

Katzenberg, Richie Open Expo

Licensing Expo 2014 kicked off yesterday with two presentation events.

Jeffrey Katzenberg, chief executive officer, co-founder and director, DreamWorks Animation, opened the annual event with a keynote address. Katzenberg announced several consumer product initiatives for the company including the continued

expansion of the DreamWorks Classics portfolio, the building of the multi-channel network AwesomenessTV with the launch of DreamWorksTV (a daily kid and tween website), the debut of DreamWorks Press and the company-wide focus on location-based entertainment.

Celebrity and fashion icon Nicole Richie, whose brand House of Harlow 1960 has taken off in recent years, participated in The Big Interview,



Jeffrey Katzenberg, DreamWorks Animation



Nicole Richie, House of Harlow 1960, and Tony Lisanti, License! Global

moderated by *License! Global's* Tony Lisanti, global editorial director.

Launched in just 2008, House of Harlow 1960 has expanded from a collection of costume jewelry to now include apparel, footwear and accessories available at major retailers and in more than 40 countries. Richie will look to expand her brand to categories such as infant/children clothing and accessories and homewares.

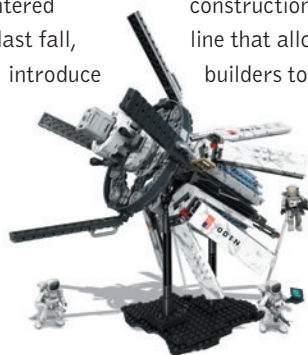
For today's full Licensing University schedule, turn to page 38.

Activision Constructs More Call of Duty

Activision is expanding on its existing partnership with MEGA Brands for additional Call of Duty construction sets.

Building on the initial adult-centered construction collection launched last fall, Activision and MEGA Brands will introduce an additional 14 products from the Call of Duty property, including content from "Call of Duty: Ghosts."

"Call of Duty is a cultural phenomenon. To do justice to this amazing franchise, we needed to create something truly



different and special," says Vic Bertrand, chief innovation officer, MEGA Brands. "We are proud to be a part of the Call of Duty collector construction sets, this exciting premium product line that allows adult collectors and savvy builders to experience the franchise in a whole different way."

According to Activision, the construction sets are faring well at retail. Initially launched as a line of 13 collectible products in October 2013, the sets have exceeded sales targets by 250 percent in less than six months.

Breaking News

Winx Club Heads to China

Rainbow Group unveiled new plans for its Winx Club brand in China, including a theme park and consumer product program.

The plans to launch the brand in China were announced as part of a special business forum between Italy and China that took place at the Great Hall of People in Beijing earlier this month.

The event, which was aimed at strengthening the cooperation and business collaboration between the two countries,

Continued on page SD4

Nick Gets Fashionable

Nickelodeon & Viacom Consumer Products has signed two new fashion deals for SpongeBob SquarePants with Beatrix Ong and Monnalisa.

Ong will create a range of luxury products and a separate core collection, set to hit retail in spring/summer 2015.

Monnalisa is planing a fashion collection for infants and girls that will be distributed internationally in more than 70 countries in Asia, the Middle East, Europe, the Americas and the U.S. The line will launch at the end of this month.

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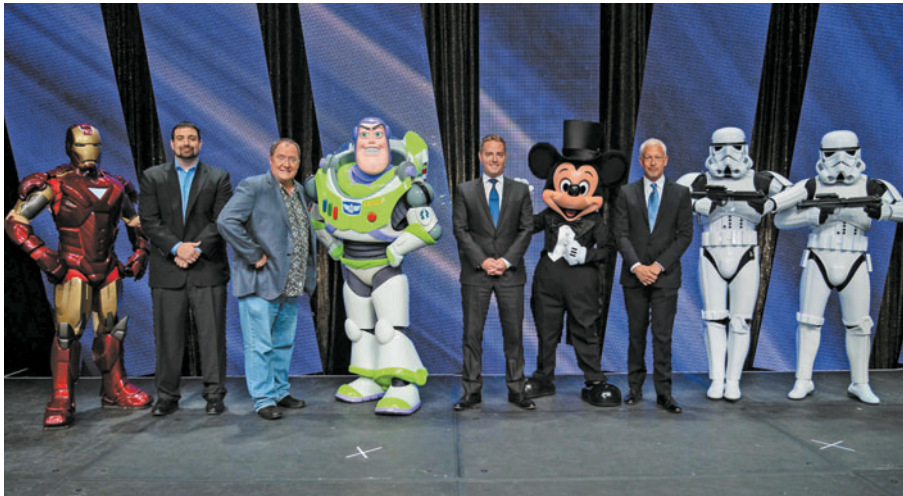
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TRANSFORMERS

Disney Consumer Products Event



Mike Pasciullo, Marvel Studios and Television, Marvel Entertainment; John Lasseter, Pixar and Walt Disney Animation Studios; Josh Silverman, Disney Consumer Products; and Howard Roffman, Lucasfilm; with Stormtroopers, Mickey Mouse, Buzz Lightyear and Iron Man



Josh Silverman, Disney Consumer Products, with Mickey Mouse

Saban Brands 2014 Licensee Summit



Cirque du Soleil



Jacques Methe, Cirque du Soleil Media



The Power Rangers



Tom DeLonge, Macbeth, Blink-182 and Angels & Airways, with Elie Dekel, Saban Brands



Elie Dekel, Saban Brands

Sony PlayStation Summit

Sony's goal for 2014 is to be, as John Regala, director, product marketing, Sony Computer Entertainment America, says, "the most desired and advocated gaming brand" in the nation.

Coming off the high of the PS4 as the No. 1 gaming brand in the U.S. and best launch in console history, Sony will transition the brand from the small screen onto store shelves with new merchandise. Working with Bioworld Europe for the "Killzone: Shadows Fall" franchise, Regala attests that "Killzone" gamers are "living the game" by wearing its line of accessories and apparel.

Gamers are no longer the reclusive type, pulling all-nighters in the basement—a fact that is on Sony's radar.

"Everyone's a gamer," says John Koller, vice president, marketing, SCEA.

This year, PlayStation Network and Sony Pictures will collaborate on original programming and, in 2015, will work with Blockade Entertainment and Rainmaker Entertainment to work on its first film for its video game "Ratchet & Clank."

Sony also has a long line of classic games such as "Uncharted", "Little Big Planet" and "God of War," which Mike Webster, director, first-party games, SCEA, describes as "generation-defining content," that presents consumer product opportunity. Gran Turismo, one of the best-selling franchises in PlayStation history, has embedded itself in the real world of racing when Formula 1 signed gamer Jann Mardenborough to its Red Bull team by training with the Gran Turismo program, as well.

In February 2015, Sony PlayStation will release a new gaming property, "The Order: 1886," which takes gamers back to Victorian-era London.



Mike Webster, Sony Computer Entertainment, America



John Regala, Sony Computer Entertainment, America



John Koller, Sony Computer Entertainment, America



Sean Gorman, Janice Ross and Carla Silva, AG Properties

LIMA's 2014 Annual Meeting and Reception



Maura Regan, Sesame Workshop



Charles Riotta, The International Licensing Industry Merchandisers' Association (LIMA)



Cheryl Stoebenau, CAS Licensing & Marketing, and Maura Regan, Sesame Workshop

FremantleMedia Cocktail Party



Tony Lisanti, License! Global, with Andrea Brent and Rick Glankler, FremantleMedia



Katie Resinck, FremantleMedia



Jared Wolfson, Zag; Andrea Brent, FremantleMedia; Andre Mayer, Zag; and Bob Higgins, FremantleMedia



Jordan Greenstein, Topps; Mary Verdegaal, LIMA; and Christine Kelly, Mattel



Sarah Handley, Fisher Price; Rick Glankler, FremantleMedia; Kate Donnelly, Fisher Price; and Christine Kelly, Mattel



Scott and Julie Stewart, co-creators, "Kate Mim-Mim"; and Bob Higgins, FremantleMedia



Janice Swallow, Square Enix; Tessa Moore, FremantleMedia; and Liz Burnett, FremantleMedia



Lina Dobronevsky, Brand Is-Real; Ken Faier, Nerd Corps; and Asaph Fipke, Nerd Corps



Steven Ekstract, License! Global, and Henry Unger, Henry Unger & Associates



Nicholas Dale, FremantleMedia; Jorge Landin, Don Clemente; Dhivyah Ramanath, FremantleMedia; and Louis Landin, Don Clemente



