brandgenuity.com](http://www.brandgenuity.com)

**Booth:** A111

**Contact:** Jay Asher

**E:** [jay@brandgenuity.com](mailto:jay@brandgenuity.com)

**P:** 212-925-0730

Brandgenuity is a leading independent brand licensing agency based in New York. Brandgenuity extends iconic brands into new categories, offering a full suite of licensing services such as strategic planning, prospecting, legal support, retail development and assisting manufacturers in the strategic acquisition of licenses. Its licenses include Swamp People, A&E's Duck Dynasty, Winnebago Industries, Church & Dwight, Clumsy Ninja, Energizer Personal Care, Gas Monkey Garage, Boppy, MGM Studios' properties Pink Panther, Robocop, Vikings and Fargo, FX Network's properties It's Always Sunny in Philadelphia, Archer, The League, Pella, The Juilliard School and World Poker Tour.

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## Brentwood Licensing

[www.brentwoodlicensing.com](http://www.brentwoodlicensing.com)

Booth: G50

Contact: Joel Barnett, president

E: [joel@brentwoodlicensing.com](mailto:joel@brentwoodlicensing.com)

P: 310-720-3285

Brentwood Licensing is both a consultant for manufacturers looking for licensing opportunities and a consultant for brands and artists looking to license their brands, characters and art for consumer products sold around the world.

## Buffalo Works

[www.thebuffaloworks.com](http://www.thebuffaloworks.com)

Booth: E41

Contact: Pam Goldwasser, managing director

E: [pam@thebuffaloworks.com](mailto:pam@thebuffaloworks.com)

P: 310-387-4909; 952-475-3013

The Buffalo Works represents a group of artists and designers whose licensed products exceeded \$233 million in 2013. It was named a Top 30 Global Licensing Agent by License! Global magazine. It represents Jim Shore, Dan Di Paolo, Lorraine Vail, Dave Miller, Flavia, Robin Davis, Anne Groton, Lynette Jennings, Julie Browning Bova, Julie Good-Kruger, Just the Right Show and Pozy Bears.

## CleaRush Prints

[www.clearush.com](http://www.clearush.com)

Booth: B40

Contact: Aaron Toussaint

E: [toussaint@clearush.com](mailto:toussaint@clearush.com)

P: 310-974-4823; 310-974-4820

CleaRush Prints distributes clear files and other novelty and promotional goods manufactured by its



parent company Daido Shiko Printing, a leader in specialized printing in Japan. All of its products are fully customizable for any event, venue or brand. Some of its most popular items include the clear file series of thin translucent plastic folders, the "CleaRush Jet," a plastic model airplane kit and the MegaFan, a collapsible megaphone that doubles as a fan, perfect for concerts and sporting events.



## CMG Worldwide

[www.cmgworldwide.com](http://www.cmgworldwide.com)

Booth: C71

Contact: Megan Reinholt, marketing and business affairs associate

E: [megan@cmgworldwide.com](mailto:megan@cmgworldwide.com)

P: 317-570-5000

CMG Worldwide represents the intellectual property of celebratory individuals from then, now and forever.

## Coca-Cola

[www.coca-cola.com](http://www.coca-cola.com)

Booth: G71

Contact: Kelly Kozel

E: [kkoz@cocacola.com](mailto:kkoz@cocacola.com)

P: 404-676-4166

Gearing up for 2015, which is the 100-year birthday of the Coca-Cola Contour Bottle, Coca-Cola's booth will feature global collaborations in fashion, home and lifestyle. These programs deliver a modern interpretation of The Coca-Cola brand and Coca-Cola Heritage.



## CONDÉ NAST

### Condé Nast

[www.condenast.com](http://www.condenast.com)

Booth: C91

Contact: Tanya Isler, executive director

E: [tanya\\_isler@condenast.com](mailto:tanya_isler@condenast.com)

P: 212-286-7115; 212-286-2860

Condé Nast is home to some of the world's most celebrated media brands including Vogue, GQ, Bon Appetit, The New Yorker, Brides and WIRED. In the U.S., Condé Nast publishes 18 consumer magazines, four business-to-business publications, 27 websites and more than 50 apps for mobile and tablet devices, all of which define excellence in its categories.

## CopCorp Licensing/Knockout Licensing

[www.copcorp.com](http://www.copcorp.com); [www.knockoutlicensing.com](http://www.knockoutlicensing.com)

Booth: F81

Contact: Jodi Gottlieb, vice president, licensing

E: [jgottlieb@copcorp.com](mailto:jgottlieb@copcorp.com)

P: 212-947-5958

As agents, CopCorp Licensing and Knockout Licensing represent some of the hottest brands in licensing including Downton Abbey, Boo: The World's Cutest Dog, Nashville, Fifty Shades of Grey, Pink Cookie, Ringling Bros., Singer, Bella Sara, Lil'panda, Justin Time and more.



## The Copyrights Group

[www.copyrights.co.uk](http://www.copyrights.co.uk)

Booth: B47

Contact: Polly Emery

E: [pollyemery@copyrights.co.uk](mailto:pollyemery@copyrights.co.uk)

P: +44 203 586 7128

The Copyrights Group is a full service international brand licensing agency and consultancy offering strategic worldwide brand development, licensing and retail expertise. Its portfolio includes classic brands such as Paddington Bear, The Snowman and The Country Diary of an Edwardian Lady.

## Counter Culture

[www.taylormadeculture.com/counterculture](http://www.taylormadeculture.com/counterculture)

Booth: C44

Contact: Candacy Taylor

E: [candacy@taylormadeculture.com](mailto:candacy@taylormadeculture.com)

P: 415-994-3840

Counter Culture celebrates the iconic, universal American experience of the diner and the well-seasoned waitresses who have raced to our tables, quarreled with the cooks and brought humor and culture to the American roadside dining experience.

## Crowded Teeth

[www.crowdedteeth.com](http://www.crowdedteeth.com)

Booth: A49

Contact: Michelle Romo, owner

**E: michelle@crowdedteeth.com**

**P: 818-458-6558**

Crowded Teeth is a world where happiness reigns, playfulness governs and cheerfulness abounds. Created with an eye pleasing color palette and a fun sense of humor, its designs appeal to all ages.



## CTI Solutions

**www.CTISolutionsInc.com**

**Booth: Z3**

**Contact: Linda Riddle, assistant**

**E: lindariddle@colortech.com**

**P: 503-294-0393**

CTI Solutions offers a suite of product lifecycle workflow management tools. The web-based solutions range from ProofTrak for product development, MediaPort for the storage and distribution of libraries of multi-media assets and ContractPort for contract management and royalty reporting.

## Design Plus

**www.dplicensing.com**

**Booth: E81**

**Contact: Carol Janet, chief executive officer**

**E: carol@dplicensing.com**

**P: 404-847-7273**

Design Plus is a licensing boutique, headquartered in Atlanta, Ga., with satellite offices in the U.S. and associates worldwide. It has operated internationally since 1983.

It builds brand awareness and consumer loyalty for brand owners through carefully designed licensing programs, best-of-breed manufacturers and select product categories that strengthen the brand at retail.

## Dimensional Branding

**www.dimensionalbranding.com**

**Booth: C50**

**Contact: Maureen Gottschall, chief financial officer**

**E: maureen@dimensionalbranding.com**

**P: 707-338-2812; 415-595-5610**

Dimensional Branding Group is the San

Francisco, Bay area-based brand extension agency that focuses on brand licensing, business development and promotion services with a unique emphasis on the interactive and digital channels. It specializes in developing toys and games, iconic brands and digital trademarks into entertainment placement and new extension markets. Its clients include: Temple Run, Urban Dictionary, PlayStation, Jenga, Skee-Ball, Chronicle Books, Miniclip, Worst-Case Scenario, Bob's Space Racers and Chia Pet, among others.



## Dissero Brands

**www.disserobrands.com**

**Booth: A52**

**Contact: David Todd, chief executive officer**

**E: david@disserobrands.com**

**P: +64 9 309 63 63**

Dissero Brands owns and manages international success story Rachael Hale, the world's most lovable animals. It is dedicated to the creation and marketing of photographic imagery and design-led brands.

## Dorna Sports

**www.motogp.com**

**Booth: D75**

**Contact: Phaedra**

**Haramis**

**E: phaedraharamis@dorna.com**

**P: +34 934738494**

Dorna Sports is an international sport management company founded in 1988. It is the exclusive commercial and television rights holder for the FIM Road Racing World Championship Grand Prix known as MotoGP.

## Ellen Crimi-Trent

**www.ellencrimitrent.com**

**Booth: E71**

**Ellen Crimi-Trent, artist**

**E: crimitrent@earthlink.net**

**P: 781-871-7557**

Ellen Crimi-Trent's work is fun and decorative. Her exuberant designs can be found in many

countries and on many products. The bright and playful patterns and motifs are what set Ellen's work apart from many other brands. Her character brand Schoolies has 16 books published and has been translated into many different languages.

# Entrepreneur

## Entrepreneur Media

**www.entrepreneur.com**

**Booth: B51**

**Contact: Mike Lumdlum, senior vice president of operations**

**E: mludlum@entrepreneur.com**

**P: 949-622-5233; 949-261-2325**

## Exley Publications

**www.helenexley.com**

**Booth: A31**

**Contact: Rosemary Murphy**

**E: rosemary.murphy@helenexley.com**

**P: +44 1923 699575; +44 1923 474 480**

Exley Publications products include fun and fresh looking gifts, stationery, pottery, journals and gift books. It has sold over 120 million books and has a sales outreach to 80 countries in 40 languages.

## Flat Creek Mountain

**www.languageofflowers.com**

**Booth: F52**

**Contact: Larry Roof**

**E: jalaro828@gmail.com**

**P: 828-645-5025; 828-777-0370**

Flat Creek Mountain's Language of Flowers trademarked licensing options based on Vanessa Diffenbaugh's best selling novel cover a portfolio of over 3,000 products and services. It operates on behalf of children with special needs, focusing on autism.



## Global Icons

**www.globalicons.com**

**Booth: G81**

**Contact: Mike Gard, chief operating officer**



**E:** [mgard@globalicons.com](mailto:mgard@globalicons.com)

**P:** 310-820-5300

Global Icons, a premier brand licensing agency, serves a rapidly expanding portfolio of market-leading clients such as BMW, Diageo, Ford, Dairy Queen, Ironman and Motorola, among others. Global Icons utilizes a highly strategic approach to extend a clients' reach, engage with new consumers and elevate a brand.



## Global Merchandising Services

**www.globalmerchservices.com**

**Booth:** A100

**Contact:** Mary Kean,  
director of licensing

**E:** [mary@globalmerchservices.com](mailto:mary@globalmerchservices.com)

**P:** 424-777-4470

Barry Drinkwater, founder and former worldwide chief executive officer of Bravado International Group, established Global Merchandising Services in 2008. It provides a non-corporate alternative for artists and entertainment rights holders with a combination of old-school service and cutting edge development. It creates unique and innovative international merchandise programs that are both creative and profitable. Based in London and Los Angeles, it is the turnkey solution for design, product development, manufacturing and sales across all channels of retail, including live events, web stores, sponsorship and third party licensing.

## GP Deva Pull-Zen International

**www.gpdeva.com**

**Booth:** A101

**Contact:** David Yang, manager

**E:** [davidyang@gpdeva.com](mailto:davidyang@gpdeva.com)

**P:** +852 3184 0858

GP Deva Group is a Taiwan-based enterprise established in 2003 that is looking to promote Taiwan contemporary art and the concept of art is life to the world. It owns a multinational agency that represents many artists. Its licensed products include jewelry, furniture, leather goods, porcelain, watches, stationery, clothing, bedding and travel.

## The Guide to the Licensing World

**www.licensingworld.co.uk**

**Booth:** F50

**Contact:** Richard Latter, advertising director

**E:** [richard@licensingworld.co.uk](mailto:richard@licensingworld.co.uk)

**P:** +44 1892 668444

The Guide to the Licensing World is the most comprehensive international directory for the licensing industry. It references more than 28,000 property listings such as characters, films and brands, and has over 2,000 licensing agents in more than 80 countries worldwide. It also lists licensees and specialist services.

## Hexbug

**www.hexbug.com**

**Booth:** E47

**Contact:** Darrin Jones

**E:** [darrin\\_jones@innovationfirst.com](mailto:darrin_jones@innovationfirst.com)

**P:** 903-453-0839; 903-453-0804

The Hexbug brand was launched into the toy industry in 2007 and is now an internationally recognizable brand.



It is designed to give children a positive experience with robotics at a young age.

People are drawn to Hexbug because of its fascinating behavior, intelligent bug-like attributes and eye-catching packaging.

## High Times Magazine

**www.hightimes.com**

**Booth:** C42

**Contact:** Matt Stang

**E:** [mstang@hightimes.com](mailto:mstang@hightimes.com)

**P:** 917-922-7937; 212-387-0500

High Times has been the world's No. 1 resource for cannabis information, culture and reports from the War on Drugs for 39 years. Providing cutting-edge journalism that no other magazine would touch, High Times grew into a counterculture authority and now leads the charge as marijuana goes mainstream.

## IMG Worldwide

**www.imgworld.com**

**Booth:** H41

# IMG

**Contact:** Victoria Simmonds, licensing coordinator

**E:** [victoria.simmonds@img.com](mailto:victoria.simmonds@img.com)

**P:** 424-653-1673; 904-224-5100

IMG Licensing is the leading independent licensing agency in the world with an unmatched 50-year track record and global network of offices. It is part of IMG Worldwide, the leading global agency in sports, fashion and media. With more than 200 licensing professionals providing local coverage and expertise through a single globally coordinated organization, IMG Licensing provides a unique one-stop-solution for its licensing clients. Many of the world's most prestigious brands, institutions, events, corporate trademarks and celebrities have selected IMG as their exclusive trusted partner to expand, diversify and monetize their intellectual property through professional licensing management.



## International Brand Management and Licensing

**www.ibmli.co.uk**

**Booth:** F91

**Contact:** Adrian Davie, Far East licensing manager

**E:** [adavie@ibmli.co.uk](mailto:adavie@ibmli.co.uk)

**P:** +44 1942 629400

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

## International Play Company

**www.iplayco.com**

**Booth:** C40

**Contact:** Kathleen Kuryliw

**E:** [kathy@iplayco.com](mailto:kathy@iplayco.com)

**P: 604-607-1111**

International Play Company designs, manufactures and installs custom themes for branding for play areas, such as Tuff Stuff soft sculpted foam play for family businesses, high quality 2-D and 3-D play events, motion activities and interactive fun.

**Inventor Process****www.InventorProcess.com****Booth: B46****Contact: Edward Ayers, consultant****E: edward@mktadvisory.com****P: 702-647-2999**

Inventor Process is a professional new product-marketing firm dedicated to assisting independent inventors in protecting and marketing their innovations. Its exclusive Direct Submission Program was developed to help inventors minimize risk while maximizing potential. Its goal is to provide manufactures, retailers, and other potential licensing entities with exclusive opportunities to review new products in their specific area of interest.

**Jewel Branding and Licensing****www.jewelbranding.com****Booth: A50****Contact: Tiffany Cullinan, show coordinator****E: tiffany@jewelbranding.com****P: 404-303-1872**

Jewel Branding and Licensing represents a diverse portfolio of brands, designers and artists. Some are well established in the marketplace, while others are up and coming. Each one is hand selected because of the unique style and approach they bring to the marketplace.

**Joester Loria Group****www.joesterloriagroup.com****Booth: C111****Contact: Christine McAuliffe, senior vice president, international****E: cmcauliffe@tjlggroup.com****P: 212-683-5150**

The Joester Loria Group is a full-service licensing agency specializing in strategic brand extensions and fully integrated licensing programs designed to enhance its client's brands and deliver meaningful results. It represents several brands including Pepsi-Cola North America; the Kelloggs' portfolio of cereal and snack brands; Entenmann's; Oxford University; Waste Management; Hearst Corporation's Car and Driver and Popular Mechanics; The Hive; Annoying Orange; The World of Eric Carle; Snowman and Snowdog; Proximo brands' Jose Cuervo, 1800 Tequila and Three Olives; and Clorox Green Works.

**King Features****www.kingfeatures.com/licensing****Booth: D111****Contact: Claudia Smith, director of advertising and public relations****E: cmsmith@hearst.com****P: 212-969-7542; 212-969-7550**

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

**Lately Lily****www.latelylily.com****Booth: G60****Contact: Jason Wheeler****E: jason@latelylily.com****P: 949-400-6952**

Lately Lily celebrates best possibilities of an

open and inquisitive life including curiosity, adventure, interest and friendship. Lily travels the world in the company of her best friend Zeborah.

**Licensing Management International****www.lmiofla.com****Booth: E50****Contact: Jim Rippin, licensing director****E: jrrippin@lmiofla.com****P: 949-582-7879**

Founded in 1998, Licensing Management International is a full service strategic licensing and consulting firm. LMI offers turnkey programs and consulting services. Its understanding of best practices and extensive network of contacts among leading licensees and retailers enables them to deliver results. It represents Nestle Confections brands including Nerds, SweetTARTS, Laffy Taffy, Butterfinger Crunch, Baby Ruth, Goobers and many others. It also represents Nestle Toll House, Surf Ratz and World Industries Skate properties including Flameboy and Wet Willy.

**Licensing Works!****www.licensingworks.us****Booth: F111****Contact: Leslie Levine, director****E: leslie@licensingworks.us;****info@licensingworks.us****P: 805-983-7102**

Licensing Works!

is a licensing and promotions company representing

creators of original IP. It represents some of the world's most well known brands including: ABC's "Castle" television series, Elmer's and X-Acto brands from Elmer's Products, Hearts for Hearts Girls from Playmates Toys, Blue Planet Software's Tetris brand, Zorro from Zorro Productions, Tarzan from Edgar Rice Burroughs, Buck Rogers in the 25th Century from The Dille Family Trust, MEG Toys' Puppy In My Pocket franchise,





Playtime Buddies from Visual Picnic, Kewpie from Kewpie Corporation, Moulin Rouge from Moulin Rouge and Zou from Cyber Group Studios.



## LIMA

[www.licensing.org](http://www.licensing.org)

**Booth: C75**

**Contact: Charles Riotta, president**

**E: [info@licensing.org](mailto:info@licensing.org); [criottto@licensing.org](mailto:criottto@licensing.org)**

**P: 212-244-1944**

LIMA is the trade association for the worldwide licensing industry based in New York with offices in Germany, China, Japan, Australia and the U.K. and with members around the world. LIMA produces and sponsors regional, national and international events, educational seminars, exhibitions, networking events, electronic resources and published data. LIMA is the authoritative voice of the licensing industry and sponsors licensing shows worldwide including Licensing Expo in Las Vegas, Nev., Brand Licensing Expo in London, the Hong Kong International Licensing Show and Licensing Hall in Shanghai. LIMA produces the International Licensing Excellence Awards, the industry's most prestigious recognition of creativity and performance.

## LIMA Members Lounge

[www.licensing.org](http://www.licensing.org)

**Booth: A21**

**Contact: Charles Riotta, president**

**E: [criottto@licensing.org](mailto:criottto@licensing.org)**

**P: 212-244-1944**

LIMA is the trade association for the worldwide licensing industry. The LIMA Members Lounge is an exclusive service for members only to meet and network with colleagues from around the world. Meeting space is provided by prior appointment only. LIMA offers a broad array of additional educational, informational and networking services to its global membership throughout the year.

## Lisa Frank

[www.lisafrank.com](http://www.lisafrank.com)

**Booth: Z6**

**Contact: Jackie Gambrell**

**E: [jgambrell@lisafrank.com](mailto:jgambrell@lisafrank.com)**

**P: 520-547-1100; 520-547-1535**

## Lisa Marks Associates

[www.lma-inc.com](http://www.lma-inc.com)

**Booth: H51**

**Contact: Lisa Marks, president**

**E: [lmarks@lma-inc.com](mailto:lmarks@lma-inc.com)**

**P: 914-933-3900**

Lisa Marks Associates brings clients unique, innovative and breakthrough licensing and marketing expertise from some of the world's leading entertainment and communications companies, consumer brands and marketing service companies including Disney, Nickelodeon and Omnicom. It also has the know-how, track record and industry relationships necessary to put together powerful and cohesive turnkey licensing programs.



## LMCA

[www.lmca.net](http://www.lmca.net)

**Booth: F101**

**Contact: Margie Smith, office manager**

**E: [msmith@lmca.net](mailto:msmith@lmca.net)**

**P: 212-265-7474**

LMCA is the leader in strategic brand licensing. LMCA is 26-years-old and has created more than 500 licenses for its clients in over 70 countries. LMCA ranks as the second largest licensing agency in the world with aggregate annual sales of over \$6.4 billion. The firm is recognized for providing exceptional creativity and client service and for engineering some of the most productive licensee and licensor partnerships in the licensing field. LMCA has offices in New York, Boston, Atlanta, St. Louis and Shanghai, China, with affiliates in Western Europe.



## Mars Retail Group

[www.mms.com](http://www.mms.com)

**Booth: Z2**

**Contact: Robin Posten, licensing specialist**

**E: [robin.posten@effem.com](mailto:robin.posten@effem.com)**

**P: 973-398-2744**

Mars Retail Group develops world class, centralized licensing programs that build its brands and drive candy and food sales around the globe.



## Meredith Brand Licensing

[www.meredith.com/media\\_portfolio/brandlicensing](http://www.meredith.com/media_portfolio/brandlicensing)

**Booth: C101**

**Contact: Max Wilker, account manager**

**E: [brandlicensing@meredith.com](mailto:brandlicensing@meredith.com)**

**P: 515-284-3000; 515-284-3521**

Meredith Brand Licensing's brands connect with 100 million consumers and speak to women about what matters the most—her family, her home and the life she creates there. Its brands can amplify your product sales or services and include Better Homes and Gardens, FamilyCircle, Parents, EatingWell, AllRecipes.com, Fitness, Traditional Home and Successful Farming.

## mrpuppy.com

[www.mrpuppy.com](http://www.mrpuppy.com)

**Booth: B48**

**Contact: Michael Lee, sales**

**E: [mike@mrpuppy.com](mailto:mike@mrpuppy.com)**

**P: 203-962-3197**

mrpuppy.com features Mr. Puppy in a collection of stylish accessories and shirts.



## NFL Players Inc.

[www.nflplayers.com](http://www.nflplayers.com)

**Booth: G47**

**Contact: Ricky Medina, senior licensing manager**

# Seoul Character & Licensing Fair 2014



July 16<sup>WED</sup> ▶ 20<sup>SUN</sup>, 2014 COEX, SEOUL, KOREA

Organized by  **koCCA**  **coex** Supported by  Ministry of Culture, Sports and Tourism

CONTACT Seoul Character & Licensing Fair 2014 Secretariat TEL +82.2.6000.8570-1 FAX +82.2.6000.1306 EMAIL info@characterfair.kr



**E:** richard.medina@nflplayers.com

**P:** 202-572-7465

NFL Players Inc. is the licensing and marketing subsidiary of the NFL Players Association.



**NFL PLAYERS  
INCORPORATED**

A trusted resource since 1994, NFLPI

delivers access to the influence, power, and personal stories of NFL players. NFLPI is a one-stop shop for businesses seeking licensing rights, access to players through hospitality and events, marketing strategy and player procurement.

## Oju-Africa

**Booth: B44**

**Contact: Angela Harty,  
program manager**

**E:** angela@mi-fone.mobi

**P:** +27 82 338 9916

Oju Africa is an iconic, global and proud African brand.



## PAN AM

**www.panam.com**

**Booth: A41**

**Contact: Stacy Beck, director of marketing and corporate America**

**E:** licensing@panam.com;

sbeck@panambrands.com

**P:** 603-516-0800

With more than 80 years of history and innovation in the air, Pan American World Airways is proud to offer licensing opportunities to parties interested in continuing a legacy of quality and innovation, in categories ranging from apparel to digital with all stops in between. Domestic and international opportunities are available.



## Pink Light Studio

**www.pinklightdesign.com**

**Booth: A51**

**Contact: Mary Beth Freet**

**E:** marybeth@pinklightdesign.com

**P:** 206-200-8324



Pink Light Studio is a licensing agency that represents more than 14 artists internationally. In just over three years in business, Pink Light Studio has artwork licensed with its clients in major retailers such as Target, Walmart, Papyrus, Office Max, Best Buy and The Apple Store, among others.



## Polaris Industries

**www.polaris.com**

**Booth: A71**

**Contact: Shean Ferrell, licensing manager**

**E:** shean.ferrell@polaris.com

**P:** 763-542-0500; 763-519-1752

Polaris Industries, together with its subsidiaries, designs, engineers, manufactures, and markets off-road vehicles, snowmobiles, motorcycles, and small vehicles in the U.S., Canada and Western Europe. It offers off-road vehicles such as all-terrain vehicles and side-by-side vehicles for recreational and utility use, and snowmobiles consisting of various models including independent front suspension, long travel rear suspension, hydraulic disc brakes, liquid cooling for brakes and a three cylinder engine, as well as a four-stroke engine. Polaris owns the brands Polaris, Victory Motorcycle, Indian Motorcycle, KLIM and Polaris Ranger, among others.

## Precious Moments

**www.preciousmoments.com**

**Booth: A91**

**Contact: Jeff Laubenstein, licensing approvals coordinator**

**E:** licensing@preciousmoments.com;

Jeff.Laubenstein@PreciousMoments.com

**P:** 847-725-9412

Celebrating more than 36 years of success in sales and licensing, Precious Moments products

have been welcomed into the homes and hearts of millions. The Precious Moments brand is a timeless classic with broad recognition domestically and internationally. Precious Moments continues to grow and flourish through the addition of carefully selected licensing partners including Pipka Art & Tradition, Ne'Qwa Art, Disney Showcase, Viacom International and more. Staying true to its values of loving, caring and sharing, it will continue to "share the gift of love" for years to come.



## Ragnarma

**www.ragnarma.com**

**Booth: C46**

**Contact: Brandon Johnson**

**E:** bragnar@pacbell.net

**P:** 818-261-3842; 949-515-1785

Ragnarma is a contemporary lifestyle brand for all ages seeking licensed partners in all categories. California-based artist Brandon Ragnar Johnson's aesthetic is interesting, original, surprising and modern, and born at the intersection of illustration and design. His work is the combination of the things he loves such as film noir, fashion illustration, classic cartoons, the great men's magazine artists, mid-century design and architecture, punk rock, monsters and old Las Vegas. His work has been collected in numerous books and can be found on television, films, apparel, toys, textiles, home goods, museums and galleries.

## Richmond Management Group

**www.richmondmanagementgroup.com**

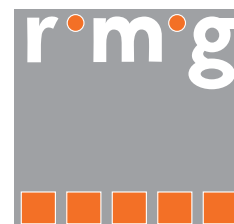
**Booth: M153**

**Contact: Jennifer Richmond**

**E:** jmrichmond@me.com

**P:** 818-713-0120

Based out of Los Angeles, Calif., Richmond Management Group offers strategic consulting, brand acquisitions and legal management for licensing



and marketing. Its current licensed portfolio features exciting new brands from all over the world, including Battle Bears, Tiniez, Studio Pets by Myrna, Daisy Rock Guitars and Stupid Factory Studios.

## Sharpe Company

[www.sharpeco.com](http://www.sharpeco.com)

**Booth: A83**

**Contact: Charlie Day, president**

**E: [charlie.day@sharpeco.com](mailto:charlie.day@sharpeco.com)**

**P: 310-545-6839**

The Sharpe Company specializes in bringing the best in British and European pop culture brands to the rest of the world. It develops trademark and brand licensing extensions, including the number one best-selling consumer product of all time, the Rubik's Cube. It creates focused lifestyle properties through strategic partnerships, licensed merchandise and new media development.

## Shell

[www.tsbagroup.com](http://www.tsbagroup.com)

**Booth: A60; A80**

**Contact: Jack Stokes, licensing manager**

**E: [jstokes@tsbagroup.com](mailto:jstokes@tsbagroup.com)**

**P: +44 208 332 6642**

Shell is a global group of energy and petrochemical companies that use advanced technologies to help build a sustainable energy future. TSBA



Group was appointed to run the global licensing program on behalf of Shell Brands International.

## Skechers USA

[www.skechers.com](http://www.skechers.com)

**Booth: B111; B91**

**Contact: Pat Taniguchi**

**E: [patt@skechers.com](mailto:patt@skechers.com)**

**P: 310-318-3100**

Skechers is an award-winning global leader in the lifestyle footwear industry. It designs, develops and markets lifestyle footwear that appeals to trend savvy men women and children.



## Sports Afield

[www.sportsafield.com](http://www.sportsafield.com)

**Booth: C48**

**Contact: James Reed, advertising manager**

**E: [advertising@sportsafield.com](mailto:advertising@sportsafield.com)**

**P: 714 373-4910; 714-373-4674**

Sports Afield, founded in 1887, is the oldest outdoor magazine in North America. Its extensive licensing program for all manner of outdoor and sporting gear is well established. Its licensing program includes safes, footwear, clothing, luggage, camping gear, sunglasses, log cabins, real estate and furniture. For more than 125 years, it has been a leader in promoting cherished outdoor traditions and now offers a whole new line of products for the outdoor-minded customer.

## Suzy's Zoo

[www.suzyszoo.com](http://www.suzyszoo.com)

**Booth: E73**

**Contact: Sondra Contino, director of marketing**

**E: [sondra@lawlessent.com](mailto:sondra@lawlessent.com)**

**P: 619-640-2355; 949-419-6156**

Suzy Spafford's art has delighted families since it was first published as greeting cards in 1968. Suzy's Zoo is a happy world of more than 265 characters that live in her wonderfully imaginative town of Duckport including Witzzy, Suzy Ducken, Jack Quacker and friends.



## Teo Jasmin

[www.teojasmin.com](http://www.teojasmin.com)

**Booth: B50**

**Contact: Fabrice Philippe, public relations**

**E: [fabrice@teojasmin.com](mailto:fabrice@teojasmin.com)**

**P: +33 2 36 10 66 70; +33 2 36 10 66 73**

Following the success of its mascot bulldog among fans and retailers all over Europe, Teo Jasmin, the French leader for digital printing on decoration items and fashion accessories,

has launched the adorable pup as an official license. Follow the adventures of the facetious doggy as a surfer, pilot or fireman as he makes his way through pop culture with dashing flair and philanthropy.



## The Licensing Company (TLC)

[www.thelicensingcompany.com](http://www.thelicensingcompany.com)

**Booth: G91**

**Contact: Diania Merriam, brand manager**

**E: [diania.merriam@thelicensingcompany.com](mailto:diania.merriam@thelicensingcompany.com)**

**P: 212-413-0880**

The Licensing Company, with offices in eight of the world's top economies including the U.S., U.K., France, Germany, China, South Korea and Japan, is an award-winning, global brand extension agency. It represents some of the best global brands including Jeep, Jelly Belly, Anheuser-Busch, The Hershey Company, Coca-Cola and Reckitt Benckiser. With unrivalled expertise in brand licensing and consulting, it provides impactful solutions to brand owners and retailers with a highly impressive record of 42 direct-to-retail relationships. In 2012, it was responsible for \$3.8 billion in retail sales in more than 100 countries.



## Thomas Kinkadee Company

[www.thomaskinkadee.com](http://www.thomaskinkadee.com)

**Booth: B71**

**Contact: Kristen Barthelman, licensing manager**

**E: [k.barthelman@kinkadee.com](mailto:k.barthelman@kinkadee.com)**

**P: 408-201-5273**

The Thomas Kinkadee Company publishes the work of Thomas Kinkadee and distributes the art



and related collectibles. His artistry includes imagery of gardens, cottages and estates, cityscapes, holiday scenery and commemorative American landmarks.

## TOTEMIC

Brand Arts for Art Brands™

### Totemic Universal

[www.totemic.com](http://www.totemic.com)

**Booth: F45**

**Contact: Ariel Ridley, brand manager**

**E: [licensing@totemic.com](mailto:licensing@totemic.com)**

**P: 415-233-9749**

Totemic Universal acquires, develops and manages unique arts and entertainment properties. It leverages licensing relationships to merchandize related consumer products in markets worldwide. It established a portfolio of brands, each selected for its niche presence and broader market potential. Some of its brands include Laurel Burch, Develter and Utopia Joe.

### Tottenham Hotspur Football Club

[www.tottenhamhotspur.com](http://www.tottenhamhotspur.com)

**Booth: H42**

**Contact: Gary Jacobson, brand licensing manager**

**E: [gary.jacobson@tottenhamhotspur.com](mailto:gary.jacobson@tottenhamhotspur.com)**

**P: +44 208-344-6691**

Tottenham Hotspur represents style, passion and flair. The Club embodies these values by playing attractive, exciting football and boasting world-renowned players. Its unique approach is reflected in the way it works with licensees in the U.K. and abroad, constantly striving to take Tottenham Hotspur into exciting new areas of retail.



### UPS

[www.ups.com](http://www.ups.com)

**Booth: F63**

**Contact: Christi Goddard, supervisor**

**E: [cgoddard@ups.com](mailto:cgoddard@ups.com)**

**P: 404-828-7121**

Founded in 1907 as a messenger company in the U.S., UPS has grown into a multi-billion-

dollar corporation by clearly focusing on the goal of enabling commerce around the globe.

Today, UPS is a global company with one of the most recognized and admired brands in the world. It has become the world's largest package delivery company and a leading global provider of specialized transportation and logistics services. Every day it manages the flow of goods, funds and information in more than 200 countries and territories worldwide.

### Wiki-License

[www.wikilicense.com](http://www.wikilicense.com)

**Booth: D41**

**Contact: Olafur Sigurvinsson, chief executive officer**

**E: [oli@wikilicense.com](mailto:oli@wikilicense.com)**

**P: 354-843-7777**

WikiLeaks and Julian Assange enjoy amazing worldwide recognition and possess all of the key attributes of a mega brand. Wiki-License speaks to a growing consumer demographic that is emerging from a tide swell of changing opinion across the world.

### The Wildflower Group

[www.thewildflowergroup.com](http://www.thewildflowergroup.com)

**Booth: C81**

**Contact: Jeanne Perry, vice president, operations**

**E: [jeanne@thewildflowergroup.com](mailto:jeanne@thewildflowergroup.com)**

**P: 212-924-2322**

The Wildflower Group offers a suite of licensing solutions for brand owners, manufacturers and retailers that enhance their brands, build their company profile and add significant revenue.

It represents the non-profit organizations Girl Scouts of the USA and the Rock and Roll Hall of Fame and Museum, the fishing brand Rapala, the home decor and furnishings brand Bombay, classics Goodnight Moon and Raggedy Ann and Andy and the luxury infant brand Bunnies By The Bay.

### Withit Licensing

[www.withit.co.uk](http://www.withit.co.uk)

**Booth: F74**

**Contact: Richard Woolf, international licensing director**

**E: [richard@withit.co.uk](mailto:richard@withit.co.uk)**

**P: +44 0 7768 427079**

Withit Licensing is an art and design licensor specializing in the exploitation of a varied portfolio of characters and designs that have been developed in-house. Established in 1996 with global retail and promotional successes, its brands appeal to wide ranging demographics and ages. It has retailed over \$20 million and works closely with licensees and retailers such as Burger King, Wal-Mart, Auchan, Kohls, Claires and many more.



### 1000 Cranes

[www.1000cranes.com](http://www.1000cranes.com)

**Booth: U185**

**Contact: Naomi Takeuchi**

**E: [naomi@1000cranes.com](mailto:naomi@1000cranes.com)**

**P: 919-522-0909**

1000 Cranes has four registered trademarks with



the US Patent and Trademark Office. The 1000 Cranes philosophy is: 1. success comes from faith and vision; 2. Success comes from planning and execution; 3. success comes from embracing change; 4. success comes from Collaborative relationships; and 5. success comes from helping others.

### 4K Media

[www.yugioh.com](http://www.yugioh.com)

**Booth: S171**

**Contact: Jennifer Coleman, senior director, licensing and marketing**

**E: [jcoleman@4kmedia.com](mailto:jcoleman@4kmedia.com)**

**P: 212-590-2120**

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

## 4Licensing Corporation

[www.4licensingcorp.com](http://www.4licensingcorp.com)

**Booth: M192**

**Contact: Lynda Pandolfo**

**E: [lpandolfo@4licensingcorp.com](mailto:lpandolfo@4licensingcorp.com)**

**P: 212-758-7666; 646-822-4208**

4Licensing Corporation has headquarters in New York City and was formerly known as 4Kids Entertainment, the licensing powerhouse responsible for the highly successful international licensing of Teenage Mutant Ninja Turtles, Yu-Gi-Oh!, Pokémon, Cabbage Patch Kids and WCW. 4LC continues to develop, license and market intellectual properties worldwide, and was renamed to reflect its expanding business outside of the children's entertainment industry. 4LC subsidiaries include 4Kids Entertainment Licensing, 4Sight Licensing Solutions and 4LC Sports & Entertainment. In addition, 4LC owns the majority stake in Pinwrest Development Group.

## Activision

[www.activision.com](http://www.activision.com)

**Booth: R161**

**Contact: Taryn Hutt**

**E: [taryn.hutt@activision.com](mailto:taryn.hutt@activision.com)**

**P: 310-255-2732**

Headquartered in Santa Monica, Calif., Activision Publishing is a leading developer, publisher and distributor of interactive entertainment and leisure products. It maintains operations in the U.S., Canada, Brazil, Mexico, the U.K., France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, mainland China and the region of Taiwan.



## AG Properties

[www.agpbrands.com](http://www.agpbrands.com)

**Booth: N153**

**Contact: Janice Ross, vice president brand marketing and public relations**

**E: [international.licensing@ag.com](mailto:international.licensing@ag.com); [jross@amgreetings.com](mailto:jross@amgreetings.com)**

**P: 216-252-7300; 310-426-8608**

AG Properties is the intellectual property and outbound licensing division of American

Greetings Corporation. AGP nurtures beloved homegrown brands, such as Care Bears and Strawberry Shortcake, and keeps them fresh and exciting with innovative digital media, entertainment, marketing and merchandising strategies that have garnered more than \$5 billion in retail sales worldwide since 2002. AGP celebrates its acclaimed properties by communicating across all platforms through diverse channels of traditional and social media, merchandise and marketing. Its other evergreen brands include Holly Hobbie and Madballs. Newer brands include Twisted Whiskers, Boofle and Packages from Planet X.

## Aspen Comics

[www.aspencomics.com](http://www.aspencomics.com)

**Booth: N196**

**Contact: Frank Mastromauro**

**E: [frank@aspencomics.com](mailto:frank@aspencomics.com)**

**P: 310-342-9943**

Aspen MLT is an entertainment publishing company founded in January 2003 by legendary comic artist Michael Turner. It prides itself on creating and producing entertainment properties of the highest quality visual and storytelling elements, as well as collaborating with some of the comic industry's most successful companies.

## ASTERIX, les Editions Albert René

[www.asterix.com](http://www.asterix.com)

**Booth: M153**

**Contact: Baptiste Cazaux**

**E: [baptiste.cazaux@editions-albert-rene.com](mailto:baptiste.cazaux@editions-albert-rene.com)**

**P: +33 145004141**

Designer Albert Uderzo and scriptwriter Rene Goscinny created Asterix in 1959. The adventures of Asterix are relating in a series of 35 albums. To date, 355 million copies have been sold worldwide. More than a comic album hero, Asterix is now a global brand with many licensees, four live movies, eight animated movies and a new CGI movie coming in 2015. Since 1989, Asterix also has its own leisure park in France that welcomes more than 1.8 million visitors a year.

## BBC Worldwide

[www.bbcworldwide.com](http://www.bbcworldwide.com)

**Booth: 0141**

**Contact: Carla Peyton,**

**senior vice president,  
licensed consumer products**

**E: [carla.peyton@bbc.com](mailto:carla.peyton@bbc.com)**

**P: 212-705-9395**

BBC Worldwide Limited is the main commercial arm and wholly owned subsidiary of the British Broadcasting Corporation. Consumer Products, within BBC Worldwide, manages a portfolio of brands including Doctor Who, Top Gear, BBC Earth and Sherlock in the U.S., U.K. and international markets. The business further extends brands across numerous categories through robust licensing programs. It is one of the U.K.'s largest licensors and a major operator in the international licensing industry. All profits garnered by BBC Worldwide are returned to the BBC to invest in future output.



## Beijing Dream Castle Culture Company

[www.a-li.com.cn](http://www.a-li.com.cn)

**Booth: R181**

**Contact: Xiaoxiao Ouyang, marketing director**

**E: [ouyangxiaoxiao@a-li.com.cn](mailto:ouyangxiaoxiao@a-li.com.cn);**

**[alidream@a-li.com.cn](mailto:alidream@a-li.com.cn)**

**P: +86 10 68947260 813**

Dream Castle, established in April 2009, is a professional cartoon business looking to create value for the original Chinese cartoon brands it owns. It has committed itself in seeking a practical way for the development of Chinese comic and animation enterprises.

## Benton Arts

[www.jimbenton.com](http://www.jimbenton.com)

**Booth: C160**

**Contact: Kristen LeClerc, studio manager**

**E: [jim@bentonarts.com](mailto:jim@bentonarts.com);**

**[kristen@bentonarts.com](mailto:kristen@bentonarts.com)**

**P: 248-644-5875**

Jim Benton is an author, artist and creator of licensing hits. His It's Happy





Bunny property has generated more than \$750 million dollars at retail, and he is a five-time LIMA winner. His books are New York Times bestsellers, and one is currently in production for a television movie.



## Big Tent Entertainment

[www.bigtent.tv](http://www.bigtent.tv)

**Booth: G153**

**Contact: Rich Maryyanek, chief marketing officer; Sondra Seecharen**

**E: richm@bigtent.tv; sondra@bigtent.tv**

**P: 212-604-0064; 212-624-2461**

Big Tent Entertainment is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. It represents the viral sensation Domo, Discovery Kids from Discovery Communications, NBC/Universal's The Biggest Loser franchise, Miffy in North America and 24-hour preschool network Sprout Channel, as well as global personalization brand Pixfusion.

