

BLE Celebrates 17th Annual Expo

As brand licensing continues to grow around the globe in all major product categories, Brand Licensing Europe continues to expand its position as the Pan-European epicenter of deal making.

More than 300 exhibitors on the show floor at Olympia this year represent all the major sectors of consumer products including such well-known names as Adidas-A.C. Milan, Automobili Lamborghini, Chelsea Football Club, Chupa Chups, Discovery, DreamWorks Animation, FIFA, Hasbro, Nickelodeon/Viacom, Pokémon, The National History Museum, SEGA, Sony, Jim Henson and Warner Bros. Consumer Products.

In addition, this year's BLE boasts 70 new exhibitors, seminars and other events that reflect the significance of brand licensing and merchandising. See page 50 for a list of this year's



exhibitors and page 52 for the Licensing Academy schedule.

Another BLE highlight is the License This! competition for new creative concepts, featuring four finalists selected from a record 40 entries, all vying to be selected as the grand prize winner. The License This! final will be held on Thursday at 12:30 p.m.

Welcome to BLE 2015!

**By Darren Brechin, event director,
Brand Licensing Europe**

Welcome to the 17th annual Brand Licensing Europe, which is officially the biggest ever and sure to be the most exciting to-date.

With more than 300 exhibitors and a staggering 2,500 brands, characters and images on display, there is more to do and see than ever before. BLE is also delighted to welcome more than 70 new exhibitors to this year's event.

In addition to the huge range of properties on the show floor, there are more free educational sessions scheduled this year across the Licensing Academy and Brands & Lifestyle Theatre. Take

your pick from 25 seminars, workshops and panel discussions designed to advance your licensing skill set and learn from industry experts about the latest trends and opportunities.

If you're new to the show or licensing, the "Licensing Explained" session at 9:30 a.m. today from LIMA U.K. is a must-attend event. And don't miss the Keynote session today hosted by YouTube that features personality Cassey Ho at 12:30 p.m.

Keep your eyes peeled for BLE's official show mascot, Battersea Dogs & Cats Home's Squirt the Staffie, and don't miss Europe's largest character parade on the central aisle at 11 a.m.

Enjoy the show!

Breaking News

Licensing Awards

See the winners of the licensing industry's annual honorary event.

For the full story, see pg. 6

Universal Gears Up for *Pets*

Universal has paired with Spin Master to launch a toy range for the upcoming film *The Secret Life of Pets*.

For the full story, see pg. 16

Cartoon Network Launches Mag

Cartoon Network Enterprises and Panini will launch the *Cartoon Network Magazine* this month in the U.K.

For the full story, see pg. 32

Artist Creates BLE Comic

Anne Edwards, creator of the "Chef and Sue" comic that appears in retailer Waitrose's newspaper, has created a special comic just for Brand Licensing Europe.


To see the comic and read the full story, see pg. 38

Events

11 a.m. – Character Parade

12:30 p.m. – Keynote: Cassey Ho and Benjamin Grubbs, YouTube

For the complete Licensing Academy schedule, sponsored by *License! Global*, see pg. 52.



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The Pan-Euro Connection



By **Tony Lisanti**

Editor-in-Chief

As licensing continues to grow throughout Europe and CEE, the Brand Licensing Europe event, now in its 17th year, has become increasingly important as the Pan-European connection to new business deals.

With the launch of *License! Global's* new weekly edition focused exclusively on European licensing news, the record size of its exclusive BLE Show Dailies and the continued expansion of its daily e-newsletter, the abundance of recent headlines alone clearly exemplifies the breadth and scope of the brand licensing business as well as the growth opportunities throughout Europe, CEE and Asia.

And it's not only that British properties are traveling across the pond to the U.S. or vice versa—that's still happening in a big way—but rather it's that any given country's popular brands are being marketed to new territories.

