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THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

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LICENSING EXPO

THE ART OF THE DEAL

An exclusive look back at some of the many highlights and news from the annual Licensing Expo event.

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Licensing Expo Scores Big in Attendance, Deals and Networking



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

Last month's Licensing Expo truly exemplified the breadth and scope of intellectual property, the diversity of international attendees and the power of brand licensing.

Advanstar Licensing, organizers of Licensing Expo, reported that 15,702 licensing professionals attended the show, representing a 5 percent increase over 2013; there was a 33 percent increase in retail attendance; a 27 percent increase in licensees, advertising and sales promotion executives; and record attendance from China and Japan, which increased by 69 percent and 38 percent, respectively.

As the official publication of the event, *License! Global* produced two record-breaking issues, three print Show Dailies and 10 e-newsletters with more than 500 articles.

This special recap of the Licensing Expo includes only some of the highlights and special events—for even more news visit LicenseMag.com to download the digital editions of the Show Dailies, plus the May and June issues.

Here's a short category update of some of the new and exciting properties:

- **Entertainment**—The Good Dinosaur from Disney, B.O.O.: Bureau of Otherworldly Operations from DreamWorks, Ant-Man from Marvel and The Book of Life from Fox. Popular sequels such as Jurassic World from Universal, How to Train Your Dragon 2 and Kung Fu Panda 3 from DreamWorks, Avengers 3 from Marvel and Alvin and the Chipmunks 4 and Ice Age 5 from Fox. Classic characters Popeye from Sony, Peanuts from Iconix/Blue Sky, Power Rangers from Saban/Lionsgate and SpongeBob from Nickelodeon/Paramount.
- **Fashion**—Nicole Richie's House of Harlow 1960 brand is expanding into home and kids, Tony Hawk from Cherokee, Macbeth from Saban, Mini Marilyn from Authentic Brands Group and sportswear from kathy ireland Worldwide.
- **Sports**—NFL Players Inc., with an all-star list of players including this year's rookies led by No. 1 draft pick Jadeveon Clowney (Houston Texans) and No. 22 Johnny Manziel (Cleveland Browns).
- **Gaming**—Candy Crush Saga from King, LBX (Little Battlers Experience) and YO-Kai Watch from Dentsu, World of Warriors from Mind Candy, Watch Dogs from Ubisoft and Sonic Boom from SEGA.
- **Licensing agents**—Britax and Aimee Song from Joester Loria, It's Happy Bunny from Striker and Gallina Pintadinha from Redibra.
- **Music**—John Lennon from Epic Rights and Fifth Harmony from Sony Music Entertainment.
- **Automotive**—Ducati, Polaris and The Motorsports Café sponsored by Shell.
- **Art and design**—Grumpy Cat and Rinekwall, which was recognized as the One to Watch in *License! Global's* first contest for new Expo exhibitors.

According to Advanstar Licensing, more than 70 percent of the floor space was re-booked for Licensing Expo 2015, which takes place June 9-11, 2015, at the Mandalay Bay Convention Center in Las Vegas, Nev.


In the meantime, it's time to get ready for Brand Licensing Europe. See you in London, Oct. 7-9 at Olympia. ©

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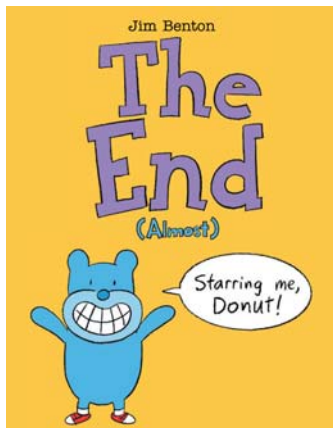


Striker to Draw Up Deals for Jim Benton

Jim Benton, creator of property It's Happy Bunny, has signed with licensing agency Striker Entertainment for representation.

"I've known Marc Mostman for years and this seems like an excellent time to partner up. I'm looking forward to new projects with It's Happy Bunny, and Striker Entertainment is a perfect partner," says Benton.

