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POWER PLAYERS

Plus:

- BLE EXHIBITOR PREVIEW
- MAGIC: TRENDS AT RETAIL
- FOX'S FASHION SENSE

As NFLPI celebrates its 20th anniversary, the licensing and marketing subsidiary of the NFL Players Association, is creatively and aggressively expanding its licensing initiatives to drive retail sales growth for its roster of players.

Licenses! Global

BRAND LICENSING EUROPE PREVIEW

AUGUST 2014

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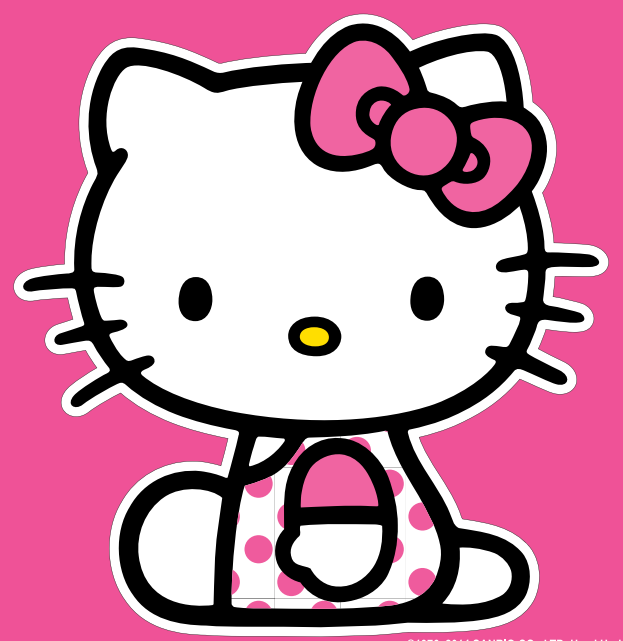
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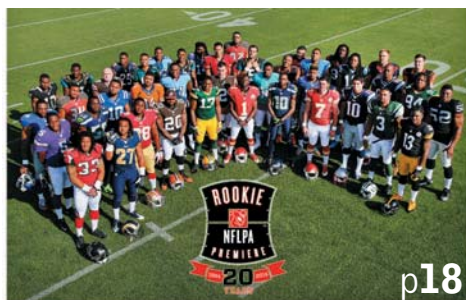


HELLO KITTY®



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With an aggressive new growth strategy, NFLPI is looking to score big in brand licensing as it looks beyond traditional products to drive retail sales not only during the football season, but also throughout the year.



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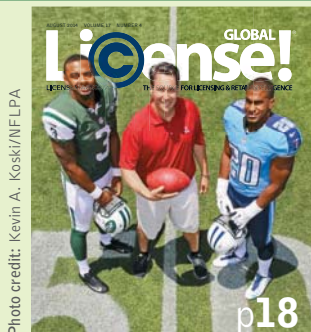


Photo credit: Kevin A. Koski/NFLPA

On the Cover: NFLPI president Keith Gordon flanked by two rookie players—Tahj Boyd, New York Jets, left, and Bishop Sankey, Tennessee Titans.

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Mark Warsop – CEO, Panini America



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Can licensing revenue slip away?

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Going Global

While inherent risks are still prevalent, so are the opportunities for retail growth especially in several smaller, less publicized nations with more consumers that are willing to spend.

Despite the National Retail Federation's recent lowering of its projections for retail sales this year, the continuing challenges and changes facing retailers such as the recent mega acquisition of Family Dollar by Dollar Tree, and the instability in several nations, global retail opportunities in emerging markets remain one of the key growth factors for retailers and licensors.

Wherever there is an expanding middle class and other favorable economic conditions such as more disposable income, the propensity for retail expansion and licensed merchandise increases significantly.

While in some ways it smacks of the same old message of past years, this story is not about the same countries that have always been touted for growth opportunities, such as Mexico or Poland, although they may still offer slivers of growth.

Consider the findings of a recently-released study of global retailing conducted by consulting firm A.T. Kearney: Research showed that several Latin American and Sub-Saharan African nations offer the greatest opportunities for retail expansion, while other nations once touted as the darlings of growth are no longer even on the list.

According to the Global Retail Development Index, which is based on 25 macroeconomic variables, eight Latin American countries were ranked in the Top 30, with Chile topping the list along with Uruguay and Brazil in the top five, No. 3 and No. 5 respectively. China ranked No. 2 and United Arab Emirates ranked No. 4. Rounding out the top 10 beginning with No. 6 are: Armenia, Georgia, Kuwait, Malaysia, Kazakhstan.

Four nations made the GRDI Top 30 rankings for the first time. They are: Nigeria (No. 19), Philippines (No. 23), Costa Rica (No. 24) and Vietnam (No. 28).

Regarding China, the report points out that "Even with less-bullish economic growth, China remains impossible for retailers to ignore. Retail sales in the world's most populous country increased 13 percent in 2013 (to \$3.7 trillion), and consumer confidence rose."

With regard to the Middle East, the report points out that the area is "a dynamic retail region, with a young and growing population, strong GDP growth, and increasing consumer confidence and spending. With Qatar scheduled to host the FIFA World Cup in 2022, and Dubai recently winning the Expo 2020 bid, the region's construction and infrastructure boom should continue, benefiting retail."

In the GRDI report, 63 countries have been ranked in the Top 30 since the study was first done in 2001, and more than half are no longer ranked. Countries that were once touted for their growth opportunities are no longer on the Top 30 list.

Described as the "Graduates" by A.T. Kearney, the report states, "This year we analyzed the countries that are no longer ranked in the GRDI and why they fell from the rankings. The list includes Poland and South Korea, which developed into modern retail markets; Bulgaria and Romania, where stalled economic growth delayed retail development; and Algeria and Ukraine, whose social and political unrest unraveled retail growth.

According to the GRDI report, the news isn't positive for all Latin American nations. "Argentina, El Salvador, Guatemala and Venezuela are among the Latin American countries that have dropped out of the GRDI largely as commodity prices plummeted. The economic risks resulting from these troubles were compounded by infrastructure challenges, political unrest, corruption, and widespread violence, among other factors. Moreover, the size of the prize is relatively small in these countries, where incomes are low," the report states.

The report concludes: "Undoubtedly, this list of former GRDI members will grow over time as more countries mature or falter. Could China, already the owner of the world's second largest GDP, soon graduate from the GRDI? Could India, if the new government does not improve the ease of doing business, slip out of the rankings? Or, could an unexpected geopolitical crisis knock out countries formerly on the path of development?"

This report is all about the future, but now is the time to start collecting all those airline frequent flyer miles. ©



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

Epic Rights Scores Big KISS Deals



Lisa Streff, senior vice president, licensing sales, Epic Rights

Epic Rights has lined up new licensees to develop KISS apparel products that will appeal to every member of the KISS Army.

In an exclusive for *License! Global*, Epic Rights, the global branding and merchandising company representing legendary rock band KISS, announced several new deals that will include a new line of junior's tops at Target and a collaboration with Major League Baseball.

Since taking over the brand management for KISS, now celebrating their 40th anniversary, Epic Rights has planned a strategic apparel licensing program for the brand.

"We knew we could create a significant apparel program," says Lisa Streff, senior vice president, licensing sales, Epic Rights. "I called many of the retailers and personally asked them who their top vendors were, from quality to design

to delivery, and received great feedback throughout every channel of distribution."

The new KISS licensing deals by Epic Rights include:

- Junk Food Clothing will be the key apparel partner for Epic Rights for high-end department stores, boutiques and specialty retailers for tops for men and women.
- Hybrid Apparel will be a key partner in mass market and mid-tier department stores such as Walmart, Target and Macy's for tops for men, young men, junior's and kids.
- Fifth Sun will complement Hybrid Apparel in the mid-tier market for retailers such as Shopko and Meijer.
- Signorelli will focus on junior's fashion tops for Forever 21, Rue 21, Wet Seal and Pac Sun. "KISS is making a big play in the junior's department," says Streff. "You'll also see that the junior's business in general is taking a big stand with classic rock. KISS is definitely going to be forging that trend."
- Impact Apparel will serve mom-and-pop/independent stores and focus on



classic rock 'n' roll t-shirts.

- Liquid Blue has released a t-shirt line featuring a graphic interpretation of KISS's iconic "Dressed to Kill" album cover with the band members wearing the uniforms of several Major League Baseball teams, from the New York Yankees to the San Francisco Giants.
- In Canada, Xtreme Worldwide will distribute apparel for young men and kids to the mass-market and department stores; and Philcos will also serve the mass market in addition to specialty retailers such as Hot Topic and music stores.

The apparel lines will include loungewear, outerwear and accessories such as hats and bags. Epic Rights is also planning new products for KISS in the bedding and room décor categories.

KISS will also continue to branch out in high fashion similar to the collaboration with luxury men's designer John Varvatos earlier this year.



Adventure Time™



SEE STYLE.

Country Music's Matchmaker

The Country Music Association is working to build awareness of the plethora of licensing opportunities the genre presents.

Many of life's best partnerships are created by a third person that sees the potential between two individuals. As it goes in life, so it goes in country music, and the Country Music Association is the genre's master matchmaker.

The trade organization, which has more than 7,000 members, was the first-ever such group formed for a single category of music.

"CMA's mission is to heighten the awareness of country music and to support its ongoing growth," says Damon Whiteside, senior vice president, marketing and partnerships, CMA. "We're not aligned with any particular artist or label or management company. We look holistically at the industry and help grow awareness and opportunities for all of the artists within the country music industry."

More and more often those opportunities include licensing. In recognition of this, the CMA exhibited at Licensing Expo for the first time in June, and co-hosted the Opening Night Party, bringing along country crooner Kellie Pickler to perform.

"Licensing is an area that we're getting more focused on," says Whiteside. "So many brands and licensees and retailers are already working with our superstar artists. We want to continue to grow those opportunities and make the licensing industry

aware of all the great artists and opportunities within country."

Among the top artists currently licensing are Carrie Underwood, Miranda Lambert, Taylor Swift, Blake Shelton and Brad Paisley.

It's no coincidence that many of these artists also have a TV presence. Underwood starred in a live TV production of "The Sound of Music" in 2013, and Shelton and Paisley are both judges on primetime music competitions, as is Keith Urban.

"Country music is bigger than ever and more popular than ever," says Whiteside. "The artists that are out in the marketplace are more visible than they've ever been. Country music is red hot, and it really reaches a broad, appealing audience for retailers and brands."

And that audience is getting younger. Whiteside says that "many of the stereotypical demographics of the past are no longer the case," with the genre reaching the 12-18 age group more than ever before and growing rapidly among 18- to 34-years-olds.

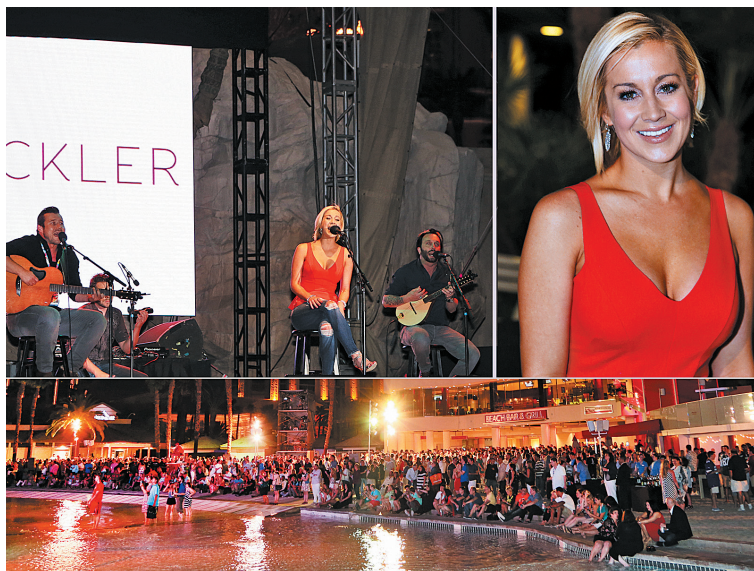
In addition to marketing the genre and creating an atmosphere for its artists to find partners (the actual deals go through each artist's individual management), the CMA also hosts three major events every year—the CMA Music Festival in Nashville, Tenn., the CMA Awards and CMA Country Christmas, all three of which air on ABC. These events provide a regular platform to bring together corporate brands and retailers with country music and its fans.

Among the CMA's biggest partners are Chevrolet, Pepsi and Anheuser-Busch, all of whom create activations at CMA events throughout the year. Chevy has even been dubbed The Official Ride of Country Music, a title that is well earned, considering it's featured in more than 1,000 country songs.

The CMA also organizes retail activations with partners that have included Macy's, Belk, the e-commerce site Country Outfitters and Walmart.

While promoting country music will always remain the CMA's raison d'être, the licensing of its own brand isn't out of the question.

"There is a high consumer awareness of the brand. We know that it means country music to people, so we are starting to explore ways that CMA could potentially have a brand play out there in the retail and licensing community," says Whiteside.



Mixels™



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New Era a Great Fit for NASCAR Brand

Headwear company New Era is adding 10 to 12 racecar drivers to its NASCAR licensed hat line starting in September. Originally slated to release early next year, the line's launch was bumped up after race car driver Dale Earnhardt Jr. wore his New Era cap in Victory Lane at the 2014 Daytona 500 last February.

Both New Era and NASCAR realized the popularity of their collaboration when fans nationwide inquired about Earnhardt Jr.'s hat via social media seconds after Earnhardt Jr. sent his first ever Tweet with a picture of him wearing his New Era hat.

The partnership between NASCAR and New Era originated from a 2010 NASCAR Team Properties initiative that rallied together various race teams' licensed consumer product programs in an effort to attract established well-known brands. One of the brands was New Era, who initially worked with Earnhardt Jr. on a collection of hats with his primary sponsor, National Guard. For the second collection, the driver was very hands-on with selecting particulars with his line of New Era hats.

"If you compare what these guys do on the track versus with what we do with headwear historically, everything is very technical," says Darrell De Bey, senior director, licensing and business development, New Era. "On the track, from a car perspective, it's very expensive. It's high-end first and foremost, and we thought we could

bring that to the apparel side of things. We build product for the athletes that's very technical. Our goal is to help that athlete maintain their focus."

New Era's presence and growth strategy is paramount to NASCAR as the brand focuses on reaching younger fans with relevant and on-trend products.

"It's a great alignment," says Blake Davidson, vice president, licensing and consumer products, NASCAR. "It also opened up New Era to a space they're not in. They're involved with all the other 'stick and ball sports' over the years, but NASCAR was pretty clean territory for them.

The success between these two brands can also act as a calling card for potential licensees.

"We have the pulse on the 18-34 [demographic]," says De Bey. "NASCAR created the trust and manage the license, which makes our job easier."

For NASCAR, their licensing expansion has just begun. "There's a number of partnerships we're in the process of looking at," admits Davidson. "If we can find a great fit like we have with New Era as a partner, then we're certainly open to it."

The New Era X NASCAR hat collection will be at select retailers as well as the NASCAR.com Superstore this September. NASCAR plans to unveil an industry-wide line in 2015.



AG Properties and Osiris Launch Care Bear Shoes in 2015

AG Properties, the intellectual property and outbound licensing department of American Greetings Corporation, are

teaming with skate shoe company Osiris to debut a new line of special edition skate shoes featuring Care Bears characters for the 2015 Back to School season.

"Osiris Shoes are wildly popular among skaters and hipsters alike," says Brian Reid, chief creative officer, Osiris Shoes. "We know the Care Bears also have a massive appeal to our customer base, and believe our Care Bear kids will have a huge appeal at retail."

The skate shoes will combine Osiris' cutting-edge designs and creative styling

with the Care Bears' iconic belly badges, colorful '80s style and vivid characters. The Osiris X Care Bears line will sell at major skate and apparel retailers that already sell the skate brand line.

"The Care Bears and Osiris partnership brings together two signature brand statements—skate fashion and character pop culture," says Lindsay Martinez, vice president, domestic licensing, AG Properties. "We are thrilled to offer fashionable footwear to our fans and look forward to the launch in 2015."



Dentsu to Debut New Anime Property

Based on a popular Japanese franchise created by Level-5, Inc., the animated series will debut in the U.S. on Nicktoons Aug. 24. The 26-episode series is being produced by Dentsu in association with Rollman Entertainment.

“Little Battlers eXperience” follows the adventures of miniature, customizable robots and the kids who interact with them. Each miniature robot is customized and programmed by its teen owner, and battles are based on their commands. Protagonist Van competes in an ongoing series of LBX

robot battles to stop villains and save his kidnapped father.

Bandai America is already on board to create a toy line for the brand under its new SprüKits model line, and Dentsu is currently seeking additional partners in all licensing and merchandising sectors.

“With the LBX franchise, we are coordinating the series launch to coincide with merchandise availability at retail this fall and winter,” says Yuma Sakata, president and chief executive officer, Dentsu. “Our North American creative team behind

the franchise, coupled with a coordinated merchandise launch, has become a hallmark of our success in the U.S. market.”



Tinderbox Celebrates Its One-Year Anniversary

In June 2013, global brand extension agency Beanstalk launched Tinderbox, its digital division to help brand licensing extend into new media. Since its launch, Tinderbox has helped its companies from social networks to interactive gaming, and all categories of apps including games, entertainment, and lifestyle. Tinderbox partners with digital properties at any stage in their lifecycle whether emerging or established, to get them ready and activate their brand through licensing. Tinderbox’s client portfolio has grown as well, as its territorial reach by signing several new clients while partnering with specialist local agents in areas such as India, Southeast Asia and Scandinavia.

Tinderbox’s original clients have also fared well with the company’s expansion. Tween social network sensation, MovieStarPlanet, recently reached 180 million registered users by working with Tinderbox on brand extension into the physical product aisles, brokering partnerships with children’s publishing house, Egmont U.K., as well as with imaging product manufacturer Scandecor for a back-to-school stationery collection. In addition, Tinderbox helped coordinate a relationship with apparel

manufacturer Fipotex, for an innovative, first-of-its-kind cross-marketing promotion of a MovieStarPlanet clothing range. The collection features hangtags with redemption codes, enabling users to dress their online avatars in virtual t-shirts that are identical to the ones purchased at retail stores.

Tinderbox brokered a partnership with world-building video game “My Singing Monsters” and Egmont U.K. for print as well as digital publishing. The arrangement includes magazines, handbooks, sticker books, sound books, and e-books.

The company also worked on expanding the U.K. licensing program of mobile gaming app success, “Doodle Jump.” It brokered deals with clothing manufacturer Blues Clothing for a range of children’s apparel as well as with Egmont U.K. for a newly-launched “Doodle Jump” activity and sticker book. Tinderbox helped coordinate a partnership with arcade games and toy manufacturer SEGA Amusements



Dan Amos, head of new media, Tinderbox

for the global production and distribution of a range of Doodle Jump plush toys. The collection, made up by six innovative designs including Doodle fan favorites Ninja, Underwater, Space, Soccer, Jungle, and Original, launched through amusement channels in territories such as Germany, Italy, the U.K., Spain and The Benelux in April, with a further roll-out of the range planned at the end of the year.

In April, Tinderbox announced a partnership with digital specialist agency, 5th Wave Brands, on developing a consumer products program for award-winning action adventure game, “Badland.” Tinderbox is tasked with supporting 5th Wave Brands in pursuing global licensing opportunities for “Badland,” while also focusing on building the program in the U.K. region.

A year since its launch, Tinderbox announced a partnership with Microsoft to develop a global consumer products program for various titles within the Xbox titles. Tinderbox will support two of Microsoft’s studios, Turn 10 and Launchworks, in pursuing global licensing opportunities across multiple categories for leading Xbox titles “Forza,” “Killer Instinct,” and “State of Decay.”

Disney, Kohl's Plan Tween Apparel

Disney Consumer Products and Kohl's will launch a new tween lifestyle brand, D-Signed, offering mix-and-match apparel inspired by the fashions seen on Disney Channel shows.

The brand, available exclusively at Kohl's, will debut with a Girl Meets World collection, inspired by the new series that premiered on the Disney Channel June 27. The first two D-Signed collections at Kohl's will launch this summer, drawing inspiration from "Girl Meets World" characters Riley and Maya. Items will include leggings, fashion tops, sweatshirts and dresses.

"Disney Channel sets the pace with what tweens are watching and wanting to wear," says Josh Silverman, executive vice president, global licensing, DCP. "Through creative collaborations

with Disney Channel and Kohl's, our D-Signed brand continues to give girls the ability to express their individual style that's trend right and mom approved."

New collections inspired by other Disney Channel shows will arrive seasonally over the course of the next year.

"Only D-Signed offers tween girls the opportunity to wear the looks inspired by their favorite stars on the Disney Channel," says Amy Kocourek, executive vice president, junior's and kids, Kohl's. "We couldn't be more excited about working with Disney as it allows us to leverage the power of their exciting, ever-changing lineup of television shows to bring new, amazing and unexpected product to our tween shoppers."



Discovery Renews Contract with TRU

Discovery Consumer Products has announced the renewal of its longstanding direct-to-retail partnership with Toys "R" Us U.S. and Toys "R" Us Australia. The renewed contract extends the successful 14-year partnership between Discovery and TRU, which will now continue through 2017.

With 20 feet of linear shelf space and an end cap presentation at Toys"R"Us, U.S. and 12 feet of shelf space at Toys"R"Us, Australia, the Animal Planet toy line recently debuted a fresh look, with new products in the theme of ocean, land and dinosaurs.

This fall, brand-new remote control items, such as the Smoking Ice Dragon and Flying Fire Dragon, will be added to the broad assortment of Animal Planet products currently available at Toys"R"Us, U.S. and Toys"R"Us, Australia stores, as well as online at Toysrus.com.

In addition to the growth of the U.S. brand, Discovery Consumer Products has partnered with EDU-Science as the new master toy

partner for Animal Planet across Europe, the Middle East and Africa. Animal Planet's licensing program currently boasts more than 80 partners worldwide.



The Animal Planet brand is also inspiring non-traditional licensing partnerships, including a collaboration with Morphsuits UK, who launched a unique range of all-in-one second skin Animal Planet costumes for kids and adults, including a jaguar, gorilla, grizzly bear, vampire bat, cobra and tiger.

High-end collectible Animal Planet figurines were recently introduced at retail throughout Europe and Asia in partnership with Mojo. The line also includes box sets,

gift bags and recyclable wooden display options.

Animal Planet consumer products continue to drive the mission of Animal Planet's initiative R.O.A.R. (Reach Out. Act. Respond.), dedicated to improving the lives of animals in our communities and in the wild. A portion of the proceeds from the sale of select Animal Planet products are distributed to the R.O.A.R. partners, with more than one million dollars donated to date.

"Animal Planet encourages kids to explore the animal kingdom through interactive games and toys, keeping them both entertained and intrigued," says Nicolas Bonard, general manager and senior vice president, Discovery Consumer Products. "Toys"R"Us continues to be a key partner in retail and product development for Animal Planet, and we are excited to continue growing worldwide with an experienced partner like EDU-Science."