Consider the following 10 recent deals:

- New York-based licensing agency Brandgenuity will expand its operations internationally this fall with the opening of Brandgenuity Europe headed by Teri Niadna, as managing director.
- Warner Bros. Consumer Products EMEA appointed Megalicense International as its licensing representative in Russia and the Commonwealth of Independent States, effective January 2016.
- IMG announced new deals for its brands *Cosmopolitan* and *Harper's BAZAAR*. *Cosmopolitan* is launching a new eyewear collection in the U.K.; and the first *Harper's BAZAAR* café will open in Dubai next month.
- Cherokee Global Brands named Saborn Licensing Company as a new licensee with rights to sell the Cherokee brand across retailers in Western and Central Europe. The range will hit retail in fall 2016.
- Nelvana appointed LDI in Israel and J&M Brands in the Netherlands to represent its "Little Charmers" series.
- Sony Computer Entertainment Europe is showcasing licensing opportunities for its new video game franchise "Uncharted 4: A Thief's End" across EMEA, Australia, New Zealand and India.
- Manchester United appointed footwear brand Sbenu as the club's official casual footwear partner in South Korea.
- DHX Media appointed Haven Licensing in Australia to handle its preschool properties "Teletubbies" and "Twirlywoos."
- DreamWorks Animation is re-launching its preschool property "Noddy" in the U.K. and France next spring, along with an extensive consumer products program.
- Rovio Entertainment appointed its first Italian licensing agent for "Angry Birds," which will also hit the big screen in May 2016.

These are just 10 of the more than 200 news stories that will be released during BLE-*License! Global*, the exclusive news source of the show, will have them all. Don't miss the *License! Global* Show Dailies, available on the exhibition floor, and the daily e-news.

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Congratulations!—All of the winners of the Licensing Awards 2015 are pictured with host Alexander Armstrong.



Best Licensed Dress-up or Partyware Range: Rubie's Masquerade—Preston Kevin Lewis, Warner Bros. Consumer Products, with Holly Oldham and Tracey Devine, Rubie's Masquerade.

Licensing Awards 2015

Annual London awards ceremony recognizes the consumer products industry's best programs.

The Licensing Awards 2015 brought together 1,400 retailers, licensees, licensors and suppliers—the largest in its 10-year history—to honor the industry's highest achievers.

Actor and entertainer Alexander Armstrong hosted the event, which took place in The Great Room of London's prestigious Grosvenor House Hotel on Sept. 15.

The Licensing Awards are created by *The Licensing Source Book Europe*, a part of Max Publishing, and are sponsored by Brand Licensing Europe, with further support from the International Licensing Industry Merchandisers' Association.

For a complete list of the winners, visit LicenseMag.com.



Top Retailer of Licensed Products: Primark—Simon Price, Mattel, with the Primark team.



Best Licensed Toys or Games Range: Flair Leisure Products—Clare Piggott, BBC Worldwide, and Stefanie Moore Moose Enterprises, with Flair's Nic Aldridge, Kirsty MacKenzie and Verity Groom.



Best Retailer of Licensed Adult Products: Primark—David Evans, Sony, with the Primark team.



Best Retailer of Preschool Licensed Products: The Entertainer—Andrew Carley, Entertainment One, with Stuart Grant and Phil Geary, The Entertainer.

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Best Licensed Preschool Apparel Range: Dennicci—Marianne James, Nickelodeon Consumer Products, with Andrew Farrow, Tanya Barnes, Charlotte Robinson and Dulcie Gooch, Dennicci, and Barbara Robinson, Kirsti Lynch, Chui Ying Yik and Rebecca Wilkins, Mothercare.



Best Licensed Food or Drink Range: Icefresh Foods—David Scott, Rainbow Productions, with Icefresh Foods' Laura Candler, Charlotte Thompson, Scott Wilson, Phil Webster and Carey Briggs, Handled with Care.



Best Licensed Giftware Range: Gift Republic—Trudi Hayward, ITV Studios, with Sam Wahid, Alex Campbell and Mateusz Suchecki, Gift Republic.