Lina Dobronevsky, Brand Is-Real; Maggie Harris, ITV Studios; Barry Groves, Posh Paws; Jakki Brown, Max Publications; and Chris James, Danilo Promotions



Andrew Barrett, VTech, and Max Arguile, GBeye



Liz Burnett, FremantleMedia, and Tony Bugg, Bugg Toys & Licensing



Scott Morton and Scott Andersen, Ripple Junction

Twentieth Century Fox Consumer Products' Honors Licensees at Annual Homey Award Presentation



Bettina Koeckler and Jeffrey Godsick, Fox Consumer Products, with Giorgos Athanasiadus and Hakan Durdag, ELC



Sammy Nieto, Fox Consumer Products, and Marina Narishkin, CPLG



Steven Ekstract, License! Global; Pinky David, Fox Consumer Products; and Maria Gurrieri, CPLG



Sammy Nieto, Fox Consumer Products, and Luis Salazar, CPL



Rosalind Nowicki and Jeffrey Godsick, Fox Consumer Products



Elias Fasja, Tycoon, and Bettina Koeckler, Fox Consumer Products



Giorgos Athanasiadus, ELC, and Bettina Koeckler, Fox Consumer Products



Peter Byrne and Steve Manners, CPLG



Laura Pettinati and Maria Gurrieri, CPLG, with Rosalind Nowicki, Fox Consumer Products



Peter Byrne, CPLG, and Yvonne King, Haven Licensing



Giuliana Murguia and Luis Salazar, CPL, with Sammy Nieto, Fox Consumer Products



Ahiko Itonoga, IMG, and Pinky David, Fox Consumer Products

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Felix Heads to DWA

One of the world's most famous cats is heading to DreamWorks Animation. DWA has acquired the classic property Felix the Cat, one of the most recognized cartoon characters of all time. Felix will fold into the DreamWorks Classics portfolio.

Since his debut in 1919, Felix has starred in more than 100 short films, three cartoon series, comics, a feature film and was the first-ever balloon to appear in the Macy's Thanksgiving Day Parade.

"Felix is one of America's greatest icons from animation history," says Michael Connolly, head of global consumer products, DreamWorks Animation. "As we approach its 100-year anniversary, our plans are to make this one of the most desired tween/teen/adult fashion brands in the world."

The acquisition grants DWA rights to the entirety of the Felix cartoons, of which 260 were already in the DreamWorks Classics library.

"I felt a responsibility to Felix and my family to align myself with the biggest and best animation company in the world, DreamWorks Animation. At DreamWorks, I know Felix will get the full star treatment that he deserves and that he will be reintroduced to new generations of Felix fans," says Don Oriolo, president, Felix the Cat Productions. Oriolo's father, Joe, acquired and designed the modern Felix character.

Oriolo and his son, Mike, will continue to remain involved with the property, acting as consultants to DWA.



Knockout Builds Little House

Friendly Family Productions has named licensing agency Knockout Licensing to represent the classic Little House on the Prairie brand for product extensions in the U.S. and Canada.

"Simple joys, optimism, charm and craftsmanship are integral parts of the Little House on the Prairie brand, and we are excited to build a licensing program that celebrates this today," says Carole Postal, co-president, Knockout Licensing.

The series has been on-air for more than 40 years and is currently broadcast on the Hallmark Channel and Inspiration Network, as well as in 33 countries worldwide. The series is based on the books by author Laura Ingalls Wilder, which have sold more than 60 million copies in 100 countries.

"Little House on the Prairie is a special property that taps into our nostalgia and aspirations for a simpler life centered around family and community," says Trip Friendly, chief executive officer, Friendly Family Productions. "We decided to develop a classic lifestyle brand to celebrate the pioneering spirit of America in a beautiful, authentic way that would resonate with families and fans today."





JUNE 12, 2015

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JLG Fashions Song Program

Licensing agency The Joester Loria Group will represent lifestyle blogger Aimee Song for licensing.

Aimee Song is the voice behind the interior design and fashion website “Song of Style,” which showcases her unique personal style, product finds and home décor inspiration.

“We are delighted to represent Aimee Song and her blog, ‘Song of Style,’” says Debra Joester, president and chief executive



officer, The Joester Loria Group. “Aimee has combined her background in interior architecture and her signature relaxed chic fashion to build a huge following. We look forward to introducing the Aimee Song-branded product collections of fashion accessories and home goods.”

Launched in 2008, Song of Style has amassed more than 1.4 million followers on Instagram, 248,000 Facebook fans, 55,000 followers on Pinterest and 43,000 followers on Twitter. Song, an interior designer, has already partnered with fashion houses and retailers such as Tiffany & Co., Valentino, Saks Fifth Avenue, Macy’s, Gap, Seven for All Mankind, Cover Girl and Diet Coke for collaborations and marketing partnerships.

JLG will leverage Song’s interior design experience to extend her brand into categories such as home products and décor. JLG will also work with Song to



develop a range of fashion products in categories such as handbags and leather goods.

“I am thrilled to be partnering with a world-class licensing agency such as JLG,” says Song. “I have always seen a full-fledged product line as part of my brand’s evolution, and I am so excited to be exploring my two passions: interior design and fashion.”

WBCP, DC Entertainment Power Up Hall of Heroes

Warner Bros. Consumer Products and DC Entertainment are introducing the Superman Hall of Heroes, a gift-giving portal that allows consumers to honor their personal heroes by submitting their photo and story online.

“The Superman Hall of Heroes provides a unique opportunity for everyone to celebrate those individuals—coaches, mentors, teachers, parents, friends and more—who have made a positive impact on their lives or on the lives of others,” says Brad Globe, president, Warner Bros. Consumer Products.

During a ceremony in New York in May, an inaugural class of heroes, including Christopher Reeve, FDNY Fire Commissioner Salvatore Cassano, Jackie

Robinson, Shaquille O’Neal and several others, became the first people inducted into the Superman Hall of Heroes. The program’s gift packages range in price from \$4.99 to \$145.99 and include an induction listing and permanent listing in the Superman Hall of Heroes, as well as additional options for apparel and accessories, housewares, sports equipment and more.

A portion of the proceeds from the Superman Hall of Heroes packages amassed through Father’s Day will go to The Christopher & Diana Reeve Foundation. The program will continue throughout the year with The Red Cape Crew, a community outreach initiative created to support random acts of kindness across the country.





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Ubisoft Pushes 'Watch Dogs'

Ubisoft is showcasing several new licensing partnerships for a lineup of apparel and novelties inspired by its new game, "Watch Dogs," in which gamers play the role of vigilante and hacker Aiden Pearce.

Among the highlights are:

- Watch Dogs speaker tag sets from ASTRO Gaming for both the ASTRO A30 and A40 headsets, featuring art from the game.
- Multiple styles of Watch Dogs-inspired fashion t-shirts from Bioworld at specialty retailers such as Hot Topic and GameStop.
- The Watch Dogs capsule collection from Frank & Oak, a leading menswear brand and e-tailer, featuring items such as distressed v-neck pocket tees, printed denim shirts, waffle Henleys, black canvas pants and more.
- Watch Dogs-inspired coats, sweaters,

caps, scarves, heavy-duty bags and iPad sleeves from musterbrand.

- Standard and collector's edition strategy guides for Watch Dogs from Prima, featuring unique cover art designed exclusively for the guide with over 30 pages of character lore and behind-the-scenes details, as well as a free mobile edition of the strategy guide.
- Watch Dogs t-shirts and accessories including pin sets, iPhone cases, lanyards, wristbands and wallets from ThinkGeek.
- *The Art of Watch Dogs* from Titan Books, which showcases the developer's vision of building a living, breathing and "hackable" cityscape.
- Two Watch Dogs posters that feature character Aiden Pearce from licensee Trends, which will be available at all GameStop locations in the U.S.



NFLPI Tackles Pop Warner Consumer Product Program

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, is teaming up with Pop Warner Little Scholars, one of the country's largest and longest-running youth football organizations, for officially licensed co-branded products featuring active NFL players.

The products will include apparel and merchandise such as jerseys, trading cards, mobile game characters, toys, sporting goods and NFL player photos in their Pop Warner uniforms.

"A licensing partnership with NFL Players Inc. is a natural extension, since hundreds of active NFL players began their football careers playing Pop Warner," says Jon Butler, executive director, Pop Warner Little Scholars. "We are looking forward

to the great opportunities this relationship will offer to connect to the incredible football passion of so many fans and players alike."

