

Fifth Harmony Rocks Expo



Sony Music Entertainment's pop group Fifth Harmony entertained revelers at the annual Licensing Expo All-Industry Opening Night Party, Tuesday night.

The event, which took place at the Mandalay

Bay Beach, was held in association with Endemol Shine Group, sponsored by the International Licensing Industry Merchandisers' Association, co-hosted by Sony Music and organized by UBM Advanstar.

For today's full Licensing University schedule, turn to p62.

Hasbro's Jem Takes the Stage

Hasbro is re-introducing its *Jem and the Holograms* property in a big way, with a new film set to debut this year and accompanying special edition product collections.

The live action film *Jem and the Holograms* from Universal Pictures will hit theaters Oct. 23 and is produced under Hasbro's Allspark Pictures banner in conjunction with Blumhouse Productions and Scooter Braun Productions.

On the product side, retailer Sephora is planning a collection, Sephora + Jem and the Holograms, as is Shopbop (apparel, accessories and jewelry), Manic Panic (hair dyes), Integrity Toys (collectible dolls) and IDW Publishing (comic series).

"Combining the nostalgic pop culture appeal of the brand with a modern vision of *Jem and the Holograms*, we're thrilled to introduce this brand to a new audience around the world and tell a fresh story that will resonate with fans of all ages," says Simon Waters, general manager and senior vice president, entertainment and licensing, Hasbro.

Marvel Unveils Captain America Goods

Marvel has lined up a full slate of licensees and retailers for *Captain America: Civil War*, which will hit theaters May 2016.

Categories including apparel, accessories, footwear, core toys, sporting goods, consumer electronics, seasonal, costumes, party goods, stationery, food, home furnishings, collectibles and more will anchor the extensive product lineup, which will hit shelves in advance of the film's premiere.

Hasbro, LEGO, Funko, Hot Wheels, Rubie's Costume Co., Mad Engine, C-Life, Jay Franco, Global Brands Group, Kellogg's, Hallmark, American Greetings and many more are supporting the film with new designs, product developments and retail executions.

New activities and unique consumer marketing initiatives are also planned, including a celebration of Captain America's 75th anniversary, an expansion into healthy living and travel and more. Additional partners will be announced throughout 2015 and 2016.

Breaking News

DWA Makes 'Dino' Toy Deal

DreamWorks Animation has named Mattel as its master toy partner for the new, original series "Dinotrux."

Mattel will construct a robust toy line inspired by the Netflix kids' series that will feature large-scale characters and hero assortments.

kiWW Marks Show Success

Kathy Ireland WorldWide is celebrating its most prolific Licensing Expo experience to-date, with a host of deal signings and new partnerships in the books for both the kiWW and Janet Jackson brands.

Claude Ergas, marketing and branding manager for kiWW, points to the company's continued retail engagement as a key component of its success.

Build-A-Bear + Care Bears

American Greetings Properties and Build-A-Bear Workshop are pairing to feature the Care Bears brand in Build-A-Bear Workshops for a limited time, worldwide promotion.

The Care Bears collection will be available at Build-A-Bear Workshops globally beginning in 2016.

Download the Dailies.



Via the NOOK Reading™ App
Details at LicenseMag.com

dhx brands

**BUILDING POWERHOUSE
CHILDREN'S BRANDS
AROUND THE WORLD!**



dhx brands



Visit Booth DI55



dhxbrands@dhxmedia.com

© 2015 DHX Media Ltd. All Rights Reserved.

openingnightparty



Playboy's Rachel Griego, Zareen Ahmed, Lindsay Berg, Rachel Roberts and Joanne Lee with Playmates Kim Phillips and Alison Waite



TLC's Daniel Avener with Christina Clifton and Stefano Zagni of Playboy



Xbox's Michael McClary with Daniel Amos of Tinderbox and Lionhead Studios' Melisa Bunce



Endemol Shine North America's Jennifer Tibbs, Thomas Ferguson and Danielle Nicholson



Steve Scabelo of NFL Players Inc. with NFL player Jared Cook alongside Alita Friedman of Alita's Brand Bar, NFL player Jason Webster and NFLPI's Ryan McDonald, Amanda Shank, Muneer Moore, Ricky Medina and Jenna Sobray



IMG's Daniel Siegel with Kimberly Awad and Allie Sutton of TSG Brands



CBS Consumer Products' Liz Kalodner with LIMA's Mary Brochstein and Naz Cuevas of Rovio



Adam Sheer and Vince Leoni of Miller Kaplan Arase with John Menneci and Chris Fazzolari of Gelfand Rennut and Feldman alongside Louis Stark and Jeff Levin of Eisner Amper



Benton Arts' Kristen LeClerc and Jim Benton

Licensing Expo #Q155

Come to see us !!



Rilakkuma™

Established in 2003, San-X launched Rilakkuma in Japan, creating an instant hit across the nation with the lovable characters Rilakkuma, Korilakkuma and Kiiroitori.

The three unlikely friends appeared one day in the apartment of a hard working Tokyo woman named Kaoru.

While she is at work, the three cute characters find ways to have everyday relaxing adventures, Rilakkuma

(combination of “relax” and kuma, which is “bear” in Japanese) is a mystery wrapped in a bear costume,

Korilakkuma (ko means “small” in Japanese, added with “rilakkuma”) is the mischief-loving companion,

and Kiiroitori (“yellow bird” in Japanese) is the exasperated friend who keeps busy dealing with the other two every day.

Rilakkuma spreads happiness and kawaii to everyone in the world.



 <http://www.facebook.com/SANX.CO.LTD>

URL: <http://san-x.jp/>  @RilakkumaUS  @RilakkumaUS

Contact: overseas@san-x.co.jp





IN THEATERS
12-21-16



ASSASSIN'S
— CREED —
THE MOVIE

FIND US AT **BOOTH P165**

For any licensing questions please contact:
ConsumerProductsNCSA@Ubisoft.com

openingnightparty



Lisa Berlin-Wright of Tie-In Pro with Bill and Mary Nosal of MAGIC



Randy Smith, Marie Gransbury, Lisa Bennett and Kellie Ketcherside of Pioneer Balloon



The Joester Loria Group's Debra Joester with Charlie Donaldson of Rocket Licensing and Mordy Benaiah of Pyramid International



Brandgenuity's Andrew Topkins, Allen Coye and Jay Asher



High Street TV's Lisa Fawcett and Andrew Malcher



Brand Central's Megan Orecchia, Audra Geaneas, Shelby Tsuji and Rebekah Belzer



Signature Design Archive's Sara Grace and Mark Smale with John Cookson of SalesAndMarketing.com and Monica L. Hidalgo from Dee Dee Dolphin



License! Global's Steven Ekstract and Tony Lisanti flanking Paul Flett of Prominent Brand + Talent with wife Roxanne



Big Tent's Lindsay Calhoun, Phil Smith, Chung Lee, Richard Maryyanek and Allison Hobbs

FROM THE HUMANS BEHIND

DESPICABLE ME



ILLUMINATION PRESENTS

THE SECRET
LIFE OF

PETS

SUMMER **2016**

EVER WONDER
WHAT YOUR PETS DO
WHEN YOU'RE
NOT AT HOME ?

INTRODUCING
MAX

Visit Us At Booth N165

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067 International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446 Retail: Jamie Stevens 818-777-6716

Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios



editorial department

group publisher
Steven Ekstract 212.951.6684
sekstract@advanstar.com

global editorial director
Tony Lisanti 212.951.6740
tlisanti@advanstar.com

managing editor
Amanda Cioletti 310.857.7688
acioletti@advanstar.com

contributing editor
Patricia DeLuca 212.951.6702
pdeluca@advanstar.com

digital editor
Nicole Davis 310.857.7689
ndavis@advanstar.com

art department

art director
Shawn Stigsell 218.740.6443
sstigsell@media.advanstar.com

graphic designer
Ramprabhu 714.845.0252 ext. 6055011
ramprabhu.vasudevan@mpe.hcl.com

senior production manager
Karen Lenzen 218.740.6371
klenzen@media.advanstar.com

advertising department

advertising manager
Sharon Weisman 212.951.6637
sweisman@advanstar.com

audience development director
Anne Brugman
abrugman@advanstar.com

digital sales representative
Dylan Pirruccello 310.857.7659
dpirruccello@advanstar.com

reprint marketing advisor
877.652.5295 ext. 121
bkolb@wrightsmedia.com
Outside U.S., U.K., direct dial:
281.419.5725 ext. 121

UBM Advanstar

chief executive officer
Joe Loggia

executive vice president, life sciences
Tom Ehardt

executive vice president
Georgiann DeCenzo

executive vice president
Chris DeMoulin

executive vice president, business systems
Rebecca Evangelou

executive vice president, human resources
Julie Molleston

executive vice president, strategy & business development
Mike Alic

senior vice president
Tracy Harris

vice president, general manager pharm/science group
Dave Esola

vice president, legal
Michael Bernstein

vice president, media operations
Francis Heid

vice president, treasurer and controller
Adele Hartwick

UBM Americas

chief executive officer
Sally Shankland

chief operating officer
Brian Field

chief financial officer
Margaret Kohler

UBM plc

chief executive officer
Tim Cobbold

group operations director
Andrew Crow

chief financial officer
Robert Gray

chairman
Dame Helen Alexander



UBM Advanstar provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want UBM Advanstar to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from UBM Advanstar's lists. Outside the U.S., please phone 218-740-6477.

License! Global does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content.

Rainbow Promotes 'Winx' Reunion

Rainbow is giving away trips to the upcoming Winx Worldwide Reunion in Venice, Italy, to fans in Portugal, Vietnam and Turkey.

The event will take place Sept. 3-6.

"Winx" fans in Turkey are encouraged to take a picture of themselves dressed up as a Winx fairy along with a "Winx Club" doll. A judging panel of executives from Rainbow and Turkish toy distributor Adore Oyuncak will select the winners.

Fans who purchased a "Winx" doll from Vietnamese toy distributor Viet Tinh Anh will also receive a special Winx Wish Card that can be filled out to be entered to win a range of prizes. Weekly prizes will be handed out before the overall winner of the event tickets is revealed at the end of the promotion.

Finally, in Portugal, broadcaster Canal Panda sponsored the Winx Worldwide Reunion on its website, which concluded last month. The promotion featured a sweepstakes with a grand prize of tickets to the Reunion event.



MEET STUART KEVIN & BOB



ILLUMINATION PRESENTS

MINIONS

SUMMER 2015

Visit Us At Booth N165

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067 International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446 Retail: Jamie Stevens 818-777-6716

Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios



Epic Rights to Build Paul Stanley Brand

Paul Stanley, co-founder and singer/songwriter of KISS, has teamed up with Epic Rights to develop and launch a new lifestyle brand. The brand, called Paul Stanley: Royals & Rebels, is making its debut at Licensing Expo.

From Stanley's signature designs of musical instruments to his fine art paintings, both of which have generated millions in sales, the brand is synonymous with fashion-forward, cutting-edge style and an independent spirit.

"Paul is the definitive Rock Renaissance man with a sense of style in arts, fashion, design and food that is unrivaled in the music industry," says Dell Furano, chief executive officer, Epic Rights. "His creativity, marketing savvy and personal style truly sets him apart."



Epic Rights has been charged with building a new licensing program for Paul Stanley: Royals & Rebels that will include men's fashion apparel and accessories, footwear, food, spirits, home décor, cookware and more. Epic Rights plans to debut the brand at retail in fall 2016.

Precious Moments Gets a Makeover

Precious Moments, the licensing division of the Precious Moments brand, is showcasing its revitalized look for the classic inspirational property and seeking partners to help keep the brand top-of-mind for consumers.

"Spanning more than four decades, the Precious Moments brand is as relatable today as it was at its inception," says Patrice Paglia, licensing director, PMI. "Our refreshed licensing program demonstrates that, as a licensor, PMI is committed to keeping the brand relevant, innovative and creative."

Created nearly 40 years ago and with worldwide sales topping \$18 billion, Precious Moments products remain high on the list of brand recognition among females over the age of 18.

Hustler, Pets Rock Lead for Sharpe

The Sharpe Company, which specializes in bringing pop culture properties to global markets, is highlighting two of its top brands, *Hustler* and *Pets Rock*.

