

JULY 2015 VOLUME 18

# Lic@ense! GLOBAL<sup>®</sup>

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

LICENSING EXPO

# THRIVES

With a strong increase in retail execs and international visitors, Licensing Expo reinforced the international scope of the brand licensing business and mega deals signed in Las Vegas. This special digital edition presents some of the key highlights of the Expo.



Brought to you by  
**RSG**MEDIA



# JUNIL WITH



Licensing Management



Rights Validation



Sales Analytics



FOR MORE

[www.RSGMedia.com](http://www.RSGMedia.com) | [www.RightsLo](http://www.RightsLo)

# LOCK A BETTER RELATIONSHIP YOUR DATA



Royalty Accounting



Business Intelligence



Sales Planning &  
Forecasting

RSGMEDIA

FOR MORE INFORMATION:

[www.rsgmedia.com](http://www.rsgmedia.com) | [Marketing@RSGMedia.com](mailto:Marketing@RSGMedia.com)

**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**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**advertising department****advertising manager**Sharon Weisman **212.951.6637**  
sweisman@advanstar.com**audience development director**Anne Brugman  
abrugman@advanstar.com

## 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

## UBM Americas

**chief executive officer**

Sally Shankland

**chief operating officer**

Brian Field

## UBM plc

**chief executive officer**

Tim Cobbold

**group operations director**

Andrew Crow

**contributing editor**Patricia DeLuca **212.951.6702**  
pdeluca@advanstar.com**digital editor**Nicole Davis **310.857.7689**  
ndavis@advanstar.com**senior production manager**Karen Lenzen **218.740.6371**  
klenzen@media.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****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

**chief financial officer**

Margaret Kohler

**chief financial officer**

Robert Gray

**chairman**

Dame Helen Alexander

## Licensing Expo 2015 Raises the Bar

Licensing Expo 2015, which took place June 9-11 in Las Vegas, Nev., saw a marked increase in retail attendance and a 3 percent increase in overall attendance, making it one of the best-attended shows in the event's history.

Over the three-day Expo, 16,150 licensing professionals attended the show. Attendance by retailers was up 15 percent over last year. This figure includes a 6.6 percent rise in international attendance, particularly with Australia (up 31 percent), Brazil (up 30 percent) and China (up 12 percent) seeing the highest increases. In addition, executives from the U.K., Mexico, Canada and Japan also had a significant presence at the show.

The show, sponsored by the International Licensing Industry Merchandisers' Association (LIMA) featured 460 exhibiting companies in 232,000-square-feet, an increase of 6.5 percent on 2014.

"We are delighted that the focus on attracting more retail buyers and executives has meant a significant increase in attendance for the second year," says Jessica Blue, vice president, Licensing Expo. "We received positive feedback from exhibitors on both this and the increase in international attendance across all product categories."

Professionals from around the world turned out for the event. Highlights from the three-day event include live action-sports performances by Nitro Circus, the first public unveiling of the new Batmobile from 2016's upcoming film *Batman v Superman: Dawn of Justice*, as well as appearances by celebrities such as Hulk Hogan, Kathy Ireland, Mike Tyson, Grumpy Cat and many others. Popular girl band Fifth Harmony (courtesy of Sony Music) brought down the house at the annual Opening Night Party, which was held in association with the Endemol Shine Group and sponsored by LIMA.

This year also marked the first-ever Digital Media Licensing Summit, held the day before the

show (Monday, June 8), in which thought leaders from company's such as YouTube, Maker Studios, AwesomenessTV and UTA shared insights into the new medium. That was followed up by two keynote sessions on June 9. (Read about the keynotes in full on page 5.)

LIMA presented its annual Licensing Awards on the first night of Licensing Expo 2015, with Disney's *Frozen* taking top honors. The property won Best Overall Licensed Program as well as received recognition in the Film, Television or Entertainment (Animated) Program category. Additionally, retailer Kohl's received the Retailer of the Year award for its *Frozen* presentation; and Jakks Pacific won in the Hard Goods category for its *Frozen* Snow Glow Elsa doll. (See pictures of all the winners on pages 13 and 14.)