SCLF Buzzes ‘Year of The Cat’

With more than 270 booths, 7,000 confirmed buyers, and 200,000 square meters of booth space at the show this year, the annual Seoul Character and Licensing

Fair held July 16 to 20 at Coex in Seoul, South Korea, was a success.

This year, SCLF’s entire show was open to the public, per the exhibitors’ demand, in order for the exhibitors to gain more ROI and get a glimpse as to what the consumers are most interested in purchasing. The business center was outside the actual show floor this year. By extending the SCLF show to those outside of the industry, this year’s showfloor buzz was all about cats. Feline sensations like OKCat and Smiley

Cat were a huge hit with SCLF attendees across the board.

Licensing Industry Merchandisers’ Association held its Licensing University, with more than 150 participants earning their certificates during the SCLF.

On the second day of SCLF, a team led by LIMA and *License! Global* held its Global Biz Mentoring program, helping Korean businesses better understand what their next step should be to establish a licensing revenue stream and penetrate different markets.

Organized by the Korea Creative Content Agency, SCLF is the largest content licensing show in Asia and aims to invigorate the export of character brands abroad. SCLF is sponsored by the South Korea Ministry of Culture, Sports and Tourism.



Sequential Relaunches The Franklin Mint Brand

Sequential Brands Group has announced several initiatives for a global relaunch of the company’s recently acquired brand The Franklin Mint.

The relaunch will include new licensing partners and the launch of a multi-channel commerce platform by San Francisco, Calif.-based Delivery Agency at franklinmint.com

A fully intergrated marketing campaign to promote Franklin Mint’s 50th Anniversary of the brand’s founding year, including a commemorative 50th Anniversary logo and limited edition product offering to launch in October, with a strong lineup from world-class licensing partners.

Separately, Sequential entered into three additional license agreements for The Franklin Mint brand. The first is with Photo File, who will offer custom framed photography and specialty



art collages across multiple categories including sports, film, entertainment and religion.

Whitman Publishing will produce custom co-branded books, and TN Marketing will develop direct-to-consumer programs for limited edition collectable products including coins, stamps, knives and die-cast items for the U.S. and Canada.

“This is an extremely exciting time for The Franklin Mint as it celebrates 50 years of unparalleled excellence in the collectible and keepsake industry,” says

Rick Platt, group president, Sequential. “The keystone to the success re-launch of The Franklin

Mint business begins by activating partnerships with top-level licensees coupled with strategic retail partners which will be in place as we enter the fourth quarter of 2014 and holiday season.”

Basketball Makes Slam Dunk

The U.S. basketball shoe segment is presenting solid gains in an overall down footwear market.



According to The NPD Group, basketball footwear (which in NPD's data includes the categories of performance and classic basketball shoes) was up 21 percent in an athletic footwear market that was down 4 percent overall in the 12 months ending April 2014.

Specifically, basketball performance footwear sales grew by 12 percent, from \$1.63 billion in the 12 months ending April 2013, to \$1.83 billion in the 12 months ending April 2014. Basketball-inspired footwear, also known as classics (a style 10 years or older that stays true to its original silhouette and has switched from a performance to a lifestyle product) grew 9 percent, from \$1.34 billion to \$1.45 billion during the same time period. Overall, the dollar share of basketball-related footwear accounted for 25 percent of all athletic footwear combined, demonstrating its robust presence in the market.

Just one look at the colors, styles, innovation and launches in basketball footwear this year, and you will see the reason for its higher level of growth. The basketball segment is capitalizing on brand and star power performance, which is working to its advantage. On top of that, all of these features put together add greater appeal and diversify basketball footwear's place in the market. Consumers, whether shoe enthusiasts or not, are drawn to the product launches and styles, which are driving basketball footwear sales today.

The basketball segment is capitalizing on brand and star power performance, which is working to its advantage.

Top U.S. Basketball Brands and Markets

Some of the top-performing basketball footwear brands based on dollar share in the 12 months ending April 2014 include adidas, Jordan, Nike, Reebok and Under Armour (in alphabetical order).

The top three fastest growing U.S. footwear markets during the same period were Atlanta, Ga., Philadelphia, Penn., and Dallas, Texas. The strength of the basketball shoe market in large cities is undeniable, but it's not only consumers in the larger urban markets that are buying into this craze. Consumers are reaching out from all corners of the U.S. to get in on the action. This category has universal appeal across the country. ©

Top Three Cities with the Fastest Growing Basketball Footwear Sales

Cities	Dollar % Change (12 Months Ending April 2014)
1. Atlanta	+35 percent
2. Philadelphia	+17 percent
3. Dallas	+16 percent

Source: The NPD Group, Inc./Geo Level Tracking Service

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POWER PLAYERS

With an aggressive new growth strategy, NFLPI is looking to score big in brand licensing as it looks beyond traditional products to drive retail sales not only during the football season, but also throughout the year.

By **Tony Lisanti**

He wasn't the No. 1 draft pick during the National Football League's live event held in May at New York's Radio City Music Hall. He wasn't No. 2 or No. 3. He wasn't even in the Top 10 or the Top 20. In fact, this popular rookie quarterback was drafted at No. 22 by the Cleveland Browns keeping impatient fans waiting on the edge

of their seats and TV analysts talking for more than two hours.

Yet, Johnny Manziel—or "Johnny Football" as the former Texas A&M star is nicknamed—was the No. 1 selling player across all products based on sales in NFLPI's first fiscal quarter, beating out such stars as Super Bowl-winning Seattle Seahawks'



Ahmad Nassar, executive vice president & general counsel, NFLPI



Keith Gordon, president, NFLPI



Steve Scabelo, vice president, licensing & business development, NFLPI



quarterback Russell Wilson, San Francisco 49ers' quarterback Colin Kaepernick, Seattle Seahawks' defensive cornerback Richard Sherman and future Hall of Fame quarterback Peyton Manning.

This series of events exemplifies the various dynamics not only of the sports merchandising business, but also of the NFL Players Inc. (NFLPI), the licensing subsidiary of the NFL Players Association, which is based in Washington, DC and operated separately from NFL consumer products. It demonstrates the celebrity status and potential of various players as well as the huge popularity of football in the U.S.

The 2014 NFL season officially began the week of July 22 when all 32 teams and more than 1,800 players began reporting to their respective pre-season training camps. The news headlines were abuzz with various special team reports, rookie player analysis and prognostications of the players who could have a break-out year, and which team might make it to the biggest event in sports—the Super Bowl XLIX, being held in Phoenix, Ariz. on February 1, 2015.

As it celebrates its 20th anniversary, NFLPI is also gearing up for another strong season, as it focuses on expanding its licensing initiatives with creative collaborations, innovative products, new services, and retail promotions to drive growth for

its roster of 1,800 active players.

The NFLPI reported retail sales of licensed merchandise worldwide at \$1.16 billion—ranking No. 50 in *License! Global's* annual Top 150 Global Licensors Report—and it is looking to near double-digit growth in royalties this year.

NFLPI, which can be described as a nontraditional type of licensor, is constantly evolving and searching for new ideas that will help expand the reach and exposure of the players it represents. Recent partnerships exemplify how NFLPI is tackling nontraditional merchandise categories and services from gaming to retro apparel to youth football to comic books to car service. Even the huge core trading card business led by Panini and Topps are producing more creative products targeted to the avid collectors as well as the kids just learning about the sport.

“Our most significant change has been moving from a reactive position to a much more proactive position,” explains Keith Gordon, president, NFLPI. “Many of the deals that came in during most of our existence were reactive, meaning that if someone did a deal with the NFL and wanted to know if they could work with players, they were told to call NFLPI to get the rights.”

NFLPI is now better positioned “to get the deal first,” according to Gordon, “to bring a greater



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sense of awareness to the prospective partners and develop a better strategy.”

“We are taking a proactive approach to seek out new partners, and we are in an advantageous position to be part of the most popular sport in America,” adds Steve Scabelo, vice president, licensing and business development. “We don’t want to sit back and be order-takers, and wait for people to identify opportunities they bring to us. We want to identify product trends that make sense for our players to be involved with.”

A key example of NFLPI’s more aggressive position in the marketplace occurred during Licensing Expo in June when the organization exhibited for the first time, cosponsored the All-Industry Opening Night Party at Mandalay Bay, and coordinated special appearances for several of its popular players.

“We are looking at what’s happening in pop culture and how could those trends possibly make sense for us with the players,” Scabelo adds. “I believe there are areas for growth that get into pop culture and entertainment that view the players through the prism of celebrity, and giving the audience and fans products and merchandise that help make those connections.”

“Another big change,” Gordon points out, “is

debunking the myth that players’ rights are just too expensive. The fact of the matter is that we have licenses that range from small percentage royalties to royalties based on sales to royalties that are higher based on the type of product and margins. We can be extremely flexible.

“We now approach licensing as a customized solution for consumer products manufacturers or service providers rather than a flat tax-type approach,” he adds. “We are being more creative and adapting to the market and changing nature and conditions of those operating in licensing, as opposed to making companies adapt to us.”

“We are a one-stop shop for player solutions,” says Ahmad Nassar, executive vice president and general counsel. “What makes us unique and separates NFLPI from a traditional brand license is that you get to access the attributes and merchandise of a player, but you also have the ability to access that player to help market all the products.”

The addition of a player’s name to various specific products certainly enhances the popularity of the merchandise among consumers and its performance at retail. For example, a product deal with Therapearl for the Proline hot and cold therapy pain relief packs signed in October 2012 with several players including Maurice Jones-Drew, running back for the Oakland Raiders, exemplified NFLPI’s new strategy to broaden its licensees, create more opportunities for its players and expand its retail penetration.

Another partnership signed in June that demonstrates NFLPI’s commitment to new ideas is its deal with Pop Warner, the long-standing youth football organization, to create co-branded apparel and merchandise including jerseys, trading cards, mobile game characters, toys, sporting goods and Pop Warner uniforms.

Another example of co-branding announced this month is NFLPI’s deal with Big Tent Entertainment with internet character brand Domo for a series of products including plush, novelty items, apparel, hats, bags, drinkware, and collectibles, along with stickers and embeds for digital games and apps.

“Domo is a brand that can be shaped to fit the unique tastes of a wide range of people and



personalities, including some of the biggest names in the NFL. Partnering with NFLPI allows us the opportunity to generate excitement on both a national and regional scale for fans from all walks of life and creates a pairing that will be creative and fun,” says Rich Maryanek, chief marketing officer, Big Tent Entertainment.

On the services business side, NFLPI partnered with Uber, a company that connects riders to drivers in more than 40 cities around the globe, to provide professional football players with safe and convenient transportation. In turn, NFLPI players have the opportunity to tweet and market the service to their friends, families, and business associates.

A recent partnership that reflects NFLPI’s innovative approach is with Athlitacomics to produce comic books with a sports hero theme.

“One of the ways our partnership with NFLPI is unique is that I’m an 11-year veteran in the NFL,” says Israel Idonije, former Chicago Bears player and chief executive officer, Realis Group. “So I have a different perspective and appreciation for NFLPI and the work they do for the players. Athlitacomics creates and develops comic content, comic properties and related merchandise in the merged niche market of comics and sports.”

In addition to one of its largest and core licensees Nike, the trading card business continues to flourish with its key partners Panini and Topps. This was clearly evident during the NFLPA Rookie Premiere event in May, when top rookies spent hours signing their respective rookie cards and other products.

“Trading cards are an inherent and integral part of the game. It’s the fan’s connection to his or her team and heroes. When a rookie sees his first NFL trading card, it’s an amazing moment for them. It’s a symbol of them making it,” says Clay Luraschi, vice president of product development, The Topps Company, which has been producing NFL cards for almost 60 years. “We are always pushing the envelope in innovation. Instead of a football player just autographing a trading card, we had the players dip their hands in ink and leave an entire handprint on an oversized card and had quarterbacks draw out their favorite plays on cards.”

Panini is an example of a licensee that has creatively targeted the youth market with various products such as sticker collections.

Another strong and creative licensee is Fathead. “NFLPI embodies the term ‘partnership’ in every sense of the word,” says Nathan Partington, vice president, licensing, Fathead. “Our partnership with NFLPI provides us with a one-stop shop for all of our player needs. Whether it’s licensing the players’ likenesses for Fathead products or signing an individual player to an endorsement deal for our marketing needs, NFLPI is a single source providing access to literally every athlete in the NFL.”

Two more recent deals signed this month also exemplify NFLPI’s strategy—Beveridge Marketing, which will produce player-identified EyeBlack that incorporates player name, number and signature, and Stylinity, the makers of the first social commerce catalog. Players will use Stylinity’s in-home “Style Stage,” an internet-ready selfie photo studio that allows fans to view photos of players’ outfits, access product information and shop online.

Another priority of NFLPI is to ensure that players both understanding the licensor’s strategies





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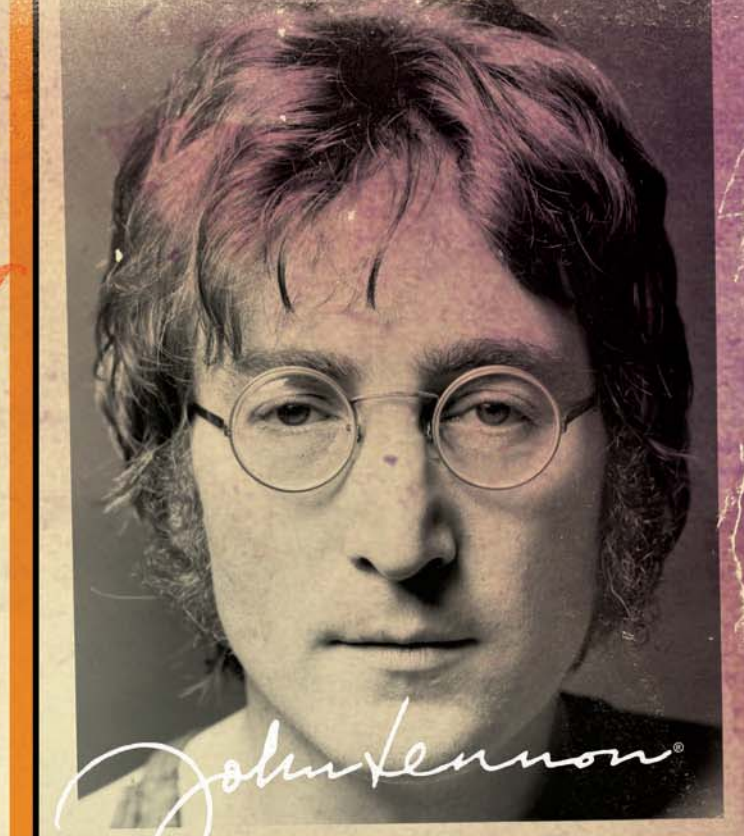
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NFLPI Top 10 Player Sales Rankings

1. **Johnny Manziel***, Cleveland Browns
2. **Russell Wilson**, Seattle Seahawks
3. **Colin Kaepernick**, San Francisco 49ers
4. **Richard Sherman**, Seattle Seahawks
5. **Peyton Manning**, Denver Broncos
6. **J.J. Watt**, Houston Texans
7. **Marshawn Lynch**, Seattle Seahawks
8. **Dez Bryant**, Dallas Cowboys
9. **Tom Brady**, New England Patriots
10. **Aaron Rodgers**, Green Bay Packers

*(From May 8-31 only)

Source: NFLPI (March 1-May 31, 2014)

as well as their roles as brand ambassadors and the potential of brand licensing.

“The fact that we are out there being a little bit more experimental and that we are more of an entrepreneurial type of company is what the players love and what they want to see,” says Gordon. “The players who are our brand ambassadors are supportive and proactive about

educating other players about the business, because the business doesn’t exist without them. If the players don’t understand the role they play in this business, the business would not survive.”

So with 300 new players drafted every year, NFLPI is constantly educating the players with various meetings and events throughout the year. One of its most important business and education initiatives is the annual NFLPA Rookie Premiere, where a group of 40 selected rookies come together, along with NFLPI’s major licensees and executives, for three days of educational seminars, meetings with licensees and various product endorsements. In fact, during the NFLPA Rookie Premiere the players wear their respective NFL uniforms for the first time.

“We are opening their eyes to what the licensing business is and how they can benefit from it,” says Scebelo. “The players trust us with their individual brands.”

With the release of the second quarter report last month that identified top selling player products, the fact that another quarterback topped the list was perhaps not a surprise. But what was eye-opening about it was that a player (Manziel) who has yet to play in an NFL game ranked No. 1. Another revealing and important factor, according to Scebelo, is that more defensive players are breaking into to the Top 50 players list, which helps the organization market more of its players. For example, Richard Sherman, who was ranked No. 4, is also the cover of this year’s “Madden 15” from EA, in stores on August 26.

Another example of NFLPI’s commitment to its players is a full-time player engagement department that educates every player about “who we are and what we do,” says Gordon. “The current collective bargaining agreement has allowed for a lot growth,” he explains. “Having 10 years of relative labor stability gives us a lot of opportunity to pursue business without the threat of a labor stoppage or disruptions.”

Gordon believes there are two primary areas that will drive new business for NFLPI over the next several years—digital related initiatives and on-line/on-demand retailing.

“The NFLPI team has a clear understanding of the future of sports marketing, where digital comes



Photo credit: Kevin A. Koski/NFLPA

first, and speed of activation is essential. As a high-growth software company, we look to align ourselves with partners that want to prepare for the future, and the NFLPI team is a perfect example of that,” says Blake Lawrence, chief executive officer, opendorse, which NFLPI partnered with in April to create Activate, the first online micro endorsement marketplace in professional sports. It gives all types of brand owners the opportunity to build digital endorsement campaigns with NFL players.

“The nature of athlete endorsements has evolved significantly over the years, and the Activate platform enables us to immediately and effectively deliver endorsement opportunities to brands seeking to capitalize on a player’s social media reach and influence,” says Gordon.

Another example of the NFLPI’s focus on digital space is its recent partnership with Run Games, an independent Los Angeles based developer. According to Scebelo, Run Games won an NFLPI sponsored competition called the Mobile Madness Challenge, for its game called “Football Heroes.”

“We see ‘Football Heroes: Pro Edition’ as a product that helps promote the individual players and their abilities outside of the NFL,” says Michael Marzola, president and creative director, Run Games. “Every NFL player will have his own skills and special abilities that will make him unique in the game. We are building the ultimate fantasy football league where the individual players are the stars, not the teams they are associated with. We think that what the NFLPI is doing did an incredible thing for the virtual sports games by opening up this contest to get licensees who could not typically afford a license. This is great for developers but is even better for players.”

Gordon believes there is yet an untapped marketplace with online and on demand merchandising utilizing the popularity of the players to create exclusive merchandise for consumers that can be ordered, created and shipped in less than 24 hours. This convenience will enable NFLPI to quickly capitalize on players’ popularity through the season.

Other key opportunities for NFLPI’s retail strategy, according to Gordon, is the ability to

create customized merchandising displays for its retail partners that bring all of its products together in one space along with more player appearances in local markets and creating more incentives for consumers to make a purchase.

“We are about taking one of the greatest assets in the world and bringing brands to life,” says Gordon. “If you took the amount of passion Americans have about football, and put icing on top, that would be the players.”

“NFLPI is more than just a business because of all the things the staff does behind the scenes to add value to the lives of the players. They work hard to prepare players for life in the game, but more importantly, life after the game. The business of licensing is just a part of what this incredible organization does,” says Idonijie.

Through a well-developed game plan with an aggressive offensive push, Gordon has positioned NFLPI as an innovative and standout licensor that has significant growth opportunities in the otherwise mature sports business.

“NFLPI is not just a rights holder but a solution oriented company that looks to impact brands and deliver significant returns on every investment,” says Gordon. ©





THE BUSINESS OF FASHION

As the fashion industry's biggest trade event heads into another season, License! Global takes a look at current trends and major merchandising programs in licensed apparel.

By **Nicole Davis**

The business of apparel licensing is never more top-of-mind than during the semi-annual MAGIC Market Week, taking place August 18-20 in Las Vegas, Nev.

The collection of 10 trade shows (FN Platform, WWDMAGIC, Sourcing at MAGIC and WSA@MAGIC in the Las Vegas Convention Center, and The Tents at MAGIC, Project, ENKVegas, MAGICMen's, MVMNT and Pool Trade Show at the Mandalay Bay Convention Center) showcases the full spectrum of apparel and accessories offerings.

With apparel and accessories licensors accounting for 21 percent (or \$53 billion in retail sales of licensed merchandise worldwide in 2013) of the License! Global annual Top 150 Global Licensors Report, fashion licensing is a big business that continues to grow. And that sales figure doesn't include the countless apparel extensions and collaborations created by entertainment and sports licensors from other sectors of the \$252 billion brand licensing business worldwide.

Many of the trends currently being seen in the licensed apparel marketplace reflect what's happening in the fashion world, with entertainment characters earning a

place on the catwalk, brands taking a more aspirational approach to their apparel programs, collaborations being developed to specifically align with major events and celebrity licensing continuing to attract new names.

Character Couture

Characters are no longer just for kids. With the current demand for a retro aesthetic and a newfound reverence of "geek" culture, characters have become not only acceptable, but desirable to adult consumers.

The past year has seen more high-fashion character collaborations than perhaps ever before, with designers putting their own spin on characters from SpongeBob SquarePants to Garfield.

Nickelodeon's SpongeBob SquarePants made his Milan Fashion Week debut in February in a range from Moschino, designed in partnership between the label's creative head Jeremy Scott and Nickelodeon and Viacom Consumer Products.

Now the loveable sea sponge is set to appear on another luxury range from London fashion designer Beatrix Ong. The five-year deal will debut with a Toile de Jouy-inspired collection that will launch in spring/

summer 2015. A separate core collection is also in development.

Marvel, whose characters have long reigned in the apparel world, took a new tack this year in its partnership with Her Universe, which will design a collection of superhero fashions targeted specifically to the brands' adult female fan base.

Another character who has entered the fashion fast lane is Garfield, who was featured on a line of men's and women's apparel from Lazy Oaf this spring.

King Features also signed a new deal with Fashion Lab in March for an apparel range inspired by Betty Boop in the U.K., a follow-up to the cartoon vixen's collaboration with Joyrich last year.

Aspirational Apparel

Gone are the days when a licensor would create a line of t-shirts and call the job done. While t-shirts are still a core product for most brands, the best apparel programs these days are much more aspirational, seeking to embody the essence of a property, not just feature key imagery.



These collaborations go deep into the brand, allowing consumers to incorporate the spirit of the property into their lifestyle.

Perhaps the best recent example of this is Hot Topic's fashion range for Disney's Maleficent. The seven-piece collection, which launched alongside the movie in May, featured faux leather accents and skull hardware with not a logo in sight.

Similarly, The Limited is planning a line inspired by the ABC drama "Scandal" that draws on the style of the show's main character, played by Kerry Washington. In fact, the line was designed in partnership with Washington and the series' costume designer Lyn Paolo.

