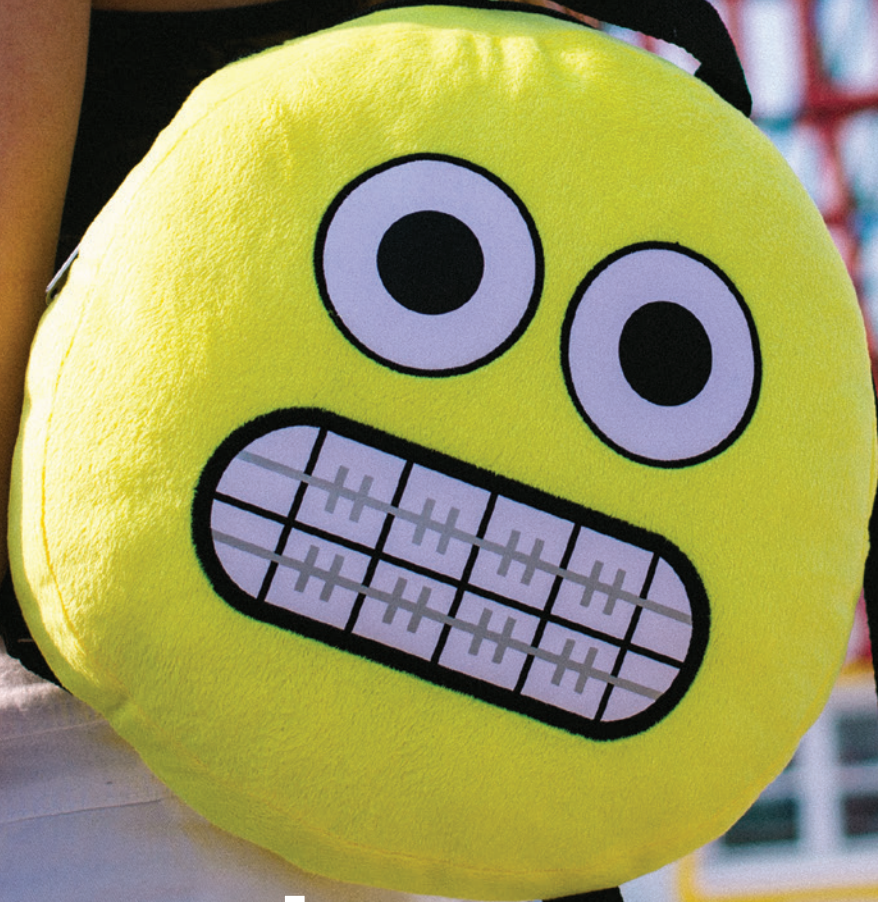


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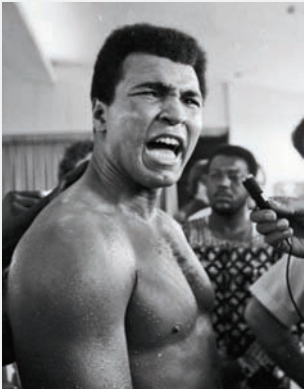
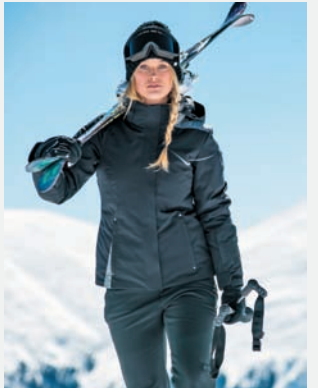
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## ABG<sup>BUILDS A</sup> Brand POWERHOUSE



### Plus:

- BLE 2015 Exhibitor Preview
- MAGIC: Licensed Apparel Deals at Retail
- A Chat with Maker Studios

A close-up look at how this brand management company has grown from one brand in 2010 to a diverse portfolio of 27 brands with almost \$5 billion in retail sales and counting.







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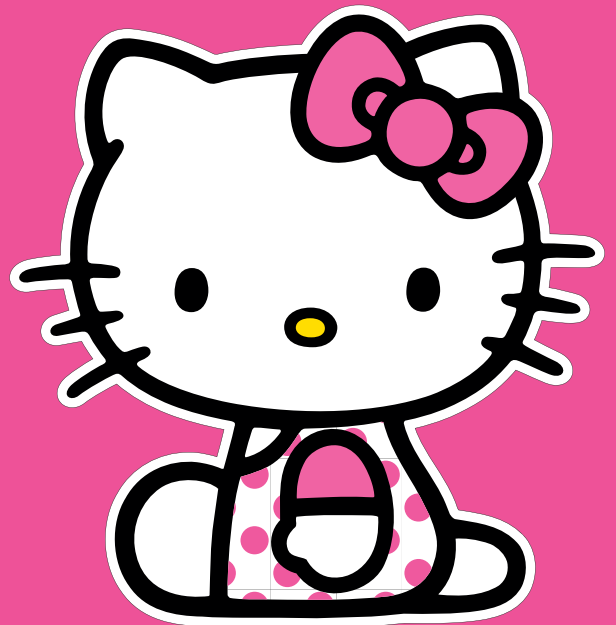
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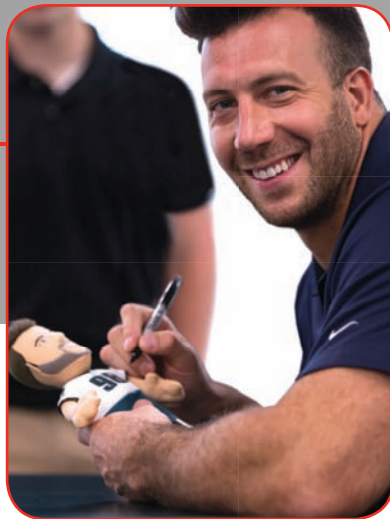
### ON THE COVER



Nick Woodhouse, president and chief marketing officer; Jamie Salter, chairman and chief executive officer; and Kevin Clarke, chief financial officer, Authentic Brands Group



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# OWNERSHIP HAS ITS PRIVILEGES

Brand management companies have aggressively expanded their portfolios and represent some of the most important growth opportunities in licensing.

Over the past five years, several pure IP brand management companies have been formed and existing ones have expanded, driving significant growth and opportunities worldwide. In fact, this trend has not only brought new life and popularity to several venerable brands in various product categories, but it also represents the most important factor in the continued growth of the brand licensing sector over the past decade.

Furthermore, based on several acquisitions this year to-date and the strategic direction of these companies in the future, this bona fide format will continue to grow.

While management style, business philosophy and brand development may differ among the various companies, the common links are ownership and licensing. These six licensors combined own more than 100 brands and represent more than \$25 billion in retail sales, which is about 10 percent of *License! Global's* Top 150 Global Licensors report's total retail sales worldwide.

■ **Authentic Brands Group**—ABG, which is the exclusive cover story in this issue (see page 24), leads the group of IP companies that were launched over a similar time frame in terms of retail sales of licensed merchandise worldwide. With its most recent

acquisitions included, ABG now has a portfolio of 27 brands and represents almost \$5 billion in retail sales. This puts the company on track to become one of the Top 10 global licensors next year, according to the Top 150 Global Licensors report (published annually in May by *License! Global*), and possibly Top Five based on the company's goals for the future.

■ **Iconix Brand Group**—With 37 brands and retail sales of \$13 billion, Iconix is the largest and oldest licensor in the sector, ranking No. 4 in 2014 (based on the Top 150). In fact, ABG's founder and chairman, Jamie Salter, tells *License! Global* that he credits Iconix and its CEO Neil Cole for pioneering the IP brand management concept when he launched his company in 2005.

■ **Sequential Brands Group**—In June, Sequential announced its latest acquisition, Martha Stewart Living Omnimedia (although the deal is not yet final). The addition of MSLO will bring the publicly traded company's portfolio to 15 brands and \$3.75 billion in retail sales since it was formed in 2011.

■ **Cherokee Global Brands**—With \$2 billion in retail sales and a ranking at No. 29 on the Top 150, publicly traded Cherokee has added several brands over the past few years and now has nine brands in its portfolio.

■ **Bluestar Alliance**—Last month, Bluestar announced the acquisition of the Limited Too retail brand. Founded in 2007, Bluestar now has a portfolio of 10 consumer brands with more than \$1.5 billion in retail sales.

■ **Saban Brands**—Since it was created by Haim Saban and Elie Dekel, former president, in 2010, privately held Saban Brands has built a portfolio of 10 brands in entertainment and fashion, with the most recent acquisitions, Australian lifestyle brands Piping Hot and Mambo, earlier this year. Saban currently ranks at No. 66, according to the Top 150 with \$850 million in retail sales of licensed merchandise worldwide.

These brand management companies will continue to grow, not only through acquisition, but also through expansion of their existing portfolios worldwide.

ABG's Salter believes that his company will double in size by 2018, reaching \$10 billion in retail sales. Remarkably, this would make ABG one of the top five global licensors in just eight years.

These brand management licensors not only represent one of the most important trends, but these companies also offer the biggest growth opportunities in brand licensing. ©



by TONY LISANTI  
global editorial director

THESE SIX LICENSORS COMBINED OWN MORE THAN 100 BRANDS AND REPRESENT MORE THAN \$25 BILLION IN RETAIL SALES, WHICH IS ABOUT 10 PERCENT OF *LICENSE! GLOBAL'S* TOP 150 GLOBAL LICENSORS REPORT'S TOTAL RETAIL SALES WORLDWIDE.



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# 'BRAND' BECOMES A BUZZWORD

VidCon proves it's a melting pot for influencers, digital stars and the brands they are building.



by AMANDA CIOLETTI  
managing editor

The throngs of (very orderly and polite, it must be noted) tween/teenage fans at VidCon are on to something, whether they realize it or not, that the licensing community can benefit from—the digital stars these fans are so passionately supporting are full-time businessmen and women who are strategically building potentially powerhouse brands ripe for product and entertainment extensions.

VidCon is the self-described “physical center of [the online video] revolution.” A three-day event that took place July 23-25 in Anaheim, Calif., the event too is getting business savvy by not only bringing together numerous digital celebrities and leading companies in the sector (think YouTube, Instagram, Fullscreen, AwesomenessTV, Vimeo, Vine and many more), but also by educating and empowering its audience through panels and workshops on informative topics relevant to upstart and established content creators that discuss just how to build their channels and turn them into full-fledged brands.

In fact, “brand” was a word heard everywhere at VidCon. These content creators, both new and recognized, do indeed view themselves as a brand and function much like a micro studio—they know the power of the Internet and IP, and it appears they are learning very quickly how to wield that power.

Even keynote speaker Susan Wojcicki, chief executive officer, YouTube, used the term “brand” multiple times during her talk, which announced several new innovations to the platform (actually, according to Wojcicki, YouTube is now a mobile company) such as enhanced video capabilities that support 360-degree video and 3D.

What YouTube, VidCon and these new-form celebrities understand is that content is king, and you're only as good as your brand, which must be authentic and organic to resonate with audiences. And there are some staggering facts to support their thinking.

According to Wojcicki, YouTube viewership among Millennials is up 40 percent in 2015, with a 60 percent increase in time spent watching videos. And there is no end to the content for viewers to find—more than 400 hours of fresh content are uploaded to YouTube every single minute.

“Ten years ago, YouTube started with a simple idea: broadcast yourself,” said Wojcicki in her keynote address. “We believed that anyone could create content that anyone in the world could watch. And it sparked a massive change—the reinvention of TV.”

There's no way around it, YouTube and streaming, user-generated video is evolving the mode of entertainment. While its premature to say that TV or classic film in its most common form is a dinosaur, its perfectly acceptable to say the model has evolved, and with it, so have the stars that appeal to the new viewer.

Viewership, although increasingly fragmented, is not mutually exclusive either. While audience share is up on YouTube, and other streaming video services are popping up left and right (Twitter's “Periscope” app, Meerkat and Vessel are just three new ways to live stream content), it does not preclude viewer's migration between platforms. The digital stars themselves are migrating all over the place as they too become more mainstream.

There's stars like John and Hank Green, the duo behind the “Vlogbrothers” and founders of VidCon. Their YouTube network has well over 7 million subscribers and over 1 billion views across their 32 channels, which hosts more than 7,000 videos. John Green is also a very well-received young adult author—his books *The Fault in our Stars* and *Paper Towns* have both been optioned for feature films from Fox, where he's also secured a lucrative first-look deal for future projects.

Then there's Nash Grier, which *The Hollywood Reporter* calls “Vine's teen heartthrob,” who has landed a film deal with Fullscreen for the upcoming movie *Outfield*.

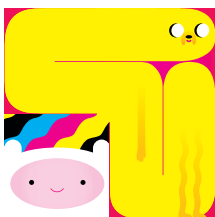
AwesomenessTV is also not shy about converting its talent into film and TV stars in their own right, all backed by the licensing savvy of DreamWorks Animation's full-fledged consumer products division helmed by retail veteran Jim Fielding. Talent such as Teala Dunn has parlayed her ATV stardom into opportunities on linear networks like Nickelodeon with roles in series such as “The Wonder Pets.”

Another example of platform synergy can be seen in the shining example of Grace Helbig. Helbig of course has her own YouTube channel (GracieHinABox) with more than 2.5 million subscribers and over 120 million views, but she's also a contributor to numerous others—she's scored her own talk show on the E! network (“The Grace Helbig Show”), hosts a podcast and will star alongside fellow digital star Hannah Hart in the upcoming “Electra Woman and Dyna Girl” webseries.

The point of this is: the playing field is really different and it's quite varied, but there are enormous opportunities out there—opportunities that this generation is really keyed into. ©



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## P&G Sells Beauty Brands

The Procter & Gamble Company has sold 43 of its beauty brands, including Max Factor, Covergirl and a host of top licensed fragrances, to Coty for \$12.5 billion.

The transaction includes P&G's salon professional hair care and color, retail hair color, cosmetics and fine fragrance businesses, along with some hair styling brands.

The deal will see the brands spin-off from P&G and form part of a merger with Coty. The deal is expected to finalize in the second half of 2016.

"This represents a significant step forward in the work to focus our portfolio on 10 categories and 65 brands that best leverage P&G's core competencies," says Alan Lafley, former chairman, president and chief executive officer, P&G. "We expect these 10 categories to grow and create value as we focus the energy and resources of the company exclusively on them. The merger with Coty, a strategic acquirer, will provide an excellent new home for these businesses and brands, as well as for the talented people who are operating them."

The brands included in the transaction are Wella Professionals (and its sub-brands), Sebastian Professional, Clairol Professional, Sassoon Professional, Nioxin, SP, Koleston, Soft Color, Color Charm, Wellaton, Natural Instincts, Nice & Easy, VS Salonist, VS ProSeries Color, Londa/Kadus, Miss Clairol, L'image, Bellady, Blondor, Welloxon, Shockwaves, New Wave, Design, Silvikrin, Wellaflex, Forte, Wella Styling, Wella Trend, Balsam Color, Hugo Boss, Dolce & Gabbana, Gucci, Lacoste, bruno banani, Christina Aguilera, Escada, Gabriela Sabatini, James Bond 007, Mexx, Stella McCartney, Alexander McQueen, Max Factor and Covergirl. (The transfer of certain fragrance brand licenses from P&G to Coty is subject to licensor consent.)



## VW Brings Licensing Program to BLE

VW will unveil its comprehensive licensing program at Brand Licensing Europe 2015, marking its first-ever appearance at a licensing event.

Volkswagen Zubehoer and licensing agent IMG have grown Volkswagen's licensing program in just over three years to retail sales of more than \$280 million, spread across more than 170 licenses worldwide. VW has also just surpassed Toyota to become the world's biggest auto brand.

The global licensing program covers all Volkswagen brands, but has focused to-date on the history, design features and personality of the Beetle, Camper Van and Golf GTI.

In the next three years growth is expected from existing licensees and new signings in categories such as apparel, accessories, bikes, luggage, watches, eyewear, furniture, camping and outdoor, consumer electronics, along with location-based projects such as holiday parks, cafés and diners. The company is exhibiting at BLE to grow its global retail footprint by investing in direct-to-

retail and co-branding initiatives. They will debut on the BLE show floor in the Brands & Lifestyle zone.

"We are proud to be at BLE for the first time this year, with a remarkable booth in the center of the Brands & Lifestyle zone," says Birgit Weigel, head of lifestyle and licensing, VW. "For us to participate means that we are showing the licensing world that we are prepared and open to grow the VW licensing program further. You can do global business with the VW properties."

"The VW licensing program is an impressive success story with phenomenal growth in a short space of time," says Darren Brechin, event director, BLE. "We are thrilled that VW has chosen BLE to make its licensing event debut to expand the program further. The stand is the biggest yet in the Brands & Lifestyle zone's three-year history, and will form a visually striking focal point for visitors."

Brand Licensing Europe will take place Oct. 13-15 at London's Olympia.



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## Disney Takes Descendants to Retail

Disney Consumer Products has revealed the new product line inspired by its upcoming TV movie *Descendants*, which premiered July 31 on the Disney Channel.

The live-action movie is a music-driven story that follows the sons and daughters of the studio's most iconic villains.

The product line for the movie will launch at retailers across the U.S. and includes apparel, accessories, DIY beauty products, dolls, consumer electronics and more from licensees such as Hasbro, Mad Engine, Innovative Designs, Markwins and KIDdesigns, as well as items from Disney Store.

Highlights of the product line (launching in August unless otherwise noted) include:

- fashion dolls from Hasbro;
- a D-Signed collection of edgy fashions for girls from Jaya, available exclusively at Kohl's;
- apparel offerings from Mad Engine available at J.C. Penney;
- deluxe costumes and wigs from Disguise, available in September;
- charm bracelet kits, nail design sets, body art kits and a stationery set from Innovative Designs, launching at Toys 'R' Us and Kohl's;
- hair accessories and jewelry from Fantasia launching at Kohl's;
- an iPhone 6 case, headphones, earbuds and power banks from KIDesigns, launching on Amazon;
- the "Disney Karaoke: Descendants" app, available on the Apple App Store; and
- a fashion collection, sleep sets, backpack, a cross-body bag, costumes, jewelry, pencil case and a sticky notes set, available at the Disney Store.



## Bluestar Brings Back Limited Too Shops

The brand management company Bluestar Alliance has acquired the brand trademarks of Limited Too and is planning to bring the tween retailer back to market through licensing.

Bluestar is planning a global distribution strategy that will see Limited Too-branded licensed product sold at department stores, in-store shop-in-shops, standalone retail locations and via e-commerce.

Launched in 1987 by The Limited, Inc., the retailer boasted hundred of locations until it was discontinued in 2008. Owner Tween Brands converted most of its Limited Too locations into Justice stores.

Bluestar has already signed four strategic licensing partners for the brand's revival: Longstreet Apparel for girls' sportswear; Jay Franco and Sons for the bed and bath categories; United Legwear for hosiery and sleepwear; and H.E.R Accessories for jewelry, hair and cosmetic collections. Partnerships for additional categories including apparel, home décor and accessories are in negotiations.

"Limited Too is a girls' market leader with a solid foundation of brand loyalty," says Ralph Gindi, chief operating officer, Bluestar Alliance. "Over the years Limited Too has brought fun and joy to children's fashion shopping experiences and holds a special place with the Millennial moms who are now having children of their own."

"The product mix will fill a void in the market where fashion, fun and value are all in-sync," says Joey Gabbay, chief executive officer, Bluestar Alliance. "We will engage in a social media and marketing blitz that will have a clear and concise message to both the tween consumer and her mom, that 'It's time to have fun shopping again.'"

## UFC Builds Gym Franchise

The Ultimate Fighting Championship is aggressively expanding its gym franchise in the U.S. and Canada with plans to open more than 100 new locations this year.

Based on the tenants of the mixed-martial arts network and its star athletes, each UFC gym lets members spar inside the Octagon (the octagonal fighting ring used in UFC competitions). The gyms also feature adult and youth training in jiu-jitsu and wrestling, mat room workouts, various fitness and exercise programs, Ultimate Training and Functional Fitness classes, as well as private coaching and one-on-one training.



There are currently more than 120 UFC Gym locations in 25 U.S. states, as well as in Australia, and Philip Jacobs, director of franchise development for UFC, hopes to add 150 new franchising commitments from existing franchisees and 125 committees from outside prospects over the next few years.





## MGA Re-Launches Bratz Dolls

MGA Entertainment has re-launched its fashion doll franchise Bratz with the new mantra: “It’s good to be yourself, it’s good to be Bratz.”

After several years on hiatus, the brand is now back in stores with a reinvented line of dolls designed for a new generation of girls and featuring “ample activities and avenues for girls to create their own worlds, discover and express their true selves.”

Bratz products are now available at Target, Walmart and Toys ‘R’ Us, each of which have an exclusive assortment of items, as well as Kmart, Amazon and other major U.S. retailers.

Starring the four core Bratz dolls—Cloe, Yasmin, Jade and Sasha—as well as a new friend, Raya, the line features fashions based on pop culture trends. In addition to the dolls, the brand re-launch also includes a slate of content, an app, a Bratz emoji pack and play sets. Among the companies MGAE has collaborated with to support the global reintroduction of the brand are Stoopid Buddy Stoodios to create stop-motion entertainment content; Droga 5 for a mobile app that will debut soon for iOS and Android devices; and teen pop star Skylar Stecker for the original song “Bratz What’s Up” (available on iTunes now).

The new Bratz lines includes:

- Bratz Hello My Name Is doll range, which reintroduces the core Bratz friends, each

with an outfit that showcases their individual personalities and accessories based on each characters interest and hobbies.

- Bratz #SelfieSnaps doll line, which incorporates each Bratz’ selfie styles and emoji icons and features tech-inspired doll accessories such as smartphones and phone cases.
- Bratz Fierce Fitness doll line, which showcases the Bratz’s healthy hobbies with fitness-inspired fashions and accessories.
- Bratz Study Abroad doll line, which explores countries around the world through doll fashions that incorporate different cultures traditional fashions.
- The winter-themed Bratz #SnowKissed doll line.
- Bratz Create-It-Yourself fashion set, which gives consumers the creative freedom to design their own Bratz fashions with a rotating platform and mannequin to decorate an outfit for their Bratz doll.

“Bratz have always led the industry in providing a diverse collection of dolls that offer girls a way to play as creatively as possible,” says Isaac Larian, chief executive officer, MGA Entertainment. “What makes the new Bratz collection so unique is that we’ve also included immersive ways for girls to create their own worlds physically and digitally. Bratz is back to arm girls with the confidence to know that it’s good to be yourself, and it’s good to be a Bratz.”

## Discovery to Open First Adventure Park in China

Discovery Consumer Products has partnered with APAX Group to develop the first-ever Discovery Adventures Park and Discovery Destinations Hotel at China’s Andaman Moganshan Resort.

Located in Huzhou in the Zhejiang province, the park and resort will cover approximately 1 million-square-meters.

Opening in Q4, Discovery Adventures Park will first focus on private and corporate team building events, with the grand opening for general admissions following next spring.

The new adventure destination will provide innovative programs, certificated courses and will feature an array of multiple-level outdoor survival skills training programs including China’s biggest rock climbing wall, zip-lines, ATV tours, mountain bike courses, hiking routes, obstacle challenges and more. Hotel rooms will also feature Discovery content available on each TV.

“The breathtaking views and landscape of Andaman Moganshan Resort makes it an ideal destination for the first-ever Discovery Adventures-branded park, and the activities guests will enjoy are a true reflection of Discovery’s core DNA—adventure, exploration and curiosity,” says Nicolas Bonard, senior vice president, the Studios Group, Discovery Communications. “Both the Discovery Adventures Park and Discovery Destinations Hotel accommodations will provide visitors with a unique, once-in-a-lifetime experience, and I am confident that APAX Group in conjunction with Andaman Moganshan Resort is the perfect partner to bring this vision to life.”



# GOODYEAR



GOODYEAR

CASUAL



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FASHION





# LIFESTYLE COLLECTIONS







## SEGA Plans Retro Program for Europe

SEGA Europe is celebrating the 25th anniversary of the Mega Drive console with a retro licensing program that includes a number of new partners and the launch of the first SEGA retro style guide.

The new retro style guide captures artwork from some of the gaming company's most iconic titles including "Golden Axe," "Ecco the Dolphin," "Streets of Rage," "Alex Kidd in the Miracle World," "Altered Beast," "Revenge of Shinobi" and "Alien Syndrome," as well as the Mega Drive and Master System consoles.

New partners on board include:

- Forbidden Planet for a range of gift and novelty items including mugs, passport holders, greeting cards and t-shirts that launched at the company's London flagship store as part of a 16-Bit summer campaign.
- Sodirep Textiles Group for an adult apparel range in France, Germany, Austria and Switzerland that will launch with a t-shirt at Carrefour France in September.
- Cook and Becker for limited edition art prints created in collaboration with some of the top artists in the entertainment and video games industry. Among the brands featured are classic SEGA games such as "Jet Set Radio," "Streets of Rage," "Golden Axe," "Phantasy Star" and "Revenge of Shinobi" from artists such as fantasy illustrator Kilian Eng, Marvel and game concept artist Gerald Parel and Julien Renoult.

"The new style guide has allowed us to tap into the rich imagery and iconic logos of SEGA's classic IPs and create a range of merchandise that will remind fans fondly of the 16-bit era of gaming's past," says Alex Carter-Jones, business development manager, Forbidden Planet."

## CET Event Draws Crowds in Taiwan

Taiwan played host to the largest Creative Expo Taiwan event yet in May.

The six-day expo was themed "The City is the Exhibition Hall; The Exhibition Hall Displays the Life" as CET sprawled across three exhibition halls (Huashan 1914 Creative Park, Songshan Cultural & Creative Park and Taipei Expo Park-Expo Dome) that covered

more than 23,000-square-meters of show space.

With more than 600 domestic and international exhibitors and 1,408 booths, CET also hosted 50-plus seminars, activations and events including the Cultural & Creativity Trend Forum; various lectures; performances; NEXT, a new brand zone; and more.

In attendance were more than

100 international and over 1,000 domestic buyers across all retail channels including department stores, specialty, museum stores, e-commerce, licensing agents and many more.

CET estimates that more than 495 business matching meetings were conducted within its event space, with over 390 million NTD in purchasing orders secured.



# Saban Names Janet Hsu First-Ever CEO

Saban Brands has named Janet Hsu as its new chief executive officer, filling the shoes of former president Elie Dekel, who stepped down from the company July 8.

Hsu, who currently serves as president and chief operating officer of Sanrio, will take on the new Saban role Aug. 17.

Dekel, who helped launch Saban Brands in 2010, announced he was stepping down from the company to pursue other opportunities.

Hsu will be Saban Brands' first-ever CEO, responsible for overseeing the company's portfolio of global entertainment and lifestyle properties, as well as taking part in acquisitions of additional brands and building new IP.

During her time at Sanrio, Hsu grew the company across multiple channels and reinvigorated its direction. She helped transform and modernize Sanrio with innovative marketing strategies and also led the company's expansion and diversification of new retail, licensing and entertainment partnerships.