On the show floor, many well-known companies debuted this year, presenting their IP to licensees. New brands that showcased in Las Vegas include DreamWorks Animation's AwesomenessTV, Fatburger, Imperial War Museums, Maxim, Major League Baseball Players Association, National Wildlife Federation, Nintendo of America, Shopkins, Sky Mall, YouTube and more.

Multiple licensors also used the Licensing Expo as a platform for brand summits for its licensees and retailers. AG Properties, Cartoon Network, The Walt Disney Company, Nickelodeon and many others used the event to update attendees on future brand initiatives.

Licensing Expo was also the place to discover new brands. Hosted annually by the Expo, in conjunction with License! Global, is the One to Watch contest, which identifies new brands that have licensing potential. This year's winner, Manu, presented its character Lil 'Leddly.

Next year's Licensing Expo is set for June 21-23, 2016, again at Las Vegas' Mandalay Bay Convention Center. ©



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.

# YouTube Exec Headlines Digital Media Summit

YouTube's director of content partnerships, Malik Ducard, opened the inaugural Digital Media Licensing Summit on June 8, held in conjunction with Licensing Expo.

The Digital Summit kicked off the Licensing University educational series, which is organized by the International Licensing Industry Merchandisers' Association and continued throughout the three days of the show.

Ducard, who oversees business development for YouTube's family entertainment and educational channels, opened the summit with a keynote that addressed the strength of the new generation of digital content creators and the opportunities that this medium presents to the licensing world.

"YouTube facilitates a socially charged, fan-driven global community where brands and creators alike can cultivate a direct relationship with their audience—one built on engagement and grounded in loyalty," says Ducard. "Brands crave authenticity and love from their consumers, and YouTube creators and channels are the definition of authentic."

Ducard also discussed the swift evolution that is taking place in the digital landscape.

"Over the last few years, we've seen creators who began their video career with a simple camera in their bedroom evolve into some of the biggest media brands today," he says. "A great example of this is Bethany Mota who started as a fashion vlogger in 2009 and became so popular by 2014, due to the popularity of her YouTube channel, successful clothing line at Aeropostale and the dedication of her fans, that 'Dancing With the Stars' tapped her to compete in their show."

The half-day summit also featured a number of other thought leaders from the digital content and licensing industry including Amy Kacourek, executive vice president and general merchandising manager, Kohl's; Jim Fielding, head of global consumer products, DreamWorks Animation and AwesomenessTV; and a number of YouTube pioneers such as Connor Franta and Hannah Hart.



Malik Ducard, YouTube, with Zefr's Richard Raddon

# Big Names Open Licensing Expo

Licensing Expo kicked off with multiple summits, celebrity appearances, theatrical reveals, educational seminars and much, much more.

Licensing Expo 2015 officially launched June 9 with a panel-style keynote that included top-level executives Dow Famulak of Global Brands Group, Richard Barry of Toys 'R' Us, Lisa Harper of Hot Topic and Mike Fitzsimmons of Delivery Agent. The keynote, called "The Future of Retail," was moderated by Marty Brochstein of LIMA.

YouTube star and fashion influencer Bethany Mota anchored the



Dow Famulak, Global Brands Group; Richard Barry, Toys 'R' Us; Lisa Harper, Hot Topic; and Mike Fitzsimmons, Delivery Agent



Bethany Mota

afternoon in The Big Interview talk, which touched on Mota's expanding fashion and lifestyle licensing deals, as well as the motivation behind her brand and her fans. The keynote was moderated by Benjamin Grubbs, head of family entertainment and learning, Asia Pacific, YouTube.

From her early days as a shy teenager posting "haul" videos on YouTube to having more than 8 million followers on her channel (which led a licensing deal with Aeropostale that is now in its second year) and a music career, Mota's fans inspire her to come up with more content.

"As long as I can create and inspire, then I'm very happy," says Mota.

## Paul Frank Grows in China

Saban Brands announced the expansion of Paul Frank in China through a strategic, long-term licensing agreement with Grand Union International Trading Company.

With this partnership, Grand Union will serve as Paul Frank's master licensee and retailer in China, Hong Kong and Macau and will manufacture and distribute a wide range of Paul Frank product, from apparel to accessories.