"Teaming up with Pop Warner Little Scholars makes sense as we look to provide younger fans and their families with new and different ways to support their favorite players," adds Steve Scabelo, vice president, licensing and business development, NFLPI. "Our players' Pop Warner origins are significant, and we believe offering fun and distinctive co-branded products is a great way to celebrate that history."

NFLPI and Pop Warner will work collaboratively to sign co-brand licensees, both existing and new, and designate co-branded products that can be sold through



Pop Warner registration packages. All the items will feature NFLPI and Pop Warner Little Scholars logos.

More than 70 percent of the current 1,800 active NFL players competed on Pop Warner teams across the country, including current stars Peyton Manning, Richard Sherman, Andrew Luck and Colin Kaepernick.

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Cherokee Introduces Tony Hawk

Legendary skateboarding athlete Tony Hawk is trading in his board for solid ground at Licensing Expo to promote his signature apparel brands Tony Hawk and Hawk. Cherokee Global Brands is kicking off the global expansion of the brand, which is already exclusively licensed to Kohl's in the U.S.

Cherokee acquired the Tony Hawk franchise earlier this year from Quicksilver.

"We are excited to have Tony join us and our partners as we expand distribution globally," adds Henry Stupp, chief executive officer, Cherokee. "We expect Tony Hawk and Hawk signature apparel brands to achieve as much global growth and continued success as the other brands in our portfolio."



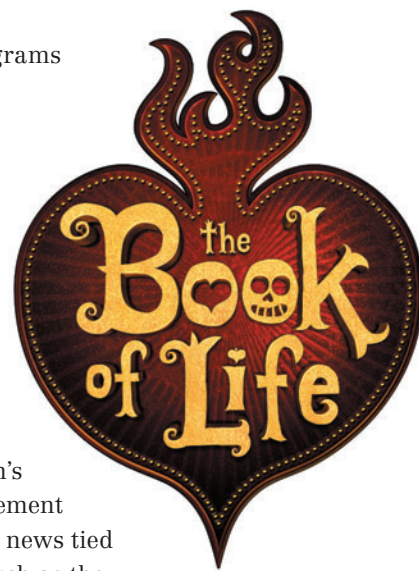
Cherokee is planning to continue its relationship with Kohl's, while also extending the Tony Hawk brands into department store and specialty channel distribution globally.



Fox Unveils New Deals for TV and Film Properties

Fox Consumer Products is introducing new licensing programs for some of its hot television and film properties.

"Fox Consumer Products continues to deliver broad-based licensing programs that are seeing tremendous success around the world," says Roz Nowicki, executive vice president, global sales and retail, Twentieth Century Fox Consumer Products. "Our team's Licensing Expo 2014 announcement highlights include partnership news tied to upcoming new properties such as the television series 'The Strain' and feature films *Fault in our Stars* and *The Book of Life*, with continued excitement surrounding television series 'Sons of Anarchy,' 'The Simpsons' and 'Family Guy.'"



Building momentum for the seventh and final season of the FX series "Sons of Anarchy" this fall, Fox is adding to the series' 60-plus licensees with a behind-the-scenes trade book from Time, Inc., comic books and graphic novels from Boom! Studios, apparel from Metal Mulisha, limited edition canvas prints from Segal Fine Art, apparel and accessories from Undergirl, apparel from Freeze, original novels from St. Martin's Press, gift books and novelty publishing from Running Press Books, board games from Gale Force Nine and action figures from Mezco Toys. Products are expected to roll out to coincide with the series finale.

Meanwhile, Fox is gearing up for the premiere of "The Strain," the network's latest drama series based on the vampire novel trilogy of the same name, with a multi-category licensing program. Partners include apparel from Fifth Sun, figures from Mezco, costumes from Spirit Halloween and books from Insight Editions.

On the big screen, Fox is promoting the October release of the animated film *The Book of Life* from Academy Award-winner Guillermo del Toro, with a merchandise line that includes apparel, toys, stationery and publishing in partnership with Target, Hot Topic and other major retailers. Licensing partners include apparel from Bentex, accessories from Loungefly, stationery and novelty items from Innovative Designs, toys from Funko, home products from The Northwest Co. and publishing from Simon & Schuster and Titan Books.



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Skechers Renews for Eyewear

Eyewear company Marcolin Group and lifestyle and performance footwear brand Skechers USA have renewed their partnership for Skechers optical frames and sunglasses.

“We are happy to announce this renewal,” says Giovanni Zoppas, chief executive officer, Marcolin Group. “The solid partnership with a worldwide brand like Skechers strengthens our position in the American market and gives us further opportunities for other markets that we are now targeting.”

“The eyewear business has always been key to establishing Skechers as a head-to-toe brand,” adds Michael Greenberg, president, Skechers. “We’re excited to be extending one of our first and most successful licensing partnerships, and we look forward to growing in this market with the expanded reach of the Marcolin Group.”

Inspired by the fashion-forward styling and attitude found in the Skechers brand designs, the eyewear collection for men, women, boys and girls features innovative designs and a variety of sporty elements,

including soft-touch temple trims, sculpted detailing and two-tone colorations. Multi-stripped acetates and matte-finished metals also accentuate the collection’s overall design aesthetic.

Skechers eyewear is available at authorized e-commerce retailers, independent retailers, department stores and select Skechers retail stores throughout the U.S. and around the world.

SKECHERS

4K Media Continues to Build Buzz for Yu-Gi-Oh! Brand

4K Media is reviving its storied Yu-Gi-Oh! franchise with a series of new consumer product deals and broadcast partnerships.

On the merchandising front, 4K Media is growing the kids’ brand throughout North America and international markets. The company has signed Freeze for a new collection of children’s t-shirts, fashion tops and hoodies utilizing artwork from the “Yu-Gi-Oh!” animated series to target a younger fan base in the U.S. and Canada; and Gruppo Cartorama for stationery and back-to-school accessories featuring the artwork from the “Yu-Gi-Oh! ZEXAL” animated series for the territories of Italy, San Marin and Vatican City.

In the broadcasting arena, 4K Media is continuing to expand the series globally. Italy K2 will air the third season of “Yu-Gi-Oh! ZEXAL” dubbed in Italian. As part of a 3 year agreement that includes the rights for exclusive free TV and pay TV, the U.K.’s KIX will air the first two seasons of “Yu-Gi-Oh! ZEXAL.” And Australia’s GO Network, which currently airs the first two seasons of “Yu-Gi-Oh! ZEXAL,” will now air the third season as well as all five seasons of “Yu-Gi-Oh! Classic.”

“With all of these recent developments, it’s clear that excitement for the Yu-Gi-Oh! brand is continuing to build around the world,” says Kristen Gray, senior vice president, 4K Media. “We’re expecting to make additional announcements in the year ahead, which will continue to demonstrate our commitment to the franchise and its robust resurgence.”

The Yu-Gi-Oh! animated series is currently in its 13th consecutive year of broadcast in the U.S. and most major markets worldwide. The brand continues to gain young fans through the television series, its trading card game and motion picture releases



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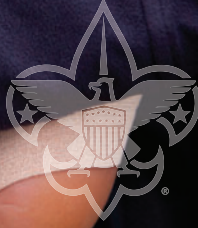


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Sony Pairs for Brand Mash Up

Internet meme Domo is pairing with Sony Pictures Entertainment's classic *Ghostbusters* film franchise for a consumer product line that is certain to delight pop culture fans the world over. The partnership, brokered by Big Tent Entertainment through an agreement with Sony Pictures Consumer Products, will cast Domo in a range of limited edition collectibles, apparel and plush alongside some of the beloved characters from *Ghostbusters*, including Slimer and the Stay Puft Marshmallow Man, as well as features some of the most recognizable scenes from the film.

"The collaboration between beloved, iconic movie franchise *Ghostbusters* and Millennial fan favorite Domo will provide a highly sought after product launch appealing to consumers of all ages," says Gregory Economos, senior vice president, global consumer products, Sony Pictures Entertainment.

"This mash-up bridges the generation gap between pop-culture fandom and blends two franchises that seem to share a common sensibility," says Rich Collins, president and chief executive officer, Big Tent Entertainment.

The products are slated to hit store shelves this fall.



King Features Takes Flash Gordon to the Next Level

King Features has closed a deal with Twentieth Century Fox for new licensing agreements based on the classic *Flash Gordon* movie.

King Features has sealed new publishing deals with Titan Books, Dynamite Entertainment and IDW, and also secured a licensing agreement with Mondo for limited edition Flash Gordon movie poster diptych sets.

Other new products and programs include a new Flash Gordon online slot game from Zynga; and men's wallets, travel cases, iPad cases and keepsake tins, drinkware and notebooks from Portico, the U.K.-based stationery/gift company. Portico will also create greeting cards for the brand.