"Janet is a visionary leader with a strong track record for driving global business expansion and leading innovative strategies," says Adam Chesnoff, president and chief operating officer, Saban Capital Group, to whom Hsu will

report. "Janet has been responsible for some of the world's largest and most successful brands. Her extensive and diverse background across licensing, merchandising and retail has led to many major accomplishments. We look forward to working closely with her at Saban Brands to continue to grow the company and its expanding portfolio of brands."

Saban Brands, which celebrates its fifth anniversary this year, has grown from \$145 million in retail sales of licensed merchandise in 2010 to \$850 million in 2014, according to *License! Global's* exclusive Top 150 Global Licensors report.

Hsu joins Saban Brands as the company continues to grow its two newly formed business units—Saban Brands Entertainment Group and Saban Brands Lifestyle Group. Saban Brands Entertainment Group currently includes brands such as Power Rangers, Popples, Cirque du Soleil—Luna Petunia, La Banda, Emojiville, Julius Jr. and others in development. Saban Brands Lifestyle Group is focused on growing the company's portfolio in the consumer, fashion and lifestyle space, with current brands including Paul Frank, Macbeth, Mambo and Piping Hot.



## Lionsgate, Hasbro Plan Monopoly Movie

Lionsgate and Hasbro are partnering to bring the iconic board game Monopoly to the big screen.

Academy Award-nominated and BAFTA award-winning writer/producer/director Andrew Niccol (*The Truman Show*, *The Terminal*) will write the screenplay for the film, which will be produced by Lionsgate and Hasbro's Allspark Pictures. Lionsgate will finance the movie.

The story will center on a boy from Baltic Avenue who uses both Chance and Community in a quest to make his fortune, taking him on an adventure-filled journey.

"As we've seen with our other movies and television series, Hasbro's brands are terrific for creating engaging stories and appealing characters that speak to audiences of all ages, and together with Lionsgate we will bring Monopoly to life on the big screen," says Stephen Davis, executive vice president and chief content officer, Hasbro. "Monopoly is one of the most popular games of all time, and it will translate into a film with tremendous global appeal and marketability based on a script being deftly written by the remarkable Andrew Niccol."

# LICENSED TOYS RISE GLOBALLY

Licensed toys are continuing to sell strongly, with Disney properties leading the charge.



Compiled by

In the U.S., where the toy industry has been experiencing healthy gains overall, licensed toys grew 7 percent, or two times faster than the rest of the toy market in the 12 months ending in April (May 2014 to April 2015), according to global information company The NPD Group. Such a positive story for licensed toys can be told not only in the U.S., but around the globe.

Licensed toys, which during this time represented up to one-third of total toy sales in the top global toy markets tracked by NPD, experienced growth in many countries, with the exception of Italy.

“From Hollywood to the world of retail, licensing is an integral part of branding, marketing and sales on many levels,” says Juli Lennett, senior vice president, U.S. toys division, The NPD Group. “Licensing fosters a multi-dimensional experience between consumers and the characters they know and love. For kids, such toys bring to life the relationship that’s established on screen.”

Represented in

39 different toy categories and having more than 300 different items on store shelves last year, Disney’s *Frozen* was the big news story for the toy industry in 2014. The property captured the top spot overall and

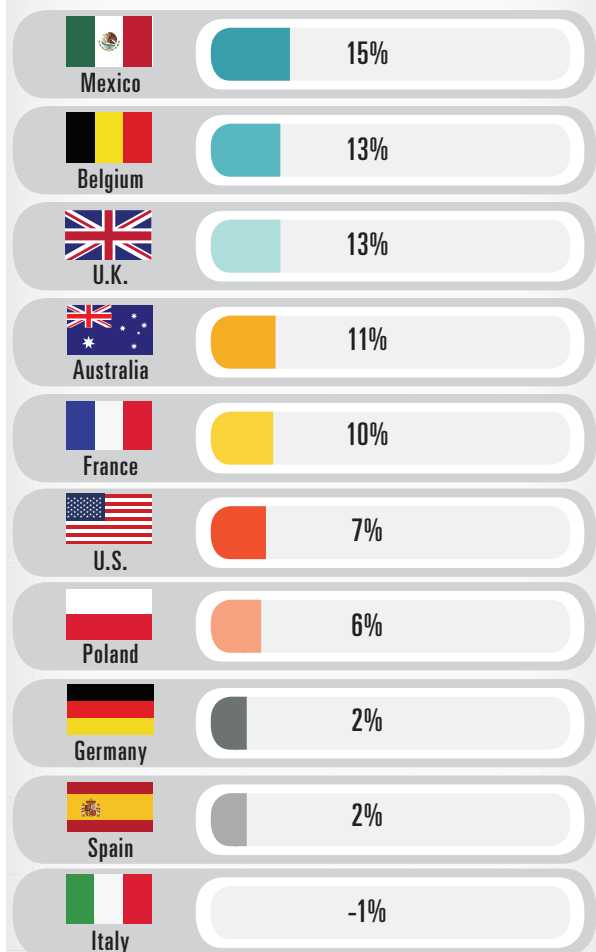
FROM HOLLYWOOD TO THE WORLD OF RETAIL, LICENSING IS AN INTEGRAL PART OF BRANDING, MARKETING AND SALES ON MANY LEVELS.

—JULI LENNETT, SENIOR VICE PRESIDENT, U.S. TOYS DIVISION, THE NPD GROUP

was the top gainer among all toy properties for the year based on absolute dollar growth, generating more than \$500 million in the U.S. Upcoming releases in 2015 are likely to keep the licensing momentum going strong, at least through the remainder of the year.

“This year is positioned to be just as robust, if not stronger, particularly with the release of the highly anticipated *Star Wars Episode VII: The Force Awakens*,” says Lennett. “Although the movie won’t be released until December in the U.S., we are already seeing double-digit growth in classic *Star Wars* toys.” ©

## Global Licensed Toy Sales (Value Percent Change)



Source: The NPD Group/Retail Tracking Service, OzToys (Australia), 12 months ending April 2015.

## Top Five Toy Licenses, Based on Dollars

U.S.	Global*
Disney’s <i>Frozen</i>	Disney’s <i>Frozen</i>
“Teenage Mutant Ninja Turtles”	<i>Star Wars</i>
Disney Princess	“Teenage Mutant Ninja Turtles”
<i>Star Wars</i>	Disney Princess
“Minecraft”	Mickey & Friends

Source: The NPD Group, Inc./Retail Tracking Service, 12 months ending April 2015.  
\*Global ranking includes the U.S., Belgium, France, Germany, Italy, Mexico, Poland, Spain and the U.K.



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# REVEALED AT E3 AND COMING SOON



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Launching: 2.23.16



**Unravel™**

Coming Soon



**Mass Effect™ Andromeda**

Launching: Holiday 2016



**Plants vs. Zombies™ Garden Warfare 2**

Launching: Spring 2016



# ABG BUILDS A Brand POWERHOUSE

Nick Woodhouse, president and chief marketing officer; Jamie Salter, chairman and chief executive officer; and Kevin Clarke, chief financial officer, Authentic Brands Group

A close-up look at how this brand management company has grown from one brand in 2010 to a diverse portfolio of 27 brands with almost \$5 billion in retail sales and counting.





by TONY LISANTI

**F**rom its first major acquisition in the sports sector and the world of MMA to the pop culture allure of various celebrity legends and the trendy and hip appeal of several fashion properties, Authentic Brands Group has been on a torrid growth pace that has earned it a top ranking as a multi-billion dollar licensor, as well as widespread credibility and recognition in brand licensing around the globe.

When licensing executive and entrepreneur Jamie Salter left Hilco Consumer Capital to start a new company in early 2010, he realized the potential of his business strategy and brand principles. But along with this vision to create a different type of IP management company, it was his inherent passion, in-depth understanding of the retail and licensing business, commitment to guard brand equity and the relentless pursuit of the perfect deal that catapulted

ABG into its enviable position in the marketplace today.

In conjunction with Leonard Green & Partners, one of the most recognized private equity firms in the U.S. whose portfolio has included such retailers as Neiman Marcus, Whole Foods Market, Lucky Brand, Topshop/Topman, The Container Store, J.Crew, Bergdorf Goodman, Equinox, The Sports Authority, Tourneau, David's Bridal and Rite Aid, Salter was able to go on a super buying spree that has produced a portfolio of 27 brands and still counting.

ABG is currently ranked at No. 18 among global licensors, with \$3.2 billion in retail sales of licensed merchandise in 2014, according to the Top 150 Global Licensors report published in May by *License! Global*. In fact, if you consider the adjustment based on its most recent acquisitions, ABG now reports almost \$5 billion in retail sales, moving it to No. 11 in the Top 150.

ABG leads the pack of similar IP companies—Sequential Brands, Cherokee Global Brands Group, Blue Star Alliance and Saban Brands—that were all launched around the same time and trails only Iconix Brand Group, the largest in the sector, which ranks No. 4 on the Top 150 Global Licensors report, with retail sales of \$13 billion in 2014.

The international growth and expansion of its existing portfolio will continue over the next several years, as will its aggressive acquisition strategy, and Salter believes that ABG is on course to double in size by 2018. Remarkably, this could make ABG one of the top five global licensors in just an eight-year period.

Since his early days in the sports sector in the 1980s (Salter founded and sold Kemper Snowboards), Salter has become a true brand ambassador and a fervent dealmaker. Salter co-founded Hilco Consumer Capital in 2006, where he spearheaded the acquisition of several big name brands including Tommy Armour, Caribbean Joe, Halston, Bombay, Ellen Tracy, Sharper Image, Linens 'N Things and Polaroid, and perfected the brand licensing model that he later implemented with ABG.

Salter attempted to convince Hilco to put all the brands under one roof, but other partners decided it would be more lucrative to sell them off one-by-one.

"I realized that we were actually pretty good at this model," recalls Salter, who parted ways with Hilco as a result. "We know how to buy good brands and global brands. If I could get a really strong pool of capital and build a really good management team and platform under one roof, we could build a really dynamic business."

Salter did just that and much more. He joined with Leonard Green & Partners, which has provided more than \$500 million in capital, and hired his management team which is comprised of Kevin Clarke, chief financial officer, and Nick Woodhouse, president and chief marketing officer. Quickly the team began

to do their thing despite getting off to a rocky start, as is the case with many new business ventures.

“We were focused on the platform more than we were focused on buying brands for the first six months to a year,” says Salter, who admits that ABG lost money for the first two years. “The goal was to guard it, protect it and build it rather than just logo slap.

“What we learned early on is that it wasn’t about how many licenses you could do, but it was about the quality of the partner,” adds Salter, who credits Woodhouse for putting ABG on the right track. “He told us: ‘You are doing it all wrong. You are focused 90 percent on selling and 10 percent on branding.’ Woodhouse told us that we needed to spend 90 percent of our time on branding and 10 percent of our day on selling.”

“We were perceived as transactional versus strategic, so we switched from a short-term model to a long-term model, targeting brands that play in mid-tier and above, invested more in people, marketing and content and made it more appealing to licensees,” explains Woodhouse. “Our unofficial motto is that we are an ‘advertising agency that happens to own brands.’ If we invest in the brands, then our licensees are willing to invest in the brands with the retailers.”

“Our ability and willingness to move quickly, as well as our creativity and ability to find value,

is what differentiates ABG,” says Clarke.

ABG has stayed true to this philosophy and the vision of its founder and chairman, and the company has remained committed to building the long-term value of its brands.

The core of ABG’s strategy is based on innovative marketing, retail prowess, global expansion, nimble operations, best-in-class licensee partners, exciting content and a dedicated team of overachievers.

ABG is organized according to four distinct “pillars,” which is the term Salter prefers to use to describe the company’s structure. The pillars house these brands:

■ **Sports and Lifestyle**—Prince, Spyder, Tapout, Airwalk, Tretorn, Above the Rim, Vision Street Wear, Sportcraft and Hind

■ **Men’s Fashion**—Hart Schaffner Marx, Hickey Freeman, Palm Beach, Sansabelt, Bobby Jones and Jones New York

■ **Women’s Fashion and Accessories**—Juicy Couture, Judith Leiber Couture, Adrienne Vittadini, Misook, Taryn Rose, Frederick’s of Hollywood and Jones New York

■ **Celebrity, Media and Entertainment**—

Marilyn Monroe, Mini Marilyn, Elvis Presley, Muhammad Ali and Michael Jackson

Woodhouse believes it is very important to delineate between brand management and business development, so





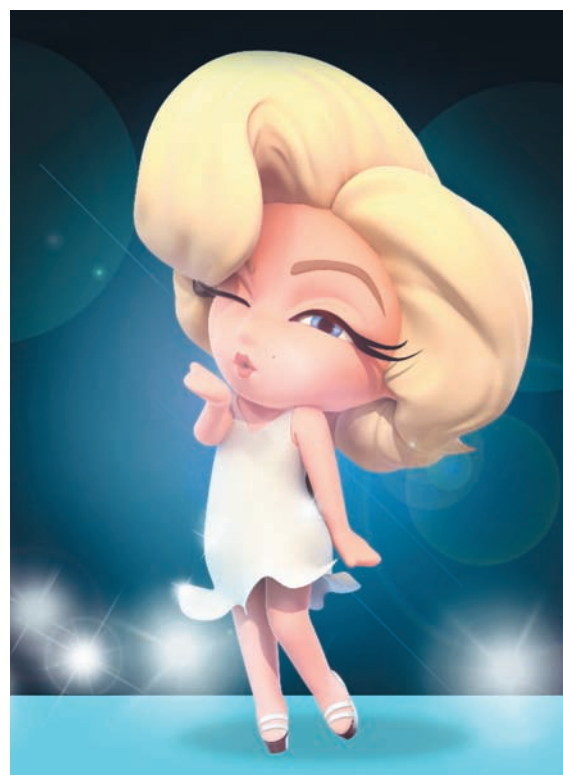
there is an executive for each function within each pillar. He also believes that ABG has a world-class team across all business functions with strong productivity that provides a decided advantage and cost efficiency for the company.

The key brand initiatives being developed through 2016 include the following:

- **Juicy Couture**—Global retail expansion will drive the brand's growth based on the launch of 50 new retail stores for a total of 250 stores worldwide, including the brand's entry into India and South Africa. The first girls-only store will open in China this year, and an accessories store concept will launch in 2016 featuring handbags, jewelry, tech and fashion accessories, footwear, watches, eyewear, fragrance and more. In July, ABG launched a new Juicy Couture fragrance, I AM JUICY COUTURE, with supermodel Behati Prinsloo as brand ambassador. ABG is also developing Couture Confessions, a global campaign featuring a network of brand ambassadors from key international markets who give a glimpse into their glamorous lives. The campaign will be activated across Juicy Couture's digital platforms worldwide.
- **Marilyn Monroe**—ABG partnered with Max Factor in a five-year campaign that features Monroe as global glamour ambassador. Another brand campaign is in conjunction with the Coca-Cola Co. In celebration

of the 100th anniversary of the Coca-Cola bottle, Marilyn is featured in the global Kissed By campaign.

- **Mini Marilyn**—The company is developing the animated Mini Marilyn character in partnership with DMG Entertainment that will include television, short-form digital content and a feature film by spring 2018.
- **Muhammad Ali**—ABG recently signed a multi-year partnership with Under Armour that will include adult and youth performance apparel, headwear, footwear and accessories that are rolling out this fall.
- **Elvis Presley**—ABG recently partnered with the United States Postal Service for a commemorative Forever Stamp as an inductee into the USPS's Music Icon series. An app called the "Jungle Room" was created to give Elvis fans the chance to interact on topics like music, movies, events and the like. Presley is also featured in Coca-Cola's Kissed By campaign.
- **Tapout**—Tapout recently joined forces with WWE as its official fitness and training partner, providing fitness-centric products and solutions for athletes at all levels that will be integrated across all platforms. A new men's and women's performance apparel and accessories, equipment and consumables collection is being developed and will launch in spring 2016. In addition, new branding and packaging is rolling out across key categories throughout the year. Tapout Fitness gyms,



which are state-of-the-art, full-service training facilities offering weight training, cardio activities, boxing and group classes, are also being rolled out. New locations recently opened in Ohio and Georgia, with 25 additional locations slated to open in key U.S. markets including New Jersey, California, Las Vegas, Florida, Oregon and New York by the end of 2016. Tapout was also the official vitamin/supplement/protein provider of Throne Boxing and Roc Nation for two its promoted boxing events televised on Fox Sports 1 and HBO.

- **Prince**—Official sponsorships for the brand include a multi-year partnerships with the USPTA as official racquet, ball, string and bag sponsor; BB&T Atlanta Open as official racquet, ball, string and bag sponsor; and with the IMG, the No. 1 tennis academy in the world, providing tennis equipment to the next generation of athletes. A global ambassadors program, Prince Players, includes top ranked ATP and WTA players Bob Bryan, Mike Bryan, John Isner, Taylor Townsend, David Ferrer and Jelena Jankovic. New products that are being rolled out include a performance apparel line for men, women and kids featured in Prince shops at Sports Authority; Textreme Racquets launched in the tennis specialty/pro market this spring; and a new T-22 (a footwear style in the tennis specialty channel) and Warrior footwear styles in summer and fall 2015.

A key part of ABG's philosophy, according to Salter, is its focus on retail sales and productivity.

"We are more interested in what were the best-sellers, and how we can get more of those best-sellers into the retailer's store and sell more merchandise. That's what retailers still look at every Monday morning," he says.

Today, ABG boasts nearly 470 licensees, and while it gets harder to manage, Salter says: "We can tell you licensee by licensee what's going on a monthly basis. We are pretty good at projecting where we are going to be tomorrow and next week, and beyond."

Global expansion is another important contributor to ABG's growth, says Salter.

"It's not that the U.S. isn't booming, but the growth is in international markets such as China, Korea and the Middle East," he says.

Currently, ABG's business is 65 percent domestic and 35 percent global, but Salter adds: "We believe it will be a 50-50 split within the next 24 months."

The expansion of ABG's retail stores in international markets is also an important growth factor. For example, ABG will open 25 Spyder stores in Korea this year alone. In total, ABG has 485 retail stores across its portfolio—111 in the U.S.—that include shops inside department stores and standalone stores that range from 1,500-square-foot to 4,000-square-foot, depending on format and location.





Salter supports a “less is more” philosophy and that partly explains why ABG has scaled back the licensing business of some of the brands it acquired and why the company has been somewhat cautious to aggressively pursue a multitude of new product deals.

“It’s great that we did an Under Armour deal with Muhammad Ali, but now we have to let it percolate and grow, then maybe we can get another major deal,” explains Salter. “But if you try to build too fast, then you don’t necessarily get the right partnerships. We could have done intimates two years ago with Juicy Couture, but the brand wasn’t ready. We had to fix existing business and make sure the retail chain started to grow before we started to pile on more product categories. Now that the retail chain is growing, we will soon announce two licenses—one in the beauty category and one in intimates—but that’s three deals since we bought the company in 2013.” (ABG signed Steve Madden as the footwear partner for Juicy Couture in 2014.)

According to Salter, ABG also scaled back its Jones New York business because it was over-distributed and discounted

“We went from \$1 billion to \$700 million in revenue,” he points out. “Now it’s harder to find the Jones brand because it’s not in every department store, but the good news is that retailers who are carrying Jones will make a good profit and

they will be more comfortable to help grow our business.

“It’s not just about how many categories you can license, it’s really about focusing on building a good, sound strategy for all of our brands,” he adds.

Tapout’s partnership with the WWE is another example of how ABG is leveraging the overall popularity of its brand to further enhance its position in the marketplace, reach new audiences and develop new merchandise lines.

“We are really proud that we took the company from a piece of paper and a good idea to close to \$5 billion in retail sales in five years,” says Salter. “We are very profitable, and more importantly, we have a ton of low hanging fruit and opportunities around the world.”

Salter says that a couple more acquisitions are possible before the end of this year, with an overall goal of reaching \$10 billion in retail sales by 2018. Growth will likely be concentrated in the company’s existing four pillars with home, kids and accessories being key categories, along with the possible expansion into new areas such as technology, education and consumer electronics.

While Salter’s goal of doubling in size in three years is an ambitious one, the savvy executive not only has established the necessary internal operations and structure to execute the next phase of ABG’s growth, but also has a proven track record as the company gears up to become one of the five largest brand licensors in the world. ©











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# MAKING MAGIC

As fashion licensors, licensees and retailers from all over the world descend on Las Vegas for the MAGIC trade show, here are five trends that are driving the licensed apparel market.

by NICOLE DAVIS

Successful licensed apparel programs require the perfect concoction of standout brands, high-quality licensees and retail support. Nowhere is the coalescence of these elements more prominently on display than at the bi-annual MAGIC event, taking place Aug. 17-19 in Las Vegas, Nev.

The collection of 11 trade shows—WWD MAGIC, Project, The Tents at MAGIC, Project Womens (previously ENKVegas), FNPlatform, WSA@MAGIC, Pool Trade Show, The Collective, CurveNV@MAGIC, Playground and Sourcing at MAGIC—spans the full spectrum of the fashion industry.

Of particular interest to the licensing community is the Sourcing show, which this year will be presenting a number of special events and seminars focusing on the new arena of wearable technology, an area of growing interest for fashion brands. An interactive exhibit area will feature a treadmill

and prototype garments from the North Carolina State College of Textiles such as stretchable electronics that can be screen-printed onto fabrics and compression shirts with integrated dry electrodes for electrocardiogram monitoring.

The increased penetration of technology into every

aspect of consumers' lives is only one of the emerging trends that is currently shaping both the fashion and licensing industries.

Here are five more developments to keep an eye on.

## Looking to China

U.S. and European executives have long viewed China as an area with great potential for international expansion. Now, more licensors than ever before are taking the plunge and entering the world's most populous market. (Recent volatility in the Chinese stock market looks unlikely to slow this trend, with analysts predicting a minimal impact on retail sales. Source: China Market Research Group.)





There is perhaps no better indicator of the demand for American brands in China than the recent decision by JD.com, one of China's largest

e-commerce sites, to launch a "U.S. Mall" in July. The new section features authentic, imported goods from a range of U.S. companies and joins similar, previously launched sales channels for goods from Australia, France, Japan and Korea. Among the brands already available on JD.com are Converse, Samsonite, Sephora, eyewear licensee Luxottica

and several of Global Brands Group's apparel properties including Nautica Kids and the Jeep lifestyle label. At the same time, JD.com also revealed that pop star Taylor Swift is planning a new branded fashion line that she will develop exclusively for the platform.

Also in July, Walmart took full ownership of the Chinese e-commerce site (and JD.com competitor) Yihaodian, another strong indicator of the rising value of Eastern consumers to retailers and brands alike.

Beyond e-commerce, a number of other brands have recently entered the Chinese market through partnerships with regional licensees or retailers.

The Hong Kong-based fashion retailer Bauhaus, in partnership with Oxford Limited, debuted a University of Oxford-inspired capsule collection in June and is planning a full line that will launch this fall.

Also in June, Saban Brands appointed the Grand Union International Trading Company as the master licensee and retailer of the Paul Frank brand in China, Hong Kong and Macau—the largest deal in the brand's history. The Paul Frank brand already boasts 100 standalone stores across China, with an additional 500 set to open under the new deal, as well as branded cafés.

### The Name Game

Shakespeare may have said there was nothing to a name, but he didn't live in our information-saturated world. Aligning with a hot celebrity, artist or athlete is a tried and true way for brands to stand out from the pack.

Now the market is seeing a wave of celebrities who are taking the next step and launching labels of their own.

In addition to Taylor Swift's upcoming apparel line for JD.com, other celebrities who have recently entered the lifestyle space include:

- Soccer star and fashion icon David Beckham has teamed with Global Brands Group to develop the lifestyle brand Seven Global.
- Comedian and TV host Ellen DeGeneres launched her lifestyle label, ED, on a standalone e-commerce site in July. Created in collaboration with manufacturing partner J. Christopher Burch (co-founder of Tory Burch), the line includes homewares and apparel.
- Actress Eva Longoria announced a new partnership with Sunrise Brands to create an eponymous fashion label that will launch in fall 2016.

And it's not just celebrities that are leveraging their name recognition to enter the lifestyle space. The approach has been equally successful for corporate brands.

Goodyear just launched a line of men's footwear with SCL Footwear Group and will debut a vintage clothing line for spring/



summer 2016, both of which draw on the brand's heritage and association with durability. Meanwhile, Pan Am has jumped on the current demand for retro brands with forays into a range of lifestyle categories, most recently in a partnership with Austria's Flugzeug for belts inspired by the defunct airline's seatbelts.

At the same time, big names from the past that still carry weight are readying for their second act. Foundry Brands is planning to re-launch the '80s streetwear label B.U.M. Equipment in the U.K. and Europe in 2016; and Bluestar Alliance just acquired the trademark for retailer Limited Too, which it plans to reboot with a comprehensive lineup of tween fashion products.

### High Fashion Collabs

Characters are taking the high road in a recent slate of high-fashion collaborations between big-name designers and top licensors.

Consider these recent pairings:



■ DreamWorks unveiled a limited edition collection at New York Fashion Week Men's in July that saw eight CFDA fashion designers put their own spin on classic characters including Where's Waldo?, Richie Rich, Felix the Cat and He-Man.

■ Knitwear designer Markus Lupfer gave Mickey Mouse the sequin treatment in a new line based on

images from Disney's archives.

- Twentieth Century Fox Consumer Products and Neff Headwear recently partnered for a limited edition collection featuring "The Simpsons."
- U.K. fashion brand Hype unveiled a range inspired by Nickelodeon's "SpongeBob SquarePants."
- ITV Studios Global Entertainment is celebrating the 50th anniversary of the classic TV series "Thunderbirds" with three men's fashion collaborations: Lou Dalton for knitwear; Turnball & Asser for handkerchiefs and ties; and Fashion Lab for outerwear and nightwear.

### Tuning In

Entertainment has always provided fodder for unique, timely fashion collaborations, and with the rise in the quality and quantity of television programming, those partnerships are taking on an interesting new tenor.

These collections go well beyond basic logo-slapping and instead aim to embody the essence of the series' story and characters. TV series also offer licensees and retailers the added advantage of longer lifecycles, remaining on the airwaves—and in front of consumers—oftentimes for years.

Perhaps one of the best recent examples of this is Knockout Licensing's work on behalf of Sony Picture Television's historical drama, "Outlander." Set in the Scottish highlands, Sony and Knockout have developed proprietary tartans for the families and clans depicted in the series that are officially registered with the Scottish Register of Tartans. Apparel licensee The Celtic Croft has then used those tartans to create a range of authentic, innovative products including kilts, shawls and tams. Fellow "Outlander" licensee AbbyShot has also created a line of coats, scarves, cloaks, bags and cowls that offer a modern take on the 18th century fashions in the show.

Twentieth Century Fox is working with higher-

end retailers and designers for an upcoming line based on its runaway hit "Empire." Product will begin to launch in conjunction with the series' second season this September with a measured program that aims to establish the brand as a lifestyle label.