Saban Brands has been working with the team at Grand Union ever since the company acquired the Paul Frank brand in 2010. This marks the largest licensed deal in Paul Frank's history and further



supports the brand's significant growth in China. There are currently more than 100 stand-alone Paul Frank stores throughout China, with plans to expand to more than 500 retail stores during the terms of the agreement. The partnership also coincides with the near-future development of new store concepts, Paul Frank Kids and Paul Frank Home. Additionally, Grand Union International Trading Co. will have the licensed rights to all future Paul Frank-branded cafés in the market.

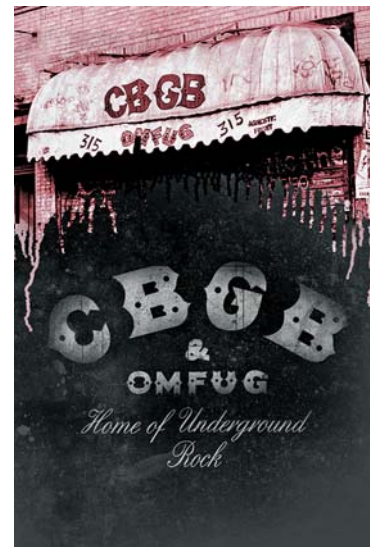
## Epic Rights Extends CBGB

CBGB named Epic Rights as its global branding, licensing and rights management representative to manage the brand development of the iconic punk rock venue.

Epic Rights is developing a dynamic global branding campaign for a new generation of rebels that captures the CBGB experience with a broad selection of unique, high-quality products including fashion apparel, accessories, footwear, electronics, spirits/beverages and themed entertainment that embody the classic punk, post punk, glam rock, new wave and grunge in a style that defines CBGB.

Mad Engine will handle the CBGB apparel for mass market, specialty apparel and mid-tier retailers; Trevco will work on print-on-demand and e-commerce; Impact will cater to the independents and music retailers; and Plastichead will concentrate on merchandise in the pan-Europe region.

Epic Rights is a full-service global branding, licensing and social media marketing company dedicated to building celebrity and entertainment brands via its broad global network of retailers, licensees and agents.



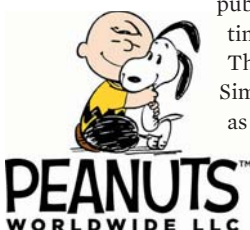
## Peanuts Revs Up Partners for New Film

Peanuts Worldwide has signed with Activision Publishing as its master gaming partner for the Peanuts brand.

Timed to the international release of *The Peanuts Movie* from Twentieth Century Fox and Blue Sky Studios, the 50th anniversary of "A Charlie Brown Christmas" and the 65th anniversary of the *Peanuts* comic strip, the deal entails an initial fall rollout of multiple video game offerings.

"Gaming is an extremely important category for Peanuts as we enter this pivotal and celebratory year," says Leigh Ann Brodsky, managing director, Peanuts Worldwide. "Activision is a world-class leader in its field, and we fully expect new generations to embrace Peanuts through its high-quality games that feature the reimagined 3D CGI characters in *The Peanuts Movie*."

In addition, the company has unveiled a slate of publishing deals designed to appeal to first-time *Peanuts* readers and lifetime aficionados. The deals include a major partnership with Simon & Schuster Children's Publishing as master publisher, a raft of international publishers for *The Peanuts Movie* and two tribute books for the 65th anniversary from Abrams ComicArts and Boom! Studios.



## CNE Reboots 'Powerpuff Girls'

Blossom, Bubbles and Buttercup are getting ready for a global re-launch of a new series of "The Powerpuff Girls" in 2016, complete with an all-star voice cast.

The reboot will include a brand-new television series produced by Cartoon Network Studios and a full licensing program that will roll out across all domestic and international regions.

"The Powerpuff Girls" is one of Cartoon Network's top-grossing brands of all time, with more than \$2.5 billion in retail sales generated over its lifetime.

To support the worldwide launch, Cartoon Network is assembling a roster of licensing partners to create a full consumer products program. Spin Master will anchor the program, creating a line of toys including plush, figures and playsets, dolls and more available worldwide next fall. In North America, Penguin Books will create a series of books based on "The Powerpuff Girls" as part of the Cartoon Network Books imprint; and Disguise will launch costumes for kids, juniors and adults, as well as year-round dress-up toys and accessories. Warner Home Video will distribute the series' home entertainment releases.