The brand has several deals in place, including a new picture book recently released by publisher Scholastic. *The End (Almost)* was just featured on the cover of Scholastic's spring catalog and focuses on a character named Donut, a blue



bear. Donut will be shopped as an entertainment property for brand extensions.

Benton will also debut his series of web cartoons in a book compilation titled *Dog Butts and Love. And Stuff Like That. And Cats*. NBM Publishing took on the book rights, which will launch at San Diego's Comic-Con this month. The book will retail in stores such as Books-A-Million, Barnes & Noble, Urban Outfitters, Amazon and more.



Rinekwall Named as the 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*, 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. We expect to see great things from this brand."

Rinekwall was selected from among 30-plus submissions and 10 finalists for the top honor based on its originality, huge 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.

"Any one of our runners-up could have easily won," says Ekstract. "These three brands each offer wholly unique licensing opportunities that the judges found very exciting."

Rounding out the top 10 finalists were 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, Licensing Expo

Lennon Taps Epic Rights

Epic Rights and Yoko Ono announced during Licensing Expo that they will collaborate on a global branding and licensing program that encompasses the career of famed musician John Lennon.

As part of the deal, Epic Rights will develop two new programs based on the John Lennon legacy: the John Lennon Classic brand for products featuring the artist's name, likeness and signature; and the Bag One Arts brand based on drawings by John Lennon from rare archival sketches, which include whimsical drawings from the years 1964 through 1980.

Both John Lennon programs will offer potential licensees the opportunity to incorporate Lennon's photos, images and sketches across a broad selection of product categories. To ensure the continued integrity of Lennon's legacy and art, all licensed

products will have the personal approval of Yoko Ono.

"We are committed to developing a worldwide licensing program that respects Lennon's beliefs and contributions to humanity, and [we] anticipate strong global consumer demand from existing and new fans who want to connect with John Lennon and his legacy," says Dell Furano, chief executive officer of Epic Rights.

"Regardless of how we have experienced John Lennon—through his music, his art, his writings—he was defined by the message of love and peace, becoming an icon for generations worldwide," adds Ono. "I regard the John Lennon Classic and Bag One Arts licensing programs as another way to honor John's legacy, and I am confident that by working closely with Dell and the Epic Rights team, we will achieve this goal."

Britax Appoints JLG

Licensing agency The Joester Loria Group has been tapped to represent baby brand Britax for licensing in North America.

Britax is a manufacturer of premium car seats, strollers, baby carriers and accessories with a 70-year history.

"We are thrilled to represent Britax," says Debra Joester, president and chief executive officer, The Joester Loria Group. "We look forward to working with Britax and leveraging our expertise in the infant and juvenile licensing category to create thoughtful product extensions designed to provide families everyday freedom with safe and practical childcare solutions."

JLG will develop a comprehensive licensing program for Britax that extends the brand to include a full range of childcare essentials. Product categories will include gear, furniture, health and safety products, bath items, feeding and additional brand extensions.

"At Britax, we have a long history of creating trusted products for the entire journey of childhood," says Jon Chamberlain, president, Britax. "Now, we're pleased to extend our commitment to innovation and safety to a larger range of products."



Beanstalk Plans TGI Fridays Product Extensions



Global brand extension agency Beanstalk has partnered with America's original bar and grill, TGI Fridays.

Beanstalk will work with TGI Fridays to extend the brand into additional food and beverage and other complementary categories, as well as take over the management of select existing licensees.

With approximately \$400 million in retail sales, TGI Fridays is listed as No. 84 in *License! Global's* exclusive, annual Top 150 Global Licensors report.

In 1965, TGI Fridays opened its first location in New York City, New York. Today, there are more than 900 restaurants in 59 countries that offer a social, welcoming ambience featuring friendly staff, high-quality hand-crafted food and innovative drinks.

According to Beanstalk, quality and innovation are key equities of the TGI Fridays licensing program.

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ABG Unveils Mini Marilyn Brand

Authentic Brands Group has revealed its newest brand—Mini Marilyn, a stylized, character-based property.

Mini Marilyn is targeted to girls ages 8 to 16, with playful, age-appropriate styles.

With her trademark blonde hair and red lips, Mini Marilyn is designed to empower girls to be confident, take risks and dream big.