This spring, Hot Topic launched fashion lines for two of television's cult hits—Temple Street Productions' "Orphan Black" and Showtime's "Penny Dreadful." Both shows have strong visual identities that the teen retailer carefully translated into fashion-forward collections.

### Opening Up Shop

Despite the ever-growing prominence of e-commerce, many brands are finding that a classic brick-and-mortar presence is still essential in building and maintaining a powerful brand profile.

Brand manager Xcel (owner of fashion labels such as Isaac Mizrahi and Judith Ripka) just took a stake in the retail game with the acquisition of J. Christopher Burch's bankrupt retail chain C. Wonder.

Powerhouse licensee Li & Fung announced plans in June to open 300 stores in China in partnership with two of the country's largest retail groups—Shanghai Bailian Group and Beijing Wangfujing Department Store. Li & Fung plans to design, source and produce a host of private labels for its stores, which will also carry a range of licensed brands.

Skechers recently launched a first-of-its-kind concept store in partnership with the hypermarket chain Meijer in Michigan. The 804-square-foot shop-within-a-shop will serve as a pilot for the new concept, which may eventually be expanded to other stores.

Finally, the fitness apparel and equipment brand Everlast will open three branded stores in the U.S. for the first time in its 105-year history. The company hopes the brick-and-mortar locations will help to bring its brand experience to consumers. ©





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# THE RETAIL

# Report

These recent deals and announcements highlight the diversity and vibrancy of licensed apparel at retail.

by NICOLE DAVIS

## Benetton Features Nick Brands

Nickelodeon & Viacom Consumer Products and fashion retailer United Colors of Benetton launched a kids' apparel collaboration featuring Nickelodeon's "SpongeBob SquarePants" in July.

The line, which is available in Benetton stores worldwide (except in the U.S.), will be continued later in the year with a range starring the "Teenage Mutant Ninja Turtles."

Both collections include t-shirts, pajamas, intimates, tops, pants, leggings, shorts, skirts, accessories, footwear and headwear.



## Neff Takes Inspiration from 'The Simpsons'

Twentieth Century Fox Consumer Products and Neff Headwear teamed for a limited edition designer apparel collection featuring the "The Simpsons" in July.

The line includes t-shirts, joggers, flannels and accessories adorned with Bart Simpson character prints and plaid accents that blend Bart's multifaceted personality with Neff's Forever Fun theme of youth culture. The first collections focus on Troublemaker Bart, who is carefree and rebellious, and Steezy Bart, who is effortlessly stylish and cool.

Retailers Tilly's, PacSun and Zumiez are offering the fashion line, along with other select U.S. retailers.





## Men's Wearhouse Tailors New Deals

The Men's Wearhouse signed two new licensing agreements for tuxedo shops in Macy's stores and a line with designer Kenneth Cole.

In a 10-year agreement, the men's formalwear retailer will operate men's tuxedo rental shops inside 300 Macy's stores. The new Macy's Tuxedo Shop will be located near the men's department and will be staffed by formalwear professionals. Seventeen pilot tuxedo shops will open this fall, with all 300 shops expected to be open by fall 2016. Macy's and Men's Wearhouse will also collaborate to develop a digital tuxedo rental shop on Macys.com.

The Men's Wearhouse also entered into a partnership with Kenneth Cole to carry a special collection of men's tailored clothing under the Awearness Kenneth Cole label.

Launching in September, the Awearness Kenneth Cole collection will include ties, dress shirts, suits, sport coats and dress pants in slim fits. The line will be available exclusively at Men's Wearhouse stores and online in the U.S. as well as Moores Clothing for Men locations throughout Canada. A portion of all sales of the Awearness Kenneth Cole line will go toward helping veterans transition back into the workforce.

"We are excited to partner with Men's Wearhouse and bring tailored clothing to their customer, while at the same time, be able to assist our veterans in their transition into the workforce," says Kenneth Cole, chairman and chief creative officer, Kenneth Cole Productions. "We have always sought to make an impact on people's wardrobes, as well as communities in need, and are excited that this new partnership will do just that."

## Fashion to be Key in Hasbro's Jem Reboot

Thirty years after the iconic brand's debut, Hasbro will re-introduce the animated pop stars Jem and The Holograms to a new audience later this year.

Incorporating all the glamour, glitter, fashion and fame of the classic 1980s series, the Jem and The Holograms brand will be rebooted this October with a feature film adaptation and global lifestyle program.

In conjunction with the film release this October, Hasbro has teamed up with industry leaders to create exclusive, special edition collections that take inspiration from the brand's makeup and fashions. Apparel and beauty partners already on board include:

- Sephora for a special edition cosmetics collection that will capture the legacy of the Jem and The Holograms brand in a playful, four-piece set reminiscent of the 1980s animated series.
- Shopbop for an exclusive collection of apparel, accessories and jewelry that will feature a modern take on the glitter and glam that defined "Jem and The Holograms" and its '80s rock sensibility.
- Manic Panic for four, semi-permanent hair dyes inspired by each member of the Jem and The Holograms band, which will pay homage to the distinctive hair colors of each character.

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



## Cherokee Acquires New Brand, Launches Kids' Line

In May, Cherokee Global Brands acquired Everyday California from owners and founders Michael Samer and Christopher Lynch, and recently signed its first licensee for the brand. NTD Apparel will now create apparel and accessories for adults and kids that will be sold at retailers and resorts in the U.S. and Canada. The first products are expected to arrive on shelf in spring 2016.

In another recent deal, Cherokee has also launched Point Cove, a new lifestyle brand for children, which targets kids 2- to 14-years-old.

Point Cove, developed in-house by the Cherokee Global Brands design team, is a colorful lifestyle brand that delivers a combination of playful sophistication to fashion, trend-right clothing, footwear, accessories and home offerings.

"The debut of Point Cove is a wonderful example of how our retail partners are leveraging Cherokee Global Brands' 360-degree platform to design, market and distribute clothing and accessories with the goals of maximizing sales and brand awareness," says Henry Stupp, chief executive officer, Cherokee Global Brands.



## Smiley Builds Fashion Slate

SmileyWorld, owner of the smiley face icon, is continuing its rapid expansion in the fashion category in a series of new deals with the likes of Asos, Benetton and Pantone.

U.K. online retailer Asos has launched an exclusive collection for summer; European-based Ami has crafted a range of men's apparel and accessories; Benetton is creating men and women's Smiley-themed beachwear; and color experts Pantone also developed a co-branded beachwear line.

The Pantone collaboration has launched in an exclusive pop-up shop at Boxpark in Shoreditch, London. The pop-up shop will act as a teaser ahead of the launch of a full collection for spring/summer 2016.

## British Museum V&A Teams with Fashion Labels

England's Victoria and Albert Museum has launched its first licensed shoe collection, created in partnership with the global footwear brand Clarks, and an apparel collection with the fashion label Oasis.

The first of three seasons of V&A-branded footwear from Clarks launched in June with a range of shoes for men, women and children that features re-imagined styles drawn from two iconic decades in British fashion history: the 1950s Teddy Boy look and 1980s club culture.

"We have admired the textile and fashion collection at the V&A for some time now and have been looking for the perfect opportunity to join forces and work together," says Roy Gardner, group director of category marketing, C&J Clark International. "Since 2015 marks the 190th anniversary of the Clarks brand, we feel that time is now."

Launched in late May, the museum's fashion collection from Oasis is based on 11 historical botanical prints and includes kimono-style jackets, wide-leg high-waisted trousers, voluminous culottes and A-line midi skirts, among other styles.



## eOne Builds Teen Lifestyle Brand

Entertainment One Licensing has launched a new fashion program for Skelanimals at Hot Topic, where the brand first made its retail debut back in 2006, generating more than \$27 million in sales over two years.

Legacy licensees Lounge Fly and Toynami have developed new collections of bags, wallets, jewelry and plush—many featuring the newly released character Bonita the Unicorn—to complement fashion apparel and tees from Iron Fist and Goodie Two Sleeves.

The collection rolled out in late July at select Hot Topic stores across the U.S. and online.





## Goodyear Revs Up Apparel Offerings

Goodyear is continuing to expand its reach beyond the tire aisle with the help of licensing agent IMG.

The latest collection of Goodyear vintage apparel was on display at the Panorama trade show in Berlin in July. The brand's spring/summer 2016 line focuses on retro typography and racing-inspired imagery synonymous with Goodyear's Americana style.

Goodyear also recently expanded its apparel offerings to include a Goodyear Racing range of clothing, footwear and accessories from licensees Punch, EDF and H&C. The line takes inspiration from Goodyear's racing tradition and targets the motor sport enthusiast with a lifestyle range of shoes, watches, jackets, tops and technical fitness pieces. The Goodyear Racing range is already on shelves in Europe, Brazil, Central America and Mexico and will arrive in the U.S. for spring/summer 2016.

Finally, in late May, the brand launched its first line of men's footwear by SCL Footwear Group NYC in the U.S. The first products, a work and safety shoe line, are available now at major retailers including Nordstrom, ShoeBuy, Amazon and Orva Shoes.



## DreamWorks Unveils Designer Collabs

DreamWorks Animation debuted a limited edition Character Clash collection at New York Fashion Week: Men's in July.

Showcasing five classic characters in designs from Billy Reid, Ernest Alexander, Michael Bastian, Ovdadia & Sons, Public School, Robert Geller, Timo Weiland and Todd Snyder, the range was created in partnership with the CFDA and is now available exclusively on Amazon Fashion.

Designer and character pairings include:

- Billy Reid and Underdog
- Ernest Alexander and Where's Waldo?
- Michael Bastian and Richie Rich
- Ovdadia & Sons and Richie Rich
- Public School and Underdog
- Robert Geller and Felix the Cat
- Timo Weiland and Felix the Cat
- Todd Snyder and He-Man

## ITV Signs 'Thunderbirds' Fashion Deals

As part of the 50th anniversary celebration for classic "Thunderbirds," ITV Studios Global Entertainment is bringing the brand to men's fashion with three new partnerships.

Set to launch at retail this fall, a collaboration with British designer Lou Dalton will see iconic classic "Thunderbirds" cartoon strips printed on a limited edition men's knitwear collection.

Royal Warrant shirt maker Turnbull & Asser will create a range of men's fine silk handkerchiefs and ties featuring classic "Thunderbirds" scenes and characters that will launch in its stores and other retailers across the U.K. and Japan this year.

Finally, Fashion Lab will target mid- and high-end retailers with a range of classic "Thunderbirds" men's outerwear and nightwear featuring imagery from the original TV show. The line will launch in the U.K. this fall.



# FASHION LICENSEE ROUND-UP

by NICOLE DAVIS



**L**icensees provide the backbone for some of the most successful licensed apparel collaborations. Here is a round-up of recent top news from leading apparel licensees.

## Cudlie Teams with Laura Ashley, Smiley

Cudlie Accessories has signed two new deals with Laura Ashley and SmileyWorld to create a range of baby and girls' products for both brands.

Among the products that will be included in the lines are layette apparel, girls' sweaters, girls' handbags, backpacks, luggage, diaper bags and infant accessories such as blankets, bibs and washcloths. Both ranges will launch at retail for holiday 2015/spring 2016. Additionally, the licensee's Maverick Accessory Designs division has teamed with CB Sports to bring the heritage brand back to the bag market. Maverick is currently developed a new range of men's, women's and children's backpacks, athletic bags, duffels, ski bags, messenger bags and luggage featuring the CB brand.

## FAB NY Exec Preps dELIA\*s Re-Launch

Less than a year after filing for bankruptcy, teen retailer dELIA\*s makes its return this month under the stewardship of Steve Russo, founder and chief executive officer of apparel licensee FAB NY, and Brian Lattman, who purchased Alloy Apparel and Accessories from dELIA\*s in June 2013.

The teen fashion brand will debut its first new collection just in time for back-to-school with a print catalog and all-new, interactive e-commerce website. Among the new features of the site are a Hall of Fame, where shoppers can upload pictures of their purchases and interact with one another. The brand will also introduce a shoppable Instagram page as part of its re-launch.

## Target Features Accessory Innovations Gear

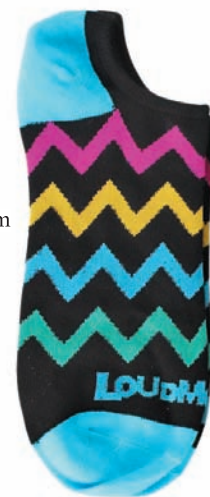
A recent Target broadcast campaign prominently featured products from licensee Accessory Innovations including *Minions* and *Star Wars* backpacks as the retailer gears up for the back-to-school season.

## High Point Design Takes on Hang Ten

High Point Design, a division of The Moret Group, has signed on to create a line of hosiery, socks and slippers for men, women and children under the Hang Ten brand.

## Planet Sox Gets Loud

PS Brands' Planet Sox division released a line of unisex socks featuring the vibrant designs of the Loudmouth brand earlier this year. The sock line is now available at a range of retailers across the U.S. including Bealls, Goldfom and the PGA National Resort Golf Shop.



## NTD Becomes First Everyday California Licensee

Cherokee Global Brands signed NTD Apparel as its first licensee for the Everyday California brand, which it acquired in May. NTD Apparel will create Everyday California apparel and accessories for kids and adults in the U.S. and Canada. First product is expected to launch in spring 2016.

## Delta Galil Buys Loungewear Brand

Apparel manufacturer Delta Galil Industries bought the pajama and loungewear brand P.J. Salvage along with other assets of the manufacturer and distributor Loomworks Apparel in July. ©



# 50 YEARS STRONG

Fashion licensee ABG Accessories is celebrating 50 years in the business.

by AMANDA CIOLETTI

**A**BG Accessories is marking a major milestone. As one of the oldest headwear manufacturers and licensees in the business, ABG Accessories is celebrating its 50th anniversary in 2015.

Founded by Julius Templer in New York City thanks to a small business loan and with his wife Rosa's sewing help, ABG Accessories has managed to remain a family business half a century on. Son Joseph Templer oversees the company now as president, which was built on the back of the very knitted headwear—the watch cap—his father first sold.

When the younger Templer joined the family business in 1977, he decided the time was right for category expansion, transitioning ABG Accessories into broader product offerings and adding retail channels.

In 1982, the company further branched out, expanding its product output by importing some headwear from China, which it sustained until 2005 when Templer closed the manufacturing side of the business domestically and moved all such processes to China.

Adopting a licensed business model is also an innovation that developed under Joseph.

In 1994, ABG Accessories acquired Aquila, a large Midwest headwear manufacturing company, and with it came its very first licensed brands, one of which was the perennially popular Disney franchise. Its current roster of licenses has greatly expanded, with Disney, Shopkins, Nickelodeon, Sanrio, DreamWorks Animation, Mattel, Warner Bros., Activision and WWE all in its portfolio of brands that spans all demographics and can be found at all tiers of retail in North America.

"I am not sure that there is another company that is out there that is as diversified as us," says Templer. "From Walmart to Nordstrom, Babies 'R' Us and mid-tiers like J.C. Penney, we cater to all of them."

Today, ABG Accessories has grown to include more than 100 employees and two overseas offices, in addition to their headquarters in New Jersey.

ABG Accessories also has one of the largest in-house design teams in their category (which still includes knitted headwear, among several other

divisions of headwear, rainwear, cold weather gear and even baby accessories), and it's a team that sparks a lot of pride from the company's executive staff.

"We like to train our people to do things the ABG way, because we think it is more authentic to the product, which can only be done in-house by people who live and breathe it everyday," says Hillel Kirschner, senior vice president, ABG Accessories. "You need a substantial design team to cater to diverse retailers. You can't show the same thing across all retailers."

This attention to detail is what has been keeping ABG Accessories at the front of the pack of accessory licensees. The company prides itself on staying ahead of trends in the marketplace, often looking outside of their business for inspiration.

"We put a lot of time into shopping outside our categories," says Kirschner. "We try to see what is going on in the market in general and see how we can apply that. It sets us apart and allows consumers to see us at the forefront."

Adds Templer: "And we do not necessarily only look to apparel—we also look to the toy market for trends."

New this year is a focus on technology integrations such as sound chips and lights into its headwear, a novelty for the category.

The executives predict technology innovations will continue to fare well at retail, with further patents such as temperature sensitive color changing items a draw for consumers. They also see a huge consumer demand for headwear that offers enhanced sun protection, as well as a healthy continuing junior's business.

Additionally, ABG Accessories has a burgeoning proprietary portfolio that includes the Flipeeze headwear brand. Last year marked its first pairing with licensed properties, and this year will see the launch of *Avengers* and Marvel superhero Flipeeze for boys.

But the most important factor that keeps ABG Accessories 50 years strong in the business? Sell-through.

"Although we are fashion and technology oriented, we know how to bring out these characteristics in a way that is sellable," says Templer. "We know how to execute it in a way that is well-priced, but yet fashionable." ©





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# COMIC

Comic-Con International continues to be the place to find the latest and most exclusive previews of hotly anticipated films and limited edition products.

by AMANDA CIOLETTI

Comic-Con International is growing up. In the past, Comic-Con was the place for superfans to find their “tribe” and converge to share all things comic or obscurely pop culture relevant. And while all of these elements are still present in the core DNA of the event, the glitz and glamour (and dollars) of the major film studios is continuing to influence what the event is morphing into.

This year’s Comic-Con, which took place July 9-12 in San Diego, Calif., seemed to be all about exclusive, never-before-seen footage from the most anticipated films delivered during the event’s hot ticket Hall H panels.

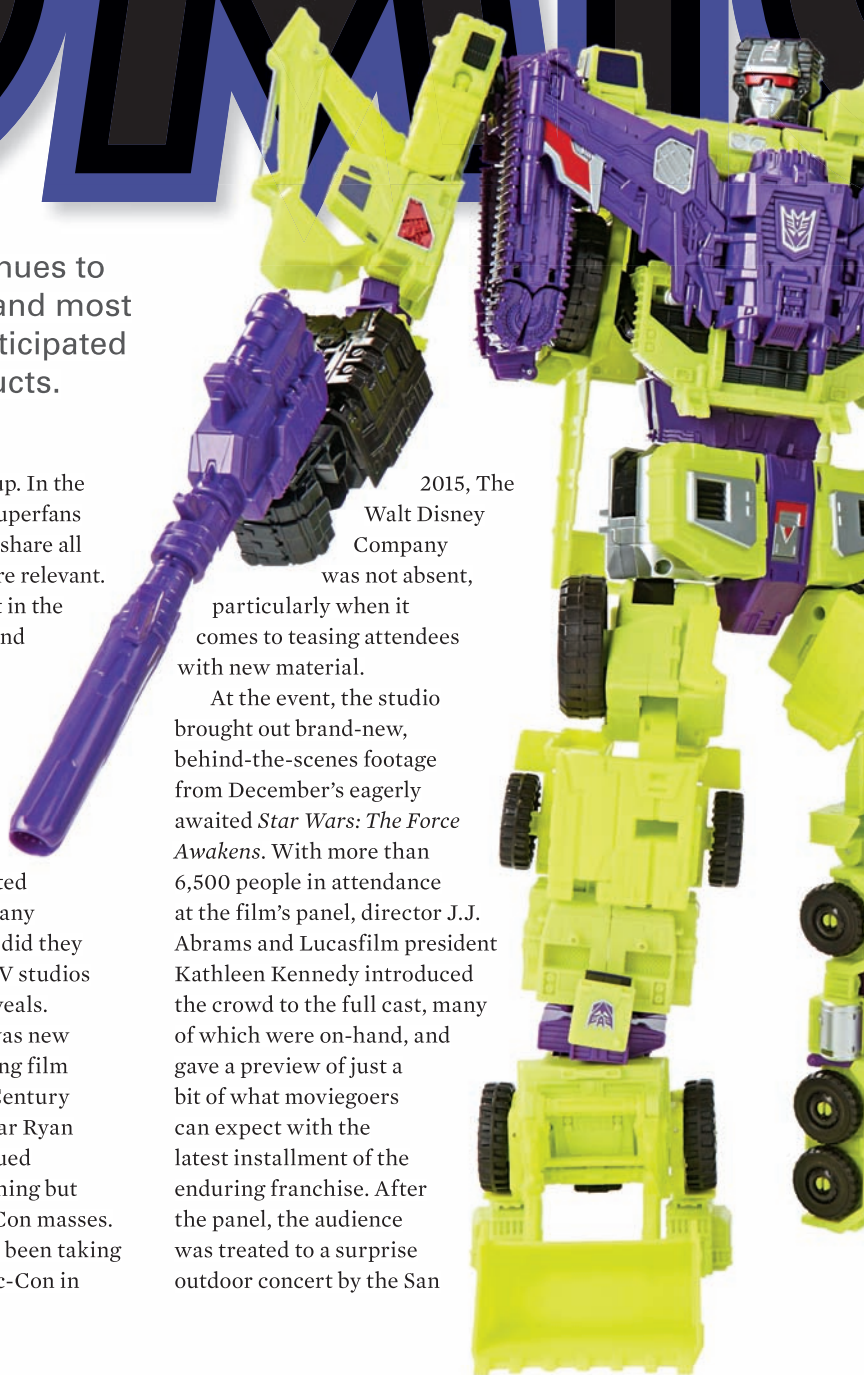
And while some had a noticeably more muted presence (Marvel, for example did not release any major announcements at this year’s event, nor did they participate in Hall H panels), other film and TV studios grabbed the Comic-Con headlines with big reveals.

A well-received debut was new footage from the forthcoming film *Deadpool* from Twentieth Century Fox. The 2016 movie will star Ryan Reynolds as the quick-tongued anti-hero, and received nothing but accolades from the Comic-Con masses.

While Marvel may have been taking a quieter approach to Comic-Con in

2015, The Walt Disney Company was not absent, particularly when it comes to teasing attendees with new material.

At the event, the studio brought out brand-new, behind-the-scenes footage from December’s eagerly awaited *Star Wars: The Force Awakens*. With more than 6,500 people in attendance at the film’s panel, director J.J. Abrams and Lucasfilm president Kathleen Kennedy introduced the crowd to the full cast, many of which were on-hand, and gave a preview of just a bit of what moviegoers can expect with the latest installment of the enduring franchise. After the panel, the audience was treated to a surprise outdoor concert by the San





# COMIC-CON



Diego Symphony, which played *Star Wars* music from John Williams.

Other eagerly anticipated films that debuted sneak peeks at Comic-Con include *Suicide Squad*, which gave panel-goers a glimpse at what the characters will really look like in action; *Batman v Superman: Dawn of Justice*; *The Hunger Games: Mockingjay—Part 2*; *The Man from U.N.C.L.E.*; and *X-Men: Apocalypse*.

Comic-Con attendees were also treated to plot reveals (but no footage) of the final installation of actor Hugh Jackman's *Wolverine*, slated for 2017, which will be based on the story *Old Man Logan*; while the new title of the forthcoming Green Lantern film was teased: *Green Lantern Corps*.

Television, which has long been edging itself into the Comic-Con universe, also made a huge splash thanks to support from activations, panels and cast appearances.

The buzz on TV shows was huge, and just some of the new shows that filled seats during panels were “Heroes Reborn,” which will hit screens this September; the latest installation of “American Horror Story: Hotel,” which treated attendees to character names for the upcoming season; “Westworld,” a new HBO series from Jonathan Nolan and J.J. Abrams; and FX’s newest series “Bastard Executioner,” a narrative that centers on a warrior knight in King Edward I’s charge who is beat down from war, but

must continue to fight.

FremantleMedia Kids & Family Entertainment brought its new reboot of the classic 1980’s animation “Danger Mouse” to Comic-Con in a lively panel that revealed casting news (Lena Headey and John Oliver are slated to join the voice cast) and premiered the first preview. The series will debut in the U.K. later this year, and roll out in the U.S. and internationally on Netflix in 2016.

But what is Comic-Con without the merch? The event still continues to be the place for product exclusives.

Warner Bros. Consumer Products headed to Comic-Con with licensed merchandise to support its wide array of properties, from *Batman v Superman: Dawn of Justice* down to classics like “Scooby-Doo.”

A sampling of the product found on the show floor includes “Thomas & Friends” and DC Super Friends minis from Fisher-Price; “Arrow,” “The Flash” and *Batman v Superman: Dawn of Justice* Pop! vinyl figures from Funko; a chrome “Batman” classic TV series Batmobile ornament from Hallmark; a Superman and DC Comics comic book and “Arrow” mini figure from The LEGO Group; a *Batman v Superman: Dawn of Justice* exclusive, limited edition t-shirt from Junk Food Clothing; and a Hot Wheels *Batman v Superman: Dawn of Justice* Batmobile and figure two-pack from Mattel.

BBC Worldwide North America unveiled a swath of product for its enduring “Doctor Who” series including an extending Sonic Screwdriver universal remote control from The Wand Company; Dalek and “I am the Doctor” socks; t-shirts, a tote bag and a hoodie designed by artist Alice Zhang; a mini-standees pack from Advanced Graphics; and a Twelfth Doctor comic book from Titan. “Doctor Who” is also pairing with LEGO in the new





“Dimensions,” a toys-to-life video game from Warner Bros. Interactive Entertainment.

BBC also showcased exclusive merchandise supporting its series “Sherlock” (limited release t-shirts, a hoodie, mini-standees pack and vinyl figure) and “Orphan Black” (limited release t-shirt).

DC Comics unveiled a bevy of new products such as statues and action figures for many of its properties including “Batman: The

Animated Series” and a sneak peek of the new line of collectibles based on *Batman v Superman: Dawn of Justice*.

Hasbro had, as always, a robust offering of product available on the show floor, including a “My Little Pony” Pinkie Pie “chicken” figure, a “My Little Pony Equestria Girls” Twilight Sparkle Crystal Prep doll, a Magic: The Gathering Origins pack, a G.I. Joe Crimson Strike special edition set, a KRE-O G.I. Joe Slaughter’s Marauders vs. Destro’s Iron Grenadiers set, a “Transformers Generations: Combiner Wars” Combiner Hunters action figure collection, an *Ant-Man* action figure pack and mini action figure, *Star Wars* The Black Series 6-inch First Order Stormtrooper and much more.

Sanrio celebrated two milestone 40th anniversaries this year at Comic-Con for its Little Twin Stars and My Melody properties. At the convention, designers of the characters were on hand for meet-and-greets, to draw characters and sign art, and Sanrio made available two exclusive products—a limited edition My Melody vinyl figure and a Little Twin stars vinyl figure set.

Here’s a list of just some of the Comic-Con exclusives at this year’s event:

- **Archie Comics**—*Archie #1* SDCC Exclusive B, a comic book re-launch of the creative team behind the franchise comic, which included a special variant cover; and *Mega Man #50*, an exclusive sketch cover.
- **Bandai International**—A limited Black Edition “Mighty Morphin Power Rangers” legacy Saba saber collector’s item, limited edition “Mighty Morphin Power Rangers Dino Charge” power pack and a Tokyo Vinyl “Mighty Morphin Power Rangers” White Ranger figure.
- **Blizzard Entertainment**—“World of Warcraft” Funko Pop! Murlock vinyl figure three-pack, “World of Warcraft” Illidan Shadowform figure and a “World of Warcraft” Nexus plush.
- **Dark Horse Comics**—*Alien vs. Predator #1* San Diego Comic-Con International exclusive variant cover

by Colleen Coover, *Dragon Age Inquisition* deluxe playing cards—series two, *Elfquest: The Final Quest* hard cover convention exclusive, *Fight Club 2 #1* exclusive variant cover by Joelle Jones, “Game of Thrones” Robert Baratheon crown mini replica and a *Groo vs. Conan* exclusive hard cover edition.