"The Powerpuff Girls" will also get an all-new voice cast. Amanda Leighton (Blossom), Natalie Palamides (Buttercup) and Kristen Li (Bubbles) will take on the legendary roles alongside Tom Kenny, who will be reprising his role as narrator/Mayor.



Amanda Leighton, Kristen Li and Natalie Palamides

## NFLPI Broadens College Products

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, and its collegiate licensing agency The Brandr Group are expanding NFLPI's college business with new merchandise and product extensions that incorporates players with their college alma maters.

The deals include:

- Stationery products including posters, coloring books, calendars and greeting cards from Team Spirit Store;
- The first-ever co-branded college trading card sets featuring NFL players' school team logos and marks from Panini America, the world's largest sports and entertainment collectibles company and longtime NFLPI trading card licensee;
- Expansion of VF Imagewear into the college co-branded space with product plans launching this fall; and
- A line of NFL rookie co-branded mini-figures from OYO Sports, a licensee of NFLPI and Collegiate Licensing Company, the licensing affiliate of IMG College.

"We know that NFL players maintain their popularity long after they leave campus and, as we look to further build an expansive new collegiate player business, we are excited about the progress The Brandr Group is making with new deals and also leading existing licensees to diversify and jump into this fertile new area of the sports licensing business," says Steve Scabelo, vice president, business development and licensing, NFLPI.

"Since teaming up with NFLPI, we have focused our efforts on sharing information with dozens of schools and providing some great new opportunities for schools to keep that fan connection and grow their licensing business at the same time with partners like NFLPI," adds Wesley Haynes, president, TBG.

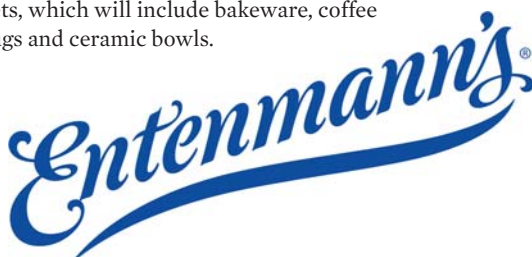
## JLG Cooks Up Entenmann's Deals

The Joester Loria Group is giving consumers new ways to indulge with three new deals for baked goods brand Entenmann's.

Pelican Bay is bringing the flavors of Entenmann's to boxed breakfast mixes with a set of pancake mixes in five flavors including homestyle, chocolate chunk, blueberry, caramel apple and banana nut. Waffle and muffin mix collections are slated to rollout soon after.

Real Brands is developing a line of premium boxed chocolate and individual single serve chocolates; while Anastasia Gourmet is doing a line of branded gift sets, which will include bakeware, coffee and baking mixes, mugs and ceramic bowls.

The products are expected to hit specialty, mass market, grocery, drug and price chains and club stores beginning in September.



## Cherokee Buys Everyday California Apparel Brand

Cherokee Global Brands has acquired the casual lifestyle brand Everyday California from owners and founders Michael Samer and Christopher Lynch.

As part of the acquisition, Samer and Lynch will retain ownership and continue to grow their flagship store in La Jolla, Calif., selling men's and women's apparel, accessories and footwear through a licensing agreement with Cherokee Global Brands. Samer and Lynch will also become global brand ambassadors, leveraging Cherokee's existing design, marketing and supply chain infrastructure to expand the brand's presence internationally.

"We are very excited to be adding Everyday California to our portfolio of style-focused lifestyle brands," says Henry Stupp, chief executive officer, Cherokee Global Brands. "Everyday California's global potential made the acquisition a perfect fit for Cherokee Global Brands. The brand is more than a state of mind, it's a way of life. Many great active lifestyle brands have been born in California, and we are confident that together with Mike and Chris we can take an already strong brand and make it even more successful."



**EVERYDAY CALIFORNIA**

## 'The Simpsons' Dresses China

Now you can represent "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 expectations 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 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.

## Nelvana Partners for 'Mysticons'

Corus Entertainment's Nelvana, The Topps Company, Nickelodeon and Playmates will join forces on the brand-new original girl's action series "Mysticons," which will make its global TV debut in 2017.