# billboard

## Billboard

[www.billboard.com](http://www.billboard.com);

[www.billboardmusicstore.com](http://www.billboardmusicstore.com)

**Booth: L171**

**Contact: Rachel Bader, director, licensing**

**E: rachel.bader@billboard.com**

**P: 212-493-4190**

Billboard, the world's premier music publication, has been serving the entertainment industry since 1894. Billboard and its popular music charts have evolved into the primary source of information on trends and innovation in music, serving music fans, artists, top executives, tour promoters, publishers, radio programmers, lawyers, retailers, digital entrepreneurs and many others. The Billboard brand and its content assets are available for worldwide product and services licensing.

## Brazilian Brands

[www.brandsbr.com](http://www.brandsbr.com)

**Booth: D161; E161**

**Contact: Caio De Cesare**

**E: caio@abral.org.br**

**P: +55 11 50419087**



Brazilian Brands is a project that fosters exports of brands, images and intellectual property or copyright that have been created and registered in Brazil. This business platform is the result of a partnership entered into between the Brazilian Licensing Association (ABRAL) and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). Besides promoting exports, it also contributes to Brazil's image and positioning, showing to the international markets Brazil's capacity to create and market brands, licenses, or characters for content and consumer products.

## CAPCOM

[www.capcom-unity.com](http://www.capcom-unity.com)

**Booth: Z10**

**Contact: Taki Enomoto, senior director of licensing**

**E: takie@capcom.com**

**P: 650-350-6500; 650-350-6637**

CAPCOM is a video game publisher originating in Japan. It distributes famous games, such as Street Fighter, Megaman, Resident Evil and others to the worldwide markets

## Carte Blanche Group

[www.cbgroup.co.uk](http://www.cbgroup.co.uk)

**Booth: Z1**

**Contact: Julia Andrews, trade marketing manager**

**E: julia.andrews@cbgroup.co.uk**

**P: +44 0 1243 792518**

Carte Blanche Group is an international creator, distributor and licensor of character branded products, including toys, gifts, greeting cards, apparel and homewares. It is best known for Tatty Teddy, the cute grey bear with the blue nose and the signature character of the much loved Me to You brand, which is now worth \$500 million in retail sales globally. In response to a growing fan

base, Tatty Teddy & My Blue Nose Friends toys launched in 2012, enjoying award-winning success. A nursery proposition, Tiny Tatty Teddy, has also been created, appealing to parents and grandparents of babies and nursery-aged children.



## CBS Consumer Products

[www.CBSconsumerproducts.com](http://www.CBSconsumerproducts.com)

**Booth: C121**

**Contact: Liz Kalodner, executive vice president and general manager**

**E: liz.kalodner@cbs.com**

**P: 212-975-7795**

CBS Consumer Products leads worldwide licensing for more than 200 properties. The diverse portfolio offers multi-generational opportunities across categories ranging from the iconic Star Trek franchise to primetime series NCIS, The Good Wife and Penny Dreadful, as well as classics such as The Twilight Zone, Cheers and Mighty Mouse.

## Cepia

**Booth: Q161**

**Contact: Randi Miller, director of licensing**

**E: randim@cepiallc.com; rmiller@cepiallc.com**

**P: 314-725-4900**

Cepia believes that sufficiently advanced technology, when properly applied, is indistinguishable from magic. It is perhaps best known for its application of its philosophy with its global phenomenon, ZhuZhu Pets, which was named as one of The 100 Best Toys of All Time by TIME magazine, and won Toy of the Year accolades seven times in five countries. It has created magic once again with new toy lines for The Happy's and Armadons and ZhuZhu Pets Entertainment, among others.

## China Academy Of Art, The Dunpin

[www.dunpincaa.com](http://www.dunpincaa.com)

**Booth: R181**

**Contact: Bibo Wu, general manager**

**E: caadunpin@126.com**

**P: +1363065732286**

Zhejiang Dunpin's creative culture was established in December 2013. It is an independent brand of a comprehensive and creative culture under the China Academy of Art. Dunpin's brand positioning is "arts of living, artistry of life," providing products and services of the spiritual world and lifestyle of the contemporary China to its people and demonstrating the beauty of China to the world.

### Creative Licensing Corporation

[www.creativelicensingcorporation.com](http://www.creativelicensingcorporation.com)

**Booth: C130**

**Contact: Rand Marlis, president**

**E: randmarlis@hotmail.com**

**P: 310-479-6777**

Creative Licensing Corporation is an independent licensing agency representing classic and contemporary films.

### Crown Creative

[www.cfg.co.jp](http://www.cfg.co.jp)

**Booth: C131**

**Contact: Satoko Sakakibara**

**E: sakakibara@cfg.co.jp**

**P: +81 3 6807 0128**

Crown Creative is a Tokyo-based licensing company with more than 20 years of experience. It specializes in fashion, lifestyle and character brands, mostly in the apparel sector. It represents brands for Japanese territories also owns and develops brands. Since 2008, it has successfully expanded its own brands, Rebecca Bonbon and Sugar & Babe internationally.

### Crypton Future Media

[www.crypton.net](http://www.crypton.net)

**Booth: T183**

**Contact: Kanae Muraki, U.S. and Europe marketing director**

**E: muraki@crypton.co.jp**

**P: +81 11 222 6655; +81 50 373 23921**

Crypton Future Media is a music technology company based in Japan. It imports, but also develops, music software such as singing voice synthesizer Hatsune Miku. It is also the official

licensor of the characters Hatsune Miku, Kagamine Rin, Kagamine Len, Magurine Luka, KAITO and MEIKO.

### Curtis Licensing

[www.curtislicensing.com](http://www.curtislicensing.com)

**Booth: L161**

**Contact: Mike Waldner, licensing director**

**E: mwaldner@curtislicensing.com**

**P: 317-633-2070**

As the licensing arm of The Saturday Evening Post, Curtis Licensing has been licensing their wide arrange of images to companies around the world for more than 30 years. Its collection was originally comprised of cover illustrations from The Saturday Evening Post and Country Gentleman magazines by artists such as Norman Rockwell, J.C. Leyendecker, Stevan Dohanos and many others. Recently, it also added thousands of copyrighted inside illustrations, cartoons and images from its children's publications Jack & Jill, Child Life, Humpty Dumpty and Turtle, bringing its archive of images to more than 8,000 illustrations.

### DeLiso, Sophie la girafe

[www.vulli.fr](http://www.vulli.fr)

**Booth: B143**

**Contact: Stephanie Arnaud, marketing and operation manager**

**E: stephanie.arnaud@vulli.fr**

**P: +33 450010620**

Sophie la girafe is an international icon created 50 years ago. With more than 50 million copies sold since its creation, Sophie la girafe is "the it" baby toy.

In France, it is in collective memory with an outstanding reputation and is now sold in 62 countries worldwide. In 2012, Sophie la girafe became an evergreen license for the delight of babies and their mothers. It is a license with timeless, classical, reassuring and friendly values that seduces multiple targets.



# dentsu

## Dentsu Entertainment USA

[www.dentsuentertainment.com](http://www.dentsuentertainment.com)

**Booth: Z7**

**Contact: Lisa Yamatoya, assistant producer**

**E: lisa.yamatoya@dentsuentertainment.com**

**P: 310-315-3019; 424-214-7107**

Dentsu Entertainment USA develops, adapts and promotes animation content for broadcasters and media businesses in the U.S. and around the world. Founded in 2008 and based in Santa Monica, Calif., the company is a wholly owned subsidiary of Dentsu, Inc., the world's largest advertising agency and a leading producer of Japanese animation.

## Dependable Solutions

[www.dependablerights.com](http://www.dependablerights.com)

**Booth: O181**

**Contact: Antonella Rossi, marketing manager**

**E: arossi@dependablerights.com**

**P: 424-277-5200**

Dependable Solutions delivers the latest financial management and creative approval systems and services to agents, licensors and licensees with Dependable Rights Manager, a contract-based integrated licensing system developed by experienced specialists in licensing, creative, and royalty software. It is based in Los Angeles, Calif., with offices in Dallas, London and Belgrade and clients across Australia, Canada, Denmark, France, Finland, Hong Kong, U.K. and U.S.

## DHX Media

[www.dhxmedia.com](http://www.dhxmedia.com)

**Booth: E141**

**Contact: Liz Thompson, distribution coordinator**

**E: liz.thompson@dhxmedia.com**

**P: 416-977-5119**

DHX Media is a leader in the creation, production and licensing of family entertainment rights. It owns, markets and distributes





9,500 half-hours of children's entertainment content and exploits owned properties through its consumer products licensing business. DHX Media is recognized for brands such as Yo Gabba Gabba!, Caillou, Teletubbies, Ella The Elephant, Johnny Test, In the Night Garden, Inspector Gadget and Rastamouse. Its full-service international licensing agency, Copyright Promotions Licensing Group, (CPLG), represents numerous entertainment, sport and design brands. DHX Media has 10 global offices and is listed on the Toronto Stock Exchange.

GLOBAL PARTNER

## Discovery Consumer Products

**www.discovery.com; www.dei.discovery.com**

**Booth: Q191**

**Contact: Jereme Macready, manager, global events**

**E: jereme\_macready@discovery.com**

**P: 240-662-0000; 240-662-3845**

Discovery Consumer Products encompasses all licensed product produced for Discovery Communications. Led by Elizabeth Bakacs, the North American offering includes a wide range of brands and properties under Discovery Channel, Animal Planet, TLC and Discovery Kids. Led by Nicolas Bonard, the international offering includes the same brands offered in North America, plus Discovery Expedition, Doki and Discovery Adventures.

GLOBAL PARTNER

## Dracco

**www.dracco.com.hk**

**Booth: D160**

**Contact: Amy Schrei, head of marketing**

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**aschrei@dracco.com.hk**

**P: +852 2157 5988**

Dracco is a global corporation headquartered in Hong Kong with a commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionery. It is owner of the top girls' license in Germany and is fully dedicated to product development, internal design, manufacturing and emerging trends. It has been in business more than 20 years and has extensive, worldwide distribution.



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GLOBAL PARTNER

## Dreamworks Animation

**www.dreamworksanimation.com**

**Booth: S151**

**Contact: Kimberly Rice-Bogdan, creative director**

**E: krice-bogdan@dreamworks.com**

**P: 818-695-5000; 818-695-6674**

DreamWorks Animation creates high-quality

creative properties. It stands out and always has exciting new characters, ideas and brands.

## Dr. Seuss Enterprises

**www.seussville.com**

**Booth: A161**

**Contact: Brooke Purdo, senior vice president marketing**

**E: brookep@drseuss.com**

**P: 858-459-9744;**

**858-459-9748**

Dr. Seuss Enterprises



manages the classic

literary-based children's property that celebrates reading, self-confidence and the wonderful possibilities of a child's imagination. The primary focus of Dr. Seuss Enterprises is to protect the integrity of the Dr. Seuss books while expanding into ancillary areas.

entertainment, including CG animated feature films, television specials and series and live



entertainment properties. It has world-class creative talent and advanced filmmaking technology and techniques. It has been named one of the 100 Best Companies to Work For by Fortune magazine for five consecutive years. All of DreamWorks Animation's feature films are produced in 3D. It has theatrically released a total of 28 animated feature films including the franchise properties Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss in Boots and The Croods.

## Electronic Arts

**www.ea.com**

**Booth: D151**

**Contact: Nancy Stimson, assistant to the vice president**

**E: nstimson@ea.com**

**P: 650-628-7846**

Electronic Arts has been driven by a deep passion for making the world's best games. Its unique portfolio of rich intellectual properties is comprised of a wide breath of franchises ranging from rated E for Everyone to M for Mature. Compounded with its highly engaged fans, Electronic Arts is the definitive interactive company best positioned to drive a game-changing licensing program. Its portfolio includes Battlefield, Mirror's Edge, Mass Effect, Dragon Age, Dead Space, The Sims, EA Sports, Need for Speed, Plants vs. Zombies and Titanfall.

## Enchantails

**www.enchantails.com**

**Booth: A167**

**Contact: Mark Viniello, chief executive officer and owner**

**E: m.viniello@ca.rr.com**

**P: 661-714-5202**

Enchantails is the first multi-platform property



## Doodle Jump

**www.limasky.com**

**Booth: S191**

**Contact: Eric Karp, chief licensing officer**

**E: eric@limasky.com**

**P: 914-486-1285**

Lima Sky is a mobile game developer and owner of the No. 3 best selling app of all time, "Doodle Jump."

## Dr. Krinkles

**www.drkrinkles.com**

**Booth: F172**

**Contact: Josh Jay Fields, president**

**E: krinkleslaboratory@gmail.com**

**P: 770-238-6786**

Dr. Krinkles is full of the most innovative and

launch from Over Active Imaginations, Inc. It has unique characters and fantasy realms, where children discover and learn real world facts while experiencing high adventure. It is targeted toward girls ages seven and up, and includes patent pending product concepts.

## Endemol

[www.endemolusa.tv](http://www.endemolusa.tv)

**Booth: N191**

**Contact: Evan Jennings, licensing assistant**

**E: [evan.jennings@endemolusa.tv](mailto:evan.jennings@endemolusa.tv)**

**P: 310-860-9914**

Endemol is the world's largest independent production company and a global leader in entertainment programming. It produces more than 44,000 hours of content each year and partners with more than 400 broadcasters and cross-media platforms worldwide. Endemol Franchise Management is responsible for building its globally recognized brands beyond the television screen, seamlessly extending them into new consumer experiences and other forms of content through carefully planned and individually tailored strategies and partnerships.



## Entertainment One

[www.eonlicensing.com](http://www.eonlicensing.com)

**Booth: F161**

**Contact: Andrew Carley, head of licensing**

**E: [acarley@entonegroup.com](mailto:acarley@entonegroup.com)**

**P: 203-691-8509**

Entertainment One builds long-term, sustainable licensing programs on a global basis. It manages the creation and development of consumer products and associated marketing and promotional campaigns for some of the most high profile film, TV and lifestyle properties.



## Epic Rights

[www.epicrights.com](http://www.epicrights.com)

**Booth: M147**

**Contact: Juli Boylan-Riddles, executive vice president, strategic partnerships and licensing**

**E: [juli@epicrights.com](mailto:juli@epicrights.com)**

**P: 310-289-8220**

Epic Rights is a full service, global branding, marketing, and rights-management company dedicated to establishing next-generation partnerships between brands and entertainment-based intellectual properties. It has expertise in global consumer product licensing, corporate brand building, sponsorship and endorsements, worldwide ecommerce management and social media marketing.



## Evolution

[www.evomgt.com](http://www.evomgt.com)

**Booth: R171**

**Contact: Travis Rutherford, president**

**E: [travis@evomgt.com](mailto:travis@evomgt.com)**

**P: 818-501-3186**

Evolution is a full service licensing, brand management, product development and sourcing firm, focused on identifying and monetizing all forms of intellectual property. It provides the platform that enables property and brand owners to monetize their IP by managing the entire licensing life cycle from initial concept through to the retail shelf.

## Feld Entertainment

[www.feldentertainment.com](http://www.feldentertainment.com)

**Booth: L141**

**Contact: Maya Kobray,**

**licensing director**

**E: [mkobray@feldinc.com](mailto:mkobray@feldinc.com)**

**P: 646-354-7557**

Feld Entertainment is the worldwide leader in producing and presenting live touring family entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each

year. Its productions have appeared in more than 70 countries on six continents and include Ringling Bros. and Barnum & Bailey, Monster Jam, Monster Energy Supercross, Nuclear Cowboyz, AMSOIL Arenacross, Disney On Ice, Disney Live! and Marvel Universe LIVE!.



## Fire Flies Entertainment

[www.FireFliesEntertainment.com](http://www.FireFliesEntertainment.com)

**Booth: U195**

**Contact: Karen Adams**

**E: [books@tanille.com](mailto:books@tanille.com)**

**P: 212-561-1654; 347-268-6026**

Fire Flies Entertainment is a new media entertainment company specializing in children's and young adult media. Its media includes the green children's book series Jordan & Justine's Weekend Adventures, the inspirational teen product Undercover Starlet Journal, young adult fiction novel and pop music brand Cameo by Tanille and the new young adult fiction series Broken by Tanille, complete with Pop R&B music by Tanille. It is seeking to license the rights to exclusively carry these products and license each brand for related products. Each licensed product will feature free music by Tanille and cooperative promotions.

## Firefly Brand Management

[www.fireflybrandmanagement.com](http://www.fireflybrandmanagement.com)

**Booth: F171**

**Contact: Cynthia Modders, co-owner**

**E: [cynthiamodders@fireflybrandmanagement.com](mailto:cynthiamodders@fireflybrandmanagement.com)**

**P: 818-209-2678**

Firefly Brand Management is a full-service brand management and licensing agency specializing in entertainment, interactive and lifestyle properties. The Firefly group represents a variety of brands including Poppy Cat, Laura Ashley, Subway Surfers, Artist-Mary Blair, ABC's Revenge, ABC's Scandal, Chloe's Closet, Anne Geddes, Etch A Sketch, Tapatio, Hell's Kitchen, Mr. Bubble, Spam, The Village People, Puggo, Let God Work, Enchanted Tales and Yummy You.

*Continued on pg. 151*



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MAY 2014 VOLUME 17 NUMBER 2

# License! GLOBAL<sup>®</sup>

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THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

TOP

150

GLOBAL  
LICENSORS

The most comprehensive guide to the world's largest licensors, which represent \$251.8 billion in retail sales of licensed merchandise worldwide, the Top 150 Global Licensors report provides retail sales data and trends for licensors in the entertainment, sports, apparel, corporate brands, art and non-profit sectors.

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# Can licensing revenue slip away?

Yes, it happens often! Savvy brand managers understand that intellectual property possesses great value and generates significant licensing revenue. This vital asset deserves proactive protection so revenues - and profits - don't slip away.

EisnerAmper's highly qualified and experienced professionals work with the licensing community to prevent revenue slippage, provide business intelligence and protect copyrights, brands and trademarks. We help licensors hold on to their revenues and profits.

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Lewis Stark lewis.stark@eisneramper.com

# TOP

# 150

# GLOBAL LICENSORS

**This report is the most comprehensive guide to the world's largest licensors, which represent \$251.8 billion in retail sales of licensed merchandise worldwide. The Top 150 Global Licensors report provides retail sales data and trends for licensors in the entertainment, sports, apparel, corporate brands, art and non-profit sectors.**

By **Tony Lisanti**

**T**he Top 150 Global Licensors accounted for \$251.8 billion in retail sales of licensed products worldwide in 2013 versus almost \$230 billion in 2012 as a result of several licensors reporting significant increases in retail sales and new licensors that joined the rankings.

The Top 10 Global Licensors reported an increase in retail sales of more than \$14 billion, jumping from \$112 billion in 2012 to \$126.9 billion in 2013, accounting for slightly more than 50 percent of overall licensed product retail sales.

A total of 59 global licensors reported retail sales of \$1 billion or more, up from 56 licensors in 2012, representing \$225 billion in retail sales or 90 percent of total licensed product retail sales.

It is important to point out that the total year-over-year increase in retail sales is attributable to several factors—real growth of the licensors, acquisitions and the addition of new licensors. It provides a true picture of the significance of brand licensing and its importance and contribution to the overall retail industry.

In this year's report, 12 new licensors have joined the rankings, representing a combined total of almost \$7 billion in retail sales of licensed merchandise in 2013. The new licensors are Ford, National Football League Players, Inc., Discovery Consumer Products, Dr. Seuss, A+E Networks, Ironman, Briggs & Stratton, Wolfgang Puck Worldwide, Skechers, Crocs, Kathy Davis Studios and Green Gold TV.

There are several familiar licensors that are no longer individually broken out within the ranking as they have been incorporated into their respective parent company's listing, either the result of a corporate decision or acquisition—ESPN and Disney ABC Television are now included with parent company Disney, for example, and HIT Entertainment is now included with Mattel. Last year, three major licensors were removed from the list but remain viable operating divisions of other major licensors. They include Lucas Licensing, now part of Disney; Classic Media, now part of DreamWorks; and Lazytown, which is part of Turner Enterprises.

The Top 150 Global Licensors experienced a few changes this year in the Top 10 as several companies reported strong increases in retail sales in 2013.

Here's a breakdown of the Top 10 Global Licensors:

- **Disney Consumer Products**, once again with the distinction as the world's largest licensor, reported a total of \$40.9 billion in retail sales of licensed merchandise worldwide in 2013 and includes companies Marvel, Lucasfilm, ABC Television and ESPN.
- **PVH Corp.**, which reported \$13 billion in retail sales in 2012, jumped to No. 2 this year, reporting \$18 billion in retail sales in 2013, attributed in large part to the acquisition of The Warnaco Group/Calvin Klein.

- **Meredith**, which joined the Top 150 last year for the first time at No. 4, moved up one spot to No. 3, reporting retail sales of \$16.6 billion (\$11 billion in 2012). For more on this dynamic company, see this issue's cover story on page 64.
- **Iconix Brand Group**, which sat at No. 2 in 2012 with a reported \$13 billion in retail sales, dropped two spots to No. 4, reporting \$13 billion again.
- **Mattel**, which reported \$7 billion in retail sales in 2012, ranks No. 5 on this year's report. The company reported \$9 billion in retail sales for 2013 with the inclusion of HIT Entertainment, which last year ranked at No. 27 with \$2 billion in retail sales.
- **Sanrio, Inc.**, which added \$1 billion in retail sales over the prior year, reported \$8 billion in retail sales, putting the company at No. 6.
- **Warner Bros. Consumer Products** remains at No. 7 once again, reporting \$6 billion in retail sales.
- **Major League Baseball and Nickelodeon** switched rankings this year at No. 8 and No. 9 respectively, with \$5.5 billion and \$5.4 billion.
- **Collegiate Licensing Company**, despite a slight decline in retail sales to \$4.59 from \$4.62 in 2012, moved up to No. 10.

**To view the list of the Top Global Licensing Agents, visit [www.licensemag.com](http://www.licensemag.com).**

\* All global licensors and/or licensing agents submitted reported retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2013. International sales figures were based on the most recent exchange rates at press time. License! Global consults various industry sources, financial documents, annual reports, et al and relies on the fiduciary responsibility of each company for accuracy. Estimated sales figures are denoted with a mark (E). All companies are public except as otherwise noted (Private, Non-Profit). The Top 150 Global Licensors report is copyrighted and cannot be used without the written permission of License! Global and Advanstar Communications.





# THE WALT DISNEY COMPANY

\$40.9B (NYSE: DIS)

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WWW.ABC.COM

Disney, the world's largest licensor, leads the industry by offering innovative product programs and experiences that connect consumers to the company's franchises. By integrating play and storytelling, Disney is transforming the consumer product experience and enabling children and adults to continue experiencing the magic of Disney's stories long after the credits have rolled. Growth in 2013 was driven by leveraging new content while expanding Marvel and Lucasfilm properties into new categories and growing established franchises including Disney Princess, Mickey Mouse and Minnie Mouse. Disneytoon Studios' Planes hit theaters in summer 2013 and generated more than \$219 million at the global box office. Disney Consumer Products developed a broad range of supporting products that connected to boys' love for vehicles and racing play. This storytelling extension saw merchandise sales skyrocket while providing a halo benefit for Disney's Cars business. Disney Junior's Doc McStuffins, Sofia the First and Jake and the Never Land Pirates-inspired products continue to dominate preschool toy retail aisles. In 2013, Disney Junior retail shelf space doubled, and in 2014 DCP will further expand the Disney Junior product assortment. Marvel launched a full armory of products supporting the theatrical release of Marvel's Iron Man 3 in May 2013, and grew the Spider-Man franchise in almost all major product categories by leveraging heightened awareness driven by the new Spider-Man TV series on Disney XD. With the theatrical success of Marvel's Thor: The Dark World and Captain America: The Winter Soldier, The Avengers franchise is as robust as ever, with several group and standalone character offerings. Disney's evergreen franchises continue to thrive, influence pop culture and resonate with consumers today. Disney Princess launched two new toy lines in 2013—Disney Princess Palace Pets, a brand and story extension inspired by the Disney Princess characters' stories and love for animals, and a Disney Princess LEGO line. Disney Publishing Worldwide introduced Palace Pets through an app released in 2013 that reached more than 1 million downloads in just seven weeks and is currently DPW's No. 1 free app in lifetime downloads. Complementing the digital experience, the Palace Pets Blip toy line gives consumers an opportunity to engage with their favorite Disney Princess pets through traditional play, and more than 750,000 Palace Pets products have been sold to date. The app has been translated into more than 12 languages, followed by product launches in each global territory proving that consumer affinity for Disney Princess remains strong across the globe. Palace Pets will expand into new categories, and new Disney Princess dolls and role play inspired by Sleeping Beauty are on the way this fall. Mickey and Minnie remain two of the most iconic figures in pop culture and set trends in 2013 with new apparel collections and lifestyle products. Disney ended 2014 on a high note when Walt Disney Animation's Frozen became the break-out hit of the year, ultimately grossing more than \$1 billion at the global box office, winning two Academy Awards including Best Animated Feature, and became the top grossing animated film in history. DCP's innovative product line, inspired by the movie's storytelling and music, included apparel, role-play, plush toys, dolls, books and more. In 2014, Frozen will expand categories and retail placement to meet the growing consumer demand. ESPN consumer products include ESPN and X Games brands, along with



sub-brands and co-brands including SportsCenter, ESPN College Football, Baseball Tonight, 30 for 30, ESPNcricInfo, ESPN Footytips and ESPN.com.au. ESPN and X Games collaborate with best-in-class licensees to create brand extensions for sports fans of all ages to fulfill ESPN's mission to serve sports fans. Anytime. Anywhere. ESPN's collegiate co-branded programs continue to grow with a back-to-college pallet launching this back-to-school period. The new SEC Network and product line will launch in 2014, and the hot market College GameDay and new College Football Playoff programs will drive the ESPN College Football licensing business throughout the football season. The first espnW lifestyle collection and a premium retro-inspired ESPN Classic collection will also launch. ESPN, with Velocity Brand Management, launched online shops across digital properties to provide global fans with a wide range of merchandise choices. Inspired by the premier event in action sports, X Games' consumer products continue to capture the excitement and energy of the X Games competition and the action sports lifestyle. In 2014, X Games will reintroduce a soft lines program to complement the growing sporting goods line in the U.S. Internationally, X Games will expand its brand presence across Central and Southern Europe in addition to its existing programs in France, Japan, China, Brazil, Canada, Argentina and Chile. ABC licensed properties in 2013 include Grey's Anatomy, Dancing with the Stars, Castle, Wipeout, The Chew and Revenge. Licensed properties that will drive growth in 2014 include Grey's Anatomy, Dancing with the Stars, Shark Tank, Castle, Revenge, Once Upon a Time, The Chew, Nashville and Scandal. The Revenge Double Infinity Fine Jewelry Collection was launched with Helzberg Jewelers in Q1 of FY13 and was the most successful jewelry launch in their history. The second The Chew Book hit stores in FY13 with an exciting on-air launch and weekly integrations, which drove the book to debut at No. 1 on The New York Times best-seller list. Castle's publishing extensions have continued to expand with two series of novels and a series of graphic novels. Additionally, the continued success of the Grey's Anatomy Scrubs by Barco has expanded into a second line and spawned a new medical footwear partnership with Softwalk. Disney Theatrical Group delivers live shows globally through its license to Feld Entertainment, producer of Disney on Ice and Disney Live! For over 30 years, Disney on Ice and Disney Live! have brought beloved Disney stories and characters to over 12 million guests a year in nearly 50 countries through productions such as Toy Story 3, Dare to Dream, Rockin' Ever After, the newest show which launched in August 2012, Mickey's Rockin' Road Show and Phineas and Ferb: The Best LIVE Tour Ever! In addition, Disney Theatrical Group licenses musical titles for local, school and community theatre productions through Music Theatre International. Disney Interactive's game licensing revenue was driven largely by Marvel and Lucas game titles, such as Star Wars: The Old Republic (Electronic Arts), Marvel Heroes (Gazillion) and Angry Birds Star Wars (Rovio). Game revenue also includes Disney's licensed console titles such as Just Dance: Disney Party (Ubisoft) and Wreck-it Ralph (Activision). Mobile game licensing is also contributed to Disney Interactive's licensed games business, which includes branded mobile games, such as Monsters University (Gameloft).



# PVH CORP.

\$18B (NYSE: PVH)

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WWW.PVH.COM

PVH's portfolio of brands, which includes Calvin Klein and Tommy Hilfiger as well as its Heritage Brands business, generated over \$18 billion in global retail sales in 2013. One of PVH's most significant accomplishments during 2013 was that it closed on its acquisition of The Warnaco Group, which reunited the House of Calvin Klein and brought back the brand's two largest

apparel categories—jeanswear and underwear. Through the transaction, Calvin Klein's business model shifted from being licensing-driven to a more directly operated business, with direct operations now expanded to Europe, Asia and Latin America. During 2013, Calvin Klein revenues grew to over \$7.8 billion in global retail sales, with over 50 percent of the global retail sales coming from licensing partners. Calvin Klein North America had strong performance both at retail and wholesale in the owned businesses operated by PVH and through its licensing partners. Calvin Klein also continued to post gains in Asia and Brazil, where the brand's position is strong as consumers appreciate the brand's premium positioning and aspirational lifestyle. In October 2013, Calvin Klein and Gazal announced a joint venture for the sale of Calvin Klein products in Australia and New Zealand. Over the next few years, the Calvin Klein brand looks to achieve 8 percent to 10 percent annual growth in global retail sales, with emerging markets such as China and Brazil driving significant growth. Tommy Hilfiger's power as a truly iconic global designer lifestyle brand was demonstrated by its \$6.4 billion in global retail sales in 2013. Sales were generally strong across all regions as the brand's preppy with a twist designs continued to resonate with consumers worldwide. The tremendous growth occurring in North America has resulted from the investments made since acquiring the business in early 2010, particularly in the areas of design, supply chain, distribution and marketing. Complementing the North American business was the continued strength experienced by Tommy Hilfiger's European business, in spite of the challenging macro environment. Additionally, Tommy Hilfiger continued its global expansion with a joint venture in Brazil, established in January 2013. In Asia, the brand continues to focus on expanding through its joint ventures in China and India, as well as through licensed businesses in Southeast Asia and Australia. In Latin and Central/South America, Tommy Hilfiger continues to expand through its licensing partners. Tommy Hilfiger's global retail sales are expected to grow 8 to 10 percent for the next several years. PVH's Heritage Brands had a defining year in 2013 with \$3.8 billion in global retail sales, as it continued to execute on its turnaround plan and also integrated Warnaco's Core Intimates and Speedo businesses. ARROW continued its international growth, signing a new licensing arrangement to sell men's apparel in Brazil, while in the U.S., it continues to be a key brand for Kohl's. The IZOD brand continues its international growth and launched new licensing agreements for distribution in Mexico and the Philippines. It also signed several licensing agreements for apparel categories including denim, headwear, layette and men's, women's and infant hosiery and legwear. In the U.S. and Canada, IZOD continued to gain share and grow its business in its key accounts. Van Heusen had a solid year also, with notable growth at U.S. wholesale and a new licensing agreement signed for distribution in the Philippines, supported by its continued growth in international markets.

**3** **MEREDITH**  
\$16.6B (NYSE: NDP)  
ELISE CONTARSY, VP, BRAND LICENSING,  
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WWW.MEREDITH.COM

The cornerstone of Meredith's licensing program is the Better Homes and Gardens brand. Its licensing programs are part of the broad, multi-channel experience it provides to consumers. The brand provides her with inspiring content through print, videos, the website and broadcasting, plus the opportunity to take action through social media platforms and by buying BHG products or services. Top retail partners are Walmart and Realogy Corporation. With its longstanding direct-to-retail program with Walmart, consumers have an ever-expanding and stylish assortment of better home and garden merchandise. 2013 culminated the Walmart partnership with October's consumer campaign called Love Your Home. The campaign introduced a new assortment that delivered a broader range of

products from better basics to up-to-date styles in new colors, motifs and textures at accessible process and great quality. Realogy manages the Better Homes and Gardens Real Estate franchise network. By focusing on home buyer or sellers' lifestyle needs and innovative tech tools for their agents, BHGRE has brought a fresh new approach to real estate transactions and has grown their footprint in the U.S. and Canada. With industry exclusive access to Meredith's proprietary database and comprehensive media resources, BHGRE is selling new franchises to brokers as the hot new brand in the marketplace. Meredith will continue to provide unique, 360-degree marketing campaigns to spur the growth of our established licensing programs. The company is seeking new prospective partners for Better Homes and Gardens in the home construction and mechanicals arena. The company is also looking to new licensing business in 2014 using its portfolio of other valuable trademarks to accelerate the rate of growth including Family Circle, Parents, Eating Well, AllRecipes.com and Traditional Home, which bring consumer reach, relevance, and recognition to prospective retailers and manufacturers. The company will look to leverage the best practices learned from its BHG experience to these trusted names.



**4** **ICONIX BRAND GROUP**  
\$13B (NASDAQ: ICON)  
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WWW.ICONIXBRAND.COM

Iconix owns, markets and licenses a diversified portfolio of 35 consumer brands across fashion, sports, entertainment and home. In 2013, the company continued to expand its global footprint through the acquisitions of Umbro, Lee Cooper and Buffalo, as well as the formation of four new international joint ventures in Canada, Australia, Southeast Asia and Israel. In 2013, international represented approximately 38 percent of its business. In the U.S., Iconix has direct-to-retail partnerships across all the major retailers including DanskinNow at Walmart, Mossimo at Target and Candie's at Kohl's. Looking to 2014 and beyond, two key growth drivers are continued international expansion and the Peanuts business, both of which highlight the company's strength and growth in sports and entertainment. The company has made significant progress in its international strategy across the entire portfolio of brands. Iconix now has 30 international direct-to-retail partnerships, over 800 international licenses and over 1,300 stores for its brands worldwide. In addition, Iconix has seven international joint ventures and is looking to form similar partnerships in additional territories. The company is also particularly excited about the opportunities surrounding the upcoming Peanuts movie and has been signing new licenses to capitalize on the film, which is scheduled to launch in over 70 countries and 40 languages in November 2015. The company continues to pursue an ongoing strategy for new content that will drive continued growth.

**5** **MATTEL**  
\$9B (NASDAQ: MAT)  
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WWW.CORPORATE.MATTEL.COM

With Barbie, truly anything is possible. Always a reflection of the times, Barbie brings her signature style to more than 45 different consumer products categories including apparel, accessories, home décor, beauty, publishing, sporting goods and electronics. Barbie heads into 2014 with



unexpected partnerships, a new global anthem and some of the most innovative and customizable products fans have ever seen. Thomas & Friends is the No. 1 preschool toy license in the U.S., according to The NPD Group, with global popularity in more than 185 territories and in 30 languages. The Thomas & Friends brand delivers a 360-degree brand experience through toys, licensed products and experiential partnerships and reaches more than 100 million-plus households a month in the U.S. alone with its animated content through its distribution with PBS KIDS. Thomas & Friends licensees worldwide include books, games, engines, playsets, apparel, bedding, accessories and more. As a part of the Mattel portfolio of brands, HIT Entertainment properties continue to be a priority offering new and exciting opportunities. Monster High, a global phenomenon in more than 50 countries, centers on the fashionable teenage descendants of the world's most famous monsters. In its fifth year, the Monster High brand has become an emblem for today's generation of tween girls who celebrate and own their unique individuality at every consumer touch point through strategic partnerships in fashion, publishing and programming. Ever After High, the newest Mattel franchise featuring the next generation of fairytale legends, invites girls to discover the Ever After Royals and Ever After Rebels who learn that destiny isn't written in permanent ink, but can be rewritten. Targeted toward the trendista girl, the Ever After High brand is a trans-media storyline brought to life through entertainment, digital, fashion dolls/toys and an array of consumer products. Fisher-Price is the leading global infant and preschool brand, as well as go-to brand for both mom and baby, with 99 percent brand awareness and 2 billion in sales in over 150 countries and 40 languages. Fisher-Price offers innovative solutions across a multitude of categories including baby gear and care, infant accessories, publishing, music and party supplies. As the No. 1 vehicle property in the U.S., Hot Wheels reaches boys of all ages through programs and lifestyle products including vehicles, apparel, sporting goods, publishing and innovative toys. In 2013, holiday consumers were introduced to Barbie Favorites and invited to visit Toys 'R' Us to find the largest selection of Barbie products. Launched across multiple channels, the program drove double digit increases in sales in December. Additionally this spring, the doll that started it all celebrated her 55th birthday at Walmart with a cross-category retail program that included a birthday celebration event. Barbie's birthday fun continued at Toys 'R' Us with a Twitter party that garnered over 2,000 tweets. The program drove sales across toy, sporting goods, publishing, entertainment, activity and construction and received over 48MM impressions through print, social media and online outreach. In 2013, the Monster High franchise continued to experience phenomenal growth across multiple categories at Walmart. In September, Monster High launched an exciting in store experience through a multi-category Monster High pallet train that included costumes, cosmetics, apparel, home entertainment (DVD) and more, anchored in the seasonal department. Additionally, Monster High continued to capture fans attention with the introduction of Monster High Chic apparel collection at Target. To support the global pre-school event of the year, the launch of the Thomas & Friends King of the Railway DVD (fall 2013 with Lionsgate Home Entertainment in the U.S.), movie themed toys from Fisher-Price were introduced across three different train systems for the first time, including Fisher-Price's newly launched Thomas Wooden Railway. In addition, best-in-class partners across the globe including Mega Brands, Ravensburger, Random House and Egmont created 65-plus tie-in King of the Railway-themed products across books, games, engines, playsets, apparel, bedding and accessories. A King of the Railway-inspired app and a dedicated microsite with new games and character reveals extended the King of the Railway experience to digital and social media. Additionally, Toys 'R' Us hosted King of the Railway-themed play dates across all Toys 'R' Us stores tied to the release of the DVD. With a powerful portfolio of trusted brands and iconic properties, Mattel will continue to unveil new best-in-class partnerships and product offerings for infants, kids, tweens and adults. This year, Barbie will help girls discover that

Anything is Possible. The global campaign will be supported by extensive product introductions, events and strategic partnerships. Monster High will continue to expand in 2014 with the introduction of new characters and products, as well as televised entertainment and webisodes. Partnerships with H&M, C&A and Mango Kids will feature branded apparel for Monster High fans. Ever After High will continue to feature creative storylines and original characters in 2014, leveraging multiple platforms to reach consumers at every touch point. Following the success of the launch of Shannon Hale's Storybook of Legends book last October, Little, Brown Books for Young Readers is launching two new exciting tales to follow Apple White, Raven Queen and the other students at Ever After High. In addition to new epic tales, there will also be a full range of novelty and activity books in 2014. On the infant and toddler side, Fisher-Price will launch the Thought of That video series of playful, solution-oriented, digital shorts that feature contemporary takes on timeless new parent and early childhood moments. Providing solutions for each of these special moments (and all the moments in-between), Fisher-Price further expands its portfolio of innovative product offerings in 2014. Thomas the Tank Engine will move full steam ahead into retail in 2014 with Journey to Rewards, a new loyalty program for Thomas & Friends, product at Walmart stores and on Walmart.com. Target will also capture fans attention through Target Cartwheel promotions on key consumer product items, including the Thomas & Friends Spills & Thrills DVD and new product listings like Thomas Light-Up Sneakers. Lastly, a new partnership with Rubies will introduce branded Thomas & Friends costumes. Hot Wheels partnership with Uniqlo will feature branded apparel for Hot Wheels fans. Additionally, in a new partnership, Toy State will launch Hot Wheels vehicle assortments featuring exciting light effects, custom sounds, character-themed music, as well as iconic styles, like the classic Bone Shaker.



## SANRIO, INC.

\$8B (OTC US: SNROF) (SANRIO, INC., IS A WHOLLY OWNED SUBSIDIARY OF SANRIO CO., LTD.)  
 JANET HSU, PRESIDENT AND COO, +1.310.896.3262  
 WWW.SANRIO.COM

In 2013, Sanrio continued to focus on expanding programs and categories for Hello Kitty, its flagship lifestyle brand. In addition to Hello Kitty, Sanrio worked closely with its partners to build programs for emerging characters as well as the Mr. Men Little Miss brand. Key licensing initiatives included the launch of several new partnerships and collaborations that cater to Hello Kitty fans of all ages. This included a broad and diverse merchandise mix of lifestyle products. In 2013, Sanrio launched collaborations with EVA Air, Earth Therapeutics, Manhattan Portage, Uglydoll, T.U.K Footwear, Loudmouth Golf, BLIK, aden+anais and continued partnerships with Sephora, Vans, Swarovski and Build-A-Bear Workshop for new collections. Sanrio worked with key retailers at different tiers of distribution to build special programs for Hello Kitty. 2014 marks the 40th Anniversary of Hello Kitty. In celebration, Sanrio will debut collaborations with Minnetonka, The Simpsons, Steiff, NFL as well as an extended partnership with MLB. Several national promotions will also launch this year. Apparel, accessories, home, consumer electronics, activity and stationery continue to be a focus for Sanrio along with the growing categories of toy, sporting goods, publishing, digital, food and beverage. New programs for toy and sporting goods as well as new publishing formats, video games and apps will debut in 2014. Hello Kitty has always been a generational favorite with mothers who grew up with the brand, and there will be continued emphasis on expanding categories and products for infant and toddler. Sanrio is working with key retail partners to launch several new programs that cater to different consumer demographics. These programs will support Sanrio's goals of expanding categories and offering fans an ever-growing selection of lifestyle products at accessible price points.