Timely Team-Ups

Apparel programs for entertainment properties and personalities are nothing new. What is new is how these programs can arrive at retail.

With increased efficiency in production capabilities and the rapid movement of trends thanks to social media and new content platforms, these collaborations are happening more quickly and more often than ever before.

Take Katy Perry's recent partnership with Claire's. Arguably one of the biggest pop stars of the moment, the singer-songwriter designed a line of jewelry and

accessories themed around her new album "Prism" in May that was released to coincide with the start of her Prismatic world tour.

In the same way, entertainment franchises are looking to capitalize on major world events like the FIFA World Cup by incorporating their brand into merchandise timed to the occasion.

Warner Bros. Consumer Products EMEA worked with a number of its licensing partners and retailers to develop synergistic products that incorporated its brands into World Cup gear and were on shelf before and during the event. The strategy resulted in a line of Superman/country flag tees at Zara, Batman/national colors tees at Carrefour in Spain and Looney Tunes-themed football t-shirts at El Corte Inglés in Spain.



Celebrity Collaborations

Partnerships between retailers and stars from every genre imaginable are a continuing trend that shows no sign of letting up. And why would it? These partnerships not only provide retailers with headline-grabbing product lines, but they give famous faces a chance to break out from the genre that they made their name in.

Kmart has launched a number of such collaborations in the last few years and most recently with Maroon 5 front man Adam Levine, who released a women's wear line this spring.

Other celebrities who have recently entered the fashion game include longtime Ann Taylor model Kate Hudson, who released an LBD (little black dress) capsule collection with the retailer earlier this year; and Kendall and Kylie Jenner (youngest sisters of the Kardashian clan), who released a line of footwear and bags with Steve Madden in March, a follow-up to their apparel line with PacSun last year.

But entertainment personalities aren't the only famous faces doing collaborations these days. Some of fashion's biggest names are also teaming up with retailers.

Target, arguably the king of bringing high-end labels to everyday consumers, announced that its next such line will be with the French brand Altuzarra, out Sept. 14.

Other retailers are now following suit, featuring their own partnerships with fashion royalty. Banana Republic will debut a capsule from Roland Mouret this month and Elie Tahari will launch a limited edition collection at Kohl's this fall as part of the Kohl's Designation program. ©



THE RETAIL BEAT

These 10 recent and upcoming fashion collections at major retailers exemplify the popularity of licensed merchandise.

By **Nicole Davis**

Juicy Couture Makes a Comeback

Authentic Brands Group has unveiled plans for a reboot of its newly acquired Juicy Couture brand, and those plans center on retail.

The Juicy brand shot to fame in the early 2000s, popularizing velour track suits and pushing a rhinestone-encrusted aesthetic that consumers adored, but the label has since stagnated. Now, ABG is planning a holistic refresh to revitalize and re-introduce the American brand among its core customers.

Beginning in 2015, a series of all-new Juicy Couture concept stores will be opened in the U.S. and Canada in high-traffic locations such as New York, Los Angeles and Vancouver. The new stores will replace existing U.S. Juicy stores, all of which will have been phased out by the end of this summer. ABG hasn't yet revealed what the new concept stores will look like, except to say that they will "encompass the world of Juicy."

ABG also plans to expand on Juicy's nearly 200 international retail locations via its partners Follie

Follie Group in Europe, MAF in the Middle East and the newly appointed ImagineX Group in China.

"Authentic Brands Group is committed to driving a comprehensive, multi-dimensional strategy to expand Juicy Couture across our international markets and to re-energize the brand in the U.S. and Canada," says Jamie Salter, chairman and

chief executive officer, ABG.

"The Juicy Couture brand is recognized for bringing Los Angeles style and attitude to girls all over the world. Our

plans are designed to build on the brand's DNA in a powerful way in all our markets."

A number of upcoming licensed extensions will also give the brand a boost including a new partnership with Steve Madden for women's footwear set to launch in spring 2015, and an expansion of the Juicy Couture Black Label collection into fragrance (Elizabeth Arden), watches (Movado), eyewear (Safilo) and swimwear (Swimwear Anywhere).

Juicy Couture
los angeles, california

William Rast Rocks With Lord & Taylor

Another apparel brand getting a retail refresh is Sequential Brands Group's William Rast.

Created in 2005 by singer Justin Timberlake and his friend Trace Ayala, the denim brand is inspired by biker culture and American heritage.

The brand had a prominent position at J.C. Penney through a licensing agreement inked in 2011, but the exclusive deal was cut short (ending 18 months early) in 2013 following an executive shake-up at the struggling retailer.

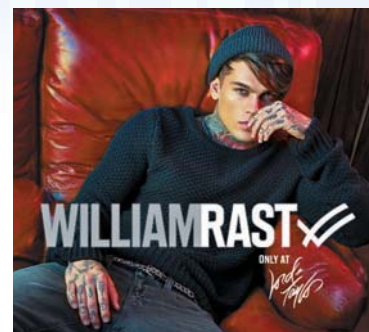
Now brand owner Sequential is ready to bring the label back to the U.S. in a big way, this time at Lord & Taylor.

Debuting this month, the fashion brand will be showcased in in-store concept shops that will include

men's and women's sportswear, outerwear and denim. At the same time William Rast will introduce a new men's tailored collection developed in partnership with Peerless Clothing.

The U.S. launch follows rollouts in Canada last fall at The Bay and in Europe this spring.

"We are thrilled with the early success we have seen on the global rollout of William Rast," says Yehuda Shmidman, chief executive officer, Sequential Brands Group. "With a strong team in place and strengthened commitment from the brand's co-founders and our global retail partners including Lord & Taylor, William Rast is well positioned for continued future growth."



Sears Stays Young With *Seventeen*



After 70 years on newsstands, *Seventeen* magazine has made its debut at retail. Hearst Brand Development launched the publishing brand's first-ever fashion line at Sears July 15.

Produced by Adjmi Apparel Group, the collection features 83 SKUs including footwear, leggings, vests, jackets, dresses, cardigans, blouses, handbags and jewelry.

Designed to align with the personalities of the magazine's readers, the collection features a mix of trend pieces and everyday staples.

"As we continue to transform the Sears

apparel business, we are working to create deeper, exclusive brand relationships that both engage our members and increase the level of fashion across multiple channels," says Sheila Field, chief marketing officer, Sears Apparel. "By combining the influence and fashion credentials of *Seventeen* magazine with the broad reach and integrated retail leadership of Sears, we can bring the teen shopper the styles she wants with the enhanced shopping experience she has come to expect."

Chupa Chups Sweetens H&M

Over the last few years, Perfetti Van Melle's confectionary brand Chupa Chups has established itself as a bona fide licensing success.

The lollipop brand (the logo for which was designed by Salvador Dalí) has had recent extensions into the stationery, health and beauty, gaming and publishing categories, and now it's headed to the fashion world with H&M.

The retailer is planning a line of "quirky" apparel and accessories inspired by the

candy for kids and teens that will hit shelves worldwide by the end of the year.

The H&M collaboration follows on a deal with Uniqlo in late 2013 for girls' tees and hoodies.

"H&M and Chupa Chups are both truly international brands," says Christine Cool, senior brand manager, licensing division, Chupa Chups. "We feel that they are a great match to develop an original fashion style that will no doubt appeal to all sweets and fashion lovers."



Fifth Harmony Kicks off at Wet Seal

Sony Music Entertainment is ready to make some noise with the girl band Fifth Harmony (formed on the second season of “X-Factor”).

In addition to a planned line of Barbie dolls from Mattel, the brand’s merchandising program will kick off this summer and fall with an apparel line at Wet Seal. “Wet Seal will carry a Fifth Harmony collection curated by Ally, Dinah, Lauren, Normani and Camila of Fifth Harmony,” says Mathew Vlastic, vice president, SME. “The collection will consist of three styles based on each girl’s personal fashion sense, as well as graphic tees, jewelry and accessories.”

After finishing third on the music competition, the band has gone on to release three EPs and is nominated in five categories, including Choice Music Group and Choice Break-Up Song, at this month’s Teen Choice Awards.

A second Wet Seal collection that will include denim and wovens is already in the works. Canadian-based apparel licensee JCorp, headed by co-CEOs Jonathan and Marvin Gurman, will produce the fashion collection.



co-CEOs Jonathan and Marvin Gurman, will produce the fashion collection.

Eric Carle Crawls Into Gymboree

One of the most enduring children’s brands—Eric Carle’s *The Very Hungry Caterpillar*—is headed to specialty retailer Gymboree this fall.

In a deal brokered by The Joester Loria Group, more than 600 Gymboree stores will be home to *The World of Eric Carle*-branded playwear and sleepwear for toddlers this September. The collection will feature imagery from *The Very Hungry Caterpillar* as well as other Carle characters and graphics. An infant collection will follow in spring 2015.



“The collaboration of Gymboree and Eric Carle’s *The Very Hungry Caterpillar* will bring Eric’s bright artwork and beloved characters off the pages onto beautifully designed, high-quality apparel and sleepwear that is sure to delight infants and toddlers,” says Debra Joester, chief executive officer, JLG.

Gymboree will also offer *World of Eric Carle* plush and books to accompany the apparel line.

Popeye Flexes Style at Uniqlo

He first appeared in a comic strip 85 years ago, but Popeye the Sailor Man’s star shows no sign of fading, if his presence at retail is any indicator. (All that spinach must be working its magic.)

In the latest collaboration for the King Features character and his sweetheart Olive Oyl, Uniqlo has launched a collection of men’s and women’s graphic t-shirts, sweatshirts and hoodies

under its UT label. The collection combines the classic characters with an American pop culture theme.

“Popeye and Olive Oyl are truly global icons, so the beloved characters are well-suited to partner with a global brand like Uniqlo,” says Cathleen Titus, vice president of international licensing, King Features.

Popeye also starred in a t-shirt collection at Urban Outfitters in the U.K. earlier this year.



Bethany Mota Stars at Aeropostale

18-year-old social media star Bethany Mota has established herself as a power player in the social media world over the last four years and currently boasts close to 7 million subscribers on her YouTube channel, which centers on her shopping trips to teen-friendly retailers.

Now the YouTube star has her own line at one of those retailers.

The Bethany Mota collection launched at Aeropostale Dec. 8 and will see continued releases throughout the year. The apparel, accessories and jewelry are all designed by Mota to reflect her style and that of her fans.

“We are thrilled to partner with Bethany on her first-ever design collection,” says Emilia Fabricant, executive vice president, Aeropostale. “She has a keen eye for fashion, is a social media phenomenon and is a wonderful role model. She connects with the teen girl and has been an Aeropostale customer herself for years. With that in mind, she is a natural fit for the brand.”

Also of note—Mota’s ever-growing online fan base (1.7 million on Twitter and 3.3 million on Instagram, in addition to her YouTube channel) provides a built-in marketing platform among Aeropostale’s target demographic.



ABC’s ‘Scandal’ Hits The Limited



The Limited is planning its first-ever Hollywood collaboration featuring the ABC political drama “Scandal” and set to debut this fall.

The line is inspired by lead character Olivia Pope, a high-powered Washington, D.C. fixer whose clothes and styling have drawn acclaim since the show premiered in 2012. The range is being designed by actress Kerry Washington (who plays Pope on the series) alongside the show’s costume designer Lyn Paolo and The Limited’s head of design, Elliot Staples.

“Our collection evokes the striking and

aspirational style that has become synonymous with the Scandal brand and its heroine Olivia Pope,” says Staples. “Bringing a quintessential neutral palette together with soft feminine color, the collection is outfit-driven while remaining easy to mix and match—creating effortlessly modern and powerful looks.”

The range will include tops, pants, jackets and outerwear.

“The collection is a nod to our devoted fans, to fans of fashion and to women everywhere who are inspired to boldly pursue their passions and look good while doing it,” says Washington.

Pepsi Pops with Bloomingdale’s, Collette and Liberty

In May, Pepsi debuted its first-ever global fashion capsule collection, Live for Now, at Bloomingdale’s in the U.S., Colette in Paris and Liberty in London.

Designed to enliven the beverage brand’s 2014 football promotions, the streetwear line features soccer-inspired artwork by six street artists from around the world as part of the beverage brand’s The Art of Football campaign.

“We were inspired by the link between the sport of football and the world of art—both places where passion leads to great acts of creativity,” says Kristin Patrick, global chief marketing officer, Pepsi, PepsiCo Global Beverages Group. “Our first-of-its-kind

art collection, The Art of Football, was unveiled in a gallery, then spread across the streets of the world with our out-of-home campaign and now as a collection that a young, style-savvy generation will covet. Pepsi has been a cultural icon for many years, and now we are celebrating the ability of our brand to find a new place in consumers’ hearts and minds. The Pepsi Live for Now collection is both wearable and enviable, combining the best design with the joy of living in the now.”

Original Penguin by Munsingwear, Gents and Goodlife served as apparel licensees for the line, with Del Toro producing footwear and accessories.



FASHION *Sense*



From the Simpsons to Sons of Anarchy, Twentieth Century Fox Consumer Products has proven it has the savvy instincts needed to develop a broad array of licensed apparel programs.

By **Nicole Davis**

It takes a deep understanding of fashion to develop apparel programs for a classic animation property like “The Simpsons” and a teen-targeted film like *The Fault in our Stars* at the same time. In doing just that, Fox Consumer Products has demonstrated that it has what it takes.

FCP’s success with such diverse properties as the Simpsons, Sons of Anarchy and The Fault in Our Stars, as well as its plans for the upcoming sci-fi series “The Strain,” are proof positive of the company’s ability to be both nimble and innovative in creating programs that hit home with fans and retailers.

“We look at it property-by-property. Overall from a story perspective every brand is so unique,” says Peter Leeb, vice president, global brand strategy, TV, FCP. “We have the longest-running television show ever in ‘The Simpsons’, to a show like ‘Sons of Anarchy’ that is very lifestyle driven, and then we have a brand-new show in ‘The Strain,’ which comes with a very insider audience based on the trilogy books.”

FCP consistently resists falling back on a formula, choosing instead to develop tailored programs inspired by the DNA of each of its brands. Central to this strategy is a close relationship with the producers

and distributors of the content it works with.

“We look at our product business as an extension of the marketing of the show,” says Leeb. “We’re in lock step with all of our network groups and our partner networks looking at everything we can do to build these brands for the long-term.”

If the Simpsons is any indicator, that strategy is working.

Apparel has played a huge role in FCP’s far-reaching merchandising initiative for the brand’s 25th anniversary this year, a program that kicked off almost two years before the milestone.

The first designer to take on the iconic property was Jeremy Scott, who showed a high-end line of Simpsons-inspired apparel at Mercedes-Benz Fashion Week in 2012.

“To elevate the Simpsons brand and characters, we really wanted to get into the fashion world, and that started with Jeremy who brought Bart into the limelight in a very different way,” says Leeb. “From there we started having this trickle down effect. Many companies noticed a different interpretation after 25 years of these characters and wanted to put their own brand elements on it at the same time.”

Since the Scott collaboration, fashion labels including Eleven Paris, Uniqlo, Joyrich, Johnny



Peter Leeb, vice president, global brand strategy, TV, FCP

Cupcakes, A Bathing Ape, Topshop, H&M and, most recently, Colette, have all showcased their own take on the iconic brand.

“We looked for companies that know their audience, know how to interpret our brands and how to bring a new look to our characters,” explains Leeb. “That could be someone like Joyrich, which is very a elevated, high price point brand, or A Bathing Ape, which is a very different audience than Joyrich, or a specialized program like what we did in London with Drop Dead that only focused on Itchy and Scratchy. We’re not out there doing fashion collaborations with everybody, and we’re not looking to have our brand and our characters placed at every single turn walking down the street. Finding a creative balance is our main focus.”

Joyrich, which gave the brand a hip-hop twist, debuted its first line in one store a year-and-a-half ago. That was quickly expanded worldwide, and the retailer will debut a second wave of street-inspired apparel this summer.

Japanese clothing brand A Bathing Ape had 300 people waiting outside its pop-up in Tokyo this spring when it launched its official Simpsons line, which included everything from varsity jackets to beer glasses to baby bibs.

“This is the first time that we’ve ever had this type of presence across Asia, where the brand is only known through both pirated content and pirated merchandise,” says Leeb of the A Bathing Ape line. “To be able to go into three stores in Shanghai, Hong Kong and Tokyo and have lines around the block signified a new day and a new type of approach for us.”

FCP’s most recent high-fashion collaboration for the Simpsons at Colette in Paris launched the week of July 14. The brand was featured in the front window and at the boutique’s famous wet bar and restaurant. The exclusive Colette product line will trickle down to higher-end department stores in the next couple of months.

Part of the Simpsons’ strength is its versatility, as evidenced by the varied apparel activations that have been launched in the last two years.

“With the Simpsons, any partner of ours can target any type of audience,” says Leeb. “We’ve got characters and positioning around males and young men, or we can go to the complete opposite end of the spectrum and target infant and toddler markets with Maggie Simpson. The brand really crosses generations and constantly brings in a new audience.”

And that appeal will continue long after the 25th anniversary of the brand ends.

“I don’t consider The Simpsons a television show. The Simpsons is a global brand and a global phenomenon,” says Leeb. “I wish the 25th anniversary was five years long. We’ve now gotten so much momentum and so much interest that you are going to see more of these partnerships for the next couple of years. We won’t over do it though. That’s one thing that we haven’t done in 25 years, and we’re not going to start today.”

Another long-running FCP television property, “Sons of Anarchy,” will end its run this year after its seventh season, but Leeb says the brand has so established itself in the lifestyle space, it will be able to continue after it’s off the airwaves.

The Americana brand has been a slow burn, gradually building over the last seven years.

“It’s very rare that you have a brand that, year-in and year-out, brings in a new audience. Every year since it started seven years ago we’ve had consistent ratings growth,” says Leeb.

The same goes for the brand’s licensing program, which started with a roster of select partners that have steadily grown.

“The slow, methodical rollout has gotten us to a point where, in year seven, it’s something that can continue. Rarely do you see, in a very different way than the Simpsons, a lifestyle brand coming from a television show. Sons of Anarchy is a brand regardless of if you know it’s on FX or not,” says Leeb. “Over the last two years we’ve doubled our licensees. We now have over 65 licensees for everything ranging from traditional apparel to a junior’s business to leather jackets to lifestyle products such as high-end cigars.”

Ten new product programs are in place for the show’s final season, which will premiere on FX this fall, including a new line of apparel from Metal Mulisha. Among the retail partners are Spencer’s Gifts, which will feature Sons of Anarchy product in its front window in late summer.

“It’s a very well-rounded brand that brings the idea of hey, ‘I’m a rider. I ride my bike on the weekend.





I'm not hard-core Harley, but I'm buying into this lifestyle," explains Leeb. "Everything we've done with Sons of Anarchy filters into that lifestyle play. I think we're going to have a successful brand past December when the show goes off the air."

FCP is already at work making that happen with a marketing campaign for the brand itself being developed and plans for a number of content initiatives in publishing and gaming that will keep the property alive beyond the TV series.

"The look of the Reaper, the skull interpretations, that's just fashionable, and that's not going away. You're going to see more of a campaign from us to promote it as a standalone brand. I think you might see strategic partnerships with this brand and not just a licensed property," hints Leeb.

Another recent success for the company has been the low-budget feature film, *The Fault in Our Stars*. The film, which cost only \$12 million to make, has taken the summer box office by storm, bringing in \$121 million domestically as of July 21, according to Box Office Mojo.

The film has also been a huge success for retailer Hot Topic, which worked closely with FCP and licensee Changes to quickly get a line of apparel and accessories on shelf when the upswell of fan enthusiasm became evident.

"It was sleeper success story, and one our best licenses of 2014," says Cindy Levitt, senior vice president, merchandise and marketing, Hot Topic, of the line of tees, tanks and jewelry that launched at the retailer a couple of months before the film opened June 6.

"It was a tight, small program, but what made this program unique was we all had to do it very quickly," says Levitt. "It blew up overnight, so we had to have a strong licensor like Fox who was willing to run hurtles to get us product and a great licensee like Changes. It started off fairly small, and we chased into because it just gained such momentum so quickly."

The apparel line used verbiage to create a sketch art aesthetic, drawing on key phrases from the film.

"The assets were not the typical assets you get with a movie," explains Levitt. "It was all based on these things that just made girls' knees buckle. The

merchandise stood alone. If you didn't know the film, you could still love this merchandise."

Based on a book, the film already had a built-in fan base, but the intensity of the reaction to the film was a surprise to all. Girls around the world began posting videos of themselves crying while watching the trailer, tagged with #BringOnTheFeels. In response, Hot Topic and Fox added tissue packets featuring the hashtag as a gift-with-purchase (the tissues were only available online due to the quick turnaround).

Whether it's deftly responding to overnight hits like *The Fault in Our Stars*, building long-term lifestyle brands for TV series like "Sons of Anarchy" or re-inventing and celebrating heritage brands like *The Simpsons*, FCP has proven its prowess at taking hit properties and turning them into hit product lines.

Now the company is taking those skills and honing them into a finely tuned program for its upcoming series, "The Strain."

The series, which debuted on FX July 13, is a sci-fi drama based on the best-selling vampire trilogy of the same name from Guillermo del Toro (who is also producing the series) and author Chuck Hogan.

"We as a company have a lot behind 'The Strain' right now," says Leeb. "It's a show with a very high production value. I think over time and over several seasons people will see scale in it that they're not accustomed to."

Product from a range of licensees was already on shelf in advance of the series premiere, including apparel from Fifth Sun.

"It's one of the first times where we're not waiting to see the success of the show," says Leeb. "I know how it's going to perform. I know this type of audience, and we want the opportunity for fans to be a part of it at the onset. I haven't seen very many TV shows, if any, with this type of support before the pilot airs."

Just like with other Fox properties such as *Sons of Anarchy* and *The Fault in Our Stars*, product won't be exclusively for existing fans either. By creating apparel and other merchandise that has its own inherent aesthetic and appeal, Leeb believes even consumers who aren't familiar with the brand yet will be drawn to *The Strain* line.

"You don't necessarily have to know about the show from the onset with a lot of our designs," says Leeb. "It's very fashion driven, so that somebody who sees it on a rack will gravitate toward it." ©



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TAKE ME TO THE CON

Comic-Con came again, and with it the total transformation of San Diego, Calif., into a pop culture wonderland.

By **Amanda Cioletti**

The city of San Diego, Calif., was taken over July 24-27 as it played host to thousands of fans of all things comic and popular arts-driven, as Comic-Con International marked its 45th anniversary this year.

On the San Diego Convention Center show floor and in its famed Hall H panel room (and on nearly every street corner, in every restaurant and within each shop, museum or event space nearby), the biggest and brightest lights in entertainment highlighted their offerings for the coming year in full regalia.