"Mysticons" is being developed as a half-hour, animated series targeting girls ages 6 and over. It tells the tale of four girls who transform into warriors that band together to save their realm from the evil queen Necrafa. The series showcases not only action, but also strong friendships and camaraderie.

Playmates Toys will act as the global master toy partner for "Mysticons," while Nickelodeon will serve as the global broadcast partner, including in the U.S.

"We're incredibly excited to have this group of A-list partners join us on our 'Mysticons' adventure," says Andrew Kerr, co-head, Nelvana. "We're thrilled to be at the leading edge of this new genre; and collaborating with world-class brand partners like Nickelodeon, The Topps Company and Playmates on 'Mysticons,' gives us every confidence in the franchise's future success."

Nelvana Studio is actively developing the franchise and will begin production of the series later this year, working closely with the core group of partners.

## Nick Taps NBA Star for TMNT Collaboration

Nickelodeon has teamed up with National Basketball Association player Carmelo Anthony to create a new consumer products line inspired by the "Teenage Mutant Ninja Turtle" franchise, dubbed Turtles by Melo.

A self-professed "Turtles" super-fan, Anthony will serve as creative director of the cross-category, global program, which will span lifestyle, home furnishings, publishing, video games and more.

"We are so happy for Carmelo Anthony to join the Nickelodeon family for Turtles by Melo," says Pam Kaufman, chief marketing officer and president, consumer products, Nickelodeon. "A product line created and curated by a superstar—and super-fan—like Carmelo is testament to the 'Turtles' ever-growing appeal, and it's a huge part of the drumbeat beginning for new seasons of the TV show and the theatrical sequel from Paramount Pictures next summer."

The line will debut in spring 2016 in advance of the summer theatrical release of Paramount Pictures' sequel to *Teenage Mutant Ninja Turtles*, in which Anthony also make a guest appearance.

"I am so excited about the opportunity to work with the Nickelodeon team on this new Turtles venture," says Anthony. "The 'Turtles' were such a huge part of my childhood, so to now be partnering with Nickelodeon on Turtles by Melo is honestly something I never could have imagined."



Tony Lisanti, *License! Global*; Pam Kaufman, Nickelodeon; and NBA star Carmelo Anthony

## UP&L Names *Pets* Master Toy

Universal Partnerships & Licensing, Illumination Entertainment and Spin Master have joined forces for the upcoming film *The Secret Life of Pets*. Spin Master is the new master toy partner for the animated feature film.

"Chris Meledandri and his team at Illumination have consistently proven their ability to

create characters that permeate pop culture," says Vince Klaseus, president, NBCUniversal Brand Development. "The unique characters in *The Secret Life of Pets* provide the opportunity for Spin Master to create a multifaceted line of toys that transcend age barriers and appeal to a global audience."

Spin Master's wide range of toys—from plush to figurines, interactive and motorized toys—are expected to debut on shelves beginning in May 2016.

*The Secret Life of Pets*, a movie that tells the tale of what our pets do when we leave for work or school each day, will hit theaters July 8, 2016.



## Hasbro Brings Back Jem

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 collaboration, 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).

"Along with the fun fashion and awesome music, the notion of being true to yourself has always been the heart of the *Jem and the Holograms* story, and that theme is just as relevant today as it was 30 years ago," says Simon Waters, general manager and senior vice president, entertainment and licensing, Hasbro. "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."



## Nitro Circus Signs VBM

Action sports and entertainment brand Nitro Circus is launching its licensing initiatives this year around the world, and to support its groundswell of awareness, the company has signed agency representation.

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 hard and toys, apparel and publishing. VBM will seek opportunities in these sectors across Australasia.

## WBCP Plans Super Push

Warner Bros. Consumer Products, DC Entertainment and Warner Bros. Animation are teaming for all-new animated content inspired by its superhero toy lines, Batman Unlimited and DC Super Friends.

The Batman Unlimited property debuted earlier this year as a made-for-video animated movie, *Batman Unlimited: Animal Instincts*, with a sequel slated for later this year. Additionally, WB is releasing 22 stand-alone, two-minute shorts online for free, as well as via companion apps.

In the toy space, Mattel is expanding its Batman Unlimited line to include action figures, a new Batmobile and CybeRex robot dinosaur. Additionally, Rubie’s Costumes Co. is creating a line of dress-up and costumes, and toymaker Thinkway is introducing Batman Unlimited-themed role play

accessories.