Adult entertainment brand *Hustler* is joining forces with ISI Wholesale, the only ISO-certified vape and e-cigarette manufacturer, to launch a line of branded vapes worldwide this summer.

"*Hustler* was the ideal fit when we were looking to partner with a licensed brand—a synergy of rebelliousness and freedom that the *Hustler* brand embodies, with a powerful brand name that cuts through to garner both shelf space and customer attention in this exciting growth time in this industry," says Jason Roth, chief executive officer, ISI Wholesale.

Additional *Hustler* products are launching this summer from Isaac Morris, Aquarius and Scorpio Posters in the U.S., Philcos in Canada, Fipotex in Europe and Parks Agency in the U.K.

The cheeky *Pets Rock* brand is rocking its way around the globe as well with new partners including Gold Label for personalized products; Culturenik for giftware; Gakken for stationery in Japan; Gruppo Carorama for stationery in Europe; Recycled Paper Greeting and Waterlyn for greeting cards in Australia and New Zealand; C&A Brazil for apparel; Kmart Australia for sleepwear and apparel; and The Canadian Group for puzzles in North America.





THE PARK IS OPEN
SUMMER 2015

Visit Us At Booth N165

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067 **International Licensing:** Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446 **Retail:** Jamie Stevens 818-777-6716

Promotions: Michelle Hagen 818-777-8175 TM & © Universal Studios



'MasterChef' Cooks Up Toy Line

Endemol Shine, the producers behind Fox's "MasterChef Junior," and Wicked Cool Toys are teaming up to get kids in the kitchen with a line of culinary tools inspired by the show.

The working, kid-safe cooking accessories, which are slated to debut exclusively in participating Walmart stores in November, will also include recipes for all skill levels and plating suggestions.

"Kids and families across the U.S. have loved 'MasterChef Junior,' making it a top-ranked show in its time period, and we believe they will love to get their kids in the kitchen, making masterpieces just like on the show," says Jeremy Padawer,



co-president, Wicked Cool Toys.

"There is clearly a new trend taking place in the kitchen, as children of all ages are now aspiring to not only cook with their parents, but to be a chef like those they are seeing on 'MasterChef Junior,'" adds Vivi Zigler, president of digital, brand and audience development, Endemol Shine North America. "The new 'MasterChef Junior' cooking sets are the perfect way to introduce children to culinary essentials and a valuable extension of the 'MasterChef Junior' brand."

Season four of "MasterChef Junior" is scheduled to air on Fox during the 2015/16 season.

eOne Adds to 'Peppa Pig' Program

Entertainment One's hit preschool series "Peppa Pig" is opening more pastures in the U.S. with seven new licensing partners in the home décor, apparel and costume character categories.

The colorful "Peppa Pig" home décor products and accessories that will let fans decorate in pure "Peppa" style include toddler bedding, blankets, pillows, nap mats, travel and hooded towels, washcloths and soft bath accessories from Baby Boom (a division of The Betesh Group); furniture, lighting, soft storage chests, rugs, hampers, wall hangings and hooks, inflatable beds and bed tents from Idea Nuova; marshmallow foam furniture, including the Just My Size chair, from Spin Master; and Inkoos Color n' Create draw, wash and redo

activity plush that can be decorated with washable markers from The Bridge Direct. These licensees join existing home décor licensee Character World, in partnership with Franco Manufacturing, the brand's master bedding, bath and beach partner.

In the apparel space, new items include children's packaged and hanging underwear in sets and separates from Handcraft and children's boots, athletic shoes, sandals and slippers, shoelaces and accessories from Esquire Footwear. These partners join Happy Threads, which is expanding its fashion line with Peppa t-shirts and more, and Komar, which is adding dressy nightgowns and extending the brand to its Cuddl Duds label.

In addition, eOne is teaming up



with Oasis Productions for a costume character partnership that will bring Peppa and George play dates to fans across the U.S.

These latest "Peppa Pig" products lead a major mass market rollout of licensed merchandise in to Toys 'R' Us, Walmart and Target stores in the U.S. beginning this fall.

THE BIGGEST LOSERTM

Visit Us At Booth N165

FOR MORE INFORMATION, PLEASE CONTACT:

Janice Hamlin: 818-777-8220 Janice.Hamlin@nbcuni.com 818-281-9970 cell

© 2015 Universal Television LLC & Reveille LLC; The Biggest Loser TM Reveille LLC, and used under license. All Rights Reserved.



Beanstalk Grows Got Milk?, U.S. Army and More

Beanstalk has signed a number of deals in recent months for five of its clients in the hardware and food and beverage industries.

- TGI Fridays, with Inventure Foods, launched new Happy Hour Snack Mix that features a mix of premium nuts, seeds, crackers, sesame sticks and more, all covered with spice combinations. HJ Heinz Company has extended its popular potato skin line to include Buffalo Style Chicken Potato Skins and BBQ Pulled Pork Potato Skins.
- Beanstalk has continued to leverage the Got Milk? brands more than 90 percent



awareness, having secured food and beverage-based brand extensions with three licensees: Got Snacks for packaged snacks

including granola, biscuits, ready-to-eat cereals and cereal bars; Melville Candy Company for hot cocoa spoons; and Diversified Flavor for Got Milk?-branded drinking straws, powders and milk infusers.

- Stanley recently licensed three new partners: INA International in the work and safety footwear category targeting professionals in construction, remodeling and woodworking for the U.S. market; Who-Rea for automotive accessories category including mats, seat covers, steering wheel covers, car sunshades and car covers for the U.S. and Canada; and Lifan Power USA for gas-powered water pumps in the U.S. and Canada.
- Black+Decker's licensing program continues to grow with the addition of three recent licensees: Adhesive Technologies, a manufacturer of hot melt glues and guns; Chapin for lawn and garden/construction sprayers and ice melt spreaders; and Midea, a consumer



appliance manufacturer.

- Three new licensees recently joined the U.S. Army licensing program—XMC Branded Products, Picnic Time and Bridgestone Golf. XMC Branded Products has signed on to produce the Footlocker Fridge, an authentic replica of the classic military footlocker. Licensee Picnic Time will introduce U.S. Army-branded products primarily in outdoor leisure and indoor entertaining categories. Bridgestone Golf has signed up to produce sporting good products including golf balls, headwear and golf bags.

NFL Players Inc. Signs Seven New Licensees

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, has added seven new licensing partners to expand its presence in areas such as mobile, digital and collegiate co-branded merchandise.

New partnerships include:

- E-commerce retailer Team Spirit Store will feature NFL players and their colleges in an array of products including posters, coloring books, calendars and greeting cards. (This is the first deal to be brokered by NFLPI's collegiate licensing agency, the Brandr Group.)
- The grand prize winner of the NFLPI Playmakers Challenge, game creator Identity Games, will launch the new

licensed edition of "Find It," an adventure digital game that features hidden objects for kids to find including NFL player images, footballs, signatures and numbers.

- NeonMob, a marketplace for artists to publish original collections of digital multimedia artwork, will now offer digitally created, original art collections featuring NFL players for collecting and trading.
- Freaker USA will produce a collection of NFL player-identified Freaker knit beverage insulators and new Freaker Feet socks.
- "Fan Health Network," a mobile app created by former NFL player Robert

Smith, is now available in the Apple App Store and Google Play. The app helps fans improve their health and wellness through challenges hosted by NFL players and other athletes.

- Just Be Friends will release NFL player-branded virtual merchandise, including NFL player avatars, trivia packs and videos, in the "Just Be Friends" and NFL team-branded "Junior Kids Club" apps. Each app will also feature a virtual world containing a range of activities and online games for users.
- Zapexa will develop and distribute NFL player-branded emoticons, images, themes, screensavers, stickers and avatars via digital platforms and messaging apps.



JOIN GERONIMO STILTON FABUMOUSE ADVENTURES

BOOTH D31

for US opportunities

LAWLESS

Sondra Contino

sondra@lawlessent.com

For WW licensing opportunities:
Rachele Geraci
consumerproducts@atlantya.com

A | ATLANTYCA
entertainment

ATLANTYCA S.p.A. Via Leopardi 8, 20123 Milan - Italy
+39 02 4300101 / info@atlantya.it / www.atlantya.com

©Atlantya 2015



DISCOVER GREAT LICENSING OPPORTUNITIES FROM THE WORLDWIDE LEADER IN VIDEO GAMES

AT LICENSING EXPO: BOOTH O187

For more information, contact us at EALicensing@ea.com



Mirror's Edge™



Dragon Age™



Titanfall™



Plants vs. Zombies™



Plants vs. Zombies™ Garden Warfare



Mass Effect™



EA SPORTS™



Battlefield™



The Sims™

You're invited to our global reveal!
E3 Press Conference: June 15th at 1pm PT
Get a front row seat live at www.ea.com

Stacey Yacula Lends Designs to Enesco Seasonal Gift Lines

Giftware distributor Enesco is working with artist Stacey Yacula for a seasonal gift line featuring her endearing characters just in time for this year's holiday season.

The collections include A Charming Halloween, which features an owl, cat, mouse and pumpkin in a variety of resin, collectible figurines and The Sweetest Season, which stars Santa, a snowman, cardinal, bluebird and penguin in stacking mugs,



dessert plates, a cookie set, decorative figurines and ornaments. The products are slated to hit retailers in September.

"Stacey's characters, with their innocence and simplicity, have a broad reach appealing to all ages," says Marty Segelbaum, president of MHS Licensing, who brokered the partnership. "We are thrilled with how the craftsmen at Enesco captured that essence in their product line, and we know these gifts will be cherished for generations."

Currently, Yacula has products in the marketplace ranging from fabric to wall décor.



Warner Bros. Consumer Products Adds New Products, Events

This summer, Warner Bros. Consumer Products will introduce new products to the market, including a *Harry Potter* book for superfans and a milestone performance from Bugs Bunny.

- WBCP EMEA and Sanrio have launched two new product collections for DC Comics x Hello Kitty. Flik Flak, a company of the Swatch Group, has launched DC Comics x Hello Kitty watches for children and, in a separate deal, Spanish department store El Corte Inglés has released a nightwear collection for girls at retail across EMEA, Australia and New Zealand and several countries in the Asia Pacific region including India and Japan.
- Ten-inch plush figures from Bleacher Creatures featuring Batman, Wonder Woman, Green Lantern, Harley Quinn, Nightwing and Deathstroke are taking the toy world by storm.
- *Harry Potter: The Monster Book of Monsters Official Film Prop Replica* from Insight Collectibles makes the

savage tome available to fans everywhere as a collectible book. This film replica comes packaged with a limited edition of *Harry Potter: The Creature Vault*, which provides detailed profiles of each creature, behind-the-scenes photography and an interactive Eyelops Owl Emporium catalog. *Harry Potter: Magical Places from The Films: Hogwarts, Diagon Alley, and Beyond* gives readers a look into the many challenges the studio faced when building the fantastical sites depicted in the *Harry Potter* books, from Hogwarts castle and its many classrooms and dormitories, to the construction of Diagon Alley and the Ministry of Magic.

- "Bugs Bunny at the Symphony," the record-setting orchestra and film concert that invented a new genre of symphony



orchestra concerts, is celebrating its 25th anniversary this year with a 20-city United States and Canada tour that includes special gala celebrations with the New York Philharmonic, already sold out in four performances at Lincoln Center's Avery Fisher Hall, and the Los Angeles Philharmonic at the Hollywood Bowl.

Come
see us at
C49

CONTENT AND PRODUCTS WITH A PURPOSE FOR ALL AGES

TODDLERS



**baby
genius**

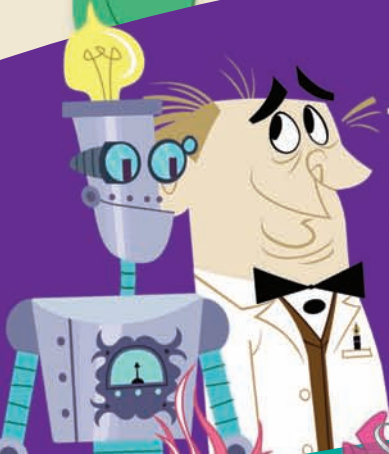
RELAUNCHING SEPT. 2015



**llama
llama** *Anna Dewdney*

GLOBAL EXPANSION 2016

KIDS (6-11)



Thomas Edison's
**Secret
Lab**

COMING FALL 2015



Warren Buffett's
**Secret
Millionaires
Club**

LAUNCHING SEPT. 2015

TWEENS



INTRODUCING...