- **Entertainment Earth**—“Adventure Time” traveling Jake tin tote gift set; DC Comics Batman Classic and Bizarro chair capes; Flash Gordon Hawk City scene 3 ¾-inch action figure set; for KISS, an album cover coaster set in a miniature guitar case and a classic tin tote gift set; Mike Tyson Mysteries Astronaut 8-inch action figure with pigeon; for “Penny Dreadful,” a Dorian Gray, Ethan Chandler, Ethan Werewolf, Sir Malcolm, Vanessa Ives, The Creature and Frankenstein 6-inch figures, as well as a Frankenstein sketchbook; “Regular Show” Haters Gonna Hate tin tote gift set; “Saturday Night Live” The Ambiguously Gay Duo bobble head and Weekend Update (Tina Fey and Amy Poehler) action figure set; and “Star Trek” captains bobble heads set, among much more.
- **Gentle Giant**—G.I. Joe grunt deluxe jumbo figure and Rock N’ Roll and Snake Eyes micro figures, alongside a *Star Wars: Droids R2-D2* jumbo figure.
- **Mad Libs/Penguin Group**—A Comic-Con *Mad Libs* 2015 that featured several Comic-Con-inspired stories.
- **NECA**—*Friday the 13th* 35th anniversary Pamela Voorhees with young Jason action figures, *Pacific Rim* replica mini-figures box set, *Planet of the Apes* classic series scale action figure bundle, *Predator* Ambush Predator scale action figure, *Rambo*—Force of Freedom scale action figure, *Terminator 2* Retro Endoglow Endoskeleton action figure, DC HeroClix Brainiac skull ship and Felix Faust with custom d20 and Marvel HeroClix Dr. Strange custom d20 and Supreme Intelligence.
- **Peanuts**—Peanuts Comic-Con 2015 t-shirts and Schleich Flying Ace figurine.
- **Petco**—a Petco *Star Wars* Pets Chewie plush bone toy and Yoda ears for dogs and cats.
- **Rubie’s Costume Co.**—Deluxe *Ant-Man* costume in children’s and adult sizes and the introduction of the Character Eyes range.
- **Quantum Mechanix**—“Firefly” Big Damn Hero button, wristband 14K gold/silver Wind pendant and Jayne’s hat replica (among other items from the now defunct series); as well as a DC Comics Batman luggage tag.
- **Shout Factory**—“My Little Pony Equestria Girls” buttons and Scream Factory button packs.
- **Upper Deck**—An exclusive Marvel “Daredevil” poster, Hello Kitty Comic-Con-themed dog tags and a *The Avengers* embedded patch trading card set. ©





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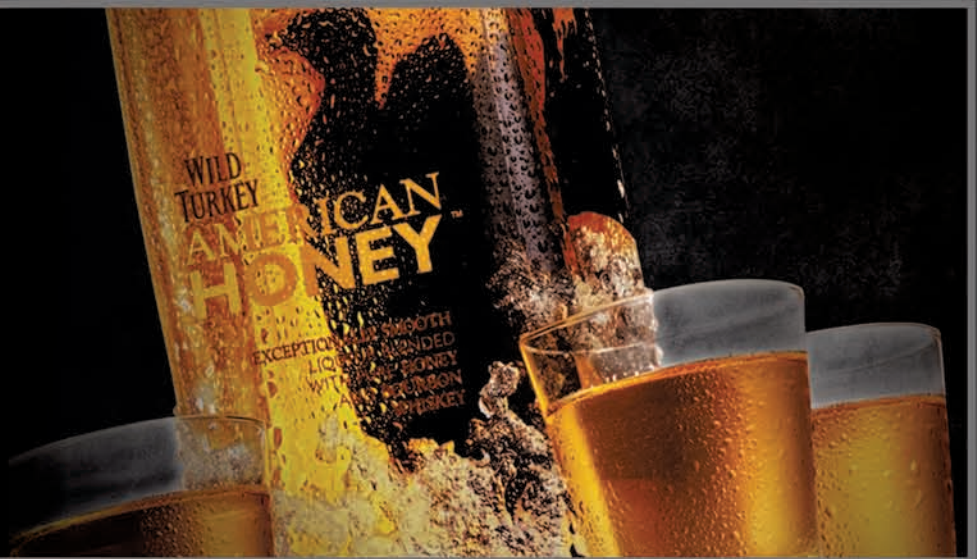
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**MICHAEL CARLISLE**  
MICHAEL@THEWILDFLOWERGROUP.COM  
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**twg**



# Men's Health

# Women's Health

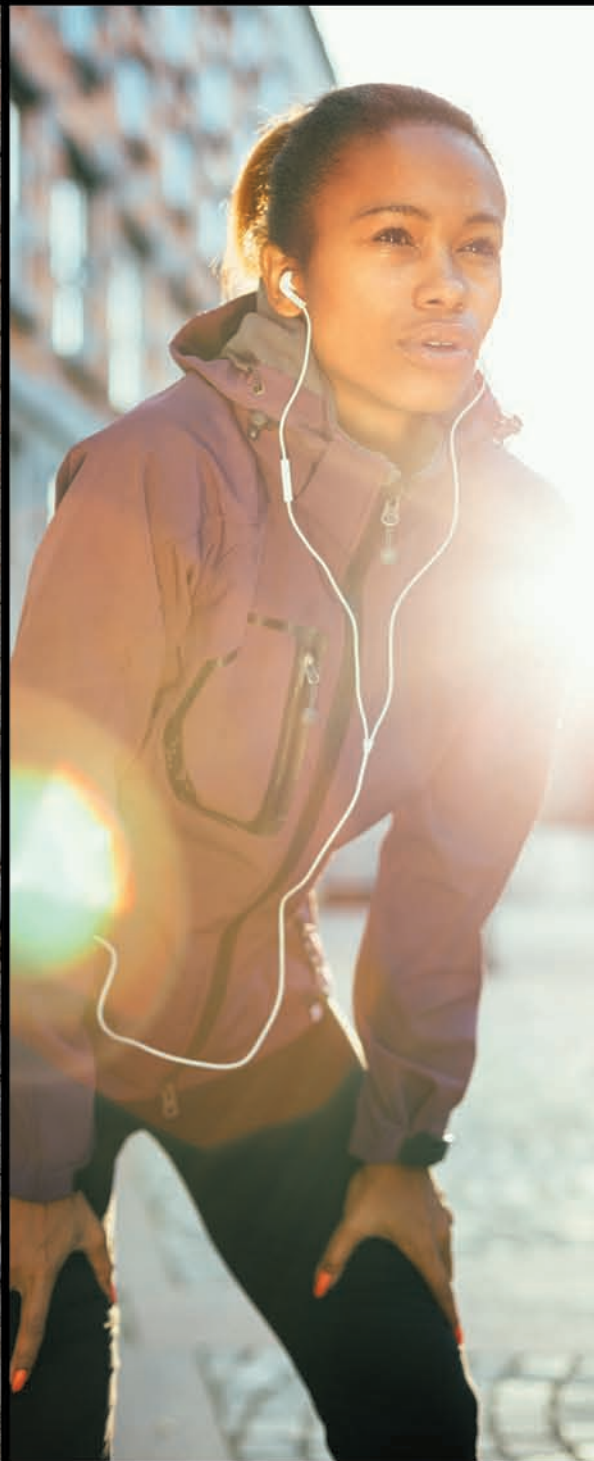


MEN'S Health

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**\$5.7**

BILLION  
ON  
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WH  
READERS  
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**PJ PIERCE**  
PJ@THEWILDFLOWERGROUP.COM  
212-796-5351

**twg**

# 10 REASONS

Brand Licensing Europe's Darren Brechin gives attendees the top 10 highlights of the upcoming event.

event with ease, the show floor is divided into three distinct zones: Art, Design & Image; Brands & Lifestyle; and Character & Entertainment.

## 2 LICENSING CONTINUES TO GROW IN ALL BUSINESS SECTORS

"We have already seen a host of new categories represented across the three zones, including food and beverage, beauty, music, sports and heritage," says Brechin.

New exhibitors bringing updated categories to BLE include Pepsi, Stanfords, NOW That's What I Call Music!, Lee Stafford, PGA Tour, Vimto International and The Shakespeare Birthplace Trust.

## 3 EUROPE IS 25 PERCENT OF THE LICENSING MARKET

Europe now comprises 25 percent of all licensed merchandise retail sales, according to the International Licensing Merchandisers' Association's first-ever global licensing study, with entertainment, corporate brands, fashion and sports coming out as top categories—all of which can be found at BLE.

## 4 MEET RETAILERS FACE-TO-FACE

The Retail Mentoring Programme gives buyers a wider understanding of the licensing business. Nominated retailers take part in various workshops and seminars, ending with BLE.

Last year, more than 53 buying professionals took part, a 60 percent increase from the previous year.

"The number of retailers attending is increasing year-on-year, and we have welcomed five new names to our 2015 Retail Mentoring Programme," says Brechin.

The six-month program culminates in a visit to BLE, giving exhibitors and visitors the opportunity to meet with buyers from major retailers such as Sainsbury's and Mothercare Group.

## 5 GET AN INTRODUCTION TO LICENSING

If you're new to licensing or don't know where to start, the show's educational program, Licensing Academy, offers introductory sessions, legal advice, lessons on best practices and tips from the experts, all for free.

## 6 MORE EDUCATION THAN EVER BEFORE

This year, attendees at BLE can choose from sessions running across the Licensing Academy and the Brands & Lifestyle Theatre. The Licensing Academy not only plays host to the sessions above, but also welcomes keynotes from industry trailblazers. Past speakers from Mojang, Rovio, FIFA and Lucas Licensing all have graced the BLE stage.

The Brands & Lifestyle Theatre will offer free sessions tailored specifically to the business of

Last year's Brand Licensing Europe was the biggest yet in the event's 17-year history, with more square-meters occupied and more retailers in attendance than ever before. This year's show looks set to break even more records when it takes place Oct. 13-15 at London's Olympia.

Darren Brechin, event director, Brand Licensing Europe, offers 10 reasons why visitors should attend:

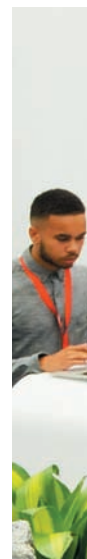
## 1 MORE THAN 300 EXHIBITORS ON THE SHOW FLOOR

This year's show will feature nearly 2,500 brands, characters and images on display from more than 300 exhibitors. Just a few of those confirmed so far include DreamWorks Animation, Warner Bros. Consumer Products, Chupa Chups, Hasbro Brand Licensing & Publishing, Nickelodeon Viacom Consumer Products, Mind Candy, SEGA, Sony Pictures Consumer Products, The Jim Henson Company, The National History Museum and Walker Books U.K.

To help visitors navigate the



**DARREN BRECHIN**  
event director,  
Brand Licensing Europe





# brand licensing europe 2015

13 -15 October  
Olympia, London



ART, DESIGN  
& IMAGE



BRANDS  
& LIFESTYLE



CHARACTER &  
ENTERTAINMENT

# WHERE BRANDS COME TO LIFE

Register for FREE at  
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# TO VISIT BLE



licensing brands. Visitors will hear expert guidance on licensing within the world of sports, lifestyle, fashion and heritage brands. Run in partnership with Brand Jam, the sessions will present powerful case studies alongside Brand Jam's interpretation of how and why they are so successful.

## 7 NEW SPLICE EDUCATIONAL AFTERNOONS

A new feature for this year, visitors can attend educational expert panel sessions from SPLICE in the Licensing Academy on topics such as direct-to-retail, social accountability and anti-counterfeiting. Confirmed brands taking part include Chupa Chups, Sainsbury's, Insight Licensing Services, United Nations Office of Drugs and Crime, World Customs Organization, World Trademark Review and 24IP.

## 8 AN ESTIMATED 27,000 BUSINESS MEETING HAPPEN AT BLE

With 7,000-plus attendees taking at least three meetings while at BLE, use the show's online planner tool and schedule meetings before you go.

## 9 SEE THE 'NEXT BIG THING' AT LICENSE THIS!

Now in its sixth year, the License This! competition offers those with brand-new creative concepts the opportunity to break into the global licensing industry. The finals takes place Oct. 15 in front of a live audience, with finalists vying for the chance to win a prize worth over £6,000, which includes a stand at BLE 2016 and the opportunity to bring their winning concept to market.

"The property owners of the 2014 winner RaNT!, a fun and irreverent character who has something to say

about the bits of modern life that really get on our nerves, has gone from strength to strength since winning," says Brechin. "The team has been busy developing the characters in the portfolio and we're looking forward to seeing them in October."

## 10 EUROPE'S LARGEST CHARACTER PARADE

It's a spectacle to behold, takes 100 people to organize, months to plan and features over 60 costumed characters marching down the central aisle. Don't miss it at 11 a.m. on the first day of the show.

For more information on BLE, or to pre-register for free, visit [www.brandlicensing.eu](http://www.brandlicensing.eu). Follow The BLE Blog for the latest show updates at [www.thebleblog.com](http://www.thebleblog.com) or follow the show via Twitter using @bleurope or Facebook at [www.facebook.com/brandlicensingeu](http://www.facebook.com/brandlicensingeu).

# October Brings Brand Licensing Europe

## GLOBAL License! Brings Results.



### Brand Licensing Europe

The only OFFICIAL PUBLICATION of BLE. The October Issue will feature a listing of all exhibitors, schedule of events and exclusive expo news. This issue will have bonus distribution throughout the exhibit hall and will reach all registered attendees throughout event.

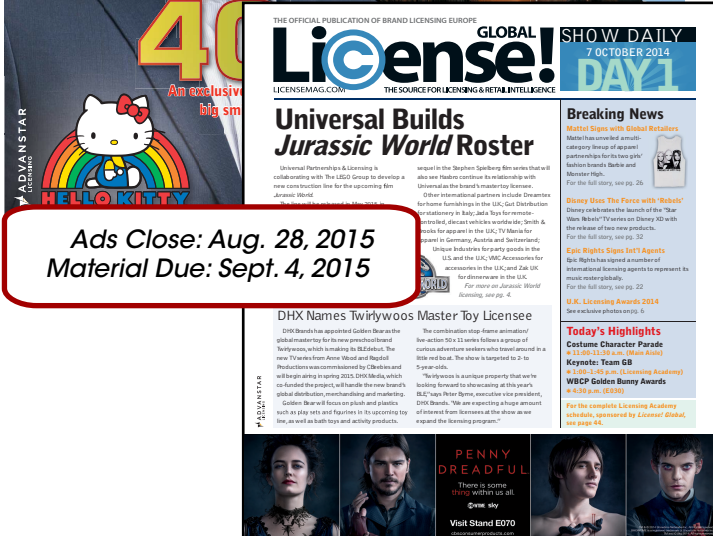
### Official Show Dailies

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

### Exclusive Tributes

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

- Penguin's Beatrice Potter – 150th Anniversary
- BMW – Five Years of Growth



Ads Close: Aug. 28, 2015  
Material Due: Sept. 4, 2015

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## GP 20th Century Fox

[www.foxmovies.com](http://www.foxmovies.com)

Stand: E040

Contact: Kirsty Southgate  
kirsty.southgate@fox.com  
0044 (0) 20 7632 2352

A division 21st Century Fox and recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, the flagship studio that supplies award-winning and blockbuster primetime television programming and entertainment content.



## GP 24IP Law Group

[www.24ip.com](http://www.24ip.com)

Stand: G100

Contact: Lejla Islamagic  
islamagic@24ip.com  
0049 89 23 23 00

24IP Law Group is a collaboration between the law firms Sonnenberg Fortmann, 24IP Law Group France, 24IP Law Group USA and the Ferdinand IP with offices in Germany, France, the U.K., Switzerland and the U.S. Its services include strategy and implementation of intellectual property (preparation, prosecution and enforcement); patents and utility models trademarks and design patents (Internet domains copyright); competition law and sponsoring law; anti-counterfeiting and border seizures; licensing, evaluation, utilization and valuation; intellectual property rights portfolio management; and strategy consulting.

## 2Spot Communications Co.

[www.2spotstudio.com](http://www.2spotstudio.com)

Stand: B124

Contact: Kris Nalamlieng  
info@2-spot.com  
662-613-8503

2SPOT Studio is one of the first original character companies in Thailand, since 2004. It has provided traditional IP licensing such as merchandising and promotional products in and around Asia, as well as digital licensing in forms of emoticons, stickers, games and animation contents. Key characters include Bloody Bunny, Unsleep Sheep, Biscuit, Dada, Luko, P4 and Escape Plan.

## 4K MEDIA INC.

a member of konami group

### GP 4k Media

[www.yugioh.com](http://www.yugioh.com)

Stand: E060

Contact: Jennifer Coleman  
jcoleman@4kmedia.com  
212-590-2120

4K Media, a wholly owned subsidiary of Konami Digital Entertainment, manages the licensing and marketing of the "Yu-Gi-Oh!" franchise outside of Asia. In addition, 4K Media handles brand management and the production and distribution of the "Yu-Gi-Oh!" television series. The "Yu-Gi-Oh!" animated franchise, with over 650 episodes, consists of the original "Yu-Gi-Oh!," "Yu-Gi-Oh! GX," "Yu-Gi-Oh! 5D's," "Yu-Gi-Oh! ZEXAL" and the new series "Yu-Gi-Oh! ARC-V." The series have been translated and broadcast in 65 countries on leading networks.

### GP Aardman Animations

[www.aardman.com](http://www.aardman.com)

Stand: F010

Contact: Molly Van Den Brink  
molly.vandenbrink@aardman.com  
01179848485

Aardman, based in Bristol, U.K., co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, television series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterized and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team. The studio's work is often imitated and yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions.



### adidas-A.C. Milan

[www.adidas.com](http://www.adidas.com)

Stand: P14

Contact: Ilaria Rossi  
ilaria.rossi@adidas.com  
0039 03927151

adidas, a leading multinational company, is exhibiting at Brand Licensing Europe to expand



the licensing business of A.C. Milan Football Club and F.I.R. National Rugby team.



Official Licensee



### adidas-Real Madrid

[www.agm-licensing.com/realmadrid](http://www.agm-licensing.com/realmadrid)

Stand: P15

Contact: Miruna Seitan  
agm.licensing@adidas-group.com

Among the best clubs of the 20th century.

### GP Alchemy Licensing

[www.alchemy-licensing.com](http://www.alchemy-licensing.com)

Stand: P62

Contact: Georgea Phillipson  
licensing@alchemygroup.com  
0044 (0) 1162 824 824

Alchemy was established in England over 37 years ago (1977) and is one of the best and only recognized worldwide brand names in Gothic, fantasy and alternative cultures. Alchemy Licensing was formed around 2002 to manage the increasingly high demand for the Alchemy brand and artwork. The seeds of its licensing were beginning to be sewn back in the early 80's with a t-shirt license issued to a London company that was actually owned by one of the U.K.'s leading pop groups. Since then, demand has increased for the Alchemy brand and products, and it currently has more than 40 licensees worldwide.



### Alex Underdown Art

[www.alexunderdownart.co.uk](http://www.alexunderdownart.co.uk)

Stand: J10

Contact: Winnie Underdown  
winnie@alexunderdownart.co.uk  
00353 8709 15907

A family-run greeting card publishing company that is now looking to license its ever-expanding design ranges to other companies.



### Allsorts Licensing

[www.allsortsmedia.co.uk](http://www.allsortsmedia.co.uk)

Stand: C095

Contact: John McInnery  
john@allsortsmedia.co.uk  
0044 (0) 1234 212 411

Allsorts Licensing is an independent licensing



agency that represents some of the world's leading brands, not just in the U.K. and Ireland but also in some Eastern European territories. It is also known for its appealing marketing and, in some cases, quirky art brands. It brings many years of experience to the table.

## ALLSORTS LICENSING

### Amaury Sport Organisation

[www.aso.fr](http://www.aso.fr)

Stand: Q12

Contact: Roquigny Carole  
[info@aso.fr](mailto:info@aso.fr)  
 0141331400

Amaury Sport Organisation is a company that owns, designs and organizes top international sporting events that remain true to the values of sport. Its internal expertise covers the entire range of activities required to organize and market sporting competitions and guarantee their coverage in the media. For its annual 40 events totaling 220 days of competition, A.S.O. adopts an environmentally responsible and community-based approach to organization that also adheres to rigorous safety procedures. Amaury Sport Organisation is a subsidiary of Editions Philippe Amaury, a press group that owns the L'Equipe newspaper.



### American Freshman

[www.americanfreshman.com](http://www.americanfreshman.com)

Stand: M16

Contact: Claire Baker  
[claire.baker@img.com](mailto:claire.baker@img.com)

American Freshman is the retail umbrella brand presenting the dream of the college lifestyle via genuine collegiate merchandise through physical stores, online ecommerce and socially connected communities.



upon the re-launch of Care Bears and other iconic kids' entertainment brands including Holly Hobbie and Madballs, as well as new properties Boofle, Packages from Planet X and Twisted Whiskers. AGP develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love. Experience AGP online at [www.agkidzone.com](http://www.agkidzone.com). For more information on AGP, visit [www.agpbrands.com](http://www.agpbrands.com).

### Animaru

[www.animaru.co.uk](http://www.animaru.co.uk)

Stand: J4

Contact: Noel Hinton  
[info@animaru.co.uk](mailto:info@animaru.co.uk)  
 0044 1263 715 515

Animaru is an award-winning range of characters with proven sales success in the greetings card and publishing markets. All 400-plus animal characters have a vibrancy and natural appeal that makes them relevant for a wide range of products and audiences.



### GP Art Ask Agency

[www.artaskagency.com](http://www.artaskagency.com)

Stand: P50

Contact: Maria Strid  
[maria@artaskagency.com](mailto:maria@artaskagency.com)  
 0034 93 645 22 25

An internationally established licensing agency based in Barcelona, Spain, offering full service to licensees and brand owners around the world. What makes it different? Its experience with designers, illustrators, character lines and pop culture brands goes well beyond any borders. Art Ask Agency creates unique concepts together with established or emerging properties and works with worldwide rights and offers full service, fast turnaround, approvals, feedback, newsletters and advertising. Most importantly, it maintains direct personal relationships with all parties.

### GP Art Brand Studios

[www.thomaskinkade.com](http://www.thomaskinkade.com)

Stand: R35

Contact: Kristen Barthelman  
[k.barthelman@kinkade.com](mailto:k.barthelman@kinkade.com)  
 408-201-5273

Art Brand Studios publishes and distributes Thomas Kinkade and Thomas Kinkade Studios art and collectibles through a global network of galleries, authorized dealers



and licensing partnerships. Kinkade's well-known images depict gardens, cottages, estates, cityscapes, landscapes and holiday scenery. Art Brand Studios is also pleased to represent the beautiful artwork of Marjolein Bastin for licensing opportunities. Drawing inspiration from nature, her artwork portrays large and small miracles found in the natural world around us.

### Assaf Frank Photography & Licensing

[www.assaffrank.com](http://www.assaffrank.com)

Stand: J23

Contact: Assaf Frank  
[info@bs-factory.com](mailto:info@bs-factory.com)  
 0044 (0) 1276 683 123

Visit Assaf Frank Photography & Licensing agency to see its wide collection of new, vibrant, high-quality photographic images for licensing onto wall art and prints, greetings, gifts, calendars, stationery, puzzles and other products. The company will be happy to show you some images and discuss your requirements. Its collection includes cityscapes, flowers, nature and beaches, humorous, seasonal and more. It can also provide photograph commissions to help you find the best images for you. Frank is well known for his stunning florals, landscapes and cityscapes, but his extensive collection also expands to cute animals, quirky pop-art, Christmas and food.



### Atlantya Entertainment

[www.atlantya.com](http://www.atlantya.com)

Stand: B070

Contact: Elisabetta Del Zoppo  
[elisabettadelzoppo@atlantya.it](mailto:elisabettadelzoppo@atlantya.it)  
 0039 02 43001018

A transmedia entertainment company,

Atlantya Entertainment maintains production and distribution, licensing, publishing and foreign rights sales divisions. Atlantya is the co-producer of two completed seasons of "Geronimo Stilton," the animated series that features the adventures of the most famous mouse journalist, and is producing the third season. Atlantya is also co-producing the new animation series "Bat Pat." The company's licensing division manages the international licensing initiatives for "Bat Pat" and for all the "Geronimo Stilton" brands and all of its character spin-offs.



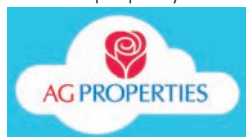
### GP American Greeting Properties

[www.carebears.com](http://www.carebears.com)

Stand: B048

Contact: Angelina Castro  
[international.licensing@ag.com](mailto:international.licensing@ag.com)

AG Properties is the intellectual property and outbound licensing division of American Greetings Corporation, which was built



**Contact: Nigel Layton-Hill**  
**info@auroraworld.co.uk**  
**0044 (0) 1256 374260**



As the licensor of the YooHoo & Friends property and licensee to leading brands such as Gruffalo, Peanuts and Forever Friend, Aurora World is an acknowledged leader of quality character plush globally. At Brand Licensing Europe, Aurora World is proud to be showcasing the Pammee character from its YooHoo & Friends range as a stand-alone offering under the Pammee Boutique branding. In addition, it will be presenting its brand new Cuby Zoo and Cutie Curls properties.

**Bandai Namco Entertainment**  
**www.bandainamcoent.co.jp/english/**  
**Stand: G050**  
**intl-licensing@rd.bandainamcoent.co.jp**  
**81-3-6744-5961**



Bandai Namco Entertainment, part of Bandai Namco Holdings, is a leading global publisher and developer of interactive content for platforms including all major video game consoles and PC, with marketing and sales operations worldwide. The company is known for creating and publishing many of the industry's top video game franchises including "Pac-Man," "Dark Souls," "Tekken," "SoulCalibur," the "Tales of" series, "Galaga," "Ridge Racer" and other classic arcade games from Namco.

**Battersea Dogs and Cats Home**  
**www.battersea.org.uk**  
**Stand: Q15**



**Contact: Lucy McCredie**  
**l.mccredie@battersea.org.uk**  
**0044 20 7627 9319**

Battersea Dogs & Cats Home is one of the most famous animal refuges in the world. Known and loved by millions, it is a British institution. In its illustrious 155-year history, Battersea has cared for more than three million animals and firmly established itself in the hearts of the nation.