“We are very excited to introduce a new generation to the magic of Marilyn Monroe,” says Nick Woodhouse, president and chief marketing officer, ABG. “Mini Marilyn presents a new and innovative opportunity for our existing and future partners, while giving ABG the chance to grow its portfolio of global brands from the inside out. We look forward to the endless possibilities in store for Mini Marilyn.”

ABG debuted the new brand for the first time at Licensing Expo in June. Target categories for the brand include apparel, accessories, tech accessories, toys, mobile apps and virtual goods.

The brand will be supported by a range of digital initiatives including a website (MiniMarilyn.com) and global Facebook, Instagram and Twitter pages.



Cherokee Introduces Tony Hawk Brands

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

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

“We are excited to have Tony join us and our partners as we expand distribution globally,” says Henry Stupp, chief executive officer, Cherokee. “We expect the 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.



Kathy Ireland to Launch Sportswear

kathy ireland Worldwide is partnering with BBC Asia Group to launch the Kathy Ireland Life and Style sportswear brand later this year.

Denims will be released this year, with outerwear to follow in 2015.

“This return to sportswear is a powerful moment in our fashion journey,” says Kathy Ireland, chief executive officer and chief designer, kiWW. “Working with BBC is exciting and innovative. Once upon a time, we competed with these great leaders and today, we are a single team. [BBC Asia Group's] Mr. Soffer, Mr. Acampora and their executives and designers are all extraordinary. This relationship came together at Licensing Expo.”


Robert J. Acampora, BBC Asia's executive vice president for the JouJou brand, will serve as brand manager for Kathy Ireland Life and Style.

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There's a new Cat in town!



Movie

90 minutes

Picture: Pet Odyssey

Mobile

4 Apps on iOS and Android.
Next Release: Gaturro's World,
complete virtual world on
all mobile devices.



Music

Partnership with Universal Music
in all Latin America, including Brazil
Launch in Latin America: January 2014 - Launch in Brazil: August 2014
Music video clips: <http://www.youtube.com/GaturroMusicVEVO>



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show!**

TV series 3D

First season 20 x 3' available in spanish
and portuguese



Partner Cartoon Network
(Latam - Pay tv)



Partner Canal 13
(Argentina - Free tv)



Partner Bandelrantes
(Brasil - Free tv)

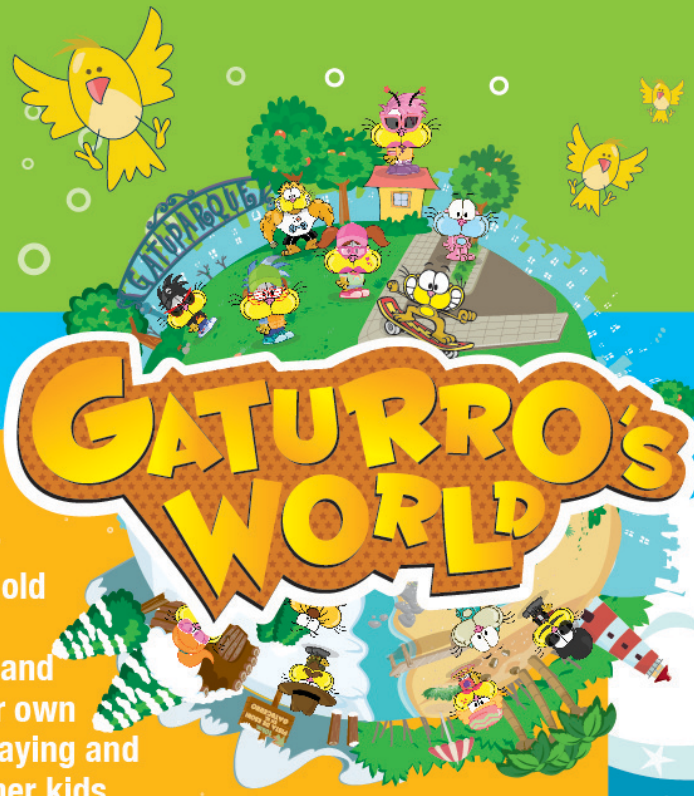


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Carolina Abulafia

Gaturro



Gaturro's World

Gaturro's World is the most successful virtual world for children from 4 to 12 years old in Latam.