# 7 WARNER BROS. CONSUMER PRODUCTS

\$6B (NYSE: TWX)

BRAD GLOBE, PRESIDENT; KAREN MCTIER, EVP, DOMESTIC LICENSING AND WORLDWIDE MARKETING; JORDAN SOLLITTO, EVP, INTERNATIONAL LICENSING, +1.818.954.7980  
WWW.WARNERBROS.COM

Top properties include DC Comics (Batman, Superman, Wonder Woman and Justice League); The Hobbit Trilogy; the highly anticipated Godzilla; Harry Potter, the most successful film franchise of all time; perennial animated favorites Looney Tunes, Scooby-Doo and Tom and Jerry; The Wizard of Oz, which kicked off its 75th anniversary celebrations in 2013; and hit television series including The Big Bang Theory, Dallas and Supernatural. With more than 3,700

active licensees, Warner Bros. Consumer Products soared through 2013 with prominent retail and licensing partners in support of product inspired by both new and classic entertainment properties. Power packed summer blockbuster Man of Steel thrived with the support of DC Comics master toy licensee Mattel, and a host of prominent partners including The LEGO Group and Rubie's Costume Co. Augmenting the theatrical release, Warner Bros. partnered with the world's largest retailer, Walmart, to create Walmart Premiere Night, an industry-changing, cross-divisional Man of Steel retail program led by Warner Bros. Consumer Products. The adventure continued as winter blockbuster The Hobbit: The Desolation of Smaug led fans through the second installment of the Middle-earth trilogy with support from co-master toy licensees The Bridge Direct and Vivid Group, among others; and Warner Bros. and Legendary Pictures' much-anticipated Godzilla (2014) built fan excitement with the announcement of support from a range of global licensees including master toy partner Bandai, as well as NECA, Jakks Pacific, and Bioworld, to name a few. DC Comics Super Heroes continued to generate excitement around the world and in stores this year as Warner Bros. Consumer Products launched its new licensing program based on the 1960's Batman Classic TV Series; brought on new partners such as Under Armour, Forever 21, Uglydoll and Peavey Electronics to support the legendary DC Comics properties; and developed a unique brand partnership with Target to launch an exclusive, long-term Justice League collection that offered licensed products in more than 20 categories, from toys to lawn and garden. More than 80 top-tier licensees supported the kick-off of the 75th anniversary of The Wizard of Oz, including Tonner Doll, Mattel, Rubies Costume Co. and Madame Alexander, which has been creating dolls inspired by the property for decades. WBCP and Habitat for Humanity also teamed up in 2013 for There's No Place Like Home, a charitable campaign inspired by Dorothy and friends. The Looney Tunes Show, coming off a smash second season, continued to surprise and delight new generations of fans in 2013 with product from global licensees; a robust range of toys from Character Group and other licensing partners kept Scooby-Doo and the Gang entertaining fans; and the animated television series The Tom and Jerry Show continued to bring the famous frenemies to fans around the world with licensed partnerships in 2013. For current television, The Big Bang Theory continued to expand its licensing program in 2013 to include more than 70 licensees. Warner Bros. Consumer Products is going into 2014 with a gigantic roster of global licensees in support of the studio's theatrical tentpoles, fan-favorite entertainment properties and milestone anniversaries projected to amplify growth in 2014. On the heels of Warner Bros. Pictures' and Legendary Pictures' film Godzilla, master toy



partner Bandai America Incorporated and many more licensing partners around the world and are sustaining excitement for the King of Monsters with a strong toy line-up. Buoyed by anticipation for this winter's The Hobbit: The Battle of the Five Armies, The Hobbit Trilogy boasts a strong roster of worldwide licensees signed on to create product based on the long-awaited finale. Additionally, numerous licensees will commemorate the ever-popular Batman with new evergreen product as the Caped Crusader celebrates his 75th anniversary in 2014. The Wizard of Oz, which is also celebrating its 75th anniversary, continues its year-long celebrations with licensing support from a number of cross-category partners. Also in celebration of the momentous anniversary, WBCP has partnered with Habitat for Humanity for the There's No Place Like Home campaign, which features several themed initiatives and events supporting the Foundation's work to create decent, safe and affordable housing in partnership with low-income families. The campaign originated in 2013 and will continue through 2014. Also in the spotlight this year are three shows that will bring new life to WBCP's classic animation slate: Wabbit—A Looney Tunes Production, Be Cool Scooby-Doo! and The Tom and Jerry Show, all of which will partner with top-tier licensees. WBCP and its licensing partners from around the globe will also showcase product inspired by fan favorites such as the DC Comics portfolio, The Big Bang Theory and Gone with the Wind. Harry Potter fans will continue to be delighted in 2014 with WBCP's breadth of support for the property, which includes cross-category licensing support, the travelling immersive fan experience Harry Potter: The Exhibition, and The Wizarding World of Harry Potter, which will unveil an expansion at Universal Orlando Resort this summer, and is set to subsequently debut at Universal Studios Japan and Universal Studios Hollywood.

# 8 MAJOR LEAGUE BASEBALL

\$5.5B (E) (PRIVATE)

HOWARD SMITH, SVP, LICENSING, +1.212.931.7900  
WWW.MLB.COM

# 9 NICKELODEON

\$5.4B (NASDAQ: VIAB, VIA)

PAM KAUFMAN, CMO AND PRESIDENT, CONSUMER PRODUCTS, +1.212.846.8000

2013 saw the continued success of Teenage Mutant Ninja Turtles, which launched in Q3 2012 in the U.S. and U.K. It became an instant TV and consumer products hit. Since then, Turtles continues to grow on TV in almost every market and across almost every consumer product category. Nickelodeon has experienced success with its partners including Playmates, Lego, Rubie's, Pacific Cycle, Jakks, Little Kids, Cardinal and Wonder Forge, among others. Teenage Mutant Ninja Turtles closed 2013 as the No. 1 action figure property for the year. It was also a top 10 property across the entire toy industry for 2013. Nickelodeon's preschool properties are stronger than ever from Bubbles Guppies to Dora the Explorer. The company's most successful retail programs include Dora Rocks at Target, Turtles destination brand at Target for holiday 2013 and the naming of Playmates' Teenage Mutant Ninja Turtles Lair as Kids Chosen Toy for holiday at Walmart. Toys 'R' Us awarded Nickelodeon Vendor of the Year for 2013. Nickelodeon is excited for the launch of its Teenage Mutant Ninja Turtles movie product line and is expanding it to new demographics with the launch of the Half-Shell Heroes action figures and vehicles. After almost 15 years on TV, SpongeBob SquarePants is the No. 1 animated show with kids (year to-date). SpongeBob's second theatrical movie will launch in early 2015 and will feature an expansive roster of refreshed licensees such as Just Play, MEGA Bloks, NKOK and Power Wheels, and continue relationships with long-standing partners like Cardinal and



Wilson. Additionally, Nickelodeon is preparing for its biggest preschool toy launch to-date with Dora and Friends, inspired by the brand new educational series, Dora and Friends: Into the City. The new preschool series features the iconic Dora the Explorer character in new adventures, with new friends and with a new interactive curriculum. Other initiatives includes Peter Rabbit's major launch across specialty with GUND; mass retailers with Cartwheel with playsets, figures, plush and role-play toys based on the re-imagined CG-animated series; and an array of games, puzzles and activities from Cardinal and more. For the first time, Nickelodeon made its debut in the infant and toddler aisles with bedding, feeding and toy products inspired by Peter Rabbit from top manufacturers Lambs & Ivy, Infantino, NUK and more. Bubble Guppies continues to grow in ancillary categories, as well.

## 10 COLLEGIATE LICENSING COMPANY

\$4.59B (PRIVATE) (AN IMG COMPANY)

JIM CONNELLY, SVP, IMG COLLEGE; CORY MOSS, VP AND MANAGING DIRECTOR, +1.770.956.0520  
WWW.CLC.COM

Top collegiate properties included Texas, Alabama, Notre Dame, Michigan and Kentucky as well as the NCAA, the Tournament of Roses, the BCS and the Southeastern Conference (SEC). Walmart continued to be the largest retailer of collegiate licensed product, followed by Follett, Fanatics, Barnes & Noble and Kohl's. College Colors Day, a fan holiday created by CLC, will continue to provide a strong marketing platform for retailers during the critical back-to-school selling period. In addition, retail marketing programs like The Saturday Ritual, Put on Your Saturday Best, Holiday Cheer Section and Rock Your Colors will continue to provide retailers with solid platforms for raising consumer awareness and driving sales of college merchandise. CLC has developed and brought to market the retail intelligence reporting system, a new data gathering and analytics technology that is revolutionizing the collegiate licensed products industry. With over 61,000 retail locations in its database, CLC is now able to provide its clients with unique data and analysis as it relates to what products are being sold at various retail locations.

## 11 HASBRO

\$4.4B (NASDAQ: HAS)

SIMON WATERS, SVP, GLOBAL BRAND LICENSING AND PUBLISHING, +1.401.431.8697  
WWW.HASBRO.COM

In 2013, Hasbro continued to strategically extend the reach of its global franchises, including Transformers, Nerf, My Little Pony, Littlest Pet Shop, Monopoly, Play-Doh and Magic: The Gathering across multiple consumer touch points such as entertainment, digital gaming and compelling merchandise. Working with a premier portfolio of licensees, Hasbro brought highly innovative, fashionable and relevant lifestyle products and experiences to market across every major licensing category in more than 180 territories. The Transformers brand waged an all-new battle with its Beast Hunters entertainment that led to new publishers, games and retail programs. Additionally, licensees brought to market high value, age-appropriate merchandise across a myriad of other categories as well, including toys, apparel, sporting goods and publishing. The Transformers brand had record growth globally and unique new licensing initiatives that delivered business impact with standout licensing including Transformers: The Ride-3D, which launched at Universal Orlando; the launch of new Predacons Rising content/DVD at Target; and a collaboration with DeNA for the launch of Transformers: Legends mobile game. Hasbro teamed up with rock band, Linkin Park to create a special edition line of the Transformers Sound Wave character including an action figure and Hot Topic t-shirts. Girls led all categories with 26 percent

revenue growth in the year, and reached \$1 billion in revenues for the first time in Hasbro's history. Considering the girl's category as defined today was nearly \$300 million in revenues 10 years ago, this milestone is extremely significant. My Little Pony has grown to represent approximately \$650 million dollars at retail across the brand blueprint. In 2013, the team grew both the core My Little Pony segment as well as successfully launched My Little Pony Equestria Girls. The combination of strong consumer insights, global digital content, engaging storytelling, innovative products, and comprehensive retail execution enabled My Little Pony to post 3 years of revenue growth, expand its geographic and demographic reach and be well positioned entering 2014. The My Little Pony brand continued to be a worldwide fan favorite spanning 15 licensing categories in 71 countries. Fueled by the popular My Little Pony: Friendship is Magic animated series, created by Hasbro Studios, and the entertainment launch of My Little Pony Equestria Girls, the brand's momentum surged with a deep portfolio of over 200 licensees creating merchandise for all ages in categories such as apparel, digital gaming, plush, role-playing, publishing, accessories, food and beverage, health and beauty and housewares. Anchored by the Littlest Pet Shop animated series which aired in over 130 territories including The HUB Network in the U.S. and on various networks globally, the Littlest Pet Shop brand's licensing program builds on the global appeal of collectability and customization with more than 650 million pets in the hands of girls, ages 5-9. Over 200 licensees across all major categories brought to market fun, stylish and innovative products from apparel and accessories to publishing and digital gaming. Hasbro also continued to expand its Nerf brand, the No. 1 blaster property offering high-action, competitive sports play. More than 60 licensees created gear covering a host of licensing categories including sporting goods, electronics, accessories and apparel. Additionally, Nerf Rebelle launched in 2013 with a line of sleek and powerful crossbows and blasters, promoting confidence, high performance action and a stylish edge, all while inspiring girls to think and play differently. Rounding out the Nerf lineup last year was the debut of Nerf Dog, bringing the brand experience to an entirely new audience. The Monopoly franchise is the world's favorite family game brand and has been played by more than one billion people in 111 countries around the world. The Monopoly brand remained in the global fashion spotlight in 2013 with licensed accessories at Claire's, while the 20-plus-year-old Monopoly at McDonald's promotion reached millions of fans. Hasbro continued to build tremendous momentum for its digital gaming business throughout 2013 across multiple brands. Hasbro is one of the few licensors in the world that is both a licensor and retail customer. In turn, these relationships are leveraged to develop multi category franchise programs at mass retailers including My Little Pony Friendship Headquarters at Toys 'R' Us and multiple branded programs at Leader in Brazil. The company also builds deep merchandising programs reaching consumers of all ages at mass, specialty, mid-tier, drug and grocery and online retail channels. The My Little Pony feature space at Hot Topic, the Build-A-Bear program, the co-branded direct-to-retail Training Pants (pull-ups) program at Walgreens and the Benetton and H&M apparel range underscores the brands' ability to reach multiple audiences in appropriate channels.

## 12 RAINBOW

\$4.1B (PRIVATE)

IGINIO STRAFFI, PRESIDENT AND CEO; JOANNE LEE, COO, +39.071.75.067.500  
WWW.RBW.IT

Rainbow is a world leader in the kids' entertainment industry dedicated to the production of TV series and movies that appeal not just to kids but the whole family. Rainbow has developed a significant international presence through its wide portfolio of popular properties, with many more currently under development. One of the hottest brands in the Rainbow portfolio is Winx Club. The series now boasts over 15 million viewers each day through 115 broadcasters worldwide. Season six of Winx Club recently launched bringing the total number of available episodes to 156. Season 7 is currently

in development for 2015. A third Winx Club CGI movie is set for release in September. The studio continues to release new Winx Club content each year which keeps fans interested and engaged with the brand and allows Rainbow to produce a constant flow of new style guides that inspire licensees to produce fresh product lines. Winx Club's licensing program now has more than 500 licensees globally across a multitude of categories with more than 6,000 products developed. The company is looking to build on this success by expanding the property into less conventional sectors such as Winx Club-themed holidays and experiences. Winx Club celebrates its 10th anniversary this year and Rainbow has a major marketing drive around this significant milestone. Rainbow's portfolio also includes global favorite Mia and me. This award-winning series is a co-production with Lucky Punch/M4e and is a hybrid of live action and CGI animation that combines fantasy, adventure and comedy. The series has already been a hit across the world, having been picked up by more than 70 broadcasters in over 80 territories for the first series. This popularity has led Rainbow and Lucky Punch/M4e to produce a second season that is due for release in late 2014/early 2015. A feature film is planned for a theatrical release in 2016. A full range of merchandise will launch this year in established territories, including an exciting toy line from international toy partner Mattel.

## 13 IBML (INTERNATIONAL BRAND MANAGEMENT & LICENSING)

\$4B (PRIVATE)  
BARRY LEACH, CEO; PETER WOOD, MANAGING DIRECTOR, U.K., EMEA AND ASIA PACIFIC, +44.0.845.1299.288; NEIL MORTON, MANAGING DIRECTOR, AMERICAS, +1.212.239.0990  
WWW.IBML.CO.UK

Key properties include Dunlop, Everlast, Sondico, Slazenger, Lonsdale, Kangol, USA Pro, Campri, Karrimor, Golddigga, No Fear, Donnay, Voodoo Dolls, Carlton, Title, Antigua and LA Gear.

## 14 WESTINGHOUSE

\$3.995B (NASDAQ: WEST)  
ALLAN FELDMAN, CEO, LMCA, +1.212.265.7474  
WWW.WESTINGHOUSE.COM

Managed by LMCA since 2001, the program is focused on key consumer, commercial and B2B categories which include LCD TVs, laptop computers, light bulbs, consumer and B2B lighting, electrical and wiring devices, electric power generation including nuclear, solar and wind renewable energy, landscape lighting, kitchen and personal care appliances, air purification, water conditioning and purification, central heating and air-conditioning, intercoms and electrical and computer and audio accessories. Program growth comes largely from geographic and new category expansions, market share gains and brand development initiatives.

## 15 GENERAL MOTORS

\$3.5B (NYSE: GM)  
STEPHEN MCGUIRE, MANAGER, BRAND LICENSING, +1.313.300.0991; GENE REAMER, MANAGER, INFRINGEMENT AND LICENSING OPERATIONS, +1.313.667.8545

WWW.GM.COM

From electric and mini-cars to heavy-duty full-size trucks, monocabs and convertibles, General Motors' dynamic brands offer a comprehensive

range of vehicles in more than 120 countries around the world. GM's roster of brands includes both current and former brands with assets spanning over 100 years such as Chevrolet, Buick, GMC, Cadillac, Pontiac, Saturn, Oldsmobile and Hummer. Key news for 2014 includes the 7th Generation Corvette Stingray and Z06 Coupe and Convertible, the 2015 Camaro, the all-new Chevrolet Silverado and Colorado, the Chevrolet Trax, the new GMC Canyon and the 50th anniversary of the Chevelle.

## 16 DREAMWORKS ANIMATION

\$3.3B (NASDAQ: DWA)

MICHAEL CONNOLLY, HEAD, GLOBAL CONSUMER PRODUCTS; JONATHAN BAKER, HEAD, INTERNATIONAL CONSUMER PRODUCTS, +1.818.695.3393  
WWW.DREAMWORKSANIMATION.COM

In 2013, DreamWorks Animation set the stage to become the hub for family friendly IP on a global level, delivering licensing programs inspired by franchise favorites as well as the vast DreamWorks Classics property portfolio. Highlighted properties tied to theatrical and television franchises



including Turbo, Madagascar, How to Train Your Dragon and The Croods led the charge at retail along with the classic properties of Where's Waldo? and Olivia. Top programs for 2013 across retail partners were the DreamWorks Dragons franchise and Turbo. In its continued evolution into a global branded entertainment company, DWA will build on its strong franchise portfolio with new programming for feature films and television including How To Train Your Dragon 2, Home, The Penguins of Madagascar, B.O.O.: Bureau of Otherworldly Operations and Kung Fu Panda 3, as well as a vast array of classic properties including the wildly popular Postman Pat and Noddy franchises. The re-launch of the Trolls brand and new initiatives surrounding the Shrek franchise are also set to make a statement in the fashion world. 2014 will also see AwesomenessTV hit the ground running at retail as the burgeoning multi-platform media company continues to expand its enormous reach across the teen space.

## 17 NATIONAL FOOTBALL LEAGUE

\$3.25B (E) (PRIVATE)

LEO KANE, VP, CONSUMER PRODUCTS, +1.212.450.2758

WWW.NFL.COM

## 18 ELECTROLUX AB

\$ 2.8B (NASDAQ: ELUXY)

CIARÁN COYLE, VP AND HEAD, GLOBAL BRAND LICENSING, +46.8.738.70.91

WWW.BRANDLICENSING.ELECTROLUX.COM





## Electrolux

GLOBAL BRAND LICENSING

Corporate brands with sales in B2C and B2B markets for worldwide well-known brands like Electrolux, AEG, Frigidaire, Eureka, White Westinghouse, Kelvinator and Zanussi. Its main brands—Electrolux, Frigidaire, AEG and Zanussi—have been used in different licensing programs during 2013 including water softeners, water and food purifiers, e-bikes, cookware, solar thermal panels, smart electric heaters, fireplaces, LED and plasma TVs. In 2014, the company will focus on home comfort products in the U.S. and Europe, green tech mobility solutions for urban living, and industrial energy management and information systems.

## 19 NATIONAL BASKETBALL ASSOCIATION

\$3B (E) (PRIVATE)

VICKY PICCA, SVP, LICENSING AND BUSINESS AFFAIRS;

ROBERT W. MILLMAN, SVP, INTERNATIONAL LICENSING AND BUSINESS DEVELOPMENT, +1.212.407.8000

WWW.NBA.COM

The NBA is a global sports and media business built around three professional sports leagues—the National Basketball Association, the Women's National Basketball Association and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 47 languages and NBA merchandise for sale in more than 125,000 stores in 100 countries on six continents.

## 20 PENTLAND BRANDS

\$3B (PRIVATE)

EAN BROWN, EXECUTIVE DIRECTOR, +44.020.8346.2600  
WWW.PENTLAND.COM

Properties include Speedo, Lacoste, Berghaus, Brasher, KangaROOS, ellesse, Boxfresh, Kickers, Ted Baker, Mitre, ProStar, Red or Dead and Gio Goi.

## 21 PROCTER & GAMBLE

\$3B (E) (NYSE: PG)

GAYLE JONES, MANAGER, TRADEMARK LICENSING AND COMMERCIAL INNOVATION, GLOBAL BUSINESS DEVELOPMENT, +1.513.626.7666

WWW.PG.COM

## 22 WEIGHT WATCHERS INTERNATIONAL

\$2.8B (NYSE: WTW) (INCLUDES WEIGHT WATCHERS SMART ONES BY HEINZ)

STACY GORDON, SVP, PRODUCTS, LICENSING AND PUBLISHING, +1.212.589.2700

WWW.WEIGHTWATCHERS.COM

## 23 FERRARI

\$2.6B (PRIVATE)

STEFANO SAPORETTI, HEAD OF LICENSING, +39.053.694.9200

WWW.FERRARISTORE.COM

Partners include Puma, Acer, Microsoft, Hublot and Perfume Holding. The company's goal is to reinforce lifestyle approach with luxury partners such as Tod's, Hublot, Vertu and Damiani. There are currently more than 50 Ferrari stores worldwide. Ferrari is also developing a second theme park, Ferrari Land, in Madrid, which is scheduled to open in 2016. The first, Ferrari World, opened in Abu Dhabi, in 2010.

## 24 TWENTIETH CENTURY FOX CONSUMER PRODUCTS

\$2.6B (NASDAQ: FOXA)

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WWW.FOXCONSUMERPRODUCTS.COM

Fox Consumer Products' revenue in 2013 was attributed to the success of multiple properties. In 2013, FCP's Sons of Anarchy merchandise programs solidified its position as a true lifestyle brand supported by a loyal fan base and robust retail programs. Spencer Gifts and FCP joined forces in 2013 for a back-to-school marketing campaign around Sons of Anarchy, generating sales that exceeded expectations on 50-plus SKUs across multiple categories. Sons of Anarchy expanded in category offerings with new cigars, poker sets, gaming accessories, jewelry, fine art, motorcycle gear, novelty items and lifestyle apparel. New international merchandising programs for Fox's massive animated franchise Ice Age were launched in key global territories such as Europe, Asia and Latin America, establishing it as a 365-day brand. What started with a unique collaboration for The Simpsons and Jeremy Scott for a winter 2012 collection and a showcase at Fashion Week has inspired new fashion partnerships that identify with the iconic nature of the brand, introducing culture-defining clothing from A Bathing Ape and Joyrich, selling out in Asia and buzzed about around the globe. The Simpsons partnered with Converse for a co-branded line of Chuck Taylor All Star shoes that turned the heads of various celebrities and top fashion bloggers while being featured in multiple magazine spreads globally. The Simpsons also launched partnerships with top toy brands including Hasbro, Mattel, NECA and Commonwealth. Key drivers of publishing sales for the company in 2013 included novels based on the award-winning Showtime series Homeland and Boom Comics for Sons of Anarchy. In 2013, Primark launched their corporate Father's Day campaign using Family Guy, a first across all 200 Primark UK stores. The Family Guy for Father's Day product range covered 28 SKUs across men's apparel, accessories and home wares, with a coordinated Father's Day theme and exclusive artwork. Location-based entertainment will continue to be a key focus for FCP in 2014. FCP recently announced the first Fox Theme Park, Twentieth Century Fox World in Malaysia, opening in 2016. The company will continue to expand to additional areas including additional theme parks, traveling exhibitions, 4D entertainment and live shows across North America, Europe, Asia and Latin America with several of its properties. FCP will also grow existing attractions in the marketplace, such as the addition of a fully immersive Simpsons experience at Universal Studios Hollywood, Springfield USA, to further engage consumers. 2014 has been a landmark year for The Simpsons, celebrating its 25th anniversary season, a massive first-ever cable and VOD sale to FX Networks' new outlet FXX. FCP is introducing the brand in new categories, exciting merchandise and promotional programs that are trend-forward and commemorative of the show. FCP partnered with several new licensees such as LEGO for a

Simpsons LEGO house and a line of 16 collectible minifigures; and NECA, for the first-ever licensed program celebrating 25 of the greatest celebrity guest stars with figures, apparel, collectibles and novelty items from the show including Britney Spears, Kid Rock, Hugh Hefner and Yao Ming. The Simpsons partnerships continue with co-branded collaborations with the world's top soccer clubs as Simpsonized players appear on a broad range of merchandise. In 2014, the first-ever fully licensed Duff Beer will launch at retail in Australia. FCP will also celebrate the seventh and final season of FX's top-rated hit drama series, Sons of Anarchy, with a robust licensing program spanning multiple categories including apparel, accessories, fine art, gambling and cigars. Additional TV properties driving growth in 2014 include Fox's breakout ratings hit Sleepy Hollow, which will launch season two with a coordinated consumer products strategy featuring programs across publishing, apparel, toys, games and collectibles. FX's highly anticipated vampire series, The Strain, from Filmmaker Guillermo Del Toro will debut with product already in the market helping to drive consumer awareness and marketing efforts. Leveraging its robust film catalog in 2014, FCP announced a program commemorating the 35th Anniversary of Alien, spearheaded by SEGA's release of the highly anticipated video game, Alien: Isolation. Fox's theatrical release of Dawn of the Planet of the Apes will be supported by a multitude of programs from top partners including NECA, Hallmark, Sideshow, Funko and more. Timed to the theatrical release of the animated film Rio 2, FCP is partnering with Rovio for an Angry Birds Rio collaboration and master toy partner JAKKS Pacific garnering key placement across all major retailers. The upcoming 3D animated film The Book of Life, produced by Guillermo del Toro, will also be a key tent pole property driving sales and breakout retail programs in 2014. Catalog properties celebrating milestone anniversaries supported across the studio include The Sound of Music and The Rocky Horror Picture Show, marked by home entertainment support, new merchandise programs and unique retail offerings set to launch at the end of 2014. New e-commerce initiatives in 2014 include the launch of property-specific shops on foxshop.com, offering increased varieties of as-seen-on, on-demand and licensed merchandise. Promotional opportunities have been announced with leading partners such as Google Chrome with Family Guy and Visa with The Simpsons timed to the World Cup.

## 25 RALPH LAUREN

\$2.5B (E)  
ROGER FARAH, PRESIDENT AND COO, +1.212.813.7868  
WWW.INVESTOR.RALPHLAUREN.COM

## 26 CARTOON NETWORK ENTERPRISES/TURNER CN ENTERPRISES

\$2.4B (NYSE: TWX)  
PETE YODER, VP, CONSUMER PRODUCTS, NORTH AMERICA; LISA WEGER, VP; MELISSA TINKER, VP; JOHANNE BROADFIELD, VP, EMEA, +1.212.275.6535  
WWW.CARTOONNETWORK.COM

In 2013, Cartoon Network's portfolio of award-winning animated brands drove its retail success and solidified the network's position as a leader in the kid's entertainment space. The evergreen Ben 10 boy's action franchise continued its global domination across all categories and tiers of retail around the world, while original comedies Adventure Time and Regular Show expanded on their respective licensing success in North America with product launches in various regions throughout

the year. The company also launched its newest consumer products line around the hit comedy The Amazing World of Gumball. Rounding out the successful portfolio are Cartoon Network's classic original series that continue to resonate with fans of all ages, including Dexter's Laboratory, Johnny Bravo and others. With great momentum behind its brands and new launches on the horizon, 2014 and beyond presents strong licensing opportunities for Cartoon Network Enterprises. Adventure Time will build on its global footprint with the enlisting of new licensing partners and expansion into new categories and retailers around the world, while Regular Show and The Amazing World of Gumball will also continue their international rollouts. In partnership with LEGO, the February 2014 content launch of Mixels will make way for a coordinating consumer products program in late spring. Global boy's action juggernaut Ben 10 will continue to inspire and engage boys with its Ben 10 Omniverse franchise and its accompanying toy line from Bandai leading the merchandising program. Finally, the company will look to expand Lazy Town into a variety of new categories across the globe. CNE will continue to be widely distributed at retail across all key retailers and all tiers of distribution throughout the world. With strong retail support and placement throughout 2013, key brands were able to enjoy success led by strong retailer and marketing programs, especially throughout the pivotal fourth quarter. Numerous feature shops, direct to retail programs, end caps, circular support, and dedicated email blasts and mailers throughout holiday 2013 and other key buying seasons helped to generate strong sales and awareness among the group's portfolio of brands and product lines.

## 27 CHEROKEE GLOBAL BRANDS

\$2.2B (NASDAQ: CHKE)

HENRY STUPP, CEO; HOWARD SIEGEL, PRESIDENT AND COO; JASON BOLING, CFO; MARK NAWROCKI, EVP, +1.818.908.9868  
WWW.CHEROKEEGROUP.COM

Key properties available for license include namesake Cherokee brand, Tony Hawk, Liz Lange, Sideout, Carole Little and ále by Alessandra. The Cherokee brand is an iconic American family-lifestyle brand offering classic, casual comfort at affordable prices. Founded in 1973, the Cherokee brand offers an assortment of men's, women's and kids' apparel, accessories, footwear and home products. The brand is licensed in more than 50 different countries and sold in more than 5,000 locations. The Tony Hawk brand was born in San Diego, Calif., from Tony Hawk, a pioneer and one of the original innovators of board culture. Acquired in January 2014, the Tony Hawk brand is globally recognized as a premier board culture lifestyle brand, combining style and performance. Product categories include apparel, accessories, footwear, underwear, backpacks, luggage, school supplies and home décor. The Liz Lange brand is one of the most recognized and respected maternity brands sold throughout North America. Liz Lange has revolutionized modern maternitywear by encouraging expectant women to celebrate their baby bump by providing stylish, fashion-forward clothing and accessories. Sideout was first conceived in 1983 by a California volleyball player. Its cool, relaxed style represents the easy spirit of California casual, making every piece ideal for the beach, breezy vacation or for simply kicking back. Founded in 1975 by designer Carole Little, the Carole Little brand is recognized for its colorful signature prints for ladies sportswear





and dresses. The ále by Alessandra brand is an exclusive partnership with international fashion icon and supermodel Alessandra Ambrosio. Inspired by Ambrosio's life and style, Brazil bohemia meets Malibu chic, the brand is a collection of feminine, colorful and effortlessly cool apparel for women around the world. Top retail partners include Target (U.S. and Canada), Kohl's (U.S.), Tesco (U.K., Ireland and certain Central European countries), Comercial Mexicana (Mexico), Falabella/Tottus (Peru, Chile and Colombia), Pick 'N Pay (South Africa, Zambia, Namibia, Zimbabwe and Lesotho), Landmark Group (certain Middle East and North African countries), Shufersal (Israel), Arvind Brands and Mahindra's Mom & Me (India), RT Mart (China), Nishimatsuya (Japan) and the TJX Companies (U.S., Canada and Europe). Key areas for growth in 2014 and beyond include organic growth by expanding product categories/lifestyle footprint and strengthening retail partnerships; gaining new international wholesale and retail partners to expand the company portfolio into additional geographic marketplaces; strategic acquisitions by targeting selected style-focused lifestyle brands that would be accretive to both the company and shareholders and have high potential for international market growth.

## 28 ROVIO ENTERTAINMENT

\$2.2B (PRIVATE)  
 NAZ CUEVAS, SVP, GLOBAL CONSUMER PRODUCTS  
 LICENSING, +1.818.970.1030; +358.0.641.8177  
 WWW.ROVIO.COM

Rovio Entertainment continues to pioneer a new model for entertainment consumer product licensing by surprising and delighting fans with engaging and innovative extensions to the Angry Birds franchise and co-branded mash-ups. In 2013, the business climbed to new heights with more than 500 licensees worldwide and products available in over 55 countries. Top licensed properties in 2013 include Angry Birds Classic, Angry Birds Space, Angry Birds Star Wars, and Angry Birds Go! and Angry Birds Toons (Rovio's foray into original animation content that garnered more than 2 billion views since its launch in March 2013). Rovio Entertainment and Lucasfilm joined forces with the launch of the Angry Birds Star Wars franchise in late 2012. Two mobile games, a global consumer products program, an innovative toy line and multiple viral animated shorts supported the program. With the launch of Angry Birds Star Wars II, Rovio and Hasbro (master toy partner) introduced Telepods. For the first time, players could teleport figural characters into the game experience, bridging the gap between digital and physical play. Over 1 million Telepods were put in fans' hands in the first month of launch, and yet another record-breaking game launch, taking the franchise into new heights. Rovio Entertainment experienced unprecedented retail support in 2013 and smashed expectations by feeding fan demand for Angry Birds merchandise, consumables, beverages and much more. Strong cross-category programs around the world across all retail channels, including mass, mid-tier, club and specialty, contributed to the exponential growth of the brand. Some of the retailers include Walmart, Target, Toys R Us, JC Penney, Kohls, H&M, C&A, Renner, Ripley, Liverpool and Argos. In 2014, Rovio will launch a brand new franchise, Angry Birds Stella. Stella and her new flock of friends will continue Rovio's promise to delight fans with a wide range of new entertainment content across animation, mobile games, books and a highly-targeted, cross-category consumer products program that will include a new fashion apparel line. Licensed promotions, as well as live events, will play a strong part. Books will continue to be a strong initiative for Rovio in 2014 too, as new licensing



initiatives increase in this division. Other initiatives include activity parks, family entertainment centers and an Angry Birds playground concept. Rovio will continue to grow and invest into the development of the Angry Birds brands along with strong partners, as the company gets ready for the launch of the Angry Birds Movie in 2016.

## 29 AUTHENTIC BRANDS GROUP

\$2.1B (PRIVATE)  
 JAMES SALTER, CHAIRMAN, CEO; NICK WOODHOUSE,  
 PRESIDENT AND CMO, +1.646.612.7439  
 WWW.AUTHENTICBRANDSGROUP.COM

In 2013, Authentic Brands Group's portfolio for retail sales included Marilyn Monroe, Hickey Freeman, Hart Schaffner Marx, Sansabelt, Palm Beach, Bobby Jones, Adrienne Vittadini, Judith Leiber, Misook, Taryn Rose, Spyder, Prince, Ektelon, Viking, TapouT, Sinister, Silver Star, Iron Star and Sportcraft. Key retail partners and programs during 2013 included with Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, Dillard's Nordstrom's, Macy's, Kohl's, Sears, Kmart, The Sport Authority, Modell's, Dick's Sporting Goods and Sports Direct. Factors that will drive growth in 2014 include the acquisitions of Elvis Presley, Muhammad Ali and Juicy Couture; implementation of endorsement and licensed products for the celebrity portfolio; continued international expansion of all brands; increased awareness and engagement in all forms of digital and social media; expansion in e-commerce; and brand extensions into non-traditional categories.

## 30 FORD MOTOR COMPANY

\$2B (NYSE: F)  
 JOHN NENS, DIRECTOR, GLOBAL BRAND LICENSING  
 AND CORPORATE IDENTITY, +1.313.248.6994  
 WWW.FORD.COM



Ford Motor Company has many leading marks/properties attached to merchandise, which include the Ford Oval, Mustang, Built Ford Tough and Vintage marks, in addition to many popular nameplates. Ford licensed products can be found in all channels, at major mass, department, club, specialty, home improvement and automotive stores such as Walmart, Target, Kohl's, Macy's, Pep Boys, and Toys 'R' Us. A notable retailer of 2013 was Cracker Barrel, which paid tribute to the iconic brand with a Mustang merchandise collection in their store. Fans also had a chance to win a 2014 Mustang through their online sweepstakes. Ford also partnered with all-American denim brand Lucky Brand to launch vintage-inspired tees for men, women and kids into their stores and online; Lucky will be expanding the Ford assortment this summer. Several licensing partnerships have extended the Ford name into mobility solutions that include electric bikes, traditional bikes and even golf carts. Caddyshack released the Mustang 50 Years limited edition golf cart that hit the greens in time for the 2014 celebration. A Ford Shelby GT500 version is also available in the line-up, and a F-150 SVT Raptor style is set to follow. The company's first branded retail environments launched in China last year. Led by retail licensing specialists, J.T. Network, Ford now boasts 40 Ford-branded retail stores in China with over 20 stand-alone stores and continued growth planned in 2014.



Brazilian licensee Nine Ltd. developed a unique line of Built Ford Tough hand and power tools. These tools had a highly successful 2013 debut at leading Brazilian home improvement retailer, Makro. This year is expected to be another solid year as Ford launches the most vehicles in a single year and expands into more unique licensed products and categories, much of which will be centered on Mustang. The Ford Mustang just became the newest member of a very exclusive club—vehicles in continuous production for 50 years. The Mustang 50 Years pre-celebration kicked off with an inspired-by merchandise collection that includes the Mustang pinball machine by leading maker Stern Pinball. In March, the all-new Ford Mustang made its silver screen debut with much box office success (over \$128 million worldwide) in the movie *Need For Speed*. Also to celebrate Mustang 50 Years and the launch of the all-new 2015 Mustang, OPI Products, a subsidiary of Coty, will launch limited-edition nail lacquers this summer. Additional growth in 2014 will be driven by licensed merchandise such as the Ford e-bike by Pedego, which launched earlier this year, and the Ford-branded generators and pressure washers by Pulsar, which will be available at select North American retailers. The program, taking its cues from Ford's Go Further message, will continue to build upon the global brand favorability and deliver on the Ford brand promise.

## 31 KATHY IRELAND WORDLWIDE

\$2B (PRIVATE)

ROCCO INGEMI, VP, BRAND MANAGEMENT AND RETAIL; CLAUDE ERGAS, INTERNATIONAL MARKETING AND BRANDING CONSULTANT, +1.310.557.2700  
WWW.KATHYIRELAND.COM

kathy ireland Worldwide continues to experience growth, expanding into mobile accessories with kathy ireland Connect, as well as bridal designs, fine jewelry, apparel, infant and toddler apparel, intimate and sleepwear, socks, footwear, anti-aging skincare for men and women, light therapy, furniture, flooring, area rugs and hard surfaces, indoor and outdoor lighting, accessories, window treatments, home office, upholstery, leather and microfiber, top of bed, mattresses, sheets, mattress covers and pillows, towels, hand-painted fine porcelain and decorative shelving. kiWW launched strategic relationships with Raymour & Flanigan, Nebraska Furniture Mart, National Business Furniture and American Family Insurance. kiWW launched into the gift industry with several new product categories such as candles, fine china and flatware, crystal, luxury chocolates, organic florals, storage solutions, stationery and pet products. Other new categories include home remodeling, quick-to-assemble furniture, futons and klik klaks, garden, food, kitchen, publishing and children's educational toys. kiWW recently launched into the holiday decor category with Once Upon a Christmas Collections, which will be sold in fine department stores and multiple channels of distribution nationwide. kathy ireland Designs, ACafé by Chef Andre and Jardin by Nicholas Walker offer casual dining, mattresses, leather, upholstery, resort-wear, totes and accessories. Other categories include real estate, vacation events, wedding events and planning. Kathy Ireland is represented by William Morris Endeavors in all areas of entertainment and related licensing. A wholly owned kiWW subsidiary manages licensing and entertainment for Janet Jackson, including her *New York Times* No. 1 best-selling book *True You*, which includes 30 recipes for healthy living developed by Chef Andre of ACafé. Key retail partners of kiWW continue to be more than 65,000 independent retail doors, which are located in 50 countries. Fine retailers such as Macy's and Belk department stores carry kiWW products. kathy ireland Office can be found at fine retailers across the country including National Business Furniture, OfficeDepot.com and Staples.com. Kathy Ireland philanthropic work supports many non-profits including the Elizabeth Taylor HIV/AIDS Foundation, Feed The Children, Providence

Educational Foundation, The American Israel Public Affairs Committee, The Anti-Defamation League, Jewish Defense League and 9-1-1 for Kids. Through an exclusive relationship with Bendon Publishing, kiWW and Bendon Publishing gifted \$14 million of toys and books to Toys for Tots Foundation.

## 32 MGA ENTERTAINMENT

\$2B (PRIVATE)

LAUREN WHITEHEAD, VP, LICENSING, +1.818.894.2525  
WWW.MGAE.COM

Key licensing properties for retail sales in 2014 include Little Tikes, Lalaloopsy, Moxie Girls, Mooshka and Bratz. The Lalaloopsy television series continues to perform well on Nickelodeon, and has spun off several DVD/Blu-ray releases. MGA has expanded the product categories for Little Tikes to include all indoor and outdoor toys that encourage active and imaginative play among kids 6 months to 6 years.

## 33 SESAME WORKSHOP

\$1.8B (PRIVATE) (NON-PROFIT)

MAURA REGAN, SVP AND GM, GLOBAL CONSUMER PRODUCTS, +1.212.875.6416  
WWW.SESAMEWORKSHOP.ORG

One of the highlights of 2013 was Sesame Workshop partnering with the Produce Marketing Association (PMA) and Partnership for a Healthier America (PHA) to promote fresh fruit and vegetable consumption to kids, making healthier choices a little easier for families to make. The agreement allows PMA's community of growers, suppliers and retailers to take advantage of the Sesame Street brand's strength and influence, using characters like Big Bird, Elmo and Abby Cadabby to help deliver messages about fresh fruits and vegetables. Another highlight was its partnership with The United States Olympic Committee for the Sochi 2014 Olympic and Paralympic Winter Games. The joint venture included inspirational and educational online content featuring the Sesame Street Muppets and Team USA athletes, a Sesame Street family pavilion at all USOC Road to Sochi Tour stops and Sesame Street Winter Games-themed children's apparel available at retail stores and online. The partnership was soft-launched at the Road to Sochi 100 Day Countdown event in Times Square on Oct. 29 with a Sesame Street family pavilion for children, special appearances by Cookie Monster and Zoe and two live performances with Elmo, Abby Cadabby and one of the show's newest human characters, Armando. Sesame Street participated in the USOC's full Road to Sochi Tour, which was a 13-stop interactive sports tour that circled the country in the fall and winter. At each tour stop, Sesame Street had a co-branded interactive family tent and a costumed character Elmo made special appearances at select stops. Team USA and Sesame Workshop also teamed up to create youth-oriented digital content heading into the Sochi Winter Games, and fans saw plenty of fun tweets and Facebook posts. Additionally, Team USA and Sesame Workshop teamed to create co-branded products featuring the furry monsters from Sesame Street





that were available at Old Navy. Big Hugs Elmo was the feature plush item with Hasbro in 2013 and was also the No. 1 special feature plush toy of the year, according to NPD. Sesame Street became the newest ride at Universal Studios Singapore. Southeast Asia's premier theme park introduced Sesame Street Spaghetti Space Chase that features a zany science-fiction inspired plot, coupled with signature Sesame Street comedic style and music. Guests onboard this high-flying adventure find themselves fully immersed in fun surroundings and special effects. The ride features 12 characters from the Sesame Street repertoire. 2014 kicked off with Playskool's Let's Imagine Elmo toy being revealed in Family Fun's Favorite Things blog on Parents.com. The Furchester Hotel, the brand new children's series, from Sesame Workshop and CBeebies, has begun filming at BBC Children's home in MediaCityUK, Salford. The show aims to promote and build creative problem solving skills for its young viewers. A comprehensive licensing program around this new series is being developed and will debut this fall.