**GP BBC Worldwide**  
**www.bbcworldwide.com**  
**Stand: D010**  
**Contact: Susan Palmer**  
**product.licensing@bbc.com**  
**0044 208 433 1288**



BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation. BBC Worldwide

exists to support the BBC public service mission and to maximize profits on its behalf. It does this through investing in, commercializing and showcasing content from the BBC around the world in a way that is consistent with BBC standards and values. The business also builds the reach and reputation of the BBC brand overseas and champions British creativity.

**GP Beanstalk**  
**www.beanstalk.com**  
**Stand: P100**  
**Contact: Sofia Lundberg**  
**sofia.lundberg@beanstalk.com**  
**020 7572 0858**



Beanstalk, a global brand extension agency, works closely with its clients to unlock brand equity and create many of the world's most recognizable products and services. It has more than three decades of experience in helping leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen their relationship with their most important stakeholder—the consumer. Beanstalk offers a breadth of services including brand licensing, direct-to-retail program management, license acquisition for manufacturers, consulting and royalty auditing. Beanstalk is headquartered in New York, with offices in London, Los Angeles, Miami and Cincinnati, as well as additional affiliates throughout the world.

**Been Trill**  
**http://beentrill.com**  
**Stand: M14**  
**Contact: Tim Smith**  
**info@beentrill.com**



An art collective and DJ crew whose practice sees no limits. #BeenTrill# has created a 21st century lifestyle brand defined by one step ahead insights of the new youth culture and the influence power of the Internet.



**Beetosee NV/Globetrade**  
**www.globetrade.be**  
**Stand: H040**  
**Contact: Luc Jennes**  
**info@globetrade.be**  
**003256257884**

Globetrade stands for more than 20 years of experience in premium based marketing programs. Globetrade is able to deliver tailor-

made and flexible solutions all over the world to any company wanting to promote its brands better and faster. Today, Globetrade is a reliable partner for leading international brands, national and international advertising agencies, European buying offices, institutional companies and the licensing world. Globetrade is recognized by major leading international brands as a reliable and preferred partner and has been named an official international Hasbro partner, official international Disney partner and has executive agreements with the biggest international companies.



**Belle & Boo**  
**http://belleandboo.com**  
**Stand: J44**  
**Contact: Kate Shafe**  
**kate@belleandboo.com**  
**0044 (0) 7882 718 428**

Welcome to the enchanting lifestyle brand Belle & Boo, which is cherished throughout the world for its charming, nostalgic storybook illustrations that will leave you wishing you were a child again. Join them in a world of their own where everything is made with love, where moments together are precious and where imagination still runs free. From wall décor to stationery, homewares to books, Belle & Boo is a gift to be passed down through the ages. Belle & Boo will be launching their new property Little Dancers at Brand Licensing Europe, which is about five children united by their love of ballet.

**Biplano**  
**www.biplano.com**  
**Stand: C040**  
**Contact: Guillem Rey**  
**grey@biplano.com**  
**+34 934526000**



Biplano is celebrating its 25th anniversary and now has premises in Barcelona, Madrid, Lisboa, Paris and Shenzhen. Biplano represents the best licensors in the world such as Sanrio, King Features, Nickelodeon, WWE, IMPS, Animaccord and MGA, among others. Follow them at @BiplanoLicens.

**Bizarre London**  
**www.bizarrelondonco-op.co.uk**  
**Stand: J1i**  
**bizarrelondoncop@gmail.com**  
**07453542324**

Bizarre London is a group of women that came



together to create their own source of employment by establishing a co-op where they execute design and production. Bizarre London creates its graphic designs for all occasions, from contemporary and commercial to repeat print.



For print, the company does fashion work and promotional business. It can also manufacture products for personal use, fashion work and home decoration. Bizarre London is passionate about design. Bizarre London is accepting new members such as artists, students, teachers, researchers, enthusiasts and suppliers.

**Blue Zoo**

**Stand: D003**

**Contact: Daniel Isman**  
[daniel@blue-zoo.co.uk](mailto:daniel@blue-zoo.co.uk)  
**02074344111**



Blue Zoo is an award-winning animation studio founded by Adam Shaw, Tom Box and Oli Hyatt with a renowned reputation for making creatively playful CG animation with adventurous passion. For more than 15 years, they have been crafting high-quality animation for broadcast, commercials and online content entirely within their London-based studio. Blue Zoo has built strong relationships with TV broadcasters and media companies allowing them to produce fantastic shows such as "Tree Fu Tom," "Q Pootle," "Olive the Ostrich," "Alphablocks," "Get Squiggling," "Kerwhizz" and "Miffy."

a proprietary, customizable online tool that guides brand owners through the opportunity and partner selection processes.

**Boj**

**www.boj.tv**  
**Stand: F125**  
**Contact: David Hodgson**  
[hodge@pesky.com](mailto:hodge@pesky.com)  
**01273 982 501**



The preschool animation "Boj" is one of the most-watched characters on CBeebies, with over half a million viewers tuning in per episode. Dominating the primetime slot on CBeebies for more than eight months, it is now rapidly popping up across the globe in the U.S., France, Canada and Australia, to name but a few. The show centers on the character Boj, who has burrowed to Giggly Park with his musical parents, Mimi and Pops (voiced by TV star Jason Donovan), where they live in their quirky underground burrow. The show is a celebration of childhood and full of creativity and messy fun.

**GP Bravado**

**www.bravado.com**  
**Stand: A020**  
**alexander.mitchell@bravado.com**

Bravado is a leading global, full-service merchandising company that develops and markets high-quality licensed merchandise to a worldwide audience with offices in 25 countries and more than 300 employees worldwide.

**GP Brazilian Brands**

**http://abral.org.br/en**  
**Stand: F030**  
**Contact: Barbara Caires**  
[barbara@abral.org.br](mailto:barbara@abral.org.br)  
**+55 11 5041 9087**



Incorporated on Sept. 10, 1998, the Brazilian Licensing Association (ABRAL) is a non-profit entity that brings together all business platforms in Brazil—licensors, agents, licensees, manufacturers, distributors and retailers, among other sectors directly or indirectly involved with the brand licensing market. ABRAL boards over the past years have aimed at promoting, defending and disseminating the development of licensing. On Oct. 17, 2012, a new board of directors took over the management of the association. Aiming at the development of tools and content, the new president introduced a new management model with a view to disseminate licensing business in Brazil.

**The Boot Buddy**

**www.thebootbuddy.co.uk**  
**Stand: L30**  
**Contact: Gurinder Dhillon**  
[info@thebootbuddy.co.uk](mailto:info@thebootbuddy.co.uk)  
**07446986544**



The Boot Buddy is the new way to clean off your muddy footwear. Forget running your boots under the sink or using a hose pipe. This new device lets you clean off your boots using only 300 ml of water. As well as saving you water, it saves you time. Get your muddy boots looking brand new again in under five minutes. The Boot Buddy is portable as well—clean your boots before you get in the car, house or any place where mud is not welcome. Leave the outdoors outside.

**Bradford Licensing Europe**

**www.lmiuk.com/game-of-thrones**  
**Stand: F105**  
**Contact: Andrew Maconie**  
[enquiries@lmiuk.com](mailto:enquiries@lmiuk.com)  
**441425403430**

Bradford License Europe is the European branch of the U.S.-based licensing agency Bradford Licensing and is the associate company of Licensing Management International in the U.K. Bradford Licensing first opened its doors to the world of marketing and licensing in 1986, in the midst of the thrills and glamour of New York City, initially proudly representing Pepsi in the

**The British Library**

**www.bl.uk**  
**Stand: L40**  
**Contact: Martin Oestreicher**  
[martin.oestreicher@bl.uk](mailto:martin.oestreicher@bl.uk)  
**0044 20 7412 7704**

With an unrivalled treasure trove of content, The British Library continues to seek visionary, innovative licensing partners who are genuinely excited by the potential of its brand, and who have the commitment and capability to work with it to bring the brand alive in the retail world.



**Bulldog Licensing**

**www.bulldog-licensing.com**  
**Stand: G001**  
**Contact: Rob Corney**

**GP Blueprint**

**www.beanstalk.com/blueprint/about**  
**Stand: P100**  
**Contact: Sofia Lundberg**  
[sofia.lundberg@beanstalk.com](mailto:sofia.lundberg@beanstalk.com)  
**02075720858**



Blueprint—Powered by Beanstalk is the specialist consulting division of leading global brand extension agency Beanstalk, dedicated to advising companies on how to evolve their brands through innovative and commercially viable brand development and extension strategies. Blueprint works with brand owners, retailers and manufacturers to evaluate and analyze their distinct needs and provide a road map to open doors to new markets, audiences and revenue. In June 2015, Blueprint—Powered by Beanstalk launched BXI (Brand Extension Indicator),

**info@bulldog-licensing.com**  
**0044 (0) 20 8325 5455**

Bulldog works with a number of the world's leading brand owners to develop merchandise programs ready for the international and domestic licensing markets. Bulldog works with both the owners of existing brands to develop and enhance their consumer products programs and with the owners of more nascent IPs to help create brands that are fit for purpose in the highly competitive world of brand licensing.



## Bulls Licensing

### Bulls Licensing

**www.bullspress.com**  
**Stand: D086**

**Contact: Jeanette Eklund**  
**jeanette.eklund@bulls.se**  
**+46 722 31 21 18**

Bulls Licensing is a part of Bulls Press, a family-owned company established in 1929. Since then, Bulls has represented some of the most well-known and loved brands for licensing, syndication and publishing. With headquarters in Stockholm, local offices in 10 countries, a worldwide agency network and more than 450 active licensees including Uniqlo, H&M, Finnair, Samsung and UNICEF, Bulls Licensing offers a Nordic focus with international flair.

### Carbon 12011 Licensing

**www.carbon12011licensing.com/Home.html**  
**Stand: L9**

**Contact: Pascale Fleuridas**  
**fleuridas@carbon12011.com**  
**0033 983039560**

Carbon 12011 Licensing is an agency offering licensing programs. Its expertise focuses on extending brands into licensed products for a strategic development. Through an in-depth analysis of a brand's licensing potential, Carbon 12011 Licensing delivers recommendations on categories, licensee and projected royalty income. According to the brand identity and marketing positioning, it builds a consistent licensing program. Its core fields are automotive brands in their sport and corporate aspects.



### Carmen Ariza Polska

**www.carmenariza.com**  
**Stand: A060**

**Contact: Carmen Ariza**  
**carmen@carmenariza.com**

Carmen Ariza Polska is a business without

borders. A young agency with a goal to help licensees and licensors take the maximum advantage from licensing. The company operates all around Europe, through the Western countries and the emerging markets of Central Eastern Europe and Russia.



### Caroline Mickler

**www.carolinemicklerltd.co.uk**

**Stand: A090**

**Contact: Caroline Mickler**  
**caroline@carolinemicklerltd.co.uk**  
**020 8392 2439**

Caroline Mickler is an award-winning, dynamic, boutique licensing agency.



It specializes in creating and implementing licensing programs for a diverse portfolio of brands including The Beatles, Moomin, Fifty Shades of Grey, Jennie Maizels, Ollie Dabbous and Boo, The Worlds Cutest Dog, Janet Reger and Mr Bean, either as agent or consultant. The company has a clear understanding of a brand's DNA and how to translate it seamlessly onto merchandise. Caroline Mickler transforms beautiful brands into beautiful merchandise.

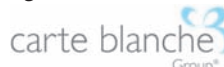
### GP Carte Blanche Group

**www.cartelblanchegreetings.com**

**Stand: C110**

**Contact: Sarah Quigley**  
**licensing@cbg.co.uk**  
**01243 792518**

Carte Blanche is best known for Tatty Teddy, the cute grey bear with the blue nose, and signature character of the much-loved Me to You brand, now worth \$250 (RSV) globally. Inspired by the success of Me to You and a growing multi-generational fan base, Carte Blanche has expanded its product offering to include a wonderfully cute and engaging nursery proposition, Tiny Tatty Teddy. Adding to Carte Blanche's owned brands is Pudsey the Dog. This charismatic brand offers the flexibility of on-trend designs with huge appeal.



### GP Cartoon Network

**www.cartoonnetwork.com**

**Stand: E050**

**Contact: Graham Saltmarsh**  
**graham.saltmarsh@turner.com**  
**44 (0) 20 7 637 1118**

Cartoon Network Enterprises returns to Brand Licensing Europe 2015 with a colorful portfolio of brands led by the irreverent and playfully



anarchic "Adventure Time" and the original ambassadors of girl power "The Powerpuff Girls." The new-look alien-fueled kid hero "Ben 10" will feature on the presentation slate alongside the multi award-winning comedy sitcom "The Amazing World of Gumball" and the brand-new animated show "We Bare Bears" that launches on Cartoon Network across EMEA beginning in September.

### Celebrities Entertainment

**www.celebrities-entertainment.com**

**Stand: E001**

**Contact: Ulf Vespermann**  
**vespermann@celebrities-entertainment.com**  
**49 (0) 61 72 271 8222**

Celebrities Entertainment



focuses on brands, trademarks and entertainment properties that are primarily targeted at teenagers and young adults. The company helps its clients license their famous trademarks, copyrights and images and work with leading European consumer products companies, creating state-of-the-art licensed products.

### Chalet Verbier

**www.chaletverbierstyle.com**

**Stand: J32**

**Contact: Sarah Dixon**  
**info@chaletverbierstyle.com**  
**07725051046**

Fun and colorful designs lovingly crafted with folksy style. Chalet Verbier studio designs are available for licensing across a broad number of product categories including gifting, home and stationery through to garden and leisure. Its vast collection of artwork has wide commercial application and appeal. It also has a selection of gorgeous, colorful, fun designs specifically for children too.

### Chelsea Football Club

**www.chelseafc.com**

**Stand: L25**

**Contact: Mark Bell**  
**mark.bell@chelseafc.com**  
**0207 565 1484**

Chelsea Football Club was founded in 1905 and is one of the largest football clubs in the world. The current Premier League Champions boast more than 400 million fans worldwide as Chelsea FC's global popularity increases year-on-year due to its continued on-field success. The club operates a successful





domestic and global licensing program with licensees in many of the rapidly growing football markets including the U.S. and far East. With agencies already appointed in territories including Poland and Turkey, Chelsea FC is looking for new opportunities to expand the brand in the global football market.

**Claire Louise**

[www.clairelouise.eu](http://www.clairelouise.eu)  
**Stand: J42**  
**Contact: Claire Hill**  
**info@clairelouise.eu**  
**07715 373344**



Graduating with a first class honors degree in fashion textiles, Claire Louise creates a wide variety of designs that use a mixed media of watercolors, pencil fabrics and machine embroidery. A lot of time is spent on each piece to create something that is truly unique and inspiring for everyone. Her artwork has been printed onto greetings cards, wall art, prints, stationery, homewares, candles and fashion accessories. Her designs include fashion illustrations, wildlife, shoes, floral, children and illustrations for men.

**Coolabi**

**Stand: D060**  
**Contact: Valerie Fry**  
**valerie.fry@coolabi.com**  
**020 7004 0980**



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

**The Copyrights Group**

[www.copyrights.co.uk](http://www.copyrights.co.uk)  
**Stand: G040**  
**Contact: Polly Emery**  
**pollyemery@copyrights.co.uk**  
**0203 714 1181**



Copyrights is a full-service, international brand licensing agency and consultancy offering strategic worldwide brand development and licensing expertise. Committed to the long-term development of each of its properties, the Copyrights' portfolio includes classic brands

such as Paddington Bear, The Snowman, Father Christmas and Fungus the Bogeyman; lifestyle brands include Greenwich Polo Club, Jits and The Country Diary of an Edwardian Lady; infant brand Bunnies by the Bay; as well as design brand Shinzi Katoh.

**GP Copyright Promotions Licensing Group**

[www.cplg.com](http://www.cplg.com)  
**Stand: E070**  
**Contact: Suzanne Trevor**  
**strevor@cplg.com**  
**020 8563 6400**



CPLG is one of the world's leading entertainment, sport and brand licensing agencies with offices in the U.K., Benelux, France, Germany, Italy, Spain and the U.S. Building brands in the licensing business is all about long-term relationships. For almost 40 years, CPLG has been making it its business to connect the best brands with the best partners.

**GP Creative Licensing Corporation**

[www.creativelicensingcorporation.com](http://www.creativelicensingcorporation.com)  
**Stand: C100**  
**Contact: Stephanie Marlis**  
**stephanie@creativelicensingcorporation.com**  
**310-479-6777**



CLC is an independent licensing agency representing feature films and television properties. CLC's titles include *The Terminator*, *Terminator 2: Judgement Day*, *Rambo*, *Bill and Ted's Excellent Adventure*, *Basic Instinct* and dozens more. CLC is a Brand Licensing Europe Global Partner and a founding member of LIMA.

**GP Curtis Licensing**

[www.curtislicensing.com](http://www.curtislicensing.com)  
**Stand: G092**  
**Contact: Mike Waldner**  
**mwaldner@curtislicensing.com**  
**317-633-2070**



As the licensing arm of the Saturday Evening Post, Curtis Licensing has been licensing their wide range of images to companies around the world for more than 30 years. Curtis's collection was originally comprised of cover illustrations from *The Saturday Evening Post* and *Country Gentleman* magazines by artists such as Norman Rockwell, J.C. Leyendecker,

Stevan Dohanos and many others. However recently, Curtis dug deeper and added thousands of copyrighted inside illustrations, cartoons and images from their children's publications *Jack & Jill*, *Child Life*, *Humpty Dumpty* and *Turtle*, bringing their archive of images to over 8,000 illustrations.

**Cyber Group Studios**

<http://cybergroupstudios.com>  
**Stand: B054**  
**Contact: Alexandra Algard**  
**info@cybergroupstudios.com**  
**33 01 55 56 32 44**

Cyber Group Studios is a French independent multi-awarded company that produces and distributes its own and third-party audiovisual productions and brands.

**GP Danken Enterprise Co.**

[www.danken.com.tw](http://www.danken.com.tw)  
**Stand: F130**  
**Contact: Anna Chen**  
**sd@danken.com.tw**



Established in 1985, Danken Enterprise has more than 30 years experience in the hosiery field. Headquarter at Taipei, Taiwan, with two factories that are located at Chang Hua (Taiwan) and Wuxi (China). Being a professional hosiery manufacturer and exporter, its product lines include socks, pantyhose, tights and gloves but it is able to offer various kinds of material to meet customers' requirement such as CoolMax, Thermolite, Far-Infrared, Bamboo Charcoal, X-Static, Outlast, Anti-Bacteria, Lycra, fancy yarn, cotton, nylon, wool, acrylic, polyester and more to make the most comfortable, the most functional, the most healthful and fashionable products for customers.

**DC Thomson & Co.**

[www.dcthomson.co.uk](http://www.dcthomson.co.uk)  
**Stand: F040**  
**Contact: Tim Collins**  
**licensing@dcthomson.co.uk**  
**0207 400 1030**



DC Thomson Consumer Products' "The Beano" has inspired a program targeting the gifting market, and a range targeting children continues to build for *Dennis the Menace* and *Gnasher*. British teen magazine *Jackie* sold 1 million copies per week during the 1970s. Now, *Jackie* will be a label based on '70s music and fashion styles.

## Deer Little Forest

[www.deerlittleforest.com](http://www.deerlittleforest.com)

Stand: J55

Contact: Jo Rose

[jo@deerlittleforest.com](mailto:jo@deerlittleforest.com)

44203652629

Created by Henri's' award-nominated illustrator Jo Rose, Deer Little Forest is both a lifestyle and preschool brand that celebrates music, magic and nature. Featuring Forest Flo and a band of beautifully handcrafted forest friends, DLF is in development as a TV show with King Rollo. Licenses include U.K. magazines Get Busy and Busy Time; a creative preschool app by U.S.-based Playrific featuring a full book, match three games, puzzles and more; stationary in the U.K., Finland and Russia; apparel with T-Shirt Booth; and licensing agents in the U.S., Canada, GST, South East Asia and China.



## DHX Brands

[www.dhxmedia.com](http://www.dhxmedia.com)

Stand: E070

Contact: Peter Byrne

[dhxbrands@dhxmedia.com](mailto:dhxbrands@dhxmedia.com)

44 020 8563 6400

DHX Brands, the dedicated brand management and consumer products arm of DHX Media, heads to BLE with a diverse slate of properties this year headlined by brand-new addition "Make it Pop" alongside preschool favorites "Teletubbies," "In the Night Garden" and "Twirlywoos."



## Discovery

[www.thestudiosgroup.com](http://www.thestudiosgroup.com)

Stand: B060

Contact: Helen Round

[helen\\_round@discovery.com](mailto:helen_round@discovery.com)

44 (0) 208 811 3950

Discovery Consumer Products builds strong alliances with the world's most respected manufacturers and retailers to create compelling products and experiences across the portfolio of Discovery Communications' brands and properties. From series-based fan gear and DVDs distributed through direct-to-consumer platforms to strategic third-party merchandising partnerships, Discovery Consumer Products brings the brands of the world's No. 1 pay-TV programmer to consumers around the world. The "Cake Boss" consumer products program was honored with the Licensing Excellence Award by LIMA in 2014 for Best Celebrity Program.

## Dorna Sports

[www.dorna.com](http://www.dorna.com)

Stand: P25

Contact: Phaedra Haramis

[phaedraharamis@dorna.com](mailto:phaedraharamis@dorna.com)

0034 934738494

Dorna Sports is an international sports management, marketing and media company founded in 1988. Dorna has been the exclusive commercial and TV rights holder for the FIM Road Racing World Championship Grand Prix (MotoGP) since 1991. The company expanded in 2012, with the acquisition of the eni FIM World Superbikes Championship.



## Dracco Company

[www.dracco.com](http://www.dracco.com)

Stand: C048

Contact: Rancy Wong

[rawong@dracco.com.hk](mailto:rawong@dracco.com.hk)

+852 2157 5988

A global corporation headquartered in Hong Kong with a significant commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionery brand development and product manufacturing. Dracco is the owner of the No. 1 girl's license in Germany, Filly. It is dedicated to product development, internal design, manufacturing and emerging trends. Dracco has extensive worldwide distribution and is an established licensee and licensor with more than 20 years in business and over 150 employees.



## DreamWorks Animation

[www.dreamworksanimation.com](http://www.dreamworksanimation.com)

Stand: D080

Contact: Jonathan Baker

[jonathan.baker@dreamworks.com](mailto:jonathan.baker@dreamworks.com)

44 20 7173 5121

DreamWorks



Animation creates high-quality entertainment, including CG-animated feature films, television specials and series and live entertainment properties meant for audiences around the world. The company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. All of DreamWorks Animation's feature films are produced in 3D. The company has theatrically released a total of 31 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.

## DRI Licensing

[www.drilicensing.com](http://www.drilicensing.com)

Stand: C010

Contact: Alicia Davenport

[alicia@drilicensing.com](mailto:alicia@drilicensing.com)

0044 (0) 20 3757 2170

DRI Licensing is an independent licensing and marketing company specializing in the management of long-term high quality characters and brands. It is an experienced full-service agency with a portfolio of prestigious brands in the children's publishing and greetings sectors including Miffy, Roald Dahl, Madeleine Floyd and Boofle.

## Dupenny

[www.dupenny.com](http://www.dupenny.com)

## DeLiSo Sophie la girafe

[www.sophielagirafe.fr](http://www.sophielagirafe.fr)

Stand: B080

Contact: Stephanie Arnaud

[stephanie.arnaud@vulli.fr](mailto:stephanie.arnaud@vulli.fr)

33 (0) 4 50 01 06 20

DeLiSo was founded in 2011 following consumer demands for Sophie la girafe licensed products.

To stay close to Sophie's history, the DeLiSo office is located directly in the Vulli factory where Sophie la girafe has been made since the 1960's.



## Dependable Solutions

[www.dependablerights.com](http://www.dependablerights.com)

Stand: F100

Contact: Marty Malysz

[mmalysz@dependablerights.com](mailto:mmalysz@dependablerights.com)

424-277-5200

Dependable



Solutions is the leading

provider of brand licensing, royalty and approval systems to licensors, agents and licensees around the world. The company's flagship product, Dependable Rights Manager (DRM), handles the full licensing process, from development and design, through approval, retail sales, compliance and renewal. It saves licensors, licensees and agents time and money by automating all the tasks involved in implementing and overseeing a licensing program, improving communications among departments, and helping top management make better and faster decisions.



**Stand: J6**

**Contact: Emily Dupen**  
hello@dupenny.com  
01273571001



Dupenny (Emily Dupen) is a Brighton-based illustrator who specializes in exceptional design and content for projects of every kind. She spends her days doodling lovely pictures for clients and projects all over the world and is most known for her signature range of playful yet sophisticated boutique wall coverings, fabrics and gifts. Dupenny will happily draw anything, but her passion for all things pin-up, retro, curious and a little bit cheeky is hard to hide. She particularly loves the simple impact of a monochrome pallet. Dupenny's illustrations make ideal licensing content for a vast array of products and applications.

**Dynit**

www.dynit.it  
Stand: G098

**Contact: Alessia Marzadori**  
info@dynit.it



Toys, stationery and promotional products manufacturer and distributor, Dynit develops ideas for loyalty programs and customized items. It is a licensee of international brands.

**EDIS Unipersonale**

www.edis.it  
Stand: G065

**Contact: Katia Valentini**  
katia.valentini@edis.it  
0039 348 0704505

Manufacturer of trading cards and stickers collection, packaged collectibles and promotional products. Partners of the most important European publishers, marketing and loyalty agencies for more than 20 years.

**Edward Stanford**

www.stanfords.co.uk  
Stand: L21

**Contact: Tony Maher**  
licensing@stanfords.co.uk  
0207 759 7120



Stanfords will be licensing use of the Edward Stanford Signature brand and maps from the company's vast archive. Established in 1853 by Edward Stanford, Stanfords is one of the U.K.'s leading specialist retailers of maps and travel books. The flagship store in London's Covent Garden first opened in 1901 and offers the world's largest selection of maps and travel books under one roof. Since then it has been the first port of call for famous travelers including Amy Johnson, David Livingstone, Robert Falcon

Scott, Ernest Shackleton, Florence Nightingale, Ranulph Fiennes, Bill Bryson, Michael Palin and even Sherlock Holmes.

**GP Entertainment One**

http://eoneicensing.com

Stand: F005

**Contact: Andrew Carley**  
eoneicensing@entonegroup.com  
020 3691 8509

Building long-term, sustainable licensing programs on a global basis. eOne Licensing manages the creation and development of consumer products and associated marketing and promotional campaigns for some of the most high profile film, TV and lifestyle properties.

**Euro Lizenzen**

www.eurolizenzen.net

Stand: H055

**Contact: Nesli Karamuftuoglu**  
nesli@eurolizenzen.net  
+4989266066



Euro Lizenzen's key properties include Antoine de Saint Exupéry's iconic masterpiece Le Petit Prince (The Little Prince), the book which brought to world a magical quest for love, friendship and respect, capturing the hearts of all ages; the animated TV series "Yakari, Mouk, Zou and Franklin;" the world's very first comic hero Astérix; publishing phenomenon Guess How Much I Love You? (Weißt du eigentlich, wie lieb ich dich hab?), "Geronimo Stilton;" brand names like Chupa Chups; fashion brands Radio Days and Teo Jasmin; and fine art representation of Anne Geddes, to name a few.