Best Licensed Children or Adult Apparel Range: Coneen by Design—Gustavo Antonioni, Saban Brands, with Asda's Ruth Golightly and Mike Coles, Jennifer Whitworth, Sarah Salmon, Wendy Stafford, Sandra Hamerton and Joanne Thomas, Coneen by Design.



Best Written, Listening or Learning Range: Egmont Publishing—Stephen Haines, Carte Blanche Group, with Nicole Pearson, Egmont Publishing, and Katie Bellamy, Disney.



Best Licensed Paper Products or Stationery Range: Danilo Promotions—Samantha Mortimore, The Pokémon Company International, with Trevor Jones, Chris James, Daniel Prince and Laurence Prince, Danilo Promotions.



Best Licensed Brand Range: Mad Beauty—Mike Stagg, The Walt Disney Company, with Richard Pink, Pink Key Consulting.

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Best Film Licensed Property: Universal Studios Partnerships & Licensing—Andrew Webster, TVM Fashionlab, with Universal's Marc Low, Adam Steel, Jason Allitt, Hazel Brown, Nichola Laslett, Liesa Dornan, Stuart Carter and Angela Connealy, as well as Stephen Gould and Rob Spindley, CPLG.



The Innovation Award: Hobbs—Graham Saltmarsh, Cartoon Network, with Gina George, Jenny Smyth and Emma Saunders, HRP, alongside Anna Braithwaite and Esther Grimes, Hobbs.



Best Brand Licensed Property: Ted Baker—David Wesson, Gemma, with Paul Burden and Hayley Borrill, Ted Baker.



Best TV Licensed Property: Nickelodeon & Viacom Consumer Products—Gary Bown, Misirli, with Nickelodeon's Marianne James, Ashley Holman, Ursula Morgan, Kate Dickson, Sofia Frode and Jess Brown, as well as Flair's Amelia Bedford, Anne Marie and Nicola Bergot.



Best Classic Licensed Property: Mattel—Warren Traeger, Icon Live, with Victoria Whellans and Helen Genia, Mattel.



The Honorary Achievement Award: Danilo Promotions—Sarah Morgan, R.H. Smith & Sons, with Laurence Prince, Danilo Promotions.



Best Gaming or New Media Licensed Property: Minecraft—Mordy Benaiah, Pyramid International, and Eleanor Fletcher, Egmont Publishing.



Best Preschool Licensed Property: Entertainment One—Danny Schweiger, Character World, with eOne's Ami Dieckman, Andrew Carley, Hannah Mungo and Rebecca Harvey.



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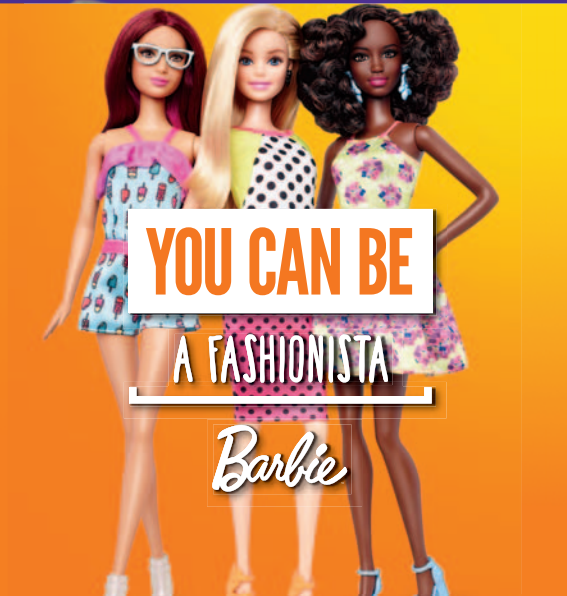
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Universal P&L Promotes Box Office Hits

Universal Partnerships & Licensing, which oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel, is presenting programs for its film franchises *The Secret Life of Pets*, *Minions* and *Jurassic World*.