34

## NBCUNIVERSAL

\$1.75B (NASDAQ: CMCSA)  
AMY TAYLOR, EVP, UNIVERSAL PARTNERSHIPS &  
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WWW.NBCUNI.COM

NBCUniversal's consumer products division is overseen by Universal Partnerships & Licensing. The UP&L team is responsible for all consumer products licensing for Universal Pictures, NBC Television, Focus Features and Sprout. The team is also responsible for film and home entertainment promotions as well as corporate alliances. UP&L experienced some of the strongest retail, promotional and licensing supporting the studio's history behind 2013's No. 2 animated film and No. 1 DVD/Blu-Ray title *Despicable Me 2*. The studio also created an innovative digital program surrounding the sixth installment in the *Fast & Furious* franchise. The UP&L team secured the studio's largest-ever global licensing and promotional campaign in support of the summer 2013 release of Universal Pictures and Illumination Entertainment's Oscar-nominated film *Despicable Me 2*. The *Despicable Me 2* toy line from global master toy partner Thinkway Toys was embraced by major retailers around the globe including Walmart, Target, Toys 'R' Us, Asda, Liverpool and Big W, among others. After less than six months on shelf (tied to the film's summer release), the toy line ranked as one of the top five brands of the year for major retailers' toy departments. In addition, Thinkway's Talking Minion action figure won the Toy Industry Association's TOTY for Boy Toy of the Year, and Toys 'R' Us added it to the company's Fabulous 15 list for the holidays. In addition to the film's successful consumer products launch, UP&L, with industry leader Gameloft, created *Despicable Me: Minion Rush*, the only mobile app game associated with the franchise. An exciting slate of Universal films will ensure upcoming success across the partnerships and licensing industries. 2015 will be a huge year for the studio and the UP&L team with a slew of major franchises, including the highly-anticipated *Pitch Perfect 2*, the sequel to 2012's smash hit comedy from Universal Pictures



and Gold Circle Films, which will be released in May. Continuing the global exploits in the unstoppable series built on speed, *Fast & Furious 7* will be in theaters in April. June brings the long-awaited next installment in the groundbreaking *Jurassic Park* film series, *Jurassic World*. Global branded play leader Hasbro has already signed on as the worldwide master toy licensee on the film, renewing the partnership that the companies have had since the original film in 1993. Finally, in July 2015, Universal Pictures and Illumination Entertainment partner for their fifth motion picture collaboration, *Minions*. The film is a spin-off from *Despicable Me* franchise, centering on the iconic Minion characters introduced in the blockbuster 2010 and 2013 films. Thinkway Toys has already signed on to return as the global master toy licensee for *Minions*, along with other key partners including Hasbro and Hybrid JEM. In addition to the film slate, UP&L has a fantastic licensing line-up of television programming for both NBC and Sprout. Anchoring the television program is *The Biggest Loser* with an exceptional group of licensing partners focused on health and wellness. The series has achieved 15 seasons of impressive fan affinity and a strong level of consumer awareness with solid ratings that continue to grow. Other key shows in the program include *The Tonight Show Starring Jimmy Fallon*, *Battlestar Galactica* and fan favorite, *The Office*.

35

## BBC WORLDWIDE

\$1.7B (PRIVATE) (BBC WORLDWIDE IS THE  
COMMERCIAL ARM AND A WHOLLY OWNED SUBSIDIARY  
OF THE BRITISH BROADCASTING CORPORATION)  
CARLA PEYTON, SVP, LICENSED CONSUMER PRODUCTS,

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WWW.BBCAMERICA.COM

Revenue and growth for BBC Worldwide consumer products is driven by the company's key core brands: the longest running sci-fi series *Doctor Who*, *Top Gear*, natural history division BBC Earth and *Dancing with the Stars*, with over 40 unique versions currently airing in over 80 countries. Growth over the next year will be driven by the extension of existing licensing properties both in the U.K. and internationally. BBC Worldwide expects to grow revenue with licensing programs around *Doctor Who*, *Top Gear*, BBC Earth's *Planet Earth* and *Frozen Planet*, the *Walking with Dinosaurs* franchise and preschool series such as *Sarah and Duck* and *Dino Paws*. In Blu-ray and DVD, BBC Home Entertainment titles continue to perform solidly at retail, with strong placement at major retailers including Walmart and Target. BBC Earth programming has returned to BBC America and will be showcased on the channel as a premier brand. BBC Worldwide continued its theatrical release schedule in the U.S. with *One Life, Born to Royalty* and finally the *Doctor Who* 50th anniversary global simulcast and theatrical 3D event on Nov. 23, 2013, which expanded to a 600 screen special event on Nov. 25, 2013. BBC Worldwide is also growing its live events business—2012-13 was a busy year for live events, with shows in the U.K., U.S., Australia, Russia, South Africa, Finland, Hong Kong and China. *Walking with Dinosaurs*, rated the most successful world tour of 2010 (Pollstar), returned from hiatus, roaring into continental Europe in 2012 and returns stateside in June 2014. In the U.K., BBC Worldwide's live events business opened the *Doctor Who* Experience in 2012, a permanent attraction, as well as a Deadly 60 branded area at Longleat Safari Park. This year, *CBeebies Land* will open at Alton Towers. It has also staged theater and arena tours, concerts, large-scale exhibitions and even themed cruises on Holland America Line in the U.S., titled *Dancing with the Stars: At Sea*. *Doctor Who* is now the No. 1 television sci-fi brand in Hot Topic. The brand will be a focal point for growth, adding new product categories and growing consumer products at new and existing retail stores such as Hot Topic, Hastings, Transworld/FYE and more. *Top Gear* continues to be a strong broadcast performer with the original U.K. and local formats.

## 36 CATERPILLAR

\$1.69B (NYSE: CAT)  
LINDA STOKES, RETAIL BUSINESS DEVELOPMENT,  
+1.309.675.4563  
WWW.CAT.COM

Growth in the footwear, phones, apparel, bags, toys and scale models were key drivers for retail sales in 2013, as well as the acquisition of the licensed forklift business. Forty freestanding Cat lifestyle retail stores opened worldwide in 2013, bringing the total of these stores to 89.

In 2014, Caterpillar will launch additional Cat retail lifestyle stores in Saudi Arabia, Central and South America, China and India and expand distribution of Cat phones and related accessories. In addition, the company is launching new categories of battery chargers, power inverters and jump starters as well as bicycles and welding helmets. The company will continue working with current licensees to develop exciting new styles and products, which reflect Cat brand attributes.



## 37 BLUESTAR ALLIANCE

\$1.5B (PRIVATE)  
JOSEPH GABBAY, CEO, +1.212.290.1370  
WWW.BLUESTARALLIANCE.COM

Key properties include English Laundry, Kensie, Hot Kiss, Harve Bernard, Larry Levine and Catherine Malandrino.

## 38 GIOCHI PREZIOSI GROUP

\$1.5B (E) (PRIVATE)  
GRAZIANO DELMAESTRO, LICENSING DIRECTOR,  
+39.01.96.47.51  
WWW.GIOCHIPREZIOSI.COM

Key properties include Gormiti, Puppy in My Pocket and Dinofroz.

## 39 THE HERSHEY COMPANY

\$1.5B (NYSE: HSY)  
ERNIE SAVO, DIRECTOR, GLOBAL LICENSING,  
+1.717.534.8139  
WWW.HERSHEYS.COM

Key properties include Hershey's, Hershey's Kisses, Hershey's S'mores, Reese's, Twizzlers, Jolly Rancher and Ice Breakers. With 64 best in class partners, Hershey's licensed products are available in 25 countries and 600,000-plus retail doors across all channels. Hershey's licensed food products have closely reinforced each brand's equity position in the

kitchen. Hershey's expanded its partnership with General Mills into the baking category with co-branded Betty Crocker baking mixes which in 2013 transformed into fully branded Hershey's cookie mixes, cupcake mixes, and frostings. In addition, Hershey's licensed food products continue to rapidly grow across Asia with successful partnerships in Korea, Japan and South East Asia. The program is focused on a broad range of food and beverage categories including ice cream and desserts. Likewise, Hershey's non-food licensing program has experienced strong long-term growth and awareness across strategic categories. The Kisses jewelry line by World Trade Jewelers leverages the iconic Hershey Kiss shape and was recently featured in Kohl's national holiday advertising, generating over 20 million impressions. For more than 12 years, Jolly Rancher cherry lip balm by Lotta Luv continues to be a top seller at key retailers including Claire's. Following the 2013 expansion of their representation agreement, The Licensing Company has worked closely with The Hershey Company to develop a long-term growth strategy for the U.S. non-food licensing program. In 2014 and beyond, TLC is focused on expanding existing partners into new products and territories and new platform development in baking, crafting and expressions. Globally, TLC is implementing new creative direction and packaging guidelines to reinforce consumers' interaction with The Hershey Company's portfolio of brands. Further, TLC continues to work with Hershey's to expand its presence in Asia, driven by F&B product innovation in China and the Asian markets with new bakery and ready to drink products including the world's first-ever co-branded soymilk.

## 40 THE POKÉMON COMPANY INTERNATIONAL

\$1.5B (PRIVATE)  
COLIN PALMER, VP, MARKETING AND LICENSING;  
KAREN EGGLESTON, LICENSING MANAGER, +1.425.274.4807

WWW.POKEMON.COM

Pokémon features a wide array of offerings from video games, the Pokémon Trading Card Game, animation and various licensed products, making it one of the most diverse and beloved entertainment franchises in the world. Pokémon X and Pokémon Y became the fastest selling video games on the Nintendo 3DS system, selling nearly 12 million copies worldwide since its October 2013 global launch and adding to the more than 245 million Pokémon video games sold to-date. Excitement for the new titles penetrated the entire brand, leading to Pokémon being top of mind among its fan base and beyond. With more than 20 billion Pokémon TCG cards shipped globally and nearly 800 episodes currently in its animation library, Pokémon is a long-standing hit and enjoyed a strong year at retail in 2013. The popular Pokémon Trading Card Game continues to be a leader in the trading card game category at major retail and hobby shop locations around the world. Launching in 2013, the Pokémon TCG: XY series features new Pokémon from Pokémon X and Pokémon Y. Three additional Pokémon TCG: XY expansions are set to launch in 2014 as well as various incidental Pokémon TCG products, including collectible tins and box sets TOMY International





rolled out an all-new lineup of toys in North America, South America, Europe and Australia to support the launch of Pokémon X and Pokémon Y, including plush, figures and role play items. Pokémon's apparel continued to grow at retail in 2013, including its Iconic's line, which features classic Pokémon characters on clothing, headwear and accessories. The newest Pokémon full-length feature film, Pokémon the Movie: Genesect and the Legend Awakened, aired on Cartoon Network in the U.S. and other broadcast partners across the globe in October 2013, coinciding with the launch of Pokémon X and Pokémon Y. The DVD arrived at retail during the holiday season. For fans of the Pokémon animation series, The Pokémon Company International launched the free Pokémon TV application for iOS and Android devices, providing an extensive array of animated episodes on demand, updated weekly from the brand's animation library. Throughout the year, The Pokémon Company International partners with national retailers to distribute Pokémon characters to fans who own the video games. In 2013, Pokémon character distributions were held at different times at GameStop locations in the U.S., EB Games in Canada and other retail partners across Europe. A Pokémon feature shop debuted at Toys 'R' Us in-step with the launch of Pokémon X and Pokémon Y, offering a one-stop shop for Pokémon product. The Pokémon Company International also supported several key retailers with exclusive items and various other cross-promotions that helped drive retail traffic throughout the year. Pokémon is positioned to enjoy a strong year at retail in 2014 and beyond. Buzz created by the launch of Pokémon X and Pokémon Y has carried into 2014, with strong sales of new Pokémon TCG: XY product that launched this winter. The newest expansion, Pokémon TCG: XY-Flashfire, arrives at retail in May, with additional expansions launching later in the year. TOMY International's line of plush, figures and role-play items refreshed this spring in North America, South America, Europe and Australia. Pokémon's toys and games category continues to grow with the announcement that Pokémon will join Spin Master's Ionix Building System brand this fall, and USAopoly announced that a Pokémon version of Monopoly hits retailers later this year. Pokémon continues to expand its licensing portfolio, with exciting product at retail or coming to retail in late 2014. The 17th season of Pokémon animation, Pokémon the Series: XY, debuted in January on Cartoon Network in the US, and launched Feb.15 in Canada on YTV and April 5 in the U.K. on CITV. The new season will air in other markets around the world throughout 2014. It was recently announced that the 17th feature length Pokémon film, Pokémon the Movie: Diancie and the Cocoon of Destruction, is now available for license. Pokémon's VOD offerings continue to grow in 2014 with the launch of Pokémon animation on Netflix across all of its markets. Pokémon animation can also be instantly streamed on Hulu and Hulu Plus in the U.S. Netflix and Hulu join Pokémon's own Pokémon TV app in providing fans hundreds of Pokémon episodes and movies on demand. Pikachu Press, The Pokémon Company International's publishing arm, features a collection of Pokémon-themed books that include new Pokémon adventures, fun puzzles, sticker collections and more.

41

## PERRY ELLIS INTERNATIONAL

\$1.4B (NASDAQ: PERY)

STANLEY SILVERSTEIN, PRESIDENT, INTERNATIONAL

DEVELOPMENT AND GLOBAL LICENSING, +1.212.536.5424

WWW.PERRYELLIS.COM

During 2013, Perry Ellis International increased penetration in licensed categories for brands such as Perry Ellis, Original Penguin, Laundry by Shelli Segal, Ben Hogan and Rafaella, while also introducing additional classifications. This year, the company will emphasize continued expansion of its international distribution for its portfolio of brands including Perry Ellis, Original Penguin, Laundry by Shelli Segal, Rafaella, Ben Hogan, C&C California, Manhattan, John Henry, Gotcha, Pro Player, Cubavera and many others.

42

## SUNKIST GROWERS

\$1.4B (PRIVATE) (AGRICULTURAL COOPERATIVE)

MARK MADDEN, MANAGING DIRECTOR, GLOBAL

LICENSING, +1.818.379.7262

WWW.SUNKIST.COM

Sunkist Global Licensing has more than 50 licensees operating and marketing the Sunkist brand in over 85 countries. Eighty percent of Sunkist's business is in beverages, primarily juice, juice drinks and soda. The majority of sales are in North America and Asia, but the company operates in Europe, Africa, the Middle East and Australia. In addition, Sunkist will continue to expand into new countries with both new and existing licensees. More than 730 different licensed products carry the Sunkist brand globally.

43

## THE COCA-COLA COMPANY

\$1.35B (NYSE: KO)

KATE DWYER, GROUP DIRECTOR WORLDWIDE

LICENSING, +1.404.676.2121

WWW.COCA-COLA.COM

The Coca-Cola Company is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, The Coca-Cola Company's portfolio features 17 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Consumers in more than 200 countries enjoy and consume beverages at a rate of more than 1.9 billion servings per day. In 2013, Coca-Cola further solidified its position as a global fashion and lifestyle license by partnering with established and emerging designers such as Marc Jacobs, Ashish, Arzu Kaprol and AMC to launch capsule collections at fashion weeks in New York, London, Istanbul and Rio. Inspired by his love for vintage Coca-Cola products, designer and influencer NIGO created a streetwear collection under his Human Made label. The collection launched globally at established independent boutiques and drove more than 30 million media impressions. Darren Romanelli, aka DRx, famous for reconstructing vintage clothing into unique one-of-a-kind pieces, applied his signature hand to the brand's famous iconography to create a 200 piece custom collection and graphic tee line. Renowned industrial designer Thomas Meyerhoffer collaborated with Coca-Cola to co-create two new glasses—the Coca-Cola Heritage and Coca-Cola Arciform glass. The Coca-Cola Heritage glass first debuted at Colette in Paris and subsequently rolled out to home and mass retailers around the world. Coca-Cola continued its long-standing partnership with Assouline and launched a series of books that showcased the brands role in popular culture through film, sports and music. Sustainability remained front and center as Coca-Cola continued to leverage its partnership with will.i.am to collaborate with iconic brands under the EKOCYCLE label. Levi's, Beats by Dre, RVCA, New Era and adidas joined the movement and launched EKOCYCLE licensed merchandise made from recycled materials. In 2014, Coca-Cola Licensing will continue to partner with designers, artists, illustrators and iconic brands to bring new products to life. To kick off the year, Coca-Cola and



Riedel unveiled a glass that is specially designed to optimize the sensorial experience and unique flavors of Coca-Cola. Leading beauty brand OPI partnered with Coca-Cola to release new limited edition nail lacquers inspired by some of the world's most recognized brands. OPI and Coca-Cola have partnered on a social plan that will pulse throughout the year with activations for influencers and brand fans. The 2014 calendar has a full roster of collaborations slated. The first fashion collaboration unveiled in Q1 was a capsule collection by the influential streetwear brand Joyrich.

## 44 BEVERLY HILLS POLO CLUB

\$1.3B (E) (PRIVATE)  
S. HADDAD, PARTNER, +1.646.266.3024

The Beverly Hills Polo Club image evokes the casual, relaxed elegance of the Southern California lifestyle. The name Beverly Hills instantly suggests luxury, success, style, elegance, self-confidence and comfort. The game Polo, known as the sport of kings, strongly reinforces these aspirational characteristics, as well as the Beverly Hills image, with added dimensions of both the fun of competitive sport and individual physical strength. The Beverly Hills Polo Club brand is focused on major international expansion with and new shop concept.

## 45 NHL

\$1.3B (PRIVATE)  
JOHN GULLA, SENIOR MANAGER, CONSUMER PRODUCTS MARKETING, +1.212.789.2166  
WWW.NHL.COM

The National Hockey League, founded in 1917, is the second oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 member clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters.

## 46 SONY PICTURES

\$1.3B (NYSE: SNE)  
GREGORY ECONOMOS, SVP, GLOBAL CONSUMER PRODUCTS,  
+1.310.244.4188  
WWW.SONYPICTURES.COM

Top licensed properties in 2013 included The Smurfs, Mortal Instruments: City of Bones, Cloudy With a Chance of Meatballs, Breaking Bad, Wheel of Fortune and Jeopardy!. In 2013, Sony had continued success with The Smurfs 2 merchandising program with retail placement and strong sales throughout North America. With more than 70 North American licensing partners covering every major category, Smurfs were everywhere in 2013. Retail partnerships, included with Walmart, Toys 'R' Us, Build-a-Bear Workshop, Macy's, PetSmart, Claire's and Barnes & Noble. The merchandising program in North America for Mortal Instruments: The City of Bones targeted core fans of



the popular book series and focused on categories featured in both the book and film. Hot Topic supported the program launch with marketing and merchandise support. Sony Pictures TV's hit show Breaking Bad came to a dramatic close, but the global merchandising program continues to flourish. Breaking Bad merchandise penetrated every channel of retail distribution in 2013 and continues to be one of the top selling global licenses with a full roster of partners covering apparel and accessories, costumes, collectibles, publishing and much more. Hot Topic, Urban Outfitters and Goorin Bros. supported the property with retail programs. Wheel of Fortune and Jeopardy! are also staple television properties with very successful merchandising programs. With an all-new Smurfs animated film schedule for release in summer 2015, Sony looks forward to working with its existing and new partners to build a broad merchandising program. Sony looks to build on the success of the first Hotel Transylvania film in 2012 with another film in the franchise releasing September 2015. For 2016 and beyond, Sony is working closely with Scholastic on a new Goosebumps film merchandising program and another program for all-American superhero Popeye. With the new prequel series Better Call Saul launching fall 2014, Sony is planning an all-new program featuring many of the Breaking Bad characters and introducing compelling new characters and icons. Sony is also developing programs for TV shows such as Blacklist, The Goldbergs and the upcoming Outlander, which will air on Starz this summer.

## 47 STANLEY BLACK & DECKER

\$1.3B (NYSE: SWK)  
CAREN CHACKO, AVP, BRAND MANAGEMENT,  
+1.860.827.5075  
WWW.STANLEYBLACKANDDECKER.COM

The licensing program in 2013 covered three key Stanley Black & Decker brands. Black+Decker has been a preeminent brand in the home and consumer DIY sector for over 100 years. The brand has 98 percent brand awareness and market share leadership in most categories. Black+Decker is a trusted, innovative brand that strives to make consumers' lives easier and transform their house into a home. Black+Decker strategically entered into licensing as an extension of their core products and today some of their licensed categories include small home appliances, gardening tools, 12 volt automotive and electronic products, safety gear, ladders, toys, how-to books, industrial cleaning and air purifiers and humidifiers. Stanley is a preferred brand for professionals and serious DIYers that has been around for more than 170 years. It is the leading global manufacturer of tools, hardware and security solutions for consumer, professional and industrial use, and has 98 percent brand awareness. Stanley's licensing program is the most comprehensive in the tool and hardware industry. Through licensing, Stanley has extended its brand prominence in the hardware category and has reinforced its pro-quality image with core consumers. Some of the current licensed categories include welding equipment, storage solutions, generators, wet/dry vacs, 12-volt automotive and electronic products, work lights, cable management, work gloves, industrial fans and heaters, jobsite mobile accessories, garden sprayers and ladders. DeWalt is a 90-year-old brand known for quality, innovation and jobsite durability, and is the market leader for professional power tools and equipment. With its premium





market position, DeWalt designs and continually optimizes professional workhorse solutions—tools, accessories and service—to ensure absolute confidence for the toughest jobsite conditions. Licensed products include wireless alarm systems, professional trade reference books, worksite storage, pressure washers, ladders, jobsite safety equipment, footwear, generators and air compressors. Present in more than 90,000 doors worldwide, licensed products from Stanley Black & Decker's portfolio of brands can be found in almost every channel of distribution, including major DIY retailers, hardware retailers, industrial and commercial channels, mass, mid-tier and home specialty retailers. In 2014, Stanley Black & Decker's licensing program will continue to expand into new, strategic product categories for the home and jobsite. Stanley underwent a brand refresh in 2013 designed to reflect the brand's transformation from its roots in hand tools to the diverse and modern brand it is today (Stanley commands a significant market share in commercial security, industrial and automotive repair and health care industries). Earlier in 2014, Black+Decker introduced a new global brand identity for its consumer branded power tools, outdoor power equipment, and home products. The new identities modernize two of the most recognizable brands in the world through a simplified and focused redesign, allowing Stanley Black & Decker's licensing division to extend the two into a variety of new product categories. Retailers are embracing both branding strategies. New licensees were added in 2013 and early 2014 across a host of categories, including anti-fatigue utility mats, TV mounts, paint brushes and accessories, work boots, publishing and workwear. These have already started gaining traction at retail and are providing opportunities for increased brand impressions and new retail channel growth. Current licensees will continue to drive growth by working and collaborating closely with Stanley Black & Decker and focusing on expanding their placement across a broad range of retail accounts. New products will also continue to be introduced through effective marketing strategies and product innovation practices.

## 48 U.S. POLO ASSN.

\$1.3B (PRIVATE)  
JIM SCULLY, VP, LICENSING, +1.859.219.2113  
WWW.USPOLOASSN.COM

Key licensed categories for the company include men's, women's and children's apparel, accessories, luggage, watches and shoes. In addition to wholesale licensing, the company is also setting up retail license franchisees and is currently operating 450 retail stores worldwide.

## 49 WWE

\$1.2B (NYSE: WWE)  
CASEY COLLINS, EVP, CONSUMER PRODUCTS,  
+1.203.352.8600  
WWW.WWE.COM

WWE has a wide range of consumer products that are manufactured by more than 150 licensees worldwide. WWE products consist of action figures, apparel, trading cards, DVD's, party goods, video games, posters, accessories, HBA items, Halloween costumes, electronics and much more. In 2013, WWE partnered with The Bridge Direct to expand its toy presence at retail to include a brand new construction line. Also, in 2013 WWE partnered with 2K Sports and launched the



video game title WWE 2k14. WWE has global distribution and is in all doors at the biggest retailers in North America including Wal-Mart, Target, Kmart and Toys 'R' Us. Its home video collection is carried in all doors at Best Buy, FYE and all other major home entertainment retailers. In 2014, WWE is debuting a new animated mini series, Slam City. In January, Mattel launched a full innovative product line of stretch and launched action figures based on Slam City. In the next six months, WWE will be rolling out many other Slam City products including apparel, fatheads, inflatables, card games and party products. In October 2014, WWE and 2K Sports will be releasing WWE 2K15 video game. The WWE video game franchise has sold more than 60 million units to date and has generated over \$1.8 billion in revenue.



## 50 NFL PLAYERS INCORPORATED

\$1.16B (PRIVATE)

STEVEN SCHEBEL, VP, LICENSING AND BUSINESS DEVELOPMENT,  
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WWW.NFLPLAYERS.COM

Top 10 NFL players by product sales are Russell Wilson, Peyton Manning, Marshawn Lynch, Richard Sherman, Colin Kaepernick, Tom Brady, Wes Welker, Nick Foles, Drew Brees and Eric Decker. Top retail partners featuring NFL Players Inc. product are Academy Sports, Amazon, Best Buy, Champs, Dick's Sporting Goods, GameStop, Fanatics, Modell's,



Target and The Sports Authority. NFLPI has introduced a Brand Ambassador program, through which a select group of active and recently retired players serve as representatives and support NFLPI business initiatives by attending and actively participating in partner meetings, special events and industry trade shows, seminars and panels. Integrating players into high-level business transactions reinforces that NFLPI is the players' company and generates excitement, brand awareness, and focus for all facets of NFLPI business. NFLPI is building relationships with key retailer partners and identifying unique activation opportunities that engage NFL players and drive sales, and is engaging in a wide variety of industry trade shows and events that promote the full suite of services offered by NFL Players Inc., including licensing, player procurement, marketing strategy, and year-round access to 2,000 current NFL players. NFLPI is also forging non-traditional partnerships and collaborating on co-brand alliances that extend beyond the standard boundaries of a sports property.

## 51 CHRYSLER GROUP

\$1.109B (PRIVATE)

ROHENA DUA, GLOBAL LICENSING OPERATIONS,  
CHRYSLER GROUP; CHRIS HALLOCK, VP, LICENSING,  
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WWW.CHRYSLERGROUPLLC.COM

Top licensed properties include Jeep, Chrysler, Dodge, Ram, Fiat, SRT and Mopar. Jeep retail stores saw strong annual growth in store numbers for

2013. There are currently more than 200 stand-alone stores and 2,000 shop-in-shops in China, South East Asia, Korea, Australia, South Africa, Panama, Europe and Venezuela. In China, the Jeep Xtreme Performance brand had opened more than 80 retail locations by the end of 2013, as well as one flagship store. In October 2013, the Jeep brand launched an infant and toddler line of apparel in China called J is for Jeep brand. This launch included four shop-in-shop locations dedicated to the new brand. In early 2014 Jeep brand expanded its Jeep Core brand with the launch of its first two stores in Europe in Paris and Munich. In November 2013, the Dodge brand kicked off its 100th anniversary celebration. This celebration is fueled by several licensed product categories including apparel, accessories, replicas and publishing. It will run throughout 2014. Ram declared 2013 as The Year of the Farmer and has reinvigorated the brand extension program with a segmentation strategy targeted at the core Ram consumer. Look for exciting new products in the hard goods category, along with an expanded replica selection in 2014. The SRT brand continues to build awareness with a focus in the gaming, toy and replica categories. Meanwhile, the SRT Viper remains one of the most sought after vehicles to license in the gaming and replica categories. Chrysler continues to build a Made in America licensing program around their Imported From Detroit campaign, which has successfully recaptured attention for this classic American brand. Mopar Restoration Parts continues to expand as the market strengthens. Apparel and collectibles exhibited increased shares as enthusiasts sought more products to show their affinity for Mopar.

## 52 DISCOVERY CONSUMER PRODUCTS (DISCOVERY COMMUNICATIONS)

\$1B (NASDAQ: DISCA)  
ELIZABETH BAKACS, VP, DISCOVERY CONSUMER PRODUCTS, NORTH AMERICA; NICOLAS BONARD, GM AND SVP, DISCOVERY ENTERPRISES INTERNATIONAL, +1.240.662.2000  
WWW.DISCOVERYCOMMUNICATIONS.COM

Top properties for the Discovery Consumer Products global program span the various brands born from the Discovery networks worldwide. Discovery Channel-based product lines continue to grow in line with the network's continued global success. In 2013, 84 retail locations were established in South Korea based on the Discovery Expedition outdoor clothing brand, which achieved 65 percent brand awareness in year one through an integrated marketing campaign. Discovery Expedition also achieved top 10 awareness among more than 30 major outdoor brands in South Korea. Discovery Kids is a global brand that continues to make its mark as a top property translating into toys, games and apps for children of all ages. In Latin America, hit preschool series Doki is driving a comprehensive licensing program with products in every category. The Animal Planet brand is thriving with an extensive toy program in place globally and bedding and apparel lines outside the U.S. In Europe, the Middle East and Africa, Animal Planet had its best year ever at the European toy fairs, launching a variety of products including figurines, science and outdoor toys. North America's expansive Animal Planet pet care program recorded another year of double-digit growth. Cake Boss, a franchise based on the popular TLC series, is rolling out internationally following its successful North America debut in 2013 with new products in key categories such as bakeware, confectionery, publishing and stationery. In EMEA, Cake Boss has quickly resonated with

consumers, becoming a fast-growing licensing property with launches including bakeware, publishing and home entertainment. Discovery brands can be found in 48 countries in EMEA with key retail partners including Detti Group, SMYK, Argos, The Entertainer, Co-op, DMAX online store in Germany and a dedicated Discovery Channel Amazon store in the U.K. In Latin America, Doki is available at two key retailers—Renner in Brazil and Ansaldo in Chile. In partnership with top toy retailer Toys 'R' Us, the U.S. Animal Planet toy line continues to grow in its 14th year. Additionally for Animal Planet U.S., key partnerships with Petco for Puppy Bowl pet products and the broad offering on Wag.com allow the brand to reach consumers and their pets everywhere. Under the Cake Boss brand, Cake Boss bakeware, serveware and decorating tools launched at retailers across North America including key retail partners Target, Michaels, Bed, Bath & Beyond and more. Cake Boss cakes, mixes and frostings hit grocery stores including national chains such as Kroger, Giant Eagle and BJ's Wholesale Club. Overall the Cake Boss brand is available in more than 26,000 retail stores in the U.S. and Canada. To continue growing the Discovery Expedition program, new locations are planned in China and Mexico, as well as growing the retail footprint in South Korea—its expected to reach 135 shops by year end. Additionally for Discovery Expedition, the shoe range is being released by Exportaciones del Futuro in Walmart Mexico and supported by a large-scale outdoor campaign to drive success. Discovery Kids will offer innovative new platforms with the launch of a new website and interactive products that encourage kids to explore their favorite real-world themes from sharks to dinosaurs, space and more. Animal Planet pet care products are expanding with a full range of travel accessories and pet waste and cleaning products launching in North America this fall. Animal Planet also continues to grow in the U.K. with a plush and gifting line launching later this year. This year, Cake Boss coffee, fondant, edible cake decorations and a line extension for young bakers, Cake Boss Junior, will hit retail across North America. Additionally, Cake Boss lines have launched in Australia, Italy and the U.K. already this year, with an aggressive international rollout planned throughout 2014.

## 53 FREMANTLEMEDIA

\$1B (FREMANTLEMEDIA IS PART OF RTL GROUP, WHICH IS IN TURN 75.1 PERCENT OWNED BY BERTELSMANN)  
DAVID LUNER, PRESIDENT, BRAND PARTNERSHIPS;  
RICK GLANKLER, EVP AND GM, KIDS & FAMILY; CARL LUMBARD, HEAD, GLOBAL LICENSING, +44.0.20.7691.6000  
WWW.FREMANTLEMEDIA.COM

FremantleMedia had an impressive slate of evergreen and new properties throughout 2013. The company's game show properties, The Price Is Right,

Family Feud and Let's Make A

Deal, continued to provide lucrative licensing opportunities in many areas, including gaming and gambling, where FremantleMedia currently has traditional slot machine deals in place with major gaming companies AGS (Family Feud), WMS (The Price Is Right) and Aristocrat (Let's Make A Deal). In addition, these properties continued to reign in the digital world, with The Price Is Right brand expanding to a new Bingo game on Facebook, and social game launches for Family Feud and





many of the classic game shows. The Idol entertainment format continued to make the brand a pop-culture phenomenon. In the U.S., The American Idol Experience has entered its fifth year and remains a primary attraction at Disney's Hollywood Studios at Walt Disney World. The attraction continues to identify stars, with numerous park contestants going on to become Top 20 contestants on the TV show. Many programs from FremantleMedia's Kids & Family Entertainment division also experienced rapid growth throughout 2013. Preschool property Tree Fu Tom continued to span the globe with a robust licensed product program. In February, the first full range of Tree Fu Tom products from Flair hit retail shelves and was supported by a costumed character retail tour, as well as a Twitter party and other promotional programs. Later in the year, FremantleMedia also announced an international licensing expansion for the brand, with seven new licensing agents including MBC in the Middle East, El Ocho in Spain, Biplano in France and INK Scandinavia and CEE. The new kid's property Strange Hill High was met with such anticipation that many licensees were on board before the first episode aired in the U.K., and others continued to follow suit after the extremely successful premiere. Vivid Toy Group signed on as the master toy licensee, with additional partners coming on board for apparel, bedding, publishing, lunchware, stationery, etc. As mentioned above, Tree Fu Tom from its Kids & Family Entertainment division showcased an expansive retail program throughout the year, with additional partners signing on for future product lines. Also, Strange Hill High has already demonstrated great licensing potential, with numerous partners on board. Products are expected to begin hitting retail shelves in the U.K. and in early summer 2014. This spring, its expansive Flair toy range for Tree Fu Tom will roll out internationally. In the U.K., the products will be supported by major brand campaigns and the launch of a Tree Fu Tom zone in CBeebies land at Alton Towers. The first consumer products for Strange Hill will make their way to store shelves in the U.K. and Australia, and FremantleMedia anticipates great potential for both Ella the Elephant and Kate & Mim-Mim. Fremantle also has plans to develop licensing based on the nationally syndicated game show Celebrity Name Game that will be hosted by Craig Ferguson and has already sold widely across the U.S., including seven of the top 10 markets. The show is being developed by FremantleMedia with Courteney Cox and David Arquette's Coquette Productions. Fremantle will also continue to explore opportunities for the Got Talent brand and will look for new ways to expand upon its existing relationship as the licensing agent for the third party brands SELF, Epicurious and Loteria. In early 2014, Fremantle launched the SELF Healthy Kitchen frozen food line, resulting from its current partnership with Conde Nast.

## 54 JARDEN CORPORATION

\$1B (E) (NYSE: JAH)  
CARLOS COROALLES, VP, LICENSING, JARDEN  
CONSUMER SOLUTIONS, +1.561.912.4511; JEFF  
LOTMAN, PRESIDENT, GLOBAL ICONS, +1.310.873.3560;

ROBERT MARCOVITCH, JARDEN OUTDOOR SOLUTIONS; ROSS MISHER,  
CEO, BRAND CENTRAL GROUP, +1.310.268.1231  
WWW.JARDEN.COM

## 55 MARTHA STEWART LIVING OMNIMEDIA

\$1B (E) (NYSE: MSO)

PATSY POLLACK, SENIOR EVP, MERCHANDISING, +1.212.827.6575  
WWW.MARTHASTEWART.COM

The key properties are Martha Stewart and Emeril Lagasse. New categories and international expansion for merchandising are being developed. Key retail partners are Macy's, J.C.Penney, Home Depot, Staples, PetSmart, Michael's and Jo-Ann Fabric and Craft Stores.

## 56 NASCAR

\$1B (E) (PRIVATE)  
BLAKE DAVIDSON, VP, LICENSING AND CONSUMER  
PRODUCTS, +1.704.348.9613  
WWW.NASCAR.COM

## 57 PIERRE CARDIN

\$1B (E) (PRIVATE)  
PIERRE CARDIN, FOUNDER, +33.1.40.06.00.68  
WWW.PIERRECARDIN.COM

## 58 PLAYBOY ENTERPRISES INTERNATIONAL

\$1B (PRIVATE)  
WWW.PLAYBOYENTERPRISES.COM

Key licensing properties are Playboy, Rabbit Head design and Playmate.

## 59 SEQUENTIAL BRANDS GROUP

\$1B (NASDAQ: SQBG)

RICK PLATT, GROUP PRESIDENT, BRAND MANAGEMENT, +1.646.395.4910  
WWW.SEQUENTIALBRANDSGROUP.COM

2013 was a year of tremendous growth for Sequential Brands Group. It expanded its portfolio from three brands (William Rast, DVS and Peoples Liberation) to eight by acquiring Heelys, Ellen Tracy, Caribbean Joe, Revo and The Franklin Mint. The company's long-term plan is to continue acquiring two to three new brands per year. Highlights in 2013 include Ellen Tracy (its largest brand) recorded its most successful sales year ever with 22 licensees selling across 30 categories of business. Ellen Tracy, which is celebrating its 65th anniversary, also launched in Korea and is now available in over 13,000 selling locations in the U.S., Canada, Mexico, the U.K., Korea, Taiwan and Japan, as well as more than 4,000 specialty stores with ophthalmic eyewear. Ellen Tracy's growth will come from expanded door presence, a new celebrity driven marketing campaign and the addition of new territories. William Rast had a successful fall 2013 all-door launch in men's and women's outerwear and sportswear at Hudson's Bay department stores in Canada, featuring a personal appearance by brand co-founders Justin Timberlake and Trace Ayala at the flagship Toronto location. William Rast is currently launching across Europe with seven major retail partners, and a major U.S. launch is being planned for this fall. Heelys had a successful brand re-launch this past year with all-new product, packaging and a cool, interactive selling website. The footwear is now sold in more than 50 countries throughout six continents, with strong markets outside of the U.S. including the U.K., Italy, Germany and Australia. A new backpack line is set to launch for back-to-school, and many major co-branded opportunities are being explored including adding adult sizes for the older heeling enthusiast. DVS, positioned as a true, authentic action sports brand, had a strong year with new products, an e-commerce website launch and an updated marketing program. The DVS retail distribution has





expanded domestically and internationally and a new backpack/accessory partner starts shipments this fall. Caribbean Joe, our casual Island lifestyle brand, experienced explosive 30 percent retail sales growth in 2013. CJ products are available in over 10,000 selling locations in the U.S., Canada, Mexico and the U.K., including Macy's, Dillard's, Belk and Bon Ton. Caribbean Joe also expanded internationally with an exclusive launch in Japan with Aeon, with plans to now expand into China, Indonesia and Vietnam. REVO is in the process of a brand overhaul and re-positioning, including all-new marketing and packaging to be ready for the fall re-launch in conjunction

with its new product offering and spokesperson, Danica Patrick. REVO will also launch an exclusive Danica Patrick sunglasses line at Sunglass Hut. The Franklin Mint, the newest acquisition, is currently undergoing a full product, packaging and image update to prepare it for an anticipated re-launch, inclusive of an all new e-commerce website and anchor retail distribution partner.

## 60 GENERAL MILLS

\$950M (NYSE: GIS)  
JOHN ALLGAIER, LICENSING DIRECTOR; DANIELLE ANDREWS, LICENSING MANAGER, +1.763.293.4157  
WWW.GENERALMILLS.COM

Key licensed brands include Betty Crocker, Green Giant, Fiber One, Cheerios, Yoplait, Pillsbury, Old El Paso, Progresso, Nature Valley, Trix, Lucky Charms, Cocoa Puffs and Wheaties. Other valuable properties in the portfolio include Cinnamon Toast Crunch, Cookie Crisp, Golden Grahams, Kix, Totino's, Hamburger Helper, Fruit Roll-Ups, Gold Medal, Cascadian Farm, Muir Glen, Larabar, Bugles, Wanchai Ferry, Bisquick, Toaster Strudel and Chex Mix. Significant growth to date has come from Betty Crocker decorating products, Green Giant Fresh produce and Fiber One fresh bread. Licensing growth will continue to come from both food and non-food products. Food licensing growth will be primarily in categories on the store perimeter-fresh, frozen and refrigerated. Non-good growth will be from expansion in key U.S. categories including apparel, housewares, toys and collectibles.

## 61 FRIGIDAIRE

\$900M (NASDAQ: ELUXY)  
PHILIP RAI, SVP, LMCA, +1.212.265.7474  
WWW.FRIGIDAIRE.COM

The Frigidaire licensing program is built around key categories such as central air-conditioning and heating. Products have been recognized for technological sophistication and energy efficiency.