**Fashion UK**

www.fashions-uk.com

Stand: B091

**Contact: Emma Jane Gregory-Brittain**  
emmajane@fashions-uk.com  
0044 1162 762 929

Welcome to Fashion UK, an established licensed merchandise



company set up to supply multiple products across multi-territories. Based in Leicester, U.K., and with 19 years of experience in the license industry, Fashion UK has considerable knowledge and contacts within the licensing arena that enables it to stay at the forefront of the licensing industry. With a modest start many years ago that targeted retro brands for ladies fashion tops, Fashion UK now boasts 48 different licenses across various different market segments.

**FIFA**

www.fifa.com

Stand: M25

**Contact: Andreas Pletl**  
fifaretail@fifa.org  
+41 43 222 7777

The Fédération Internationale de Football Association (FIFA) is an association governed by Swiss law founded in 1904 and based in Zurich. It has 209 member associations and its goal, enshrined in its Statutes, is the constant improvement of football.



**Fran Bravo**

www.franbravo.com

Stand: J12

**Contact: Fran Bravo**  
contact@franbravo.com  
+34 697614732



Fran Bravo is an independent animator and illustrator located in Majorca. He is especially interested in the development and production of content for children. Bravo uses a huge range of techniques and many different effects to create his characters. His knowledge in traditional and digital techniques allows him to adapt static images into rich and new formats such as apps, e-books or animated picture books. He has more than 15 years of experience in publishing and animation. His works has been published in Spain, Italy and Japan. Selected clients include NHK TV (Japan), Sony Music Spain (Spain), Yamaha (Japan), Danone (Japan) and Camper (Spain).

**Francetv Distribution**

http://francetvdistribution.com

Stand: B071

**Contact: Virginie Berre**  
virginie.berre@francetv.fr  
0033 1 56 22 68 24



Francetv Distribution works with producers and licensors to maximize revenues from their programs across all media platforms including digital. France Télévisions Distribution, rights distributor and brand manager Francetv Distribution offers an overall sales strategy encompassing video, VOD and music publishing, merchandising, games, magazine and book publishing and events, as well as French and international distribution and fundraising.

**GP FremantleMedia Kids & Family Entertainment**

www.fremantlemedia.com

Stand: E080

**Contact: Tracy Griffiths**

tracy.griffiths@fremantlemedia.com  
+44 (0)20 7691 6000

FremantleMedia  
Kids & Family  
Entertainment  
is a worldwide



leader in family entertainment and a dynamic independent producer, licensor and distributor of engaging and ground-breaking content in the sector. The division works with best-in-class partners to build global franchises that connect with children and families across multiple touch points. FMKFE's broad and distinctive brand portfolio includes the 21st century reboot of the iconic "Danger Mouse," imaginative girls' preschool series "Kate & Mim-Mim," preschool action animation series "Tree Fu Tom" and the magical "Ella the Elephant."

## Gateley

www.gateleyplc.com  
Stand: G120



events@gateleyplc.com

We are a full-service national law firm that promotes the commercial interests of companies, individuals and organizations. Trading as Gateley in England and HBJ Gateley in Scotland, the company offers solutions-driven, flexible and commercial legal advice based on an integrated and partner-led service. Gateley is committed to the communities in which it inhabits and actively supports the ability of its teams to fulfill their potential.

## Giochi Preziosi Group

www.giochipreziosi.com  
Stand: F090

Contact: Gianluca Petruzzelli  
petruzzelli@giochipreziosi.it  
+39 02 9647 5369



Founded in 1978, today the Giochi Preziosi Group is one of the world's leading companies in the toy market sector and a leader in the Italian market. The company's success is based on continuous research and development, on carefully tuned sales and marketing policies and on a highly effective ongoing communications strategy in addition to its market presence achieved also through a strong activity in the retail sector. Over the years the group has implemented an important diversification process leading to outstanding business results in a variety of sectors including food, apparel and retail.

## Glenat Editions

www.glenat.com

Stand: C124

Contact: Marion Corveler  
marion.corveler@glenat.com  
+33 (0)1 41 46 11 11

Editions Glenat offers innovative properties in constant evolution alongside the editorial, TV and films market. Editions Glenat has more than 20 years of expertise in merchandising with more than 25 properties coming from comic books, manga and children's books, many of which are broadcasted on TV. Editions Glenat began to develop licenses with Joe Bar Team and Titeuf. Each property has a specific target, and its portfolio includes properties for kids, teenagers and adults.

## Global Freestyle

www.globalfreestyle.com  
Stand: M69

Contact: Danny McGhee  
info@globalfreestyle.com  
07908477385

Global Freestyle is a company that creates products to enhance football skills and represents the sub-cultures of football-freestyle and street soccer. Global Freestyle is one of the U.K.'s leading freestyle and street soccer teams operating as an agency assisting some of the world's biggest brands. It has its own in-house brand to meet the desires of its artists and fans and to improve their football skill experience. Global Freestyle is an innovative street soccer development program endorsed by the PFA. 2016 will see the first Global Freestyle Championships in the U.K. The company is further supported by its recent launch of the YouTube channel, Global Freestyle TV.

## Global Icons

Stand: R100

Contact: Melissa Asante  
info.europe@performance-brands.com  
0044 (0) 20 7730 9606



Global Icons has spent 17 years successfully connecting brand owners with manufacturers so they can engage with new consumers in other channels and further elevate their brand awareness through licensing.

## Global Merchandising Services

www.globalmerchservices.com

Stand: G018

Contact: Jens Drinkwater  
jens@globalmerchservices.com  
0044 207 384 6467

Global Merchandising Services was established in 2008 by 30-year industry veteran Barry Drinkwater, the founder and

former worldwide chief executive officer of Bravado International Group. GMS



provides a non-corporate alternative for artists and entertainment rights holders searching for a combination of old-school service and cutting edge development. Based in London and Los Angeles, GMS is the turnkey solution for design, product development, manufacturing and sales in all channels of retail distribution including live events, web stores, sponsorships and third-party licensing. Its staff of industry experts combine passion, experience and knowledge to maximize all potential revenue streams and deliver quality merchandise to the consumer.



## Glory Innovations

www.glory-world.com.tw  
Stand: G080

Contact: Mandy Liu  
sales@glory-world.com  
886-2-22901155



Premiums company that can also do OEM.

## Golden Goose

www.goldengoose.uk.com  
Stand: M52

Contact: Adam Bass  
adam@goldengoose.uk.com  
02072561001

Since its launch in 2002, Golden Goose has become one of the U.K.'s leading boutique brand licensing consultancies. Its close knit team of sector-leading experts can help brands with first-time licensing or inject energy and discipline into current licensing plans. Working for a broad range of brands, Golden Goose has consistently delivered long-term revenue growth and deeper brand equity. As a boutique, its clients enjoy personal, dedicated attention and benefit from the templates and processes it has developed to improve licensing's efficiency and effectiveness. Get in touch to find out more about Men's Health, Women's Health, RSPB, Maison Blanc and other brands.



goldengoose

## Grani & Partners

www.granipartners.com

Stand: F090

info@granipartners.com



**+39 816411**

Grani & Partners deals with the design, development and manufacture of licensed collectible products (3D figurines, plush, die-cast and more). The company works with leading loyalty promotion agencies, food and beverage multinational companies and with Italian and foreign publishers. Grani has strong relationships with Disney, IMPS, Viacom, Ferrari and Lamborghini.



**Hart Deco**

[www.hartdeco.co.uk](http://www.hartdeco.co.uk)

**Stand: J1a**

**Contact: Fiona Hart**  
[info@hartdeco.co.uk](mailto:info@hartdeco.co.uk)  
**07894354320**

Hart Deco is an independent greeting card publisher run by illustrator and designer Fiona Hart that has a large range of original designs, characters and images just begging to branch out and escape the confines of their kraft envelopes and cello bags.

**GP Hasbro Brand Licensing & Publishing**

[www.hasbro.com](http://www.hasbro.com)

**Stand: D020**

**Contact: Maria Harris**  
[maria.harris@hasbro.com](mailto:maria.harris@hasbro.com)  
**0044 (0) 20 8569 1234**

Hasbro is committed to "creating the world's best play experiences" by leveraging its beloved brands including Transformers, My Little Pony, Monopoly, Littlest Pet Shop, Nerf, Play-Doh, Magic: The Gathering and Jem and the Holograms. At Brand Licensing Europe 2015, Hasbro will continue to showcase its iconic brands through storytelling across multiple mediums including entertainment, publishing, toy, fashion, digital gaming and branded experiences. It is through our storytelling that Hasbro fulfills the fundamental need for play and connects with children and families around the world.



**GP HCA**

**Stand: B055**  
**Contact: Herve Chiquet**  
[h.chiquet@hcacreation.com](mailto:h.chiquet@hcacreation.com)  
**0033 608224471**

HCA is an exciting and timeless iconic French brand founded by Hervé Chiquet 17 years ago. HCA's design studio team of illustrators and graphic designers creates innovative concepts for teenagers and adults. HCA develops new graphic style guide every year for its best properties inspired from fashion and contemporary trends. With a portfolio counting over 3,000 design samples and eight unique property collections, HCA keeps expanding its presence globally with over 30 worldwide licensees. Properties include Catsline, Dogs&Shapes, Kate-Rose Berry, Charming Day, Miss Dolly, Tedinours, Little Charlie and Amiko-Shi.



**Hearst Publications**

[www.cosmopolitan.com](http://www.cosmopolitan.com)

**Stand: N40**

**Contact: Natalie Horne**  
[natalie.horne@img.com](mailto:natalie.horne@img.com)

Reaching more than 100 million readers per month and published in over 60 countries, Cosmopolitan Magazine is the handbook for millions of fun, fearless females the world over. The aspirational, cultural and elegant Harper's Bazaar is published in 32 countries with a focus on high-end fashion, beauty and lifestyle. Esquire is a leading premium lifestyle magazine about the interests, curiosities and passions of men, and is published in 28 countries.

**Hello Munki**

[www.hellomunki.com](http://www.hellomunki.com)

**Stand: J36**

**Contact: Ian Worrall-Dutton**  
[info@hellomunki.com](mailto:info@hellomunki.com)  
**+44 (0) 7719 53 66 88**

Hello Munki is a cheeky little design studio specializing in character design for licensing and properties, entertainment and publishing. It prides itself in being able to produce unique, innovative illustration and design for a number of end products. Its recent successes include



kids, apparel, stationery and home interiors. It is "chimplly" marvelous.

**Hoho Entertainment**

[www.hohoentertainment.com](http://www.hohoentertainment.com)

**Stand: B100**

**Contact: Helen Howells**  
[helen.howells@hohoentertainment.com](mailto:helen.howells@hohoentertainment.com)  
**+44 (0) 207 682 3154**

Hoho Entertainment is a children's production and rights management company dedicated to developing intellectual properties to be seen and experienced on all media platforms. Hoho Rights actively manages its in-house developed brands and also represents a small portfolio of Intellectual Properties on behalf of other producers and licensors.



**GP Hong Kong Trade Development Council**

[www.hktdc.com](http://www.hktdc.com)

**Stand: A070**

**Contact: Daisy Ip**  
[london.office@hktdc.org](mailto:london.office@hktdc.org)  
**44+ 020 7616 9500**

Hong Kong Trade Development Council was established in 1966 as a statutory body to promote Hong Kong trade. It creates opportunities for Hong Kong companies, especially SMEs, by promoting trade in goods and services globally. With more than 40 overseas offices, HKTDC promotes Hong Kong as a business platform that is recognised as Asia's central business district. HKTDC offers a variety of platforms and business-matching services, connecting small and medium-sized enterprises in Hong Kong with business partners from all over the world. Please visit [www.hktdc.com](http://www.hktdc.com) for the latest information about the HKTDC and Hong Kong-related opportunities.



**Howard Kennedy**

[www.howardkennedy.com](http://www.howardkennedy.com)

**Stand: G112**

**Contact: Robert Lands**  
[enquiries@howardkennedy.com](mailto:enquiries@howardkennedy.com)  
**+44 (0)20 3755 6000**

Howard Kennedy is a law firm that provides a wide range of services across several industry sectors such as media, fashion, retail and

branded products, art, technology and sports. Its IP and commercial team assist on the full range of IP-related matters (including the protection, exploitation and infringement of IP) and provides brand owners with commercial advice relating to consumer protection issues, advertising, promotions, data protection, supplier terms and e-commerce. The team specializes in the licensing of brands, trade marks, design rights and copyright works, in franchising and celebrity endorsements and has advised a vast portfolio of clients, including numerous household names.

## **GP** I.M.P.S

**www.smurf.com**  
**Stand: C050**  
**Contact: Philippe Glorieux**  
**philippe.glorieux@smurf.com**  
**003226520220**

I.M.P.S, together with LAFIG Belgium, are the official licensors of the little blue-skinned characters, "The Smurfs." Over the years, I.M.P.S has worked in close collaboration with its agents worldwide to develop licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of the brand. Adding to an ever-growing portfolio, "The Smurfs" expand their reach through initiatives such as a first international live stage show and the opening of theme parks and family entertainment centers. I.M.P.S was created in 1984 by Véronique Culliford, the daughter of Pierre Culliford, better known as Peyo.



## **IFLScience**

**www.iflscience.com**  
**Stand: M50**  
**Contact: Michele Kuprewicz**  
**mkuprewicz@iflscience.com**  
**+44 (0)20 7379 0441**

IFLScience is everyman's science site. It's a community of those who seek to explore, comprehend and appreciate the universe around them, united by a different, offbeat style of communication. IFLScience provides content that not only educates, but often entertains and delights at the same time. There is an audience age of 18- to 44-years-old, with 300 million Facebook likes and it reaches 75 million monthly unique visitors. It's also a sub-brand for the children's market—Science Is Awesome will be launching in 2016.



## **GP** International Brand Management & Licensing

**Stand: N15**  
**Contact: Adrian Davie**  
**info@ibml.co.uk**  
**0845 164 1727**

IBML is a global brand owner with offices in London, New York, Hong Kong and Shenzhen. IBML licenses the use of its world-class sport, fashion and lifestyle brands to partners around the World. IBML offers a unique combination of brand management, marketing, commercial, legal and IP expertise.

## **IPR Licensing EMEA**

**www.iprlicensing.co.uk**  
**Stand: N12**  
**Contact: Sarah Dixon**  
**info@iprlicensing.co.uk**  
**+44(0)7725051046**

IPR Licensing is the EMEA licensing agent for DuPont, representing both the DuPont and Kevlar brands.

## **GP** ITV Studios Global Entertainment

**https://itvstudios.com/merchandise**  
**Stand: D040**  
**Contact: Sarah Baines**  
**sarah.baines@itv.com**  
**+44 20 7157 3186**

ITV Studios Global Entertainment will be heading to BLE 2015 with its portfolio of ITV-owned and third-party properties. The new boys' action adventure series "Thunderbirds Are Go" will lead ITVS GE's extensive presentation slate. The firm will also be showcasing classic "Thunderbirds," which celebrates its 50th anniversary this year; toy property Playmobile; the Playmobil-inspired kids' TV series "Super 4;" digital game sensation "Cut the Rope;" '70s music brand Village People; and the licensor's newest property, historical TV drama "Poldark."



## **GP** IWM (Imperial War Museums)

**www.iwm.org.uk**  
**Stand: R10**  
**Contact: Anne Buky**  
**abuky@iwm.org.uk**  
**0207 091 3072**

IWM's unique collections made up of the everyday and the exceptional, help to tell the

stories of people's spirit, resilience, creativity and innovation in the face of adversity. Iconic venues such as Churchill War Rooms and HMS Belfast give atmospheric experiences to all of adventure and achievement. IWM can offer great ideas for design inspired by its collections—a retro feel with a modern twist.



## **JCB**

**www.jcb.co.uk**  
**Stand: G020**  
**Contact: Sam Johnson**  
**sam.johnson@jcb.com**  
**01889 593499**

JCB is one of the world's leading construction manufacturers with 12,000 employees and 22 factories around the world. In 2015, JCB celebrates its 70th anniversary, making it a British success story that has extended around the globe.



## **GP** The Jim Henson Company

**www.henson.com**  
**Stand: A050**  
**Contact: Federico San Martin**  
**fsanmartin@henson.com**  
**323-802-1500**

The Jim Henson Company has remained an established leader in family entertainment for more than 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Best known as creators of the world famous Muppets, Henson has received over 50 Emmy Awards and nine Grammy Awards. Recent credits include the Emmy nominated "Sid the Science Kid," "Dinosaur Train" and "Pajanimals" as well as the new series "Doozers," a CG-animated preschool series. Features include The Dark Crystal, Labyrinth and MirrorMask, and television productions include "Fraggle Rock" and the sci-fi cult series "Farscape."



## **Joe Browns**

**www.joebrowns.co.uk**  
**Stand: M47**  
**Contact: Kirsty Lindsay**  
**kirsty.lindsay@joebrowns.co.uk**  
**0113 276 6655**



Joe Browns is a U.K.-based clothing brand. Specializing in women's and men's apparel, footwear and accessories. It currently operates an online, mail order and wholesale business retailing in more than 500 stores. It dispatches over 1 million orders per year throughout the U.K. and Europe.



**Kate Knight**

[www.kateknight.co.uk](http://www.kateknight.co.uk)  
Stand: J37  
Contact: Kate Knight  
mail@kateknight.co.uk  
0044 (0) 1314 774 524



Kate Knight is an established freelance designer who produces high-quality contemporary artwork. Knight is professionally trained, having been awarded an honours degree in textile design and a masters degree in design. She is recognized in art circles for her creative floral designs and imaginative use of bright bold colors.

**Kate Mawdsley**

[www.katemawdsley.com](http://www.katemawdsley.com)  
Stand: J47  
Contact: Kate Mawdsley  
kate@katemawdsley.com  
0044 (0) 1986 785 444



Kate Mawdsley is a British illustrator well known for cat and dog images, as well as Christmas designs. Mawdsley's work is licensed worldwide on products from mugs to stationery.

**GP King**

[www.king.com](http://www.king.com)  
Stand: D125  
Contact: Joanne Lewis  
joanne.lewis@king.com  
+44 (0) 7539389412

King is a leading interactive entertainment company for the mobile world, with people all around the world playing one or more of its games.



King has more than 185 fun titles in over 200 countries and regions. Its hits include "Candy Crush Saga," "Farm Heroes Saga," "Papa Pear Saga," "Pet Rescue Saga" and "Bubble Witch Saga." King has 364 million average

monthly unique users (as of Q1 2015) across web and mobile platforms.



**GP King Features**

[www.kingfeatures.com/licensing](http://www.kingfeatures.com/licensing)  
Stand: D100  
Contact: Cathleen Titus  
kfs-public-relations@hearst.com  
212-969-7550

King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is one of the world's premier distributor of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King Features represents classic properties, such as Popeye, Olive Oyl, Betty Boop, Hagar the Horrible, Flash Gordon, The Phantom and Mandrake the Magician. The company continues to expand its portfolio, including collaborations with Chupa Chups and Betty Boop, and also represents new properties.

**GP Kocca**

[www.kocca.kr](http://www.kocca.kr)  
Stand: C020  
Contact: Ihnjeong Song  
song7533@kocca.kr  
82-61-900-6456



Kocca is a leading government agency dedicated to build a nation of imagination, creativity, culture and prosperity. It was established by the Ministry of Culture, Sports and Tourism to support the contents industry that includes game, broadcasting, cartoon, character and animation. In order to promote and nurture the content industry, Kocca supports international exchanges. Moreover, it actively engages in foreign partnership, hosts international events, develops policies and conducts training to cultivate creativity in Korea.

**Laser Art**

[www.laser-art.com](http://www.laser-art.com)  
Stand: J3  
Contact: Horace Hui  
horace@laser-art.com  
00852 2349 1193

Laser Art is a hologram label manufacturer and solution provider for the licensing business. It

has developed a complete label management system for brand owner/licensing agents to manage and monitor licensee/supplier orders actively and to fight against counterfeiters. It has also have developed a consumer touch point solution that is a perfect marketing tool to communicate with your valuable customer.

**Lee Stafford**

Stand: M60  
arron@qbc.gb.com  
A hair care brand.



**Leoni**

[www.leonispaspa.it](http://www.leonispaspa.it)  
Stand: F115  
info@leonispaspa.it  
0039(0)59907288



Leoni is one of the leading companies in the study, development and production of promotional items of any kind. From OEM/licensed toys to die-cast models, partwork collections and loyalty campaigns, Leoni can meet the requirements of even the most demanding customers with unique products, all in compliance with relevant regulations.

**GP The Licensing Company**

[www.thelicencingcompany.com](http://www.thelicencingcompany.com)  
Stand: N100  
Contact: Francesca Cragie  
uk@thelicencingcompany.com  
020 8222 6100



Formed in 1996 by Melvin Thomas and Angela Farrugia, TLC is one of the world's leading brand extension companies. With 16 offices in 14 of the largest and fastest emerging economies, it is strategic, capable and connected. TLC represents an impressive portfolio of first class brands including Jeep, Coca-Cola, Hershey's, Peanuts, Jelly Belly, The Gruffalo and Crayola. It has the proven ability to extend brands across a range of sectors, from fashion and lifestyle to toys and food and beverage. It knows how to place products in the correct categories and support them at retail, resulting in maximum royalties for its clients.

**Licensing Management International**

[www.lmiuk.com](http://www.lmiuk.com)  
Stand: F105  
Contact: Andrew Maconie  
enquiries@lmiuk.com



## +441425403430

Licensing Management International was established in 1982, and now, with many years of combined business knowledge and consultancy work, it has the experience and passion to help develop a brand's potential and implement a successful licensing program. Understanding a brand's strategic objectives, together with its business and social values, is key to its work. Current properties include British Motor Heritage classic car marks including MG and Austin, PEZ, BSA and Shell, as well as children's entertainment properties such as Popcorn the Bear, 12 Guardians, Prisoner Zero and many more. Affiliate companies include Bradford License Europe, which handles the European licensing for HBO's acclaimed series "Game of Thrones."

## Licorice Trading

[www.licoricetrading.com](http://www.licoricetrading.com)

Stand: J38

Contact: Caroline Davies  
[caroline@licoricetrading.com](mailto:caroline@licoricetrading.com)  
 07891 834772

Licorice started life as a greeting card publisher.

It is looking for licensing work with its portfolio of published and unpublished designs that translate easily from one product to another.



## Lisle International

[www.lislelicensing.com](http://www.lislelicensing.com)

Stand: E045

Contact: Francesca Lisle  
[info@lislelicensing.com](mailto:info@lislelicensing.com)  
 0044 (0) 1937 586 237

Established in 2010, Lisle International has a unique combination of experience and youth, which when amalgamated together with extensive research capabilities and local market knowledge across all sectors of licensing, creates a fresh, innovative and proficient licensing agency.



## Litebulb Group

[www.litebulbgroup.com](http://www.litebulbgroup.com)

Stand: C105

Contact: Ben Couch  
[info@powerstation-studios.co.uk](mailto:info@powerstation-studios.co.uk)  
 +44 (0) 203 598 2850

LiteBulb Group is a high-growth company that has developed a number of brands for major retailers. The company floated on AIM

in 2010 and now sells to some of the largest retailers in the U.K. and internationally, as well as works with many of the world's biggest brands. The Litebulb Group has a number of complementary businesses that delivers a full-service offering to major brands, as well as develops its own IP. The entities within the group are BLUW, Go Entertain, PowerStation Studios, Meld Marketing Strategies, Bloom, Ginger Fox, Milly & Flynn, Concept and Canny Media.



## GP LoCoCo Licensing

[www.keithkimberlin.com](http://www.keithkimberlin.com)

Stand: F110

Contact: Julie LoCoco  
[lococolicensing@mindspring.com](mailto:lococolicensing@mindspring.com)  
 770-481-0720

Puppies and kittens! LoCoco Licensing's Keith Kimberlin brand offers one of the most extensive portfolios (50,000-plus images/20-plus style guides) of kitten and puppy photography in the world. Founded in 1990, LoCoCo Licensing is a full-service licensing and design agency with licensed products in more than 70 countries.



## Longboard

[www.longboard.fr](http://www.longboard.fr)

Stand: P48

info@norprotex.com  
 +33 4 90 31 36 36

Lots of excitement at low prices—the Longboard lifestyle is to have fun without spending too much, thanks to a fashion universe for the whole family. Sportwear or casual, fitness or underwear, home or outdoors, swimwear or skiwear, Longboard has a variety of lines for all needs.

## Luk Internacional

[www.lukinternacional.com](http://www.lukinternacional.com)

Stand: H025

Contact: Meritxell Gratacos  
[meritxell@luk.es](mailto:meritxell@luk.es)  
 0034 932723059

Luk Internacional is one of the largest distribution companies in Spain and Portugal

focused on products for all ages. It has an individual and specialized licensing and promotional program according to each property. It is a distributor for Spain, Andorra, Portugal and EMEA of TV properties such as "Doraemon" and the licensing agent for Spain and Portugal. It is also the licensing agent and TV distributor for Spain and Portugal for properties such as "Shin Chan," "B-Daman," "Daniel Tiger's," "A Penguin's Troubles" and "Zombie Princess."



## m4e

[www.m4e.de](http://www.m4e.de)

Stand: C005

Contact: Bernd Conrad  
[sales@m4e.de](mailto:sales@m4e.de)  
 0049 8102 994530

The m4e Group is an international brand management and media company focusing on children's and family entertainment content. With its deep know-how and qualified team of experts, m4e manages all aspects of the business from production of content/IP-rights, up to the finished merchandise product in order to rollout brands on a worldwide basis. Since 2003, m4e has worked with many animation and live action producers/studios, creating original content and producing, co-producing, distributing and managing brands around the world. m4e's library of 2,300-plus episodes features some of the most recognizable series such as "Mia and me" and "Tip the Mouse."



## GP Manu

[www.lilledy.com](http://www.lilledy.com)

Stand: J18

Contact: Antonija Majstorovic  
[antonija@manucreative.com](mailto:antonija@manucreative.com)  
 +385 1 3751252

Manu is a creative studio bringing unique characters and patterns to life. It creates cute characters in a "design-y" way that utilizes a Japan meets Sweden aesthetic,





creating a distinct style that can be adapted for all markets and across a wide age range. It builds and develops character-driven lifestyle brands with a strong brand DNA supported by enchanting stories, emotions and messages. Lil' Ledy is a character-based lifestyle brand for the female market appealing to teens through to young women. The brand won the 2015 One to Watch award for being the best new brand at Licensing Expo.

**Mariia Pishvanona**

[www.AnimalCentury.com](http://www.AnimalCentury.com)

**Stand: J5**

**Contact: Dr. Ursula Feindor-Schmidt, LL.M.**  
[palace@animalcentury.com](mailto:palace@animalcentury.com)

Animal Century, Munich (Germany) is the licensing link to the designer Maria Pishvanova, the creator of the art collection Animal Century. This collection comprises more than 270 portraits of dogs, cats and other animals dressed in fine clothing designed by Pishvanova, providing each breed with a unique personality. The designs are loved by pet owners around the world, which has helped Animal Century to attract a large online fan base.