Activision again is promoting its wildly successful Skylanders franchise, which allows players to bring real life toys alive inside its video games. The game maker marked this year by announcing a new premium, limited edition toy line, Eon's Elite. This new range celebrates the most emblematic and heroic characters within the Skylanders universe and will feature a distinct

metallic finish that further sets it apart from other Skylanders toys. Eon's Elite toys are also playable within the Skylanders game.

Also on deck from Activision to support the franchise and its newest game, "Skylanders Trap Team," is the Dark Edition starter pack. The new pack includes three exclusive "Dark" versions of characters, an exclusive trap and two other traps included in the standard starter pack.

Comic-Con would not be the event that it is without some sort of Doctor Who representation from BBC. The popular series and its main character, the infamous Doctor, are mainstay costumes in and around the Comic-Con floor, and 2014 is no exception.

In support of the long-running, iconic series, BBC Worldwide North America has unveiled a new and exclusive Doctor Who-themed Yahtzee game, the Pandora Edition, from USAopoly, under license from Hasbro.





The game comes complete with a stylized box, custom dice and more.

“USAopoly has been an incredible partner, releasing Doctor Who-branded games like Monopoly, Risk and Yahtzee, which have brought fans hours of fun. We’re excited that our collaboration continues,” says Soumya Sriraman, executive vice president, home entertainment and licensing, BBC Worldwide North America.

The Pandorica Edition Yahtzee game was only available on the Comic-Con International show floor, exclusively in the BBC America booth.

In the true Comic-Con spirit, Cartoon Network Enterprises again marked the event with an out-of-the-box experience for fans of its cult series “Adventure Time” with the third annual ConQuest.

The clever “quest” takes fans all around the convention floor on a scavenger hunt that showcases CNE’s latest licensed products for the Adventure Time brand. This year’s quest once again offered contestants secret clues that guided them along on their journey. Among the products toured were the Adventure Time Encyclopedia and the recently released *Adventure Time: A Totally Math Poster* collection from Abrams. Fans were also given a preview of the upcoming *Adventure Time: Art of Ooo*, available this October. Other products include the comic book series from Boom! Studios/KaBoom!, which featured two exclusive issues; a convention exclusive tin tote gift set from Entertainment Earth; a phone case from Huckleberry; 12 exclusive plush from Jazwares; Mimoco’s line of Mimobot USB flash drives, which feature Adventure Time characters; a line of Adventure Time costumes from Rubie’s Costume Co.; a new line of Mad Libs activity books and journals from Penguin Group; a preview of the all-new Munchkin Adventure Time game from USAopoly; and apparel from WeLoveFine. Game maker Little Orbit also gave fans the chance to play its upcoming “Adventure Time: The Secret of the



Nameless Kingdom” video game for the first time. The game will hit store shelves this fall for the Sony PlayStation3, Microsoft X360, Nintendo 3DS and PC Steam platforms.

Another Comic-Con mainstay is the ever-enduring Star Trek property, and CBS Consumer Products continued to celebrate the iconic series at the 2014 show with a live event, panel and a pop-up shop.

CBS Consumer Products paired with retailer Stylin Online to host an official Star Trek franchise-branded booth, which has been touring the country at fan conventions since April. The retail experience features key and exclusive products from the series and plays host to fan gatherings and events.

Also new to the franchise’s brand extension is the live event “Star Trek: Live in Concert,” a symphonic celebration of the films *Star Trek* (2009) and *Star Trek Into Darkness*. The event, which is a collaboration between CBS Consumer Products, Paramount Pictures, 21st Century Symphony Orchestra, IMG Artists and Gorfaine/Schwartz Agency, brings together the films and music live on stage through orchestral music. It debuted in Europe in May and has been touring ever since, with more stops planned around the world through spring 2015.

Comic giant Marvel didn’t allow Comic-Con to pass without fanfare this year, as it brought a broad swath of merchandise to fans at the convention for multiple properties. Among them, were an exclusive Guardians of the Galaxy Rocket Raccoon mini-bust from Gentle Giant; two exclusive Thor items from Mongram International; a statue series from Kotobukiya; a new collection of





Thor: The Dark World, Captain America: The Winter Soldier and Guardians of the Galaxy collectibles from Sideshow; a X-Men: Days of Future Past comic box set from Diamond; multiple Funko exclusives; and Marvel HeroClix exclusives from NECA. Other major product releases included figures from Hasbro, along with collectible case; and a LEGO Guardians of the Galaxy mini figure exclusive.

For Nickelodeon, 2014 is all about Teenage Mutant Ninja Turtles, and its product offering at Comic-Con underscored that, with offerings from licensees Funko, KidRobot, Playmates and Peavey.

The network also used the Comic-Con event to solicit new talent and creative endeavors with an open call for original animated projects. Nick's animation development team was on-site to hear live, in-person pitches from fans and burgeoning creatives.

"Comic-Con has always been a place to make connections and discover new, original ideas, so we thought we'd use it as a platform to find president of content development and production, Nickelodeon. "Our Shorts Program helps us source talent and it feeds our content pipeline. It has expanded our relationships with creators who range from budding amateurs to experienced professionals, and we're looking forward to bringing the program's energy to the convention."

Twentieth Century Fox Consumer Products brought several of its properties to the Comic-Con floor, including new series and its storied franchises.

Found at the event was the *Sleepy Hollow* virtual reality experience, marked by product from licensees Random House (publishing) and 5th Sun (an exclusive t-shirt); the launch of a "The Strain" app and exclusive t-shirts (5th Sun) and coins (Mezco), as well as a panel; a "Sons of Anarchy" promotion for a collector's book from Time Home Entertainment and exclusive action figure (Mezco); Alien 35th anniversary-branded products from Dark Horse Comics, Titan, Insight Editions and Sideshow; Predator products from Funko and NECA; a Futurama figure (Toynami) and screen print (Acme); and much more.

As part of a larger, broader collaboration, FCP also brought its forthcoming MAC Cosmetics collaboration with The Simpsons franchise early to Comic-Con attendees for early sale. (The collection hits retailers widely Sept. 4.) The brand collaboration



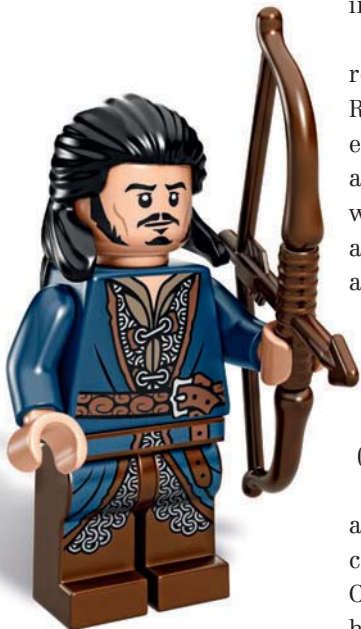
finds Marge Simpson on 10 different MAC products including nail stickers, eye shadows, lipglasses and lashes.

Sanrio marked the 40th anniversary of perhaps the world's most famous kitty with an interactive Hello Kitty experience that included giveaways, activities and appearances just outside the convention center. The live installation also showcased Comic-Con exclusives and limited edition product launches such as the Hello Kitty, Hello 40 story and art anthology from Viz Media, a coin bank from Toynami, mini figures and trading cards from Upper Deck and a die-cast robot action figure from Bluefin-Tamashii Nations.

Lastly, global licensees were also on hand to support Warner Bros. Consumer Products wide program of consumer product properties.

With take-overs and giveaways from licensing partners such as Eaglemoss, Black Milk, Hot Topic and Schleich, the DC Comics booth was a destination for fans. Eaglemoss kicked off Comic-Con by announcing the addition of the Batman Arkham Knight Batmobile to their collection; while Black Milk announced new DC Comics product collections and two new flagship store openings in Brisbane, Australia, and Santa Monica, Calif. Hot Topic exclusively launched their all-new lifestyle collection, Harleen, in a fashion show; Schleich revealed its DC Comics line; and LEGO hosted a free mini-figure raffle giveaway along with selling its limited San Diego Comic-Con exclusive Batmobile. The LEGO Group also paid tribute to the Dark Knight with a special LEGO Batman 75th anniversary edition magazine and celebrated the Batman Classic TV series with a life-sized Batcycle made entirely out of LEGO bricks. LEGO also showcased a Dragon Smaug (from The Hobbit trilogy) made of LEGO bricks as well.

Additional WBCP partners that brought exclusives to Comic-Con included Mattel, NECA, Hallmark, Graphitti, TriForce, Weta, Quantum Mechanix, Square Enix, Toynami, UglyDoll, Moebius Models, Lionel, S&A Partners, Factory Entertainment, Comic Images, Monogram, Trendsetters, Pop Fun, Vanderstelt Studios and more. ©



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16 YEARS OF **BLE**

Brand Licensing Europe 2014 expects to top last year's record-breaking attendance with even more features and new brands on the floor.

By **Patricia DeLuca**



The goal for Brand Licensing Europe 2014, which will take place Oct. 7-9, is to exceed last year's numbers of 288 exhibitors, with more than 7,000 visitors from 69 countries.

Just like last year, the BLE show floor will be divided into three designated areas: Art, Design & Image; Brands & Lifestyle; and Character & Entertainment. The show will once again take over the second level of London's Olympia event center, which will showcase the Art, Design & Image and the Brands & Lifestyle areas. This year, the Brands & Lifestyle area will extend to the balcony, giving prime visibility for the anchor exhibitors in the area,

and a great view of Characters & Entertainment stands below.

Brands & Lifestyle will feature four distinct sub-sectors this year—Sports, Heritage, Lifestyle and Fashion—plus a seminar series that will complement the annual Licensing Academy program, with exclusive content just for this area of the show.

Lots of top companies from around the world have already committed to BLE to showcase their brands, with more than 80 percent of the floor already reserved. Exhibitors returning to BLE include DreamWorks Animation, British Library, Dorna Sports, Warner Bros. Consumer Products,

Chupa Chups, Historic Royal Palaces Enterprises, Hasbro, Rovio Entertainment, ITV Studios Global Entertainment, Valerie Valerie, Major League Baseball, Mind Candy, Kevlar, Nickelodeon, The Royal Ballet, National Museum of the Royal Navy and Twentieth Century Fox Consumer Products.

In addition, BLE 2014 welcomes familiar names such as Anchorman, Angry Birds Go!, Paddington, Paul Frank, Pink Floyd, The Beano, Transformers, Teenage Mutant Ninja Turtles, Wallace and Gromit, and The World of Eric Carle.

“The steady growth and success of the event each year is a strong reflection of the industry as a whole; and these are undoubtedly exciting times with phenomenal examples of licensing in action almost everywhere you turn,” says Darren Brechin, event director, BLE. “We are looking forward to another extremely busy event this October and welcoming many more exhibitors to the show floor.”

First-time exhibitors to BLE this year include International New York Times, adidas-AC Milan, comic book brand 2000 AD, Dutch publisher Clavis, chemical company DuPont (the creator of Kevlar), fashion brand Freegun, licensing agent Monday 2 Friday, Moongazer Cards, Toonbox Studio, Von Dutch, soft drink company Britvic, Imperial War Machine, licensing company Octane, Chelsea Football Club and UEFA Euro 2016 (the governing body for European football).

NPD Group, Planet Retail and GfK are confirmed to return as the event’s official Knowledge Partners and feature within the Licensing Academy. Now in its third year, the market research and retail intelligence providers are sharing their expertise in the event’s content program as well as exhibiting on the show floor.

Another program in its fifth year is the Retail Mentoring Programme. The number of retailers taking part in 2014 has increased by 60 percent from last year.

Over 50 retail professionals will take part in workshops and seminars in the six months leading up to the show, including the International Licensing

Industry Merchandisers’ Association (LIMA) Licensing Essentials Course and Spring Fling this past May. The U.K.-exclusive program currently has 10 retailers involved in the initiative including Boots, Lakeland, Debenhams, Sainsbury’s, Tesco, Miniclub and, for the first time, Marks & Spencer.

Popular features from past shows like Licensing Academy, the License This! challenge for new creative concepts, the Screening Suite and the Advice Centre are returning this year revitalized for 2014.

The Characters & Entertainment area will now be home to the new Entertainment Bar, a mellow spot on the floor for visitors and exhibitors to network and conduct business without interruption.

The Screening Suite cinema will give select attendees previews of some of the biggest blockbusters heading to the big screen (viewings are invite-only), while the Advice Centre will give consultations on topics ranging from legal and financial advice to contract guidance.

The Licensing Academy will host keynote speakers, which will be announced later this summer.

Past speakers include executives from Mind Candy, Rovio, Volkswagen, Lucas Licensing and FIFA.

The fifth annual License This! challenge, a competition for new brands to break into the global licensing industry, opened its ballot for entries back in June to new properties with a background in publishing, art and design, television or digital media. (Entries can be submitted until Sept. 5.) All entries are reviewed by a panel of experts, who will select a short list of four properties that will be pitched in front of a live audience at BLE on Oct. 9. The winner will receive a fully furnished stand at next year’s BLE worth more than \$7,500. ©



Brand Licensing Europe

EXHIBITOR PREVIEW

A preliminary look at many of the exhibitors attendees will find on the Brand Licensing Europe show floor, Oct. 7-9 in London.

ART, DESIGN & IMAGE

366Hearts

www.366hearts.com/blog

Stand: J38b

Contact: Hazel McNab, owner

The artist paints a heart everyday and her journey is one of creativity and a daily hit of positive inspiration. The watercolor inks are refreshingly whimsical.



Animaru

www.animaru.co.uk

Stand: J4



Contact: Noel Hinton, director

E: noel@animaru.co.uk

P: +44 1263 715 515

Animaru is an award-winning range of characters with five years of proven sales success in the greetings card market. More than 350 animal characters have a vibrancy and natural appeal that makes them relevant for a wide range of products and audiences.

Ann Edwards

Stand: J32

E: annedwardsart@gmail.com

P: +44 0 7595541517

Ann Edwards is a unique voice and talent with a proven track record and international appeal. It has 1



million reads a month of "Chef and Sue," with a weekly circulation of 350,000 to the target demographic in *Waitrose Weekend* magazine.

Antonija M.

www.antonijam.com

Stand: J34

Contact: Antonija

Majstorovic, creative director

E: antonija@antonijam.com

P: +385 1 3751252

Antonija M. is a creative studio bringing unique characters and patterns to life. The studio's style is Japan-meets-Sweden and it can be adapted for all markets and a wide age range. It builds and develops its own character driven brands, supported by strong stories, emotions and a vivid imagination.



April Rose Illustration

www.aprilroseillustration.com

Stand: J28b

Contact: Siobhan Harrison, illustrator

E: siobhanharrison@me.com

April Rose Illustration is the brand name for watercolor artist and illustrator

Siobhan Harrison. The essence of the brand is sophisticated watercolor floral work, and the company licenses artwork to global clients. The brand has been used for many product areas and has more than 20 years experience supplying illustration to high street majors.



Assaf Frank Photography & Licensing

www.bs-factory.com

Stand: J23

Contact: Assaf Frank, owner

E: info@bs-factory.com

P: +01276 683 123

Photographer Assaf Frank of Best Shot Factory is a leading image licensing library for publishers and manufacturers. His images are licensed on products around the world including tabletops, napkins, greeting cards, stationery, jigsaws, blinds, wall art, murals, fine art prints and canvases. Assaf is well known for his stunning florals, landscapes and cityscapes but his extensive collection also expands to cute animals, quirky pop art, vintage, Christmas and food. There are more than 40,000 images available from the online library with the option to commission Assaf to photograph specially for specific projects.



Belle & Boo

www.belleandboo.com

Stand: J42

Contact: Patrick Shafe, director

E: kate@belleandboo.com

P: +44 117 9246382

Belle & Boo was created by Mandy Sutcliffe and is cherished throughout the world for its charming, nostalgic storybook illustrations that will leave you wishing you were a child again. Mandy's drawings inspire a collection of products that will transform a simple playroom

or nursery into a childhood wonderland. From wall décor to stationary, homewares to girls clothing, picture books to craft books, Belle & Boo is a gift to be passed down through the ages.

Clare Jordan

www.clarejordan.com

Stand: J28a

Contact: Clare Jordan, designer

E: info@clarejordan.com

P: +353 85 1273819

Deer Little Forest

www.deerlittleforest.com

Stand: J56

E: jo@deerlittleforest.com

P: +447869444475

Deer Little Forest is a new and inspiring property created by the Henries' award-nominated illustrator, Jo Rose. At the heart of this charming brand are feisty Forest Flo and her band of irresistible woodland friends who set out to save their forest one tune at a time. With its unique hand-made design, and a book and TV series in development, DLF is both a preschool and lifestyle brand. DLF has been licensed for greeting cards, apparel and stationery in the U.K. and abroad. The first two books will be completed this year.



Full Colour Black

www.fullcolourblack.com

Stand: J19

Contact: Andrew

Gallagher, chief

executive officer

E: hq@fullcolourblack.com

P: +44 2071939118

Full Colour Black is a cutting edge gift, stationery and licensing company. It already has many deals in place with leading companies and its artwork and brands are all highly commercial.



Hearts Designs

Stand: J55

Hearts Designs is excited to be showing so many new designs, including the launch of its



latest brand, Betty & Bertie. Its on-trend, hand painted designs will give any product a fresh and exciting look.

Helz Cuppleditch

www.helzelzart.com

Stand: J20

Contact: Helz Cuppleditch, illustrator

E: helzelzart@yahoo.co.uk

P: +44 0 1903 873 407

Helz's design studio licenses her work throughout the world including paper-craft, fabrics, stationery, cross stitch, jigsaws, home décor and many other products in chain stores and independent retailers.



Jillustrator

www.jillustrator.com

Stand: J1a

Contact: Jill Latter, owner

E: jill.latter@hotmail.co.uk

P: +01444 482628

Jillustrator is a published illustrator and author of children's picture books and gift books, and designer for greeting cards and stationery. The artist is greatly inspired by animals in particular and likes to create using her Inky Stick and watercolor inks.

Kate Knight

www.kateknight.co.uk

Stand: J37

Contact: Kate Knight, owner

E: mail@kateknight.co.uk

P: +44 0 131 477 4524

Kate Knight is an established freelance designer who supplies high quality contemporary artwork to manufacturers and publishers throughout the world. Kate is recognized in art circles for her bold floral designs; however, her extensive portfolio of work also includes images involving numerous other subjects, such as cityscapes, people, animals and more.

Kate Mawdsley

www.katemawdsley.com

Stand: J47

Contact: Kate Mawdsley, artist



E: kate@katemawdsley.com

P: +44 1986 785 444

Kate Mawdsley is a well-known British freelance illustrator known not just for her cat, dog and Christmas images, but a wide range of subject matter and styles. Kate's work is licensed worldwide on all products from greetings cards to kitchenware. Kate's styles are versatile and commercial, and she works closely with commissioning customers making sure that the artwork fits the brief exactly.

Laser Art Studio

www.laser-art.com

Stand: J3

Contact: Horace Hui, sales and marketing manager

E: horace@laser-art.com

P: +852 2349 1193

Laser Art Studio strongly believes that brand owners and consumers need to work together to identify and stop the sale of counterfeit products in the retail sector. To help achieve this, it has developed a track-and-trace system to help both brand owners and their customers to protect and ensure the authenticity of their goods. The company is a hologram and anti-counterfeiting solution provider and works with hologram production, tracking and identifying counterfeits and parallel imports and the distribution of holograms and labels.

Libby McMullin

www.libbymcmullin.co.uk

Stand: J36

Contact: Libby McMullin, designer

E: hello@misslibby.co.uk

P: +44 775 123 4157

Libby McMullin is a luxury stationery and giftware brand founded by illustrator and wordsmith Libby McMullin. Inspired by fashion, folk art and fairytales, Libby's designs have a nostalgic, timeless quality that can be applied to numerous products. Libby McMullin products are currently sold in a number of beautiful stores, independent boutiques and galleries across the U.K.,



Australia, New Zealand, Switzerland, Holland and Germany.

Marilyn Robertson

www.marilynrobertson.com

Stand: J2

Contact: Marilyn Robertson, artist

E: marilyn@marilynrobertson.com

P: +44 0 1949 860 621

Marilyn Robertson is an established artist, illustrator and designer serving licensing clients in the U.K., Europe, U.S. and worldwide. Her distinctive style has bold colors and on-trend design and she is the creator of the Catitudes range of Cats with Attitude!

Mary Evans Picture

www.maryevans.com

Stand: J22

Contact: Luci Gosling, business development manager

E: luci.gosling@maryevans.com

P: +44 0 20 8318 0034

Founded in 1964 and celebrating its 50th anniversary this year, Mary Evans Picture Library is the U.K.'s leading source for historical images offering centuries of inspiration for designers and licensees. With a vast archive of its own, and a roster of over 300 contributor collections, it has a myriad of styles and ideas including fashion illustration, wartime posters, art deco, vintage pattern, silhouettes, pin-ups and much more. Among the collections represented at the library are the Medici Society, English Eccentrics, National Army Museum, Bonzo, London Fire Brigade, MODA and the Illustrated London News archive.



MGL Licensing

www.mgllicensing.com

Stand: J14

Contact: Alexander Hood, image coordinator and licensing assistant

E: studio@mgllicensing.com

P: +44 0 208 392 8010

MGL is one of the world's leading art licensing companies. It represents the work of over 70 artists and has a growing archive of over 30,000 images and branded graphic properties. Its images are suitable for a broad range of products.

Moongazer Cards

www.moongazercards.com

Stand: J27

Contact: Sally Anne Lambert

E: sally@moongazercards.com

P: +077454 81411

Launched in January 2013, Moongazer Cards capture the magic of childhood in delicate watercolor illustrations by Sally Anne Lambert. Spellbound is the core range, comprised of 18 cards that each illustrates a poem that is printed on the reverse. Other ranges feature British wildlife, an enchanted forest, a magical storybook world filled with teddies and fairies, farm animals, and a Rogue's Gallery of cats with plenty of attitude. The 150 x 150mm cards are blank inside, cello wrapped with a white envelope.



Occipinti

Stand: J45

Contact: Ashley McDow, founder and owner

E: design@occipinti.com

P: +44 0 7818 080 920

Occipinti is a London-based design house producing high-end designs for interior products, including wallpaper, fabric, cushions, art pieces and furniture with a captivating eye for color and pattern. Its designs present a unique fusion of the vibrant and traditional, with a vintage aesthetic and a luxurious finish. Occipinti's quintessentially English designs are hand painted, using intricate fluid lines and textured detailing in rich, vibrant color. Its latest collaboration with U.K. brand Sofa.com is an ode to colorful florals.

Paper Rose

www.paperrose.co.uk

Stand: J12a

Contact: Perlina Pierre-Davis, export manager

E: perlina@paperrose.co.uk

P: +44 2082623551

Paper Rose is one of the U.K.'s leading greeting card publishers. It has created





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WWW.LICENSINGEXPO.COM

award-winning ranges and brands that are supplied to many retailers both in the U.K. and internationally. Its brands include Daisy Patch, Marzipan and Spirit.