King Features Syndicate is a member of Hearst Entertainment and Syndication Group and is a distributor of comics, columns, puzzles and games to print and digital outlets worldwide. King Features also represents classic properties such as Popeye, Olive Oyl, Betty Boop, Beetle Bailey, Hagar the Horrible, The Phantom and Mandrake the Magician. The company continues to expand its portfolio and now represents new properties, including Brazilian pop culture artist Romero Britto.





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Discovery Serves Up Cake Boss

Discovery Communications is cooking up a serious global expansion for its Cake Boss brand, the bakeware and home goods program based on the hit TLC reality television series, “Cake Boss,” which chronicles the life of master baker Buddy Valastro and his family.

In North America, the company is rolling out new bakeware, serveware and decorating tools under its Cakeware line in partnership with Meyer Corporation, a global partner for the Cake Boss brand; as well as Cake Boss Junior, an extension of the Cakeware line designed for kids. They are also serving up new food and drink additions, including varieties of buttercream and fondant, ready-to-eat cakes and filled cupcakes in partnership with Dawn Foods, and a series of K-cup compatible coffees based on Buddy’s signature desserts from Single Cup Coffee.

“Cake Boss” is heating up across the pond as well. Following its successful launch in the U.S., Discovery launched the Cake Boss



bakeware line in the U.K., with South Africa, Italy, the Middle East, Germany and Scandinavia to follow later this year. Several offerings in the publishing and home entertainment categories are already available, and stationery products are in the pipeline. An e-commerce site is also set to launch in Europe by year-end.

In the Asia Pacific region, Discovery introduced a home goods collection with more than 80 SKUs in Australia and New Zealand in partnership with Meyer Cookware Australia, and they plan to expand into China, Taiwan, Hong Kong and Singapore throughout the year.

ITV Powers Thunderbirds

ITV Studios Global Entertainment is giving a first look at its latest boys’ action-adventure television property “Thunderbirds Are Go!” at Licensing Expo.

Produced in partnership with Pukeko Pictures and Weta Workshop, this remake of the classic 1960s TV series is set to debut in spring 2015 on ITV and CiTV in the U.K. to coincide with the brand’s 50th anniversary and will introduce new cutting-edge filming techniques that combine CGI animation with live action.

“There is a huge affection for this much-loved brand in the U.K. where it is a national treasure, and there are also many exciting themes and characters that will chime with global audiences tuning in for the first time. The series premiere will be supported by one of our biggest ever marketing and retail campaigns, and we look forward to showcasing a wide array of licensing opportunities,” says Trudi Hayward, senior vice president and head of global merchandising, ITVS GE.

ITVS GE is supporting the international roll out of “Thunderbirds” with an extensive marketing campaign, retail promotions, digital initiatives, new product partnerships, events and live shows. Vivid Imaginations is already on board as master toy licensee, with additional partners to be announced soon.



ZAG Hires on Execs

Entertainment firm ZAG is expanding its U.S. operations this summer with the opening of a new 40,000-square-foot entertainment studio in Glendale, Calif. Ahead of the new facility’s launch, ZAG is teaming with global entertainment brand executives Andre Lake Mayer and Jared Wolfson to drive the development of long-term, multi-category brands.

“Collectively, they bring a vast depth of knowledge and creativity within our industry,” says Jeremy Zag, founder, ZAG Entertainment. “Their expertise will be invaluable as we define and expand our portfolio of properties and build this exciting endeavor of ZAG for the next generation of kids.”

The new facility will accommodate the pre- and post-production creative and executive teams for the company’s feature film and TV divisions, including animation and live action productions.

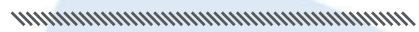
Since the company partnered with Jacqueline Tordjman to create its animation division, ZAGToon, it has seen international growth with offices in Paris, Brussels, Seoul and Tokyo, and has produced and sold more than 100 half-hours of CGI animation programming into more than 150 markets worldwide.

ZAG is also partnering with Man of Action Entertainment, in collaboration with its in-house European creative team to develop several original properties.

ZAG is debuting four new and original properties at Licensing Expo including Ladybug, Ghostforce, Superstar and Powearth.



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Rovio Flies High with Angry Birds

In anticipation of *The Angry Birds* movie coming in 2016, Rovio Entertainment is amping up the Angry Birds franchise with its efforts anchored around the release of the brand's latest app game, "Angry Birds Stella," this fall.

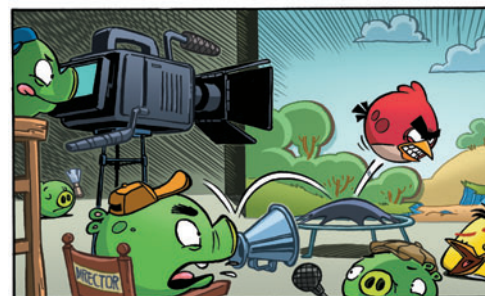
In support of the app's release in September, Rovio is expanding the Angry Birds universe across games, consumer products, publishing and animations.

"Angry Birds Stella" will introduce fans to new characters, settings and adventures that will be reflected in the licensing program, which includes Evy of California for fashion tops, skirts and leggings; as well as J. Franco, Commonwealth, Simply Natural and Accessory Innovations for products that incorporate the brand

message of "dare to be yourself." Stella character diaries and scrapbook activity books are also launching this fall.

In addition, Rovio is collaborating with Hasbro for Angry Birds Stella Telepods, a gaming platform that allow kids to integrate physical and digital play by transporting character figures into the game using their smart devices and unlocking exclusive content.

"Angry Birds Stella and the bold new flock of birds will delight our fans with their inspiring adventures and will be introduced globally through amazing products," says Naz Cuevas, senior vice president, global consumer products licensing, Rovio. "We're thrilled to be working with top partners who understand



and celebrate our brand values, as we continue to offer ways for our fans to bridge the physical and digital worlds in a meaningful and fun way."

A spinoff of the "Angry Birds Toons" television series starring Stella and her feathered friends is slated to premiere in November in conjunction with the release of the game.

Nerd Corps Pushes Slugterra

Nerd Corps Entertainment is continuing to pump up its boys' action property Slugterra.

The company, who has just signed Slugterra's 50th licensee, is unleashing a slew of new consumer products

this year including apparel, backpacks, bags, notebooks, pajamas, snacks, watches and water canteens. In the U.S., Jakks Pacific is growing its Slugterra toy line with new collectible slug figures at Kmart and Meijer, with more products to follow later this year; while in Canada, Jakks is rolling out plush and flinger figures at Target. Abroad, Panini is extending its trading card rights from Brazil to include France, Portugal and Spain; and licensees in Latin America have signed on for apparel, housewares, stationery, cosmetics and party goods in multiple countries.

Nerd Corps is also adding three movies to its roster. The first movie, *Ghoul from Beyond*, premiered on Disney XD Canada this spring; and the second movie, *Return of the Elementals*, will bring Slugterra to the big screen for the first time, debuting on select U.S. screens in August. The third movie is in the pipeline for this fall.



Dumb Ways to Die Hits Market

Evolution has announced that the "adorably macabre" Dumb Ways to Die plush line from U.S.



toy licensee Commonwealth Toys and Novelty is now available for purchase at specialty retailers Hot Topic and FYE.

The plush launch is being supported with in-app push notifications. Metro Trains Melbourne is releasing additional short-form animation on the DWTD YouTube channel throughout the year, as well. The channel has now amassed nearly 100 million views since launch, according to Evolution.

Underground Toys and Licensing Essentials are slated to distribute the plush line in the U.K., Australia and New Zealand, respectively.

Evolution is adding additional licensees to the brand in categories including apparel, accessories and stationery.

In addition, a new iOS and Android app will be released on a worldwide basis beginning in Q4, which will provide much deeper game play and in-app purchases, extending the global reach of the franchise.

A consumer teaser campaign will begin rolling out in late September.