**Marilyn Robertson**

[www.marilynrobertson.com](http://www.marilynrobertson.com)

**Stand: J2**

**Contact: Marilyn Roberston**  
[marilyn@marilynrobertson.com](mailto:marilyn@marilynrobertson.com)  
**0044 (0) 1949 860 621**

Marilyn Robertson is a U.K.-based artist with cutting edge contemporary designs suited to a wide range of licensing opportunities. Robertson's designs have a proven international track record and a strong online presence. New licensing enquiries welcome across product categories. Marilyn Robertson enjoys helping you create stylish and commercially successful products.



**Mary Evans Picture Library**

[www.maryevans.com](http://www.maryevans.com)

**Stand: J20**

**Contact: Luci Gosling**  
[luci.gosling@maryevans.com](mailto:luci.gosling@maryevans.com)  
**0044 (0) 20 8318 0034**

One of the U.K.'s leading historical resources that features a wealth



of art, illustration, photography and ephemera from its rich archives. Founded in 1964, the library also represents more than 350 different collections in the heritage and archive sector.

**GP Mattel Brands Consumer Products**

[www.mattel.com](http://www.mattel.com)

**Stand: D050**

**Contact: Catrina O'Brien**  
[catrina.obrien@mattel.com](mailto:catrina.obrien@mattel.com)  
**01628 500137**

Mattel continues to excite and challenge the licensing industry with its impressive portfolio of brands, plus the exciting integration of HIT Entertainment. Mattel is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie, Hot Wheels, Monster High, Thomas & Friends, Fireman Sam, Scrabble and Fisher-Price brands, MEGA Brands, including MEGA BLOKS, as well as a wide array of licensed and entertainment properties. Driven by great content, toys and games, these much-loved brands are being brought to life across multiple consumer product categories.



**GP MB-Mary Beth/Pink Light Studio**

[www.pinklightstudio.com](http://www.pinklightstudio.com)

**Stand: J21**

**Contact: Mary Beth Freet**  
[marybeth@pinklightdesign.com](mailto:marybeth@pinklightdesign.com)  
**2062008324**

MB-Mary Beth is a lifestyle brand for the free-spirited, represented by Pink Light Studio. Mary Beth's work will be highlighted at Brand Licensing Europe, along with other artists from Pink Light Studio, a design and licensing agency. Pink Light Studio has artwork available for licensing and also has 20 designers available for custom design projects. Let them help your product shine!



**Metrostar**

[www.metrostarmedia.co.uk](http://www.metrostarmedia.co.uk)

**Stand: C080**

**Contact: Claire Potter**  
[claire@metrostarmedia.co.uk](mailto:claire@metrostarmedia.co.uk)  
**0044 (0) 20 7720 4007**

Metrostar is both a brand licensing agency and a literary agent. It represents "Downton Abbey," The Scout Association, Little House on the Prairie, Alice Tait, Toot the Tiny Tugboat, Dear Zoo, Chloe's Closet, Little Suzy's Zoo and The Little Prince.



**GP MGL**

[www.mgllicensing.com](http://www.mgllicensing.com)

**Stand: J16**

**Contact: Alex Rodriguez**  
[studio@mgllicensing.com](mailto:studio@mgllicensing.com)  
**4402083928004**

MGL is one of the world's leading art licensing companies. It prides itself on representing stunning imagery for an array of merchandise ranging from greeting cards, calendars and stationery, to jigsaws, apparel, bedding and home décor. The work of more than 50 artists and designers is represented within a growing portfolio of over 10,000 images, covering a variety of categories including wildlife, floral, landscapes, patterns and vintage. As well as providing existing artwork, MGL also offers a customized service to either adapt existing imagery or create new, bespoke designs.



**Mind Candy**

[www.mindcandy.com](http://www.mindcandy.com)

**Stand: G075**

**Contact: Dave Tovey**  
[dave@mindcandy.com](mailto:dave@mindcandy.com)  
**020 7501 1925**

Mind Candy is building the world's greatest family entertainment company for the digital generation. With a portfolio of magical brands, all with a digital heart, from "World of Warriors" to "Moshi Monsters" and "PopJam," Mind Candy's aim is to create fun, empowering and inspiring entertainment for the swipe generation.



**Monday2Friday**

[www.monday2friday.net](http://www.monday2friday.net)

**Stand: P49**

**Contact: Alvaro Picardo**  
**info@monday2friday.net**  
**+34 661 410711**

Monday2Friday was established in February 2011 by a group of like-minded professionals with years of experience in the world of licensing and brand development, with a special emphasis in contemporary art. Its portfolio is mainly made up of contemporary artists (graphic designers and illustrators) and brands, and it emphasizes working alongside both the artists and licensor, as Monday2Friday believes that the link between both parties is equally important. Among its artists are Nuria Mora, Brosmind, Tutti Confetti, Stocklina, Sergio Mora, Eva Armisen, Apanona, Haciendo El Indio and brands like BCN Branc.

**GP Mondo TV**  
**www.mondotv.it**  
**Stand: E120**

**Contact: Micheline Azoury**  
**consumerproducts@mondotv.it**  
**0039 0686323293**

Mondo TV Group is made up of four companies, with the main office based in Rome. It is one



of the leaders in Italy and among one of the primary European operators in the production and distribution of animated cartoon series, as well as full-length feature films for TV and film markets. Specialized chiefly in the creation and worldwide distribution of animated cartoons, Mondo TV Group also distributes some of the best-known Japanese animated series in Italy as well as in several Spanish-speaking countries. The consumer products division represents the Group's merchandising, licensing and publishing rights and for third-party properties as well.

**Moomin**  
**www.bullspress.com**  
**Stand: D085**

**Contact: Jeanette Eklund**  
**jeanette eklund@bulls.se**  
**+46 722 31 21 18**

The Moomins were created by Tove Jansson (1914-2001),



painter, illustrator, author and one of Finland's key artists. The first Moomin book *The Moomins and the Great Flood*, was published in 1945. Jansson wrote and illustrated nine novels, four

picture books and hundreds of comic strips about the Moomins. To-date, her books have been translated into nearly 50 languages. The Moomins now have a very successful licensing program worldwide. Oy Moomin Characters is the Moomin licensor and official body responsible for Moomin copyright supervision. Bulls Licensing is the worldwide agent on behalf of Oy Moomin Characters.

**Mr. Trafalgar**  
**www.mr-trafalgar.co.uk**  
**Stand: J8**

**Contact: Jamie Patterson**  
**bella.binus@gmail.com**  
**447587096984**

Mr. Trafalgar is a creation of Newcastle-based artist and illustrator Jamie Patterson.



Inspired by the Art Nouveau and illustrators such as Aubrey Beardsley and Jan Pienkowski, Patterson has created a rich, imaginative world of many humanized animal characters, where the centerpiece is taken by a dapper rodent called Mr. Trafalgar. All the artwork is hand-drawn in silhouette pen and ink graphics. As a brand, Mr. Trafalgar made its first appearance in the licensing arena at Brand Licensing Europe 2013 as the winner of the License This! challenge.

**GP MyMediabox**  
**www.mymediabox.com**  
**Stand: B110**

**Contact: Eric Rennagel**  
**marketing@mymediabox.com**  
**678-804-8280**

The MyMediabox online software suite includes Mediabox-RM for contract, rights and royalty management, Mediabox-PA for product approvals and Mediabox-DAM for style guide asset management and delivery. More than 100 leading licensors and 35,000 licensee users worldwide utilize MyMediabox software daily to generate more licensing revenue and manage their licensing business more efficiently. Contact them to arrange a meeting and demo.

**GP Ñañaritos**  
**www.nanaritos.com**  
**Stand: B053**

**Contact: Yasmin Rodriguez**  
**licensing@cmarcorp.com**  
**844-626-2835**



Designer Marian Carro launched the Ñañaritos brand in 2010. C\*Mar Corporation handles all

Ñañaritos product development, licensing, sales and marketing, offering licensing opportunities in the areas of apparel and fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods, crafts and more. The brand is available in two sub-brands. Ñañaritos is the original brand with hand-painted characters, directed towards the baby, kids and preteen market. The Ña brand takes the characters on an edgy twist, using the original pencil sketches to develop a line that suits teens and young adults.

**Napa Arts & Licensing Agency**  
**www.napa-agency.fi**  
**Stand: J24**

**Contact: Marjo Granlund**  
**marjo@napa-agency.fi**  
**358-50-3297655**

Napa Arts & Licensing Agency is a versatile, daring and experienced agency with a fresh Scandinavian touch. Currently its roster includes 16 front-line artists from Finland. The characterful and unique styles of its illustrators range from watercolor technique to ink drawing, as well as vector and motion graphics. It has been licensing illustrations for advertising, corporate communication, information graphics and packaging since 2007. In its work, Napa Arts & Licensing values originality, quality and sustainable development. It is looking for licensees in the stationery, toy, gift and home décor categories as well as for retailers and publishers.



**GP The National Museum of the Royal Navy**

**www.nmrn.org**  
**Stand: L20**  
**Contact: Giles Gould**  
**giles.gould@nmrn.org.uk**  
**023 9272 7583**



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

**National Portrait Gallery**  
**www.npg.org.uk**  
**Stand: K20**  
**Contact: Matthew Bailey**



**mbailey@npg.org.uk**  
**02073122475**

The National Portrait Gallery holds more than 300,000 portraits of interesting and inspiring people, allowing you to choose from its large, but carefully curated, collection. Alongside images on its website, National Portrait Gallery has a vast archive and will help you search and arrange licenses for the use of images in your projects.

## National Portrait Gallery

### **GP Nelvana Enterprises**

**www.nelvana.com**  
**Stand: F080**  
**Contact: Antoine Erligmann**  
**antoine.erligmann@corusent.com**  
**0033 142710828**

Nelvana is a division of Corus Entertainment and consists of Nelvana Studios, the production arm, and Nelvana Enterprises, the business arm.

Nelvana Enterprises, the sales, brand-management and consumer products division of Nelvana, distributes quality entertainment from the award-winning Nelvana Studios and key content partners to broadcasters and home entertainment companies. Nelvana Enterprises' merchandising team, based in Paris, France, manages the consumer products program for its series in EMEA.



and EMI Music, the brand has exceeded sales of 100 million units in the U.K. to-date.

### **GP Octane5**

**www.octane5.com**  
**Stand: H030**  
**Contact: Jim Kucia**  
**info@octane5.com**  
**404-889-8665**

Octane5 helps brand owners run their licensing programs faster, smarter and more profitably through its suite of brand compliance solutions. These solutions let licensors manage their entire licensing program—digital asset management, product approvals, contracts, royalties, licensee compliance and more—all from a single dashboard. It also delivers anti-counterfeit and consumer engagement programs that will protect your brand from fakes and grow your program worldwide.



### **GP The Natural History Museum**

**www.nhm.org**  
**Stand: R38**  
**Contact: Zuzi Wojciechowska**  
**zuzi.wojciechowska@nhm.ac.uk**  
**0044 20 7942 5652**

Home to more than 80 million specimens from Darwin's original collections to the most complete specimen of a Stegosaurus ever uncovered, the museum is a British institution and an authority on the natural world. It is also home to the phenomenal "Wildlife Photographer of the Year" exhibition, which tours worldwide and is seen by more than 1 million visitors.



### **GP Nickelodeon Viacom Consumer Products**

**www.nick.com**  
**Stand: E005**  
**Contact: Tom Gunn**  
**tom.gunn@vimn.com**  
**02035802474**

Nickelodeon, one of the world's leading entertainment brands for kids, is excited to showcase its strong content pipeline at Brand Licensing Europe 2015. This year, Nickelodeon Viacom Consumer Products will spotlight plans to reach multiple demographics with its iconic, evergreen properties including "Teenage Mutant Ninja Turtles," "SpongeBob SquarePants" and "Dora," and announce updates for new preschool series "Paw Patrol" and "Blaze and the Monster Machines." Its goal is to forge partnerships that will help it expose its unique brands through powerful products.



### **On Entertainment**

**www.lepetitprince.com**  
**Stand: E065**  
**Contact: Sophie Dufeu**  
**s.dufeu@onentertainment.fr**  
**+33 6 22 98 14 15**

On Entertainment produces both animated TV series "Super 4/Playmobil" and live movies. In production are "Ladybug" and "The Popples," and a major forthcoming event is The Little Prince animated movie coming to movie theaters and directed by Mark Osborne (Kung Fu panda).



### **GP NECA**

**www.necaonline.com**  
**Stand: B005**  
**Contact: Rachel Spring**  
**rachels@necaonline.com**  
**848-333-9056**

NECA is a leading designer, marketer and worldwide distributor of licensed consumer goods based on some of the world's most established and beloved entertainment properties. NECA spans all consumer categories and distribution channels, providing an end-to-end solution to elevate each property while protecting the creator's vision. From action figures to apparel, giftware and beyond, NECA's mission is to deliver superior products at affordable prices. In fact, its products are already best-sellers in many specialty retail stores worldwide. For an incredible selection of products from high-profile licenses, no one has you covered like NECA.



### **NOW That's What I Call Music**

**www.nowmusic.com**  
**Stand: C098**  
**Contact: Alex McCloy**  
**team@nowmusic.com**  
**+44 (0) 207 361 8000**

NOW That's What I Call Music is one of the longest running and most successful compilation series in the world. Launched in 1983 by Virgin Records



### **GP Outfit7 Limited**

**www.outfit7.com**  
**Stand: F065**  
**Contact: Melita Kolbezen**  
**melita.kolbezen@outfit7.com**  
**+386 30 998 224**

Outfit7 is a multinational entertainment company headquartered in Cyprus, founded in 2009 by entrepreneurs on a mission to bring fun and entertainment to all. "Talking Tom and Friends" has grown from an instant app success into a fully-fledged media entertainment franchise, with a newly released CGI animated series, a global



licensing and merchandising program and has become a chart-topping sensation on YouTube. These lovable 3D animated characters have skyrocketed in popularity with fans across the world with more than 2.8 billion downloads since its launch and over 250 million active users each month.

## Pango Productions

[www.pangoproductions.com](http://www.pangoproductions.com)

Stand: J26

Contact: David Wigley

[david@pangoproductions.com](mailto:david@pangoproductions.com)

02079938668

Pango Productions is a greetings company established more than 10 years ago that specializes

in character cards for the juvenile market. It has supplied and continues to supply most of the design-led greeting card retailers within the U.K. It is looking to work with licensing partners both through its character bank and those who like its design style in order to create strong licensing properties.



## Panini

[www.paninigroup.com](http://www.paninigroup.com)

Stand: H020

Contact: Daniela Magnani

[dmagnani@panini.it](mailto:dmagnani@panini.it)

0039 059 382 111

The Panini Group was founded in 1961 by the Panini family in Modena, Italy, where it's still headquartered. It is a world leader in the published collectible sector and one of the leading publishers of children's magazines and books, comics, manga and graphic novels in both Europe and Latin America. Panini is owned by the Panini Management and Fineldo (holding company of Panini's equity sponsor Vittorio Merloni). In 2013, the Panini Group sales exceeded €531 million (\$728 million) with sales in more than 120 countries, supported by 12 subsidiaries and over 900 employees worldwide.

## Paper Island

[www.historyheraldry.com](http://www.historyheraldry.com)

Stand: B056

Contact: Jacquie Russo

[jacquie.russo@paper-island.com](mailto:jacquie.russo@paper-island.com)

0044 (0) 1709 730 700

Paper Island is a design-led gift company with a track record of best-selling brands which are all created on-site in the U.K. With

representation in more than 38 countries and products translated into 20 different languages, Paper Island has become well-known the world over with popular brands and products that perform exceptionally well in a whole range of retail environments. The licensing arm of this internationally acclaimed manufacturer therefore enjoys the design input of a renowned creative team that produces brands that sell in the millions worldwide.

## Paper Rose

[www.paperrose.co.uk](http://www.paperrose.co.uk)

Stand: J14

Contact: Perlina Pierre-Davis

[perlina.pierre-davis@paperrose.co.uk](mailto:perlina.pierre-davis@paperrose.co.uk)

0044 (0) 20 8262 3551

Paper Rose is one of the U.K.'s leading greeting card publishers, with a range of more than 1,500 cards that include styles to suite every taste, from iconic photographic to quirky humor and beautiful handmade designs. The company supplies direct-to-retail and through export sales and licensing. Award winning ranges include Daisy Patch, Marzipan and Portobello, all of which have great licensing potential.



## Penguin Random House

Stand: F060

Contact: Nekisha Mendez

[penguin.ventures@uk.penguinrandomhouse.com](mailto:penguin.ventures@uk.penguinrandomhouse.com)

+44(0)20 7010 3448

Stories have always been at the heart of Penguin Random House, and now its telling these stories in new and exciting ways. Across licensing, consumer products, TV production and live events, it is finding brilliant new ways to expand the worlds of some of the world's favorite books. Whether for Penguin Ventures with Peter Rabbit, Ladybird Books—Vintage Collection, Hairy Maclary and Friends, Flower Fairies and Spot or Random House Enterprises with Swallows & Amazons, Spotting and Jotting Club, Matt Sewell's Birds and Love Sick. Come and see what Penguin Random House can offer beyond the book.



Penguin  
Random House  
UK

## Pepsi

[www.pepsi.com](http://www.pepsi.com)

Stand: N50

Contact: Sam Barker

[sam.barker@img.com](mailto:sam.barker@img.com)

Pepsi is one of the world's most iconic brands and is a global symbol of refreshment and a cultural force to be reckoned with.

Throughout its long history, Pepsi has not followed trends but has set them and has created moments that became touchstones of culture. It is a brand that inspires conversation and enjoys high affinity and recognition around the world with 98 percent awareness. Today, more than 60 licensees in major international markets on every continent are selling Pepsi products in every tier of retail.



## Perfetti van Melle

[www.pvmlicensing.com](http://www.pvmlicensing.com)

Stand: M10

Contact: Christine Cool

[christine.cool@es.pvmgrp.com](mailto:christine.cool@es.pvmgrp.com)

+34 937739316

If you are looking out for a sweet and fresh licensing opportunity, check out Perfetti van Melle's brands Mentos, Chupa Chups, Airheads and Frisk. In addition to the candy fun, they offer amazing art which combines the essence of the brands with today's trends, great to take to apparel, personal care, accessories and more, targeted to teens and young adults. At retail, the playful nature of these brands makes them powerful traffic drivers. Even more is to come as Chupa Chups, Mentos and Airheads are now also preparing launches in the food aisle for ice cream and frozen novelty projects.



## PGA TOUR

[www.pgatour.com](http://www.pgatour.com)

Stand: M18

Contact: Tim Smith

[tim.smith@img.com](mailto:tim.smith@img.com)

PGA TOUR operates more than 100 golf events annually—43 on the PGA TOUR, 26 Champions tour, 25 Web.com tour, 14 PGA TOUR Latino America, 8 PGA TOUR Canada and has a presence in more than 90 markets.



## PGS Entertainment

[www.pgsentertainment.com](http://www.pgsentertainment.com)

Stand: G045

Contact: Cecile Heu

[cheu@pgsentertainment.com](mailto:cheu@pgsentertainment.com)

+331 83 64 34 64

PGS Entertainment is a leading international



brand management company dedicated to kids and family content and targeting the entertainment fields of broadcast, home entertainment, digital, licensing and merchandising. More recently, in order to support IP owners with a more global approach to their brand development, PGS has expanded into licensing and merchandising representation. Among the brands it is representing is ALVINNN!!! and The Chipmunks, The Jungle Bunch and Village People.



**Pink Key Consulting**

**www.pinkkey.co.uk**  
**Stand: K35**  
**Contact: Richard Pink**  
**richard@pinkkey.co.uk**  
**0044 7 859362323**

Pink Key Consulting is the exclusive European licensing agent for the highly successful Kellogg Vintage licensing program and is launching programs for Pringles, Eureka! and Egmont Publishing including Roy of the Rovers. It is looking for licensees in all categories and in all European territories.

**Plain Lazy**

**www.plainlazy.com**  
**Stand: P71**  
**Contact: Mark Hagley**  
**mark@plainlazy.com**  
**0044 (0)1273 483336**

Plain Lazy is built on a 20-year history of riding boards and bikes, and exists to provide top quality products that reflect a fun, active and positive approach to life. In a world where work dominates everything and stress is at an all-time high, Plain Lazy is a light-hearted reminder to find time to relax, have fun and enjoy yourself and everything around you. It offers a varied range of products that find a healthy and humorous balance between working hard and playing hard. Enjoy life and be happy!



**Playboy**

**www.playboyenterprises.com**  
**Stand: M15**  
**Contact: Natalie Horne**

**natalie.horne@img.com**  
 Playboy is one of the most recognized and popular consumer brands in the world. Playboy Enterprises International is a media and lifestyle company that markets the brand through a wide range of media properties and licensing initiatives. Through licensing agreements, the Playboy brand appears on a wide range of consumer products in more than 150 countries, as well as retail stores and entertainment venues.



**The Pokémon Company International**

**www.pokemon.com**  
**Stand: F070**  
**Contact: Mathieu Galante**  
**m.galante@pokemon.com**  
**+44 (0)20 7381 7009**

The Pokémon Company International is responsible for brand management, licensing and marketing for the Pokémon Trading Card game, the animated TV series, home entertainment and the official Pokémon website. Pokémon launched in Europe in 1998 and today is one of the most popular global children's entertainment brands. The Pokémon universe includes more than 700 creatures that players can collect, trade, train and use in battle against their rivals in the quest to become the best Pokémon Trainer.

**Rachael Hale**

**www.rachaelhale.com**  
**Stand: F085**  
**Contact: Sally McIntosh**  
**sally@disserobrands.com**  
**0064 9 309 63 63**

For 20 years, Dissero Brands has delighted with Rachael Hale—the world's most lovable animals. It proudly remains dedicated to creating and marketing enchanting photographic imagery and innovative design led brands.



**Radio Days**

**www.radio-days.info**  
**Stand: B025**  
**Contact: Liza Acuna**  
**licensing@radio-days.info**  
**877-787-4855**

Radio Days brand deals with



vintage artwork of iconic personalities and characters.

**Rainbow**

**www.rbw.it**  
**Stand: E020**  
**Contact: Silvia Conti**  
**info@rbw.it**  
**+39 071 750 67 500**

Rainbow Group is one of the biggest animation studios in the world and a global leader in kids' entertainment. The company comprises several different divisions, including Rainbow CGI, Rainbow Entertainment, Tridimensional, Witty Toys and Rainbow Media. Rainbow's successful distribution of its content through TV, theater and the Internet, as well as via consumer products, makes it one of the world's biggest licensors. Rainbow's hit brands include "Winx Club" and "Mia and me," as well as new properties "Royal Academy" (working title) and "My American Friend." The company is headquartered in Italy, with subsidiaries in Moscow, Hong Kong and Singapore.

**The Rastamouse Company**

**www.rastamouse.co.uk**  
**Stand: F001**  
**Contact: Lois Brabin-Platt**  
**lois.bp@threestonesmedia.com**  
**0207 095 0187**

The Rastamouse Company is the independent production company and owner of the award winning British preschool series, "Rastamouse." With 104 episodes of positivity, music and fun, Rastamouse and Da Easy crew are now helping children around the world learn right from wrong and "make a bad ting good."



**Raydar Media**

**www.raydarmedia.com**  
**Stand: B085**  
**Contact: Alison Rayson**  
**info@raydarmedia.com**  
**+44 (0) 207 409 5191**

Managed by Alison Rayson and a small core team of rights professionals, Raydar Media

is a dynamic new independent media rights business that helps content producers and other IP owners realize commercial and creative ambitions for their IP across all programming genres. With an ability to work across all programming rights and international markets, Raydar's independent status enables it to find the best route to market for its suppliers.

## Redan Alchemy

**Stand: G062**

**Contact: Tanya Campbell**

**tanya@redan.com**

**0044 (0) 1743 364 433**

Redan Alchemy was created by Redan Publishing, one of the U.K.'s leading independent publishers of children's magazines, to represent their IP rights, in-house characters and third-party brands for licensing. Currently, it represents The Sooty Show, Goblin Princess, Fun To Learn and Sparkle World.



## Rocket Licensing

**www.rocketlicensing.com**

**Stand: G005**

**Contact: Charlie Donaldson**

**charlie@rocketlicensing.com**

**0044 2072076241**

Rocket Licensing is an independent licensing and brand development company, committed to a select portfolio of brands that enables it to really focus its expertise. Launched in 2007, it specializes in strategic marketing plans, brand building and ensuring maximum long-term performance for your brands.

## Rovio Entertainment

**www.rovio.com**

**Stand: D030**

**Contact: Naz Cuevas**

**contact@rovio.com**

**+358 (0)207 888 300**

Rovio is an entertainment media company and the creator of the globally successful "Angry Birds" franchise. Rovio was founded in 2003



as a mobile game development studio, and the company has developed several award-winning titles for various mobile platforms.

## Sagoo

**www.sagoo.fr**

**Stand: G068**

**Contact: Miki Imai**

**miki.imai@sagoo.fr**

**+33 1 40 54 96 42**

Sagoo is an independent agency that represents licensing and merchandising rights of tremendous brands and properties in France, Europe and worldwide. Sagoo showcases a high-profile portfolio of licenses, offering brands strong content, visibility and great opportunities of business development in various product categories. Examples include brand promotion and marketing operations, textiles, toys, fashion accessories, home accessories and the car industry. Because each property is unique, Sagoo uses an alternative approach and provides a tailor-made program for each one. Sagoo is a unique blend of passion, creativity and expertise for the benefit of premium brand's licensing programs.

# sagoo

## Sanrio

**www.sanrio.eu**

**Stand: B030**

**Contact: Giuliana Spaggiari**

**gspaggiari@sanriolicense.com**

**+39 0236 529 354**

Best known for global icon Hello Kitty, Sanrio offers a portfolio of more than 400 characters able to fulfill every need positioning and target wise. Other properties include My Melody, Little Twin Stars, CharmmyKitty, Kerokeroppi, Bad Badtz-Maru, Chococat and the British icon Mr. Men and Little Miss. Sanrio designs, develops, distributes and licenses a unique collection of branded gifts, stationery and fashion accessory items while collaborating with the most respected companies in the world.

## Santoro

**www.santoro-london.com**

**Stand: B050**

**Contact: Jo Campbell**

**jcampbell@santorographics.com**

**+44 (0) 20 8781 1104**

The Santoro brand is world-renowned for award winning fashion and lifestyle collections synonymous with quality, creativity and

innovation. With ranges including the Gorjuss, Mirabelle, Willow and Kori Kumi collections, Santoro continually develops beautiful products full

of sentiment that are rich with heritage, push back boundaries and encompass the highest quality of design and impeccable attention to detail for which it is known. Each collection possesses a truly unique, transcendent appeal that captivates audiences of all ages worldwide. This year Santoro will be showcasing the latest products from its beautiful, premium collections, developed in conjunction with more than 40 international licensees.