Rootytoot Editions

Stand: J1c

Rootytoot Editions is a London-based company producing high-quality limited edition prints and illustrations available for licensing and retail. All designs, illustrated by Nathan Reed, have been created to combine charm and fun while fueling the imaginations of children and those who are "young at heart."



Sublevel Studios

www.sublevelstudios.co.uk

Stand: J26

Contact: Mark Daniels, owner

E: info@sublevelstudios.co.uk

P: +44 1782750508

Operating from an abandoned military bunker, Sublevel Studios creates mind-melting graphics for all kinds of stuff.



The Square Card Company

www.thesquarecardcompany.com

Stand: J51

Contact: Kali Stileman Jones, owner

E: enquiries@thesquarecardcompany.com

P: +01305 848899

The Square Card Company produces bold, textured, brightly colored and collaged images for children and young people for stationery, wall stickers, calendars, ceramics, children's books and many other things.



Two Little Boys

www.2littleboys.co.uk

Stand: J53

Contact: Sarah Watts, director

E: sarah@2littleboys.co.uk

P: +44 0 20 8400 3606

Two Little Boys has produced award-winning gifts since 2002 with its range of colorful,

humorous designs aimed at the male gifting market, including the shortlisted Railway of Life, a nostalgic yet contemporary range of designs for the gifting market that needs to "Keep Calm, it's Full Steam Ahead!"

Valerie Valerie

www.valerievalerie.co.uk

Stand: J59

Contact: Valerie Carr

E: valcarr@valerievalerie.co.uk

P: +07792 893304

Valerie Carr is the pen, paper and paint behind Valerie Valerie. All of her designs begin as original watercolors or ink drawings that translate well on to greetings cards, stationery, gifts and homewares. Valerie Valerie sells to independent gift shops and John Lewis stores throughout the U.K.



Vicki Thomas Associates

www.vickithomasassociates.com

Stand: J33

Contact: Vicki Thomas, consultant

E: vickithomasassociates@yahoo.co.uk

P: +44 0 20 7511 5767

In 1924, Bonzo made his cinema debut and Vicki Thomas Associates will be celebrating by briefing animation students at South Wales University to reimagine Bonzo. Its designers are recreating vintage fabrics based on the Quilters' Guild collection, a creative treasure house.



Wild-Side

www.wildsidebrands.com

Stand: J1

Contact: Holly Brown, managing director

E: licensing@wildsidebrands.com

P: +44 0 208 452 3311

Wild-Side combines the mass-market appeal of adorable animals with a new and distinctive style. This highly innovative brand creates animal characters full of fun and personality. Each collection offers a distinctive design identity and vast commercial opportunity, with the In The



Pink! collection successfully selling over 1.5 million products in recent years.

Yellow House Art Licensing

www.yellowhouseartlicensing.com

Stand: J61

Contact: Sue Bateman and Jehane Boden Spiers, directors

E: hello@yellowhouseartlicensing.com

P: +44 1273 705 752

Yellow House Art Licensing offers great art that is simply licensed and it is based in Brighton, England. Yellow House is the perfect choice for design-led businesses looking to find suitable images for new collections, product ranges, and much more. Sue Bateman and Jehane Boden Spiers are the dedicated team at Yellow House with an established reputation for providing a fully bespoke and quality art licensing service for clients and publishers world-wide.



Yvette Jordan

www.yvettejordan.com

Stand: J38

Contact: Yvette Jordan, artist

E: yvettejordan@dsl.pipex.com

P: +07771 547647

Yvette Jordan is a British artist who produces highly distinctive artwork. Her work is licensed across many products worldwide.

BRANDS & LIFESTYLE

adidas-A.C. Milan

Stand: P15b

Contact: Marta Galbiati, licensing junior manager

adidas, the leading company in sports apparel accessories and footwear, is the master licensor of the prestigious club A.C. Milan and is looking for more international partners.



adidas – Real Madrid

www.agm-licensing.com/realmadrid

Stand: P15a

E: agm.licensing@adidas-group.com

Through the licensing business, the Real Madrid brand is present in more than 97 countries with 127 active licensees. Last year, over 26 million products were sold, generating £88 million in retail value. Its worldwide reach is expanding every month, increasing its fan base by offering them the best in licensed products.



Alchemy Licensing

www.alchemylicensing.com

Stand: R38

Contact: Georgea Phillipson, exhibitions coordinator

E: licensing@alchemygroup.com

P: +44 1162 824 824

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



Art Ask Agency

www.artaskagency.com

Stand: P60

Contact: Maria Strid, managing director

E: maria@artaskagency.com

P: +34 93 645 22 25

Art Ask Agency is an international licensing agency that is based in Spain but operates in European and worldwide territories with lifestyle, fashion, concept, photography, icons and graphic licenses. Although it is a small agency, its reach is far and the company works with some of the best licensees and manufacturers of lifestyle merchandise in the industry. Its policy is to build brands for the long term and at the same time nurture and push new license concepts.



Battersea Dogs & Cats Home

www.battersea.org.uk

Stand: N30

Contact: Lucy McCredie, licensing consultant

E: mccredie@battersea.org.uk

P: +44 20 7627 93191

Battersea Dogs & Cats Home is perhaps the most famous animal refuge in the world. Known and loved by millions, it is a British institution. In its illustrious 154-year history, Battersea has cared for more than 3 million animals and has firmly established itself in the hearts of the nation.



Beanstalk

www.beanstalk.com

Stand: P100

Contact: Sofia Lundberg, marketing executive

E: beanstalk.uk@beanstalk.com

P: +44 0 207 572 0858

Beanstalk, a global brand extension agency, works closely with its clients to unlock brand equity and create many of the world's most recognizable products and services. With over three decades of experience, the agency offers a breadth of services including brand licensing, direct-to-retail program management, license acquisition for manufacturers, and royalty auditing. The company is headquartered in New York and has offices in London, Los Angeles, Miami and Cincinnati, with additional affiliates throughout the world. Beanstalk is a part of the DAS Group of Companies, a division of Omnicom Group Inc.



Blueprint: Powered by Beanstalk

www.beanstalk.com/blueprint/about/

Stand: P100

Contact: Louise French, assistant vice president, business development and marketing

E: blueprint@beanstalk.com

P: 212-421-6060

Blueprint, the consulting division of global brand extension agency, Beanstalk, advises companies on how to evolve their brands through innovative and



commercially viable brand development and extension strategies. Blueprint works with brand owners, retailers and manufacturers to evaluate and analyze their distinct needs and provide a road map to open doors to new markets, audiences and revenue. Building on decades of brand wisdom and execution experience, Blueprint will advise clients through four key practice areas: brand extension and retail development, research and insights, design and identity, and operations and governance.

Chelsea Football Club

Stand: L25

Contact: Mark Bell, licensing manager

E: mark.bell@chelseafc.com

P: +44 20 75651484

Chelsea Football Club is one of the world's top football clubs and will be exhibiting at Brand Licensing Europe for the first time this year. Chelsea FC is looking to increase the number of international licensees across various product categories, adding to an ever-growing portfolio.



Chupa Chups

www.perfettivanmelle.com

Stand: M10

Contact: Christine Cool, senior brand manager, licensing

E: christine.cool@es.pvmgrp.com

P: +34 93 773 9200

Once upon a time the confectionery giant Perfetti Van Melle started developing licensing programs with its popular brands Chupa Chups and Airheads. They had such a sweet acception that a fresh program is now prepared with two of its sister brands, the confectionery classics Mentos and Frisk.



Discovery Consumer Products

Stand: M20

Contact: Jereme Macready, manager, global events

E: jereme_macready@discovery.com

P: 240-662-3845

Discovery Consumer Products builds strong alliances with the world's most respected manufacturers and retailers to create compelling



products and experiences across the portfolio of Discovery Communications' brands and properties. These include programming-focused and brand-based consumer products programs including Animal Planet, Discovery Adventures, Discovery Expedition, DMAX, Discovery Channel Explore Your World, TLC and others. From series-based fan gear and DVDs distributed through direct-to-consumer platforms to strategic third-party merchandising partnerships, Discovery Consumer Products brings the brands of the world's No. 1 non-fiction media company to consumers around the world.



Dorna Sports SL

www.motogp.com

Stand: Q25

Contact: Phaedra Haramis, licensing director

E: phaedraharamis@dorna.com

P: +34 934738494

Dorna Sports SL is an international sports management, marketing and media company founded in 1988. Dorna is the exclusive commercial and television rights holder to MotoGP (FIM Road Racing World Championship Grand Prix), SBK (Super Bikes World Championship) and the Spanish national championship CEV.



FIFA

Stand: L20

Contact: Maëlle Coulon, regional manager

EMEA

E: maelle.coulon@fifa.org

P: +410 43-222 7777

Fédération Internationale de Football Association (FIFA).

FREEGUN

www.freegun.com

Stand: R10

Contact: Christophe Landais, licensing manager

E: licensing@freegun.com

P: +33 475 906 699

Freegun is the reference brand, well known by fashionable teenagers for its iconic, colorful underwear. Created in 2007, Freegun is now a global brand that also provides a street and urban collection and fashion accessories for men, women and children.

Golden Goose

www.goldengoose.uk.com

Stand: M25

Contact: Adam Bass, director

E: info@goldengoose.uk.com

P: +020 7256 1001

Established in 2002, Golden Goose is the U.K.'s leading boutique brand licensing consultancy.

Its team of experienced marketing professionals works with brand owners, retailers and manufacturers to create licensed products that generate revenue and brand equity. Clients receive a bespoke service with each brand benefiting from a tailor-made licensing strategy and a dedicated account team.

Account directors are senior level executives with licensing experience working on global brands across multiple territories. It also has the established processes and templates required to initiate licensing programs for large corporations looking to release the licensing model's potential.

Heat Holders

Stand: K20

Contact: Shane Doughty

Introduced to the U.K. market

in 2008, Heat Holders has

proven a global success.

It started as the "Ultimate Thermal Sock" and the concept of "Making Life Warmer" has transcended across a range of thermal accessories, clothing and beyond. Owned by the Ruia Group with other brands such as Hawick Knitwear and Glenmuir, the company is now looking to expand its products and licensee base.



Historic Royal Palaces

www.hrp.org.uk

Stand: M51

Contact: Jenny Smyth, licensing executive

E: emma.saunders@hrp.org.uk

P: +44 0 20 3166 6841

Historic Royal Palaces is the independent charity that looks after the Tower of London, Hampton Court Palace, Banqueting House, Kensington Palace, Kew Palace and Hillsborough Castle. It helps everyone explore the story of how monarchs and people have

shaped society, in some of the greatest palaces ever built. Historic Royal Palaces Enterprises is the trading arm to the charity and its licensing program grants companies the right to use its prestigious royal brand and create product inspired by its palaces, gardens and collections relevant for today's market. The current licensing portfolio covers home, garden, tabletop, fashion, jewelry and gifts.



Imperial War Museum

www.iwm.org.uk

Stand: L65

Contact: Anne Buky, licensing consultant

E: abuky@iwm.org.uk

P: +44 207 091 3072

IWM's unique collections, made up of the everyday and the exceptional, help to tell the stories of people's spirit, resilience, creativity and innovation in the face of adversity. The 2014 to 2018 time period marks the centenary of the First World War. IWM is at the center of these national commemorations and other anniversaries.

International New York Times

www.INYT.com

Stand: L10

IPR Licensing, EMEA Licensing Agent for DuPont, KEVLAR

www.iprlicensing.co.uk; www.dupont.com

Stand: M18

Contact: Sarah Dixon, joint managing director

E: DuPont.licensing.emea@iprlicensing.co.uk

P: +44 0 20 8742 1016

IPR Licensing, EMEA Licensing Agent for DuPont, KEVLAR is a specialist in the creation and management of international licensing programs for discerning brand owners. IPR works in total partnership with its clients and has an "in-house" approach to everything it does. DuPont is a world-class science company delivering innovative products, materials and services to the global marketplace, and serving markets as diverse as agriculture,

nutrition, electronics and communications, safety and protection, home and construction, transportation and apparel.



JPatton

Stand: M45

LoCoco Licensing

www.keithkimberlin.com

Stand: M15

Contact: Peter Lococo, president

E: lococolicensing@mindspring.com

P: 770-481-0720

LoCoco Licensing's Keith Kimberlin brand offers the most extensive portfolio of kitten and puppy photography in the world, including more than 50,000 images and 20 style guides. Founded in 1990, it is a full service licensing and design agency with licensed products in over 70 countries.

lovethislife

Stand: N40

Major League Baseball

Stand: P25

Contact: Simon Gresswell, vice president, licensing

E: simon.gresswell@img.com

P: +44 0 208 233 6256

Major League Baseball is the original American lifestyle brand, engrained in the daily life of America and embraced by a plethora of music and media icons that wear the brand. There are 30 MLB teams, each with unique and evocative logos that represent a city or a state from the world-renowned New York Yankees to the LA Dodgers, each with a story to tell. The brand has genuine sports authenticity and deep-rooted heritage fused with street style-sports fashion for men, women and youth, headwear, footwear, eyewear, bags, stationery and accessories.



Monday 2 Friday

www.monday2friday.net

Stand: R35

Contact: Begona Diaz-Aguado, licensing director

P: +34 611410711

Monday 2 Friday is an international licensing company that represents different licenses based on concept, artists, brands.

National Museum of Royal Navy

www.nmrn.org.uk

Stand: N42

Contact: Giles Gould, head of commercial services

E: giles.gould@nmrn.org.uk

P: +44 23 9272 7583

The National Museum of the Royal Navy tells the entire naval story of a service that has literally sculpted the history, culture and the people of Great Britain. It has a simple vision: to be the world's most respected Naval Museum, underpinned by a spirit of enterprise and adventure. Its goal is to promote the traditions and public understanding of the Royal Navy and its constituent branches of the past, present and future.

National Portrait Gallery

www.npg.org.uk

Stand: M59

Contact: Matthew Bailey, rights and images manager

The National Portrait Gallery holds over 300,000 portraits of interesting and inspiring people.



Octane5

Stand: P70

Contact: Mike Dunn, president

E: mike@octane5.com

P: 770-310-1973

Pink Key Consulting

www.pinkkey.co.uk

Stand: L60

Contact: Richard Pink, proprietor

E: richard@pinkkey.co.uk

P: +44 7 859362323

Pink Key Consulting is the exclusive European licensing agent for The Kellogg's Vintage licensing program.

This program has been successfully running for over



five years across Europe. Products have been developed in all major categories including apparel, houseware, gifting and accessories. Licensees include Portmeirion, Anya Hindmarch, Somerbond and Mad Beauty.



Plain Lazy Holdings Ltd

Stand: M55

Racy86

www.Racy86.co.uk

Stand: K18

E: live2race@live.co.uk

Racy86 is a women's racing clothing label with a unique edgy, urban and vintage flavor. The AW 14 collection draws its inspiration from American college style.

Rapala VMC Corporation

www.rapala.com

Stand: Q15

Contact: Janne Ahramo, project manager, brand licensing

E: info@rapala.fi

P: +358 9 7562 5419

Rapala offers a gateway to a \$91 billion market of 440 million sport fishers.

It is the No. 1 fishing brand with a presence in 50,000 shops worldwide.



ROUTE 66

Stand: P20

Contact: Lidia Furnica, senior manager corporate strategy

E: lfurnica@temptingbrands.com

P: +40 721 334 935

ROUTE 66 is an authentic American lifestyle brand with timeless appeal. With products launched in the late 1970s, the ROUTE 66 brand is instantly recognized around the globe. Freedom, hope, authenticity, originality and adventure are the key values that make ROUTE 66 an iconic brand. The company's products are available in more than 100 countries around the world.



Royal Navy, Army & Royal Air Force

Stand: L30

Contact: Tony Field

E: dmc-opsprafso2marketing@mod.uk

P: +44 207 218 6043

Science Museum Group Enterprises

www.sciencemuseumgroup.ac.uk

Stand: L15

Contact: Abigail Ratcliffe, group licensing manager

E: abigail.ratcliffe@sciencemuseum.ac.uk

P: +44 0 20 7942 4479

SCMG Enterprises is the commercial arm of The Science Museum Group, a family of internationally respected museums including: Science Museum in London; Museum of Science and Industry in Manchester; National Railway Museum in York and National Media Museum, in Bradford. Its collections span over 2,000 years of scientific and social history, exploring the science and technology that has shaped history. The SCMG Enterprises Business to Business program deals with licensing, publishing and image and print sales, and works to generate income for the museums and to inspire interest in all of its museums and collections.



Teo Jasmin

Stand: L9

Contact: Fabrice Philippe, public relations

E: fabrice@teojasmin.com

P: +33 2 36 10 66 73

The British library

www.bl.uk

Stand: L40

Contact: Martin Oestreicher, brand licensing

E: martin.oestreicher@bl.uk

P: +44 20 7412 7704

The British Library is one of the world's greatest research libraries. It is a place of knowledge and inspiration, encouragement and

engagement, enabling people to create new ideas and new works about culture, society and commerce. With 150 million collection items the potential for product development and licensing is limited only by the imagination.



The Licensing Company

www.thelicensingcompany.com

Stand: N100

Contact: Perdeep Kang, senior brand executive

E: uk@thelicensingcompany.com

P: +44 208 222 6100

The Licensing Company represents some of the world's best-known brands and is responsible for numerous innovative successful brand extensions in the market. The company's expertise ranges from home and fashion, to publishing. TLC is part of the newly created Global Brands Group, connecting the company to the best global sourcing and supply solutions. TLC has a joint venture with the U.S. Iconix brand Group and Iconix Europe, which provides a diverse portfolio of fashion and lifestyle brands reaching every retail segment. Its renowned in-house design capabilities and market experience has made TLC and Iconix Europe industry leaders in elevating brands in the marketplace.

The Natural History Museum

Stand: K35

Contact: Zuzi Wojciechowska, licensing manager

E: zuzi.wojciechowska@nhm.ac.uk

P: +44 20 7942 5366

The Natural History Museum looks after around 70 million specimens, from dodos to dandelions, and dinosaurs to dragonflies. About 300 scientists work at The Natural History Museum, unraveling the mysteries of life and tackling global issues. With over 5 million visitors a year, the Museum is a top attraction and an inspiring place for all ages. This year also sees the 50th anniversary of Wildlife Photographer of the Year, one of the Museum's most successful temporary exhibitions.



The Partnership

www.tplicensing.com

Stand: P50

Contact: Jonathan Townsend, director

E: jonathan@tplicensing.com

P: +44 0 20 7731 3233

The Partnership is one of the leading specialists in lifestyle licensing, franchising and distribution. It works with brands such as Monsoon Accessorize, Laura Ashley, Austin Reed, Royal Berkshire Polo Club, Julien MacDonald, WWF, STORM, Trump, Celia Birtwell and Viyella. About 80 percent of the company's business is international.



The Royal Ballet

Stand: M60

Contact: Gwyneth Campling, licensing manager

E: gwyneth.campling@roh.org.uk

P: +44 0 20 7212 9395

The Royal Ballet is one of the world's most acclaimed ballet companies. It performs a wide-ranging repertory that includes the great classical ballets as well as new works by leading choreographers. The brand represents classic beauty, perfection, athleticism and elegant simplicity, lending grace and style to associated products.



Tinderbox

www.tboxagency.com

Stand: P100

Contact: Dan Amos, head of new media

E: info@tboxagency.com

P: +44 0 207 572 0858

Tinderbox, the digital division of global brand extension agency, Beanstalk, is dedicated to working with new media brands to realize their potential in the world of consumer products. Tinderbox was developed to address the market need for a brand licensing agency specializing in extending digital properties – from social networks to interactive gaming, and all categories of apps including games, entertainment, and lifestyle. Tinderbox partners with digital



properties at any stage in their life cycle whether emerging or established, to get them ready and activate their brand through licensing.

UEFA Euro 2016

www.img.com/services/licensing.aspx

Stand: Q10

Contact: Mickael Andreo, senior licensing director

UEFA Euro 2016 will feature 24 teams delivering a significantly enhanced commercial platform, with 65 percent more matches played and almost 80 percent more tickets available. The official licensing program is an important part of the event promotion allowing fans, in France and from around the world, to connect with the competition.

V & A (Victoria & Albert Museum)

www.vandalicensing.com

Stand: M40

Contact: Lauren Sizeland, director of business development and licensing

E: l.sizeland@vam.ac.uk

P: +44 0 20 7942 2981

V&A Licensing continues the Victoria and Albert Museum's founding mission as the world's greatest museum of art and design, leading the way in providing design resources to manufacturing and retail partners worldwide. The contemporary design interpretation of the archives ensures V&A licensed products can compete in the international retail market.



GLOBAL PARTNER

Von Dutch

www.vondutch.com

Stand: K10

Contact: Olivier Mercier, brand director

E: olivier.mercier@royerbrands.lu

P: +352 26 11 91 51

Meaning "stubborn as a Dutchman," Von Dutch was the nickname of legendary artist Kenneth Howard, who was a man who will always be credited for his talent, skill and originality. The Von Dutch brand is not about the VIPs anymore, but about people who value craftsmanship and creativity. As the godfather of the "Kustom



GLOBAL PARTNER

Kulture," Kenneth Howard was a forward thinker uninterested in what other people thought who cared only about his true passions. Today, the Von Dutch brand has finally returned to its roots, inspiring a generation with his rock and roll spirit, artwork and imagination.

WWF UK

www.wwf.org.uk

Stand: L11

Contact: Howard Wright, head of licensing

E: hwright@wwf.org.uk

P: +44 1483 412 409

WWF is the world's leading conservation organization with 98 percent global recognition. The brand is known for its pioneering work to protect iconic wildlife and their habitats and to inspire positive change by championing sustainable products, thereby reducing impact on the environment and supporting consumers' desire to live greener lifestyles.



GLOBAL PARTNER

CHARACTER & ENTERTAINMENT

2000 AD

Stand: D140

E: keith.richardson@rebellion.co.uk

P: +44 0 1856792201

2000 AD is Britain's longest-running and most-celebrated sci-fi comic that has been at the cutting edge of contemporary pop culture since 1977. The 32-page, weekly anthology is a multi-award-winning cocktail of explosive sci-fi and fantasy, infused with a mean streak of irony and wry black humor. The company's characters include Judge Dredd, Strontium Dog, Rogue Trooper, the A.B.C. Warriors and more.

GLOBAL PARTNER

20th Century Fox Consumer Products

Stand: E040

Contact: Kirsty Southgate, brand director

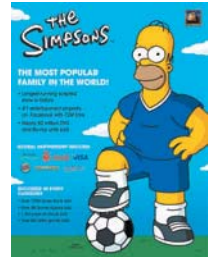
EMEA

E: kirsty.southgate@fox.com

P: +44 0 20 7632 2352

Twentieth Century Fox Consumer Products is debuting a multi-category licensing program

for a world-class portfolio of top entertainment franchises in television and film. The company will spotlight the latest partnerships with hit television shows including "The Simpsons," "Family Guy" and "Sons of Anarchy," movie properties such as *Ice Age*, *Avatar*, *Alvin and the Chipmunks*, *Planet of the Apes* and the *Rio* franchise. In addition, new upcoming film and television series including *The Fault in Our Stars*, *The Book of Life* and *The Strain* will be unveiled.