A virtual world where boys and girls are able to create their own avatar and bring it to life playing and socially interacting with other kids.

TARGET:

Girls & Boys
4 – 11 Years

NUMBERS:

- + 10 Millions registered
- + 1.3 Millions logins per month
- 35 Min per session

- + 50 Minigames
- Virtual Goods
- Membership



Sponsorship



Merchandising

publishing

tablet

back to school

soft toy

King Scores Sweet Deal for Candy Crush

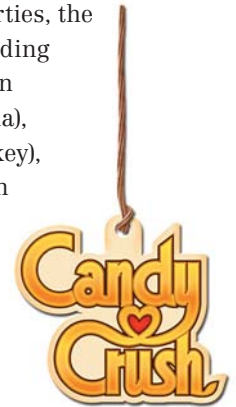
Digital game “Candy Crush Saga” has inspired an assortment of deals.

New global partners include Brandmart Group AP for home textile products, Air-Val International for fragrances and Spun Candy for bespoke confectionery; while Commonwealth has signed on for plush and accessories exclusively in North America and Europe.

Additional global partners include Bonbon Buddies, Okmno, Simply Natural, Strauss and Kervan Gida Sanayi ve Ticaret for confectionery; Nestle for ice cream; 5th Sun and Skybrands for apparel; Accessories Innovations, Everything Legwear and RXK for fashion accessories; Irene for cosmetics; Trends for paper products; Sirka for stationery; Easy Licenses International, Tov Toys and S&P for home décor; Rasta Imposta for costumes; and Megabox for mall events.

To help facilitate King’s global licensing efforts for “Candy Crush Saga” and its other casual gaming properties, the company has lined up a network of agents including Striker Entertainment (U.S. and Canada), Tycoon Enterprises (Latin America, excluding Argentina), IMC (Argentina), Mediogen (Israel), Sinerji (Turkey), Pacific Licensing Southeast Asia, Wild Pumpkin (Australia), PPW (Greater China) and Woozclub (Korea).

Installed over half a billion times across Facebook and mobile devices, “Candy Crush Saga” challenges players to match sweets in a combination of three or more and has become one of the world’s most played digital games.



Skylanders Takes a Bite

Activision is teaming up with General Mills to launch Skylanders into the food category with Skylanders-shaped Fruit Flavored Snacks and Skylanders-branded GoGurt, Fruit Roll-Ups and Fruit Gushers. The partnership will bring six character favorites including Chompy, Gill Grunt, Jet-Vac, Kaos, Stealth Elf and Eruptor to grocery stores, supermarkets, drug stores and mass market retailers.

The promotion will continue through October to coincide with the debut of Activision’s latest Skylanders game, “Skylanders Trap Team,” which features an all-new, innovative play pattern, called “trapping,” that allows kids to bring the virtual and physical worlds of the brand to life.

General Mills is supporting the program with a series of interactive campaigns that will highlight this integration of virtual and real-life game play. The GoGurt Slurp Till It’s Flat program will let kids trap a variety of Skylands villains inside a GoGurt tube; while the Fruit-Roll-Ups promotion will allow kids to capture Skylanders characters on their tongues, and Fruit Gushers will give kids the ability to experience fire and water elements. Both the Fruit Roll-Ups and Fruit Gushers will feature new characters from the upcoming game.

Looking ahead to next year, General Mills will introduce four Skylanders Skystones games inside specially marked General Mills cereal boxes starting in February 2015. Special codes will unlock exclusive content on the “Skylanders Collection Vault” app, and the game will feature characters that have only previously been available in the *Skylanders* video games.



DWA Roars onto Netflix

DreamWorks Animation is going back in time—way back—as it debuts its newest property, Dinotrux.

Based on a new TV series, Dinotrux are half-dinosaur, half construction vehicles that battle it out. The original DWA show will air on Netflix in the U.S. and the more than 40 countries where its services are available. Other partners include Super RTL and Planeta Junior in Europe.