SPACECHYX



AND INTRODUCING THE NEW **KID GENIUS CHANNEL** ON COMCAST, SEPT. 2015!



Visual Icon: One-Stop Shop for Film Clip Licensing

Visual Icon is giving the marketplace what it's always wanted, a cohesive all-in-one approach to the licensing of film clips from movies and other video content.

Historically ad agencies and other parties interested in using film clips in their materials had to come up with their own ideas and then navigate the complicated rights negotiations themselves.

Now, through its creative services approach, Visual Icon helps brands redefine what's possible when it comes to film licensing, walking clients through every step in the process of developing

clips for use in brand messages.

The agency manages clip, still, character, scene and branding rights for a range of diverse movie libraries including Miramax, Summit Entertainment, Saban, Voltage Pictures, Goldcrest Films, the Grammys and more. In fact, Visual Icon's library, which boasts 50,000 clips, is the largest film library of its kind in the world.

"We've been at the forefront of the most creative campaigns in the past few years ranging from 10 Samsung campaigns to the Winston Wolf license, the largest license of a property that is not Marilyn



Monroe," says Brian Merriman, chief executive officer, Visual Icon. "Licensing Expo is the perfect venue to introduce for the first time a range of new services we are rolling out this calendar year."

WORLD CLASS BRANDS GLOBAL SUCCESS

With over \$8.3 billion in retail sales, our programs deliver fantastic results to consumers, retailers and licensees.

COME BY AND SEE US AT BOOTH #G77

AMERICAS | EMEA | ASIA PACIFIC

Connect. Protect. Share.



SeaWorld's parks inspire millions of people to care about the world and animals through up-close animal encounters, educational exhibits and innovative entertainment. We inspired more than 22 million guests in 2014 to celebrate and protect the natural world. Our parks' commitment to research and conservation has helped protect wild animals and led to advances in animal care.



SeaWorld

For licensing information,
contact Evolution USA,
Booth F155
licensing@evomgt.com
818.501.3186

Synchronicity Adds Art Properties

Synchronicity is growing its roster this year with the addition of three diverse art and design brands including Sean Danconia's SupaPop, artist Holly Ross and the Walter Erhard Retro Holiday Design Portfolio.

Disney artist and Anime Expo guest of honor Sean Danconia is launching SupaPop, a bold, retro character brand set in 1960s San Francisco. Aimed at a wide demographic including tweens, teens, college students and tastemakers of all ages, SupaPop is debuting in



several categories beginning with apparel, accessories, home furnishings, toys and collectibles, gaming and apps. Synchronicity is targeting cutting-edge retailers such as Hot Topic, Fred Segal and Saks Fifth Avenue to carry its product, as well as going after partners for pop-up shops and capsule collections.

Following Danconia's original animation feature at last year's Anime Expo, SupaPop is garnering attention from creative studios, and the brand's first game offering will feature the character My Starling, a cute girl alien with superpowers, in a futuristic Dim Sum adventure.

Continuing with the retro theme, Synchronicity is presenting the Walter Erhard Retro Holiday Design Portfolio of Christmas cards and note cards that embody the look and feel of the '50s and '60s. A textile designer by day, Erhard has been creating his own line of Christmas cards for decades, which are now being produced by Vigo Productions. Synchronicity is planning

to extend the artist's holiday and everyday designs into home décor, including pillow, wallpaper and fabric-by-the-yard; giftware and collectibles; party and barware; and holiday décor.

Finally, Synchronicity is showcasing artist Holly Ross, whose colorful acrylic artwork is inspired by her life growing up and living on the Maine coast. Ross's designs, which depict the elements of coastal living, such as weather-beaten cottages, lobster boats and seagulls, are primed for application on a wide range of products from calendars, pads and note cards, to mugs, salt and pepper shakers, and vases, to dessert plates and acrylic dinnerware, to pillows and bedding for children and adults, to cocktail napkins and fine linens, to fabric-by-the-yard and wallpaper. A gift line from Cape Shore has already been introduced at retail.

Synchronicity is also expanding its programs for the Tootsie Roll candy brand and Wham-O toy brand.

Sara Berrenson, Gango Collab on Wall Décor

Surface designer and illustrator Sara Berrenson is joining forces with Gango Editions to create colorful wall décor.

Berrenson's designs are hand-painted in her signature watercolor style and feature contemporary florals, coastal themes, animals and children's art, as well as a holiday and special occasion collection, which she is seeking to translate into home décor, stationery, paper products and gifts.

"We are ecstatic to add the beautiful work of Sara Berrenson to our newest releases. Sara specializes in surface and textile design and has a wonderful array of

artwork that is vibrant and cheerful. She finds her inspiration from nature, interior design and fashion and has a passion for patterns, bright colors, vintage art and everything floral. From bright, feminine florals to colorful coastals, Sara has a breadth of wonderful work," says Gango Editions.

Berrenson's designs already appear on numerous products in the home décor, gift and tableware, stationery and apparel categories. She has also developed numerous collections and invitations for greeting card and fabric manufacturers.



I see you,
WooRooRoo!



Sensuous Animation

for Children's Emotional Intelligence

www.keystonegroup.co.kr



THE LEADER IN VALUE LUXURY

© BOMBAY

CAMPARI



FOR INFORMATION ON LICENSING OPPORTUNITIES, PLEASE CONTACT:

MICHAEL CARLISLE
MICHAEL@THEWILDFLOWERGROUP.COM
212-924-2322



VISIT TWG AT LICENSING EXPO 2015
LAS VEGAS, JUNE 9-11

BOOTH C77



RODALE

LIVE YOUR WHOLE LIFE™

Men'sHealth

OrganicLife

Women'sHealth

RUNNERS

Prevention

Bicycling



THE # 1 HEALTHY LIFESTYLE
MEDIA COMPANY IN THE WORLD
NOW AVAILABLE FOR LICENSING

85 MILLION WORLDWIDE CONSUMERS

FOR INFORMATION ON LICENSING
OPPORTUNITIES, PLEASE CONTACT:

PJ PIERCE
PJ@THEWILDFLOWERGROUP.COM
212-796-5351



VISIT TWG AT LICENSING EXPO 2015
LAS VEGAS, JUNE 9-11

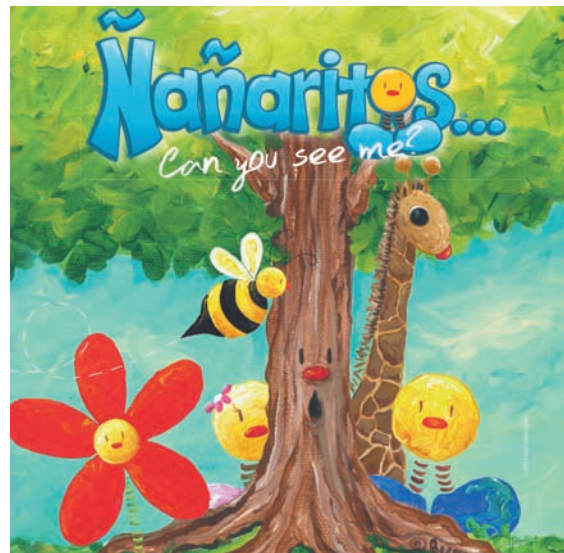
BOOTH C77

C-Mar to Launch Children's Book for Ñañaritos

C-Mar Corporation, creator and licensing agent for Ñañaritos, is readying the cartoon lifestyle brand for its first children's book, which is slated to hit stores in November with both English and Spanish editions.

Ñañaritos are whimsical creatures who cannot be seen unless the person looking at them is truly happy. The book depicts the characters as they arrive in the human world and borrows details from creator Marian Carro's upbringing in Puerto Rico.

The characters are also available for licensing as part of two sub-brands. Ñañaritos is the original brand with handpainted characters for the baby, kids and pre-teen markets; while the Ña brand presents an edgier version of the characters using original pencil sketches to develop a line that suits teens and young adults. C-Mar is looking for partners in the areas of apparel and fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods and crafts.



New York Botanical Garden Grows Paint Line

The New York Botanical Garden is teaming up with Prestige Paints, a manufacturer of architectural paint, for a nature-inspired collection of colors and formulations that will be sold on Amazon.com. The deal was facilitated by Jewel Branding & Licensing, the agent for the New York Botanical Garden brand.

The curated interior and exterior paint collections are inspired by the NYBG's 250-acre urban garden oasis and come with names like Perennial Garden, Blossom Blush and Winter in the Garden. The colors were selected to coordinate with the NYBG's bedding line (currently available at Bed, Bath & Beyond stores), and are available in four unique finishes.

"We are thrilled to be partnering with Prestige Paints to launch a fresh color palette that is truly inspired by the transcendent beauty of The New York Botanical Garden," says Meredith Counts, director of licensing and product



development, NYBG. "Our magnificent living collections, iconic landscape and historic architecture have given rise to colors that will allow consumers to

experience the beauty of our garden oasis in their homes."

NYBG and Prestige are working closely on an extensive multimedia marketing strategy that includes on-site support at NYBG's upcoming six-month exhibit "Frida Kahlo: Art, Garden, Life." Prestige is recreating the color of Casa Azul to celebrate Kahlo's home in Mexico City and is offering limited edition Casa Azul and Azul Mexicano paint colors that will be represented throughout the exhibit and available for purchase online.

Additional joint marketing efforts for the project include how-to and inspirational videos, social media, retail brand pages and a mobile app launching later this year that will allow users to view colors in different rooms and link directly to purchase the paint.

Jewel is also working on new collaborations as the NYBG gears up for its 125th anniversary in 2016.



NEVER FORGET THAT
ALL YOU REALLY NEED IS
A SPRING IN YOUR STEP,
A SONG IN YOUR HEART,
AND A SHITLOAD OF CASH.



From the cartoon collection: *Dog Butts and Love*. *And Stuff Like That*. *And Cats*.
Eisner Award Nominee. Winners announced July 10 at the San Diego Comic-Con

©Jim Benton • Benton Arts • www.jimbenton.com • jkbenton@AOL.com • Booth H38 • 248-312-8713



Burn It Up on the Last Day. See the Power of Pokémon!

Come to Booth R197 Today.



Pokémon

Licensing enquiries for the Americas accepted by Monika Salazar,
Director of Licensing for The Pokémon Company International,
at m.salazar@pokemon.com.

Licensing enquiries for Europe accepted by Mathieu Galante,
Senior Market Development Manager — Europe
at m.galante@pokemon.com



Mind Yard Puts Faith in Character Brand

Mind Yard Licensing is presenting its superhero character brand Your Faith Looks Familiar and introducing new heroes to the lineup.

The brand, which advocates multi-faith philosophies and celebrates diversity, is already a success with products including collectible shirts, action figures, posters, stickers, greeting cards and phone cases, and Mind Yard is now expanding the property.

“We’ve seen that the art and its message has resonated strongly across a wide range of pop culture fans in New York. Your Faith Looks Familiar is ready to tell their epic stories to a bigger audience,” says El Tiburón, illustrator and character creator, Your Faith Looks Familiar.

The characters, which are collectively known as the YFLF Gang, include Bu, a champion of peace, harmony and gastronomy; Shivz, a suave yogi of extreme creative and destructive abilities; Jay C, a superstar healer and bartender; Momo, master of the powerful Rod of Hiss; Niño, the little prince of bling and balls; and Beel, expert troll from hell.

The new characters making their debut include the spiral-obsessed Monkey Boy Miko, the overcautious frog Francis Analysis, the unaffected K the Kat and food allergy educators Ruben Raccoon and his woodland friends.

Mind Yard is looking for partners for Your Faith in animation, apps, toys, games, educational materials, apparel, novelties, stationery, gifts and décor.



Tiniez Taps Ultimate Source for Fashion Line

Tween lifestyle brand Tiniez and Ultimate Source are teaming up for a line of fashion-forward products for girls.

The line, which celebrates the Tiniez message that “no dream is too big, and no girl is too small,” features over 20 different products ranging from bags, wallets, key chains, journals, jewelry boxes and t-shirts to other room décor and fashion accessories aimed at tween girls. Many of the products also include hidden messages and special compartments.