24IP Law Group

www.24ip.com/en

Stand: G114

Contact: Lejla Islamagic, public relations

E: islamagic@24ip.com

P: +49 89 23 23 00

24IP Law Group's services include strategy and implementation of intellectual property; patents and utility models; trademarks and design patents; Internet domains copyright; competition and sponsoring law; anti-counterfeiting; border seizures, intellectual property rights portfolio management and strategy consulting.

4K Media

www.yugioh.com

Stand: E090

Contact: Jennifer Coleman, vice president licensing and marketing

E: jcoleman@4kmedia.com

P: 212-590-2120

4K Media is a wholly owned subsidiary of Konami Digital Entertainment, Inc. and it manages the Yu-Gi-Oh! franchise outside of Asia. 4K Media handles the brand management, licensing and marketing of Yu-Gi-Oh!, as well as the production and distribution of the Yu-Gi-Oh! television series. The Yu-Gi-Oh! animated franchise, with over 650 episodes, consists of the original "Yu-Gi-Oh!," "Yu-Gi-Oh! GX," "Yu-Gi-Oh! 5Ds," "Yu-Gi-Oh! ZEXAL," and the recently announced "Yu-Gi-Oh! ARC-V." The series have been translated and broadcast in 90 countries on leading networks.

4K MEDIA INC.
a member of konami group



Aardman Animations

www.aardman.com

Stand: F010

Contact: Molly Van Den Brink

E: molly.vandenbrink@aardman.com

P: +44 1179848485

Aardman Animations is a world leader in animation and the creator of the award-winning characters Wallace & Gromit and Shaun the Sheep. Its rights and brand development division is renowned for developing and building enduring character brands across all media. It specializes in marketing and realizes the commercial potential of its properties in a way that celebrates and respects its intrinsic creative values. Classic brands in the portfolio also include Morph, Timmy Time and Creature Comforts, along with third party representation of other top children's properties. The studio produces feature films, TV series, commercials and digital entertainment for an international market.

AFiN

Stand: D003

Contact: Helmut Pichler, managing director

E: helmut@afin.at

P: +43 6641136012

Allsorts Licensing

www.allsortsmedia.co.uk

Stand: C095

Contact: John McInnerny, managing director

E: john@allsortsmedia.co.uk

P: +44 1234 212 411

Allsorts is an independent licensing agency that represents some of the world's leading brands in the United Kingdom, Republic of Ireland and some eastern European territories.



American Greetings Properties

www.agpbrands.com

Stand: B048

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

E: international.licensing@ag.com

P: 216-252-7300

AG Properties (AGP) is the intellectual property and outbound licensing division of American Greetings Corporation. AGP nurtures such

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

Ankama Group

www.ankama-group.com

Stand: G082

Contact: Julien Fabre, marketing and licensing manager

E: jfabre@ankama.com

P: +33 684173243

Arait Multimedia SA

www.araitmultimedia.es

Stand: C105

Contact: Teresa Sanchez Manrique, licensing manager

E: teresa@araitmultimedia.es

P: +34 913573200

Arait Multimedia has one of the largest catalogues of Japanese animation. It is the rights holder of Inazuma Eleven and IEGO! for EMEA territories. It is planning a strong marketing and licensing campaign throughout Europe for 2014-15.



Atlantya Entertainment

www.atlantya.com

Stand: B040

Contact: Rachele Geraci, licensing and agent manager

E: rachelegeraci@atlantya.it

P: +39 0243001024

A trans-media entertainment company, Atlantya Entertainment maintains production and distribution, licensing, publishing and foreign rights sales divisions. Atlantya is the co-producer of two completed seasons of "Geronimo Stilton," the animated series featuring the adventures of the most famous



mouse journalist. The first two seasons have been sold in more than 100 countries around the world. The company's licensing division manages the international licensing initiatives for all the Geronimo Stilton brands and all of its character spin-offs, in addition to being the Italian licensing agent for Millimages' "Mouk," "The Little Prince Animation" and Infinity Licensing's lovable fruit brand, "Funny Face."

Aurora World UK

www.auroraworld.com

Stand: C001

Contact: Nigel Layton-Hill, sales director

E: info@auroraworld.co.uk

P: +44 0 256 374 260

Aurora is a leading global company recognized for high-quality, soft and huggable toy designs in the global gift industry. With over 30 years of experience in development, manufacturing and customer service, Aurora strives to deliver new and wide-ranging toys that appeal to all age groups. YooHoo & Friends is its own unique brand based on endangered animals that has been gathering significant pace throughout 2014. It has had increased distribution in the U.K. grocery channel and across Europe with new license partners, and it will continue with a major QSR promotion that is planned for 2015.



BABY ANIMALS

Stand: H090

Contact: Tony Domenech

Baby Animals is a unisex design oriented license for kids between 2 and 6 years old. The characters are small animals with their distinctive nappy and soother, live in a childish world that has an 3D aesthetic reserved almost exclusively for animated productions, giving a very attractive appearance to the products.



Backstage Licensing

www.backstagelicensing.com

Stand: C045

Contact: Eugenia Peia, managing director

E: info@backstagelicensing.com

brand licensing europe 2014

7-9 October,
Olympia, London



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& IMAGE



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Whether you are a retailer, licensee or sales promotion professional, BLE 2014 is your only chance, this year to:

- **Meet** with over 280 leading brand owners
- **Discover** over 2,200 of the hottest brands, characters and images available for license
- **Network** with thousands of licensing industry professionals
- **Find** new partnerships that could transform your business forever

See brands come to life at BLE 2014! **Register for FREE entry now, visit www.brandlicensing.eu**

SHOW HIGHLIGHTS

Screening Suite

Enjoy advanced previews of some of the hottest blockbusters due to hit our screens, in this purpose-built cinema. These sessions are strictly by invitation only. If you would like to find out more about visiting the Screening Suite, contact iweston@advanstar.com



Brands & Lifestyle Bar

Relax, enjoy a drink and network with your peers in the Brands & Lifestyle Bar. This is the ideal place for you to unwind and catch up with industry colleagues.

Brands & Lifestyle Café

Refuel and catch up over a coffee at the Brands & Lifestyle Café.

New for 2014 – The Entertainment Bar

Make sure you stop by for a drink in our brand new Entertainment Bar. This bar is the perfect place for you to take a break from the busy show floor and network with industry colleagues.

Art & Design Gallery Café

Get away from the hustle and bustle of the show floor in the Art & Design Gallery Café, located in the Art, Design & Image area, and view the inspiring original artwork on display in the art gallery.

Licensing Academy Programme

Twelve outstanding FREE to attend seminars, workshops and panel discussions, designed to help you advance your licensing skills base and learn from leading industry experts about the latest trends and opportunities.

Tuesday 7th October

09.30 – 10.00: Licensing Explained: A Beginners' Guide to the Business and to the Show
Kelvyn Gardner, Managing Director, LIMA UK

10.30 – 11.15: Rights, Royalties & Reason: Licensing & the Law
Led by John Burns, Partner, Gateley LLP + Christian Fortmann Managing Partner, 24IP

11.45 – 12.30: Licensing Facts & Licensing Figures Part I - Know Your Market
Led by Frederique Tutt, Toys Global Industry Analyst NPD Group and Max Templeman, Senior Account Manager, Consumer Electronics, GfK

13.00 – 13.45: Keynote Address: To be announced

Wednesday 8th October

09.30 – 10.00: Licensing Explained: A Beginners' Guide to the Business and to the Show
Kelvyn Gardner, Managing Director, LIMA UK

10.30 – 11.15: Licensing Facts & Licensing Figures Part II – Retail Trends & Opportunities
Led by Planet Retail

11.45 – 12.30: Panel Discussion: To be announced

13.00 – 13.45: Keynote Address: To be announced

Thursday 9th October

09.30 – 10.00: Licensing Explained: A Beginners' Guide to the Business and to the Show
Kelvyn Gardner, Managing Director, LIMA UK

10.30 – 11.15: Real Life Stories: How & Why to Make Audits Good for Your Business
Led by Clement Franceschini, EMEA Partner, Insight Licensing

11.45 – 12.30: Licensing Design, Art & Illustration
Panel moderated by Sarah Lawrence, Smart Licensing.

13.00 – 13.45: License This! 2014: The Final

License This!, BLE's licensing challenge, celebrates its 5th year in 2014

2013 Winner



Mr Trafalgar

At the final four shortlisted properties will be pitched by their creators to a panel of industry experts. The audience will hear the panel offer critique and advice to each presenter before it selects a winner. It's an exciting event as well as an opportunity to hear expert advice and insight. You can enter online at www.brandlicensing.eu

Register for FREE at www.brandlicensing.eu

New for 2014

Brands & Lifestyle Theatre Programme

For the first time at BLE we are offering a programme of FREE sessions tailored specifically to the business of licensing brands. There will be the chance to hear expert guidance on licensing within the worlds of sport, lifestyle, fashion and heritage brands. We're also delighted to be working with Brand Jam (www.brandjam.it), which will bring you some of the most powerful case studies in the business, together with its expert interpretation of how and why they are so successful.

Tuesday 7th October

14:00 – 14.40: Making Your First Move in Licensing.

Led by Louise French, AVP Business Development and Marketing, Beanstalk

15:00 – 15.40: Brand Jam Selected: Powerful Case Studies in Co-Branding & Limited Editions

Wednesday 8th October

14:00 – 14.40: The Ten Principles of Successful Sports Licensing

Led by Simon Gresswell, Vice President Europe, IMG Worldwide Licensing & Consumer Products

15:00 – 15.40: Brand Jam Selected: Powerful Case Studies in Sport Licensing

Thursday 9th October

13:30 – 14.10: Building a Lifestyle Brand

Led by Al Gosling, CEO & Founder, Extreme

14:30 – 15.10: Brand Jam Selected: Powerful Case Studies in Heritage Licensing

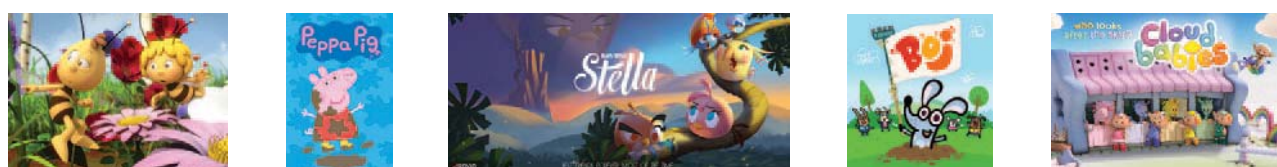
You do not need to register for the Licensing Academy or the Brands & Lifestyle Theatre but you do need to register for the show to attend. As demand is always high, you are advised to arrive at least 10 minutes before your planned session is due to begin.

For the most up-to-date programme visit www.brandlicensing.eu

Programmes correct at time of going to print.



Just some of the 2,200 brands, characters and images that will be showcased at BLE 2014:



Register FREE now at www.brandlicensing.eu



Essential Information

Venue:

Grand Hall, Olympia, Hammersmith Road, London, W14 8UX

Opening Times:

Tuesday 7th October 2014	08.45 – 17.00
Wednesday 8th October 2014	09.00 – 17.00
Thursday 9th October 2014	09.00 – 16.00

Travel and Stay

Don't forget to book your travel,
contact Dovetail Foks on events@dovetailfoks.com

For more information on how
to get to Olympia, London visit
www.brandlicensing.eu

P: +39 059 340700

Backstage Licensing has been in the licensing business for the past 20 years and is one of the most important Italian independent agencies. Its portfolio revolves around three main areas: entertainment, brands and art and design. Backstage Licensing's mission is to develop successful licensing and promotional campaigns while providing its clients with a complete service.

Bang On The Door

Stand: B078

Bang on the Door has been a successful design brand for over 25 years, with a proven track record and over 750 characters. Licensees and retailers have a unique opportunity to market exclusive product ranges with the creative support of its original creators and a vibrant design studio.



BBC Worldwide

www.bbcworldwide.com

Stand: E065

E: product.licensing@bbc.com

P: +20 8433 2000

BBC Worldwide Limited is the main commercial arm and a wholly owned subsidiary of the BBC. BBC Worldwide Consumer Products is one of the U.K.'s largest licensors and a major operator in the international licensing industry. BBC Worldwide exists to support the BBC public service mission and to maximize profits on its behalf. It does this through investing in, commercializing and showcasing content from the BBC around the world. The company has a strong portfolio of well-loved brands including Doctor Who, Top Gear, Match of the Day, Something Special, Cbeebies and Sherlock.



Big Tent Entertainment

Stand: C048

Contact: Sondra Seecharan

E: sondra@bigtent.tv

P: 212-624-2461

Big Tent Entertainment is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a

portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. The company represents the viral sensation Domo (Worldwide ex. Asia), Discovery Kids from Discovery Communications, NBC/Universal's Biggest Loser franchise, 24-hour preschool network Sprout, Miffy in North America, as well as global personalization brand Pixfusion.

Biplano

www.biplano.com

Stand: C040

Contact: Guillem Rey, marketing manager

E: grey@biplano.com

P: +34 93 452 60 00

Biplano was founded 1990 and has now premises in Barcelona, Madrid, Lisboa, Paris and Shenzhen. Biplano is a leading licensing and promotional marketing company in Southern Europe and performs in six different categories of licenses to cover the specific needs of each product: TV, cinema and DVD, classics, concepts, sports and branding. It represents licensors such as Sanrio, Platinum, IMPS, Vooz, King Features, Nickelodeon, Toei, WWE, M.G.A. and Fremantle among others.



Blue-Zoo Animation Studio

www.blue-zoo.co.uk

Stand: B070

Contact: Daniel Isman, director

E: daniel@blue-zoo.co.uk

P: +44 0 7879 487 940

Blue-Zoo is an award-winning animation studio founded in 2000. This creative, adventurous and independent company has a renowned reputation for its passionate, standout, high-quality animation for TV, commercials and children's programming. Over the past 14 years, Blue-Zoo has built strong relationships with TV broadcasters and media companies allowing them to produce hits such as "Tree Fu Tom," "Q Pootle 5," "Olive the Ostrich" and "Alphablocks." The company won the 2012 BAFTA's Children's Award for best independent production company.

Boj

www.boj.tv

Stand: F119

Contact: David Hodgson, producer

E: hodge@pesky.com

P: 01273 982501

The Boj series first aired in May 2014 and 3- to 6-year-olds fell for inspirational cartoon character Boj immediately, boosting CBeebies audience share and hitting 1.7 million iPlayer views in its first month. Boj and his inspired Boj-a-boom ideas have also helped the interactive app-books become equally successful, reaching top three in the App store charts. With a further high profile rollout in major territories throughout 2014 and 2015, supported by key broadcasters (including PBS Sprout, ABC Australia and France5), the company is seeking licensing partners worldwide across all categories to share in the fun of Boj's unique approach to creative play.



Bradford License Europe

www.lmiuk.com

Stand: G050

Contact: Andrew Maconie, president

E: andrew@lmiuk.com

P: +44 (0) 1425 403 430

Bradford License Europe is the European branch of the hugely successful U.S. based licensing agency, Bradford Licensing, and is the associate company of Licensing Management International (LMI) in the U.K. Bradford Licensing first opened its doors to the world of marketing and licensing in 1986, in the midst of the thrills and glamour of New York City, proudly representing Pepsi in the domestic market. Additional offices are now operating in India and China. Bradford License Europe represents HBO's most popular series to date, "Game of Thrones," for licensing opportunities throughout Europe.



Brands With Influence

Stand: B057

E: martin@brandswithinfluence.com

P: + 07831 235 024



Bulldog Licensing

www.bulldog-licensing.com

Stand: G001

E: info@bulldog-licensing.com

P: + 02083255455

Bulldog Licensing is a global, full service agency with offices in London and New York. Representing the rights to a number of the world's leading brands, the company has grown rapidly since its formation in 2007 to be recognized as one of the leading operators in the licensing sector. Its select portfolio of properties and streamlined approach to licensing means that all stakeholders benefit from its ability to react quickly to the changing demands of the industry, while its proprietary property mapping system helps to ensure all brands selected for its portfolio are fit for purpose in the global commercial environment.



Bulls Licensing

Stand: D086

Contact: Gustav Melin, head of international licensing

E: licensing@bulls.se

P: +46 8 55520612

Bulls Licensing is a full service licensing agency, offering retail, marketing and media expertise, as well as traditional licensing services and worldwide agency network. With a client network of over 400 licensees, including H&M, Finnair, Samsung, Suzuki and Unicef, Bulls will offer many ways to approach an ever-expanding market.

Carmen Ariza

www.carmenariza.com

Stand: B045

Contact: Carmen Ariza, marketing and communications manager

E: carmen@carmenariza.com

P: +48 502949679



Caroline Mickler

www.carolinemicklerltd.co.uk

Stand: A090

Contact: Sarah Gilbert, assistant

E: caroline@carolinemicklerltd.co.uk

P: +44 0 20 8392 2439

Caroline Mickler is an award-winning agency specializing in creating and implementing licensing programs as agent and consultant for brands including: The Beatles, Yellow Submarine, Moomin, Fifty Shades, Boo The World's Cutest Dog and Mr Bean.



Carte Blanche Group

www.cbg.co.uk

Stand: C080

Contact: Julia Andrews, trade marketing manager

E: licensing@cbg.co.uk

P: +01243 792518

Carte Blanche Group is an international creator, distributor and licensor of character branded products, including toys, gifts, greeting cards, apparel and homewares. Best known for Tatty Teddy, the cute grey bear with the blue nose, and the signature character of the much loved Me to You brand, Carte Blanche is also the brand owner of nursery proposition, Tiny Tatty Teddy. Tatty Teddy & My Blue Nose Friends is a colorful new brand appealing to girls ages 8 and under.

Celebrities Entertainment

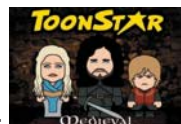
www.celebrities-entertainment.com

Stand: E001

Contact: Ulf Vespermann, director

E: vespermann@global-brand-advisors.com

P: +41 (0) 33 8 470121



Character World

Stand: H050

Contact: Becky Brown, marketing manager

E: becky.brown@characterworld.com

P: +440 161 850 0251

Character World is a market leader in designing, producing and supplying licensed bedroom accessories and furniture, including children's beds, duvet covers, curtains, rugs, cushions, fleeces and ponchos. The company currently supplies all major U.K. retail and catalogue chains and is distributing its product across Europe including France, Spain, Germany, Italy, Greece, Austria, CEE and Nordics.

Clavis Publishing

www.clavisbooks.com

Stand: C130

Contact: Irina Gribanova

E: philippe@clavisbooks.com

P: +32 0 11 28 68 68

Thirty years of creating children's books has provided Clavis Publishing with a big family of strong characters, all with unique personalities. The educational and rich characters add bonus value for conscious consumers and Clavis Publishing is confident that all children – of every age, race and gender – are reaching for a bigger and better world.

Coolabi

www.coolabi.com

Stand: D060

Contact: Anna Ball, assistant licensing manager

E: anna.ball@coolabi.com

P: + 02070040980

The Coolabi Group is a leading, independent, international media group and rights owner specialising in the creation, development and brand management of children's and family intellectual property rights. Our properties are developed to excite, engage and sustain their appeal to consumers in every major market. Coolabi has particular expertise in the media of publishing, television and digital. The group, made up of Coolabi and Working Partners, has a particular expertise in the media of publishing, television and digital.



Copyright Promotions Licensing Group

www.cplg.com

Stand: E070

Contact: Suzanne Trevor, marketing executive

E: cplginfo@cplg.com

P: + 020 8563 6400

CPLG is one of the world's leading entertainment, sport and brand licensing agencies with offices in the U.K., Benelux, France, Germany, Italy and Spain. CPLG, the licensing arm of DHX Media, has more than 40 years of experience in the licensing industry.





Copyrights

Stand: G040

Contact: Polly

Emercy, brand and marketing director

E: Pollyemery@copyrights.co.uk

Copyrights is a full service international brand licensing agency and consultancy offering strategic worldwide brand development, licensing and retail expertise. It is committed to the long-term development of each of its properties



Creative Licensing Corporation

www.creativelicensingcorporation.com

Stand: B055

Contact: Rand Marlis, president

E: rmarlis@mmineternet.com

P: 310-479-6777

Creative Licensing Corporation is an independent licensing agency representing classic and contemporary films.



Crypton Future Media

www.crypton.net

Stand: H030

Contact: Kanae Muraki, U.S. and Europe marketing director

E: intlbiz@crypton.co.jp

P: +81 50 373 23921

Crypton Future Media is a music technology and licensing company based in Sapporo, Japan. Crypton started out as music software importer for Japan distribution, but engaged quickly in the development of voice synthesizer software. Hatsune Miku is one of the six characters developed for the voice synthesizer product and is the character illustration featured on the software package. By incorporating stylized illustrations for each character, Crypton encapsulated a fundamental element of contemporary Japanese pop-culture while connecting it to music and creativity. The Crypton Family includes the characters Hatsune Miku, Kagamine Rin, Kagamine Len, Megurine Luka, KAITO and MEIKO.



Cyber Group Studios

Stand: G052

Contact: Alexandra Algard, international licensing and marketing director

Cyber Group Studios is an independent French producer and distributor with strong international appeal. The company has built a catalog of worldwide series, including Zou and Zorro. With 25 licensees across the world, Zou is a successful licensing program. Zorro The Chronicles will be released at the end of 2015 on a worldwide basis.

DC Thomson & Co

www.dcthomson.co.uk

Stand: F040

Contact: Tim Collins, commercial manager

E: tcollins@dcthomson.co.uk

P: +44 0 20 7400 1042

DC Thomson & Co is a private company and one of the leading publishing houses in the U.K. The company's headquarters is in Dundee, Scotland, with a London base in Fleet Street. DC Thomson publishes newspapers, magazines, comics and books. The company also has interests in radio, printing, retailing and online services.



Dracco

Stand: F030

Contact: Vincent Lam, marketing officer

E: vlam@dracco.com.hk

P: +852 2157 5988



DreamWorks Animation

www.dreamworksanimation.com

Stand: D080

Contact: Adam Reed, U.K. consumer products, marketing director

E: adam.reed@dreamworks.com

P: + 07884650603

Dreamworks will showcase exciting plans for upcoming movies and classic properties. The much loved *Penguins of Madagascar* and *Home*, an alien invasion comedy with heart starring the voice and all new music by Rihanna, lands in cinemas in time for Christmas 2014 and 2015. The spookily hilarious ghost hunting adventure *B.O.O. (Bureau of Otherworldly Operations)*, will be released in time for Halloween. There is also fantastic activity planned for Postman Pat and *Where's Wally* – as well as brand new content on recently announced plans for Noddy, Felix the Cat and one of the company's big 2016 movies, *Trolls*.