## 62 HARLEY-DAVIDSON MOTOR COMPANY

\$900M (E) (NYSE: HOG)  
STUART RUDOLPH, DIRECTOR, GENERAL MERCHANDISE, +1.414.343.8621; ERIN NAPIER, MANAGER, STRATEGY AND BUSINESS DEVELOPMENT, GENERAL MERCHANDISE, +1.414.343.8496  
WWW.HARLEY-DAVIDSON.COM

## 63 DR. SEUSS ENTERPRISES

\$850M (PRIVATE)  
SUSAN BRANDT, PRESIDENT, +1.858.459.9744  
WWW.SEUSSVILLE.COM

Book based properties and characters include The Cat in the Hat; The Lorax; Oh, the Places You'll Go!; One Fish Two Fish Red Fish Blue Fish; And to Think I Saw it on Mulberry Street; How the Grinch Stole Christmas; Green Eggs and Ham; Horton Hears a Who; Hop



on Pop; Yertle the Turtle; The Sneetches and Other Stories; Dr. Seuss's Sleep Book; Dr. Seuss's ABC's; The Bippolo Seed and Other Lost Stories; and more. Dr. Seuss will continue building upon the success of the Read Across America program, which emphasizes the importance of children's literacy. It will expand the Lorax Spruce Up Your School grant program that awards schools/educators money to help improve their natural surroundings and teach children how to properly care for and appreciate the environment. It will further build upon the past successes of its World Ocean's Day celebrations with The Ocean Project that helps build Ocean Ambassadors through child-focused events leveraging characters from One Fish Two Fish Red Fish Blue Fish; and continue to enhance its holiday Grinchmas: Grow Your Heart 3 Sizes campaign that encourages people to embrace the special, heart-warming message of How The Grinch Stole Christmas through doing good deeds all season long.

## 64 PGA TOUR

\$850M (PRIVATE)  
TIM HAWES, SVP, RETAIL LICENSING, +1.904.285.3700  
WWW.PGATOUR.COM

In 2013, the PGA TOUR continued to expand its global position as the prominent golf and lifestyle brand, exceeding \$850 million in branded products sold worldwide. The PGA Tour licensed family of brands grew to six tours in 2013 with the addition of PGA Tour China. This new tour joins the PGA Tour, Champions Tour, Web.com Tour, PGA Tour Latinoamerica-NEC Series and PGA Tour Canada, in addition to more than 30 tournament brands that are all under the licensing control of the PGA Tour. These brands have been licensed in over 100 products and services categories across the globe. The PGA Tour continued to experience growth in branded retail stores in 2013, with three key partnerships that included PGA Tour superstores (19 locations) and PGA Tour airport shops (34 locations) in the U.S. and Canada, along with PGA Tour stores in China (50 locations). The PGA Tour licensing program continued to strengthen its position as a lifestyle brand in 2013 with new private label licensing deals in the headwear, luggage, home furnishing, accessories and consumer electronic categories. This follows the success of the PGA Tour apparel program, which is carried in more than 5,000 doors. In 2013, the PGA Tour executed innovative marketing campaigns to extend the brands' presence in non-traditional advertising mediums. PGA Tour apparel hired six PGA Tour players as brand ambassadors to endorse the apparel during tournament play, resulting in worldwide exposure and branding to more than 1 billion households worldwide. Utilizing its relationship with the PGA Tour players, a unique sweepstakes was offered with the 2013 PGA Championship winner Jason Dufner. The contest winners spent a Day with Dufner getting lessons and playing the iconic TPC Sawgrass. The promotion was marketed on social media and customized point-of-sale collateral at national retailers. In 2014, The PGA Tour's Together Anything's Possible charity campaign reached the \$2 billion threshold for charitable giving. To celebrate this milestone and drive growth internationally, a



new licensing partnership was formed with Japan's largest sport retailer, Xebio, to activate the Together Anything's Possible brand. This creative retail campaign will be in nearly 500 doors and spreads awareness of its corporate achievements while giving back a percentage of the proceeds to Japan youth sports initiatives. The PGA Tour's branded retail stores and services licensing program continues to grow in 2014 with plans for four new PGA Tour superstores locations, and opening of the inaugural PGA Tour Grill, an airport-based chain that combines a premium health-centric dining experience with golf. The first PGA Tour Grill location will open in San Diego, Calif., in spring, followed by locations in Las Vegas, Nev., Honolulu, Hawaii, and Boston, Mass., in summer/fall. To strengthen its position as a top licensed brand in 2014, the PGA Tour formed a new partnership with ACI International to develop a private label men's casual footwear line and is also aggressively pursuing opportunities to extend its lifestyle brand to consumers worldwide through new categories such as fragrance, eyewear, furniture and high-end apparel concepts.

## 65 TELEVISA CONSUMER PRODUCTS

\$780M (NYSE: TV)

MARY CARMEN ROTTER, MANAGING DIRECTOR, CONSUMER PRODUCTS, +1.786.265.2500  
WWW.TELEVISA.COM

Key properties include El Chavo and Patito Feo, Club America and Hablando Sola (Talking to Myself).

## 66 ENTERTAINMENT ONE

\$770M (OTC: ENTMF)

ANDREW CARLEY, HEAD, GLOBAL LICENSING, +44.02.03.691.8600  
WWW.EONELICENSING.COM

Peppa Pig leads the charge of Entertainment One's portfolio of award-winning properties. The phenomenally successful preschool brand currently has 88 licensees in the U.K. where it celebrates its 10th anniversary this year and is gaining momentum internationally, particularly in Spain, Italy and Australia. Also hailing from animation studio Astley Baker Davies is eOne's other hit preschool show Ben and Holly's Little Kingdom that was honored with a Children's Emmy award this year. The licensor's acquisition of U.S.-based Art Impressions last year saw the expansion of its portfolio to include design and lifestyle brands SO SO Happy and Skelanimals targeting the teen market. eOne works with a wide range of retail partners in the U.K. for the Peppa Pig and Ben and Holly's Little Kingdom licensing programs including Asda, Toys 'R' Us, Marks and Spencer, Mothercare and Next. Retail for Peppa Pig in the U.S. is led by Toys 'R' Us. Key Australian retailers for the Peppa Pig licensing program are Big W, Target, ABC shop, Toyworld and Entertainment Store. Peppa Pig products are also available across Europe in retailers including Toys 'R' Us, El Corte Ingles and Carrefour, Auchan, Finiper, Bennet, Esselunga, Bart Smit, Coop and Intertoys. In Asia, Peppa products are sold in Japan Home Centre, Toys 'R' Us, Wonderland, Yata, AEON, Citistore, LOG-ON, Carrefour, RT-Mart, Eslite, Tin Tin Drug Stores, Giant, Cold Storage, FairPrice, Tesco Lotus, Big C and Robinson, among others. In the U.K., eOne continues to strengthen the Peppa Pig licensing program with brand extension lines for popular secondary characters George, Daddy and Mummy Pig that have been particularly successful during seasonal retail tie-ins. The 10th anniversary will also drive growth for the brand in the U.K. as new product partnerships, consumer marketing activity, digital initiatives, special packaging and broadcast tie-ins roll out throughout 2014. A live stage show is touring across the U.S., Canada, Australia, Italy and Spain, and master toy partners for the

brand include Jazwares, Giochi Preziosi and Big Balloon. The next territories earmarked for growth with agents in place are Asia, Latin America, Russia, France and Germany.

## 67 FOCUS BRANDS

\$750M (PRIVATE)

PATRICK MCGUIRE, DIRECTOR, LICENSING, +1.404.705.2062  
WWW.FOCUSBRANDS.COM

Focus Brands is the franchisor and operator of over 4,500 ice cream shops, bakeries, restaurants and cafes in the U.S., the District of Columbia, Puerto Rico and 63 foreign countries under the brand names Carvel, Cinnabon, Schlotzsky's, Moe's Southwest Grill, Auntie Anne's Pretzels and McAlister's Deli, as well as

the franchisor of Seattle's Best Coffee on certain military bases and in certain international markets. Focus Brands engages in a variety of



licensing initiatives within CPG, foodservice and manufacturing, working with dozens of partners on more than 100 SKUs. Partnerships include Burger King, General Mills, Beam, Kellogg's, Keurig Green Mountain, Reckitt Benckiser, Rich Products, Sun-Maid, Taco Bell and WhiteWave Foods. Focus Brands is committed to its vision of being the world's best developer of unique limited-service food brands through franchising, licensing and foodservice operations.

## 68 SABAN BRANDS

\$750M (PRIVATE)

KIRK BLOOMGARDEN, SVP, GLOBAL CONSUMER PRODUCTS; NINA LEONG, SVP, STRATEGIC BUSINESS DEVELOPMENT; GUSTAVO ANTONIONI, MANAGING

DIRECTOR, +1.310.557.5230  
WWW.SABANBRANDS.COM

Saban Brands experienced significant growth in 2013 with the continued success of its core properties Power Rangers and Paul Frank,



**SABAN** Brands

and the TV debut of its two new animated series, Julius Jr. and Digimon Fusion. In 2013, the Power Rangers franchise celebrated its 20th anniversary with the February debut of an all-new season of Saban's Power Rangers Megaforce. Saban Brands continued its partnership with global master toy licensee Bandai for the Power Rangers franchise to create a new line of toys based on the 20th season. The brand now has over 200 licensees globally with worldwide distribution at all major retailers and has remained a top 10 boys action brand for two decades. Paul Frank, Saban Brands' globally recognized fashion and lifestyle brand, is dual-gender and appeals to fans of all ages, spanning from infant to adult. The brand delivers artistic and whimsical designs through exciting collaborations and strategic licensing partnerships. Paul Frank has more than 200 licensees around the globe, with merchandise across many categories including apparel and accessories, books, stationery, eyewear, home décor, bicycles and more. The brand has also been supported through key partnerships, including a marketing campaign with teen celebrity and fashionista, Bella Thorne. Additionally, Paul Frank has strong pro-social ties through its Art Supplies Round-Up in partnership with The

Dreaming Zebra foundation, P.S. Arts and Blick Art Materials. Julius Jr. is Saban Brands' all-new preschool series inspired by the world-renowned Paul Frank brand. The series has quickly become a top rated show on Sunday mornings. Digimon Fusion is the sixth season of the hugely successful Digimon franchise. This powerful anime icon premiered in September 2013 on Nickelodeon in the U.S. and began airing globally in 2014. The Power Rangers brand saw tremendous growth in 2013 and retained its position as the No. 1 boys live action series and a top 10 boys action brand. With worldwide distribution at all major retailers, more than 200 licensee partners globally and a strategic partnership with global master toy licensee Bandai, Saban Brands built on the brand's success by providing licensed products for Power Rangers Megaforce, as well as also creating exclusive 20th anniversary and throwback Mighty Morphin Power Rangers products. The Power Rangers 20th anniversary legacy product line was hugely successful in 2013. In October 2013, the company also announced it had extended agreements with Nickelodeon and Bandai through 2016 for the Power Rangers franchise. The Power Rangers also kicked off a European mall tour, with seven stops in the U.K., followed by seven stops in France. The tour is continuing in 2014 with Ireland as the next destination. For Paul Frank, Saban Brands works with more than 200 licensees worldwide, producing merchandise for males and females of all ages including apparel, accessories, home décor, books, stationary and more. Internationally, product can be found in many key retailers including Big W (Australia), H&M (global), Falabella (Latin America) and also in the 120-plus Paul Frank standalone stores throughout the world. Domestically, Paul Frank's vast selection of licensed merchandise can be found both in-store and online at key retailers including Amazon.com, Macy's, Karmaloop.com and more. Saban Brands also prioritized the development of licensing and merchandising initiatives for its newer brands, Julius Jr. and Digimon Fusion. For Julius Jr., Saban Brands has partnered with Fisher Price to serve as Julius Jr.'s global master toy licensee in 2014. In addition, the brand is working with Random House Children's Books for its children's publishing deal. And for Digimon Fusion, Bandai serves as master toy licensee for the property. Consumer products for Digimon Fusion began to hit shelves in January. Saban Brands continues to grow its global capabilities, expanding its operations into Europe with the opening of a new London office in fall 2013. Saban Brands also has plans to open a new office in Shanghai, China later this year. The newest season of Power Rangers Super Megaforce, premiered on Nickelodeon in February. The accompanying product line from Bandai includes new Morphers, Megazords, Ranger Keys that unlock the power of all Rangers from the past 20 years and more, which are already leading to super growth at retail. The Power Rangers and Bandai are also promoting the toy line with various interactive promotions throughout the year. Additionally, in February, Saban Brands announced the next season



of the iconic franchise, Power Rangers Dino Charge, which will debut on Nickelodeon in 2015. Paul Frank has seen tremendous growth in 2013, as the property saw the largest global growth for the brand, to-date. As the brand continues to maintain its global popularity, the company is looking to expand the brand's current partnerships and collaborations. In addition, Paul Frank has more than 100 stores in China with plans for aggressive growth throughout 2014 and 2015. The brand is also introducing new store concepts, which include Paul Frank Kids and Paul Frank accessories stores, which are slated to open in China later

this year. Fisher-Price is the global master toy licensee for Julius Jr. and will launch a new toy line based on the series this summer. The full consumer products line will include toys, apparel and accessories, craft and activity, publishing and role-play, with many more categories to follow. Saban Brands has also partnered with Random House Children's Books for a publishing deal for Julius Jr. There are also plans to expand the consumer products line to include party goods, Halloween costumes, home décor and more later in 2014 and 2015. The Digimon Fusion product line launched in the U.S. in early 2014, which highlights the core element of "fusion" as seen in the series. The line, which includes toys, figures, and card games will also be available in the U.K. in spring 2014, followed by distribution in additional markets around the globe throughout 2014. Bandai serves as global master toy licensee for this property, which has incorporated digital elements into its products to appeal to today's tech savvy kids. There are also plans to add categories to the Digimon Fusion product line as well including apparel and accessories, publishing and digital apps.



## LEGO GROUP

\$600M (E) (PRIVATE)  
ANDREA RYDER, HEAD, LICENSING, +45.79.506070  
WWW.LEGO.COM

Key properties include LEGO Classic, LEGO City, LEGO Duplo, LEGO Legends of Chima, LEGO Star Wars, LEGO Disney Princess, LEGO Marvel Super Heroes, LEGO DC Comics Super Heroes, LEGO Junior, The LEGO Movie, Mixels, Ninjago and more.



## A+E NETWORKS

\$550M (PRIVATE)  
KATE WINN, SVP, A+E NETWORKS CONSUMER PRODUCTS, +1.212.210.1400  
WWW.AENETWORKS.COM

In 2013, America couldn't get enough of the Robertson clan as A&E's Duck Dynasty broke ratings records. Family-friendly programming created a fan base that spanned a wide demographic and an opportunity for a robust licensing plan with something for everyone—men, women, kids and even the family dog. The expansive fan base allowed for some creative and fun product extensions that still stayed true to the core values of the show and A&E's proprietary duck camo pattern also expanded the program well beyond catchphrases and fan gear into lifestyle categories such as housewares, furniture and fashion. The retail program spanned 17 unique categories including apparel and accessories, packaged media, food, furniture and housewares, toys and gaming, pet products and a wildly successful social expression line with Hallmark, which included the No. 1 best-selling Father's Day cards at Walmart. HISTORY's long-running and highly-rated series Swamp People celebrates Cajun culture and an outdoor lifestyle. The Swamp People program focuses on an authentic extension of those traditions with a line of southern spices, sauces and marinades, a soundtrack featuring Cajun music superstars, and outdoor gear and apparel that can be found at mass and specialty retailers such as Cabela, Bass Pro, Gander Mountain and Academy. The widespread appeal of Duck Dynasty translated into broad support across all channels of distribution, particularly at Walmart where Duck Dynasty products could be found in a number of different departments and free-standing islanders. The program was also well represented at Target, Macy's, Urban Outfitters and Lowe's. Fans of





Swamp People were looking for an authentic way to express their passion for the Cajun culture and outdoor lifestyle they experienced watching the show, which made specialty and outdoor retailers such as Cabela, Bass Pro, Gander Mountain and Academy ideal retail partners, and the products also could be found in the sporting goods area of Walmart. Duck Dynasty and Swamp People will continue to expand in 2014 with a renewed approach that focuses on lifestyle opportunities. Additionally, with a 360-degree portfolio of brands within the A+E Networks family including A&E, HISTORY and Lifetime, A+E Networks is in an ideal position to speak to a wide demographic of consumers.

## 71 POLAROID

\$550M (E) (PRIVATE)  
SCOTT W. HARDY, PRESIDENT, PLR IP HOLDINGS,  
+1.952.641.1020  
WWW.POLAROID.COM

In addition to consumer products licensing, one key initiative has been the continued development of its retail stores. The company opened its fifth Polaroid FotoBar retail store last month in Las Vegas, Nev., at The LINQ in the heart of the Las Vegas Strip. Additional openings are planned throughout 2014.

## 72 DR PEPPER SNAPPLE GROUP

\$517.5M (NASDAQ: DPS) (NORTH AMERICA)  
MEGAN MAY, BRAND LICENSING MANAGER,

+1.972.673.7000  
WWW.DRPEPPERSNAPPLEGROUP.COM

Properties in the DPS Group include Motts, Snapple, Dr Pepper, 7UP, CRUSH, A&W Root Beer, Yoo-Hoo, Schweppes, Mr & Mrs T, Clamato and Hawaiian Punch. Through joint planning and partnering closely with licensees, DPS continued to grow in 2013 including new projects such as Snapple single-cup brew over ice packs; Hawaiian Punch and CRUSH liquid water enhancers; Dr Pepper and CRUSH bubble gum; Dr Pepper, Hawaiian Punch and CRUSH licorice; and Hawaiian Punch frozen novelties. DPS is looking to create long-term relationships with a few key partners. The focus in 2014 will be continuing to expand these diverse, flavor-based trademarks into complementary food categories with both current and new partners. With flavors consumers already know and love, licensees can provide their retailers with a strong pipeline of innovation opportunities.



## 73 AT&T

\$500M (NYSE: T)  
CAREN CHACKO, AVP, BEANSTALK, +1.212.421.6060  
WWW.ATT.COM

Leveraging AT&T's premier positioning and strong marketing presence, AT&T licensed products strategically complement the brand's existing telecommunications services with more than 200 SKUs including corded and cordless telephones, business telephony systems, answering machines, headsets and telephone accessories, Bluetooth audio products and more. AT&T licensed corded and cordless phones are sold in more than 27,000 retail doors and can be found in almost every major retailer carrying the product category including Staples, Best Buy, Office Depot, OfficeMax, The Home Depot, Walmart, Target, Kmart, Sears, BJ's, Costco, Sam's Club and Amazon.com. AT&T consumer electronics can also be found at the Home

Shopping Network (HSN), Fry's Electronics, Amazon.com, Best Buy Canada. Licensee Concept 101 will be scaling up current domestic distribution partners and expanding to new large electronic retailers nationwide. Concept 101 is also working with international partners in South America, Europe and the Middle East to expand the AT&T brand to those local markets for 2014 and beyond. AT&T licensed walkie-talkies are found in Walmart, K-Mart, Toys 'R Us, Ross and many other toy and electronic retailers across the country. Key licensing initiatives that will drive growth in 2014 and beyond include increasing AT&T's presence in the B2B market, as well as ensuring that licensed products gain additional market share in both domestic and international markets. The 2014/2015 product roadmap contains wireless accessory products that complement and enhance the smartphone and tablet experience. Products include a wide range of Bluetooth audio products, sync cables and portable batteries/chargers, an innovative Miracast HDMI adapter, a wireless print module, gaming accessories, tablets (international only), among others with a wireless capability to keep consumers connected by licensee Concept 101. AT&T is expanding its assortment of walkie-talkies to offer high end FRS technology that will allow the AT&T brand to expand to additional aisles of the store beyond the kids' toy market.



## 74 CARTE BLANCHE GROUP

\$500M (PRIVATE)  
MARC DUBERY, INTERNATIONAL SALES AND  
LICENSING DIRECTOR,  
+44.1243 792600

WWW.CBG.COM.UK

Carte Blanche is best known for Tatty Teddy, the signature character of the Me to You brand. Me to You is now worth \$500 million (RSV) globally and Tatty Teddy ranks consistently in the top traditional plush brands in the U.K. Following the success of Me to You and a growing multi-generational fan base, Carte Blanche has launched a number of other blue nose brands to appeal to the children and grandchildren of fans who have grown up to love Me to You. Tatty Teddy & My Blue Nose Friends is a multi-character concept which combines Tatty Teddy's shy, trusting character and My Blue Nose Friends' cute and cheeky personalities. A nursery proposition, Tiny Tatty Teddy, has also been created, appealing to parents and grandparents of babies and nursery aged children. With evergreen potential, Carte Blanche's blue nose brands are not influenced by fast moving fashions and fads and are flexible in terms of character use and placements in the way only a non-media brand can be. As international creator, distributor and licensor of character brands, Carte Blanche works with best-in-class licensees delivering both international retail success and creative excitement across a variety of product categories including plush, gifts, greeting cards, apparel, nursery homeware and collectibles. Carte Blanche's stable of cute, classic, non-media brands have incredible heritage and versatility—the brands enjoy a loyal fan base with over 51 percent of Me to You YouTube clips now watched by an international audience.

## 75 IRONMAN

\$500M (PRIVATE)  
BILL POTTS, VP, GLOBAL LICENSING AND PARTNER  
SERVICES, +1.813.868.5906  
WWW.IRONMAN.COM; WWW.IRONKIDS.COM;

WWW.IRONGIRL.COM

Top licensed properties are IRONMAN, IRONMAN Triathlon, IRONKIDS, Iron Girl. IRONMAN and IRONKIDS licensed products and services continue to show strong global growth across a wide range of distribution channels, including mass, grocery, drug, sporting goods, online, and specialty retail. In 2014, the company will continue global licensing growth in the health and wellness and lifestyle areas for the IRONMAN, IRONKIDS and Iron Girl brands with all supported with robust event, media and public relations programs.

**76** **MIND CANDY**  
\$500M (PRIVATE)  
DARRAN GARNHAM, CCO, +44.0.7803.874.927  
WWW.MINDCANDY.COM

Mind Candy's key property, Moshi Monsters, remains strong and saw a big focus on digital games with continued growth through toys and publishing. The company launched Moshi Monsters: Village in more than 100 countries to expand the brands global reach, as well as Moshi Karts and Talking Poppet, which was featured by Apple for three consecutive weeks in the best new apps category. The Monsters made a leap from the small screen to the big screen as Moshi Monsters: The Movie launched in theatres across the U.K. and Australia. The DVD launched on Easter weekend, ranking in the U.K. kids chart at No. 2 in the first week alone. Key brand initiatives in 2014 will expand and broaden Moshi Monsters' fan base, including further product innovation, a strong focus on mobile alongside global partnerships. This year also sees the launch of Mind Candy's brand new IP. Starting as a digital game on mobile and tablet, the epic combat strategy game will be unveiled in June. The brand will be supported with a consumer products line due in 2015.

**77** **NELVANA ENTERPRISES**  
\$500M (TSX: CJR.B)  
ANDREW KERR, CO-HEAD, NELVANA ENTERPRISES AND  
NELVANA MERCHANDISING, +1.416.479.6283; ANTOINE  
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+33.1.42.71.0828  
WWW.NELVANA.COM

With a robust portfolio spanning preschool to boys' action, Nelvana's library features more than 4,000 half-hour animated episodes which air in over 160 countries around the world. As a key force in developing popular global brands such as Beyblade, Babar and Franklin, Nelvana has expertise in optimizing commercial opportunities by offering animation and live action, short- and long-form content development and production, broadcast sales and distribution, merchandise licensing, digital media, art asset development, brand assurance and PR and brand marketing. In fall, Nelvana expects to grow revenue with the launch of its newest animated preschool property,

Trucktown. As a brand built for preschool boys, Trucktown's 40 half-hour episodes are based on the successful book series written by children's author and Caldecott prize winner Jon Scieszka. Trucktown is the first of an ambitious new slate of preschool and boys-action content that Nelvana will begin showcasing at Licensing Expo.



**78** **STUDIO 100 GROUP**  
\$436M (PRIVATE)  
MARIE-LAURE MARCHAND, INTERNATIONAL  
LICENSING DIRECTOR (ROW), MAURICE VAN DER KUIP,  
COMMERCIAL DIRECTOR (BENELUX), +32.38.77.60.35  
WWW.STUDIO100.TV

Top licensed products in Benelux are: K3, Bumba and Maya whereas in GAS top licensed products are aligned to Maya the Bee and Vic the Viking. With more than 300 international licensees, Maya the Bee is already successful across all categories with IMC Toys, master toy licensee, Studio 100's own products, plush and board games as well as publishing through Egmont and Panini. In FMCG, via Ferrero, Nestlé, Chupa Chups to name just a few. 2013 has seen Maya the Bee-branded clothing arrive in major retailer H&M in Germany, Maya the Bee-branded play areas have also been established in Turkey's shopping centers and new apps and digital material is now available for tablets and mobile devices. Studio 100 is excited to see the Maya range expand in advance of the movie release in Q4 2014. Also since the launch of the Vic the Viking CGI series, additional licensed products with partners such as Katjes, Simba Dickie Group and Bebe & Bebe have also been developed. The licensing department recently signed the master toy agreement for Blinky Bill in Australia in anticipation of the exciting movie debut for the classic brand in 2015.

**79** **HEARST BRAND DEVELOPMENT**  
\$427M (PRIVATE)  
GLEN ELLEN BROWN, VP, BRAND DEVELOPMENT,  
+1.212.492.1301  
WWW.HEARST.COM

New key initiatives in 2014 are led by the launch of the Seventeen Fashion Collection, sold exclusively at Sears. Seventeen's latest collaboration featuring apparel, accessories, shoes and handbags leverage the brand's 70-year equity as the fashion authority and style bible for teen girls everywhere. Additionally, this past November marked the launch of the Esquire and Men's Wearhouse partnership, delivering an editorially-curated, well-fashioned and versatile collection of shirts and ties. Furthermore, Metropolitan Home has built on the success of its existing furniture programs by expanding into additional categories, including outdoor. In addition, Car and Driver introduced an exclusive collection of automotive care accessories and launched a new e-commerce destination, ShopCarandDriver.com. In 2014, Hearst Brand Development will continue to expand its substantial partnerships, while maintaining a strategic focus on new business for Cosmopolitan, Country Living, Good Housekeeping, House Beautiful, Popular Mechanics and Road & Track along with Seventeen sub brands Mis Quince and Beauty Smarties.

**80** **AMERICAN GREETINGS PROPERTIES**  
\$425M (PRIVATE)  
CARLA SILVA, SVP, GLOBAL LICENSING, +1.212.386.7355  
WWW.AGPBRANDS.COM

Strawberry Shortcake continued to be a big success worldwide in 2013, capitalizing on her berry sweet nature and multi-generational appeal. Her staying power is proven with over 600 active licensed partners on board across all categories worldwide. She is extremely well-licensed and even has her own fresh strawberry product in France. Strawberry's





top international market continues to be Brazil with over 50 licensees. Strawberry Shortcake's publishing program spans over 30 partners globally and a TV series, Berry Bitty Adventures, airs in over 100 markets around the world. Netflix also signed on a strategic partner in 2013 and airs content in key markets worldwide. In the U.S., her presence is known across all major retail channels such as Walmart, Kmart, Target, Toys R Us, Barnes and Noble, and value channel retailers. Care Bears are everyone's most huggable and lovable bears with over 30 years of cuddly product at retail. The CGI-animated series Welcome to Care-a-Lot was well-received on a global scale in 2013 and Netflix aired entertainment content in key markets worldwide. In addition, a successful global partnership with Burger King brought Care Bears-themed premiums to Kids Meals last summer. Global initiatives focused on expanding the infant, kids, and teen demographics across different key categories and taking advantage of its evergreen qualities that consumers have come to know and love. Strawberry Shortcake experienced great retail success in her No. 1 international market of Brazil, with two DTRs in 2013. In China, Strawberry Shortcake was a part of a KFC promotion in June 2013 for the third consecutive year. In the U.S., Walmart has become a strong supporter of the brand carrying products across a variety of aisles inclusive of DVD, apparel, health and beauty and publishing. Care Bears partnerships in 2013 included a raft of notable collaborations in Asia with Bunny King in Hong Kong and DTRs with b+ab Limited and Giordano in Taiwan for kids and adult apparel. In the U.K., success was seen on the teen/young adult front with the return of a retro 80s trend, and licensee Somerbond shipped nightwear and loungewear to all major retailers across the country. In the U.S., Fetch launched an exclusive line of Care Bears dog accessories at PetSmart and is expanding into pet apparel and cat toys in 2014. A long-standing partnership with Lionsgate for home video also continued to introduce Care Bears to new generations of fans in the U.S. market. Strawberry Shortcake will prove that she is every little girl's Berry Best Friend with an entire new line of sweet-scented toys launching in fall from The Bridge Direct. Consumers will be able to find toys on shelf in the U.S./Canada and key international markets. Season four of Berry Bitty Adventures is also in production. In anticipation of a new toy line, Care Bears is gearing up for a lot of activities and new product later this year. With additional apps, a Wendy's QSR promotion, and a partnership with Sanrio in Japan, 2014 is sure to reinforce the brand's staying power in the global marketplace. Beyond the core kids demographic, Leg Avenue will be launching brand new teen Halloween costumes in the U.S. and Care Bears baby health and beauty items will be launching this year at domestic value retailers. Madballs, the iconic and grotesque-faced brand from the 80s, also experienced some traction in the form of a high-fashion runway show in early 2014. Through a collaboration with American designer Jeremy Scott, a visually compelling line of Madballs clothing, handbags and fashion footwear were debuted at February's New York Fashion Week. This exclusive line will be found at high-end department stores, launching in fall worldwide.

## 81 THE THOMAS KINKADE COMPANY

\$425M (PRIVATE)

KRISTEN BARTHELMAN, DIRECTOR, LICENSING, +1.408.201.5273  
WWW.THOMASKINKADE.COM

The Thomas Kinkade Company's partnerships with premier licensed properties such as Disney Consumer Products, Warner Brothers, Major League Baseball, NASCAR, Rockefeller Center, Indianapolis Motor Speedway, the Biltmore



Estate, Radio City Music Hall and Lionel extend the reach of Thomas Kinkade Studios' art into new markets and new audiences. The alignment with these valued partners further enhances and strengthens the Thomas Kinkade brand. Thomas Kinkade licensed products can be found in a variety of more than 16,000 retail locations such as mass, grocery, drug, book, toy, specialty, craft, gift and stationery stores in the U.S. alone. The network of Thomas Kinkade galleries offer limited edition and open edition art and collectibles. Through its partnerships with longstanding licensees, it will continue to develop a wide assortment of products embellished with the art of Thomas Kinkade and Thomas Kinkade Studios. The Thomas Kinkade Company plans to expand its portfolio of licensed products in the home décor categories of bedding, dishware, candles and garden. The brand has excellent recognition in the U.S. and further opportunities internationally will drive growth.

## 82 MAJOR LEAGUE SOCCER

\$420M (PRIVATE)

MARIBETH TOWERS, SVP, CONSUMER PRODUCTS,  
+1.212.450.1200  
WWW.MLSSOCCER.COM

Key properties include Major League Soccer Clubs and its players, United States Soccer Federation (men's & women's U.S. National Teams) and Federation of Mexican Futbol (FMF). Key licensing initiatives that will drive growth in 2014 include expanded lifestyle and performance product assortments targeting Gen-Y consumers; expanded offering for women's, kids and accessory categories and name, number and new authentic on-field kits. Key retail partners and programs include new and enhanced stadium retail locations, apparel and sporting goods promotions across all tiers of distribution including Dick's Sporting Goods, Toys 'R' Us, Macy's and Old Navy.

## 83 ITV STUDIOS GLOBAL ENTERTAINMENT

\$400M (LSS: UK:ITV)

JEAN PHILIPPE RANDISI, EVP, CONSUMER PRODUCTS,  
+44.0.207.157.6163  
WWW.ITVSTUDIOSGE.COM



**ITV**  
**STUDIOS**  
GLOBAL ENTERTAINMENT

Key properties include wholly owned Classic Thunderbirds, which celebrates its 50th anniversary in 2015, and the new TV animation Thunderbirds are Go, which premieres on ITV and CITV in spring 2015. ITVS GE also grew and diversified its portfolio of third party agency brands during 2013, adding

the iconic disco hit brand Village People, boys favorite Digimon Fusion from Saban and the very prestigious Classic Playmobil. Playmobil are also launching a unique new animation series, Super 4, this year. Existing brands Cut the Rope, Babar and The Matt Hatter Chronicles continued to build their licensing programs and profile both on TV and at retail in the U.K. and internationally. The ITVS GE M&L team has the benefit of working alongside its colleagues in CITV, which is the biggest commercial kids channel in the U.K. Working closely with master toy licensee Vivid Toys, ITVS GE developed promotional programs with key retailers including The Entertainer, Le Fnac in France and El Corte Ingles in Spain. Other key activity included an exciting promotional partnership with national U.K. newspaper The Mirror and successful launches in the publishing and apparel categories. Babar turned 80 in 2013 and supported a key range of exciting and beneficial consumer PR activities and growing licensing program with Nelvana. The Matt Hatter Chronicles benefited from excellent CITV ratings and turned into one of the must have boys brands of 2013 in the U.K. with product launches planned for Q3/Q4 on the back of toy partner Simba Dickie's launch. ITV is diversifying its third party brand portfolio by increasing the number of properties it represents across a wide age range and targeted at both boys and girls. ITV is gearing up for the worldwide launch of Thunderbirds are Go in 2015 and the roll out of an ambitious licensing and marketing program.

**84** **TGI FRIDAYS**  
\$400M (PRIVATE) (A DIVISION OF CARLSON RESTAURANTS)  
CARL ROBIE, VP, GLOBAL STRATEGIC SOURCING AND BRAND LICENSING, +1.305.447.6594  
WWW.TGIFRIDAYS.COM

Top partners and licensing programs during 2013 include HJ Heinz for frozen snacks, Inventure Foods for salty snacks and Marc Anthony Group for malted and distilled alcoholic beverages. The TGI Fridays licensing program is well positioned for growth in 2014 and beyond. Key initiatives will focus on expanding the brand within the food and beverage categories with current and new licensing partners both domestically and internationally.



**85** **TOEI ANIMATION ENTERPRISES**

\$380M (E) (PRIVATE)  
HIROYUKI KINOSHITA, CEO, +81.3.5261.7619  
WWW.TOEI-ANIMATION.COM

Key properties include Dragonball, One Piece, Pretty Cure, Saint Seiya, Sailor Moon, Digimon and Toriko.

**86** **SHINE 360°**  
\$360M (SUBSIDIARY OF 21ST CENTURY FOX)  
BEN LIEBMAN, CEO, +44.20.7985.7000.  
WWW.SHINEGROUP.TV

The key Shine 360° properties are MasterChef, Junior MasterChef and The Biggest Loser.

**87** **THE GOODYEAR TIRE & RUBBER COMPANY**  
\$352M (NASDAQ: GT)

NANCY RAY, DIRECTOR, LICENSED PRODUCTS, +1.330.796.7972  
WWW.GOODYEAR.COM

The key licensing properties for retail sales in 2013 were Goodyear (winged foot design), Goodyear (vintage design), Goodyear Racing, Blimp and Winged Foot. Key licensing initiatives that will drive growth in 2014 and beyond include continued global expansion with further growth in successful categories such as auto accessories, lifestyle apparel, tools and power products. Top licensing initiatives continue to be in automotive accessories and footwear in all regions and major distribution outlets.

**88** **MARS RETAIL GROUP**  
\$340M (PRIVATE)  
JOHN CAPIZZI, GM, LICENSING, +1.973.691.3500  
WWW.MMS.COM

Mars Retail Group's key properties are iconic brands from Mars including M&M's characters, M&M's brand candies, Snickers, Starburst and Skittles. Partners include ERE (apparel, housewares and plush), CandyRific (novelty and candy dispensers), Publications International (cookbook), Maxell (electronic accessories), Trends International (calendars), EB Brands (travel accessories) and Mad Engine (apparel). MRG specializes in bringing colorful chocolate fun to life in new and different ways, allowing customers and consumers to experience the thrill and excitement of its trademark M&M's World locations, now available in everyday retail stores. Key initiatives include implementing a Mars One Voice strategy that creates themed displays with candy and merchandise that can be customized and executed in





many forms at various price points. The company's continued interest in exploring international opportunities and strategically adding categories to grow the current assortment bring the One Voice strategy alive at retail locations throughout the U.S. including independent retailers, Kroger, Sam's Club, Target, Walgreens and Walmart.

89

## MICHELIN LIFESTYLE

\$325M (E) (PRIVATE)  
CHRISTIAN DELHAYE, MANAGING DIRECTOR,  
+44.1.782.402127  
WWW.MICHELIN.COM

Key licensing properties are the Michelin logo and the Michelin Man. For 2013 and beyond growth will come from two main areas: the introduction of Michelin automotive accessories in to new markets and the expansion of Michelin footwear—both Michelin branded footwear and also co-branded outsoles which feature innovations and technologies derived from Michelin's tire-related expertise.

90

## C3 ENTERTAINMENT

\$300M (PRIVATE)  
ANI KHACHOIAN, EVP, LICENSING AND CONSUMER  
PRODUCTS, +1.818.956.1337  
WWW.C3ENTERTAINMENT.COM

Key brands are The Three Stooges, The New Three Stooges Movie, Grizzly Adams, Monica Warhol, Arrow Classics and Barbi Benton. Key programs include the continuation of the new The Three Stooges movie global video release to retail with Twentieth Century Fox Studios. In 2013, the company coordinated with key licensees to expand current direct to retail programs for Three Stooges merchandise and other brands represented to include in-store, online and HSN and QVC offerings; and it continued to leverage co-branded merchandise opportunities from the 2012 The Three Stooges movie with selected promotional partners (NASCAR, Six Flags and others) to penetrate additional retail distribution networks. The new The Three Stooges Movie distributed by Twentieth Century Fox Studios worldwide in 2012 created a new movie themed licensed product line that remains at market, expanding the brand's retail presence, including for the existing licensed classic Three Stooges product line through acquisition of additional domestic and international licensees and larger global retail presence. Additional online gaming and digital licenses are coming online 2014 and 2015. Specific product and category additions include expansion of The Three Stooges presence in Panini America's card sets. New high-end collectibles through Figures Toys for Three Stooges collectible figures expands the brand presence in the collectible and memorabilia category globally. C3 will also have a greater food and beverage category presence at retail with Mo Hotta Mo Betta producing Three Stooges hot sauces and barbeque sauce with distribution at mid-tier, grocery,



catalog and specialty retail. 2014 initiatives include to expand Three Stooges themed Lottery Program with addition of instant online lottery games to the traditional scratcher games; expand acquired IP's current licensed product portfolios with the addition of new domestic and international licensees; coordinate cross-license program between current The Three Stooges brand licensees and other brand's represented licensees for category and product expansion and greater retail presence for all brands; acquire additional brands to represent for licensing and merchandising and integrate licensees into the cross- license program, including adding celebrity Chef Jason Santos with both new product lines and television initiatives.

91

## CBS CONSUMER PRODUCTS

\$300M (NYSE: CBS)

LIZ KALODNER, EVP AND GENERAL MANAGER, +1.212.975.7795  
WWW.CBSCONSUMERPRODUCTS.COM

CBS Consumer Products continues to dominate worldwide licensing and merchandising for a diverse slate of television and film brands. 2013 brought an extraordinary amount of success with Star Trek, where theatrical marketing for Star Trek Into Darkness drove overall Star Trek activity and showed an increase in sales growth of classic and branded products. In addition, NCIS, America's No. 1 series, has become an e-commerce powerhouse driven by seen on products, while CBS Consumer Products in general have continued to enhance its classic portfolio (The Twilight Zone, Cheers and Beverly Hills 90210) through the launch of new categories such as online gaming. CBS Consumer Products has established a strong foundation of successful retail and licensing partnerships. ThinkGeek.com introduced a new line of top selling Star Trek hoodies, glassware, pajamas, aprons, bathroom décor and marketing programs, while HER Universe created a fun design competition that appealed directly to a passionate fan base of Star Trek fans. In addition, e-commerce launched localized Star Trek stores in Germany, the U.K., Brazil, and Japan, along with a Dexter-focused store in Brazil. In a bid to bring the love of CBS properties to life, a series of live events were introduced across the globe in Korea and Taiwan, while new formats were developed for county fairs in the U.S. CBS Consumer Products will focus on a handful of top licensing initiatives to drive growth in 2014 and beyond, launching merchandising programs for new series Penny Dreadful and Extant and more established dramas such as Under the Dome, Ray Donovan and Reign. The biggest initiative for the company is still yet to come—in 2016 science fiction franchise Star Trek will celebrate its 50th anniversary, which will be supported by robust merchandising, retail, and promotional programs.

92

## WELCH'S

\$300M (PRIVATE)

GLENN HENDRICKS, GROUP MANAGER, BUSINESS  
DEVELOPMENT, LICENSING, WELCH FOODS,  
+1.978.371.3708

WWW.WELCHS.COM

Welch's, a trusted American icon and a worldwide leader in grape-based products, has extended its vibrant fruit flavors through a variety of products including fruit snacks, fresh and frozen fruit, frozen smoothies kits, 100 percent juice ice bars, filled licorice and foodservice condiments. Top licensed properties in 2013 included the expansion of Nature's Touch Welch's Frozen Fruits, Promotion in Motion's Welch's Fruit Snacks, and a new Welch's jams and jelly foodservice program in all 1,600 U.S. Denny's locations. In 2013, distribution of Welch's licensing program grew nationally with top retailers in the U.S. and

Canada including Ahold, A&P, Albertsons, Wakefern, Meijer, Associated Grocers, Kroger, Weis, Walgreens, Wal-Mart, Winn Dixie, Costco, BJ's, Loblaw's, Sobeys and Giant Tiger. Top licensing initiatives that will drive growth for Welch's licensing program in 2014 include new Welch's PB&J fruit snacks launched which launched in February, the expansion of new Welch's smoothie kit varieties launching this summer, a new partnership for Welch's sparkling drink concentrates developed exclusively for SodaStream's home beverage carbonation system launching in summer and new Welch's licorice and Welch's freezer bar offerings launching in fall.