“We are excited to partner with Ultimate Source who has embraced

the Tiniez brand and vision to execute beautiful and innovative products that we know every tween girl will love,” says Jennifer Richmond, managing director, Richmond Management Group, who brokered the deal. “Not only will young girls fall in love with and want to collect the different Tiniez characters and products, but they will be inspired to dream big and not be afraid to be themselves.”

The Tiniez collection includes more than



100 characters with unique hobbies and personalities that appeal to girls of all ages and interests.

MAJOR MOTION PICTURE 2016

KING OF GAMES



VISIT US AT LICENSING EXPO, BOOTH S181

CONTACT JENNIFER COLEMAN EMAIL [JCOLEMAN@4KMEDIA.COM](mailto:jcoleman@4kmedia.com) PHONE +1.212.590.2120

www.yugioh.com **4K MEDIA INC.**

©高橋和希 スタジオ・ダイス / 劇場版遊戯王制作委員会 2014 a member of konami group

Bulldog Pumps Up Properties

Bulldog Licensing is exhibiting its diverse portfolio of U.K.-based clients, most notably Shopkins, Garfield, “Plants vs. Zombies,” Iconic Images and the London Taxi Company.

Shopkins, the grocery-inspired collectible girls’ brand, is taking the world by storm, driven by an online presence that has more than 17 million YouTube views on its official channel and hundreds of millions of website views. Master toy partner Flair anchors the brand’s rapidly growing licensing program with additional partners including Spearmark (lunchware, tableware, drinkware and lighting), Topps (collectible and trading cards, sticker products and accessories), VMC (accessories), Aykroyds TDP (nightwear and underwear), Autumn Publishing (publishing), Character World (bedding and beanbags), RMS International (stationery arts and crafts), Pedigree (annuals), DJ Murphy (magazines), Winning Moves (Top Trumps cards), Pyramid (posters) and Whitehouse Leisure (amusement plush).

The classic cartoon cat Garfield is holding strong with an excess of 200 million books sold, two feature-length

live-action films, three CGI animated movies, and thousands of lines of licensed merchandise.

New partners for the evergreen feline include Five Mile Press (publishing and puzzles), Roy Lowe and Sons (socks and tights), Sambro (bags and stationery), Brand International (slippers), Ravette (publishing), Wicked Cool (toys) and J Fox (accessories). Garfield is also seeing success at retail with its fashion line from Lazy Oaf.

Popular mobile game “Plants vs. Zombies” from PopCap Games, which now has several versions in the franchise, is expanding with a host of licensees, including Pedigree for annuals, Smith & Brooks for apparel, Cooneen and BCI for nightwear and underwear, K’Nex for construction toys, Portico for greeting cards, Digital Giving for personalized t-shirts, Character World for homewares, Forbidden Planet for gifts and Jazwares for plush and toys.



Iconic Images, the company behind the portfolios of renowned photographers who have captured the biggest names in movies and music over more than six decades has also negotiated image rights with a large number of household names, opening up a unique international licensing

opportunity for an all-new catalog showcasing the birth of celebrity. A number of partners are already on board with fashion at the helm, and Bulldog is looking to extend into accessories, gift and home.

The London Taxi Company, the only manufacturer and retailer of the iconic British black cab, is adding Igloo as a publishing partner for a series of books featuring the cars and Corgi for collectibles. Bulldog is also exploring potential partners across fashion apparel, toys, games, accessories and homewares.

Debra Valencia Showcases Designs in Concept Shop

Designer Debra Valencia is showcasing her design collections in a unique concept shop and e-commerce website at Licensing Expo.

The artist, surface and product designer and entrepreneur has blended her inspirations from world cultures, textile arts, architecture, pop art and contemporary and vintage fashion into a chic lifestyle brand for women that is ripe for licensing. Her colorful patterns incorporate florals, paisleys, geometric and

decorative motifs for a distinct look.

Valencia and licensing agent The Brand Liaison are showing new design collections including pillows, dinnerware, home textiles and accents, wall décor, stationery, apparel, tech cases, fashion accessories and bath/beauty products and planning expansion into home décor collections and women’s apparel and fashion accessories.

“The Debra Valencia decorative surface patterns and motifs have endless applications in stationery, gift, craft,

fashion, textile and home décor,” says Steven Heller, founder, The Brand Liaison. “Building upon the success of hundreds of licensed products in marketplace, we are now expanding the Debra Valencia brand into a complete lifestyle brand.”

Potential partners will benefit from the name recognition and marketplace reputation of the brand, as well as Valencia’s hands-on approach to product development and understanding of women’s lifestyles.

GlobalIcons

ELEVATE YOUR BRAND

LOS ANGELES

DETROIT

NEW YORK

LONDON

MUNICH

HONG KONG

Visit us at Booth G 69

www.globalicons.com | info@globalicons.com | 310.820.5300



SABAN Brands
Entertainment Group

NETFLIX



popples™

A NETFLIX ORIGINAL SERIES

ROLLING OUT WITH
SPIN MASTER AND NETFLIX
IN 2015



A NETFLIX ORIGINAL SERIES





SABAN Brands
Lifestyle Group



MAMBO 

paul frank™

MACBETH 

PIPING
HOT 

CONNECTING FANS TO BRANDS, EVERYWHERE, EVERY DAY

Hot Pickle Debuts Lines In Vegas

Hot Pickle, a licensing and retail innovation agency, is exhibiting for the first time this year. Specialists in the food, beverage and lifestyle sector, they are showcasing properties including Good Humor, Popsicle, The Famous Grouse, Cutty Sark and the University of Cambridge.

The team at Hot Pickle have raided the archives of Good Humor and Popsicle and brought them to life with new apparel including homewares, kitchen and gift.

From England, the University of Cambridge brings with it 800 years of history and a distinct, preppy look. The



brand has already hit the fashion world in both Europe and Asia, products from which are on display at the Hot Pickle booth. The agency is now looking for new partners to extend this popular

global lifestyle brand.

Scotch whisky brands The Famous Grouse and Cutty Sark are also on the show floor, and Hot Pickle hopes to strengthen their flavor partnerships and encourage fashion-forward thinkers to partner with the brands.

“We are excited to bring such a fantastic portfolio of brands to this year’s Licensing Expo,” says Andrew St. Clair-Johnson, director, Hot Pickle. “We represent some iconic brands, many of which are new to the licensing world, and we’re looking forward to introducing them to the Licensing Expo audience.”

All Signs Point to Good

Grassroots sensation Good Sign, the social movement that inspires the world to be a better place through its messages of positivity, hope and encouragement, is taking its efforts to the next level through an extensive licensing program and product development.

The brand, which features an iconic yellow sign that reads “This Is a Good Sign,” is expanding into publishing with the launch of *Good Sign* magazine this summer. The first edition is expected to highlight professional athletes, musicians, and social entrepreneurs who are utilizing their platform for good.

Good Sign is already experiencing success in the consumer products space, with school and office supplies from Roaring Springs Paper Products, wall decals from Fathead, hats from EvoCap, prints and posters from Poster Service, signs from SmartSign and, most recently, apparel from The Original Retro Brand.

Through music, adventure, consistency and optimism, Good Sign has gone viral through the people and communities around the world who believe in its message.



The Boy Scouts of America.
The only brand encouraging
active play for more than a
century.

EXPLORE PLAY AT THE NEXT LEVEL

Visit
us at
**BOOTH
F59**

Contact us now to learn more about
licensing opportunities in the toy,
game, and outdoor play categories.



LMA Launches Mentos Program in North America

New York-based licensing agency Lisa Marks Associates is developing the first-ever licensing program for the global candy brand Mentos, which will kick off in the North American market.

The program, which will reflect the fresh and cutting-edge aspects of the Mentos brand, will target the young, media-savvy consumer, and LMA is planning partnerships across several categories for this audience, including apparel, accessories, electronics, personal care, stationery and publishing, gifts, games, home products and sports.

“Mentos fans are smart, stylish, fashionable and sophisticated. They enjoy life and have a unique point of view on what’s happening in the world,” says Lisa Marks, president,



LMA. “The Mentos licensing program will be as much about the fans as it is about this influential and engaging brand, and we are thrilled to guide its launch in North America.”

“LMA has a perfect understanding of leveraging iconic brands and of how their emotional value can bring new concepts to today’s dynamic markets. We feel that they are the ideal partner to leverage Mentos in a fresh way, allowing Millennials to experience the brand in multiple dimensions,” adds Christine Cool, licensing area manager, Mentos owner Perfetti Van Melle.

Known as The Freshmaker for the past 25 years, Mentos is present in more than 130 countries and ranks No. 1 in the global mint category and No. 3 in the candy and chewing gum category.

Geeh the Band Adds Video App

Following the release of their third album earlier this year, virtual pop music group Geeh the Band is now offering its successful music videos, songs and games for children free of charge via a new online app.


The cartoon character band is releasing its first four videos for download, as well as the ability to play its first two albums, from the kid-friendly app. Twelve videos are currently in development, with a fifth debuting this week, and the band is planning a downloadable code that will allow fans to watch all the videos for free on the app. The code will be tied to the band’s licensed products so that customers

will receive the code and have access to the band’s digital content when they purchase any Geeh character items.

“Born out of a desire for more kid-friendly, quality music options for my own children, the development of the app and easily accessible music videos is the next evolution,” says Alfonso Soto, creator and co-executive producer, Geeh the Band. “Kids are so visual; we knew we had to bring these lovable characters and music to life for our fans.”

The catchy tunes sung by Geeh the Band promote positive values and messages about friendship, self-confidence, love and more for young children ages 4-10.



 **A popular video game developed by lo-Interactive and published by Square Enix**

mini ninjas

 **An amazing adventure comedy series of 52*11'**

 **The new generation of ninjas**



 **Already sold in 140 countries :**
TF1 (France),
RAI (Italy)
Clan TV (Spain),
Tele-Quebec (Canada),
Disney (LATAM, Russia, EEC,
Africa, Middle East),
Indonesia,
India....

 LICENCES
 **worldwide agent**

Come and meet us at Las Vegas Licensing Expo

For sub agency and licensing opportunities, please contact Céline Georges - cgeorges@tf1.fr - +33 (0)7 60 20 54 90



www.tf1licences.com



GOODYEAR



GOODYEAR

CASUAL

Functional leisurewear and urban lifestyle collections reflecting the traditional and casual American way of life combined with the power of the Goodyear brand.

GOODYEAR

FASHION

Goodyear's fashion collection explores the brand's past through retro typography and imagery.



OUTDOOR

Goodyear's brand values of durability, innovation and quality are reflected through outdoor products which embrace an active lifestyle.

GOODYEAR Racing

SPORT

Goodyear's brand values of performance, power and speed combined with its racing tradition enhance the development of a technical premium collection.



IMG

LIFESTYLE COLLECTIONS



Military Camo Brand Gears Up for Licensing

The Brand Liaison has announced a licensing program for U.S. military supplier Tennier Industries that will include the authentic Tennier brand name and logos along with a collection of proprietary camouflage prints never before available for use outside of the U.S. Armed Forces.

The agency is offering the military brand for licensing on products including apparel, outdoor gear, outerwear, cold weather accessories, camping equipment, luggage and more. Potential partners will also be able to incorporate selected patterns from Tennier's library of camouflage prints into their products.

"We are very proud to be able to bring our brand to the U.S. consumer," says Howard Theier, chief executive officer, Tennier. "For almost 50 years, the Tennier brand has been a pillar of quality and



performance for the U.S. military. We have been a premier supplier of uniforms,

outerwear, sleeping bags and other equipment for the Army, Marine Corps, Navy, Air Force, Coast Guard and more."

"This is an incredible licensing opportunity," adds Steven Heller, president, the Brand Liaison. "I know there are several companies licensing hunting camo, but no one other than Tennier is able to offer a brand with authentic military heritage and a library of military camo prints."

Tennier products have been deployed in mission-critical environments and issued as fundamental gear in ensuring today's modern soldier's comfort and survival for the past five years. The company is responsible for making the first-ever bullet-proof vests and extreme heat-fire retardant clothing and was named one of the top 15 Gold Superior Suppliers by the U.S. Department of Defense Logistics Agency.

UDL Presents Gapchinska Art

UDL Licensing is showcasing its Russian art brand Gapchinska for licensed product development.