“Dinotrux is our first wholly original property for Netflix, and we couldn’t be more excited for kids to have a blast with these characters,” says Margie Cohn, head of television, DWA. “The Netflix platform gives us the opportunity to extend the worlds of our characters, and now we’re creating a world of our own, a world filled with Dinotrux.”

“It goes without saying that Dinotrux lends itself to an incredible play pattern for boys, and we look forward to taking this program to retail,” says Kelli Corbett, global head, retail sales, DWA. “We will have a fantastic and innovative line of action-oriented vehicles and play sets, and our partners are hard at work on a number of other innovative product lines that kids will absolutely love.”

“Dinotrux” follows the adventures of Ty, a Tyrannosaurus Trux, and Revvit, a Reptool, as they bring together an incredible world with a giant cast of characters. Together the Dinotrux and Reptools must unite to defend their community from the biggest and baddest Dinotrux of all, D-Strux, as he threatens to destroy everything they’ve built.

Saban Adds Julius Jr. Licensees

Saban Brands is growing its Julius Jr. property with a new lineup of licensing partners. The new deals expand on previously announced licensing partnerships with master toy licensee Fisher-Price and publisher Random House.

On board for the children's brand are Accessory Innovations for backpacks, bags, headwear and cold weather products; Amscan for kids' costumes sold exclusively at Party City; Freeze for sportswear and t-shirts; High Point Design for hosiery and slipper socks; Idea Nuova Global for room décor and furniture; Jay Franco for beach, bedding and bath accessories; Komar Kids for children's sleepwear from infant through size 8; Parigi Group for sportswear and t-shirts; and Rubie's Costume Company for toddler costumes.

"We are delighted to announce our new licensing partners for Julius Jr. and are thrilled to see the brand growing into additional categories," says Kirk Bloomgarden, senior vice president, global consumer products, Saban Brands. "These new licensees share our passion for the inventive spirit of the series and will develop exceptional products that we are eager to offer Julius Jr. fans."



Nick has Turtle Power

Nickelodeon is planning a full line of merchandise to support its upcoming Paramount Pictures film *Teenage Mutant Ninja Turtles*.

Retailer Target has been tapped as the exclusive product destination for movie toys in-store beginning July 13, followed by release online at Target.com the next week; while additional movie-related product will be available at other stores such as Walmart, Toys 'R' Us, Amazon.com and Hot Topic.

On store shelves, fans of TMNT will find more than 100 products including toys from master toy licensee Playmates Toys and global construction partner LEGO, as well as product in categories such as publishing, home décor, apparel, jewelry and accessories. Additional licensees tapped to support the film launch include Activision Publishing, Insight Editions, Paramount Home Entertainment, Rubie's Costume Co., Zak Designs, Bioworld, Freeze, LF USA, PS Brands, Thermos and many more.

"Teenage Mutant Ninja Turtles is hotter than ever, and Paramount Pictures' upcoming film is poised to be a smash hit," says Pam Kaufman, chief marketing officer and president of consumer products, Nickelodeon. "Our licensees and retail partners have done an incredible job of adapting the movie into experiences and products that encompass the action and adventure of the franchise, enabling Turtles super-fans to live out their most memorable movie moments."

Marvel Sets the Stage for The Avengers Sequel

Building on the momentum from the launch of The Avengers franchise, Marvel is planning a robust licensing program for the



highly anticipated sequel, *The Avengers: Age of Ultron*.

Already on board are best-in-class licensees such as Hasbro, LEGO, Hot Wheels and Huffy for wheeled goods; Under Armour for performancewear; Mad Engine and C-Life for apparel; American Greetings for party goods; Hallmark for social expressions; Jay Franco for bedding; and a host of new consumables licensees.

In a first for the franchise, Marvel's retail strategy will showcase the many elements of the film while offering consumers distinct and separate retail experiences. Marvel will give fans customized, branded destinations and exclusives to create unique retail experiences, while also maximize buzz for the film.

The Avengers: Age of Ultron hits theaters in summer 2015.

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Sony PlayStation Summit

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 for its franchises including Killzone.