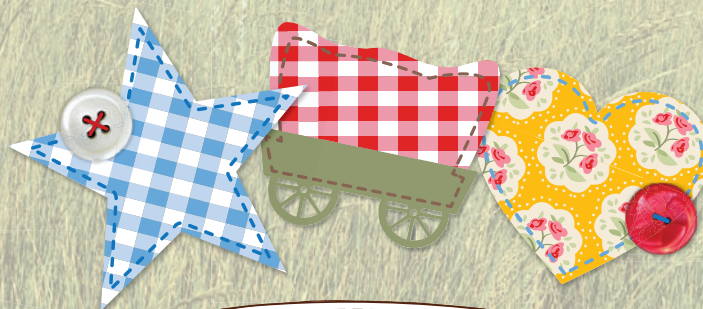
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Blogger Dresses Club Monaco

Founder and blogger of popular lifestyle website Cupcakes and Cashmere, Emily Schuman, has teamed up with fashion brand Club Monaco for a capsule collection, which hit retailers in May. The deal was brokered by Brand Central, the exclusive licensing agency for Cupcakes and Cashmere.

Known for her eclectic, down-to-earth style with a nod to practicality and affordable luxury, Schuman's taste and lifestyle create a perfect synergy with Club Monaco, a brand known for fusing real-world street style with high-fashion trends. Through her blog, Schuman has become a voice for today's generation on

culture, fashion and living, much the way Club Monaco has combined these pillars through its online portal, Culture Club and its downtown lifestyle flagship.

"We see a true creative connection with Emily, and working with her has been a collaboration in every sense of the word," says Caroline Belhumeur, lead women's designer for Club Monaco. "Emily has an eye for fashion, yet isn't afraid to put her own spin on things and offer up her personal style, which in essence is what has made her blog so successful."

"My collection for Club Monaco embodies everything that Cupcakes and Cashmere is about," says Schuman. "These are

lifestyle pieces that are simple, understated and as functional as they are fashionable.

Clothing should contribute to one's lifestyle, not dictate it, and these pieces will effortlessly fit into every woman's wardrobe."

The collection features easy, tailored basics such as white button-down shirts, floral dresses, pencil skirts and mod-inspired sheaths, all updated for the modern woman who is on top of the trends but also enjoys classic pieces.



BRANDCENTRAL

Garfield Dips His Paws into Food and Candy

Garfield licensor Paws, Inc. is expanding the character's love for eating with promotional partners in the food and candy spaces.

Paws has recently added several candy partners including Good Link Trading for gummies, jellies and biscuits; Sweet N Fun for novelty candies; Megatoy for seasonal gift baskets; Innovative Candy Concepts for Too Tarts spray and liquid candy; Kidsmania for candy and toys; and MSRF for candy dispensers, tins, cocoa sets and tower gift packs.

Building on the success of past QSR promotions with McDonald's in China and Quick in France, Wendy's

International is launching a kids' promotion this summer featuring assets from "The Garfield Show" in premiums including stickers and 3D glasses, and KFC will "Go Go Garfield" with their promo.



Polaris Drives Indian, Victory into Expo

American motorcycle brands Indian Motorcycle and Victory Motorcycles will debut at Licensing Expo this year.

The brands will showcase alongside parent company Polaris Industries, one of the leading powersport manufacturing companies.

Polaris is seeking to expand the brands' product categories and is looking for premium quality partners that deliver on the same quality products that fans of the brands have come to know and expect.

Indian Motorcycle is one of America's original motorbike companies. It was founded in 1901 and has gone on to become one of the nation's most legendary brands.

Victory Motorcycle began production of its vehicles in 1998, and is a U.S.-based brand.

Polaris owns both brands.

Also under the Polaris brand banner are Polaris Ranger, RZR and various high-quality off-road vehicles, all-terrain vehicles, snowmobiles, motorcycles and on-road electric/hybrid powered vehicles. Additionally, Polaris continues to invest in the global on-road small electric/hybrid-powered vehicle industry with Global Electric Motorcars, Goupil Industrie and internally developed vehicles. Polaris enhances the riding experience with a complete line of Polaris and KLIM-branded apparel and Polaris accessories and parts.

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Global Icons Pumps Up Brands

Brand licensing agency Global Icons has signed on to exclusively represent the IronMan Triathlon, the largest endurance sports platform in the world. Together the companies will enhance IronMan with new health, wellness and lifestyle products across a range of categories catering to both professional athletes and people of all ages interested in fitness. Global Icons will also advance the mission of IronKids by aligning with a to-be-announced national retailer to host events and create products in the youth apparel, accessories, food and beverage and fitness equipment categories.

Meanwhile, Global Icons is extending the reach of Ford beyond automobiles. As part of the 50th anniversary celebration of the Ford Mustang, nail care brand OPI will mark the milestone with a limited edition nail lacquer collection capturing the spirit, passion and excitement of Ford Mustang set to hit U.S. stores in July. Lucky Brand will add to their Ford line of all-American vintage-inspired tees for men, women and kids with new styles



this summer, and Nine HK's line of "Built Ford Tough" hand and power tools is going strong after a successful launch last year. In addition, Ford will expand its branded retail environments from J.T. Network in China.

Global Icons is also focusing on brand extensions for its other top properties, including BMW, Crock-Pot and MINI.



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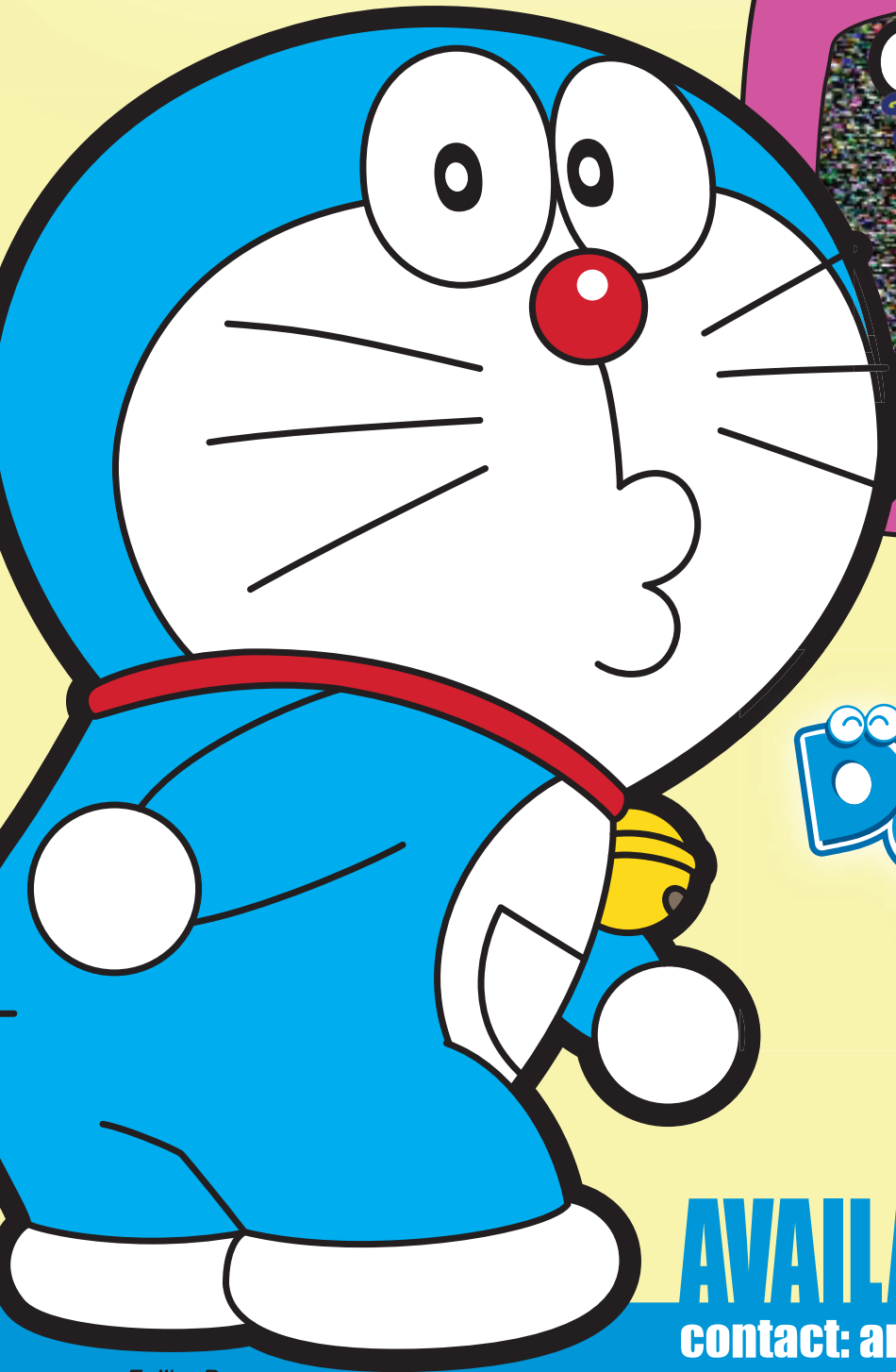
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WEDNESDAY, JUNE 18

Like, Link, Follow Me: Making Sure Licensor and Licensee are on the Same Social Media Page

8 a.m.-9:15 a.m., Tradewinds F

The promise of social media is fantastic—engaging exposure for products and brands that fosters the kind of relationship with consumers that any marketer craves. But in a licensing relationship, who owns that relationship, and how can you make sure that licensor and licensee are on the same wavelength about the message? A variety of stakeholders will give their thoughts.