Based on the works of artist Evgeniya Gapchinska, the brand evokes feelings of love, happiness and kindness through its art, which is primarily targeted to women. The cute, charming characters lend themselves to a variety of products beyond the museum, such as t-shirts and gifts, and UDL is looking to extend the brand beyond its native Ukraine into global markets.

Zolan Company Exhibits Virtual Gallery

The Zolan Company's classic American heritage brand is coming to life in a new virtual art gallery experience at Zolan.com.

The website is designed to showcase Zolan's 300 legendary paintings of children in a museum setting for a timeless, nostalgic appeal, which will allow the company to expand its licensing programs for children both in the U.S. and internationally.

Zolan is also planning to grow its social programs benefitting children and organize international exhibitions of its original paintings.



AKAME GA KILL!

© 2014 RED EYES SWORD Project in TAKAHIRO & Inuoka Toshiro / SQUARE ENIX

Parasyte

-the maxim-

© Hisashi Iwaki / KODANSHA LTD. © WAP/NTV/CBS

NO GAME NO LIFE

LOG HORIZON

VISIT US AT
BOOTH W202

Contact for Merchandise
Licensing Opportunities:

Kim McKee

merchandise@sentaifilmworks.com

sentai
FILMWORKS®
www.sentaifilmworks.com



© 2015 Rainbow S.r.l. All rights reserved.



Rainbow
via Brecce 60025 Loreto (AN) Italy • Tel. +39 071 750 67 500 • www.rbw.it • licensingdept@rbw.it

Touch the sky. Walk in the clouds. Reach for Rainbow



Come and Visit Rainbow Licensing Expo Las Vegas Booth #R181

Kokonuzz Readies for Global Expansion

Hong Kong-based social media and mobile entertainment developer Kokonuzz is readying to expand its content beyond Asian borders.

The company, whose philosophy is “Be Happy, Have Fun, Go Nuts,” is exhibiting its lineup of lifestyle brands aimed at the teen, kids’ and baby markets for the first time this year with the worldwide launch of its YouTube series.

“We offer fun, free and interactive content that resonates with our audience. However, we want to go beyond the short-lived viral buzz. We believe we can combine mobile and social media with licensing to build highly engaging brands, which are sustainable in the long term,” says Alexis Bautista, founder and chief executive officer, Kokonuzz.

Kokonuzz is seeking partners to boost its licensing program globally.



Snotes Transforms Social Media

St. Louis-based Fleur de Lis Group is unveiling Snotes, a new form of social media featuring a coded message that requires the user to solve the code before the message can be read.

The Snotes program, which is currently available for use via app and website, is ideal for game play and social messaging,

and its unique shapes and colors are appearing on consumer products, such as t-shirts, jewelry and novelties.

The program is also garnering interest from businesses that are finding the software’s encrypted messages and logos well suited for specialty items, product packaging, videos and corporate events.

Fleur de Lis has secured patents for its technology in the U.S. and China and is planning to expand to additional countries.

“Our new form of encrypted and secret messages are ideal for firms looking for something innovative and exciting. We invite all attendees to visit our booth for a personal one-on-one demonstration of how the Snotes technology cannot only help them reach new markets and build awareness but also increase sales,” says Jeff Pickett, managing partner, Fleur de Lis.

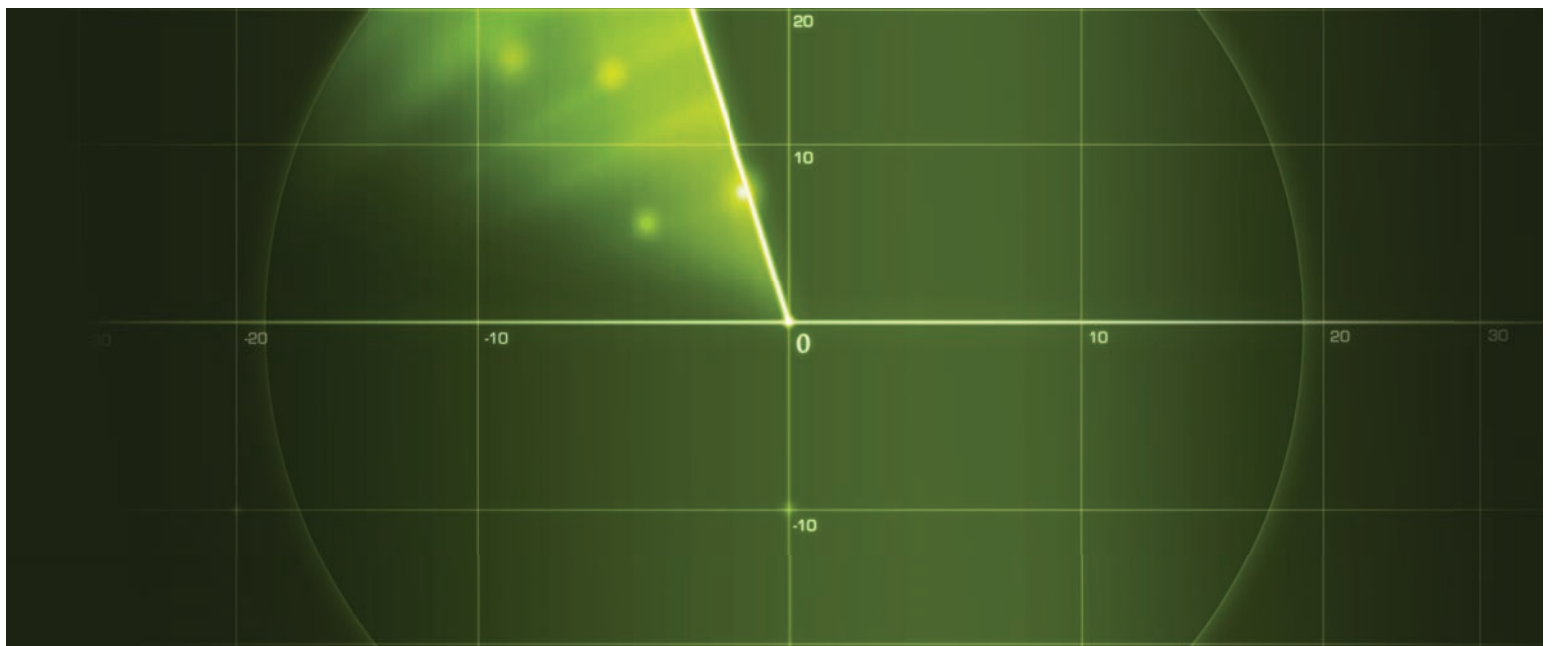
Snotes, billed as “fun, free, secret messaging,” are created with words hidden in shapes to form graphic symbols that ultimately reveal a secret message when read a certain way. The puzzles are difficult to decipher at first, but become easier as the user learns to read them.



WORRY FREE LICENSING COMPLIANCE



A service from
Credit & Financial
SERVICES INCORPORATED
Maximizing Your Licensing Revenue



***Licensing Administration, Trade Fund Management,
Royalty Reporting & Compliance Services***

Visit Us at Booth C30
www.accu-track.com

Tony Toland Jr.
President
ttoland@creditfinancialsvc.com

Brady Callis
Director Contract Management
bcallis@creditfinancialsvc.com

Xaxier Stars with 'Stellar Alien' Game

Xavier Games is launching its emerging digital brand “Stellar Alien,” marking the character collection’s first appearance at Licensing Expo.

Created by 16-year-old mobile game developer and entrepreneur Maximilian Polhill, the brand, aimed at kids ages 7-12, features a collection of alien characters with distinct personalities who engage in deep space adventures.

Xavier is exploring all opportunities for “Stellar Alien”, particularly in apparel, accessories, paper products, plush and school supplies.

“I’ve had an interest in technology since the age of two, when I received my first computer as a gift from my grandmother. Once I started programming several years ago, I was inspired to create a mobile game with feisty characters and straightforward

designs with bold colors and a cool storyline,” says Polhill, developer, “Stellar Alien” mobile game app. “I am excited to be at Licensing Expo because I believe there are many licensing opportunities here that will fit ‘Stellar Alien’s unique characters.”

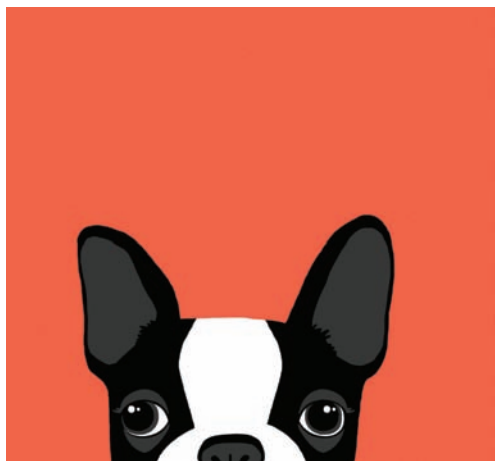
In the game, the main character, Starbli, is a special alien on missions to save stars from Rosso, a jerk bent on destroying stars in the galaxy with the reinforcement of his Periculum minions. With help from his friend, Roxas, a smart tech-geek girl, and Coraz, his joke-cracking pal with a talent

for quick-thinking game plans, Starbli bravely travels the cosmos, defends shiny stars and battles the bad guys.



Anne Was Here Presents Pet Collection

Pop art property Anne Was Here is developing its Peeking Pets collection of whimsical dog and cat illustrations,



including the famous Boston terrier peeking dog image.

The unique placement of the pets peeking over the edges of the art is easily applicable to a variety of items for unique product appealing to dog and cat lovers. Artist and owner Anne Bollman has created more than 100 collections of designs varying from cute animals to lettering to hand-painted florals, and has also secured a wide range of licenses including wall art, stationery, accessories, apparel, décor, gifts, bath, storage, publishing and fabric.

The collection of colorful and humorous images was made popular by prominent design blogs, including HGTV’s “Made

+ Remade,” “Design Milk,” “Dog Milk” and “3MillionDogs,” and is regularly shared on social media by pet owners, creating a unique marketing opportunity

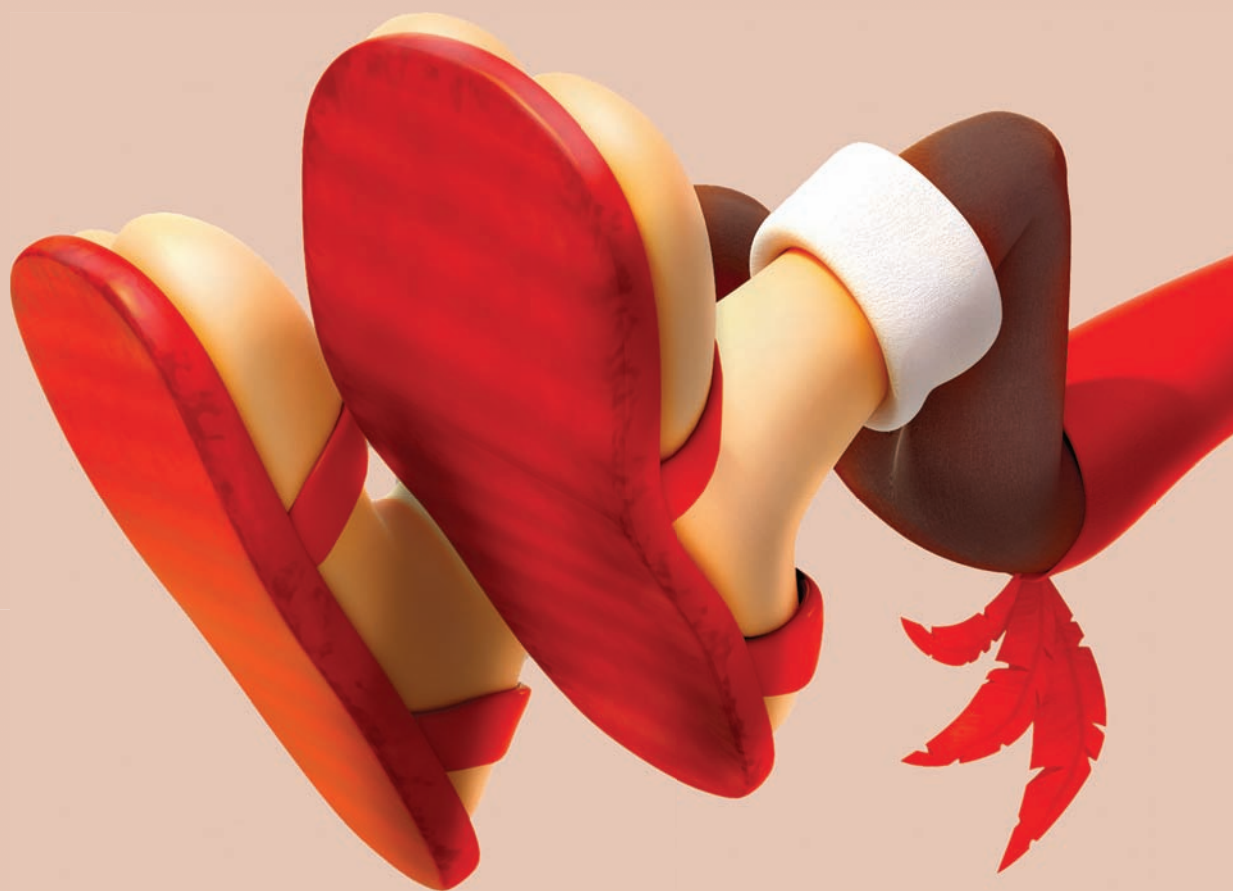


for licensing partners. In a testament to her growing success, Bollman has sold more than \$130,000 worth of Peeking Pets products on Society6.com alone.