UP&L is gearing up for Universal Pictures' and Illumination Entertainment's *The Secret Life of Pets* with global master toy partner Spin Master, which will develop a wide variety of toys based on the film including traditional plush and figurines, as well as interactive and motorized toys that will bring the pets to life in unexpected ways. Just like the film's characters, the toys range from cute and cuddly to feisty and irreverent. The film, which depicts the lives pets lead after their owners leave for work and school each day, is slated to hit movie



theaters next summer.

UP&L is also focusing on two of its blockbuster film franchises, *Minions*, which has grossed more than \$950 million and counting at the global box office, and *Jurassic World*, the third highest grossing film of all time with \$1.66 billion (source: *Box Office Mojo*).

UP&L is refreshing both programs with all-new creative and ongoing marketing campaigns from best-in-class licensees including Thinkway Toys, Hasbro, Mega Bloks and EA for *Minions*; and Hasbro, LEGO and Ludia for *Jurassic World*. The programs lead into *Despicable Me 3* in 2017 and a *Jurassic World* sequel, which is due in 2018.

UP&L is also readying for the next chapter in Universal Pictures' *Fast & Furious* franchise, which is set for spring 2017.

Zolan Art Brand Looks to Expand

The Zolan Company, which represents the work of the celebrated American children's artist Donald Zolan, is marking its 38th year in licensing with its debut appearance at Brand Licensing Europe.

The heritage brand depicts the joy and innocence of early childhood in a collection that includes 300 paintings across 13 distinct series.

The brand currently boasts 25 licensees and four active co-branded partnerships.

Now Zolan is looking to expand, particularly into back-to-school products, kids' bags, coloring books, paint sets, melamine and knick-knacks for children's rooms.



The brand also has a strong Cause Licensing segment that focuses on supporting children's social projects around the world. One recent such deal is the addition of a Zolan Room at the Pediatrics Cancer Project in Varese, Italy, where children interact with artwork to help cope with the painful procedures associated with cancer treatment.

DHX Media's 'Teletubbies,' 'Twirlywoos' Head to Australia

DHX Media is taking its preschool properties "Teletubbies" and "Twirlywoos" down under as part of a new broadcast deal with the Australian Broadcasting Corporation. Both shows will air on ABC Kids.

Additionally, DHX Media has named Haven as the licensing agent for "Twirlywoos" in the country. (Haven already represents "Teletubbies" for licensing in the region.)

Produced by Ragdoll Productions' Anne Wood, with writer Steve Roberts and research from early childhood development expert Professor Cathy Nutbrown, "Twirlywoos" combines stop-frame animation and live-action sequences to encourage young children to think for themselves and gain confidence in their perceptions of the world.

The company is also bringing the "Teletubbies" reboot, which launched originally in 1997 and has since reached more than 1 billion children, to a new generation of children. DHX has prepared 60 new episodes for debut on the U.K.'s CBeebies later this year. The re-imagined series will see the original "Teletubbies," but with a revamped landscape enhanced by CGI.



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Mattel Brings Broad Kids' Portfolio

Mattel is showcasing its vast slate of kids' brands this year at BLE, including Barbie, Thomas & Friends, and more.

The iconic fashion doll brand Barbie continues to inspire girls of all ages by keeping up with the latest trends affecting girls and their world and reflecting these changes in its products.

The brand campaign for Barbie is focused on encouraging girls to find their own superpowers from within. Barbie is bringing partnerships to life with key licensees in numerous categories including fashion and role play.

Mattel's other girls' property, Monster High, empowers girls to express their individuality, embrace their imperfections and form friendships that last. Monster High is seeing success with its brand campaign, We Are Monster High, which calls on kids to fly their "freaktastic" flags and show their "ghoul" spirit. The brand is

being bought to life in fashion and through innovative role play items, with a particular focus on Halloween-themed merchandise.