Dependable Solutions

www.dependablerights.com

Stand: F110

Contact: Olwyn Griffith, sales and marketing assistant

DRi Licensing

www.drilicensing.com

Stand: C010

Contact: Alicia Davenport, licensing director

E: alicia@drilicensing.com

P: +44 0 20 3757 2170

DRi Licensing is an independent licensing and marketing agency specializing in the management of long-term high quality characters and brands. DRi's portfolio of prestigious brands in the children's publishing, design, gift and greeting sectors include Miffy, Roald Dahl, Boofle, Edward Monkton, Pets Rock, Caroline Gardner, Madeleine Floyd and Doug Hyde.

Dynit S.r.l

Stand: H085

Edis S.p.A

www.edis.it

Stand: G065

Contact: Giovanni Panini,
business development

E: giovanni.panini@edis.it

P: +39 348 8949060



Entertainment One

www.e1entertainment.com

Stand: F005

E: liz@licensetopr.co.uk

P: +44 0 20 7637 4660

Entertainment One

Licensing will be

heading to BLE with its slate of preschool properties Peppa Pig and Ben and Holly's Little Kingdom, in addition to teen lifestyle brands SO SO Happy and Skelanimals. In the U.K., eOne's preschool property Peppa Pig celebrates its 10th anniversary this year with Golden Wellies themed celebrations including consumer marketing activities, new product partnerships and a 15 minute broadcast special. Internationally, Peppa continues to strengthen its foothold in key markets including Australia, Italy, Spain, Latin America, the U.S., Russia and Benelux. Ben and Holly's Little Kingdom has now achieved full retail distribution throughout the U.K. following Character Options' re-launch of the master toy line this summer.



Evolution Europe

www.evomgt.co.uk

Stand: C110

Contact: Natasha Dyson, vice president licensing

E: natasha@evomgt.co.uk

P: +44 0 20 77208075

Evolution Europe is a brand management and licensing agency.



The company's creative approach to licensing ensures that it delivers successful, innovative and eye catching programs that appeal to partners, retailers and consumers alike. The company also builds brand USP in partnership with the licensor. It represents character brands such as Dumb Ways to Die, Subway Surfers, Miramax's back catalogue of over 500 films, Tooned by McLaren, Henri Le Worm, Dave and Hannibal.



Fashion UK

Stand: F118

Contact: Emma Jane Gregory-Brittain, business development

E: emmajane@fashions-uk.com

P: +44 116 276 2929

Fashion UK is an established licensed merchandise company with 16 years of experience. The company is an apparel

E: nesli@eurolizenzen.net

P: +49 89 266066



Euro Lizenzen is a leading, independent Munich-based licensing agency specialized in the development of brand, character, art, publishing and entertainment-based licenses. Euro Lizenzen advantages include: a history of proven success for clients ranging from unknown, individual creators with brand-new, original concepts to global corporations with world-famous brands; a strong network of contacts within the retailer and manufacturing communities, over 40 years of brand licensing experience and expertise; proven proficiency in understanding and reaching retailers; and dedication to great client service with a personal touch.

specialist and covers boys', girls', ladies' and men's apparel, ranging from socks, underwear, night wear and a full range of outerwear. In addition to apparel, the company works with complementary products, such as fashion gifting and footwear.

Fluid World

www.fluidworld.co.uk

Stand: A060

Contact: Victoria Whellans, senior business development manager

E: victoria@fluidworld.co.uk

P: +0787 6823949

France TV Distribution

Stand: G052

Contact: Emmanuelle Mersier, chief of marketing projects

France TV Distribution is continuously developing and enriching its portfolio with prestigious and high growth potential brands from preschoolers to adults, including: Mr. Men and Little Miss, Noddy, Charley & Mimmo, Peppa Pig, Super 4 (from Playmobil universe), LoliRock, Peter Rabbit, Mofy and Extreme Football.



FremantleMedia Kids & Family Entertainment

www.fremantlemedia.com/home.aspx

Stand: E080

Contact: Katie Resnick, vice president, events

E: katie.resnick@fremantlemedia.com

P: +44 20 7691 6552

FremantleMedia Kids & Family Entertainment is a worldwide leader in family entertainment and one of the most dynamic independent producers, licensors and distributors of engaging and groundbreaking content in the sector. The division works with best-in-class partners to build global franchises that connect with children and families across multiple touch points. FMKFE's broad and distinctive brand portfolio includes the 21st Century reboot of Danger Mouse, preschool action animation series "Tree Fu Tom," comedy "Strange Hill

October Brings Brand Licensing Europe

GLOBAL License!

Brings Results.

Brand Licensing Europe Expo

License! Global is the OFFICIAL PUBLICATION of BLE, making it the perfect issue to deliver your marketing message. The October Issue will feature a listing of all exhibitors, a complete schedule of show events, plus exclusive expo news. This issue will have bonus distribution throughout the exhibit hall and will reach all registered attendees during the three-day event.

Official Show Dailies

As the OFFICIAL PUBLICATION of Brand Licensing Europe, *License! Global* will publish its widely anticipated live Show Dailies during BLE with exclusive distribution at the Olympia's entranceway and throughout the exhibit floor.

Exclusive Anniversary Tributes

Target your message to reach these iconic brands celebrating a special anniversary:

- NICKELODEON'S SPONGEBOB - 15TH ANNIVERSARY
- RAINBOW'S WINX CLUB - 10TH ANNIVERSARY
- SANRIO'S HELLO KITTY - 40TH ANNIVERSARY



Ads Close: Sept. 4, 2014
Material Due: Sept. 10, 2014

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sekstract@advanstar.com

Advertising Manager
Sharon Weisman
+1 917 727 1155
sweisman@advanstar.com

High" and two new girls' preschool series—the inspiring "Kate & Mim-Mim" and the magical "Ella the Elephant."

French Licensing Federation

Stand: G052

Contact: Juliette Blind, administrative manager

Founded in 2010 and open to IP-owners, licensing agents and licensees based and conducting business in France, The French Licensing Federation is the official body representing the licensing industry towards other associations, governing agencies, retailers, manufacturers and the media. The Federation is also meant to be a think tank for its members and a purveyor of industry data.



Fulanitos

www.fulanitos.com

Stand: F001

Contact: Paola de Villasante, director licensing international

E: licencias@fulanitos.com

P: +52 442 225 0930

Fulanitos is considered an "evergreen" brand today. After it was originally created in Mexico, the company has expanded to Latin America, the United States, Canada and Europe. Fulanitos' appeal lies in the simplicity of its image, which, although cute and cuddly, is also an image that is easy to relate to. Fulanitos has an enduring appeal to children, especially girls, within a wide age range.



Gateley LLP

www.gateleyuk.com

Stand: G120

Contact: John Burns, partner

E: info@gateleyuk.com

P: 0161 836 7700

Gateley LLP is a full service national law firm that promotes the commercial interests of companies, individuals and organizations. Trading as Gateley in England and HBJ Gateley in Scotland, the company offers solutions-driven, flexible and commercial legal advice based on an integrated and partner-led service.



Global Merchandising Services

www.globalmerchservices.com

Stand: A020

Contact: Gabbi Langdorf

E: gabbi@globalmerchservices.com

P: +44 207 384 6467



Glory Innovations

www.glory-world.com

Stand: G068

Contact: Jolene Chuang, sales manager

E: jolene@glory-world.com

P: +886-2-22901155

Glory Innovations is a printing company that

Gaumont Animation

Stand: G052

Contact: Cédric Petitpas, vice president of marketing, consumer products and business development

Gaumont Animation is one of Europe's leading producers and distributors of children's entertainment. The studio is currently producing new episodes of "Calimero" and acts as global agent on behalf of its property owner, Calidra and the Pagot family. It has more than 50 licensees already on board in Europe.

Giochi Preziosi

www.giochipreziosi.it

Stand: E100

Contact: Gianluca Petruzzelli, licensing

E: petruzzelli@giochipreziosi.it

P: +39 02 9647 5369

Giochi Preziosi is one of the world's leading companies in the toy market sector and the leader in the Italian market.

The company's huge success is based on continuous research and development, carefully tuned sales and marketing policies, and an effective communications strategy, in addition to its direct activity in the retail sector. Over the years the company has implemented an important diversification process leading to outstanding business results in a variety of sectors. Furthermore the company has been strongly focused on expanding at the international level and has now achieved global recognition of its business model.



Hasbro Brand Licensing & Publishing

www.hasbro.com

Stand: D020

Contact: Maria Harris

E: maria.harris@hasbro.co.uk

P: +44 0 208 569 1234

Hasbro, Inc. is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the company's world class brand portfolio, including *Transformers*, *Monopoly*, *Play-Doh*, *My Little Pony*, *Magic: The Gathering*, *NERF* and *Littlest Pet Shop*. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere.





HCA Creation

www.hcacreation.com

Stand: G095

Contact: Herve Chiquet, manager

E: h.chiquet@hcacreation.com

P: +33 608224471

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



Asia. HKTDC is the official organization that promotes Hong Kong's trade in goods and services with the world.

I.M.P.S

www.smurf.com

Stand: C050

Contact: Brigitte Ickmans, head of business and legal affairs

E: brigitte.ickmans@smurf.com

P: +32 26520220

Insight Licensing

Stand: G118

E: clement@ils-firm.com

P: +33 6 08 47 64 86



ITV Studios Global Entertainment

www.itvstudios.com/merchandise

Stand: D040

Contact: Jenni Williams, events manager

E: consumer.products@itv.com

P: +44 0 20 7157 6163

ITV Studios Global Entertainment (ITVS GE) will be



showcasing the groundbreaking new series "Thunderbirds Are Go!" which has been produced by ITV Studios in partnership with Pukeko Pictures and highly acclaimed Weta Workshop. As a division of ITV plc, the largest commercial channel in the U.K., ITVS GE is one of the world's leading international TV distribution and consumer products businesses and has a growing, diverse licensing portfolio which also includes: Playmobil, Super 4, Matt Hatter Chronicles, Digimon Fusion, Thunderbirds Classic, Cut the Rope and Village People.



King Features

www.kingfeatures.com

Stand: D100

Contact: Cathleen Titus, vice president of international licensing

E: ctitus@hearst.com

P: 212-969-7537

King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is the world's premier distributor of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King represents classic properties, such as Popeye, Olive Oyl, Betty Boop, Beetle Bailey, Hagar the Horrible,



HoHo Entertainment

www.hohoentertainment.com

Stand: B100

Contact: Helen Howells, joint managing director

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P: +44 0 207 682 3154

Hoho Rights and Hoho Productions are wholly owned subsidiaries of Hoho Entertainment, a children's production and rights management company dedicated to developing intellectual properties that are designed to be seen and experienced on all media platforms. The company was co-founded in January 2011 by Oliver Ellis and Helen Howells, who collectively have over 30 years experience in the TV development, production and rights management business. Hoho Rights actively manages all its own in-house developed brands and also offers TV distribution, licensing and merchandising services to third party companies.



JAST Company

www.jastcompany.com

Stand: D001; G100

Contact: Steve Chen, managing director

E: stevec@jastcompany.com

P: +852 2805 2186

JAST Company is a reputable gift manufacturer of consumer products, including paper and plastic products with embedded electronics technology, such as sound, light, fiber and

Hong Kong Trade Development Council

Stand: H080

The Hong Kong Trade Development Council (HKTDC) is promoting Hong Kong's unique advantages as a hub for licensing activities in

Flash Gordon, The Phantom and the exciting new brand collaboration, Betty Boop & Chupa Chups. The company continues to expand its portfolio and now represents new properties, including well-known artists and bloggers.

GLOBAL
PARTNER

KOCCA

Stand: C020

Contact: Sung Hoon Yoo, assistant manager

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Licensing Management International

www.lmiuk.com

Stand: G050

Contact: Nicola Danson,
general manager

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P: +44 0 1425 403 430

LMI was established in 1982 and has enjoyed a long and successful trading history. With many years of combined business knowledge and consultancy work, the company has the experience and passion to help develop a brand's potential. LMI works in partnership with brand owners to develop and implement their licensing programs. Understanding a brand's strategic objective and its business and social values is key to the company's work.



Lisle International Licensing

Stand: E045

E: james@lisleintlensing.com

P: +44 0 1937 586 237

GLOBAL
PARTNER

Live Nation Merchandise

www.lnmlensing.com

Stand: G035

Contact: Joe Lawrence, artist relations manager
and retail coordinator

E: mollytorrence@livenation.com

P: 415-247-7439



GLOBAL
PARTNER

Ludorum

www.ludorum.com

Stand: E060

Contact: Laura Bond, brand manager

E: clara.wooller@ludorum.com

P: +44 0 20 8246 4014

"Chuggington" is an action packed and contemporary animated train series for preschoolers that follows the exciting adventures of three young trainees: Wilson, Brewster and Koko. In each energetic, vibrant episode, the trainees ride the rails through the world of Chuggington, exploring the many locations and taking on exciting challenges that test their courage, speed and determination. With the help, support and guidance of more experienced Chuggers, they learn positive values, including respect and loyalty, and new skills, such as teamwork and patience, empowering them to be the best trainees they can be.

LUK Internacional

www.lukinternacional.com

Stand: H025

Contact: Anaís Simón, licensing department

E: meritxell@luk.es

P: +34 932723059

Luk Internacional is the largest independent audiovisual company dedicated to children and youth in Spain and Portugal. Presently, the company is a TV distributor for Spain, Andorra, Portugal, and EMEA of TV properties such as: DORAEMON, Shin Chan, and the licensing agent of DORAEMON property for Spain, Portugal, CEEMA and Russia. The company is also the licensing agent for properties such as B-DAMAN, Daniel Tiger's Neighborhood and the latest, Princess Zombie, an amazing girl property. The company also handles design properties such as The Trash Pack, Robin Zingone and Kayo Horaguchi.

m4e Group

www.m4e.de

Stand: C005

Contact: Joe Hofer, senior marketing and public
relations manager

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P: +49 8102 99453-0

The m4e Group is an international brand management and media company for children's and family entertainment content. The company is a leader in the creation, production, distribution and marketing of animated and live action programming. Its library of nearly 2,200 episodes features some of the most

recognizable brands, including Lizzie McGuire, Mia and me, and Tip the Mouse. The company controls Telescreen B.V., Television GmbH, Tex-ass Textilvertriebs GmbH, the joint venture companies Lucky Punch GmbH and YEP! TV Betriebs GmbH & Co.KG. It also controls m4e Licensing & Merchandising, a full service agency representing entertainment brands.

Masha and the Bear

Stand: E115

Masha and the Bear is the first Russian animation brand that has the potential to speak to families all over the world, thanks to its unique style and hilarious scripts. The ratings speak for themselves: the brand is No. 1 in terms of recognition in central and eastern Europe.



GLOBAL
PARTNER

Mattel Brands Consumer Products & HIT Entertainment

Stand: D050

Contact: Sara Tossell, senior licensing manager

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Mediatoon

www.mediatoon.com

Stand: G060

Contact: Marion de

Faucamberge, merchandising

E: marion.defaucamberge@mediatooon.com

P: +33 1 70 38 56 34

Mediatooon Licensing is the internal licensing agent for Media Participations, a major publishing, press and audiovisual production group. Its properties come from the animation and publishing with world famous characters such as Garfield, Spirou, The Magic Roundabout, Lucky Luke, Yakari, Naruto, Marsupilami, Bobby & Bill and more.



Metrostar

www.metrostarmedia.co.uk

Stand: C090

Contact: Claire Potter, managing director

E: claire@metrostarmedia.co.uk

P: +44 0 20 7720 4007

Metrostar is both a licensing agency and a literary agent, representing some of the U.K.'s leading entertainment and lifestyle properties, such as Downton Abbey, The Great British Bake Off, The Little House on the Prairie, The Great British Sewing Bee, The Scout Association, The Little Prince and Little Suzy's Zoo.

GLOBAL PARTNER

Mind Candy

Stand: G075

Contact: Tony Crouchman,
global live and events
manager

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P: +44 0 7823 772190

Mind Candy is a global entertainment company and the creator of the successful Moshi Monsters franchise. Formed in 2004 by Internet entrepreneur Michael Acton Smith, Mind Candy is considered a pioneer for digitally based brands in the family entertainment space.



Mondo TV

www.mondotv.it

Stand: B080

Contact: Micheline Azoury, international
sales manager

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P: +39 0686323293

Moomin

www.moomin.com

Stand: D085

Contact: Gustav Melin,
head of international
licensing

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P: +46 8 55520612

Bulls Licensing is the worldwide agent of Moomin Characters. The Moomins were recently listed as one of top 20 licensing brands, launched a new feature film and celebrated Tove Jansson's 100-year anniversary with a UNICEF collaboration.



P: +447587096984

Mr. Trafalgar was developed by Newcastle based artist and illustrator, Jamie Patterson, together with his business partner, Bella Binus. Inspired by Art Nouveau and illustrators such as Aubrey Beardsley and Jan Pienkowski, Jamie has created a rich, imaginative world of many humanized animal characters, where the centrepiece is a dapper rodent called Mr. Trafalgar. All the artwork is hand-drawn in silhouette pen and ink graphics. As a brand Mr. Trafalgar made his first appearance in the licensing arena at BLE 2013 as the winner of the License This! Challenge.



My Mediabox

Stand: B110

Contact: Eric Rennagel, chief executive officer

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GLOBAL PARTNER

NECA

www.necaonline.com

Stand: B005

Contact: Rachel Spring

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P: 848-333-9056



GLOBAL PARTNER

Nelvana Enterprises

www.nelvana.com

Stand: F080

Contact: Antoine Erligmann, vice president of
licensing Europe

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P: +33 142710828

Nelvana is one of the world's leading international enterprises in the development, production and distribution of children's animated and live-action content. Nelvana's library has well over 4,000 episodes, airing in over 160 countries and has received over 70 major international program awards. Nelvana's consumer products division continues



to expand its portfolio by introducing new content and programs around key brands such as Treehouse, Franklin and Friends, Max & Ruby as well as introducing new properties, such as Trucktown. A leader in rights management, Nelvana has opened up new avenues for content delivery through strategic partnerships with pioneering companies.

nickelodeon | VIACOM
CONSUMER PRODUCTS

Nickelodeon & Viacom Consumer Products

www.nick.co.uk

Stand: E005

Contact: Tom Gunn, brand director EMEA and ANZ

E: tom.gunn@vimn.com

P: +44 0 20 3580 2474

Nickelodeon, now in its 35th year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the No. 1-rated basic cable network for 19 consecutive years.

GLOBAL PARTNER

OutFit7

Stand: F065

Contact: Angeles Blanco, senior director
licensing and merchandising EMEA

E: licensing@outfit7.com

P: +44 7792948293

Best known for its global phenomenon, Talking Tom, OutFit7 is one of the fastest-growing media entertainment companies on the planet. OutFit7 was founded by a group of entrepreneurs whose mission is to bring fun and entertainment to all. Its flagship franchise Talking Tom and Friends has achieved over 1.7 billion downloads since its launch in 2010 and continues to grow with 230 million monthly active users. The popular characters started life in the digital world and now extend from mobile apps to chart-topping YouTube singles, animated web series, innovative merchandise and a soon-to-be-released TV series.

Paper Island

www.paper-island.com

Stand: F090

Contact: Allison Myers, licensing manager;

Jacque Russo, marketing manager

E: licensing@paper-island.com

P: +44 0 1709 730 700

Paper Island is known for its popular lifestyle brands, with Born to Shop, Fizzy Moon and Dinosaur being just a selection of its best-selling licenses to date. The company's new brand, Verity Rose!, will make its debut at BLE this year, with captivating characters, whimsical words and a patchwork of patterns to create a gorgeous social expression brand with a touch of nostalgia.

PEA & PROMOPLAST

Stand: F105

Contact: Iliaria Bartozzi, project manager, collectables and toys division

E: i.bartozzi@peapromoplast.com

P: +39 0112230302

Penguin Random House

www.penguinrandomhouse.com

Stand: G020

Contact: Katy Shea, licensing sales executive

E: licensing@uk.penguinrandomhouse.com

P: +44 0 20 7840 8824

Stories have always been at the heart of Penguin Random House,

and now the company is telling these stories in new and exciting ways. Across licensing, consumer products, TV production and live events, it is finding brilliant new ways to expand the worlds of some of the world's favorite books including *Vintage Ladybird*, *Spot*, *Flower Fairies*, *Topsy and Tim*, *Hairy Maclary and Friends*, *Swallows & Amazons*, *Wanda and the Alien*, *Vintage Children's Classics* and *Matt Sewell's Birds*.



Penguin
Random House
UK

Performance Brands

www.performance-brands.com

Stand: E130

E: info@performance-brands.com

P: +0207 7309606

Performance Brands is Europe and Asia's largest and fastest growing brand licensing agency. Performance Brands specializes in representing trademark and lifestyle brands, the company focuses on long-term relationships and is relentless in searching for the right partners for our clients. The company fully manages the ongoing relationships, processes and administration that are integral to a successful and risk free partnership.



PGS Entertainment

www.pgsentertainment.com

Stand: B060

Contact: Phillipe Soutter, president

E: psoutter@pgsentertainment.com

P: +33 1 83 64 34 63

PGS Entertainment is a leading international brand management company, exclusively dedicated to kids' and family entertainment and targeting the media fields of broadcast, home entertainment, mobile, online, licensing, merchandising and music publishing.

Pink Chillies

Stand: F118

Contact: Suzanne Till

Pink Chillies, License This! 2012 winner, is an exciting brand of adorable elephant characters and friends. Each character has a meaningful name and special power.

The company also represents an endangered species and/or environmental issues, adding a fantastic educational element to the brand. It had a successful plush launch and newly signed Pan Euro licensee in the U.K.



Prodeges

Stand: G052

Created 35 years ago by Albert Barillé, "Once upon a time..." became a series, then a saga and now it belongs to the children's broadcasting scene. It is a success story in more than 100 countries and 4 billion people have watched the series.



Rachael Hale

Stand: B090

Contact: David Todd, chief executive officer

E: david@disserobrands.com

P: +64 9 309 63 63

Dissero Brands owns and manages the evergreen Rachael Hale brand, with which licensees can enjoy the financial and professional rewards of a timeless and enchanting business proposition. As a world leader in animal photography, the Rachael Hale brand has captured "the world's most lovable animals" in images that can be seen on a wide range of products across more than 60 countries around the world. This includes Rachael Hale greeting cards, calendars, stationery, bedding, apparel, giftware and much more.



Radio Days

www.radio-days.net

Stand: B010

Contact: Alma Vazquez, office administrator

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Rainbow

www.rbw.it

Stand: E020

Contact: Elisa Magrini, event coordinator

E: elisa.magrini@rbw.it

P: +39 071 750 67 586

Rainbow is a world leader in the kids' entertainment industry, dedicated to TV and movie production, along with managing business activities from concept to production to global distribution. Rainbow's successful distribution of its content in diverse media including TV, theater, and the Internet, as well as in the consumer products industry, has led to the company being ranked at the top of the yearly *License! Global* licensor list and first in Europe. Rainbow's property list includes: Winx Club, Mia and me, Huntik Secret and Seekers, PopPixie, Tommy & Oscar, Prezy, Monster Allergy, Maya Fox, Gladiators of Rome, and Gon.