Moderator: Steven Weinberg, founder, Holmes Weinberg PC. Presenters: Elise Contarsy, vice president, brand licensing, Meredith Corporation; David Favela, manager, business development and licensing, Hewlett Packard; Alan Kravetz, president and chief operating officer, Leveraged Marketing Corporation of America (LMCA); and Pooneh Mohajer, chief executive officer and co-founder, tokidoki.

Basics of Art Licensing

8 a.m.-9:15 a.m., Islander E

This seminar will give attendees an introduction to the very specific challenges faced by those entering the art licensing business, including what you need to know about working with potential licensees, an explanation of how retailers work, how to get a handle on the competitive landscape and an understanding of the roles of the various players.

Moderator: Joanne Olds, president, The Buffalo Works. Speakers: Lynette Jennings, Lynette Jennings Design; Diane Carnevale Jones, owner, Carnevale Jones Group; and Dave Koehser, attorney.

What to do When Things Go Wrong

9:45 a.m.-11 a.m., Islander E

What do you do when things don't work as planned? This session will provide an essential update on topics people rarely talk about—best practices and lessons learned for handling the unexpected. It will help licensing professionals (licensors, licensees, agents and others) understand how to handle licensing challenges and, more importantly, how to recover from them. It will discuss such areas as bad relationships with partners, bankruptcy, what to do when a licensor or licensee gets sold, recalls, unapproved submissions, embarrassment from celebrity spokespersons and more.

Moderator: Stephen Reily, managing director/chairman/general counsel, IMC Licensing. Presenters: Neena Gordon, president, N Gordon Company; David Harkins, associate director, retail business development, Boy Scouts of America (National Council); Kara McCarthy, director of partnerships, licensing and business development, Clorox Company; and Ellen Slicklen, vice president, global licensing, Connair/Cuisinart.

Winning Retail Presentation Strategies

9:45 a.m.-11 a.m., Tradewinds F

Great retail presentations require thought and planning. This session will provide insights and practical advice from retail, sales and analysts. By providing techniques to help you be better prepared, you will have greater opportunities for success.

Moderator: Leigh Ann Schwarzkopf, principal, Project Partners Network. Speakers: Mitchell Stevenson, president, Formula Brands; and Michael Connolly, head of global consumer products, DreamWorks Animation.

Category Focus: Food Licensing—Lots to Chew On

11:30 a.m.-12:45 p.m., Tradewinds F

Learn the multiple perspectives about the unique dynamics of Food Licensing as a food manufacturer, agency representative and licensor answer questions during an interactive panel about this growing segment in the licensing world. Panelists will discuss the trends, challenges and opportunities of food licensing. Moderator: Susie Frausto, Jel-Sert. Speakers: Gus Valen, founder and chief executive officer, The Valen Group; and Megan May, brand licensing manager, Dr Pepper Snapple Group.

What's a Celebrity Worth?

11:30 a.m.-12:45 p.m., Islander E

The right of publicity that gives rise to endorsements and celebrity branding at all levels differs from other types of licensing in several ways. A celebrity's brand or right of publicity can grow exponentially as the celebrity develops and enhances his or her image. The panelists will discuss how to place a value on these rights throughout various contexts in the licensing industry.

Moderator: Weston Anson, chairman, Consor. Speakers: Larry W. McFarland, partner, Kilpatrick Townsend; and Robert Strand, vice president, licensing, IMG WPP Partnership Liaison.

Anatomy of a Licensing Agreement

1:15 p.m.-2:30 p.m., Tradewinds F

A clause-by-clause discussion of a typical merchandising license agreement, with an explanation for the purpose of each clause and suggested negotiation points for both licensors and licensees. Be prepared for active class participation.

Presenter: Greg Battersby, principal, Battersby Law Group.

Royalty Audit and Contract Compliance: What You Need to Know

1:15 p.m.-2:30 p.m., Islander E

This session will include a detailed look at the importance of the royalty audit, how to implement and monitor a program and key areas of focus and findings for all stages from contract negotiation and new to large companies with numerous licensees.

Moderator: Ilan Haimoff, principal, Green Jasson Hanks. Speakers: Todd Katzenstein, head of finance, DreamWorks Animation Consumer Products; and Scott Rosenbaum, expert counsel of business and legal affairs, Mattel.

Reinforcing Brand Equity with Consumers: Case Studies from the Home and Housewares Industry

3 p.m.-4:15 p.m., Tradewinds F

Through thought provoking case studies, the panelists will explore and explain how smart brand extensions increase and leverage brand equity. Understanding the consumer is key and brand extensions need to make sense to your target demographic. The panelists will share how they have managed brand extension programs in the home and housewares market through continuous product innovation and retail merchandising.

Moderator: Warren Shoulberg, editorial director, Home & Textiles Today and Gifts & Decorative Accessories. Speakers: Gayle A. Jones, head of licensing, The Procter & Gamble Company; and Sergei Kuharsky, general manager, new business, food category, Scripps Networks Interactive.

Strategic Brand Management: What's Next for Brands?

3 p.m.-4:15 p.m., Islander E

Your properties are dynamic, robust and the corresponding licensing initiatives net substantial profits. Your brand recognition in the consumer marketplace is strong and your product appears in a wide variety of product categories. Where do you go next? How do you take your brand to the next level? This seminar will address the strategic components necessary to expand existing programs and create new sub-properties to reach new demographics of consumers through a calculated approach that is customizable to brand goals and growth projections.

Presenter: Rob Striar, M Style Marketing.

THURSDAY, JUNE 19

Advanced Licensing Strategies

9 a.m.-10:15 a.m., Tradewinds F

Building upon the Beginner Licensing Basics class, this seminar will explore some of the different strategies utilized by licensors, licensees and retailers to grow their businesses. It will explore some of the current trends and discuss why some of the old licensing strategies are not very effective today. It will explore the new retail landscape and new methods to maximize your licensing programs. It will also look at best practices in licensing strategies from some of the leading companies in the licensing industry. The expert panel will discuss their own strategic approach to licensing and share many ideas that are sure to make your licensing endeavors more lucrative.

Moderator: Stuart Seltzer, president, Seltzer Licensing. Speakers: Mario DiFalco, director of innovation, Del Monte Foods; Greg Goldstein, president and chief operating officer, IDW Publishing; and Glenn Neilson, director of marketing, The Scotts-Miracle Gro Company.

Reaching the YouTube Generation: How New Digital Companies are Uniting Content Creators, Brands and Consumers

10:45 a.m.-12 p.m., Tradewinds F

With the proliferation of entertainment available on the web, companies are emerging to act as aggregators of this diverse content. They are empowering digital content creators and connecting brands with creators via advertising. They are at the forefront of the entertainment revolution, achieving tens of billions of views per month. Through case studies, anecdotes and questions from the floor, you will hear directly from these companies and learn what this means for the licensing industry in 2014 and beyond.

Moderator: Brent Weinstein, head of digital media, United Talent Agency. Speakers: James Fielding, global head of consumer products and retail, AwesomenessTV; and Andrew Graham, senior talent manager, Fullscreen.

How to Maximize the Effectiveness of Your Intellectual Property Through Promotions

10:45 a.m.-12 p.m., Islander E

A look at examples of effective use of IP for increasing revenues and the effective use of promotions as an overlay for increasing the effectiveness of a license. For licensees, how to get the most from the licensor, and for licensors, how to get the most royalties from a licensee.

Moderator: Russell Brown, president, licensing, promotions and ad sales, Valiant Entertainment. Speaker: Susan Miller, founding partner, Bolder Media, Cupcake Digital, Mixed Media Group.