It's full steam ahead for Thomas & Friends as the brand celebrates its 70th anniversary year, with friendship as a major theme in its latest programming. New content and an extensive licensing program are fueling Thomas' success.

Mattel's "Fireman Sam" is also growing, becoming the fourth fastest upward trending license in preschool toys. According to Mattel, it's also the No. 2 boys' preschool property in the EU5, the No. 3 U.K. preschool license, No. 6 in France and No. 7 in Germany and Italy. The brand's new content is accompanied by a far-reaching licensing program.

Rounding out Mattel's lineup is "Bob the Builder," which is returning to TV with an all-new CG-animated series on Channel 5's Milkshake in the U.K., PBS Kids in the



U.S., Super RTL in Germany and Televisa in Mexico, beginning early next year.

The new "Bob the Builder" maintains the core values that are familiar to fans—construction, teamwork, positivity, empowerment and learning—as well as many of its core characters. Mattel is planning an extensive licensing program for the brand's reboot.

Rainbow Shines with 'Winx Club,' 'Mia and Me'

Rainbow has returned to BLE with its girls' properties "Winx Club" and "Mia and Me," as well as new shows "Regal Academy" and "My American Friend."

The animated fairytale adventure series "Winx Club" continues to boast millions of viewers each day through broadcasters on every continent worldwide, and season seven is scheduled to hit television screens this year.

The brand, which targets girls ages 4- to 10-years-old, also has a broad digital presence through its website that sees more than 2 million unique visitors and over 25 million page views per month.

The live-action/CGI series "Mia and Me," which follows the adventures of 12-year-old Mia in the mystical land of Centopia, is going strong after the premiere of its second season this year. It is now aired on more than 70 broadcast networks in over 80 territories. The award-

winning series from Hahn and m4e also has a full merchandising program, including a toy line from global toy partner Mattel and other product from partners such as Ravensburger, Egmont, Unilever, Nestle and Panini.

Rainbow is also presenting its newest properties "Regal Academy" and "My American Friend" for licensing opportunities.

The animated kids' comedy "Regal Academy" follows the life of Rose Cinderella, a normal girl who attends a school founded by famous fairytale characters to pass on wisdom to the next generation.

The live-action "My American Friend" centers on Meg, a young American girl with dreams of becoming a fashion designer after she wins a scholarship to attend the prestigious Milan Fashion Academy, where she meets an Italian princess. The series will start shooting this fall in Italy.



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The Licensing Company Stays Busy with New Deals for ‘Peanuts,’ Crayola and More

The Licensing Company is highlighting its diverse brand portfolio at BLE with new deals and partnerships for its properties:

- Iconic comic strip “Peanuts” is celebrating its 65th anniversary this year, which will be anchored by the gang’s big screen film debut this Christmas.
- Crayon giant Crayola has joined the TLC family, and TLC is planning to grow the brand across multiple platforms with products that stimulate creativity in children.
- Following its launch last June, preschool television series “Bing,” which currently airs on CBeebies in the U.K., is taking the world by storm with launches planned in more than 40 territories over the next 12 months.
- *The Gruffalo* is expanding its line of healthy, ready-made meals for children in partnership with Mini Nom Noms; while the

brand’s chocolate cake from Park Cakes is continuing to resonate with consumers and will see the addition of a 3D model cake.

- Magic Light’s upcoming animated film *Stick Man*, based on Scholastic’s best-selling picture book from Julia Donaldson and Axel Scheffler, will premiere on BBC One in the U.K. this Christmas. TLC is planning an extensive licensing program that will be led by products from Aurora and Ravensburger.
- Children’s brand Forever Friends is expanding with the launch of a nursery plush line from Golden Bear, which won the “Best Baby Comforter” category at this year’s LovedByParents Awards.
- Leading jelly bean maker Jelly Belly is celebrating its 40th anniversary in 2016, and TLC is presenting the brand for licensing opportunities to commemorate the occasion.