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

Sony also has a long line of classic games such as “Uncharted,” “Little Big Planet” and “God of War” that present consumer product opportunity. “Gran Turismo” embedded itself in the real world of racing when Formula 1 signed gamer Jann Mardenborough to its Red Bull team after he trained with the Gran Turismo program, as well.

In February 2015, Sony PlayStation will release “The Order: 1886,” which takes gamers back to Victorian-era London.

Nickelodeon Renews Turtles, Partners with Macy’s

“Teenage Mutant Ninja Turtles,” the long running CG-animated series on Nickelodeon, has been picked up for a fourth season. Paramount Pictures will release *Teenage Mutant Ninja Turtles*, the live-action film, Aug. 8. The franchise’s first global app, “Teenage Mutant Ninja Turtles: Rooftop Run,” was released last year in more than 40 territories around the world.

Nickelodeon announced that SpongeBob SquarePants will be Macy’s 2014 holiday ambassador. The SpongeBob “square” balloon will make its 11th appearance at this year’s annual Macy’s Thanksgiving Day Parade in New York City. Macy’s will also highlight exclusive SpongeBob merchandise and displays in its flagship store and online.

The network will also kick off a new merchandising program for “Blaze and the Monster Machines,” its new preschool series dedicated to the STEM curriculum. Nick is looking for partners in areas such as apparel, home décor and toys.

Also announced are 12 additional licensing deals for Nick’s publishing portfolio, which will expand its franchises such as Bubble Guppies, Dora the Explorer and Blaze and the Monster Machines. Partners include Staples, Innovation Designs and Google.



Pam Kaufman,
Nickelodeon Consumer
Products

Viacom Revamps TMNT, Fetes SpongeBob SquarePants

Viacom International Media Networks will support the August release of the *Teenage Mutant Ninja Turtles* film with a new toy line in 2015, part of the company’s \$500 million investment in the franchise.

SpongeBob SquarePants will also take center stage with forthcoming fashion collaborations and a new film.

Other VIMN initiatives include the addition of more global retail locations, an emphasis on live events and entertainment and expanded product programs for the series “Paw Patrol” and “Dora and Friends.”

Saban Knows Music

Saban Brands will collaborate with music mogul Simon Cowell to launch a new TV/music talent reality series on Univision called “La Banda.”

Saban Brands also announced a new partnership with Macbeth, a music lifestyle label helmed by Tom DeLonge of the bands Blink-182 and Angels and Airwaves. Together, Macbeth and Saban Brands will market its footwear, apparel, accessory and lifestyle products currently sold at stores like Zappos.com and Journeys, as well as internationally throughout Europe, Japan and Southeast Asia.



Elie Dekel, Saban
Brands

Skylanders Invade Products

Activision will further extend the Skylanders video game franchise worldwide with continuing collaborations with General Mills, Immediate Media, IDW and Crayola.

General Mills will helm a cereal program in North America that features the game franchise on packages. The property will also be included on packages of Go-Gurt and Trix Yogurt Cups starting next fall.


Penguin Group and augmented reality company Zappar will work on the new *Skylanders SWAP Force Official Guide*, while Immediate Media will publish a new magazine and IDW will create the first official Skylanders comic book series. Skylanders-branded coloring and activity books from Crayola will hit stores next spring.

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LIMA Awards Excellence in Licensing



The winners of the International Licensing Industry Merchandisers' Association's (LIMA) annual Licensing Excellence Awards 2014.

The International Licensing Industry Merchandisers' Association held its annual award ceremony June 17, which honored and recognized the top licensed properties, products and campaigns of the past year. The LIMA Licensing Excellence Awards Winners are voted on by LIMA's members.

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

"It was truly a spectacular night and a banner year for our awards program. We're proud to celebrate all of our Licensing Excellence Awards winners, which represent the best work from companies around the globe," says Charles Riotto, president, LIMA.