The property is also getting a major QSR partner this year, with other key categories in the pipeline.

Meanwhile, Warner Bros. Animation released a lineup of “DC Super Friends” animated shorts this spring that featured content inspired by the Fisher-Price Imaginext DC Super Friends toy collection.

Fisher-Price Imaginext is also expanding its DC Super Friends toy line with playsets and a new design of the Batcave. All of the toys feature Imaginext’s interactive Power Pad, which allows kids to activate key features in the toy.

Publishing partners are also being added for the brand.



## Beanstalk Grows Manufacturer Branch

Global brand extension agency Beanstalk has launched a new business consulting service, The Manufacturer Representation.

The new branch of Beanstalk will help answer a growing marketplace need that is experiencing tremendous growth over the past year.

Through this service, Beanstalk will partner manufacturers and retailers with the most sought-after and best-fit brands to bring new products to market. The company’s strategic approach begins by understanding a client’s goals—whether they are to reach new consumer targets, enter new categories/channels of distribution or increase retail penetration. Then Beanstalk can identify the most relevant properties, ultimately recommending those that will best attract attention to a manufacturer’s product line and gain a competitive advantage.

The Manufacturer Representation’s global network of relationships and its extensive resources enable the company to quickly access and secure the right brands for our clients’ products. The work spans companies in the fashion, accessories, home textiles, housewares, and electronics categories.



## ‘Danger Mouse’ Expands to Toys, Publishing

Animated comedy adventure series “Danger Mouse” is getting life beyond the small screen with new deals from Jazwares, Penguin Group and DC Thompson. FremantleMedia Kids & Family Entertainment brokered the agreements.

U.S. toy company Jazwares is on board as master toy partner for the series and will develop an extensive range of toys with an initial roll out in the U.K. and Eire, Germany, France, Spain and Portugal, Australia and New Zealand.

Penguin Group is signed on for a publishing program in all English speaking territories (excluding North America), and will publish across all formats including story books, official guides, sticker books, novelty books, annuals and e-books. Meanwhile, DC Thompson will create a monthly “Danger Mouse” magazine featuring comic strips, puzzles, fact files, posters and competitions for the U.K. and Eire. Both book and magazine products are expected to hit retailers next year.

The rebooted “Danger Mouse” series is premiering on the U.K.’s CBBC this fall, followed by an international debut on Netflix next spring. The cartoon, which originally broadcast in the ‘80s and early ‘90s, follows the misadventures of the world’s smallest secret agent who returns in style to save a world teetering on the edge of disaster.



**{ From the Expo Floor }**



**Brad Globe and Karen McTier, Warner Bros. Consumer Products, with the new Batmobile**



**Rick Glankler and Bob Higgins, FremantleMedia Kids & Family Entertainment**



**Roz Nowicki and Jeffrey Godsick, Twentieth Century Fox Consumer Products**



**Sony Music Entertainment's Fifth Harmony**



**Global Brands Group's Dow Famulak and Jared Margolis with TLC's Angela Farrugia and UBM Advanstar's Chris DeMoulin and Jessica Blue**



**CBS Consumer Products' Jorge Ferreiro, Keith Lowenadler and Elizabeth Kalodner**



**AG Properties' Karen Vermeulen, Maria Howard, Nora Wong, Ryan Wiesbrock, Janice Ross, Sean Gorman, Angelina Castro and Megan Buettner**



**Cartoon Network's Peter Yoder, Johanne Broadfield and Melissa Tinker with "Powerpuff Girls" cast Amanda Leighton, Kristen Li, Natalie Palmides and Tom Kenny**



**License! Global's Tony Lisanti with Spencer's/Spirit Halloween's Suzanne Brown, Ashley Weinbaum, Lauren Hann and Eric Morse**



**Disney Consumer Products' Josh Silverman and Leslie Ferraro with Lucasfilm's Kathleen Kennedy**



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



SEGA America's Rene Flores



Peanuts Worldwide's Leigh Ann Brodsky



Outfit 7's Melita Kolbezen



Hasbro's Bryony Bouyer

# Licensing Expo Opening Night Party



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



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 Scebelo 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