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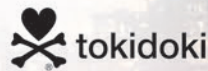
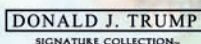
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LAS VEGAS LICENSING EXPO
June 17, 19 - **BOOTH E73**

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TYPE OF FOOD (PLURAL)

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PERSON IN ROOM

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ADJECTIVE

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exhibitorlist

COMPANY NAME	BOOTH #	COMPANY NAME	BOOTH #
Dissero Brands Ltd.	A52	HCA	G20
Doodle Jump	S191	HDMOTION	J141
Dorna Sports	D75	Heat Licensing	M174
Dr. Krinkles	F172	HEXBUG	E47
Dr. Seuss Enterprises, L.P.	A161	Hi-5 World	U181
Dracco	D160	High Q	C32
Dreamworks Animation	S151	High Times Magazine	C42
drizzle studios!	E21	Highlights for Children Licensing, LLC	E61
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Ducati Motor Holding S.p.a.	G51	Homieshop, LLC	D40
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Electronic Arts	D151	Howard Robinson & Associates	G34
Elite Animation Sdn. Bhd.	V184	Huevocartoon	B141
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Ellen Crimi-Trent, Inc.	E71	ICONIX CO., LTD	J141
Endemol	N191	IMG Worldwide Inc	H41
Entertainment One	F161	Inoochi	N194
Entrepreneur Media Inc.	B51	Interasia / Longboard	J21
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Fico	D161; E161	JENNY FOSTER	C35A
FIEC America LLC	U175	Jewel Branding & Licensing, Inc.	A50
Fire Flies Entertainment, LLC	U195	Jim Henson Company, The	Q181
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Forward Exhibition Co., Ltd.	R181	JM Animation Co., Ltd.	J141
FremantleMedia	S181	Joester Loria Group, The	C111
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From Frank	B32	Joy Tashjian Marketing Group, LLC	Q153
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FunInvent B.V.	B163	jupey krusho	F14
G&F Co., Ltd	Y170	Kasmanas	D161; E161
Gamemasters Comic	M193	Kathleen Francour Art & Licensing	G25
Garfield/Paws, Inc.	K181	kathy ireland Worldwide	L91
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Genius Brand International	Z8	Kayomi Harai	E28
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Global Pursuit Co., Ltd	G171	King Features	D111
Glory Innovations, Inc.	E171	Knotty Tree Press	G12
Golf Fashion	W183	KOCCA (Korea Creative Content Agency)	J141; J153
GP Deva Pull-Zen International Inc.	A101	Kratt Brothers Company Ltd	P171
Grani & Partners Spa	U193	Language of Flowers	F52
Green Kids Club	F70	Lately Lily	G60
Grimm	J24	Laura Alison (R)	K16
Grumpy Cat Limited	P201	Laura Seeley Studio	J20
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Hallmark Licensing	Z12	License Apparel Group	X184
Harvest Time Partners	B34	LicenseConnect.com	J121
Hasbro Global Licensing & Publishing	F121	Licensing Group Ltd, The	M145



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Licensing Letter, The	B132	NumbersAlive!	C165	SANTA MANIA	L175	The Real Tooth Fairies	C166
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Lifestyle Licensing International	J51	OpSec Security Inc	M181	SeaWorld Parks & Entertainment	A150	Toei Animation Co Ltd	A133
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Nick Mayer Nature Illustration	C16						
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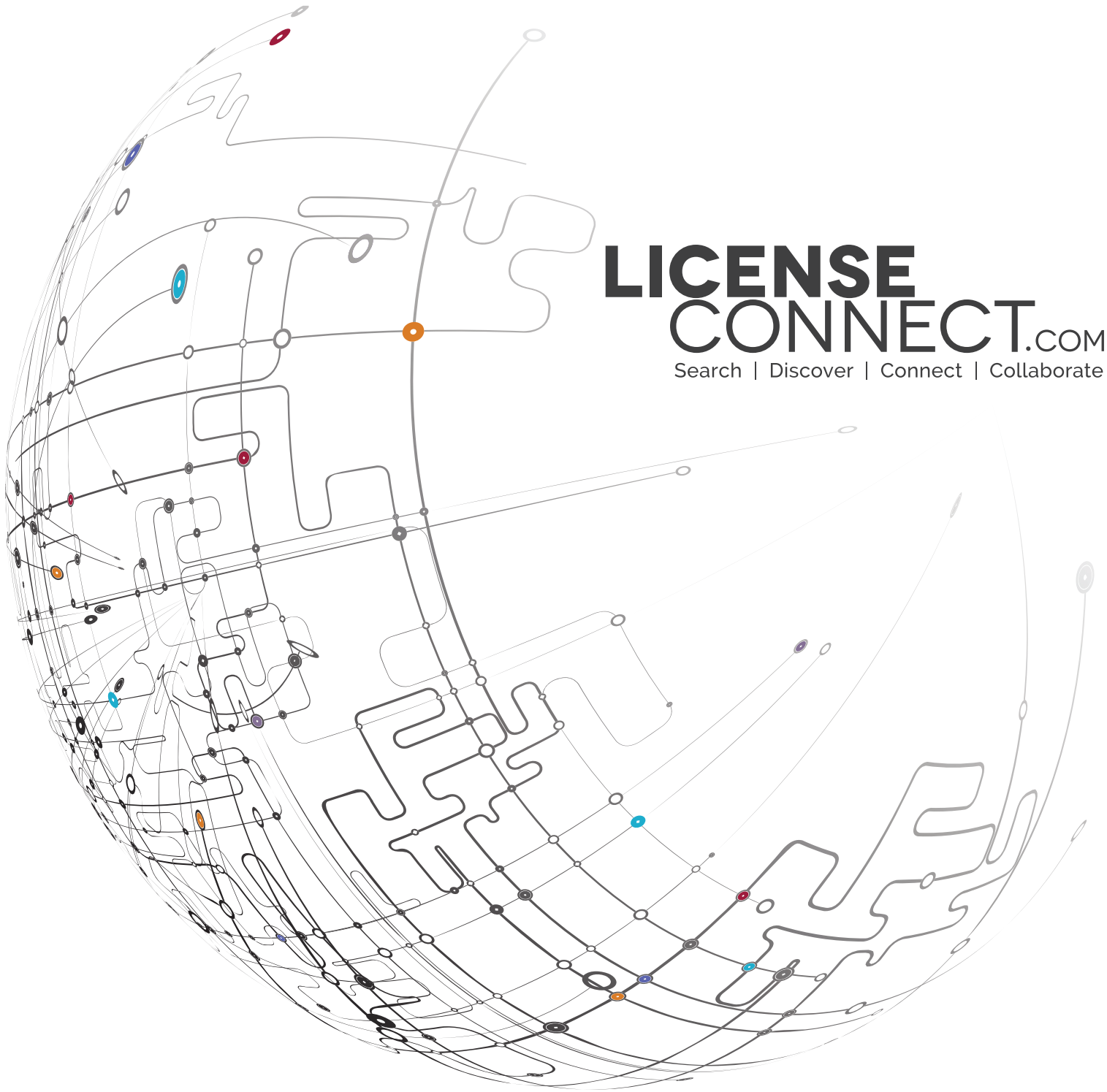
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LIMA Awards Excellence in Licensing

The International Licensing Industry Merchandisers' Association held its annual award ceremony last night, which honors and recognizes the top licensed properties, products and campaigns over the past year.

The LIMA Licensing Excellence Awards winners are voted on by LIMA's members. This year, two new categories have been added—location-based or experiential and digital/new media.

Additionally, the awards honored its 2014 Hall of Fame inductees, The Joester Loria Group's Debra Joester and Joanne Loria.

The winners are:

- **Best Art or Design Program of the Year**—Dena (Dena Designs)
- **Best Art or Design Licensee of the Year**—Junk Food Clothing (for Jean-Michel Basquiat Apparel Collection)
- **Best Property of the Year, Celebrity**—Cake Boss/Buddy Valastro (Discovery Communications)
- **Best Celebrity Licensee of the Year**—Thomas Pink Limited (for The Beatles shirt collection)
- **Best Property of the Year, Toy or Brand**—Monster High (Mattel)
- **Best Character or Toy Brand Licensee of the Year, Hard Goods**—LEGO (LEGO Star Wars)
- **Best Character or Toy Brand Licensee of the Year, Soft Goods**—Junk Food Clothing (for DC Comics Apparel Collection)
- **Best Property of the Year, Corporate Brands**—Girls Scouts of the USA (Girls Scouts of the USA/The Wildflower Group)
- **Best Corporate Brand Licensee of the Year**—Bassett Furniture (HGTV HOME Design Studio Only at Bassett)
- **Best Property of the Year, Digital/New Media**—Angry Birds Star Wars (Rovio Entertainment and Lucasfilm)
- **Best Licensee of the Year, Digital/New Media**—Jazwares (Minecraft Toy Line)
- **Best Film, Television, or Entertainment Program of the Year**—Duck Dynasty (A+E Networks/Brandgenuity)
- **Best Film, Television, or Entertainment Licensee of the Year, Hard Goods**—Playmates Toys (for Teenage Mutant Ninja Turtles toy line)
- **Best Film, Television, or Entertainment Licensee of the Year, Soft Goods**—Accessory Innovations (for Teenage Mutant Ninja Turtles 3D special FX backpack)
- **Best Sports Property of the Year**—WWE (WWE)
- **Best Sports Licensee of the Year**—Junk Food Clothing (for Vintage NFL collection)
- **Best Licensed Promotion**—Anchorman 2: The Legend Continues Durango promotion (Paramount Pictures)
- **Best Location-based or Experiential Program**—The Walking Dead: Halloween Horror Nights at Universal Studios (AMC/Striker Entertainment)
- **Best Retailer of the Year**—Hot Topic (for Doctor Who)
- **Overall Best Licensed Program of the Year**—Duck Dynasty (A+E Networks/Brandgenuity)

Saban, Spin Master Bring Back Popples Property

Saban Brands has tapped Spin Master as the master toy licensee for its re-imagined Popples brand, which will hit shelves and television screens in 2015.