## Sarah Hurley

**www.sarahhurley.com**

**Stand: J51**

**Contact: Sarah Hurley**

**info@sarahhurley.com**

**02085023568**

Welcome to the world of award winning creative entrepreneur

Sarah Hurley, a lifestyle brand packed full of imagination, charm and fun. Launched in 2010, the eponymous brand has grown from strength to strength and is now home to a number of story and character-backed brands including children's properties The World of Imagination and Spook Street, as well as Dollybelle and Charm Street Cuties. Current products, illustrated, written and designed with love by Sarah, include books, creative kits, gifts, stationery and children's products. Sarah Hurley will be launching the new property Dapple Valley as well as a signature collection at Brand Licensing Europe.



## Sarah Ray

**www.sarahray.co.uk**

**Stand: J1h**

**Contact: Sarah Ray**

**hello@sarahray.co.uk**

**07733386882**

Sarah is an illustrator and designer maker. Her work is a mix of quirky humor and appealing characters. She has worked with a number of clients including Birmingham Royal Ballet,



Bloomsbury Publishing and the NHS. Sarah's illustrations sit proudly on her range of award winning greeting cards and have the potential to be licenced across a wide range of products creating a strong brand.

## Science Museum Group Enterprises

[www.nmsi.ac.uk](http://www.nmsi.ac.uk)

Stand: L15

Contact: Renata Bukovanova  
licensing@sciencemuseum.ac.uk  
0207 942 4479

Science Museum Group Enterprises is the commercial arm of the Science Museum Group, a family of internationally respected museums. Its collections and remit spans more than 2,000 years of scientific and social history, exploring the science and technology that has shaped lives. Its brands include Science Museum, Science Museum for Kids, Flying Scotsman, Mallard and the National Railway Museum and it is active in most licensing categories. The team is always happy to discuss any new opportunities.



Contact: Adam Sherratt  
business@shakespeare.org.uk  
+44 (0)1789 204016

The Shakespeare Birthplace Trust is the independent charity that cares for the world's greatest Shakespeare heritage sites in Stratford-upon-Avon, and promotes the enjoyment and understanding of Shakespeare's works, life and times all over the world. The charity runs formal and informal educational programs for people of all ages. It holds the world's largest Shakespeare related museum and archives open free to the public, a collection that is designated as being of international importance.



## Sinigaglia

[www.sinigaglia.eu](http://www.sinigaglia.eu)

Stand: G052

Contact: Stefano Gnan  
info@sinigaglia.eu  
+390425938222

Founded in 1993 as a paper and cardboard conversion business, Sinigaglia is now one of Italy's main producers of stickers and trading cards. It specializes in the conception, design and manufacture of a wide range of collections and promotions including trading cards, collectible cards, card games, collectible stickers and 3D gadgets. It also produces collection albums, binders, starter packs and a wide range of packaging such as display boxes, flow packets, four-sealed packets and much more. Sinigaglia manages the complete production cycle from the initial idea to the final product including all the relevant stages from proofing to printing to packaging.

## Smiley World

[www.smiley.com](http://www.smiley.com)

Stand: D115

Contact: Margherita Vecchio  
margherita@smiley.com  
4442073788231

Smiley, the happiest brand ever, was founded by Franklin Loufrani in 1971 through a newspaper promotion to make people happy. It allowed readers to



see the bright side of life throughout any day. In a very short time, Smiley became one of the most recognizable icons in the world and remains so to this day. Smiley is more than an icon, brand and lifestyle—it's a spirit and a philosophy and exists to remind people of how powerful a smile is and how much a simple smiley can change both your life and the lives of others around you.

## GP Sony Computer Entertainment Europe

Stand: F050

Contact: Richard Kay  
richard\_kay@scee.net  
020 7859 5370

Sony Computer Entertainment Europe, based in London, is responsible for the distribution, marketing and sales of PlayStation 2, PSP, PlayStation 3, PlayStation Vita, PlayStation 4 and PlayStation Network software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats. Properties available for licensing include the PlayStation brand, "Uncharted," "God of War," "The Last of Us," "Invizimals," "LittleBigPlanet," "Tearaway," "Ratchet & Clank," "Lemmings" and new titles "Horizon: Zero Dawn," "The Last Guardian" and many more.



## GP SEGA

[www.sega.com](http://www.sega.com)

Stand: C030

Contact: Jason Rice  
jason.rice@sega.co.uk  
02089964594

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



## GP The Shakespeare Birthplace Trust

[www.shakespeare.org.uk](http://www.shakespeare.org.uk)

Stand: K18

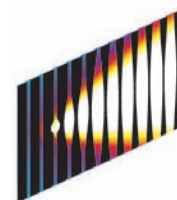
## GP Sony Pictures Consumer Products

[www.sonypictures.com](http://www.sonypictures.com)

Stand: A010

Contact: Carissa Diest  
consumer\_products@spe.sony.com  
310-244-8654

Sony Pictures Consumer Products is the licensing and merchandising division of Sony Pictures Entertainment, a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation



SONY PICTURES

CONSUMER PRODUCTS

of studio facilities; and development of new entertainment products, services and technologies.



## Sound Team Enterprise Co.

[www.soundteam.com.tw](http://www.soundteam.com.tw)

Stand: F133

Contact: Wendy Lee

[sound.team@msa.hinet.net](mailto:sound.team@msa.hinet.net)

886-2-28276312

A professional ODM manufacturer specializing in producing winter earmuffs, headphone earmuffs and headphone knit hats in its own factory located in Taiwan since 1987. The special design, worldwide patented (EPC, Canada, U.S., Japan, Taiwan, China and Korea) plastic device makes its earmuffs different than others—they are adjustable, foldable, comfortable and suitable for all kinds of daily activity. Moreover, with Hi-Fi Stereo speakers inside the earmuffs, it is easy to keep warm and have fun with music in cold winter.

## Spain Licensing Pavilion

[www.icex.es](http://www.icex.es)

Stand: F020

Contact: Silvia Barraclough

[ticscontenidos@icex.es](mailto:ticscontenidos@icex.es)

0034 91 349 18 71

At the Spanish Licensing Pavilion, some of the most important Spanish licensing companies are represented, mainly from the animation and games sectors.

## Start Licensing

[www.startlicensing.co.uk](http://www.startlicensing.co.uk)

Stand: F040

Contact: Ian Downes

[ian@startlicensing.co.uk](mailto:ian@startlicensing.co.uk)

0044 (0) 20 8337 7958



Start Licensing is a bespoke licensing agency that is focused on delivering the best results possible for licensors and licensees. It represents classic brands such as The Beano, FMCG brands like Tango and Robinson's, preschool property "Olly the Little White Van" and comic strip "Chef & Sue."

## Studio 100

[www.studio100.tv](http://www.studio100.tv)

Stand: B045

Contact: Christophe Drevet

[info@studio100.be](mailto:info@studio100.be)

+32 (0) 3 877 60 35

Founded in Belgium in 1996 by Gert Verhulst

and Hans Broulon, Studio 100 has gone international



with offices now in the Netherlands, France, Germany, Hong Kong and Australia. With global brands such as "Maya the Bee," "Heidi," "Blinky Bill," "Tashi" and iconic local properties, this global family entertainment company has built a truly 360-degree approach. Studio 100 integrates these character-based contents into film, theatre, music, digital platforms, publishing, merchandising, theme parks, live action and animation to ensure multiple consumer touch points.

## Sunrights/d-rights

[www.sunrights-inc.com](http://www.sunrights-inc.com)

Stand: H100

Contact: Emiko Takeda

[emiko.takeda@sunrights-inc.com](mailto:emiko.takeda@sunrights-inc.com)

+1 646 284 9801

Sunrights will effectively develop intellectual properties from Asia globally by maximizing a mixture of direct in-house divisions. It will bring new opportunities to its network of partners to help them to more effectively grow their businesses. It will also continue to develop its own in-house expertise. Sunrights envisions a business where it integrates new businesses in media, consumer products and intellectual property to help its partners find more profit globally across a great range of businesses.

## Técui

<http://tecuidesigns.com>

Stand: J40

Contact: Luis Eduardo Díaz Araiza

[luisdiazmx@yahoo.com](mailto:luisdiazmx@yahoo.com)

+41 (0)22 368 0440

Fun designs.



## Tempting Brands

Stand: P20

Contact: Lidia Furnica

[info@temptingbrands.com](mailto:info@temptingbrands.com)

+41797047934

Tempting Brands is a global marketer and manager of a portfolio of brands that are used around the world by licensees in multiple consumer product categories.

## Teo Jasmin

[www.teojasmin.com](http://www.teojasmin.com)

Stand: Q10

Contact: Turkia Mamia

[turkia@teojasmin.com](mailto:turkia@teojasmin.com)

0033 2 36 10 66 72

Angeline Bailly created the company in 2003, which specializes in digital printed products



(canvases, bags and fashion accessories, cushions and more). The brand is now represented by Téo, a dog born from Angeline's imagination. He boasts values and ethics. His motivation is to take a stand for causes. He has the strength to join people together and set up projects for adults, children, senior citizens, people with illness or disabilities all over the world. The Teo Jamsin brand appeals to all ages, depending on his look and universe, and he can easily fit into all forms of products. He has 37 identities and will reach 101.

## TF1 Licenses

[www.tf1licences.com](http://www.tf1licences.com)

Stand: G058

Contact: Guillaume Lascoux

[glascoux@tf1.fr](mailto:glascoux@tf1.fr)

0141414875

With more than 20 years of expertise, TF1 Licenses, a division of TF1 Enterprises (100 percent subsidiary of TF1 Group) manages a powerful portfolio of properties owned by major international groups such as Sanrio, Shine, Endemol, BBC and Nelvana. Every year, more than 30 million consumer products are launched. TF1 Licenses manages key properties such as All Blacks, Barbapapa, Mini Ninjas, Hello Kitty, "The Voice" and "Dancing with the Stars."

## This is Iris

[www.thisisiris.co.uk](http://www.thisisiris.co.uk)

Stand: J61

[hello@thisisiris.co.uk](mailto:hello@thisisiris.co.uk)

+44 (0)7816 970 696

This is Iris, an exciting creative licensing agency based in sunny North Devon. The Iris team work alongside a variety of established artists, designers and IP developers to extend their ever-growing





international licensing programs. It also serves as a creative resource for brand owners. Its experienced creative team works across many category fields including style guide development, stationery, gifts, apparel, publishing and packaging. This is Iris has a thorough understanding of the licensing industry and a passion for all things creative.

**GP** **Tinderbox**  
**www.tboxagency.com**  
**Stand: P100**  
**Contact: Sofia Lundberg**  
**sofia.lundberg@beanstalk.com**  
**020 7572 0858**

Tinderbox, the dedicated digital division of global brand



extension agency Beanstalk, works with new media properties to realize their potential in the world of consumer products. Tinderbox was developed to address the market need for a brand licensing agency specializing in extending digital brands, from leading video game franchises to social networks and all categories of apps including games, entertainment and lifestyle. Since June 2014, Tinderbox has worked with Microsoft Studios to develop global consumer products programs for various titles within the Xbox portfolio.

**GP** **Toei Animation**  
**www.toei-animation.com**  
**Stand: G035**  
**Contact: Isabelle Favre**  
**isabelle@toei-animation.com**  
**+33 1 75 00 15 52**

Toei Animation is a leading Japanese animation studio that holds worldwide successful brands such as Dragon Ball and One Piece. The European office manages the TV and merchandising rights for EMEA as well as represents third party IP in France.



**tokidoki**  
**www.tokidoki.it**  
**Stand: H085**  
**Contact: Emily Brough**  
**emily@tokidoki.it**  
**323-930-0555**

tokidoki is an internationally recognized and iconic lifestyle brand based on the vision of Italian artist Simone Legno and his partners, serial entrepreneurs Pooneh Mohajer and Ivan Arnold. Since debuting in 2005, tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought after global lifestyle brand.



**GP** **Topps Europe**  
**www.toppsdirect.com**  
**Stand: H080**  
**Contact: Louise Ramplin**  
**marketing@topps.com**  
**01908 800100**

The Topps Company manufactures and markets a wide range of sports and entertainment collectibles and confectionery products based on a simple philosophy of entertaining children. Topps is one of the longest serving Premier League licensees and has produced a sticker album every season since 1993.



**Total Licensing**  
**www.totallicensing.com**  
**Stand: H035**  
**Contact: Jerry Wooldridge**  
**jerry@totallicensing.com**  
**+44 (0) 1892 782 220**

Total Licensing publisher of licensing information with publications including flagship magazine Total Licensing, Total Brand Licensing, Total Art Licensing and regional magazines Total Licensing U.K. and Total Licensing Australia. Total Licensing also publishes a weekly online newsletter, The Total Licensing Report.



**Two little Boys**  
**www.2littleboys.co.uk**  
**Stand: J53**  
**Contact: Sarah Watts**  
**sarah@2littleboys.co.uk**  
**+44 (0) 20 8400 3606**

Award winning gift design studio, Two Little Boys continues to produce designs for the licensing property Railway of Life. It was also the winner of the License This! award for the property How to... For the Inept, which is aimed at teenagers and men and has expanded year-on-year. It is a licensor with an enormous portfolio of great design that is looking for licensees across the board, worldwide.



**GP** **Ubisoft EMEA**  
**www.ubi.com**  
**Stand: D110**  
**Contact: Clemence Deleuze**  
**clemence.deleuze@ubisoft.com**  
**+33 (0) 148182441**

Ubisoft is a leading producer, publisher and distributor of interactive entertainment products. Ubisoft has won over gamers worldwide with its high-quality, cutting-edge franchises. Today, Ubisoft boasts one of the richest and most diverse catalogs in the industry with top-selling brands on all platforms.



**UEFA EURO 2016**  
**Stand: Q11**  
**Contact: Mickael Andreo**  
**mickael.andreo@img.com**

IMG is a global leader in sports, fashion and media, operating in more than 25 countries around the world. IMG's businesses include events and media, college, golf, tennis, performance, IMG Academy, fashion, models, clients, licensing, joint ventures and is a creative management agency.



**GP** **Universal Partnerships & Licensing**  
**www.universalpictures.com**  
**Stand: E090**  
**Contact: Megan Johnson**  
**megan.johnson@nbcuni.com**

818-777-4382

Universal Partnerships & Licensing oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also responsible for film, home entertainment and television promotions. UP&L is part of NBCUniversal, one of the world's leading media and entertainment companies. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.



## V&A Enterprises

[www.vam.ac.uk](http://www.vam.ac.uk)

Stand: K10

Contact: Lauren Sizeland

[l.sizeland@vam.ac.uk](mailto:l.sizeland@vam.ac.uk)

0044 (0) 20 7942 2981

The Victoria and Albert Museum is one of the world's leading museums of art and design. From its earliest days, it has been a place of inspiration and the founding principle of the museum continues to this day through the award winning brand licensing program. The V&A's extraordinarily diverse collections inspire excellence in design and drive and excite designers, retailers and manufacturers. By promoting a contemporary design interpretation of the archives, V&A licensed products compete across the international retail market. Product categories include homewares, apparel, jewelry, accessories, stationery, fabric and gifts.



## Vicki Thomas Associates

[www.vickithomasassociates.com](http://www.vickithomasassociates.com)

Stand: J33

Contact: Vicki Thomas

[vickithomasassociates@yahoo.co.uk](mailto:vickithomasassociates@yahoo.co.uk)

0044 (0) 20 7511 5767

Vicki Thomas Associates is a design and research consultancy that also represents the work of a range of art and design related properties including The Quilters' Guild of the British Isles, Bonzo the Dog, Clinton Banbury and Anthony Smith. The consultancy specializes in designing for the gift related industries including toys, crafts, publishing and homewares.



## Vimto International

Stand: K30

Contact: James Nichols

[joe.ashcroft@vimto.co.uk](mailto:joe.ashcroft@vimto.co.uk)

01925 294 077

Vimto was born in 1908 when John Noel Nichols fused together a delicious combination of grapes, raspberries, blackcurrants and his special, secret ingredient. Since then, Vimto's unique fruitiness has spread worldwide in to over 65 countries. The brand has enjoyed 10 years of consecutive growth, nearly doubling in size in that time. It also has a great range of delicious licensed products ranging from confectionery to clothing, with good distribution across the grocery and independence sector.



## Walker Books U.K.

[www.walker.co.uk](http://www.walker.co.uk)

Stand: G010

Contact: Anna Hewitt

[anna.hewitt@walker.co.uk](mailto:anna.hewitt@walker.co.uk)

0207 396 2410

Walker Books is one of the world's leading independent children's publishers. Walker's licensing division manages a portfolio of brands including Guess How Much I Love You, Maisy, Tilly and Friends, Helen Oxenbury's Alice's Adventures



**WALKER  
BOOKS**

in Wonderland and We're Going on a Bear Hunt.

## GP Warner Bros. Consumer Products

[www.warnerbros.com](http://www.warnerbros.com)

Stand: E030

Contact: Mikel Arrien

[WarnerBros.ConsumerproductsEMEA@warnerbros.com](mailto:WarnerBros.ConsumerproductsEMEA@warnerbros.com)

020 7984 6100

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.



## WILD SIDE®

### Wild-Side

[www.wildsidebrands.com](http://www.wildsidebrands.com)

Stand: B065

Contact: Holly Brown

[holly@wildsidebrands.com](mailto:holly@wildsidebrands.com)

44(0)2084523311

Wild-Side is a unique brand of animal photography. Its work goes beyond cute. It pushes the boundaries to create new and innovative animal characters. Its work is inspired, innovative and to a standard that speaks for itself. Current product categories include cards, calendars, social and back-to-school stationary and giftware.

## GP Withit Studios

[www.withitworld.com](http://www.withitworld.com)

Stand: C090

Contact: Dolph Zahid

[dolph@withit.co.uk](mailto:dolph@withit.co.uk)

01273 222846

Celebrating 25 years in the retail/licensing business (1991-2016), Withit Studios is a creator of its own IP for entertainment and characters. Currently developing animations for online and TV, its brands cater to all age demographics with its dedicated in-house team. Its network of offices with its international partners gives it a true global reach. The unique nature of owning its IP, as well as managing it, gives retailers and licensees alike real hands-on involvement, and the creators to develop exciting retail selling programs.





**WWE**

**www.wwe.com**  
**Stand: C060**  
**Contact: Warwick Brenner**  
**Warwick.Brenner@wwe.com**  
**020 7349 1740**

WWE, a publicly traded company, is an integrated media organization and recognized leader in global entertainment. The company consists of a portfolio of businesses that create and deliver original content 52 weeks a year to a global audience. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7, over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries.



**WWF U.K.**

**www.wwf.org.uk/shop**  
**Stand: R25**  
**Contact: Vivian Nutt**  
**vnutt@wwf.org.uk**  
**0044 1483 412 517**

WWF has grown from modest beginnings into a truly global conservation organization that has been instrumental in making the environment a matter of world concern. In addition to funding and managing countless conservation projects throughout the world, WWF continues to lobby governments and policy-makers, conduct research, influence education systems, and work with business and industry to address global threats to the planet by seeking long-term solutions.



**Yellow House Art Licensing**

**www.yellowhouseartlicensing.com**  
**Stand: J63**  
**Contact: Sue Bateman and Jehane Boden Spiers**  
**hello@yellowhouseartlicensing.com**  
**0044 1273 705752**



Yellow House is a dynamic U.K. art licensing agency with a reputation for exceptional art. Representing contemporary artists, leading brands and rising stars, Yellow House is the perfect choice for design-led clients looking to find unique images for licensing. Offering a carefully curated collection of artists, attention to detail, a creative eye and a focus on quality is testament to the unique vision of Yellow House. In short, it offers great art, simply licensed.

**Yvette Jordan**

**www.yvettejordan.com**  
**Stand: J45**  
**Contact: Yvette Jordan**  
**info@yvettejordan.com**  
**01438 358778**

Yvette Jordan is an artist renowned for her figurative work that has high visual impact coupled with intricate detailing, flowing lines and jewel-like color—all characteristics of her style. Jordan's work has been adapted for a wealth of products from cross-stitch to compact mirrors. Her work is particularly suited to goods that reflect the same love of quality, style and sophistication that her work celebrates.



**Zodiak Kids**

**www.zodiakkids.com**  
**Stand: B020**  
**Contact: Alice East**  
**alice.east@zodiakkids.com**  
**020 7013 4004**

Zodiak Kids is a global independent leader in kids entertainment, combining Zodiak Media's dedicated kids production companies, consumer products and sales division. Zodiak Kids boasts one of the largest, high-quality kids catalogs in the world, which includes "Mister Maker," the ultimate arts and craft show; "The Ranch," a hit in France and Germany; "Zack & Quack," the preschool show rolling out worldwide; "Lolirock," the girls series bursting with magic, mystery and music; "Waybuloo," the CBeebies preschool hit; "Extreme Football,"



the full CGI series with spectacular challenges; "Totally Spies!," the international hit series; and "Get Blake!," the slapstick animated cartoon series.



**Zolan Company**

**www.zolan.com**  
**Stand: R16**  
**Contact: Jennifer R. Zolan**  
**donaldz798@aol.com**  
**+39 3662317118**

The Zolan Company is the exclusive fine arts boutique and licensing agency for the Zolan Brand, a classic

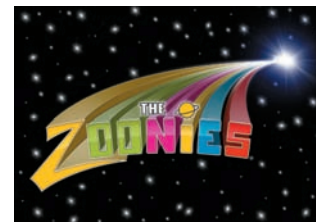


children's art brand celebrating 38 years. The brand comes to life in the new virtual Zolan.com experience, with a major focus on its licensing programs, social and humanitarian projects, 13 collections and its 300 legendary paintings. Through positive social art, it can inspire a consciousness of feeling good and joyful, a nostalgic sentiment for a return to "life's simple pleasures" and a hope for a better life and world for our children.

**The Zoonies**

**www.thezoonies.com**  
**Stand: B132**  
**Contact: Caroline Brown**  
**caroline2brown@btinternet.com**  
**01403 752692**

The Zoonies are five (now stranded) aliens from outer space that accidentally crash landed here on Earth. Now they have no option but to try to re-adapt to a new way of life here on our very strange planet, resulting in The Zoonies doing the opposite of what they should do, thus entertaining a young audience through a chaotic and slapstick humor, while they explore new everyday crazy adventures and experiences. The adventure book Zoonies on the Run earned a five-star review and reached No. 1 on the U.K. online children's book charts. Watch the YouTube music video "Hey! We're The Zoonies."



# A CHAT WITH MAKER

Multi-channel network Maker Studios is quickly making a name for itself. Now as it further aligns with Disney and has named a dedicated head of licensing, even bigger things are on the horizon.



**ANOULAY TSAI**  
director, licensing and  
partnerships, Maker Studios

Tsai heads development and leads licensing initiatives and business plans for talent and programming brands at Maker Studios.

Prior to joining Maker, Tsai was a sales director on the consumer products team at AwesomenessTV, where she was responsible for retail development, focusing on specialty accounts. In that role, Tsai established herself as an expert on crafting partnership opportunities for digital content-based brands including high-profile YouTube content creators.

Within Tsai's portfolio, she's developed meaningful consumer product partnerships for film and TV properties at The Walt Disney Studios, Sony Pictures, Fox Studios and DreamWorks Animation, and spearheaded innovative programs for retailers including Walmart, Target, Amazon, Best Buy, Hot Topic, Forever 21, Costco and more.

## What makes your new position with Maker Studios so exciting?

Promoting digital content-based brands is fundamentally different than film and TV properties. Our storytellers are ordinary people and, as such, their audiences find them authentic and relatable. We believe that our brands can present lucrative licensing opportunities as there are millions of fans clamoring for product based on their favorite creators. I'm learning how to effectively navigate our new and complex business matrix to set up an infrastructure for this very new licensing model. In time, we think even the most risk-adverse partners will see the viability in our brands.

## What are the greatest opportunities that will drive growth in licensing and brand extensions for Maker?

Many licensee and retail partners are unaware of the impact that our brands can have on the marketplace. The digital era has revolutionized communication, commerce and content distribution—there's no reason why it wouldn't impact the licensing industry too. With our insight and expertise, we can educate partners to contribute toward the evolution of our industry.

## How does Maker's vast talent pool lend itself to brand extensions?

We represent some of the most popular creators from gamers and comedians to mommy vloggers and lifestyle tastemakers—we've got quite an assortment of talent whose brands may translate to other mediums including consumer products. Where it makes sense, we're grooming our key talent to think outside the virtual box when it comes to brand extensions. Our creators are exploring opportunities to branch out into other arenas, which was unfathomable until only recently. They are now taken seriously and commanding the attention of major business partners—a testament to their influence power and marketability. We have developed holistic plans for key brands that include content strategy, brand partnerships, increasing audience reach and extending into additional platforms that will contribute to their growth and sustainability.

## How active a role does Maker talent have in shaping their own personal brands?

It really depends on the talent. Many of them possess a business sensibility and vision on how to shape their

brands, but they will seek our input to guide them on developing a longer term strategy. Some are extremely opinionated, while others are reliant on our expertise, but we ultimately want them to have the final say. They are essentially in total control because, let's face it, without them there would be no brand to shape.

## Where do you see the most synergy with parent company The Walt Disney Company and how will that be leveraged for the Maker strategy?

Being afforded the opportunity to partner with The Walt Disney Company is invaluable as we're connected to divisions from the studio to consumer products, as well as sister companies like Lucasfilm and Marvel. It has allowed us to tap into a vast global network that can exponentially increase visibility for our brands and open up doors that may not have otherwise been accessible to us. We can integrate and may also be integrated into the strategy of other TWDC lines of businesses to accelerate achieving our mutual goals.

## What are the key characteristics that differentiate Maker in the marketplace?

We have a direct connection to our audience via our network of nearly 60,000 creators. Our diverse global audience has a profound affinity for our brands. It's irrefutable that our talent will emerge in the mainstream as content consumption behavior shifts. We will be at the forefront by bringing them out to market with compelling product and partnerships.

## What are your top priorities for 2016?

Our No. 1 priority is to service our talent by creating brand-aligned licensing opportunities that will resonate. We're implementing a strategy to poise them for success in carefully curated retail programs and can harness the power of TWDC. I am confident that we're on the verge of shaking up the industry with a refreshing new take on entertainment licensing.

No. 2: Retailers want a point of differentiation in a very competitive landscape and are seeking innovative ways to win over marketshare. We want to collaborate with retailers who want to push the envelope and break the mold of traditional licensing.

No. 3: I've become an evangelist for our brands and believe its imperative to educate our industry on the impending success. ©



OVER **\$1 BILLION** IN RETAIL SALES  
GLOBALLY IN **2014**



For more information  
on licensing opportunities,  
please contact Jess Richardson:  
[jess.richardson@wwecorp.com](mailto:jess.richardson@wwecorp.com) / 203-328-2539  
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