IMG Scores Deals for Football Legend

IMG has secured footballing legend George Best for the latest version of the global “FIFA” video game franchise and has gained exclusivity for the management of the George Best Estate.

Launched in late September, EA Sports’ “FIFA 16” game features the Best in the FIFA Ultimate Team, which is available to play only on Xbox One. Best’s fellow Manchester United teammate, Ryan Giggs, is also included in the new cast of legends.

Dubbed “the fifth Beatle” in the 1960s, Best was revered for his talent and personality on and off the pitch. Best’s heroics and incredible goals for Manchester United have left a legacy that is now being celebrated through a range of creative licensing relationships.

Among other recent deals is a partnership with football fashion brand Copa to develop a range of t-shirts featuring well-known images of Best. The garments are made in Europe and sold at Copa’s flagship store and select football fashion retailers across the region.

Meanwhile, a full collection of George Best formalwear including suits, shirts and gentleman’s accessories is in development and is due to enter the market next year alongside the already established fragrance and replica football shirts.



VW Teams With Knorr Baby for Custom Strollers

Volkswagen and German baby pram manufacturer Knorr Baby are teaming up to create a collection of baby strollers and buggies inspired by Volkswagen car models including the Golf GTI, which is celebrating its 40th anniversary next year.

The Golf GTI stroller will have a variety of special features such as a panoramic window that is structured in the spirit of the GTI honeycomb, upholstery and a diaper bag with the original GTI tartan plaid, red top-stitching on the push handle inspired by the classic GTI colors, original GTI wheels and a cup holder.

The strollers, designed in close collaboration between VW and Knorr Baby, will hit G/A/S retailers in January. Other VW car models that will be featured in the line include the Polo and the Up!.

Volkswagen is also planning other licensing deals for apparel, gifts and accessories to continue to establish its brand in the lifestyle space.



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WBCP Spreads *Harry Potter* Magic Around the World

Warner Bros. Consumer Products sees no end to the potential of its *Harry Potter* property, as the entertainment company continues to extend the brand through products, experiences and events around the world.

Beginning in December, fans of the franchise in China will be able to visit with *Harry Potter* first-hand at “Harry Potter: The Exhibition,” a 1,400-square-meter experience that will open in the Super Brand Mall in Shanghai. The new exhibit will feature displays inspired by the *Harry Potter* films as well as authentic props, costumes and creatures from the series.

Then in January, Warner Bros. and Universal Orlando Resort will host the third annual A Celebration of Harry Potter event,



which gathers together *Harry Potter* fans from all over the world.

The three-day event will begin Jan. 29, 2016, and feature experiences, Q&A's with talent from the blockbuster films, panels, demonstrations and interactive exhibits.

Meanwhile, on the U.S. West Coast, WBCP has announced the opening of The Wizarding World

of Harry Potter, a theme park attraction for Universal Studios Hollywood. The theme land will debut next spring.

Lastly, WBCP and Titan Books have released the third installment of the *Harry Potter* film art book series, *Harry Potter: The Character Vault*, which is a behind-the-scenes exploration of fan-favorite characters from the films.

Studio 100 Extends Reach with Animation

Global family entertainment company Studio 100 is showcasing its animation brands “Maya the Bee,” “Heidi” and “Blinky Bill,” as well as the live-action series “K3 and Ghost Rockers.”



The Studio 100 team is now looking to build upon the success of these properties and extend its licensing portfolio on a global level.

The second season of “Maya the Bee” is currently in production and will launch next year. Also in the works is a musical for 2017 and a second movie scheduled for 2018.

Studio 100's other hit kids' program, “Heidi,” is also topping the television charts in its first season. Targeted to girls ages 4 to 6, the series has been revived in CGI and has appeared in more than 100 countries. In addition to France, Germany, Spain and Italy, the program will launch on Disney Channel Latin America, Telequebec, TRT Cocuk and MTV3.