EL PERSONAJE MAS FAMOSO DE LATINOAMÉRICA
LLEGA AL CINE EN EL 2017

CONDORITO

LA PELÍCULA EN 3D



Ventas y Distribución
Hugo Rose
hrose@pajarracofilms.com

Producción
Abraham Vurnbrand
abrahamv@pajarracofilms.com
www.pajarracofilms.com

Licencias y Merchandising
Diego Barassi
dbarassi@pajarracofilms.com

CLC Grows Film Franchises

Creative Licensing Corporation has signed a number of worldwide licensing deals for the classic film property *The Terminator*. Partners include Brainstorm Gear, Stardust Silver, Trevco in the U.S., Park Agencies in the U.K., and Licensing Essentials in Australia. CLC is interested in all categories for licensing, especially games, gaming, attractions, jewelry and housewares.

CLC is also featuring an extensive roster of its other classic films, including: *Terminator 2*, *Rambo First Blood*, *Rambo First Blood Part II*, *Rambo III*, *Bill and Ted's Excellent Adventure*, *The Graduate*, *Evil Dead 2*, *Basic Instinct* and *Escape from New York*.



Seedys Plants Licensing Roots

Playful children's property Seedys is planting its roots firmly in the licensing world with plans to spread its positive message to children ages 4-8 through its products.

The brand, which began as scented plush in Mexico, is growing to include partners in children's footwear as well as digital content distributor Mobile Streams for short videos, animation and static images available in Mexico, Argentina, Brazil, Colombia, Ecuador, Paraguay and Uruguay. It is also ripe for partnerships across a wide array of products such as children's accessories and apparel, toys, school gear, gadgets and decorations.

"Seedys distinguishes itself from other licenses because of the deep roots of its concept: values such as friendship, love, tolerance, patience, honesty and bravery are stronger when they come together as a message; each value is represented by one Seedy," says creator Miriam Ramos.

The Seedys themselves are eight creatures with individual personalities who promote good things in the world and the notion of living life to the fullest.



Hallmark

PEANUTS MOVIE PROMOTIONAL PARTNER



Hallmark
KEEPSAKE



magic
sound

◆ 2015 ◆

Blue Sky
STUDIOS
THE
PEANUTS
MOVIE
by SCHULZ

PEANUTS

VISIT US AT BOOTH # H147

For more information on PEANUTS
visit www.peanuts.com or call 212-730-0030

exhibitorlist

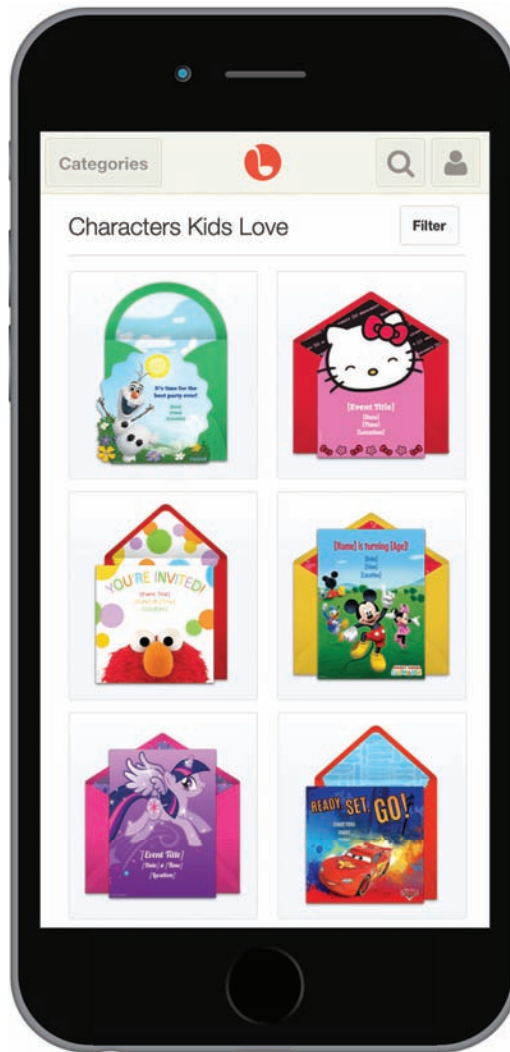
EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
24IP Law Group	C37	Anne Was Here	E13	Bentley Licensing Group	D19	Cartoon Network Enterprises	D121
3292 Brands LLC	B77	Appu Series	Q205	Benton Arts	H38	Caterpillar	J43
3DplusMe, Inc	U183	ARB Worldwide Corp. Sdn. Bhd.	J33	Big Tent Entertainment	H155	CBS Consumer Products	R155
41 Entertainment LLC	H187	Art 2 License	D21	Bigshot Toyworks	W194	Cherokee Global Brands	J81
4K Media Inc.	S181	Art Ask Agency	B63	Billboard & The Hollywood Reporter	G37	China Toy & Juvenile Product Association	A31
A&E Networks	W203	Art in Effect	G19	Blaylock Originals Inc.	G25	Chronicle Books	G30
Aardman Animations	N194	Art Makers International, Inc.- AMI!	G24	Blizzard Entertainment	J177	ChuChuTV Studios	Q205
ABRAL	F165	ArtMoose	B21	Bloomers Edutainment LLC	H30	Cisco Sales Corp.	G29
Brazilian Brands	F165	Artestar	F46	Boy Scouts of America	F59	CJ E&M Corporation	J157
Accu-Track by Credit & Financial Services Inc.	C30	ARTPQ	J143	Brainpaths LLC	M197	CMG Worldwide	G59
Activision	R171	Asiana Licensing Inc	J143	Brand Central LLC	H59	Coca-Cola	E89
ADEX	E155; E165	Asociación Mexicana de Promoción y Licenciamiento de Marcas, A.C.	D165	Brand Licensing Team	W184	Cogent Partners	K39
Alchemy Licensing	D22	Aurora World Corp	J143	Brandgenuity, LLC	A89	River Plate	B52
Alchemy Media Group Inc./ Corday Photography	H24	Authentic Brands Group	S208	Bravado International Group	P197	Huevocartoon	L193
All Art Licensing a Division of J'net Smith Inc.	C13	Automobili Lamborghini S.p.A.	C59	Eaglet Travels with Friends	H15	CopCorp Licensing	F69
All-American Licensing & Management Group	F37	AwesomenessTV	R187	British Heritage	C54	Knockout Licensing	F69
ALMART Fine Art	E21	B.B. McBee	M193	Gallina Pintadita	Q187	Copyright Promotions Licensing Group Ltd	D155
Amazon Studios	J121	BANDAI NAMCO Entertainment Inc.	E155	Brother International Corporation	A77	Corpirate	F13
American Cancer Society	A39	Bandmerch LLC	W182	Bulldog Licensing Ltd	H177	CPLG North America	D155
AG Properties	N157	emoji® licensed by Bavaria Sonor Licensing	A23	Butterfly Stroke Inc.	E165	Crayola	W199
American Mensa	F34	BBC Worldwide	O145	Nanaritos	V185	Creative Licensing Corporation	C140
American Posterity	E14	Beanstalk/Blueprint/Tinderbox	G89	C3 Entertainment, Inc	D177	Creighton Enterprises	C24
Masha and the Bear LTD.	P187	Beijing Dream Castle Culture Co., Ltd.	A156	CAPCOM	X199	Crocs	B30
Animation Magazine	W200	Beijing Heliview International Exhibition J23; J25; J27; K23; K24; K25; K26; K27; K28	K27; K28	CardConnect	W190	Crown Creative Co., LTD.	E155
				Carlin West Agency/Live Animation Products	K197	Crown Jewel Girls	T193
				Carte Blanche Group	Y204	Crown Thorn Publishing	F14



SCHOLASTIC
open a world of possible

**VISIT US AT
Booth M157**

The New Gold Standard in Online Invitations



Join the millions who have said hello to Punchbowl.

To see your brand on our invitations,
contact info@punchbowl.com

The Swan Princess®



One of the Strongest Animated Princess Franchises in the World

The Swan Princess franchise, distributed by SONY, has been adding films to its worldwide franchise for over 20 years and has become beloved by 2 generations in over 109 countries. With Swan Princess 6 and Swan Princess 7 to be released in 2016 & 2017 by Sony Pictures Worldwide, NOW is the time to add The Swan Princess to your lineup!

Contact: Mary Mueller
310-387-7722
mary.m.mueller@gmail.com
Visit Booth #V 190

www.myswanprincess.com

exhibitorlist

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
CTI Solutions, Inc	W179	Fuzhou Hunter Product Imp. & Exp. Co., Ltd.	T181
Culture Studio	K37	Gabsol, S.A. de C.V.	D165
Curtis Licensing	L165	Garfield/Paws, Inc.	E181
CuteGirlsHairstyles & BrooklynAndBailey	Q205	Garner Holt Productions	V180
D&J Collectibles LLC	V192	Geeh the Band	U197
D. Parks and Associates LLC / Art-Licensing.com	C25	GENCO, INC.	E165
Daewon Media Co., Ltd.	J143	Genius Brands International	C49
Danken Enterprise Co., Ltd.	J37	Get Down Art	D11; D16
Dark Horse Comics	C140	Giordano Studios, LLC	D26
Debra Valencia	H22	Global Icons	G69
DeLiso, Sophie la girafe	L181	Global Trademark Licensing Ltd	J49
Dentsu Entertainment USA, Inc	V181	Glory Innovations, Inc.	G187
Dentsu Music and Entertainment Inc.	U189	This is a Good Sign	E41
Dependable Solutions, Inc.	M187	GorillaSquid Visual Labs, LLC	U192
Design Plus	X203	Grani & Partners Spa	C171
DHX Brands	D155	Green Kids Club	A33
Dimensional Branding	F43	Grumpy Cat Limited	A159
DINAH	F21	Guangzhou BlueArc Culture Communications Limited	A156
Discovery Consumer Products	S187	Guangzhou Hccartoon Animation Technology Co, Ltd	A156
Disney Consumer Products South Pacific & Islander Ballroom		Guide to the Licensing World	E33
Rachael Hale	H23	Gummy Bear International	Q205
Distroller	C139	Haley Art & Design	E19
Dominie Luxury	A53	Halfbrick	Q205
Dorna Sports	D77	Hallmark Cards, Inc.	J43
DQ Entertainment	Q205	Slingshot	L195
Dr. Krinkles	K193	Hasbro Global Licensing & Publishing	F121
Dr. Seuss Enterprises, L.P.	A165	HCA	D20
Dracco	U193	Heroes of the City - Ruta Ett	Q205
Dreamworks Animation	S155	High Times	F31
drizzle studios!	G13	Hong Kong Trade Development Council	C44
DuPont	J43	HoriPro Inc.	E155
DyseOne	A43	Hot Pickle	G43
Electrolux Home Products, Inc.	J43	Howard Robinson & Associates	H26
Electronic Arts	O187	Hye Park and Lune	C42
The Elf on the Shelf	L169	I.M.P.S s.a	M165
Emily Elizabeth's Designs	F16	ICONIX Co., Ltd	J143
Endemol Shine North America	O197	Iconix Entertainment	L143
Enitsua Fine Art Korea/Enitsua Foundation for the Arts	F33	IMG Worldwide Inc	G49
Entertainment One	H139	Imperial War Museums	C54
Epic Rights	B121	Ingram Co. Ltd./San-X Co. Ltd/ Green Camel Co. Ltd	Q155
Evolution	F155	Ink Brands	A136
Expo Licencias y Marcas	V182	HEXBUG	C50
Fatburger North America Inc	H37	Interasia & Associates USA Inc	F49
Feld Entertainment	K187	International Brand Management and Licensing	B69
FICO	F165	Intime Knits Pvt., Ltd.	K32
FIEC International Exhibition & Commerce Co., Ltd.	L177	Inventor Process, Inc	B42
Pixels.com	A82	IPG Global Marketing	A48
Firefly Brand Management	F177	iQ License	F53
Foamation Inc. - Cheesehead Brand	B39	iStory Animation Studios LLC	B171
Frederator	Q205	it-neX Software GmbH	K31
FremantleMedia	S197	ITV Studios Global Entertainment	A121
Frida Kahlo	M194	J. Pierce	B17
Frombie	U190	JAST Company Limited	B139
Fulanitos	A147	Jay's Daughter Publishing, LLC	D17
Fuller Brush Co.	E30	Jazwares	X181
FUTABA CO., LTD	E165	JB Bug Creations	H14
Futbolitos	D165	JENNY FOSTER	D28