**93 BRIGGS & STRATTON**  
\$285M (NYSE: BGG)  
JOHN MERRICK, LEMUR LICENSING, +1.770.794.1111  
WWW.BRIGGSANDSTRATTON.COM

Key properties are Briggs & Stratton, Snapper and Murray. Top retail partners include Walmart, The Home Depot, Lowe's, Tractor Supply Company, Sears, Meijer, Advance Auto Parts and AutoZone. Top licensing initiatives that will drive growth in 2014 and beyond include outdoor power equipment, fuel cans, oil, batteries and premium ethanol-free gas.

**94 NISSAN MOTOR COMPANY**  
\$268M (TYO: JP:7201)

GLEN KONKLE, CEO, EQUITY MANAGEMENT INC., +1.858.558.2500

The Nissan licensing program continued to experience strong growth in 2013 and once again surpassed the performance from the previous year setting a new record. This achievement can be attributed to a number of product categories including software, replicas, toys and accessories. In addition, Nissan hosted its N360 event which allowed licensees the unique opportunity to view, and in some cases drive, more than 100 Nissan and Infiniti vehicles from around the world. The event fully immersed licensees into the world of Nissan and resulted in an increased level of enthusiasm, passion and collaboration that led to many new licensing opportunities. Moving forward, EMI will continue to leverage the new and exciting Nissan and Infiniti vehicle introductions in categories such as automotive accessories, die-cast, radio control, software and lifestyle. Also, the Nissan licensing program will target emerging markets to support the rapidly increasing sales of vehicles with licensed products.

**95 ACTIVISION PUBLISHING**  
\$250M (NASDAQ: ATVI) (WHOLLY OWNED SUBSIDIARY OF ACTIVISION BLIZZARD)  
ASHLEY MAIDY, VP AND HEAD, GLOBAL LICENSING AND PARTNERSHIPS, +1.310.255.2058  
WWW.ACTIVISION.COM; WWW.ACTIVISIONBLIZZARD.COM

In 2013, Activision Publishing's Licensing & Partnerships exponentially grew the video game publisher's global reach through an aggressive, multi-pronged strategic approach for the Skylanders and Call of Duty franchises. The L&P business, which was established in 2012, showed a growth of 25 percent YOY, with Skylanders being the biggest driver with 175 global partners. In addition to the core interactive game and action figure product lines, which are produced by Activision, Skylanders is currently represented in every major category. In just 27 months, the Skylanders franchise generated more than \$2 billion in retail sales worldwide, a milestone that was reached faster than any other kids' gaming property, helping to make it the No. 1 kids' video game franchise in 2013, according

to NPD. The Skylanders franchise, which released its first game in October 2011, pioneered the toys-to-life video game genre. Skylanders continues to capture the hearts of fans with its innovative game experience and its exciting roster of new and returning characters. With the launch of Skylanders SWAP Force, Activision evolved the genre by allowing fans to mix and match the top and bottom halves of SWAP Force Skylanders toys, creating more than 250 unique combinations of characters. In 2014, Activision will continue to bring the magic of Skylanders to life with meaningful, brand-enhancing product extensions, including partnerships with General Mills for Skylanders-branded fruit snacks and Crayola for an innovative line of color and activity products. Fans will continue to have multiple touch points, including the company's second consecutive partnership with McDonald's, which brought eight unique Skylanders SWAP Force toys to Happy Meals in restaurants across North America. In addition to Skylanders, Activision is creating a lifestyle merchandising program for the blockbuster Call of Duty franchise. The property, which has sold more than 100 million copies across the globe with millions of fans playing daily, has become a pop cultural phenomenon. The licensing team has established partnerships with category leaders MEGA Brands, Turtle Beach, BradyGames and BioWorld, among others, to create brand penetration in categories such as construction sets, headsets, publishing, apparel and accessories.

**96 ENDEMOL**  
\$250M (E) (PRIVATE)  
BRANCO SCHERER, EXECUTIVE DIRECTOR, COMMERCIAL AFFAIRS, +44.870.333.1700  
WWW.ENDEMOL.COM

Key properties include Deal or No Deal, Wipeout and The Money Drop.

**97 JOHN DEERE**  
\$250M (E) (NYSE: DE)  
DALE PASCHKE, GLOBAL MANAGER, BRAND LICENSING, +1.919.804.2725  
WWW.JOHNDEERE.COM

**98 NATIONAL GEOGRAPHIC**  
\$250M (E) (PRIVATE) (NON-PROFIT)  
KRISTA NEWBERRY, SVP, LICENSING, NORTH AMERICA, +1.202.857.7572  
WWW.NATIONALGEOGRAPHIC.COM

**99 SOURCE INTERLINK MEDIA**  
\$250M (PRIVATE)

RICK STARK, VP SALES, +1.310.531.9900  
WWW.SOURCEINTERLINK.COM

Top licensed properties in 2013 include Motor Trend cellular accessories, Motor Trend frost guard and Motor Trend Certified Vehicles extended warranties for pre-owned cars. In 2013, Source Interlink Media completed the transformation into a multi-media content creator and full service agency. SIM is the owner of over 70 brands and is the largest provider of licensed content for enthusiast media in the U.S. Mobile apps for iPads, iPhones, Android Phones and tablets, as well as emerging media, is a key focus of the business. In the consumer goods



market, the automotive category once again drove sales for 2013 with products including windshield frost guards, jumper cables, jumpstarts, organizational tools, multi-tools and pet car safety. Motor Trend cellular accessories and Bluetooth items continued their success as the assortment grew and GPS accessories were added as well. 2013 also saw an expansion of the GrindMedia/Action Sports Group brands, including full programs for SLAM basketball apparel and shoes and Surfer Magazine swimwear for both men and women. SIM continues with an exclusive Motor Trend channel on YouTube that has 400 million page views and 1.6 million subscribers. Each month SIM content reaches over 80 million consumers. SIM is offering master and individual franchises to qualified operators interested in extending its brands to restaurant, pub and retail locations across the country. The success of the original SURFER (The Bar) TM concept at Turtle Bay Resort in Hawaii has led to extension opportunities in key beach locations in the continental U.S. by its partner, Surf Concepts. Similar opportunities exist for brands including Hot Rod, Lowrider, Powder and Transworld.

## 100 ENERGIZER

\$236.6M (NYSE: ENR)  
DANIELLE KYRIAKOS, GLOBAL DIRECTOR, LICENSING,  
+1.305.668.7000  
WWW.ENERGIZER.COM

By leveraging the premier positioning and marketing presence of the Energizer and Eveready properties, the licensing program has strategically expanded to include innovative consumer products that complement the company's core lines. Under the power and lighting categories, the licensing program now includes automotive batteries, gas-powered generators, power inverters, external chargers including travel accessories for mobile devices, photo accessories, power solutions for gaming, power connectors, solar lighting, household lighting, flameless candles and more. Additionally, the program consists of licensed products outside the power and light categories including costumes, with a primary focus on the company's revered Energizer Bunny icon. The Energizer and Eveready licensing programs have expanded globally with a variety of products in the power and lighting segments. Key licensing initiatives that will drive growth in 2014 and beyond include further global expansion of licensed products through current partners, as well as new licensing partners. The launch of new branded product lines will help to grow market share in both domestic and international markets. Energizer's extensive array of licensed products can



be found at retailers such as Walmart, Target, Sam's Club, Costco, Carrefour, Game Stop, Home Depot, Kroger, Lowe's, PriceSmart and Amazon.

## 101 TOMMY BAHAMA

\$230M (NYSE: OXM)  
TERRY PILLOW, CEO; DOUG WOOD, PRESIDENT AND  
COO; CHRISANN FURCIATO, VP, LICENSING; ROB  
GOLDBERG, SVP, MARKETING, +1.206.622.8688

WWW.TOMMYBAHAMA.COM

Tommy Bahama is part of the Tommy Bahama Group, a wholly owned subsidiary of Oxford Industries. Tommy Bahama's main licensing categories are home including residential furniture, fabrics, bedding, table linens, rugs and ceiling fans; outdoor/beach including outdoor furniture and beach accessories, which includes chairs, umbrellas and coolers; accessories/lifestyle products such as watches, eyewear, luggage, fragrance and a Hacker-Craft boat. The company owns and operates more than 130 retail locations, 14 of which have a Tommy Bahama restaurant and bar.

## 102 THE FOOTBALL ASSOCIATION

\$228M (PRIVATE) (NON-PROFIT)

NICKY STANTON, BUSINESS DEVELOPMENT MANAGER,  
+44.0.844.980.8200  
WWW.THEFA.COM

Key licensing properties for retail sales in 2013-2014 includes England, FA Cup and Wembley. Licensing initiatives supported the World Cup Qualification campaign leading well into the World Cup build up in Brazil. Retail partners include main grocers including Asda with a direct-to-retail on apparel. International expansion is rapid since agreeing to a master license with Nike for rights outside of the U.K. with global coverage including North and South America, Asia and Europe.

## 103 THE TRUMP ORGANIZATION

\$225M (E) (PRIVATE)

CATHY GLOSSER, EVP, GLOBAL LICENSING, +1.212.836.3242  
WWW.TRUMP.COM

## 104 HGTV HOME

\$220M (NYSE: SNI)  
RON FEINBAUM, SVP AND GM, CONSUMER  
PRODUCTS, HOME CATEGORY, SCRIPPS NETWORKS,  
+1.865.560.4804; ROBYN ULRICH, SVP, CONSUMER

PRODUCTS, HOME CATEGORY, +1.865.560.3953  
WWW.HGTVHOME.COM

HGTV's award winning consumer products brand, HGTV HOME, provides consumers with a branded collection of smart and stylish products from the experts at HGTV. HGTV HOME has doubled in volume from 2012 to 2013, achieving \$220 million in retail sales in 2013, up from \$100 million in 2012. 2013 marked a year of tremendous growth as HGTV HOME celebrated four major launches. First, HGTV HOME and HSN partnered to launch the HGTV HOME Outdoor Living program, redefining the outdoor home category at HSN. The program offers both branded and curated products, including outdoor equipment, plants, lighting, water accessories, outdoor entertaining,



garden tools and outdoor solutions. Next, HGTV HOME Solar Lighting launched at all U.S. and Canada Costco stores; and HGTV HOME Decorative Fabric and Trim launched at 700 Jo-Ann Fabric and Craft Stores and is now in more than 800 stores. Finally, HGTV HOME Baby Furniture launched at all BuyBuy Baby stores with furniture partner Bassett. With nine partners on board, 11 product lines developed and only 30 months in the market, the full HGTV HOME product assortment reached cumulative brand placement of 7,000 doors across North America in 2013. HGTV HOME products were sold in key home and garden categories including paint, furniture, flooring, plants, indoor lighting, outdoor living, solar lighting and decorative fabric and trim. The program now includes HGTV HOME by Sherwin-Williams paint, wallpaper and paint accessories; HGTV HOME Furniture Collection; the HGTV HOME Design Studio at Bassett; HGTV HOME Flooring by Shaw; the HGTV HOME Plant Collection; HGTV HOME Indoor Lighting, HGTV HOME Outdoor Living at HSN; HGTV HOME Solar Lighting; HGTV HOME Decorative Fabric and Trim; and HGTV HOME Baby Furniture. Additionally, HGTV Magazine launched in 2012 and is currently the No. 1 best-selling magazine on newsstands within the home lifestyle set. The HGTV HOME program is undergoing rapid expansion in 2014 and beyond with launches into new indoor and outdoor home product categories, new retail partners, new big initiatives, expansion of existing lines and increased marketing initiatives. In 2014, HGTV HOME will launch the HGTV HOME Sleep Collection. Sleep products will include mattresses, adjustable bed bases, specialized metal frames and support systems, pillow designs, mattress toppers, mattress and pillow protection items, crib mattress and pet bed products. Art Van PureSleep has plans to be the first anchor retailer to debut the line when it launches in-store in May across the U.S. and Canada. Expansion of existing partners' lines will also be a key driver of growth for 2014 and beyond. Cumulatively, the full HGTV HOME line is on target to reach nearly 8,000 doors by mid-2014. HGTV HOME by Sherwin-Williams will be introduced to Canada, launching in 85 Sherwin-Williams locations in June. HGTV HOME Design Studio only at Bassett is on target to be in over 100 stores during 2014. HGTV HOME Flooring by Shaw is introducing 28 new styles of carpet. Agricola, has secured placement at Costco Canada for 2014. The HGTV HOME Plant Collection will be in almost 1,200 doors. Elk Lighting is on target to increase its placement in specialty stores to 1,100. HGTV HOME Outdoor Living is on track to having 50 branded products across lawn & garden by the end of 2014. HGTV HOME will continue to support its program through a comprehensive integrated marketing plan in 2014.

## 105 CHURCH & DWIGHT

\$204M (NYSE: CHD)  
TAMMY TALERICO-PAYNE, DIRECTOR, LICENSING,  
+1.609.806.1495

WWW.CHURCHDWIGHT.COM

In 2013, a number of exciting new products launched with Church &

Dwight's iconic brands. Arm & Hammer, one of the world's most trusted brands, partnered with powerhouse Hefty for the ultimate garbage bag that had odor neutralizing feature. The line launched at major retailers in 2013 with special merchandising fixtures and strong marketing support. Karmin found success at Delhaize with an 11 SKU line of household gloves and reusable wipes. Protect Plus found success with Arm & Hammer shelf liners and air filters. Petmate's litter pans, litter filters, cat mats, deodorizer dispensers, litter liners and dog waste management products continued to find success as the complete in-home pet solution and expanded its line to pet beds. Arm & Hammer boasts several more innovative and market-leading licensees including Electrolux for vacuum bags and filters, Dutch Boy for re-fresh paint, London Luxury for bedding, Munchkin for diaper pails and nursery accessories among many others. Brandgenuity brokered the first license agreements for stain-fighting leader OxiClean with licensees Kleen Maid and Betco, both of which launched their first products in 2013. Kleen Maid had a set of OxiClean kitchen cleaning tools, sponges and microfiber wipes at Bed Bath & Beyond. Church & Dwight's key brands were featured in major retailers across all channels of distribution including Walmart, Target, Bed Bath & Beyond, Home Depot, Petsmart, Delhaize, Menard's, Wakefern, Wegman's and many more. In 2014, Arm & Hammer, OxiClean and Kaboom will continue to grow licensed products across key categories and retailers. Hefty Ultimate with Arm & Hammer launched an innovative viral marketing campaign, including a national TV commercial, couponing, cross promotions, social media, blooper reels, remix videos, meme, digital greeting cards and more.



Betco will launch its line of OxiClean specialty cleaners (stainless steel, granite and stone and cooktop spray cleaners and wipes) at key retailers across grocery, specialty and mass retailers. Foremost bathroom cleaner Kaboom will launch its first line of moisture removal products with Metro Design at Home Depot in early 2014.

## 106 FOOD NETWORK

\$200M (NYSE: SNI)  
SERGEI KUHARSKY, SVP AND GM, LICENSING,  
MERCHANDISING AND NEW BUSINESS DEVELOPMENT,  
+1.646.336.3784

WWW.FOODNETWORK.COM

Since its 2007 launch, the Food Network licensing program has expanded and continues to engage and delight both its fans and business partners. The network's flourishing 7-year partnership with Kohl's now offers over 1,500 Food Network-branded housewares products sold exclusively at the retailer's 1,150 stores. Each product is developed and tested by FN's NYC test kitchen team of experts in partnership with Kohl's NYC-based design team. FN partnered with Wente Vineyards in 2011 for Entwine, a line of accessible, food-friendly wines with an attractive price point of just \$12.99. Year-to-year case sales are growing at a double digit rate. In fall 2012, FN, in partnership with the Langley-Empire Candle Company, launched a line of scented candles which are now available nationwide. The candles feature fragrances inspired by Food Network Kitchen recipes, which are often housed in vessels that double as reusable, food-safe containers. Via a partnership with the Delaware North Companies, FN launched its first Food Network Kitchen airport restaurant in the fall of 2012 in Terminal 3 of the Ft. Lauderdale-Hollywood International Airport. FNK will open its



second classic fare, local flavor location in Atlanta's Hartsfield–Jackson International Airport in spring 2014. Food Network is actively pursuing new airport and other food service locations for 2014 and beyond. Shortly after its introduction in 2008, Food Network Magazine (a partnership with Hearst) catapulted to the top of the charts. It is now the third best-selling monthly magazine of any type on newsstands and the No. 1 magazine in the epicurean category. FN's book publishing enterprise was the engine behind five New York Times best-selling books in 2013—Alex Guarnaschelli's *Old School Comfort Food*; Sunny Anderson's *Sunny's Kitchen: Easy Food For Life*; Guy Fieri's *Diners, Drive-ins and Dives: The Funky Finds in Flavortown*; Rachael Ray's *Week in a Day*; and Ree Drummond's *The Pioneer Woman Cooks: A Year of Holidays*. In April 2014, FN published *The Chopped Cookbook*, which debuted at No. 15 on the New York Times best-sellers list. Other scheduled 2014 releases include Guy Fieri's *Guy on Fire*, Debi Mazar and Gabriele Corcos' *Extra Virgin* and Food Network Magazine's *Sweet*. In 2014, products from the TV series *Chopped* will be introduced to the market. Finally, FN continues to sponsor its unparalleled South Beach (February) and New York City (October) Food & Wine Festivals, which annually raise millions of dollars for its charitable partners, Share Our Strength, Florida International University and the New York Food Bank.

107

## KRAFT FOODS

\$200M (E) (NASDAQ: KRFT)  
PAULA PHILLIPS, LICENSING CONSULTANT,  
+1.502.551.5846  
WWW.KRAFFTFOODS.COM

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## SEAWORLD PARKS & ENTERTAINMENT

\$200M (E) (PRIVATE)  
DEANA DUFFEK, DIRECTOR, GLOBAL LICENSING, +1.949.395.6460  
WWW.MYSEAWORLD.COM

109

## SMILEYWORLD

\$180M (PRIVATE)  
FRANKLIN LOUFRANI, PRESIDENT; NICOLAS LOUFRANI, CEO; DANIEL JAY, COMMERCIAL DIRECTOR,  
+44.207.378.8231

WWW.SMILEY.COM

Top licensed property is Smiley Original, the iconic and original Smiley icon made famous throughout the world as a global symbol of happiness, positivity, free-spirit and love of life. SmileyWorld, the first and foremost brand incarnation of the now global emoticons, is the youthful sibling to Smiley, representing self-expression, digital communication and ability to link to every consumer's individual personality and attitude. Top retail partners and licensing programs during 2013 include Landmark Group in the Middle East and India. SmileyWorld products are sold through the Lifestyle stores



throughout India and the Splash Stores in the Middle East. SmileyWorld also has a longstanding successful direct-to-retail deal with Etam, a France-based fashion retailer. The partnership also extends to Etam's expanding business in the Far East, specifically China. For H&M, SmileyWorld is a global DTR partner, taking the Smiley icon to a new level of contemporary fashion-forward design that reached consumers across the globe via the hundreds of H&M stores and online outlets. The brand has also executed collaborations with leading global fashion designers, brands and FMCG companies including Anya Hindmarch, Louise Gray, Fyodor Golan, Italia Independente, Nutella, Renault and Sony Music. Extensive licensing programs with leading European and international licensees include Zak, Incidence, Alpa, TV Mania, Archies, Herlitz and Lannoo. Moving forward, SmileyWorld will continue its growth strategy in the Middle East, Far East and India, where brand has experienced rapid growth in the understanding and retail accessibility of licensed brand products. The initiative entails working closer with licensees and retail partners within the region, as well as continuing to maintain a strong presence at relevant local and international trade shows across fashion, gift and license. Other initiatives include working closer and developing direct relationships with key retailers, emulating the success it has experienced with the likes of Etam, Landmark and H&M. The company is also focused on a new U.S. expansion program following the re-launch of the brand.

110

## THE WIGGLES

\$180M (E) (PRIVATE)  
PAUL FIELD, MANAGING DIRECTOR, +44.0.418.602.654  
WWW.THEWIGGLES.COM

After the retirement of three of the original cast members after 21 years, The Wiggles now has three new additions (including the first female) along with the original creator Anthony Field. The company recently completed the second series of *Ready, Steady, Wiggle*.

111

## WEIL LIFESTYLE

\$175M (PRIVATE)  
CALLIE BONINE, DIRECTOR, BRAND LICENSING,  
+1.480.703.2643; ROSS MISHER, CEO, BRAND CENTRAL,  
+1.310.268.1231

WWW.DRWEIL.COM

Dr. Weil is a world-renowned leader and pioneer in the field of integrative medicine. The mission of Weil Lifestyle is to provide consumers with a range of best-in-class products and services that enhance health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine. Dr. Weil donates all after-tax profits from royalties from sales of Weil Lifestyle licensed products directly to the Weil Foundation, a not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public and policy reform. In addition to strong current licensees, Weil Lifestyle continues to drive growth in 2014 and beyond with new licensing initiatives focusing on healthy sleep products including teaming with Simmons Bedding Co. on the ComforPedic iQ mattress, which is the only mattress to use patented, clinically tested Smart Response Technology. Weil Lifestyle programs also include Dr. Andrew Weil for Origins, a natural line of topical skin care products; FoodState, a whole-food supplement company with a consumer-facing brand MegaFood, as well as a direct-to-practitioner brand, Innate Response; Vionic Shoes, providing innovative and clinically proven technologies to help consumers walk in comfort; Weil for Vital Choice offers sustainably harvested wild Alaskan salmon and other natural and organic foods; and Weil by Dansk is a premium, high quality line of small kitchen electrics.

**112 KAWASAKI**  
\$164M (TYO: JP:7012)  
GLEN KONKLE, CEO, EQUITY MANAGEMENT INC.,  
+1.858.558.2500  
WWW.KAWASAKI.COM

In 2013, Kawasaki licensing continued to develop positively in product categories such as power tools, sporting goods, toys, vehicle replicas and gaming software. These licensed businesses successfully reinforce the brand equity with existing Kawasaki enthusiasts and also attract new consumers to the brand. Sporting goods and replica products in particular enjoyed strong sales in 2013 with products like ride-on's and bicycles reinforcing the excitement, performance and fun of Kawasaki. Historically, licensees have focused a significant portion of their efforts on the key motorcycle brands such as Ninja and KX, but they are now placing an increased emphasis on Kawasaki's Side By Side vehicles, including Mule, Teryx and Brute Force, in order to target a broader enthusiast base. In 2014, new brand advancement opportunities will be pursued in categories such as apparel and accessories, travel goods and outdoor recreational products, while brand extension programs will be developed across a variety of new categories. EMI will continue to generate innovative programs featuring Kawasaki's entire brand portfolio while also leveraging exciting new vehicle launches and marketing platforms like Kawasaki Strong. These new initiatives will complement the existing licensed businesses and continue to showcase the Kawasaki equity of power, performance, strength, quality engineering, innovation and unrestrained fun.

**113 HI-TEC SPORTS**  
\$163M (PRIVATE)  
CHRIS MOLE, GROUP LICENSING DIRECTOR,  
+0.31.20.711.84.00  
WWW.HI-TEC.COM

Top licensed properties include Hi-Tec: Outdoor footwear, luggage, equipment and accessories including camping and hiking products, casual and retro sports footwear, outdoor and sports apparel, Magnum: apparel, equipment and accessories, 50 Peaks: Outdoor footwear and Interceptor: security/uniform footwear. Hi-Tec is celebrating its 40th anniversary in 2014 and has been at the forefront of sports and outdoor goods and values innovation in footwear, apparel and equipment for more than four decades. Licensed programs currently being pursued include adult and kids outdoor/sports apparel, socks, fitness equipment, safety, footwear and apparel, luggage, sunglasses, watches, bicycles and sports equipment.

**114 JIM SHORE DESIGNS**  
\$162M (PRIVATE)  
JOANNE OLDS, PRESIDENT, THE BUFFALO WORKS;  
GERALD MASSIE, VP, MARKETING, +1.952.475.3013  
WWW.JIMSHORE.COM

The major program that drove retail sales was the continued strength of Jim Shore's Heartwood Creek brand with licensing partner Enesco. The Jim Shore brand continued its strong QVC business in 2013, grew its seasonal program with Lowe's and had a very successful year with its new JS brand of fashion jewelry and accessories. Additionally, Jim Shore launched an exciting new co-branded collection with The Wizard of Oz and enjoyed a significant bump in sales of his co-branded Disney Traditions collection globally. Key licensing initiatives that will drive growth into 2014 and beyond will be the addition from Enesco of co-branded collections including Peanuts and Looney Tunes. The outlook for QVC and Lowe's are on a growth trajectory, along with the addition of several new licensing partners in the

craft, home and gourmet food arenas. Integral to the success of the Jim Shore brand at retail is the mid-tier department and specialty stores that will remain and continue to grow as the showcase distribution channel. Other initiatives include retail store signings and appearances with independent retailers and department stores like Macy's Herald Square will continue to be a high priority.

**115 ASPCA**  
\$150M (PRIVATE) (NON-PROFIT)  
HELENE GORDON, SENIOR DIRECTOR, LICENSING AND  
RETAIL DEVELOPMENT, +1.212.876.7700  
WWW.ASPCA.ORG

Key properties include ASPCA Pet Health Insurance, We-Care.com and ASPCA-branded products. Top retail partners and licensing programs during 2013 were ASPCA Jewelry in Zales; ASPCA pet products in Target, Kmart and Ross; Ralph Lauren, West Elm, PBTeen and Juicy holiday cause-related programs; and ASPCA Pet Health Insurance. Top initiatives for 2014 include building out the core pet categories and introducing a new ASPCA branded Visa; and continue to grow the ASPCA's Pet People product line including kids' toys and plush led by Commonwealth Toy & Novelty, gifts from the Bradford Exchange, fashion tees from David & Goliath and a new kids publishing program from Studio Fun (aka Reader's



Digest). Celebrity supporters will be a big part of 2014 marketing. Trend-driven pet and people products, in addition to new product packaging, reflect the strength of the ASPCA brand and cause, adding to the ASPCA's ability to connect to the 72 million U.S. households with pets. Key retailers and promotions include ASPCA pet toys in Target, Commonwealth plush at Kmart and Vans X ASPCA shoes and accessories. Finally, Lil Bub's Big Fund for the ASPCA is a unique combination of product licensing and philanthropy.

**116 WINCHESTER**  
\$150M (E) (NYSE: OLN)  
VICKI BEDNAR, MANAGER, LICENSED PRODUCTS,  
+1.618.258.2365.  
WWW.WINCHESTER.COM

**117 WOLFGANG PUCK  
WORLDWIDE**  
\$141M (PRIVATE)  
JOSEPH C. ESSA, PRESIDENT, +1.310.432.1541  
WWW.WOLFGANGPUCK.COM

Austrian-born Wolfgang Puck opened his first restaurant, Spago, on Hollywood's Sunset Strip in 1982. Building on Spago's phenomenal success, he has become one of the most influential chefs in North America with an empire that includes a growing number of fine dining restaurants, catering venues and casual restaurants. Puck's name has become synonymous with culinary passion and the very best in eating and dining. Puck applies his dedication to high quality and authenticity through his distinctive menu. Complementing Puck's fine dining restaurants, catering venues and casual restaurants are his licensed restaurant properties, Wolfgang Puck Express, which are located primarily at airports, grocery stores, various retail locations, as well as in



major entertainment venues such as Universal Studios, Los Angeles. In addition to his licensed restaurants, Wolfgang Puck sells many licensed consumer products through various distribution channels including



Organic Wolfgang Puck soups in partnership with Campbell's Soup Company; Wolfgang Puck whole and ground coffee bags, pods and Kcups for hotels, offices, retail distribution, as well as internet sales in partnership with Amenity Services and RDE; Wolfgang Puck organic low fat iced coffee available in four low calorie flavors in partnership with Woodway Beverages; Wolfgang Puck signature wines, in partnership with Indelicato Wines; cookbooks; and branded housewares and appliances as seen on Home Shopping Network, in partnership with WP Productions and Appliances, for which Wolfgang Puck commits over 100 hours annually of personal on-air time. Top retail partners and licensing programs include approximately 17 restaurants/kiosks located in various airports and 17 licensed locations in grocery stores throughout Southern California. In 2014, Wolfgang Puck will continue to drive the growth of licensed restaurant properties and consumer products. Other initiatives include a brand refresh on all packaging and collateral, and the development of an expanded cross-category licensing program with strategic distribution across high-end, specialty food retailers.

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## LAMBORGHINI

\$135M (E) (LAMBORGHINI IS A DIVISION OF AUDI AG) MARIA LUCIA LAZZARINI, MANAGER, LICENSING, +39.051.6817655  
WWW.LAMBORGHINI.COM

119

## INVISTA TECHNOLOGIES

\$125M (PRIVATE) MICHELLE ALFANDARI, PRESIDENT AND CEO, MODA LICENSING, +1.212.687.7640  
WWW.INVISTA.COM

As an extension from the global fashion and fiber brand, the LYCRA licensing program remained strong in 2013 in the highly competitive cosmetics category. Coty, as the exclusive licensee for LYCRA cosmetics, has co-branded LYCRA collections with the Rimmel and Astor businesses globally. Print and television advertising campaigns and eye-catching in-store displays (POS and off-shelf) provide key support. Product news like the Rimmel re-launch of Salon Pro LYCRA Nail Enamel; Rimmel Scandaleyes LYCRA flex Mascara; the introduction of new Astor Perfect Stay Gel Shine with LYCRA in 48 shades; and the re-launch of Astor Perfect Stay Nail Polish with LYCRA, all in conjunction with exciting support to continue keeping consumers and retailers engaged. New marketing and advertising campaigns and promotions are planned to support in-store efforts, such as print, POS, social media and PR



for Rimmel featuring Kate Moss and for Astor featuring Heidi Klum. Early this year, Walmart rolled out the Rimmel Salon Pro LYCRA Nail Enamel collection, with up to 10 days of chip-resistant nail color and a gel-shine finish.

120

## LA-Z-BOY

\$125M (NYSE: LZB) GLEN KONKLE, CEO, EQUITY MANAGEMENT INC. +1.858.558.2500  
WWW.LA-Z-BOY.COM

The La-Z-Boy licensing program continued to develop strongly in 2013 as new initiatives and increased distribution drove retail sales growth. The licensing program continues to capitalize on La-Z-Boy's ownership of comfort and its other established equity components of style and quality. Licensed product sales in the outdoor casual furniture category generated exceptional, double-digit revenue growth within a variety of big box retailers and specialty stores. The outdoor program was also strengthened by the growth of the Premium Spa collection as the La-Z-Boy brand continues to demonstrate its relevance in the outdoor environment. Within the home, a new office chair program was launched and continues to gain traction at retail, which will further reinforce La-Z-Boy's reputation as the dominant furniture brand in the U.S. In 2014, EMI will continue to pursue new seating and travel related opportunities that will leverage the powerful La-Z-Boy brand equity.

121

## ROTO-ROOTER

\$125M (NYSE: CHE) HAL WORSHAM, MANAGING DIRECTOR, LMCA, +1.212.265.7474  
WWW.ROTOROOTER.COM

The licensing program, launched in 2000, has evolved slowly and cautiously. Focused as an extension to Roto-Rooters' nationwide plumbing service, the primary licenses are for retail lines of chemical drain cleaners and plungers, which are positioned as precursors to a service call. Distribution encompasses supermarket, mass merchant and hardware channels and strong synergies have developed between the licensed and core product sides of the company.

122

## EASTMAN KODAK

\$117M (NYSE: KODK) EILEEN MURPHY, VP, BRAND LICENSING, +1.508.359.1091  
WWW.KODAK.COM

Key Kodak licensing properties in 2013 included prescription ophthalmic eyeglass lenses, digital cameras and pocket video cameras, inkjet photo-specialty paper, recordable media, PC cleaning accessories, SD and MicroSD memory cards, memory card readers, wide-format inkjet media and consumer batteries. The company is committed to extending the reach of its brand through licensing opportunities. Kodak will continue to expand global territories of existing licensees and will pursue new licensee opportunities worldwide. Key retail partners include leading retailers in consumer electronics, office super stores, online e-tailers, mass, food and drug and warehouse clubs.

123

## AARDMAN ANIMATIONS

\$115M (PRIVATE) ROB GOODCHILD, HEAD, LICENSING, +44.011.7984.8485  
WWW.AARDMAN.COM

Top licensed properties are Shaun the Sheep, Wallace & Gromit and Morph. 2013 was a huge year for Aardman with a host of licensing programs launching across a number of core categories. Early in the year, Aardman secured a Pan-European McDonald's promotion with Shaun the Sheep which ran throughout spring and summer. The campaign ran across 39 different territories outside of the U.K. and provided inspiration to have fun with food with a series of entertaining Shaun premiums and recipe cards. Last summer also saw over 80 giant Gromit sculptures decorating the streets of Bristol for 10 weeks in the Gromit Unleashed trail. The phenomenon boasted an eclectic line-up of artists, celebrities and fashion designers who created designs for the 5-foot Gromits, attracting more than 1.2 million visitors and reportedly contributing £120 million to the Bristol economy. An original new stage production, Shaun the Sheep Live Show, is currently in development and soon to launch in cities across the Middle East this fall. In advance of this, Shaun the Sheep Mini Show made its debut at the Bahrain Formula One in April, partnering with the successful Championsheeps Live! event. Last fall, Aardman and Walker Books teamed to devise Mossy Bottom Farm, a new range of Shaun the Sheep fiction titles. The Tales Mossy Bottom Farm series will bring brand new stories and characters from Shaun's world to a range of young fiction books, which are due to hit the shelves in Autumn 2014. Walker will also be working on the new collection of Shaun the Sheep The Movie books, including activity books and a junior novelization. Shaun the Sheep The Movie is currently in production, being produced in partnership with Studio Canal, and is set for international theatrical release in March 2015. Shaun the Sheep will also be the face of an exciting joint licensing program with Elite Sports Properties and Rugby World Cup 2015, which takes place during September and October. The licensing initiative will include a brand new rugby capsule style guide, featuring Shaun and the flock in their very own Rugby World Cup 2015 kit.



## 124 REYNOLDS CONSUMER PRODUCTS (HEFTY)

\$115M (PRIVATE)

GLEN KONKLE, CEO, EQUITY MANAGEMENT INC. +1.858.558.2500  
WWW.HEFTY.COM

The Hefty licensing program continued to grow in 2013 through the introduction of new products and increased retail distribution. Foundational to the success of the Hefty program is the brand's powerful equity of strength, durability, quality and convenient solutions. Hefty Wastebaskets continue to have a strong presence and significant market share in both mass and home improvement channels, and Hefty Home Storage Solutions grew through expanded distribution and new product offerings. 2013 also saw the launch of Hefty Permanent Food Storage containers into grocery, mass and specialty. The Hefty licensing program is expected to continue to grow in 2014 through the expansion

of existing licensed businesses as well as the successful pursuit of new licensed opportunities in key household categories.

## 125 MHS LICENSING

\$112M (PRIVATE)

MARTY H. SEGELBAUM, PRESIDENT, +1.952.544.1377

WWW.MHSLICENSING.COM

Authentic wildlife brands such as The Hautman Brothers, Al Agnew, Darrell Bush and Buck Wear continued to drive significant volume and growth across a multitude of categories including puzzles, home textiles, tabletop and over-the-counter fabric. Designer-based brands from Stephanie Ryan, Tina Higgins and Amylee Weeks delivered growth as sophisticated print, pattern and sentiment continued its prominent trend. There was increased support from outdoor retailers such as Cabela's, Bass Pro Shops, Gander Mountain and others for licensees in the wildlife category. This demand enticed many manufacturers to begin to consider this previously overlooked and underestimated channel of retail. The gift



channel continues to strive to differentiate its offering from the mass channel by partnering with manufacturers who offer trend forward, exclusive design and brands. The introduction of new designer brands such as Josephine Kimberling, and the critical mass achieved in 2014 across multiple licensees for Stephanie Ryan, Amylee Weeks and Louise Carey will drive growth in 2014.

## 126 BEAM

\$110M (NYSE: BEAM)

JEFF CHRISTENSEN, PRESIDENT,

+1.630.809.1101

WWW.BEAMGLOBAL.COM

Key properties include Jim Beam Bourbon, Sauza Tequila, Pinnacle Vodka, Cruzan Rum, Canadian Club Whisky, Courvoisier Cognac, Knob Creek Bourbon, Hornitos Tequila and Calico Jack Rum. THR3E is building the Beam portfolio of iconic brands into global retail relationships and licensed products that enhance and support the consumption occasion for distilled spirits. Spirits are a unique ingredient in savory and sweet culinary applications and the company developed licensed partners in condiments, prepared proteins, salty snacks, desserts, confections and gift sets. The unique iconography of each spirit brand was used to develop grilling/taigating products, home décor and apparel to the delight of brand fans around the world. The company





will leverage Beam's spirits innovation in new categories, flavors and brands as the foundation from which to build the licensing program.

## 127 SKECHERS

\$110M (NYSE: SKX)  
STEVEN MANDEL, DIRECTOR, GLOBAL BRAND  
LICENSING, +1.310.406.0115  
WWW.SKECHERS.COM

Top licensed properties in 2013 include Skechers, Skechers Kids, Skechers Performance Division and Twinkle Toes by Skechers. Licensed products based upon the above-referenced brands are sold through a variety of retailers including Skechers stores worldwide; mid-tier/department stores such as Kohl's, JCPenney, Sears, Dillard's, Nordstrom and more; regional store chains such as Stage Stores, Fred Meyer, Meijer, Shopko, Bon Ton, Belk and more; specialty stores including toy stores, sporting goods stores, footwear retailers and kids' stores; off-price retailers such as Marshall's, TJ Maxx and more; and Internet retailers like Amazon, Zappos, Zulily and more. In light of the enormous success of footwear worldwide—notably those lines sold through the Skechers Performance Division (GORun, GOwalk and more), as well as the continued growth of its world famous Twinkle Toes brand. Skechers is focusing its efforts in 2014 on developing licensed products that support the performance initiative for adults, and the sparkle, color, lights, glitter and bling of Twinkle Toes for girls. The company will also continue to build upon the success of its Skechers Kids licensing program, growing the business in kids' apparel, socks, eyewear, bags and more. Skechers will also pursue growth opportunities worldwide and continue to develop and build upon targeted programs with many of the top retailers around the world.

## 128 HAMILTON BEACH BRANDS

\$105M (NYSE: NC)  
JAIME LEWISOHN, VP, BUSINESS DEVELOPMENT, BRAND SENSE  
PARTNERS, +1.310.867.7242  
WWW.HAMILTONBEACH.COM

## 129 JCB

\$105M (PRIVATE)  
JOHN ATKINSON, DIRECTOR AND GM, CONSUMER  
PRODUCTS, +44.0.18.8959.3499  
WWW.JCB.COM

The JCB Brand extends across kids, DIY (do-it-yourself) and trade adult markets. In the kid's sector, My 1st JCB aims at preschoolers and JCB Boys is targeted at children ages 4- to 8-years-old. The JCB product portfolio for adults covers a wide range of tools, workwear and safety footwear, phones, heaters and batteries. 2013 marked a significant international step change in the JCB licensing program with hand and power tools launching in India, Russia and other key export territories.

## 130 PERFETTI VAN MELLE (CHUPA CHUPS)

\$102.7M (PRIVATE)  
CHRISTINE COOL, SENIOR BRAND MANAGER, LICENSING, +34.937739200  
WWW.CHUPACHUPSUNIVERSE.COM



Perfetti Van Melle's popular candy brands Chupa Chups and Airheads continue with a healthy growth of their licensing programs. Chupa Chups has experienced a significant increase of its business, especially in the Japanese market. In the U.S., the Airheads popsicles are becoming a classic on the shelves and the brand

also offers a colorful lifestyle in clothing, cosmetics and accessories. The fast fashion retailers have a sweet spot for Chupa Chups. In Asia, Uniqlo has teamed with Chupa Chups for t-shirt launches in their worldwide network of stores on several occasions throughout the year, which will continue in 2014. In Europe, leading fashion retailers such as Primark have designed several styles with the popular logo and based on the retro image of the brand. Tapping into the gourmet trends in the personal and air care sectors, Chupa Chups has developed a special scent strategy which links its popular fruit

flavors to the fragrance world. This is the perfect support to the creative development of licensees who develop home products and cosmetics. An example is the first range of Chupa Chups flavored Lip Smackers, by the Aspire Group, which is already on its way to the market. In 2014, Chupa Chups has appointed new agents to expand the licensing activity in territories such as Greater China (The Beanstalk); Australia (Wild Pumpkin); Mexico (P&L Global Network); and South Korea (Infiniss). Another key partnership is a co-branding project with King Feature's Betty Boop character, which offers cute multi-flavor designs. This year Perfetti Van Melle will also put a licensing program on the tracks for its leading brand mentos in the U.S. and in Europe and for its brand Frisk in Japan, where it has been the most popular mint of the market for years.



## 131 BLACK FLAG

\$100M (NYSE: SPB)  
ALAN KRAVETZ, PRESIDENT AND COO, LMCA,  
+1.212.265.7474

LMCA has extended Black Flag into high-tech bug zappers and, as a co-brand, into landscape lighting and into caulks and sealants, each of which also incorporate Black Flag technology. Distribution is focused largely on North American mass merchant and hardware channels.

## 132 CROCS

\$100M (NASDAQ: CROX)  
MATT LAFONE, SENIOR DIRECTOR, LICENSING;  
GREG THOMAS, SENIOR MANAGER, LICENSING,

+1.303.848.7061  
WWW.CROCS.COM

Top properties are Crocs word mark and logo. Top retail partners are Crocs retail stores and www.crocs.com. Key licensing initiative that will drive growth in 2014 and beyond is Latin America expansion.