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 Brand**—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)

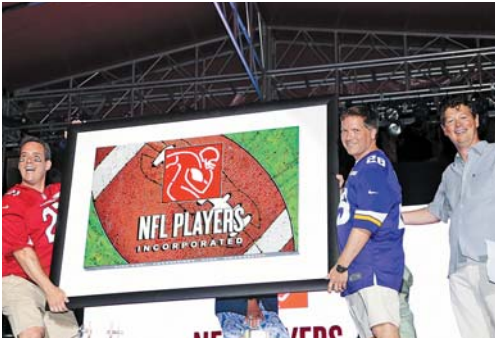


LIMA Hall of Fame: Joanne Loria and Debra Joester, The Joester Loria Group

Licensing Expo 2014 All-Industry Opening Night Party



The All-Industry Opening Night Party, sponsored by NFL Players Inc. and LIMA and co-hosted by The Country Music Association, kicked off Licensing Expo 2014, which is organized by Advanstar Licensing. The party took place June 17 at the Mandalay Bay Beach in Las Vegas, Nev.



Keith Gordon and Steve Scabelo, NFL Players, Inc., with Chris DeMoulin, Advanstar



The evening's entertainment, Kellie Pickler, brought to attendees by party co-host, The Country Music Association



Judith Hofman, EXIM Licensing Group; Rick VanBrimmer, The Ohio State University; Bettina Koeckler, Fox Consumer Products; and Steven Ekstract, License! Global



Michael Guzman, Giamina Vergara and George Sonoda, Discovery Communications



Gavin Matcalfe, Doug Drohan, Duncan Hamilton and Michael Dunn, Nickelodeon & Viacom Consumer Products



Ken Abrams, Character Vision, and Mathew Vlastic, Sony Music Entertainment



Skylar Perkes, Tracy Dekel and Elie Dekel, Saban Brands, with Joe Loggia, Advanstar

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DreamWorks Animation's Jeffrey Katzenberg and House of Harlow 1960's Nicole Richie kicked off Licensing Expo 2014 with two keynote presentation events. Richie's The Big Interview address was moderated by Tony Lisanti, global editorial director, License! Global.



Alexander Lee, Stephan Wanigesequera, Patrick O'Brien and Ryan Gagerman, EA Sports



Shean Ferrell, Polaris



Elephants promote Feld Entertainment's Ringling Brothers Barnum & Bailey Presents Legends



Kirk Bloomgarden, Saban Brands



Rebecca Friendly and Trip Friendly, Friendly Family Productions, with Carole Postal, CopCorp Licensing/Knockout Licensing



David Harkins, Boy Scouts of America



Helene Gordon and Elysia Howard, ASPCA



Nicholas Bonard, Holly Bone, Elizabeth Bakacs, Sue Perez-Jackson and Richard Henson, Discovery Consumer Products



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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Charlie Tebele and Jess Richardson, WWE, with The Bella Twins



Philippe and Guillaume Soutter, PGS Entertainment, with Janice Karman, Vanessa Bagdasarian and Ross Bagdasarian, Bagdasarian Productions



Grumpy Cat with Tabatha Bundesen, owner



Otis the owl and Julie Scardina, SeaWorld



Rodrigo Paiva, Monica Sousa, Enio Kuruma and Claudia Arbex, Msuricio De Sousa



Ray Parker Jr. with Mary Goss-Robino, Sony Pictures Entertainment



Renee Graziano of "Mob Wives" with Caitlin Wagner, Toy State



Erin Malafrote, Amanda Yip and Nisha Beech, Cartoon Network



Steve Russo, FAB NY, and Steven Ekstract, License! Global



Juliano Prado, creator of Gallina Pintadinha



Shahab Khosravan, Kelly Kozel, Deklah Polansky and Kate Dwyer, The Coca-Cola Company



Trudi Hayward and Giles Ridge, ITV Studios Global Entertainment



Bill Isler, Fred Rogers Company, and Samantha Freeman, Out of the Blue



Elizabeth Ellis, Viz Media/ShowPro



Jackie Perez, Universal Studios Partnerships & Licensing



Gretchen Rossi and Slade Smiley, "The Real Housewives of Orange County"



Dickie Armour and Patrick Adams, MyBrandEmail



Glover Teixeira, UFC fighter



Matteo Olivetti and Michael Grant, Rainbow

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