TOEI ANIMATION
Since 1956

COME VISIT US AT BOOTH #A155

Contact Us
email: sales@toei-anim.co.jp
phone: 310-996-2240

also Licensing:
Dragon Ball (franchise)
SailorMoon (franchise)
Los Caballeros del Zodiaco (franchise)
One Piece (franchise)
and more...

Pretty Guardian
Sailor Moon Crystal

©Naoko Takeuchi/PNP/KODANSHA/TOEI ANIMATION



LOS CABALLEROS DEL ZODIACO
alma de oro

©Masami Kurumada/Saint Seiya soul of gold Production committee

exhibitorlist

EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH	EXHIBITOR	BOOTH
Jewel Branding & Licensing, Inc.	J24	Metacube Tecnología y		Redrover	J143	The Licensing Company (TLC)	G77
Jill McDonald Design	C19	Entreteneimiento, S.A. de C.V.	D165	relentlessGENERATOR	U201	The Licensing Shop	H177
Jim Henson Company, The	D147	México Comparte, S.A. de C.V.	D165	Retailer Lounge	J18	Pokémon Company Int'l, The	R197
Joan Marie -		MGA Entertainment	Q165	RockLove Jewelry	B37	The Royal Ballet	C54
Art that CELEBRATES!	F22	MGL Licensing	F24	ROI VISUAL	J157	The Shakespeare Birthplace Trust	C54
Joester Loria Group, The	C89	MHS Licensing	C20	ROMEINGPANDA	E49	The Sharpe Co / Sharper Inc.	E32
John Wayne Enterprises	G178	Mila Wholesale	B44	Rosenthal Represents	F25	Thomas Kinkade Company, The	D59
JPatton	J178	Mind Yard	E23	Rovio Entertainment Ltd	C121	Tipsy Artist	E12
K Laser Technology	K40	Mondo TV	D38	RoyaltyZone	C38	TIRALBA, Inc	U181
Kasmanas	F165	Monster City Studios, Inc	W198	RPM Designs, Inc.	D29	Toei Animation Co Ltd	A155
Kathy Davis Studios	G34	Morphmallow	F50	RSG Media Systems	L187	Toon Studio of Beverly Hills, The	D139
kathy ireland Worldwide	J57	MOSTAPES	J143	Saban Brands	A98	Toonmax Media co.,Ltd	A156
Kaxan Media Group	D165	Moxie & Company	D49	Sagebrush Fine Art	F19	Toonz Media Group	Q205
Kayomi Harai	D24	mrpuppy.com	B26	Sanrio	V209; W209; W211	Toonz Media Group	V201
Kenekt, LLC	A55	Mugen Studios	V194	Sara Berrenson	D15	Tops Company, Inc., The	L194
KidRobot	P181	Mundo Seedys, SAPI de C.V.	D165	SC Pakistan / Four Seasons		Tottenham Hotspur Football Club	A51
Kidsfit	B56	MyMediabox, a division of Jonas		Apparel Imports Inc.	J35	ToysTalk	F165
KIM'S LICENSING CO.,LTD.	J143	Software USA, LLC	A81	Scholastic Media	M157	TSBA Group	B89
King	C155	National Museum of the Royal Navy	C54	Sean Danconia	V200	TUBA n Co., Ltd	H165
King Features	D89	National Wildlife Federation	B155	SEAN Pictures, Inc.	J143	Tundra & Associates Inc.	N198
KOCCA (Korea Creative		Natural History Museum	C54	SeaWorld Parks & Entertainment	A148	TV Pinguin	F165
Content Agency)	J143; J157	NECA	P181	SEGA of America	F147	Twentieth Century Fox	
Kokonuzz Limited	V198	Nelvana Enterprises Inc.	J166	Seltzer Licensing Group	G44	Consumer Products	O153; Q144
Kratt Brothers Company	J129	NFL Players Inc.	A69	Sentai Filmworks LLC	W202	Ty Inc.	P205
KREASHUN	H17	Nickelodeon	O133	Sequential Brands	J71	Tycoon 360	F165
Laura Seeley Studio	G20	Nintendo of America Inc.	M177	Sesame Workshop	Q181	Tycoon Enterprises, S.A. de C.V.	D165
Lewis Roca Rothgerber LLP	C32	Nitro Circus Live	A58	Session Savers Sunscreen	C40	Ubisoft Entertainment	P165
UDC Licensing Agency	B33	Nitro Circus Live Performance Feature	A62	Shanghai Huayou Capital Co. Ltd.	A156	Uglydoll/Pretty Ugly LLC	L157
Licensing Group Ltd, The	B46	Octane5	C69	Sinking Ship	J129	Ultimate Source Limited	E59
Licensing Liaison	C26	Old Guys Rule	D43	Skechers USA Inc.	F77; F89	United States Postal Service	Y180
Licensing Management Intl	E37	One Animation	Q205	SkyMall	G31	Roberta di Camerino SA	E44
SHOPKINS	H177	One Entertainment	E69	Animal Jam	V184	Universal Partnerships &	
Licensing Works!	C147	OpSec Security Inc	K181	Smiley	E77	Licensing	N165
LIMA	C63	Out of the Blue	J129	SNOTES	H13	Usp studios	Q205
LIMA Japan	E155; E165	Outfit7 Limited	B147	Sockeye Media	Q205	Versalicensing, S.A. de C.V.	D165
LIMA Members Lounge	A22	PAN AM	E38	Sony Computer Entertainment		Vidorra Group	B49
Lionsgate Entertainment	O205	Paramount Pictures	S141	America	Q197	Virtual Images	H34
Lisa Frank Inc.	W183	Patterson International	E25	Sony Music	T197	Vistex, Inc	M149
Lisa Marks Associates, Inc. (LMA)	H43	PBS KIDS	J129	Sony Pictures Consumer Products	O165	Visual Icon	V197
Little Marcel	D44	Peanuts Worldwide	H147	Source3	B45	Judith Lynn Art	H16
Live Nation Merchandise	K165	Penguin Group (USA)	Y200	SPLICE Lounge	J43	VIZ Media	K177
LMCA	D81	Pink Light Studio	C43	SPORTS AFIELD	C34	VOOZ	J143
LoCoco Licensing	L149	Licensing Letter, The	E43	Striker Entertainment	C159	VOOZCLUB	J143
LoveThisLife	A45	Polaris Industries	A72	Studio Keystone	J143	Warner Bros. Consumer Products	N139
Lunch Media, S.A. de C.V.	D165	Pop Picture	C21	Sulamericana Fantasias	F165	We Are Busy Beavers by	
The Magic Poof	F15	Pop the Balloon	F42	Sun Bum	E177	Dave Martin	Q205
Major League Baseball Players		PPI Worldwide	A139	Super Simple Learning	Q205	Westend Software Inc.	T189
Association	A63	Precious Moments, Inc.	E53	Surge Licensing	Q205	Wild Apple Licensing	E20
Make Peace Movement	F29	Gumby - Prema Toy Co.	K195	Suzanne Cruise Creative Services, Inc.	G22	Wild Wings Licensing	D23
Manu	D41	Princess Plie & Friends	U194	Suzy's Zoo	D31	Wildflower Group LLC	C77
SANTA MANIA	V189	Promexico	D165	Swan Princess Partners	V190	Withit Licensing Ltd	D53
Mariana Caltabiano Criações Ltda.	F165	Purple Giraffe/Random Ass	B40	Synchronicity	F38	WizKids Games	P181
Mars Retail Group	X209	Quadrant Licensing Management		Synergy Media Inc.	J143	Women In Toys	W192
IPM. INDUSTRIAS PLASTICAS		Consulting Co. Ltd.	N187	Tails of Whimsy	G21	WWE	J165
MARTIN SA DE CV	L198	Quan Inc.	E165	Counter Culture	H12	Xavier Games	V193
Mattel, Inc.	Q133	Radiant Enterprises	G32	Team Image	M195	XPELLI	B38
Maui and Sons	A37	Radio Days	C165	Televisa Consumer Products	F139	Yoboho New Media Pvt. Ltd	Q205
Mauricio De Sousa Producoes Ltda		Rainbow	R181	Tezuka Productions	E155	YouTube	Q205
F165a		American Rebel	E29	The Baltimore & Ohio Railroad		Zag America Inc.	A126
Maxim, Inc.	D69	Rebel Girl	E29	Museum	A29	Zeptolab UK Ltd	G182
Members Only	D37	Red Nose	F165	Brand Liaison, The	H29	Zodiak Kids	W186
Mercis bv	E147	Redibra	F165	The Brands Club	J39	Zolan Company, LLC	E26
Meredith Brand Licensing	C53	Rediks Graphics	J143	The Fred Rogers Company	J129	Zoonicorn	E31
MerryMakers, Inc.	F181						



CREATURES



Stop



your feet and
visit us at booth **K187.**

For licensing opportunities, please contact Maya Kobray
mkobray@feldinc.com
MONSTERJAM.COM 646-354-7557



brand licensing europe 2015

13 -15 October
Olympia, London

 ART, DESIGN
& IMAGE

 BRANDS
& LIFESTYLE

 CHARACTER &
ENTERTAINMENT

WHERE BRANDS COME TO LIFE

Are you looking for new partnerships that could transform your business? BLE 2015 is the only event in Europe where you can meet hundreds of leading brand owners and discover thousands of the hottest brands, characters and images available for license.

Whether you are a retailer, licensee or sales promotion professional a visit to BLE 2015 will open up a world of new opportunities and partnerships. Don't miss this chance to spot the next big thing for your business.

See brands come to life at BLE 2015. Register for FREE today, visit www.brandlicensing.eu

Organised by



Organisers of



Official Publication



Provider of

LICENSECONNECT.COM

Sponsored by





CELEBRITY
GAMING

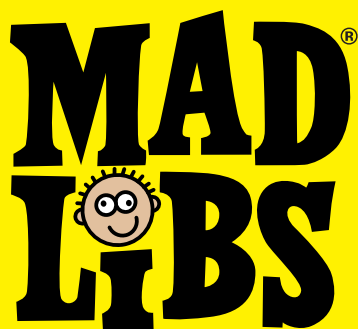
MUSIC

SPORT

AUTOMOTIVE

PLUS MUCH MORE

HERITAGE



World's Greatest Word Game

By the end of Licensing Expo,
be prepared for your
_____ to
PART OF THE BODY (PLURAL)
be swollen to the size of a
giant mutant _____ from all the
NOUN
_____ you've done.
VERB ENDING IN "ING"
Expect to be sleep deprived, but rest
assured – some of the best deals have
been closed when you've never even
_____ the night
VERB (PAST TENSE)
before! If you never thought plastering
your brand all over a/an _____
ADJECTIVE
_____ was
COLOR NOUN
a genius idea, _____
VERB
again! And look no further than the
Licensing Expo for the perfect
_____ partner to help with that!
ADJECTIVE

Visit us at

www.MadLibs.com/Partners

For more information on how
Mad Libs can work for you.