**133**

## KATHY DAVIS STUDIOS

\$100M (PRIVATE)  
ALEX MEISEL, LICENSING AGENT; +1.805.212.4907;  
MARY ANNE WOLK, LICENSING AGENT, +1.215.444.9544.  
WWW.KATHYDAVIS.COM

**134**

## KISS

\$100M (E) (PRIVATE)  
DELL FURANO, CEO, EPIC RIGHTS, +1.310.289.8220

**135**

## PEPSICO NORTH AMERICA

\$100M (E) (NYSE: PEP)

JOANNE LORIA, EVP AND COO, THE JOESTER LORIA GROUP,  
+1.212.683.5150  
WWW.PEPSI.COM

Key licensed brands for Pepsi North America include Pepsi, Mountain Dew and Aquafina.

**136**

## ANHEUSER-BUSCH INBEV

\$94M (NYSE: BUD)

TRACY NEIER, EXPERIENTIAL AND LICENSING MARKETING MANAGER,  
+1.314.577.4259  
WWW.ANHEUSER-BUSCH.COM



Key properties include Budweiser, Bud Light, Bud Light Lime-A-Rita, Stella Artois, Natural Light, Rolling Rock, Michelob ULTRA, Shock Top and Busch. The Anheuser-Busch InBev brands are supported by 54 licensing partners in more than 10 core markets. The brands have a reach of 160,000+ retail doors across all channels. Over the course of 2013, Anheuser-Busch InBev has grown its food business in categories that are closely adjacent to the core beer. Snacks and cheese programs are underway in Europe, with plans to extend into global markets. In addition to the food business, Anheuser-Busch InBev's hard and soft goods programs saw overall gains as well. The company has expanded its breadth of distribution and depth of product with key retailers such as Walmart, Urban Outfitters, Old Navy and Amazon. The program's growth was supported closely by integrated co-promotion/

co-merchandising executions with the core product. During Holiday 2013, co-merchandising programs at mass resulted in double-digit gains for both licensed and core product. The mass program was balanced by high end product collaborations with partners like Swarovski and Urban Outfitters. In 2014, the program will enjoy increased co-promotional events in all tiers of retail distribution. Additionally, the brand's fashion and music DNA will be emphasized with high profile collaborations in apparel, accessories and electronics.

**137**

## ARMORED AUTOGROUP

\$90M (E) (PRIVATE)  
AUSTIN KATZ, VP, BUSINESS DEVELOPMENT, BRAND  
SENSE PARTNERS, +1.310.867.7203  
WWW.ARMORED AUTOGROUP.COM

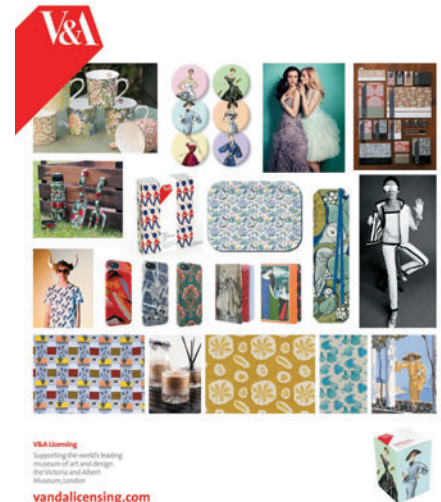
**138**

## V&A ENTERPRISES

\$86M (PRIVATE)  
LAUREN SIZELAND, DIRECTOR, LICENSING AND  
BUSINESS DEVELOPMENT, +44.20.7942.2981  
WWW.VANDALICENSING.COM

The V&A is one of the world's leading museum of art and design. The Decorative, the Glamorous, the British and the Exotic are the four key aesthetics in its collections that resonate with consumers offering a unique framework with which to develop and promote the treasures through merchandise ranges. In the U.K., distribution reaches major department stores at the mid to upper level such as Harrods, Selfridges, Fortnum & Mason, John Lewis, Marks & Spencer, House of Fraser, Debenhams and other multiples such as Waterstones and WH

Smith, as well as independent boutiques and gift stores. On a global level, in Thailand V&A products are sold in The Mall, Loft and in the exclusively English tabletop boutique Nathanpin in Bangkok. Japanese licensed jewelry is distributed through Chow Sang Sang throughout Hong Kong and China. Bedding and apparel is sold through Japanese department stores such as Mitsukoshi, Isetan and Takashimaya. Creative Tops bespoke tableware ranges are now selling in American department store Dillards and Costco and in Europe with bespoke ranges for Spanish department store El Cortes Ingles. V&A Licensing marketing campaigns are wide in scope incorporating distribution materials, product launches, TV, magazine and online advertising.



**139**

## LUDORUM

\$80M (E) (PRIVATE)  
KATIE ROLLINGS, BRAND CONSULTANT,  
+44.208.2464012  
WWW.LUDORUM.COM, WWW.CHUGGINGTON.COM

Key properties are Chuggington and Dennis & Gnasher.



## 140 AGFAPHOTO

\$75M (PRIVATE)  
RAY UHLIR, MANAGING DIRECTOR, LMCA,  
+1.212.265.7474  
WWW.AGFAPHOTO.COM

This venerable, German-based photography brand began licensing just five years ago and has extended into camera accessories, memory, optics, film cameras, batteries, and others. Distribution extends from Europe to North America with plans for further expansion. New areas include imaging and visual products.

## 141 GREEN GOLD LICENSING & MERCHANDISING

\$75M (PRIVATE)  
MADHAV PRABHALA, VP, LICENSING AND SOURCING, +91.97.0141.4339  
WWW.GREENGOLD.TV

Inspired by the character Bheem from the epic Mahabharata, Chhota Bheem is a 9-year-old kid who is high on values. An original creation and a first for Indian animation, this 2D-animated TV series, on air since April 2008, airs on Pogo India. Created by Green Gold Animation India, it has made Pogo the No. 1 channel in India. One hundred and seventy-eight episodes have been aired, plus two movies and TV movies. Chhota Bheem is the winner of several awards including the Licensor of the Year awards for 2012 and 2013. With a captive audience of 40 million kids, Chhota is now in India, Singapore, Indonesia, Malaysia, Sri Lanka, Mauritius and Iran, to name a few. Chhota Bheem has a huge range of merchandise with 100 product categories and more than 3,500 SKUs available online at greengoldstore.com, 32 standalone Green Gold stores and leading traditional and modern retail stores throughout India. Plans are under development to launch the Green Gold Store in Singapore and Dubai soon. In addition, the company has executed more than 500 on-ground events at various schools and malls. With more than 60 product licenses and 40 promotional licenses, Chhota Bheem is the only Indian brand to have been licensed beyond Disney, Mattel or Warner Bros. Chhota Bheem is getting truly global with inclusion of games and apps on various platforms. With active social media presence and a strong fan base, Green Gold will release the 3D version of Chhota Bheem on the big screen. Plans are also being finalized for live stage shows, real estate and restaurants. Green Gold's retail partners include India's key retail companies such as Hamleys, Shoppers Stop, Lanmark, Hypercity, Reliance Trends, Lifestyle and Spencers. The licensing program in 2013 included 41 top licensees and added categories such as lighting, bicycles, toothpastes, brushes, eyewear, pencil boxes, toys and accessories. In 2014, the company will develop unconventional categories such as real estate, restaurants, theme parks, FMCG and milk.

## 142 MACK TRUCK

\$75M (OTCPK: VOLVY)  
ALAN KRAVETZ, PRESIDENT AND COO, LMCA,  
+1.212.265.7474  
WWW.MACKTRUCKS.COM

The company is reviewing domestic and global initiatives in consumer, commercial and B2B categories.

## 143 MELITTA

\$75M (PRIVATE)  
PHILIP RAJA, LMCA,

+1.212.265.7474  
WWW.MELITTA.COM

Melitta's licensed line of consumer coffee makers has received industry recognition for being innovative (including the first in-pod technology) and stylish. The licensed products have continued to experience both distribution and share gains throughout North America.

## 144 CANCER COUNCIL AUSTRALIA

\$74M (PRIVATE) (NON-PROFIT)  
NEIL HENNEY, LICENSING MANAGER, +61.2.8063.4123  
WWW.CANCER.ORG.AU

A range of high quality, affordable sun protection products branded Cancer Council Australia, has been developed to reduce the harmful effects of the sun's UV rays and the risk of skin cancer. The range includes sunglasses, UV protective clothing, sunscreens, hats, pop-up sun shelters, swim goggles, marquees, umbrellas and cosmetics with sun protection. All royalties received from the sale of Cancer Council Australia sun protection products are forwarded to state and territory cancer councils to fund research, patient support services and education. The sun protection products are available at department stores, pharmacies, other retail outlets, online and from state and territory Cancer Council shops. The products are also available in over 24 countries across the globe. Cancer Council Australia key initiatives for 2014 is partnering with other international cancer charities to reduce the impact of skin cancer and melanoma.

## 145 U.S. ARMY

\$74M (PRIVATE)  
CAREN CHACKO, AVP, BRAND MANAGEMENT,  
+1.703.325.5868  
WWW.GOARMY.COM

The U.S. Army licensing program leverages its brand values of pride, performance and personal development to build positive brand awareness and create multiple touch points for Americans who want to show their support for the U.S. Army. In 2013, the program consisted of over 260 licensees across multiple categories, including gift and novelty, personal accessories, consumer electronics, headwear, footwear, collectibles, cutlery, health and beauty, toys, digital and interactive platforms and tailgating. The three biggest categories were apparel, sporting goods and jewelry. U.S. Army licensed products can be found at every channel of distribution in the U.S., including all mass merchandisers, mid-tier retailers, sporting goods, toy, craft, grocery, dollar and home improvement centers. The program has also gained traction online with retailers such as Zappos.com and Amazon.com, among others. Several key programs drove growth in 2013. The hobby and craft category expanded its presence into more than 200 additional doors at Jo-Ann Fabrics and Crafts and Michael's Stores. One licensee has secured Kroger as a new channel of distribution in crafting for a line of U.S. Army scrapbooks and accessories. U.S. Army's apparel program proved to be a huge success at Walmart, resulting in sleepwear and loungewear being added to the assortment. The high sell-thru enabled the brand to secure placement at select specialty stores such as Old Navy. A recently added fashion jewelry licensee sold out of U.S. Army-branded charms online and in many brick and mortar retail stores, while one of U.S. Army's mass jewelry partners shared in the success with a strong launch at Walmart during their Father's Day promotion. Within the soft goods category, the program launched U.S. Army-branded line of socks at Deal's, Dunham's and Big Lots. Additionally, camouflage



duct tape was introduced in Walmart, hardware and home improvement centers, as well as craft stores. Lastly, the brand continues to be a significant player in the paintball category with products available at virtually every major sporting goods retailer. For 2014, the U.S. Army program looks to introduce a number of key initiatives to help drive growth for the program. Two fitness and exercise licensees are scheduled to launch later this year, which will help the brand establish a larger presence at both sporting goods and mass retailers. The camping category is back on the rise with the introduction of a co-branded line of chairs, coolers and accessories. Beginning in Q2 2014, a new and improved style guide is scheduled to be released, allowing licensees to create fresh and original designs for a modern approach to the U.S. Army brand. The U.S. Army is also focusing on combating brand infringement through a number of different initiatives.

## 146 JELLY BELLY CANDY COMPANY

\$61.6M (PRIVATE)

VU MYERS BABCOCK, LICENSING MANAGER, +1.707.428.2800  
WWW.JELLYBELLY.COM

With more than 14 billion Jelly Belly jelly beans enjoyed across the globe every year, Jelly Belly Candy Company manufactures the world's most famous and loved jelly bean. The strategic, 10 year award winning licensing program brings to life the fun, flavor, unique bean shape and colorful image of the brand into multiple product categories including fashion accessories and apparel, candles and home fragrances, stationary, kitchen appliances and accessories, bath and body products, and unique Jelly Belly licensed flavored food and beverage products. Setting the foundation for continued long-term growth in 2013, important initiatives for the Jelly Belly licensing program included the launch of ready-to-drink milkshakes, cake bites filled with Jelly Belly licensed flavored creams, musical instruments and gift sets. With 32 best in class partners, Jelly Belly's licensed products are available in 40,000 retail doors across all channels. Top retail partners and licensing programs included Bed Bath & Beyond, Toys 'R' Us, Walgreens, Kroger, Walmart and Target in the U.S., and Tesco, Boots, Halfords, Wilkinson, Morrisons and ASDA internationally. In 2014, Jelly Belly licensing program will continue to expand its food, automotive, apparel and gift offerings. Top licensing initiatives in the U.S. include a national launch of Jelly Belly Popsicles in spring and a direct-to-retail Jelly Belly frozen novelties program in August, as well as the U.K. launch of Jelly Belly ready-to-eat puddings and gift sets across all grocery outlets in summer.



## 147 SCHOLASTIC MEDIA

\$50M (E) (NASDAQ: SCHL)  
LESLYE SCHAEFER, SVP, MARKETING AND CONSUMER PRODUCTS, +1.212.389.3900  
WWW.SCHOLASTIC.COM

## 148 VIZ MEDIA

\$50M (PRIVATE)  
DAISUKE AOKI, VP ANIMATION LICENSING,

+1.415.546.7073  
WWW.VIZ.COM

Naruto and Naruto Shippuden were the strongest properties in 2013. Naruto Shippuden, currently airing on the Toonami block of Adult Swim, continues to be in the No. 1 or No. 2 spot for viewership rankings in its time slot. Diamond Comics began selling and featuring Naruto merchandise items in their catalogs, bringing licensed product directly to comic shops. In Spring 2013, Mighty Fine launched the first ever Naruto fan shirt design contest receiving over 1,200 design submissions and 189,000. Several designs were and continue to be sold at retail outlets including Hot Topic. Hot Topic is also selling various Naruto and Bleach t-shirt designs from Ripple Junction and Mighty Fine. VIZ Media entered into several new relationships with brand new licensees in 2013. Naruto and Bleach smartphone wallpapers, icons and avatars were available from new partners and prominent digital product companies United and Meemo. Hot Topic continues to be the No. 1 destination for Naruto and Bleach merchandise, and the retailer is continually adding new designs. Through a partnership with Ripple Junction, Naruto and Bleach shirts are sold through a variety of different outlets including Crunchyroll, Thinkgeek, YesAnime and more. Bandai Namco Games America will debut the brand new Naruto Shippuden game, Naruto Shippuden: Ultimate Ninja Storm Revolution, for the PS3 and Xbox 360 in fall. On the merchandise front, Gecco will debut high-end Naruto statues and figures for the collectibles market in 2014. Cryptozoic will release their brand new Naruto playing card game at Comic-Con. Naruto-themed Ramune soft drinks will also hit retail stores in 2014 with a partnership with Japan-based Saito Inryo.

## 149 BOY SCOUTS OF AMERICA

\$42.5M (PRIVATE) (NON-PROFIT)

DAVID HARKINS, ASSOCIATE DIRECTOR, RETAIL BUSINESS DEVELOPMENT; GREG WINTERS, MANAGER, LICENSING PROGRAMS, +1.800.323.0732  
WWW.Scouting.org/licensing

The BSA's top licensed properties in 2013 were Pinewood Derby, Be Prepared, BSA and Boy Scouts of America. The BSA's top program during 2013 was the licensed Pinewood Derby kits and accessories program. Revell developed and grew a program partnering with Warner Bros. for co-branded car skins featuring Batman, Scooby-Doo and Superman. The large box craft stores such as Michael's Stores, Hobby Lobby and AC Moore, as well as a number of mom-and-pop craft stores, carry Pinewood Derby products from Revell. Robert Bosh's Dremel Pinewood Derby accessory kits also saw significant growth and expansion to the majority of Lowe's Home Improvement stores. For 2014, BSA will expand its Be Prepared line of licensed products to support the growing movement for outdoor activity and general preparedness. BSA is also working on extending the Pinewood Derby line into boys' role-play products, developing a non-t-shirt-driven apparel licensing program and exploring international licensing.

## 150 DISSERO BRANDS

\$35M (PRIVATE)  
DAVID TODD, CEO, +64.9.309.6363  
WWW.DISSEROBRANDS.COM

Dissero Brands owns and manages the evergreen Rachael Hale brand. As a world leader in animal photography, the Rachael Hale brand captures the world's most lovable animals in images that can be seen on a wide range of products across more than 60 countries around the world. This includes Rachael Hale greeting cards, calendars, stationery, bedding, apparel, giftware and much more.



# When is brand protection more than being “just about the money?”

When market data and operational excellence lead to competitive advantage. You know that your brands and marks are extremely valuable and generate significant revenue. But, there are also effective steps you can take today to turn your royalty compliance program into an even more powerful tool. Let the experts at EisnerAmper show you how a proactive approach helps your company gather critical market intelligence, set contract expectations and build effective lines of communication, right from the start.

Learn why Royalty Compliance is more than just about the money: [EisnerAmper.com/RoyaltyAudit](http://EisnerAmper.com/RoyaltyAudit)



Let's get down to business.® [eisneramper.com](http://eisneramper.com) 212.891.4086  
Lewis Stark [lewis.stark@eisneramper.com](mailto:lewis.stark@eisneramper.com)

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## FREMANTLEMEDIA



### FremantleMedia

[www.fremantlemedia.com](http://www.fremantlemedia.com)

**Booth: S181**

**Contact: Katie Resnick, vice president events**

**E: [katie.resnick@fremantlemedia.com](mailto:katie.resnick@fremantlemedia.com)**

**P: +44 20 7691 6000; +44 20 7691 6552**

FremantleMedia is a leading licensor of entertainment, factual and drama properties. The Kids and Family Entertainment division works with international partners to build global franchises for its distinctive brand portfolio which includes *Strange Hill High*, *Tree Fu Tom*, *Kate & Mim-Mim* and *Ella the Elephant*. FremantleMedia North America is expanding its popular game show portfolio which includes *The Price is Right*, *Family Feud* and *Let's Make a Deal*, as well as *Celebrity Name Game*, a new syndicated show developed by *Courteney Cox* and *David Arquette's Coquette Productions*. FMNA also acts as licensing agent for *Conde Nast's SELF* and *Epicurious* brands.

### Fulanitos

[www.fulanitos.com](http://www.fulanitos.com)

**Booth: D141**

**Contact: Paola De Villasante, licensing manager**

**E: [paola@fulanitos.com](mailto:paola@fulanitos.com)**

**P: 524422250930**

Fulanitos is a Mexican brand with an international presence. It has more than sixteen fun characters. It also has animation coming out 2015.



## GAMEMASTERS™

### Gamemasters Comic

**Booth: M193**

**Contact: Michael Dismuke, creator**

**E: [michael\\_dismuke@yahoo.com](mailto:michael_dismuke@yahoo.com)**

**P: 415-307-1243**

Gamemasters Comics is a growing



entertainment property. Think "Calvin & Hobbes" meets "The Colbert Report," this hilarious adventure centers on three kids that harness the power of the game Rock, Paper, Scissors and become Roshambo. All of the characters are based on children's gags and games like hopscotch, freezetag, leapfrog, red rover, patty cakes, dodgeball, tic tac toe, the thumb wrestler, spitball and more.

### Garfield/Paws, Inc.

[www.garfield.com](http://www.garfield.com)

**Booth: K181**

**Contact: Jan Cantrell, global account manager**

**E: [jan@pawsinc.com](mailto:jan@pawsinc.com)**

**P: 765-287-2222; 765-287-2297**

Cartoonist Jim Davis' company, Paws, Inc., located near Albany, Ind., was founded in 1981 to handle the creative end of the Garfield licensing business. Today, Paws is the sole owner of all copyrights and trademarks for the Garfield property and controls not only the creative angle of the fat cat's flourishing empire, but also the licensing, marketing and brand management of Garfield and the Garfield characters. Garfield has long been considered a classic or evergreen property because he has not only endured, but continues to be fresh and funny after 35 years in the limelight.

### Global Pursuit

[www.pursuit.bz](http://www.pursuit.bz)

**Booth: G171**

**Contact: Cynthia Money**

**E: [cynthiamoney@pursuit.bz](mailto:cynthiamoney@pursuit.bz)**

**P: 415-989-5888; 415-989-7999**

Global Pursuit is a worldwide licensing, marketing and brand equity company, focusing on the development and marketing of brands in the areas of media, entertainment, fashion, music and home décor.

### Hasbro Global Licensing and Publishing

[www.hasbro.com](http://www.hasbro.com)

**Booth: F121**

**Contact: Terri Hidenfelter, director, corporate shows**

**E: [thidenfelter@hasbro.com](mailto:thidenfelter@hasbro.com)**

**P: 401-727-5524**

Hasbro is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the its world class brand portfolio including *Transformers*, *Monopoly*, *Play-Doh*, *My Little Pony*, *Magic: The Gathering*, *Nerf* and *Littlest Pet Shop*. From toys and games to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences in a variety of forms and formats, anytime and anywhere.

### Heat Licensing

[www.gumby.com](http://www.gumby.com)

**Booth: M174**

**Contact: Patrick Lauerman, president**

**E: [plauerman@heatlicensing.com](mailto:plauerman@heatlicensing.com)**

**P: 360-681-0563**

Heat Licensing represents *Gumby* and *Pokey* merchandise and product licensing.

### Hi-5 World

[www.hi-5world.com](http://www.hi-5world.com)

**Booth: U181**

**Contact: Priya Chadagoban, business development**

**E: [priya@hi-5world.com](mailto:priya@hi-5world.com)**

**P: +65 63194176**

With more than 14 seasons produced and distributed worldwide, *Hi-5 World* was launched in Australia in 1998 with five dynamic performers entertaining children ages one to eight with music, movement, problem solving and play. The "Hi-5" television series has consistently been one of the top three most successful preschool television shows in many territories. *Hi 5!*, the children's musical group, is well-known globally, reaching an estimated global audience of more than 2 million children across Europe, North America, Asia and Latin America with its tours, music and television shows.





## Hong Kong Trade Development Council

[www.hktdc.com](http://www.hktdc.com)

**Booth: A131**

**Contact: Julia Son, marketing manager**

**E: [julia.h.son@hktdc.org](mailto:julia.h.son@hktdc.org)**

**P: 213-622-3194**

A statutory body established in 1966, the Hong Kong Trade Development Council is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 on the Chinese mainland, it promotes Hong Kong as a platform for doing business with China and throughout Asia. It also organizes trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online.

## Huevocardoon

[www.huevocardoon.com](http://www.huevocardoon.com)

**Booth: B141**

**Contact: Eduardo Tellez Giron, sales and marketing director**

**E: [eduardo@huevocardoon.com](mailto:eduardo@huevocardoon.com)**

**P: +525555365654**

Huevocardoon is an animation studio with 13 years of success in the teen and children markets. Mostly Hispanic oriented until last year, these famous characters are recognized and licensed in more than 25 countries around the world. Its two motion pictures rank in the top 10 of Mexico's box office history, with a third currently in production—the first CGI and 3D Mexican movie for U.S. and Latin America set for release in 2015. The "Fabrica de Huevos" show runs in the U.S. and in Mexico, and it is constantly developing new animated educational and entertainment content for children and teens.



**ITV Studios  
Global  
Entertainment**

[www.itvstudios.com](http://www.itvstudios.com)

**Booth: A121**

**Contact: Suzanne Flowerday, licensing coordinator**

**E: [Consumer.products@itv.com](mailto:Consumer.products@itv.com)**

**P: +44 207 157 6163**

ITV Studios Global Entertainment is one of the world's leading international television distribution and consumer products businesses. The consumer products division brings together home entertainment, digital, promotions, licensing and publishing under one umbrella, bringing its brands to life off screen through licensed partners and retailers. Its successful and diverse portfolio includes ITV Studios, wholly owned Thunderbirds Are Go! and Classic

**E: [aude.harem@smurf.com](mailto:aude.harem@smurf.com)**

**P: +32 2 652 02 20**

IMPS, together with LAFIG Belgium, are the official licensors of the little blue-skinned characters, the Smurfs. Over the years, IMPS has worked in close collaboration with its agents worldwide to develop successful licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of the Smurfs. IMPS is run by the heirs of Pierre Culliford, the author and creator of the Smurfs, who is better known under his pseudonym, Peyo. The Culliford family has run IMPS since 1984 and owns the rights to the Smurfs characters and the Smurfs licensing worldwide.

## Inoochi

[www.inoochi.com](http://www.inoochi.com)

**Booth: N194**

**Contact: Vince Chen, chief executive officer**

**E: [info@inoochi.com](mailto:info@inoochi.com)**

**P: 510-909-9633; 510-999-0715**

Inoochi is a fresh and fun lifestyle brand that features quirky character designs that are cute and whimsical, with a twist of humor.



**STUDIOS**  
GLOBAL ENTERTAINMENT

Thunderbirds. It also represents prestigious third party brands including Playmobil, Cut the Rope (Zeptolab), Matt Hatter Chronicles (Platinum Films), Village People (PGS) and Digimon (Saban Brands).



**Joy Tashjian Marketing Group**

[www.jtmgllc.com](http://www.jtmgllc.com)

**Booth: Q153**

**Contact: Joy Tashjian, president**

**E: [joy@jtmgllc.com](mailto:joy@jtmgllc.com); [trdemrkmgt@aol.com](mailto:trdemrkmgt@aol.com)**

**P: 925-736-0512**

Formed in 1998, Joy Tashjian Marketing Group specializes in strategic retail development programs for entertainment and fashion trademarks. It was the winner of two LIMA awards for "Best Direct to Retail Programs" for properties The Biggest Loser and Deal or No Deal. It is the agency of record for NBC Television, representing Bates Motel (A&E), Brooklyn 99, Hollywood Game Night, Parks & Recreation, Tonight Show Starring Jimmy Fallon, shows on USA Network, Rob Dyrdek's Wild Grinders on Nickelodeon, Robin Zingone and Heather Shruk-Glamajama.

## The Licensing Group

[www.tlgl.com](http://www.tlgl.com)

**Booth: M145**

**Contact: Danny Simon, president**

**E: [licmgr@tlgl.com](mailto:licmgr@tlgl.com); [danny@tlgl.com](mailto:danny@tlgl.com)**

**P: 323-653-2700**

The Licensing Group is an international licensing agency specializing in the representation of entertainment, lifestyle and corporate properties. It develops licensing programs for the properties it represents worldwide, in addition to representing manufacturers for the acquisition of licenses. It also provides licensing consulting services to a worldwide clientele.

## Lionsgate Entertainment

[www.lionsgate.com](http://www.lionsgate.com)

**Booth: C151**



## I.M.P.S

[www.smurf.com](http://www.smurf.com)

**Booth: J161**

**Contact: Aude Harem, marketing assistant and approvals coordinator**

**Contact:** Paula Kupfer, vice president, promotions and consumer products

**E:** pkupfer@lionsgate.com

**P:** 310-255-4061; 310-255-4928



Lionsgate is a leading global entertainment company with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, family entertainment, digital distribution, new channel platforms and international distribution and sales. Its feature film business has been fueled by such recent successes as the blockbuster first two installments of The Hunger Games franchise, A Madea Christmas, Now You See Me, Kevin Hart: Let Me Explain, Warm Bodies, The Expendables 2, The Possession, Sinister, Roadside Attractions' Mud and Pantelion Films' breakout hit Instructions Not Included, the highest-grossing Spanish-language film ever released in the U.S.



### Live Nation Merchandise

**www.inmlicensing.com**

**Booth: G161**

**Contact:** Janet Dwoskin, vice president of licensing

**E:** LNMLicensing@LiveNation.com

**P:** 415-247-7400

Live Nation Merchandise is the merchandise and licensing division of Live Nation Entertainment, representing more than 150 top music and concert artists worldwide.

### LoCoco Licensing

**www.keithkimberlin.com**

**Booth: L145**

**Contact:** Peter Lococo, president

**E:** lococolicensing@mindspring.com

**P:** 770-481-0720

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



### Ludorum

**www.ludorum.com**

**Booth: G131**

**Contact:** Katie Rollings, consultant

**E:** katie.rollings@ludorum.com

**P:** +44 20 8849 8745

Ludorum represents the vibrant, contemporary world of Chuggington, where action-packed train adventures come to life. Preschool boys ride the rails with Wilson and his friends, Brewster and Koko, as they take on exciting challenges that test their courage, speed and determination. Along the way, they learn positive values and new skills, empowering them to become the best trainees they can be.



### Magnetar

**www.derbiogame.com**

**Booth: U182**

**Contact:** Lenae Pardo, event coordinator

**E:** magnetar@outlook.com

**P:** 303-589-8603; 720-352-7949

Magnetar presents Derby International the official race day magnetic tabletop horse racing game that delivers the excitement and adrenaline rush of horseracing to all. Its innovative design and use of magnets offers a fresh appeal in tabletop games. Established in 2010, it is family owned and operated in Denver, Colo.



### Mattel

**www.mattel.com**

**Booth: Q131**

**Contact:** Erin Stephenson, project manager

**E:** erin.stephenson@mattel.com

**P:** 310-252-2589

With a powerful portfolio of iconic brands and popular properties, Mattel unveils new best-in-class partnerships and product offerings for babies to adults. Whether as an industry-leading licensor or a trusted licensee, Mattel is a leader in delivering unparalleled brand engagement through dynamic cross-category marketing programs and successful cross-brand partnerships that keeps brands relevant and everywhere consumers are today.



### Mauricio de Sousa Productions

**www.monica.com.br**

**Booth: A141**

**Contact:** Enio Kuruma, licensing retail manager

**E:** licenciamento@turmadamonica.com.br;

**enio.kuruma@turmadamonica.com.br**

**P:** +55 11 36135163

Mauricio de Sousa Productions is an entertainment company from Brazil. It is in charge of Monica's Gang and more than 200 other characters that can be found on television, the Internet and in magazines, books, apps and cinema. With more than 2,500 consumer products around the world, Mauricio de Sousa Productions is the biggest Brazilian children's licensing company.

### Mercis

**www.miffy.com**

**Booth: K171**

**Contact:** Marja Kerkhof, managing director

**E:** markteunissen@mercis.nl

**P:** +31 020 672 1640

Mercis, established in 1971, is the global licensor responsible for the management and exploitation of all rights relating to Dick Bruna's work including its most famous character, Miffy. These rights are exercised





through highly integrated separate business units in the fields of publishing, merchandising and entertainment. Miffy will celebrate her 60th anniversary in 2015.



## MerryMakers

[www.merrymakersinc.com](http://www.merrymakersinc.com)

**Booth: C161**

**Contact: Susan Johnson, marketing**

**E: [susan@merrymakersinc.com](mailto:susan@merrymakersinc.com)**

**P: 510-451-2254**

MerryMakers licensing features James Dean's groovy Pete the Cat, Bunny Planet by Rosemary Wells and Miss Bindergarten, created by Ashley Wolff and Joseph Slate. Established in 1994, MerryMakers also designs, manufactures and distributes a gift line based on bestselling and classic children's books, museum collections and historical figures.

## MGA Entertainment

[www.mgae.com](http://www.mgae.com)

**Booth: P161**

**Contact: Dante Sandoval**

**E: [dsandoval@mgae.com](mailto:dsandoval@mgae.com)**

**P: 818-894-2525**

A children's toy and entertainment company, MGA Entertainment has grown from humble roots into one of the most successful companies in the industry. While toy sales fall all over the country, MGA Entertainment continues to enjoy success with its attitude towards innovation, product, quality, and the market. It has become synonymous with the next big thing and values building strong partnerships to both share, and enhance its success.



Monsters franchise, is a global entertainment company based in the U.K. Internet entrepreneur Michael Acton Smith formed the company in 2004. Multiple mobile projects are currently in development to further its vision to create the future of family entertainment for this new digital generation.



## Mormaii

[www.mormaii.com.br](http://www.mormaii.com.br)

**Booth: D161; E161**

**Contact: Jacqueline Mendonça Alves**

**E: [jacqueline@mormaii.com.br](mailto:jacqueline@mormaii.com.br)**

**P: +55 48 32548000**

Mormaii is a genuine Brazilian brand born in the 1970s with the purpose of obtaining a better quality of life through sports and the contact with nature, family and friends. It is growing very strong in Brazil and all over the world, being considered one of the most important Brazilian brands in its line of business.



## Moxie & Company

[www.moxieco.com](http://www.moxieco.com)

**Booth: A151**

**Contact: Arlene Scanlan, president**

**E: [ascanlan@moxieco.com](mailto:ascanlan@moxieco.com)**

**P: 203-259-2729**

Moxie & Company represents and manages intellectual property on a worldwide basis, including entertainment, literary, trademark, art and design brands for merchandise licensing, publishing, interactive technologies, broadcast media, consumer products and promotions. It is devoted to making a difference in the marketplace. True to its name, it is not a company that retreats from creative challenges, and it strongly believes that its capabilities and credentials in breaking new ground and thinking off the grid makes it a natural partner for

companies seeking passionately hands-on brand architects.



## MyBrandEmail

[www.mybrandemail.com](http://www.mybrandemail.com)

**Booth: U184**

**Contact: Dickie Armour**

**E: [dickie.armour@mybrandemail.com](mailto:dickie.armour@mybrandemail.com)**

**P: +44 0 117 915 4520**

MyBrandEmail provides an innovative, online email system to world famous entertainment brands, sports clubs, celebrities and music artists that enables them to sell branded email addresses to their fans. It offers royalty rates of more than 50 percent and an exciting annual, recurring revenue. Its licenses include Star Trek, Elvis Presley, Garfield, MTV, Chelsea FC, Dexter, Scooby Doo, Looney Tunes, Tom & Jerry, Adventure Time, Everton FC, The Three Stooges and Lady Saw.

## MyMediabox

[www.mymediabox.com](http://www.mymediabox.com)

**Booth: P180**

**Contact: Lesley Springfield, marketing manager**

**E: [lesley@mymediabox.com](mailto:lesley@mymediabox.com)**

**P: 678-685-8282; 678-804-7262**

The MyMediabox application suite includes Mediabox-PA for online product approvals workflow, Mediabox-DAM for style guide asset management and delivery and Mediabox-DM for deal memo management. Mediabox-CRM (contracts, rights and royalty management) is the latest SaaS application that will launch in June 2014 and integrate with Mediabox-DAM and Mediabox-PA, delivering a "one-stop-shop" for enterprise licensing automation. More than 11,000 companies and 33,000 users utilize MyMediabox to manage their product development process. It offers best of class asset management and workflow solutions for licensors, agents and licensees.

GLOBAL PARTNER

## Mind Candy

[www.mindcandy.com](http://www.mindcandy.com)

**Booth: B151**

**Contact: Clare Wiggins, head of Moshi Live**

**E: [clare.wiggins@mindcandy.com](mailto:clare.wiggins@mindcandy.com)**

**P: +44 020 7501 1900**

Mind Candy, creator of the successful Moshi

## Naja Extreme

[www.najaextreme.com.br](http://www.najaextreme.com.br)

**Booth: D161; E161**

**Contact: Eduardo Grimaldi, general manager**

**E: [egrimaldi@najaextreme.com.br](mailto:egrimaldi@najaextreme.com.br)**

**P: +55 11 3266 6947**

Naja Extreme is a Brazilian fight company founded in 2007. It has a complete performance



line and more than 20 licensing contracts including notepad, toys, cosmetics, gums, bags and supplement for athletes, furniture and more. Its mission is to be the first in the heart and mind of fighters.

Nelvana is one of the world's leading international enterprises in the development, production and distribution of children's



animated and live-action content. Its library has more than 4,000 episodes, airing in more than 160 countries and it has received more than 70 major international program awards.

Its consumer products division continues to expand its portfolio by introducing new content and programs around key brands such as Treehouse, Franklin and Friends, Max & Ruby, as well as introducing new properties at the show, such as Trucktown. A leader in rights management, it has opened up new avenues for content delivery through strategic partnerships with pioneering companies.

## Nerd Corps Entertainment

[www.nerdcorps.com](http://www.nerdcorps.com)

**Booth: L181**

**Contact: Shane Mang, licensing and distribution manager**

**E: [shane.mang@nerdcorps.com](mailto:shane.mang@nerdcorps.com)**

**P: 604-484-0266**

Nerd Corps

Entertainment is one of the largest independent television animation

studios in North

America. Its

award-winning

stable of original properties includes Slugterra, Storm Hawks, League of Super Evil and Rated

A for Awesome, with experience on top-rated licensed properties such as Max Steel and Monster High.



**P: 212-258-8241**

Nickelodeon, now in its 35th year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. It has television programming and production in the U.S. and around the world, and consumer products, online, recreation, books and feature films. Its U.S. television network is seen in almost 100 million households and has been the No. 1 rated basic cable network for 19 consecutive years.

## NumbersAlive!

[www.numbersalive.org](http://www.numbersalive.org)

**Booth: C165**

**Contact: Rebecca Klemm, creator**

**E: [rebecca@numbersalive.org](mailto:rebecca@numbersalive.org)**

**P: 202-652-1820**

NumbersAlive!

presents numbers as fun and friendly characters who uncover

numeric patterns embedded in

everything in life

throughout the

world including in art, science, architecture, sports, nature, culture and folklore. Its

playful numbers come alive through their own storytelling, captivating children into learning

in every discipline. They are touchable in the form of soft plush numbers and also enchant

children through their books and games, even interacting digitally on tablets. Its packages

this creative, universal learning concept in two brands: Team Ten, for numbers 0 to 9, and

STEM Squad, for high-level math and science concepts led by  $\pi$ .



GLOBAL PARTNER

## NECA

[www.necaonline.com](http://www.necaonline.com)

**Booth: L165**

**Contact: Jon Bizzarro, sales manager**

**E: [jonb@necaonline.com](mailto:jonb@necaonline.com)**

**P: 908-686-3300**

NECA is a media and entertainment company operating in the U.S. and internationally with three segments: consumer products, filmed entertainment and online retail and digital distribution. NECA is the leading designer, marketer and worldwide distributor of licensed entertainment consumer goods based on some of the world's most established and beloved properties. Together, its divisions provide a comprehensive, end-to-end solution to elevate each property, maximizing exposure and reach, while protecting the vision of the creator. As a result of its singular passion and reverence for the intellectual property backing its products, some of this generation's most recognized content creators enjoy working with NECA.

GLOBAL PARTNER

## Nelvana Enterprises

[www.nelvana.com](http://www.nelvana.com)

**Booth: H161**

**Contact: Magda Krpan, communications manager**

**E: [magda.krpan@corusent.com](mailto:magda.krpan@corusent.com)**

**P: 416-479-7000**

GLOBAL PARTNER

## Nickelodeon

[www.nick.com](http://www.nick.com)

**Booth: O131**

**Contact: Rosemarie Maracich**

**E: [rosemarie.maracich@nick.com](mailto:rosemarie.maracich@nick.com)**

GLOBAL PARTNER

## OpSec Security

[www.opsecsecurity.com](http://www.opsecsecurity.com)

**Booth: M181**

**Contact: Lorri Veidenheimer, vice president of global marketing**

**E: [lveidenheimer@opsecsecurity.com](mailto:lveidenheimer@opsecsecurity.com)**

**P: 717-293-4110; 617-226-3000**

OpSec is the market leader in fighting



counterfeits, with three decades of experience safeguarding brands, including many of the world's largest licensed properties. It provides cost-effective, integrated solutions in the areas of product authentication, royalty tracking, supply chain visibility, licensing management, consumer engagement and e-commerce monitoring and enforcement. Its comprehensive brand protection solutions provide licensors with valuable brand intelligence to protect revenue streams, product integrity and brand reputation. Whether it's combating counterfeiting, online and physical retail brand abuse or trademark infringement, OpSec is dedicated to ensuring that its clients are always secure.



## OutFit7

**www.outfit7.com**

**Booth: J171**

**Contact: Ines Kondic, creative services director, licensing**

**E: ines.kondic@outfit7.com**

**P: +44 0 207 432 4564**

OutFit7 is one of the fastest-growing media entertainment companies on the planet. Its flagship app franchise, "Talking Tom and Friends," has achieved more than 1.5 billion downloads since its launch in 2010 and continues to grow with 230 million active users each month. The popular characters started life in the digital world and now Talking Tom and Friends extend from mobile apps to chart-topping YouTube singles, animated web series, innovative merchandise and a soon to be released television series.

## Paramount Pictures

**www.paramount.com**

**Booth: S141**

**Contact: Houston Whaley, executive assistant, office of Bill Bertini**

**E: houston\_whaley@paramount.com**

**P: 323-956-4233**

Paramount Consumer Products manages worldwide licensing rights for all Paramount properties, from classics like The Godfather,

Top Gun and Grease to more recent favorites such as World War Z, Anchorman

2: The Legend Continues and Noah. Upcoming opportunities include Monster Trucks, Mission: Impossible 5 and Paramount Animation.



## PBS Kids

**www.shop.pbskids.org**

**Booth: P171**

**Contact: Allison Crossman, senior associate, brand licensing**

**E: acrossman@pbs.com**

**P: 703-739-8631**

PBS Kids is committed to making a positive impact on the lives of children through curriculum-based entertainment. This year's booth features a portfolio of outstanding PBS KIDS television properties including Wild Kratts from the Kratt Brothers Company; Martha Speaks from WGBH Enterprises; PEG + CAT from The Fred Rogers Company; Daniel Tiger's Neighborhood and Super Why, licensed by Out of the Blue Enterprises; and the PBS Kids brand.

## Peanuts Worldwide

**www.peanuts.com**

**Booth: G141**

**Contact: Melissa Menta, vice president**

**E: mmenta@peanuts.com**

**P: 212-730-0030; 212-293-8506**

Peanuts Worldwide is a joint venture between Iconix Brand Group and Charles M. Schulz Creative Associates. It reaches fans through a global consumer products program,



highly engaged social media, more than 50 animated television specials and a daily comic strip available in traditional and digital formats. A highly anticipated Peanuts movie from 20th Century Fox and Blue Sky Studios is also on the horizon for 2015.