Saban is taking the vintage 1980s brand and updating it for a modern audience. The new animated series “Popples” will debut to the U.S. market next year alongside Spin Master’s full range of children’s toys that includes dolls, plush, collectible figures and

play sets. Spin Master will expand the range internationally in 2016.

“We are thrilled that Spin Master, a global leader in the toy industry, will serve as the master toy partner for our Popples property,” says Elie Dekel, president, Saban Brands. “With a contemporary design, all-new characters and a wonderful line of toys, an entirely new generation of kids will get the chance to enjoy the hilarious, adorable and wacky adventures of the lovable Popples.”



Winx Club Heads to China

Continued from Cover

included a number of high officials including the Prime Ministers of both Italy and China. Rainbow was selected to participate in the business forum because of the many business plans it has for the region.

In a recent deal, Rainbow is planning to feature the characters of its Winx Club brand at a cultural industry theme park, being developed by a CCTV-associated company in Haining.

The theme park deal marks the first step in a long-term collaboration between Rainbow and CCTV, with additional products in the pipeline including the broadcast of “Winx Club” on the CCTV children’s channel and the creation of an animation academy for local talent.

The theme park will feature a dedicated Winx Club area with attractions, rides and experiences including Rainbow-produced

5D Winx Club roller coasters and movies.

The TV series will be aired in Mandarin beginning this year and plans are also underway to launch three Winx Club full-length movies in China soon.

Rainbow Internazionale, the Hong Kong-based subsidiary of Rainbow Group Italy, will roll out a comprehensive licensing program covering apparel, publishing, fashion dolls and more.

Rainbow is also committed to cultural development, and plans to help to create a proprietary Chinese animated character IP that will be based the country’s rich culture and history.

“We are delighted and honored to be part of this important business forum,



which comes at an important time for the Winx Club brand in China,” says Iginio Straffi, founder and chairman, Rainbow Group. “The arrival of Winx Club in one of the world’s biggest markets is not only an important event from a business perspective. It is also an opportunity to spread the magic of Winx Club to a whole new audience.”

BBC Drives ‘Top Gear’

BBC Worldwide North America is continuing to build momentum for its “Top Gear” TV series on the continent with several new licensed consumer product deals.

DC Safety, a supplier of first aid and roadside kits to the OEM automotive industry, will introduce three new offerings for the Top Gear property—a Top Gear first aid kit, a roadside assistance kit and a premium roadside assistance kit.

Licensee Buckle-Down has signed on to manufacture a new line of Top Gear-branded belts and accessories, which are set to debut in August; while Playseat will offer two new Top Gear-branded gaming simulator seats.

“Top Gear’ fans recognize that no one drives quite like the Stig, but we’re delighted to give them a new way to hone their skills as though they are wearing that white jumpsuit themselves,” says

Soumya Sriraman, executive vice president, home entertainment and licensing, BBC Worldwide North America.



CNE Powers Up Powerpuff

Cartoon Network is continuing its successful reboot of The Powerpuff Girls brand franchise with a new series and licensed consumer product program in the works.

Following on the heels of January’s re-imagined “The Powerpuff Girls” TV special, Cartoon Network Studios will produce an all-new TV series slated to hit the airwaves in 2016.

The new series will be further supported by a full licensing program that will roll out across all regions.

The original “The Powerpuff Girls” series began airing on Cartoon Network in 1998 and ran for 78 episodes. It earned two Emmy awards, inspired a feature-length film in 2003, several specials and a retail program that generated more than \$2.5 billion in consumer product sales.



Rinekwall is One to Watch

Design brand Rinekwall is the winner of the inaugural One to Watch contest for new Licensing Expo exhibitors.

“Rinekwall stood out among the many high-quality submissions we received,” says Steven Ekstract, global publisher *License! Global* magazine, and member of the *License! Global* judging panel. “Not only is the breadth and range of their portfolio impressive, but the sophistication of their designs mean they will easily find a home in today’s marketplace.”

Rinekwall was selected for the top honor based on its originality, licensing potential and on-trend aesthetic.

Three runners-up were also selected from among the 10 finalists:

- Art in the Baking’s Ice by Number—edible patterns for decorating baked goods.
- Oju Africa—African-inspired emoticons designed to celebrate the country and give Africans a voice in today’s modern digital world.

- Story Posters—Pictorial narratives that tell complete stories in one poster using color, balance and shapes. Rounding

out the top 10 are Bean Sprouts Cafes and Cooking School, Running Dog Designs’ GirlNation, FremantleMedia Kids & Family Entertainment’s Kate & Mim-Mim, Jupey Krusho’s Memo Me the Loving Lion, Miner Works of Art and Grimaldi Imports Naja Extreme.



Steven Ekstract, License! Global; Dana Agamalian, Rinekwall; John Rinek, Rinekwall; and Jessica Blue, Advanstar

Transformers, Angry Birds Mash-Up Flying this Way

Hasbro has paired with Rovio Entertainment to bring together two hit franchises, Transformers and Angry Birds, to multiple platforms including a mobile game, licensed consumer products and the Telepods platform.

“Angry Birds Transformers provides fans worldwide with a fun, new story and characters and innovative ways like our Telepods platform for consumers to engage with the brand,” says John Frascotti, chief marketing officer, Hasbro.

Later this year, Hasbro will launch a product line featuring the brand mash-up for its Telepods gameplay technology, which brings physical toys to life inside games. Hasbro will also introduce a range of products.

Also for the Transformers property, Hasbro has announced a new TV series, “Transformers: Robots in Disguise,” slated for debut in spring 2015.



ABG Steps it Up with Madden, Juicy Couture

Authentic Brands Group and Steve Madden are partnering with Juicy Couture for a new women’s footwear deal.

The contemporary footwear range will broaden the Juicy Couture brand and will be consistent with Juicy’s signature branding, including details such as hardware treatments, playful prints with rhinestone touches and pops of neon.

The first collection of Juicy Couture footwear created by Steve Madden will be available around the world in Juicy Couture stores, shop-in-shops, select department stores and online at JuicyCouture.com in spring 2015.

“This collaboration has added a new dimension to our growing roster of best-in-class licensing partners,” says Jamie Salter, chairman and chief executive officer, Authentic Brands Group. “It marks yet another milestone for Authentic Brands Group as we continue to enter the realm of the international fashion-forward market.”

“When a brand like Juicy Couture becomes available to work with, you go for it,” says Steve Madden, founder, creative and design chief, Steve Madden. “This is an example of two iconic brands coming together for beneficial partnership. We want to leverage our assets and design expertise to grow the Juicy Couture shoe presence worldwide.”

showphotos



Veronica Hart and Leslie Ryan, CBS



Characters assemble for the annual Licensing Expo Character Parade



Michael Acton Smith, Mind Candy



Priscilla Presley at the Authentic Brands Group booth



Neil Cole, Iconix Brand Group, with Melissa Menta and Leigh Anne Brodsky, Peanuts Worldwide



Michael Mankowski, SBL, and Henry Stupp, Cherokee Brands Group



Debra Restler, Michael Stone and Allison Ames, Beanstalk



Jim Fielding, AwesomenessTV



Trey Williamson, Andrew Heitz and Robert Donsky, Ubisoft



Kathy Ireland, kathy ireland Worldwide, with Tony Hawk



Susan Bolsover and Lori Burke, Penguin Group

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