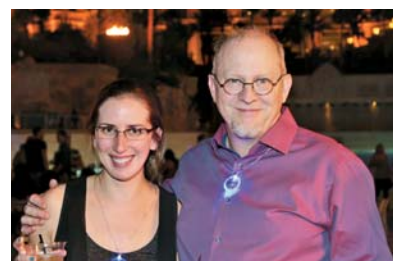
IMG's Daniel Siegel with Kimberly Awad and Allie Sutton of TSG Brands



CBS Consumer Products' Liz Kalodner with LIMA's Marty 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

# LIMA Awards

## LIMA Award Winners

The full list of 2015 award winners are:

- **Celebrity or Music Program**—Modest Management/Global Merchandising Services for One Direction
- **Character or Toy Brand Program**—Hasbro for My Little Pony
- **Character or Toy Brand Licensee: Hard Goods**—LAFOOD for Sesame Street healthy food
- **Character or Toy Brand Licensee: Soft Goods**—Under Armour for the Captain America collection
- **Corporate Brand Program**—Scripps Networks/Beanstalk for HGTV Home
- **Corporate Brand Licensee**—Reynolds Consumer Products/Hefty Brand for Arm & Hammer/Hefty Ultimate waste bags
- **Digital Program**—Mojang for Minecraft
- **Digital Licensee**—Jazwares for Minecraft Overworld Series #2 toys
- **Film, Television or Entertainment (Animated) Program**—The Walt Disney Company/Disney Consumer Products for Disney's Frozen
- **Film, Television or Entertainment (Animated) Licensee: Hard Goods**—(tie) Jakks Pacific for Disney's Frozen/Snow Glow Elsa doll; Playmates Toys for Teenage Mutant Ninja Turtles product line
- **Film, Television or Entertainment (Animated) Licensee: Soft Goods**—Havaianas for Despicable Me flip flops
- **Film, Television or Entertainment (Live Action) Program**—NBCUniversal International Television Production/Knockout Licensing for "Downton Abbey"
- **Film, Television or Entertainment (Live Action) Licensee: Hard Goods**—Lovehoney for Fifty Shades of Grey: Official Pleasure collection
- **Film, Television or Entertainment (Live Action) Licensee: Soft Goods**—Accessory Innovations for Star Wars R2D2 light-up and voice-activated backpack
- **Licensed Promotion**—AMC/Striker Entertainment for AMC "The Walking Dead" Carnage Asada Slim Jim beef sticks
- **Lifestyle: Art, Design or Fashion Program**—Eric Carle Studio/The Joester Loria Group for The Very Hungry Caterpillar/The World of Eric Carle
- **Lifestyle: Art, Design or Fashion Licensee**—Samick Musical Instrument Co. for Paul Frank musical instruments line
- **Location-based or Experiential Initiative**—Warner Bros. Consumer Products for The Wizarding World of Harry Potter
- **Retailer**—Kohl's Department Stores for Disney's Frozen
- **Sports or Sports-themed Entertainment Program**—FIFA for World Cup
- **Sports or Sports-themed Entertainment Licensee**—ISC Sports Pty for National Rugby League and Marvel Heroes jerseys
- **Overall Best Licensed Program**—The Walt Disney Company/Disney Consumer Products for Disney's Frozen



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



**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 State University, and Stephan Teglas, Disney



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



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



**Corporate Brand of the Year:** Alison Ames, Beanstalk



**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 Stoebenau, CAS Marketing and Licensing



**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/Entertainment (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 Alical 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

# UNLOCK

## A BETTER RELATIONSHIP WITH YOUR DATA



Licensing is a goldmine of opportunity with complex deals that let you exploit every permutation throughout every market. RSG Media's, RightsLogic manages all the contractual and administrative details, freeing up your time to focus on developing programs and products.

We help you dramatically increase ROI by helping you realize the full value of characters and assets. RightsLogic enables you to successfully manage rights, restrictions, complex guarantees and royalty schedules. Its Extranet lets you manage financial processes with your licensing partners.



FOR MORE INFORMATION:

[www.RSGMedia.com](http://www.RSGMedia.com) | [www.RightsLogic.com](http://www.RightsLogic.com) | [Marketing@RSGMedia.com](mailto:Marketing@RSGMedia.com)