## Penguin Group

**www.penguinrandomhouse.com**

**Booth: A155**

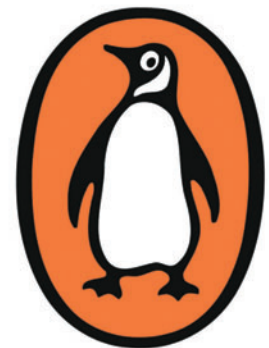
**Contact: Kristin Conte, director**

**E: kristin.conte@us.penguingroup.com**

**P: 212-414-3541**

Penguin Books is a global source of intellectual property, spanning across Australia and New Zealand, the U.K. and the U.S. It is a company that has been telling great stories

for more than 75 years. Its licensing and consumer products division is all about content. It transforms bestselling series and characters into other platforms for consumers to experience great stories in new ways. Its content is licensed across a variety of platforms, including digital, entertainment and consumer products, which are all supported and enhanced by successful publishing efforts.



## PGS Entertainment

**www.pgsentertainment.com**

**Booth: D146**

**Contact: Ana-Maria Vilcu, commercial assistant**

**E: amvilcu@pgsentertainment.com**

**P: +33 183643463**

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



## The Pokémon Company International

[www.pokemon.com](http://www.pokemon.com)

**Booth: S200**

**Contact: Angela Durand, marketing coordinator**

**E: a.durand@pokemon.com**

**P: 425-274-4818**

A leading children's entertainment franchise, Pokémon features a wide array of offerings from video games, the Pokémon Trading Card Game, animation and various licensed products. "Pokémon X and Pokémon Y" recently became the fastest selling video game on the Nintendo 3DS system, selling nearly 12 million copies worldwide since its October 2013 launch and adding to the more than 245 million Pokémon video games sold to-date. With more than 20 billion Pokémon TCG cards shipped globally and nearly 800 episodes currently in its animation library, Pokémon is a long-standing hit among fans around the world.



## Rainbow

[www.rbw.it](http://www.rbw.it)

**Booth: R153**

**Contact: Elisa Magrini, event coordinator**

**E: elisa.magrini@rbw.it**

**P: +39 071 750 67 500; +39 071 750 67 586**

Rainbow is a world leader in the kids' entertainment industry, dedicated to television and movies productions, along with managing business activities from concept to production to global distribution. Its property list includes Winx Club, Huntik Secret and Seekers, PopPixie, Tommy & Oscar, Prezzy, Monster Allergy, Maya Fox, Gladiators of Rome, Mia and me and Gon.



**Redibra**

[www.redibra.com.br](http://www.redibra.com.br)

**Booth: D161; E161**

**Contact: David Diesendruck, owner and chief executive officer**

**E: david@redibra.com.br**

**P: +55 11 33831616**

Redibra started its operation in 1963, representing the Walt Disney Company as its licensing agency. Today, with the mission of strengthening clients' brands, it prefers to work with fewer clients and to provide 360-degree support. Its main brands include Capricho, Galinha Pintadinha, Coca-Cola, Fox, Fishtronaut, Paul Frank, Pac-Man and Tree Fu Tom. It has more than 130 licensees.



## Rovio Entertainment

[www.rovio.com](http://www.rovio.com)

**Booth: A124**

**Contact: Anu Haapamaki, executive assistant**

**E: anu@rovio.com**

**P: +358 207 888 300**

Rovio is an industry-changing entertainment media company headquartered in Finland. It is the creator of the globally successful Angry Birds franchise, a casual puzzle game that became an international phenomenon within a few months of its release, and is now the No. 1 paid app of all time. Angry Birds have expanded rapidly in entertainment, publishing and licensing to become a beloved international brand. Rovio has launched eight blockbuster games so far for different platforms—"Angry Birds," "Angry Birds Seasons," "Angry Birds Rio," "Angry Birds Space," "Angry Birds Friends," "Amazing Alex," "Bad Piggies" and "Angry Birds Star Wars."



## RoyaltyZone

[www.royaltyzone.com](http://www.royaltyzone.com)

**Booth: N192**

**Contact: Lou Ellman, chief royalty crusader**

**E: lou@royaltyzone.com**

**P: 512-349-7189**

Licensor, agents, and licensees use web-based software from RoyaltyZone to manage rights, contracts, invoices, royalties, product approvals, digital assets, accounting and more.



## Saban Brands

[www.sabanbrands.com](http://www.sabanbrands.com)

**Booth: A112**

**Contact: Erika Meltzer, licensing coordinator, global consumer products**

**E: emeltzer@sabanbrands.com**

**P: 310-557-5230**

Saban Brands applies a global, omni-channel management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. It provides full-service management, marketing, promotion and strategic business development to grow its portfolio of intellectual properties.



## San-X Co. Ltd./Green Camel Co. Ltd./Ingram Co. Ltd.

[www.ingram.co.jp](http://www.ingram.co.jp)

**Booth: F151**

**Contact: Masatomo Kainuma, licensing**

**E: tomkainuma@ingram.co.jp**

**P: 949-278-2371**

San-X Co., Ltd., founded in 1932, creates unique and fun characters that are adored by fans around the world. Based in Tokyo, it is one of the largest character manufacturing companies in Japan, specializing in stationary, plush and accessory goods. Its characters include Rilakkuma, Monokuro Boo, Mamegoma, Afro Ken, Kutsushita Nyanko, Sentimental Circus and more. Its operation includes production and



distribution of plush, stationery, sundry goods and paper products with original design.



## Sanrio

**www.sanrio.com**

**Booth: T191; T191a; T191b; T191c**

**Contact: Francesca Salac, licensing associate**

**E: fsalac@sanrio.com**

**P: 310-896-3262; 310-896-3320**

Sanrio, best known for global icon Hello Kitty and home to many endearing characters including Chococat, My Melody and Keroppi, is a worldwide lifestyle brand founded on the “small gift, big smile” philosophy—a small gift can bring happiness and friendship to people of all ages. For more than 50 years, this philosophy has served as the inspiration for the broad spectrum of unique Sanrio products and experiences. Today more than 50,000 Sanrio-branded items are available in more than 70 countries and upwards of 12,000 U.S. locations including department, specialty, national chain stores and more than 100 Sanrio boutiques.

## Santa Mania

**www.santamania.com.mx**

**Booth: L175**

**Contact: Roberto Hernandez Garcia**

**E: licencias@santamania.com.mx**

**P: +52 33 33337579**

Santa Manía was born in México in the summer of 2007 as the result of a dream to build a project that touches people’s lives, and to promote positive values. Santa Manía has a variety of characters based on the Catholic religion that are also very attached to the Mexican and Latin American culture and tradition. It also has other non-religious characters, such as little angels. All of them express feelings and generate emotions.

## Scholastic Media

**www.scholastic.com**

**Booth: L153**

**Contact: Clariza Mione, projects manager**

**E: cmione@scholastic.com**

**P: 212-343-6100; 212-343-6920**

Scholastic Media is a leading producer of quality, family-oriented content across multiple platforms, including consumer products, feature film, television, video, interactive, mobile and audiobooks. Its award-winning portfolio includes the Scholastic Brand, Clifford The Big Red Dog, I SPY, The Magic School Bus, Goosebumps, The 39 Clues, Maya & Miguel, Astroblast, WordGirl and Fly Guy.



## SeaWorld Parks & Entertainment

**www.SeaWorldKids.com**

**Booth: A150**

**Contact: Deana Duffek, head of global licensing and consumer products**

**E: deana.duffek@seaworld.com**

**P: 407-226-5170**

SeaWorld Consumer Products reflect stories, images and multimedia content about animals, trainers, vets and conservation efforts. Its goal is that every licensed consumer product shares a commitment to conservation, community and education in fun, engaging ways. SeaWorld Pictures launched its first documentary in 2011, “Turtle: The Incredible Journey.” In 2012, SeaWorld launched animal rescue TV series “Sea Rescue” on ABC, telling extraordinary stories of animal rescue, rehabilitation and return efforts. “Generation Nature” launched in 2014 as a platform to inspire kids to connect with wildlife and nature and recognize the important role they play in the future of the world.



## SEGA of America

**www.sonicthehedgehog.com**

**Booth: Q200**

**Contact: Anthony Gaccione, licensing coordinator**

**E: anthony.gaccione@sega.com**

**P: 415-701-3931**

Evergreen global icon Sonic the Hedgehog gets a new boost from SEGA with Sonic Boom, a new multi-platform franchise launching in the fall of 2014 with its first-ever CG animated television series on Cartoon Network, new video games for the Wii U system and the Nintendo 3DS handheld system, and a new mobile app games. Sonic the Hedgehog’s classic program is stronger than ever with vintage assets coming soon to all categories and retail outlets.

## Sentai Filmworks

**www.sentai-filmworks.com**

**Booth: V172**

**Contact: David Del Rio, vice president of business development**

**E: deli@aesir-media.com**

**P: 505-400-9416**

Sentai Filmworks is a global leader in anime and genre entertainment and manages one of the world’s largest anime libraries with thousands of hours of content in release across traditional and digital media platforms. As a premier strategic partner, it offers industry-leading expertise in all facets of production, development, localization, licensing, marketing and distribution. It stands at the forefront of every aspect of the entertainment industry from feature film, television, Blu-ray/DVD and digital distribution as well as international and domestic product and brand licensing.



## Sesame Workshop

[www.sesameworkshop.org](http://www.sesameworkshop.org)

**Booth: Q171**

**Contact: Beatrice Chow, assistant vice president, publicity**

**E: [beatrice.chow@sesame.org](mailto:beatrice.chow@sesame.org)**

**P: 212-875-6586**

Sesame Workshop is the nonprofit educational organization behind Sesame Street, the landmark television program that reaches millions of children every day in more than 150 countries. It uses the educational power of media to help children everywhere reach their highest potential. Delivered through a variety of platforms, it develops research-based content, including television programs, books, games, mobile apps and community engagement initiatives, that supports early childhood learning, helps prepare children for school, and addresses developmental needs.

Its programs are tailored to the needs of specific regions and focus on topics that help young children and families develop critical skills for lifelong learning.

## Show Creators

[www.ShowCreators.com](http://www.ShowCreators.com)

**Booth: M184**

**Contact: Amanda Deacon, production director**

**E: [amanda@showcreators.com](mailto:amanda@showcreators.com)**

**P: 702-243-3036; 702-544 8214**

iCan the Showbot is an endearing robot character with an infectious appetite for

knowledge. iCan learns by interacting with his energetic collection of young friends who broadcast a web television channel for kids, run by kids. Upload a world of discovery with iCan!



iCan  
BY  
SHOWCREATORS



## Sony Computer Entertainment America

[www.us.playstation.com](http://www.us.playstation.com)

**Booth: C141**

**Contact: Shelly Gayner**

**E: [shelly\\_gayner@playstation.sony.com](mailto:shelly_gayner@playstation.sony.com)**

**P: 650-655-8000; 650-655-6025**

Sony Computer Entertainment America continues to bring creative and valuable initiatives to the table while delivering groundbreaking entertainment and top consumer products. Recognized as the undisputed industry leader, it markets the PlayStation family of products and develops, publishes, markets and distributes software including the established and well known franchises God of War, Killzone, LittleBigPlanet and inFamous. After a successful announce event for PlayStation 4, this promises to be an exciting year for Sony Computer Entertainment. Its licensing program provides the utmost dedication to consumers and retail partners throughout the licensing industry.



## Sony Pictures Consumer Products

[www.sonypictures.com](http://www.sonypictures.com)

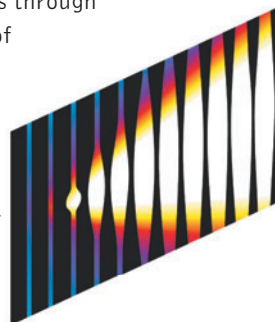
**Booth: N161**

**Contact: Carissa Diest, executive assistant**

**E: [carissa\\_diest@spe.sony.com](mailto:carissa_diest@spe.sony.com)**

**P: 310-244-8654**

Sony Pictures Consumer Products generates awareness and extends branding potential of individual films, film franchises or television series through the development of co-branded promotions, licensed merchandise and retail promotions. It is seeking promotional partners, licensees and/or retail partners for The Smurfs 3, Hotel



SONY  
PICTURES

Transylvania 2, Popeye and Goosebumps for release in 2015. Its television properties include Justified, The Blacklist, Helix, The Boondocks, Wheel of Fortune, Jeopardy, Outlander and Better Call Saul.



## Source Interlink Media

[www.sourceinterlink.com](http://www.sourceinterlink.com)

**Booth: M185**

**Contact: Robert Cooper Diaz, senior director, marketing and brand management**

**E: [robert.cooper-diaz@sorc.com](mailto:robert.cooper-diaz@sorc.com)**

**P: 310-531-9900**

Source Interlink Media is a large content creator and a multi-media solutions provider. With more than 70 brands and 800 licensed products, it reaches 100 million people each month. Its brands include Motor Trend, Hot Rod, Lowrider, SLAM, Surfer, Skateboarder, Snowboarder, Motorcyclist and many more. All of its brands are open to new licensing opportunities.



## Striker Entertainment

[www.strikerentertainment.com](http://www.strikerentertainment.com)

**Booth: C155**

**Contact: Helen Wek, executive assistant**

**E: [helen@strikerent.com](mailto:helen@strikerent.com)**

**P: 818-225-9355**

Striker Entertainment is a full-service global licensing agency dedicated to maximizing licensing opportunities and building brand equity for its clients. Striker's property roster includes AMC's The Walking Dead, Candy Crush Saga, The Hunger Games: Mockingjay, Insurgent, Ted 2, Chappie, Orange is the New Black, Black Sails, Orphan Black and more.





## Studio 100 International

[www.studio100.tv](http://www.studio100.tv)

**Booth: L193**

**Contact: Marie-Laure Marchand, international licensing director**

**E: [marie-laure.marchand@studio100.tv](mailto:marie-laure.marchand@studio100.tv)**

**P: +31 765245394**

Gert Verhulst and Hans Bourlon founded Studio 100, the leading global family entertainment company, in 1996. Its 360-degree approach covers film, theatre, music, digital platforms, publishing, merchandising, theme parks, live action and animation. Global brands are at its heart. "Maya the Bee" broadcasts in 160 countries and has more than 300 licensees and the movie is to be launched in 2014. "Vic the Viking" aired in more than 60 countries, and "Heidi" is currently in production with a new CGI series and has been sold to more than 70 countries. Australia also is developing the popular Blinky Bill character into a movie in 2015.

## Surfin' Sam Company

[www.surfinSam.tv](http://www.surfinSam.tv)

**Booth: U172**

**Contact: Barry Mott**

**E: [barrymott@yahoo.com](mailto:barrymott@yahoo.com)**

**P: 845-692-5510**

Make a Splash with Surfin' Sam! This cool dude, already a star of the surf, is expanding his turf. He's hitting the streets, board in hand, to catch a new wave of fans in all areas of mass merchandising.



## Taiwan Design Center

[www.cci.culture.tw/cci/cci/index.php](http://www.cci.culture.tw/cci/cci/index.php)

**Booth: P181**

**Contact: Nancy Hsieh, project manager**

**E: [nancy\\_hsieh@tdc.org.tw](mailto:nancy_hsieh@tdc.org.tw)**

**P: +886 2 2745 8199, ext. 581**



## Tamagotchi

[www.tamagotchilife.com](http://www.tamagotchilife.com)

**Booth: 0193**

**Contact: Barry Stagg, head of marketing communications**

**E: [barrys@syncbeatz.com](mailto:barrys@syncbeatz.com)**

**P: 213-377-5100; 310-880-3193**

The popular Tamagotchi has sold more than 80 million units in 54 countries and territories since the world's first virtual digital pet was introduced in Japan in 1996 and in the U.S. one year later. This passionate original fan base, now a vibrant group of young adults, inspired the evolution of Tamagotchi the toy into Tamagotchi L.i.f.e., a new line of lifestyle products that embodies the spirit and qualities of that original experience. Tamagotchi L.i.f.e. reflects the attributes of those fans, positive and cooperative, all with a contemporary cultural spin and a fashion-forward, trendsetting focus.



## Tezuka Productions

[www.tezukaosamu.net](http://www.tezukaosamu.net)

**Booth: C131**

**Contact: Yuriko Fukazawa, licensing director**

**E: [yuriko\\_fukazawa@tezuka.co.jp](mailto:yuriko_fukazawa@tezuka.co.jp)**

**P: +81 3 3371 6411**

Tezuka Productions is engaged in management of Osamu Tezuka's manga and animation works including Astro Boy, Black Jack, Kimba the White Lion, Princess Knight, The Phoenix and Buddha. It licenses those characters in the fields of merchandising, filmmaking and publishing. It strives to deliver the messages contained in Tezuka's works: "preciousness of life," "beauty of nature" and "dreams to children."

## The Elf on the Shelf

[www.elfontheshelf.com](http://www.elfontheshelf.com)

**Booth: P192**

**Contact: Tina Charman, national account coordinator**

**E: [tina@elfontheshelf.com](mailto:tina@elfontheshelf.com);**

**[helen@elfontheshelf.com](mailto:helen@elfontheshelf.com)**

**P: 877-919-4105; 678-460-0037**

Since its launch in 2005, The Elf on the Shelf has captured the hearts of children everywhere who have embraced the magic of adopting their very own scout elf sent by Santa Claus.



## The Real Tooth Fairies

[www.TheRealToothFairies.com](http://www.TheRealToothFairies.com)

**Booth: C166**

**Contact: Rachel Frankel**

**E: [rfrankel@therealtoothfairies.com](mailto:rfrankel@therealtoothfairies.com)**

**P: 910-391-5175**

The Real Tooth Fairies is defining and enhancing the tooth fairy experience for millions of families around the world, with more than 18 million girls from 200 countries so far. For the first time in history, kids can now know their Real Tooth Fairy and explore her magical world. The Real Tooth Fairies is a transmedia character property that started in the digital space and is now expanding to everything from toys to animated content to party goods. With engaging characters and rich stories, girls everywhere have fallen in love with their Real Tooth Fairies and the magical tooth fairy world.

## Toon Studio of Beverly Hills

[www.thetoonstudio.com](http://www.thetoonstudio.com)

**Booth: D131**

**Contact: Marianne Phillips**

**E: [marianne@thetoonstudio.com](mailto:marianne@thetoonstudio.com);**

**[billy@thetoonstudio.com](mailto:billy@thetoonstudio.com)**

**P: 310-859-3536**

Toon Studio is the fairy tale headquarters for the largest selection of Snow White, Tinker Bell, Cinderella, Peter Pan, Sleeping Beauty

and other iconic characters to super charge your brands. From vintage, to classic, zombie and even teenage renditions, Toon Studio of Beverly Hills is your source for iconic, evergreen characters.



### Topps Company

[www.topps.com](http://www.topps.com)

**Booth: F181**

**Contact: Adam Levine, licensing manager**

**E: alevine@topps.com**

**P: 212-376-0607**

The Topps Company is a leading marketer of trading cards, collectibles and distinctive confectionary. As a licensee, it produces trading cards and collectibles for such entertainment brands as Star Wars, Skylanders and WWE, plus major league sports including MLB, NFL, EPL, IPL and Bundesliga. As a licensor, it is the holder of such diverse brands as Bazooka Joe, Ring Pop, Mars Attacks, Garbage Pail Kids, BattleTech and MechWarrior.

### Toys Talk

[www.toystalk.com](http://www.toystalk.com)

**Booth: D161; E161**

**Contact: Nathalia Cavaleri, marketing executive**

**E: nathalia.cavaleri@toystalk.com**

**P: +55 31 3281-6818**

Toys Talk is a Brazilian high-tech toy company, with products in more than 20 countries and many success stories. The 2014 line is the next step in this direction, presenting toys with highly innovative mobile interaction and strong content.



### TUBA n Co., Ltd.

[www.tubaani.com](http://www.tubaani.com)

**Booth: E151**

**Contact: Euddum Park**

**E: tuba\_chang1@tubaani.com**

**P: +82 2 512 2550 (2603)**

TUBA n Co., Ltd. is an animation studio based in Korea that is well known for its skillful techniques on 3D CGI. It has more than 10 years of experience creating various portfolios including "Vicky & Johnny" co-produced with BRB, "Oscar's Oasis" with TeamTo and "LARVA." There are more than four other new projects in development and it is expanding its business scope to consumer product licensing, product development and mobile games to reach out to every single tier throughout the globe.

### TV Pinguim

[www.tvpinguim.com](http://www.tvpinguim.com)

**Booth: D161; E161**

**Contact: Ricardo Rozzino**

**E: rozzino@tvpinguim.com**

**P: +55 11 3884-1821**

TVPinguim, founded in 1989, creates entertaining, educational and distinctive children's programming. Its animation portfolio covers a diverse range of subjects including environmental issues, art, science and sci-fi. Its biggest hit to-date is the high-rated preschool series "Fishtronaut," currently airing in the U.S, Latin America and in more than 70 other countries. In addition to the animated series, "Fishtronaut" fans are also enjoying an online game, many iPhone and iPad Apps and a great selection of merchandising, and children have been singing along with Fishtronaut and friends at live shows all over Brazil.

### Twentieth Century Fox Consumer Products

[www.foxconsumerproducts.com](http://www.foxconsumerproducts.com)

**Booth: O151; P141**

**Contact: Zahida Kazar**

**E: fcp@fox.com**

**P: 310-369-1002**

A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The

division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.



### Ubisoft Entertainment

[www.ubisoft.com](http://www.ubisoft.com)

**Booth: B121**

**Contact: Calvin Kwan, senior events manager**

**E: calvin.kwan@ubisoft.com**

**P: 415-571-2135**

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman and Far Cry. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs.



### Uglydoll

[www.uglydolls.com](http://www.uglydolls.com)

**Booth: H171**

**Contact: Teresa Fazio, licensing coordinator**

**E: teresa@uglydolls.com**

**P: 908-620-0931; 732-733-2160**

The ubiquitous Uglydoll brand, designed by



artists David Horvath and Sun-Min Kim, is distinguished by a unique aesthetic and voice defining “ugly” as distinctive, different and beautiful. A worldwide licensing program is underway for all categories of merchandise. Universal Studio’s Illumination Entertainment is also producing an animated feature film featuring its award-winning characters.



### Universal Partnerships and Licensing

[www.universalstudios.com](http://www.universalstudios.com)

**Booth: 0161**

**Contact: Colleen Foster, vice president marketing**

**E: [colleen.foster@nbcuni.com](mailto:colleen.foster@nbcuni.com)**

**P: 818-777-5967**

Universal Partnerships and Licensing oversees NBCUniversal’s consumer product licensing; film, home entertainment and television promotions; and corporate alliances for Universal’s theatrical, home entertainment, television, theme parks and stage productions. This dedicated division is also responsible for monetizing the company’s vast library of films and characters through licensing, branding and marketing opportunities. Universal brings an impressive slate including two blockbusters to this year’s show—Minions, the spin-off of the phenomenally successful Despicable Me franchise, slated to bow July 10, 2015; and Jurassic World, the long-awaited next installment of Steven Spielberg’s groundbreaking film series, scheduled for release June 12, 2015.

### VIZ Media

[www.viz.com](http://www.viz.com)

**Booth: P200**

**Contact: Akane Matsuo, anime licensing manager**

**E: [akane.matsuo@viz.com](mailto:akane.matsuo@viz.com)**

**P: 415-546-7073**

Doraemon, one of the most beloved characters worldwide, celebrates its 45th anniversary in 2015. It is a robot cat from the future, with a collection of over 1,800 secret gadgets that appeals to all ages. It has more than 600 licensees generating more than \$500 million annually in retail sales worldwide.



### Warner Bros. Consumer Products

[www.WarnerBros.com](http://www.WarnerBros.com)

**Booth: N133**

**Contact: Victor Allen, vice president worldwide marketing**

**E: [victor.allen@warnerbros.com](mailto:victor.allen@warnerbros.com)**

**P: 818-954-7980**

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world. It licenses the rights to names, likenesses and logos for all intellectual properties in Warner Bros. Entertainment’s film and television library.



### World Editors/Piegrande S.A.

[www.condorito.com](http://www.condorito.com); [www.piegrande.cl](http://www.piegrande.cl)

**Booth: T181**

**Contact: Pablo Bize**

**E: [pabloize@piegrande.cl](mailto:pabloize@piegrande.cl)**

**P: 56 2 22740972**

World Editors is a publishing company based in Chile and the owner of Condorito.

Piegrande S. A. is the licensing agent based in Chile for Latin America, México, the U.S. and worldwide.

### World Wrestling Entertainment

[www.wwe.com](http://www.wwe.com)

**Booth: M161**

**Contact: Scott Halpern, global licensing coordinator**

**E: [scott.halpern@wwecorp.com](mailto:scott.halpern@wwecorp.com)**

**P: 203-352-8600; 203-353-5062**

WWE is an extremely diverse multi-platform sports entertainment brand. It currently has four weekly television shows including “Monday Night Raw,” “Main Event,” “Friday Night SmackDown” and “Total Divas.” These four television programs combine for more than 15 million weekly viewers. This past year, it held 12 Pay Per View events along with more than 300 other live events worldwide. For two years in a row, it also has been the No. 2 action figure brand in North America. Its television programming, live events and extensive home video collection has helped propel the brand to nearly \$1 billion in consumer products sales.



### Xtreme Sports

[www.rednose.com.br](http://www.rednose.com.br)

**Booth: D161; E161**

**Contact: Fabio Brauner**

**E: [fabio@rednose.com.br](mailto:fabio@rednose.com.br)**

**P: +55 11 5506 7350**

Xtreme Sports is an extreme sports brand established in 1996. It has great identification with young people and its philosophy is “exceed your limits.”

### Zagtoon

[www.zagtoon.com](http://www.zagtoon.com)



**Booth: A140**

**Contact: Andre Lake Mayer, senior vice president**

**E: amayer@zagtoon.com**

**P: 714-686-9741**

# ZAG

Zagtoon is a French production company on the rise. It was created in 2009 by Jeremy Zag and Jacqueline Tordjman, who co-founded the Saban Company. Zagtoon has recently made a splash in the international television market by producing Ladybug, the No. 1 selection at the 2013 Mipcom Worldwide Screening. The show is to be co-produced with Method Animation, the Disney Channel, and Toei Animation in Japan, with Bandai developing the toys. Zag Inc. is a private firm specializing in kids and family entertainment. Its multiple divisions include production companies and animation studios, located in the U.S., Asia and Europe.



**Zodiak Rights**

**www.zodiakrights.com**

**Booth: M153**

**Contact: Steve Quirke, marketing manager**

**E: steve.quirke@zodiakrights.com**

**P: +44 207 0134400**

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

## fashion+ lifestyle

**Admiral Sports**

**www.admiral-sports.com**

**Booth: K35**

**Contact: Paul Hamburger, chief executive officer**

**E: paul@admiral-sports.com**

**P: 888-646-6822**

Established in 1914, Admiral is a brand steeped in British sporting history. Admiral was the original pioneer of the soccer apparel market in Europe and North America. The famous ensign logo has been worn by many teams in soccer, cricket, rugby, Formula one, cycling, Olympic games and other sports worldwide. It is the official partner of more than 60 professional soccer teams in North America and supplies the West Indies and Canadian cricket teams. Celebrating 100 years, it is re-introducing iconic designs in sports performance, and retro inspired and casual sports fashion.



**All-American Licensing and Management Group**

**www.AALMG.com**

**Booth: L40**

**Contact: Michael Gottsegen, partner**

**E: michael@aalmg.com**

**P: 818-749-7236**

AALMG is a full-service branding agency specializing in client management, licensing, endorsements and retail development. It provides its clients with a global network of relationships as well as a track record

of success. Founded by veteran licensing executives Michael Gottsegen and Tim Rothwell, it also includes Reed Nettles, Al Ovadia and Lisa Berlin Wright.

**Authentic Brands Group**

**www.abg-nyc.com**

**Booth: J81**

**Contact: Jeremy Castro, marketing manager**

**E: jcastro@authenticbrandsgroup.com**

**P: 646-430-8361; 212-760-2410**

Authentic Brands Group, in partnership with Leonard Green and Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and direct-to-retail partnerships. ABG brands include Marilyn Monroe, Elvis Presley, Muhammad Ali, Juicy Couture, Judith Leiber, Adrienne Vittadini, Taryn Rose, Misook, Hickey Freeman, Hart Schaffner Marx, Bobby Jones, Palm Beach, Prince, Spyder, Tapout, Sportcraft, Ektelon and Viking.



**Beverly Hills Polo Club International**

**www.bhpcinternational.com**

**Booth: J45**

**Contact: Aleksandra Strafaci**

**E: aleks@internationaldesigns.com**

**P: 732-859-7115**

The Beverly Hills Polo Club image evokes the casual, relaxed elegance of the Southern California lifestyle. The name Beverly Hills instantly suggests luxury, success, style, elegance, self-confidence and comfort. The



game of polo, known as the sport of kings, strongly reinforces these characteristics with added dimensions of both the fun of competitive

sport and individual physical strength. The brand is focused on major international expansion. In addition to its international distribution, it currently has more than 200 lifestyle fashion stores in operation, with contracts in place for a total international footprint over 500 stores.



It has licensing agreements with premier retailers and manufacturers in more than 50 countries including Target; Tesco; RT-Mart in China; Pick 'n Pay in South Africa; Falabella in Chile, Peru and Colombia; Arvind Mills in India; Shufersal in Israel; Comercial Mexicana in Mexico; Eroski in Spain; Nishimatsuya in Japan; Magnit in Russia; Landmark Group's Max Stores in the Middle East and North Africa countries; and the TJX companies.



**CHEROKEE  
GLOBAL  
BRANDS**



### Dang Chicks

[www.dangchicks.com](http://www.dangchicks.com)

**Booth: L37**

**Contact: Tim O'Connor,  
chief financial officer**

**E: [steph@dangchicks.com](mailto:steph@dangchicks.com)**

**P: 888-315-2334**

Dang Chicks is a lifestyle brand empowering women. It represents women who are courageously fighting cancer, coping with the loss of a loved one or are managing a life with special needs children.

### Interasia/Longboard

[www.asialicense.com](http://www.asialicense.com)

**Booth: J21**

**Contact: Anicee Lau**

**E: [anicee.lau@asialicense.com](mailto:anicee.lau@asialicense.com)**

**P: 909-606-3299**

### kathy ireland Worldwide

[www.kathyireland.com](http://www.kathyireland.com)

**Booth: L91**

**Contact: Claude Ergas, international marketing  
and branding consultant**

**E: [cergas@ergascompany.com](mailto:cergas@ergascompany.com)**

**P: 310-557-2700**

Kathy Ireland is chief executive officer and chief designer of kathy ireland Worldwide, a design and marketing firm. Forbes magazine reported kiWW as a "\$2 billion dollar business model." License! Global magazine named kiWW the 25th most powerfully licensed brand globally in 2013. It offers designs in fashion, weddings, home, office and more.

### Laura Alison

[www.lauraalison.com](http://www.lauraalison.com)

**Booth: K16**

**Contact: Laurie Russo**

**E: [laurie@lauraalison.com](mailto:laurie@lauraalison.com)**

**P: 631-774-1897**

Laura Allison is the creator of the infinity



### The Brand Liaison

[www.TheBrandLiaison.com](http://www.TheBrandLiaison.com)

**Booth: J33**

**Contact: Steven Heller**

**E: [steven@thebrandliaison.com](mailto:steven@thebrandliaison.com)**

**P: 561-302-7838; 855-843-5424**

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating lucrative revenue streams for its clients through licensing, strategic partnerships and other brand extension programs. Representing both licensors and licensees, it works closely with its clients to ensure that its brand extension activities compliment the strategic goals and objectives of its clients.

### Cherokee

[www.thecherokeegroup.com](http://www.thecherokeegroup.com)

**Booth: J91**

**Contact: Mark Nawrocki, senior vice president  
new business development sales**

**E: [info@cherokeeeusa.com](mailto:info@cherokeeeusa.com)**

**P: 818-908-9868**

Cherokee is a global marketer and manager of a portfolio of fashion and lifestyle brands in multiple consumer product categories.

### Crocs

[www.crocs.com](http://www.crocs.com)

**Booth: L32**

**Contact: Matt LaFone, senior director of  
product licensing**

**E: [mlafone@crocs.com](mailto:mlafone@crocs.com)**

**P: 303-848-7000; 303-848-7061**

Crocs is a world leader in innovative casual footwear for men, women and children. It offers several distinct shoe collections with more than 250 styles to suit every lifestyle. Crocs footwear provides profound comfort and support for any occasion and every season. All Crocs-branded shoes feature Croslite material, a proprietary, revolutionary technology that produces soft, non-marking and odor-resistant shoes that conform to your feet. Crocs products are sold in 90 countries. Every day, millions of Crocs shoe lovers around the world enjoy the exceptional form, function, versatility and feel-good qualities of these shoes while at work, school and play.



hood design, which is simple, unisex and great for airport travel, professional and college sports, skiing, snowboarding, outdoor concerts, yoga, dance, hiking, camping and more.



### Lifestyle Licensing International

[www.PamperedGirls.com](http://www.PamperedGirls.com)

**Booth: J51**

**Contact: Dean Berko, president**

**E: dean@lifestylelicensing.com**

**P: 808-394-0438**

Lifestyle Licensing International is one of the world's leading licensing agencies for lifestyle brand development. Its featured property, Pampered Girls, is a lifestyle fashion brand designed to appeal to girls and youthful women of all ages. The Pampered Girls brand has more than 50 licensees and strategic partners, including an expanding chain of more than 70 retail boutiques and two stand-alone flagship retail stores.

### Maui and Sons

[www.mauiandsons.com](http://www.mauiandsons.com)

**Booth: J27**

**Contact: Jessica Hernandez**

**E: info@mauiandsons.com**

**P: 310-573-9499**

In 1980, three young surfers from Southern California decided to start a cookie company named Maui's Chocolate Chip Cookies, but the business didn't last long. Now Maui and Sons designs



fashions for surfing and active sports. The brand is a celebration of the power of nature.

### Messenger 841 Project

[www.kurtboonebooks.com](http://www.kurtboonebooks.com)

**Booth: L16**

**Contact: Kurt Boone**

**E: bmc20205@aol.com**

**P: 718-926-0863**

Messenger 841 Project is a streetwear design group, publisher and marketing company, specializing in urban action sports such as cycling, running and skateboarding. It provides street graphics for soft and hard goods and promotes major brands that seek exposure in urban markets worldwide.

### Old Guys Rule

[www.oldguysrule.com](http://www.oldguysrule.com)

**Booth: L25**

**Contact: Don Craig, owner**

**E: tiprider@cox.net**

**P: 949-492-2908; 949-542-7448**

Initially designed as a beach-lifestyle line, Old Guys Rule is a worldwide brand that encompasses a community of men from all walks of life. With licensees in the U.S., Australia and the U.K., its products include t-shirts, hats and accessories for consumers ages 35 and older. While men eagerly shop the label, it is also very popular as a special gift from friends and relatives.



### Plain Lazy

**Booth: K21**

**Contact: Mark Hagley, director**

**E: mark@plainlazy.com**

**P: +44 0 1273 483336; +44 7967471406; +44 0 1273 900216**

Plain Lazy is a lifestyle brand that started in the early nineties. It has a wide selection of products influenced by the surf and skate scenes such as t-shirts and BMX bikes. Its aim is to make products that inspire the customer to embrace a more laid-back lifestyle.



### PopStar Club/The Beatrix Girls

[www.popstarclub.com](http://www.popstarclub.com)

**Booth: K41**

**Contact: Dax Kimbrough, head of marketing**

**E: dax@popstarclub.com**

**P: 818-746-2166**

PopStar is a creative hub for innovative ideas in entertainment. Its focus is in toys, music, lifestyle and media, including the newest toy sensation, The Beatrix Girls. The Beatrix Girls are a line of collectible dolls that are musicians, dolls and role models for a new generation of empowered young girls with great clothes, fabulous hair and original pop music developed by platinum-winning songwriters and producers. Each member of the band sings, plays a different instrument and even writes the songs.



### Sequential Brands

[www.sbg-ny.com](http://www.sbg-ny.com)

**Booth: J61**

**Contact: Sutton Bain, executive assistant to chief executive officer**



**E:** sbain@sbg-ny.com

**P:** 646-564-2573; 646-564-2577

Sequential Brands Group owns, promotes, markets and licenses a portfolio of consumer brands that include William Rast, People's Liberation, DV, Heelys, Caribbean Joe, Ellen Tracy, Revo and The Franklin Mint. It seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams. Sequential has licensed and intends to license its brands in a variety of consumer categories to retailers, wholesalers and distributors in the U.S. and in certain international territories.

## So Pretty Couture

**www.soprettycouture.com**

**Booth:** K10

**Contact:** Asia Clark, owner

**P:** 704-891-2556

**E:** sopretty07@gmail.com

So Pretty Couture is a company that inspires females through fashion. Its brand Pretty Girls Club embodies how all females of any age should see and feel about themselves, and it believes every female should believe they are pretty.

## Synergy Licensing

**www.synergylicensingllc.com**

**Booth:** J33A

**Contact:** Karen Diamond, principal

**E:** info@slcensing.com

**P:** 201-310-2798; 201-891-5002

Synergy Licensing offers clients a proven, award-winning track record of building entertainment, character, corporate, fashion, celebrity and sports brands into widely successful global merchandise and retail franchises. It is a generalist agency specializing in all arenas, offering expertise in a myriad of category sectors while building properties into viable, profitable and long-term licensing programs. It draws upon a hybrid mix of large and boutique agency approaches, offering the experience and expertise of larger established agencies, combined with the creativity and senior-

level client support that is the trademark of smaller firms.

## U Koala Bag

**www.ukoalabag.com**

**Booth:** L14

**Contact:** Yan Ma, designer and owner

**E:** ukoalabag@gmail.com

**P:** 704-905-3192



The U Koala Bag launched in December 2013. It is a hands-free bag inspired by koala bears. It is very useful and unique, and one bag has at least two ways to carry.

## Urban by DS

**www.urbanbyds.com**

**Booth:** J41

**Contact:** Gilles Bendenoun, business development manager

**E:** gilles@urbanbyds.com

**P:** 310-739-0644

Urban by DS images are created by French photographer Daniel Siboni. He is a world-famous fashion and street art photographer whose work has been featured in the National Portrait Gallery in London and in advertisements for couture fashion lines such as Chanel, Dior and Christian Lacroix.

## Von Dutch Originals

**www.vondutch.com**

**Booth:** L81

**Contact:** Pardeese Ehya

**E:** pardeese@vondutch.com

**P:** 310-859-8044

# Von Dutch

ORIGINALS™

Von Dutch is a lifestyle brand inspired by Kenneth Howard, the founding father of Kustom Kulture. Based on all things motorcycle, Americana and Kustom Car-Kulture, Von Dutch is recognized globally by fans and consumers alike as an American original. Groupe Royer, a French global licensing company, purchased the brand in 2009 and has re-launched various licenses worldwide. It has licensees in the U.S., Thailand, Philippines, China, Hong Kong, Taiwan, Malaysia, Central Europe and Brazil, with approximately 150 points of sale worldwide.

sourcing+  
production

## Manufacturer.com

**www.Manufacturer.com**

**Booth:** W191

**Contact:** Jason Prescott

**E:** jason@topenwholesale.com

**P:** 800-928-6710

Manufacturer.com is a leading global trade platform that connects buyers and sellers worldwide. Its primary goal is to help entrepreneurs, small businesses and enterprise-level businesses work safely with verified suppliers.

## T-Link Inspiration

**www.t-link.co**

**Booth:** X185

**Contact:** Alan Cheung, marketing manager

**E:** alan.cheung@t-link.co

**P:** 852 31299951

T-Link Inspiration is subsidiary of Tsuen Lee Group. It focuses on retails and services, cartoon products, parties services, brand agency, educational products and more.



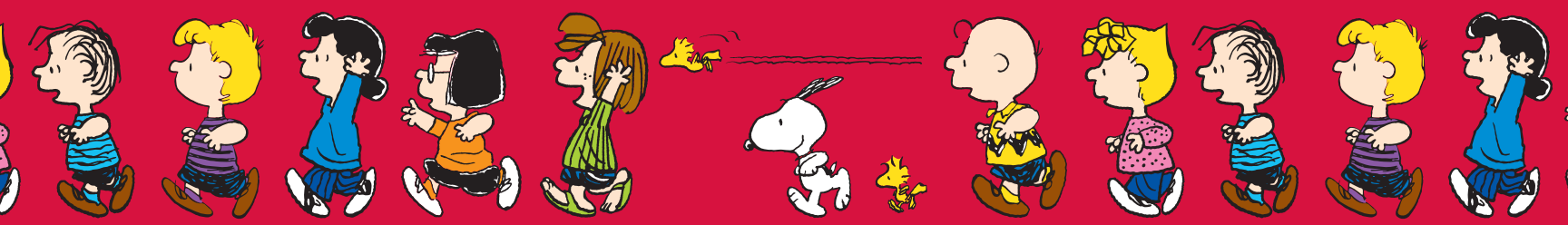
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[www.cherokeegroup.com](http://www.cherokeegroup.com) - 818.908.9868 x315





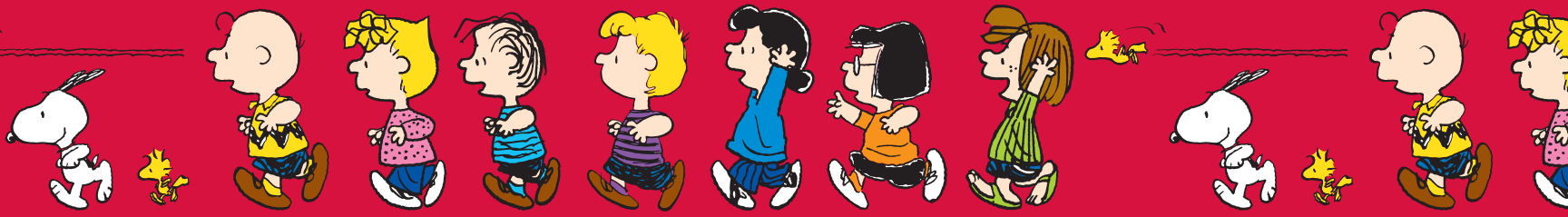


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