Redan Alchemy

www.redanalchemy.co.uk

Stand: G098

Contact: Tanya Campbell, publishing executive

E: tanya@redan.com

P: +44 0 1743 364 433



Redan Alchemy LLP was created by Redan Publishing, the U.K.'s leading independent publisher of children's magazines, to represent its IP rights, in-house characters and third party brands for licensing.

Rocket Licensing

www.rocketlicensing.com

Stand: G005

Contact: Charlie Donaldson, managing director

E: olivia@rocketlicensing.com

P: +44 2072076243

Rocket Licensing is an independent licensing and brand



development company launched in January 2007. The company manages a variety of brands, including Eric Carle, MGM, Sony Pictures, Hornby Hobbies, A-Z, Models Own, Dr Seuss Enterprises, Lionsgate, Emma Thomson, The Collective, Mrs Brown's Boys and Q Pootle 5.



Rovio Entertainment

www.rovio.com

Stand: D030

Contact: Anu Haapamaki, executive assistant

E: contact@rovio.com

P: +358 207 888 300

Rovio is an entertainment media company and the creator of the globally successful Angry Birds franchise. Rovio was founded in 2003 as a mobile game development studio, and the company has developed several award-winning titles for various mobile platforms. In

2009, Rovio released "Angry Birds," a casual puzzle game for touchscreen smartphones that



became a worldwide phenomenon from 2010 onwards. The "Angry Birds" games have enjoyed continuing worldwide chart success, and the franchise has since expanded to a variety of new business areas in the entertainment industry. Rovio is rapidly expanding its activities in broadcast media, merchandising, publishing and services.



Saban Brands

www.sabanbrands.com

Stand: D005

Contact: Becky Coulter, coordinator, public relations

E: info@sabanbrands.com

P: 310-557-5230

Saban Brands applies a global omni-channel management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full-service management, marketing, promotion and strategic business development to grow its portfolio of intellectual properties.



Sagoo

www.sagoo.fr

Stand: F085

Contact: Véronique Pichon, president

E: contact@sagoo.fr

P: +33 1 40 54 96 42

Sagoo is an alternative licensing agency that develops a premium program of products and merchandise in France and Europe. Because every property is unique, Sagoo provides a "tailor-made" business model specific to each.



Sanrio

www.sanrio.co.jp

Stand: B030

Contact: Giuliana Spaggiari, marketing manager

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P: +39 0236529354

Sanrio was founded in Japan by Mr. Shintaro Tsuji in 1960. Best known for global icon Hello Kitty and home to many endearing characters including Chococat, My Melody, Keroppi, Badtz

Maru, Little Twin Stars and newly acquired British icon Mr. Men and Little Miss, Sanrio is a worldwide lifestyle brand founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. For over 50 years, this philosophy has served as the inspiration for the broad spectrum of unique Sanrio products and experiences.



Santoro

www.santoro-london.com

Stand: B050

Contact: Jo Campbell, general manager

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P: +44 0 20 8781 1104

Santoro is currently best known for the Gorjuss phenomenon and its beautiful art collections including Mirabelle and Willow. Santoro prides itself on constant innovation and impeccable attention to detail. The company will be showcasing its stunning premium collections with products developed in conjunction with over 40 international licensees.



SEGA

www.sega.com

Stand: C030

Contact: Sissel Henno, head of brand licensing for EMEA

P: +20 8995 3399

SEGA Europe Ltd. is the European distribution arm of Tokyo, Japan-based SEGA Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe.



Sekiguchi – Monchhichi

www.monchhichi.eu

Stand: G092

Contact: Christophe Millet, sales and marketing manager

E: christophe.millet@sekiguchi.nl

P: +31 0 6 55 845 457

Sekiguchi is a Japanese toy manufacturer and the Monchhichi property inventor and owner.



Sony Computer Entertainment Europe

www.uk.playstation.com

Stand: F050

Contact: Claire Coopland, licensing coordinator

E: claire_coopland@scee.net

P: +02078595000

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation 2, PSP, PlayStation 3, PlayStation Vita, PlayStation 4 and PlayStation Network software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats. Properties available for licensing include Invizimals, Killzone, LittleBigPlanet, God of War, Uncharted, The Last Of Us, Driveclub, Tearaway, inFAMOUS, Lemmings, SingStar, The Order 1886 and of course, the PlayStation brand itself.



HOTEL TRANSYLVANIA 2

Sony Pictures Consumer Products

www.sony.com

Stand: A010

Contact: Carissa Diest, executive assistant

E: carissa_diest@spe.sony.com

P: 310-244-8654

Sony Pictures Consumer Products, a division of Sony Pictures Entertainment, is based in Los Angeles, Calif., and handles the merchandising, branding and retail efforts for some of the most recognized properties

in film and television. In addition, the Global Promotions team generates awareness and extends branding potential of individual films and film franchises through the development of co-branded promotions and tie-ins. Licensing opportunities for 2014-2015 include the feature films *Hotel Transylvania 2* and *Goosebumps*, as well as several TV properties including "Breaking Bad," its prequel "Better Call Saul," "The Blacklist," and classics such as *Ghostbusters*. Global promotions will focus on those two feature films as well as the summer tent pole Pixels.



Studio 100

www.studio100.tv

Stand: D010

Contact: Karine Zaire, international licensing coordinator

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P: +32 0 3 877 60 35

Studio 100, the leading global family entertainment company, was founded in 1996 by Gert Verhulst and Hans Bourlon. With a truly 360 degree approach based on classic global brands at its core with CGI-series such as "Maya the Bee," "Vic the Viking," "Heidi;" live actions series, "House of Anubis" and "Hotel 13," as well as various properties aimed at local markets, Studio 100 integrates its contents into film, theatre, music, digital platforms, publishing, merchandising, theme parks, live action and animation for each brand.



Space Enterprises

Stand: A080

Founded in 2010 by Steve O'Pray and Mark Hurry, Space Enterprises delivers multi-media marketing know-how, retail expertise, applied creativity and a track record of exceptional success. From its base in London, Space Enterprises develops global licensing programs utilizing a network of sub-agents worldwide, along with highly qualified consultants and dedicated staff in satellite offices. The company is a merchandising and licensing agent for a range of exceptional intellectual properties, which includes the new global pre-school children's television property, The Hive, which is proving to be a worldwide success.

Spain Licensing Pavilion

Stand: F020

Contact: Maribel Martin Sopena

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P: +34 91 349 19 88

Start Licensing

www.startlicensing.co.uk

Stand: F040

Contact: Ian Downes, director

E: ian@startlicensing.co.uk

P: +44 0 20 8337 7958

Start Licensing is an award winning licensing agency. It offers clients a hands-on service - licensing to a plan.



Studio Pets by Myrna

www.studiopets.com

Stand: F003

Contact: Myrna Huijing, owner and director

E: myrna@bymyrna.com

P: +31 297 349789

Studio Pets by Myrna is the ultimate pet imagery brand.



Studio Pets are cute baby animals photographed in adorable settings, with stylish props and stunning graphics. Studio Pets are instantly recognizable, irresistible and creative.

Studiocanal

www.studiocanal.com/en

Stand: C100

Contact: Talia Lipiec, licensing and partnerships marketing coordinator

E: talia.lipiec@studiocanal.com

P: +33 1 71 35 01 35

Studiocanal, producer of movies and TV shows, manages the rights of its properties including Robocar Poli, Dinosaur Train, Sammy & Co, Paddington, Shaun the Sheep, the X Games, CANAL+ trademarks and the films of its library.



Subway Surfers

Stand: D115

Contact: Annalisa Woods, senior brand manager

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"Subway Surfers" is the highly addictive 3D-platform game that puts the player in the role of young graffiti artists as they evade the attentions of a railway security guard and his dog. The game's challenges involve dodging oncoming trains and other hazards, while picking up coins and useful objects. The app's combination of exciting game play and sumptuous animation-style graphics is absolutely irresistible. "Subway Surfers" is now the second most popular game on the planet and the most downloaded game ever on Android.



TF1 Licenses

Stand: G058

Contact: Celine Georges, marketing manager

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P: +331 41 41 46 43

TF1 Licenses is a department of TF1 Entreprises, which is a 100 percent subsidiary of TF1 Group. With over 20 years of experience in licensing major brands, TF1 Licenses is a major actor in the market, enjoying the trust of many international partners. TF1 Licenses manages a portfolio of powerful brands such as MasterChef, The Voice, Hello Kitty, All Blacks, Octonauts, Mille Bornes, Chuggington, Calimero, Franklin, Ushuaia and Haribo. The company will also present the brand Barbapapa, an evergreen property with over 100 licensees in European countries and a new promising brand launched on a worldwide scale, Mini Ninjas.

The Creative Rights Agency

www.creativerightsagency.co.uk

Stand: B075

Contact: Richard Scrivener, managing director

E: richard@creativerightsagency.co.uk

P: +02033717673

The Creative Rights

Agency specializes in the licensing of literary properties.

It works with the

U.K.'s leading

publishers and its current highly successful licensing programs include Horrible Histories and Horrible Science.



The Dreamchaser Company

www.thedreamchasercompany.com

Stand: B020

Contact: Lucy Woesthoff, senior brand manager

E: info@thedreamchasercompany.com

P: +31 0 20 752 39 90

The Dreamchaser Company is a young, dynamic and creative company, focused on creating unique concepts for children filled with positivity, discovery and imagination. Concepts include the hugely successful Woolly & Pip brand, which is currently the most popular brand in the Netherlands and has recently launched on German television.

The Licensing Machine

www.paninigroup.com

Stand: H020

Contact: Daniela Magnani

E: dmagnani@panini.it

P: +39 059 382 111

Panini products

are high profile,

mass-market

collectible favorites

that are regularly

used in hard-hitting

promotional activity ranging from in- and on-

pack promotions to retail loyalty programs

utilizing either regular or bespoke collectibles of

all types. TLM is the Panini Group's licensing

agency that offers services to represent clients

with the selling of media and merchandise

rights.



The Pokemon Company

Stand: F070

Contact: Angela Durand, marketing coordinator

E: a.durand@pokemon.com

P: 425-274-4818

The Rastamouse Company

Stand: A070

Contact: Rupert Waters, director

The Rastamouse

Company is the

independent

production

company and

owner of the

award winning

British preschool

smash hit series,

"Rastamouse."

With 104 episodes of positivity, music and fun

Rastamouse and Da Easy crew are now helping

children around the world learn right from

wrong and how to 'make a bad ting good.'



SMILEY.

The Smiley Company

www.smiley.com

Stand: E120

Contact: Daniel Jay, brand and marketing director

E: dj@smileyworld.co.uk

P: +442073788231

Smiley is a unique lifestyle brand established for

over 40 years as a champion for happiness and

positivity. Born from the 1970s peace and love

movement, the company is immortalized forever

as the icon for the global explosion of house

music in the 1980s. The smiley face has never

been more relevant than it is today, becoming

the staple vocabulary of the digital generation

and used by millions of people globally every

day as an emoticon. The Smiley trademark is

registered in over 100 countries, with more than

200 licensees across 25 product categories.

The U.K. Intellectual Property Office

www.ipso.gov.uk

Stand: G116

E: information@ipo.gov.uk

P: +0300 300 2000

The Intellectual Property Office (IPO) is the government body responsible for the establishment and maintenance of the national framework of intellectual property rights, patents, designs, trademarks and copyright, and the granting and management of rights within that framework. The company leads and promotes U.K. interests in European and international efforts to harmonize and simplify IP law.



The Walt Disney Company

Stand: C000; E000

Toei Animation Europe

www.toei-animation.com

Stand: G030

Contact: Isabelle Favre, marketing and communication senior manager

E: isabelle@toei-animation.com

P: +33 1 75 00 15 52

Toei Animation is a leading Japanese animation studio which holds worldwide successful brands such as One Piece, Dragon Ball, Saint Seiya, Captain Harlock and Sailor Moon. The European office manages the TV and merchandising rights for EMEA. Since 2012, the company has also expanded its activities as representative for third party IP.



Toncar

Stand: A030

Contact: Alessandra Sandonati

E: asandonati@toncar.net

P: +39 039794612

Toonbox Studio

www.toonbox.ru

Stand: F115

Contact: Olga Kritskaya, head of licensing

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P: +79218888009

Animation studio Toonbox is the largest

Russian animation studio. The company is the market leader in flash animation for television, computer games, advertising and the Internet. Its portfolio has more than 220 total films lasting more than eight hours, many of which gained worldwide fame thanks to the unique quality and creative approach. Among the films are the iconic character Mr. Freeman, the animation series "Om Nom Stories," created for the company ZeptoLab, ethnic original series "Qumi-Qumi," a series for children preschool "Kit'n'Kate!" and many others.



Turner CN Enterprises

www.cartoonnetwork.com

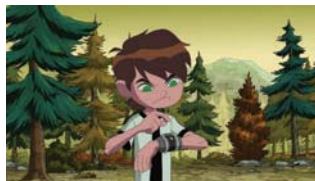
Stand: E050

Contact: Sue Holbrook, trade marketing

E: licensing.emea@turner.com

P: 0207 693 1000

Cartoon Network Enterprises EMEA, the licensing division of Turner Broadcasting, builds consumer product franchises for the growing library of award-winning original programming for children and families. Cartoon Network launched as a pan-European channel in 1993. The channel now has localized services throughout Europe, the Middle East and Africa where it is available in 17 languages and in over 130 million homes. Turner Broadcasting System currently broadcasts 73 channels showcasing 18 brands in 23 languages to 125 countries across EMEA. Brands include Cartoon Network, Boomerang, Cartoonito, Boing, CNN International and general entertainment channels TNT, TCM and Glitz.



Ty Inc.

www.ty.com

Stand: D125

Contact: Tania Lundeen, senior vice President, sales and licensing

E: tlundeen@tymail.com

P: 630-920-1515

Ty is the manufacturer of the fastest selling collection of soft toys in the world. For the past 28 years, it has led the plush industry in innovation, craftsmanship and value. Its red heart hangtag is globally recognized. The company will premiere a licensing program for Beanie Boos! Since their introduction in 2009, its line of big, sparkle-eyed plush has consistently ranked at the top of industry charts and has become a worldwide phenomenon.



Ubisoft

Stand: D110

E: floriane.allaix@ubisoft.com

P: +33 1 48 18 50 00

Ubisoft is a leading producer, publisher, and distributor of interactive entertainment products worldwide and has grown considerably through a strong and diversified lineup of products and partnerships. Ubisoft has offices in 26 countries and has sales in more than 55 countries around the globe. It is committed to delivering high-quality, cutting-edge video game titles to consumers. For the 2012-13 fiscal year Ubisoft generated sales of £1,256 million.



UL VS

www.ul.com

Stand: B053

Contact: Mark Randall, business development director

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P: +44 0 118 927 3340

Product safety and quality is absolutely critical for licensed products to safeguard consumers and help protect your brand. UL can help mitigate risk and ensure product compliance with regulatory requirements and brand specifications at every step in the supply chain. Covering a wide variety of licensed products including toys, nursery,

premiums and apparel, UL has extensive experience in helping licensors and licensees to develop and maintain customized quality assurance programs. Through its global network of accredited laboratories and active involvement in the development of international safety standards, UL can help provide confidence in the quality and safety of licensed products.



Universal Partnerships & Licensing

www.universalpictures.com

Stand: C070

Contact: Colleen Foster, senior vice president, marketing

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P: 818-777-5967

Universal Partnerships & Licensing oversees NBCUniversal's consumer product licensing, film, home entertainment and television promotions. This dedicated division is also responsible for monetizing the company's vast library of films and characters through licensing, branding and marketing opportunities. Universal brings an impressive slate of properties, including two blockbusters, to this year's show—*Minions*, the spin-off of the *Despicable Me* franchise, slated to bow July 10, 2015; and *Jurassic World*, the long-awaited next installment of Steven Spielberg's groundbreaking film series, scheduled for release June 12, 2015.

Viz Media Europe

www.vizeurope.com

Stand: G045

Contact: Xavier Layalle, EMEA senior brand manager

E: xavier.layalle@vizeurope.com

P: +33 01 72 71 53 63

VIZ Media Europe Group specializes in managing the development, marketing and distribution throughout Europe of Japanese animated entertainment and licensing graphic novels called manga. It handles some of the most popular Japanese manga and animation properties from initial production, through television placement and

distribution to merchandise licensing and promotions for consumers of all ages. Current hit properties include: Doraemon, Tenkai Knights, Victory Kickoff!!, Bleach, Death Note, and award-winning movies like Wolf Children, Giovanni's Island, Summer Wars, Colorful and more.

Walker Books

www.walker.co.uk

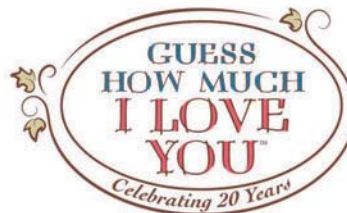
Stand: G010

Contact: Nicola Webster, licensing manager

E: licensing@walker.co.uk

P: +44 207 396 2666

Walker Books U.K. is renowned for its original publishing and outstanding quality. The company is home to some of the best loved children's publishing brands including: *Guess How Much I Love You*, *Tilly and Friends*, *Maisy*, *We're Going On A Bear Hunt*, *Owl Babies*, *You're All My Favorites* and *Can't You Sleep Little Bear?*



Warner Bros Consumer Products

Stand: E030

Contact: Matt Shaw, marketing manager U.K.

E: matt.shaw@warnerbros.com

P: +020 7984 6115

Warner Bros. Consumer Products (WBCP) has an impressive line-up of blockbuster movie brands, fan favorite classics, hit television franchises and milestone anniversaries that will drive the company's licensing, merchandising and retail business in 2014 and beyond.



Withit

www.ilovewithit.com

Stand: F100

Contact: Brad Caines, managing director

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P: +0 1273 77 05 49

Withit Licensing is an art and design licensor, specializing in the exploitation of a varied portfolio of characters and designs that have been developed in house. Established in 1996 with global retail and promotional successes, its brands appeal to wide ranging demographics and ages. The company has retained over £20 million through licensing. It works closely with licensees and retailers to deliver a commercial and successful story, and will be launching Joey + Joy, Kitties in the Cities, the ever-popular Phizzogs and many more.



WWE

www.wwe.com

Stand: C060

Contact: Warwick Brenner, senior licensing director, EMEA

E: warwick.brenner@wwe.com

P: +44 207349 1749

WWE is a diverse multi-platform sports entertainment brand with more than six hours of original weekly programming. Throughout EMEA, there are over 70 active licensees including leaders in class such as Mattel, Take Two Interactive, Fremantle Media, Topps, The Bridge Direct and many more. In 2013, WWE was the No. 3 action figure brand in the U.K. The WWE video game franchise has sold more than 60 million units and over 300 DVD and Blu-Ray titles have been released to date. 2014 will see the launch of a new range of WWE C3 construction figures and playsets under license with The Bridge Direct.



Zodiak Kids

www.zodiakrights.com

Stand: B025

E: alice.east@zodiakrights.com

P: +44 0 20 7013 4368

Zodiak Kids is attending BLE and will be showcasing a range of properties including new preschool show "Zack & Quack," "LoliRock" from the creators of "Totally Spies!," animated series "The Ranch," arts and crafts property Mister Maker and the preschool property Little Princess.

JCorp: Focus on Service

From fashion to music merchandising to frozen yogurt, this longtime Montreal-based apparel and accessories licensee is committed to diversification and international expansion for future growth.



Since 1978, when they joined their father's cap company, **Jonathan and Marvin Gurman** have successfully spearheaded the growth of **JCorp** throughout North America. As a prominent apparel licensee, the twins have garnered a strong reputation for their savvy understanding of fashion and retail trends.

What differentiates JCorp in today's highly competitive apparel sector?

We believe the difference that sets JCorp apart is our "You Go, You Get" philosophy. There isn't a week that goes by that you will ever find Marvin and I or our sales team at a desk in our corporate office. We are constantly in front of our customers showing new products and listening to their needs, working with our licensors to find new opportunities in building strategic alliances with other licensees to deliver innovative mixes of product, or just shopping the markets to see what's new.

What are the biggest challenges facing apparel licensees in today's marketplace?

The biggest challenge for today's licensed apparel vendor is the simple fact that there are so many great properties out there with big initiatives competing for space on the retail floor. In August, for example, we have the release of Marvel's *Guardians of the Galaxy* and Nickelodeon's *Teenage Mutant Ninja Turtles*; the launch of "Star Wars Rebels" on Disney XD is in September, *Big Hero 6* in November, and the *SpongeBob SquarePants* movie in February 2015, plus *Frozen*, which is still on fire. And those are just the entertainment properties with movies.

What is JCorp's most recent partnership?

The latest deal we are extremely excited about is with Sony Music Entertainment and the girl group Fifth Harmony, which garnered its popularity during the second season of "The X Factor" and just celebrated its second anniversary. We are part of the vision of building a global brand with Fifth Harmony, which is currently on tour throughout the U.S. They are the complete package in terms of talent and marketability. Fifth Harmony has two songs on the *Billboard* Top 100 with "Miss Movin' On" and "BO\$\$". There will be more happening with the group as we move through the fall/holiday season.

What is JCorp doing strategically to expand beyond its core North American markets?

We are continuously looking to expand into new markets. Our biggest challenge is finding the right partners that share the same core values of our "You Go, You Get" approach and that are able to deliver them. We believe Europe, Mexico and Central America will be big growth areas for us over the next five years.

What are retailers looking for today in terms of a licensed line?

Retailers are looking for new ways to mix licensed apparel into the hottest trends in order to give consumers a compelling reason to spend.

What other initiatives are you planning that will contribute to growth of the company?

Other big initiatives that we are focusing on as a company is the expansion into new product lines. Our U.S. office, ADTN, lead by Brittany Shirley, with brands Hollywood The Jean People and Seven Oaks, is seeing expansion in new bottoms categories, with huge growth in the jogging and swim categories. This year we also brought on industry veteran Wayne Cloth to help build our accessories business specializing in headwear and socks. He works both with brands to help them design and manufacture product, and at the same time is helping us with our licensed brands that we offer to retailers. Our other big expansion lies in bringing licensed products and brands to China, the Middle East and Europe through our various retail channels and distribution partners which we are seeing with Hollywood and our Yeh! brand. We continue to expand Yeh! Frozen Yogurt and Café, which was launched in 2008 in Montreal. There are currently 13 corporate owned and franchised units in Canada with eight units planned this year. ©



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For more information on licensing opportunities, please contact Jeff Peters:
Jeff.Peters@hbo.com 212-512-5250

For retail inquiries, please contact Michele Caruso: michele.caruso@hbo.com 212-512-7391

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