© 2015 Penguin Random House, LLC. All Rights Reserved. Mad Libs® and
all related titles, logos and characters are trademarks owned and
licensed for use by Penguin Random House, LLC.

THURSDAY, JUNE 11 Online, OnProduct and OnStreet Enforcement—A Comprehensive Brand Protection Model

9AM-10:15AM Tradewinds F

PARTICIPANTS: Bill Patterson, OpSec
Security; Clare Neumann, CMG Worldwide;
and Michael Van Wieren, Learfield
Licensing

Partners By 2015, the International
Chamber of Commerce expects the value
of counterfeit goods globally to exceed
\$1.7 trillion, which is more than 2 percent
of the world's total current economic
output. This session will include a panel
of speakers that will share insight and
discuss how their companies have attacked
this problem, from scouring the internet
and shutting down e-commerce listings of
fakes, tagging and tracking their product
throughout the supply chain, to raiding
counterfeit operations and taking legal
action.

How Kids View Brands Globally and Locally

9AM-10:15AM Islander E

PARTICIPANTS: Emiliano Laricchiuta,
Ferrero; and Philippe Guinaudeau, Kidz
Global

Kids and young people show fast-changing
consumption habits and dynamics,
especially enhanced by the intrusion of
the digital universe—devices, services and
content. And this universe has created
a strong awareness of entertainment
content and a great consumer demand
for licensed products. However, not all
countries develop at the same path or come
from the same point. Using actual facts
and statistics from BrandTrends research
project, you will learn the key differences
between international and national
behaviors when it comes to licensed
properties; share the experience of a global
FMCG company on their implementation
of their licensing strategies, globally and
locally; and identify opportunities and
streamline your action plan to successfully
increase the penetration of your brands on
multiple territories.

The Right Fit

10:45AM-12PM Islander E

PARTICIPANTS: Andrew Topkins,
Brandgenuity; Mike Slusar, Brandar
Consulting; and Randy Malone

How often do we hear this term in life: Is it the
right fit? Well never has a term meant more
to success in brand licensing than “the right
fit”—the marriage of the right brand with the
right product category with the right licensee
in the right channels at the right price. But
how do you as a brand owner insure that all
is “right” with the world for your licensed
property? One word: research. This session
will be about learning why research is vital
to licensing success. Attendees will learn
about the research and modeling process of
finding the right categories for your brand,
and a factor analysis process of how to
prioritize what categories to go after first will
also be discussed. Panelists will share their
experiences both positive and negative in the
search for the right brand fit.

Licensed Products and Digital Marketing: Making it Work

10:45AM-12PM Tradewinds F

PARTICIPANTS: Debbie Bookstaber,
Element Associates; Jennifer Grosshandler,
Lamplight/TIKI Brand; Stephen Reily, IMC;
and Tom Keane, Margaritaville Foods

Success in licensing means getting consumers
to buy new products, and today's consumers
make much of that decision online (often
through their smartphones), looking for
search results, pricing and the opinions and
reviews of others before they buy something
new themselves. Yet licensors have often
taken a restrictive view of digital marketing
by their licensees. And licensees have often
focused only on the (hard) work of making
a new product and getting retailers to put it
on their shelves. This session will offer case
studies and a how-to guide for licensees and
licensors on the successful use of digital
marketing tools to get consumers talking
about and buying their new products.
Tactics and strategies covered will include
content and influencer marketing, social
media—Facebook and beyond, sampling and
reviews, online and native advertising; mobile
marketing and websites and microsites.



© MANU

Viva Las Vegas

Come & meet us at **BOOTH D41**

lil' ledy™

Meet the new girls in town. They're bright, different, authentic, strong-willed, beautiful inside & out. Lil' Ledy knows how to enjoy life.

www.lilledy.com



HYE PARK and LUNE
@Booth #C42

sales@hyeparkandlune.com

Motor Marc Lacourciere



FINALIST

License! Global's The One to Watch at Licensing Expo

REPRESENTED BY



ENTERTAINMENT, INC.

To License Motor Marc's Extraordinary Art
Visit C3 at Booth D177
licensing@c3entertainment.com
www.c3entertainment.com



Alvar

They have always been around us, but only some can see them.

© 2015 c-mar corporation

Meet the **Nañaritos™**

Booth V185 | Licensing Expo 2015




t. 844-626-2835
www.nanaritos.com
licensing@cmarcorp.com

"One to Watch" TOP 5 FINALIST

Zoonicorn™


Enriching kids with life adventures™

Create interactive books, games, apps & more!



- Develop Character
- Explore Imagination
- Enhance Education

Visit us at booth E31



For licensing information:
Zoonicorn.com/License
651-204-0776

Bloomers!®
know + grow™

Kids Who Grow Them, Eat Them!



Booth Number: H30
Meet The Bloomers! at:
www.BloomersIsland.com
Phone: 1-855-GoKnowGrow
Cynthia@BloomersIsland.com
Social Media: BloomersIsland

LAS VEGAS

LICENSING

EXPO 2016

Add **June 21-23, 2016** to your calendar today!

FROM
STATIONERY
TO SPORTS
AND EVERYTHING
IN BETWEEN

Spot the "Next Big Thing"
Explore licensing partnerships
Connect with global brand owners

WWW.LICENSINGEXPO.COM



'Simpsons' Flagships Heading to China

Now shoppers can represent their affinity for "The Simpsons" in an all-new fashionable way in China, thanks to a deal between Twentieth Century Fox Consumer Products and Shanghai-based retailer Her-Chain Clothing.

The retailer, supported by the HongFang Group, will launch the first "The Simpsons" flagship stores in the country. The new retail locations will launch this year.

"We have very high expectation for 'The Simpsons' in China. They are pop culture icons and represent American culture and the American family, and early indications show a real excitement and anticipation from the Chinese audience," says Jeffrey Godsick, president, FCP. "From a consumer products standpoint, 'The Simpsons' continues to be one of the top brands in the world. This year, we are excited to introduce new fashion partners that bring more high-quality products, combined with classic animation, keeping America's favorite family in the hearts and on the shoulders of today's trendsetters."

"The audience who are familiar with this TV series know all about Homer, Marge, Bart, Lisa, Maggie and the rest of the colorful cast inhabiting Springfield. The value of a successful evergreen show is not in just entertaining the audience, but in also creating great business opportunities. Her-Chain is very excited to partner with Twentieth Century Fox Consumer Products to represent 'The Simpsons' from a new angle through



Twentieth Century Fox Consumer Products' Jeffrey Godsick and Pinky David with Eva Xia of IMG

the development of high-quality pieces that establish and follow fashion trends and lifestyle choices of modern consumers in China," says Ying Yu, general manager, Her-Chain.

Velocity to Rep Nitro Circus in Australia, New Zealand

Action sports and entertainment brand Nitro Circus is launching its licensing initiatives this year around the world, and to support its ground swell of



awareness, the company has signed agency representations.

Velocity Brand Management will represent Nitro Circus for licensing in Australia and New Zealand.

"We are thrilled to announce our new partnership with VBM and feel that this is a great opportunity to extend the Nitro Circus brand in a very important region for our company," says Peter Maule, global head of licensing, Nitro Circus. "VBM has a tremendous track record developing exceptional licensing and retail programs with some of the biggest names in sport. We can't wait to get started."

The alignment with VBM is strategic—

Nitro Circus got its start out of Australia in 1999. (The company moved its headquarters to North America in 2014.)

Nitro Circus Live, its flagship brand, is a truly global event, with a marathon world tour underway that features 170 tour dates globally through 2016. Several stops are planned for Australia and New Zealand.

Nitro Circus also has a multi-year broadcast deal with NBC and a new sponsorship deal with Sony.

Nitro Circus is now entering the licensing arena and is taking a new and innovative approach with toys, apparel and publishing. VBM will seek opportunities in these sectors across Australasia.



Francisco Arenas, The Hollywood Reporter/Billboard



Saban Brands' Kirk Bloomgarden, Elie Dekel and Gustavo Antonioni



Activision's Ashley Maily and John Coyne



NFL players DeMaurice Smith and Jared Cook with the NFL Players Inc. licensing team



Jimmy Hart and Hulk Hogan



Universal Partnerships & Licensing's Hazel Brown



Discovery Consumer Products' Robert Marick and Nicolas Bonard



Peanuts Worldwide's Leigh Ann Brodsky



Outfit 7's Melita Kolbezen



Hasbro's Bryony Bouyer



SEGA America's Rene Flores



Mathew.Vlasic@sonymusic.com
212.833.7455



SONY MUSIC



Character/Toy Brand Program of the Year: Jessica Brown, Hasbro, with Charles Riotto, LIMA



Corporate Brand of the Year: Alison Ames, Beanstalk



Character/Toy Brand Licensee of the Year—Hard Goods: Jennifer Ahearn and Kerri Estreich, Sesame Workshop



Overall Best Licensed Program of the Year: Rick Van Brimmer, Ohio, and Stephan Teglas, Disney



Character/Toy Brand Licensee of the Year—Soft Goods: Mitch Montgomery and Brian Siegal, Marvel



Corporate Licensee of the Year: Tammy Talerico, Church+Dwight, and Jay Asher, Brandgenuity



Film/Television/Entertainment (Animated) Program of the Year: Stephan Teglas, Disney



Digital Licensee of the Year: Bill Graham, Jazwares



Film/Television/Entertainment (Animated) Licensee of the Year—Soft Goods: Martha Colpaert, Exim



LIMA Hall of Fame inductee: Cheryl Stoebeu, CAS Marketing and Licensing

Premiering in 3D CGI

mini
MARILYNTM

BOOTH #S208



MINI MARILYNTM is a trademark of The Estate of Marilyn Monroe LLC © 2015 The Estate of Marilyn Monroe LLC

For licensing opportunities
visit booth #S208 or
email info@minimarilyn.com

 [@minimarilyn](https://www.instagram.com/minimarilyn)
minimarilyn.com



ABG

authenticbrandsgroup.com



Film/Television/Entertainment (Animated) Licensee of the Year—Hard Goods: Lisa Whitaker, Jakks Pacific



Licensed Promotion of the Year: Marc Mostman, Striker Entertainment, Kristen Chung, AMC, and Russell Binder, Striker Entertainment



Sports Licensee of the Year: Sally Christensen, ISC



Film/Television/Live Action Licensee of the Year—Soft Goods: Karyn Weiss and Jessica Schneider, Accessory Innovations



Lifestyle Program of the Year: Joanne Loria, The Joester Loria Group, and Motoko Inoue, Eric Carle Studio



Film/Television/Entertainment (Live Action) Licensee of the Year—Hard Goods: Neal Slateford, Lovehoney, and Carole Postal, Knockout Licensing



Film/Television/Entertainment (Live Action) Program of the Year: Joseph Ford, NBCUniversal; Tamra Knepper, Knockout Licensing; Dominic Burns, NBCUniversal, Carole Postal, Knockout Licensing; and Nick Young, NBCUniversal



Location-Based/Experiential Initiative: Roxanne Gray and Bill Pinkston, Warner Bros. Consumer Products, and Alicia Bunnell and Sandra Bersani, Universal Orlando



Film/Television/Entertainment (Animated) Licensee of the Year—Hard Goods: Jeff Trojan, Pat Linden, John Stelzner and Georgia Manolas, Playmates Toys



Retailer of the Year: Ron Anderson, Michael Johnson, Janet Branda, Loren Janssen and Chelsea Fusedale, Kohl's

SUCCESS IS **IMMORTAL**

WWE HOLDS 320+ LIVE EVENTS EACH YEAR
WITH OVER **2 MILLION ATTENDEES.**



WWE® Superstar
Hulk Hogan®

COME MEET
WWE SUPERSTAR
HULK HOGAN
TODAY! 1PM-3PM

VISIT US AT BOOTH #J165



™ & © 2015-WWE. All Rights Reserved.

TREE FU TOM



NEW toys hitting
stores September 2015

NEW Red Magic
series coming
Spring 2016

NEW exciting CP
opportunities
available

Visit us and practise your
Tree Fu moves! #S197

www.fremantlemedia.com

FREMANTLEMEDIA