The global property has already secured a master toy partner, Famosa, and will be launching an extensive range of merchandise later this year.

“Blinky Bill,” the series about the adventures of a little koala bear and his friends, is also rolling out globally and has been sold in more than 100 countries. Studio 100 has appointed Headstart International as the master toy partner for the brand in Australia.

Fremantle Appoints Global ‘Kate & Mim-Mim’ Agents

FremantleMedia has announced a number of new licensing agents in key territories for its preschool property “Kate & Mim-Mim.”

Planeta Junior is on board as the licensing agent for all European territories including France, where the series has been bought by Lagardere and airs on Tiji; Iberia, where the show will begin airing on Clan in Spain and Panda in Portugal later this year; Italy, where the series is launching on Cartoonito; CEE, which airs the series on MiniMini in Poland and MiniMax in Romania, Czech Republic, Slovakia and Hungary; and in Turkey on Minika.

In addition, Megalicense has signed on as the licensing agent for Russia and CIS, where the show will air on Karusel and ANI. These new partners join SRTL, which represents the series in Germany.

In the consumer products arena, U.S. toy company Just Play is the master toy partner and will develop plush, dolls, play sets and figure packs based on the series. The first products are scheduled to launch in North America and the U.K. in summer 2016, with international rollout to follow.

“Kate & Mim-Mim,” which chronicles the adventures of Kate and her toy bunny Mim-Mim, will air its second season next spring. FremantleMedia has sold the series to 80 international territories. The company holds exclusive global TV distribution and licensing rights for the property (excluding Canada).



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Tinderbox Adds ‘ReCore’ Game

Tinderbox, the digital division of global brand extension agency Beanstalk, has added the upcoming action-adventure game “ReCore” to the roster of clients it represents under the Microsoft Studios Xbox umbrella.

The agency is building a global licensing program for the game across the apparel, accessories, toys, collectibles, publishing, gifting and novelty categories.

A collaborative effort between game creators Armature Studios, Comcept and Microsoft Studios, “ReCore” combines action platform gameplay with a deep and charming story set in a mysterious, dynamic world.

“ReCore” is set to launch exclusively on Xbox One in early 2016.



Tinderbox is also working to grow the programs of its existing clients.

Game developer Turn 10 Studios and apparel manufacturer Level Up Wear are teaming for a line of branded apparel, headwear and accessories for the agency’s racing game series “Forza Motorsport.” The

collection is hitting online retailers and specialty stores in Europe, Australia and New Zealand this fall.

Turn 10 Studios is also partnering with C-Life Group for a line of “Forza Motorsport” men’s and boys’ clothing including t-shirts, polo shirts, sweatshirts and hoodies, also for launch at U.S. retailers this fall. The clothing lines coincide with last month’s release of “Forza Motorsport 6,” the latest title in the game franchise.



In addition, Tinderbox is expanding Microsoft’s “Killer Instinct” fighting game series with a partnership with California-based apparel producer Eighty Sixed for a collection of men’s t-shirts. The shirts, which feature the game’s logo as well as prints based on its visuals and characters, launched at The Evolution Championship gaming tournament this summer and are being distributed through Eighty Sixed’s online store. Originally a popular 1990s arcade game, an updated version of “Killer Instinct” came out on Microsoft’s Xbox One in 2013.

Tinderbox is also showing its other Microsoft Studios Xbox titles, including the 10-year-old, established, BAFTA-winning action and adventure game series “Fable” and zombie survival game franchise “State of Decay.”

Cartoon Network Adds Magazine Deal

Cartoon Network Enterprises and Panini are joining forces to launch *Cartoon Network Magazine* in the U.K. this month.

The magazine will include three free gifts per issue and feature entertaining content about the channel’s series including “Adventure Time,” “The Amazing World of Gumball,” “Ben 10,” “Regular Show,” “Uncle Grandpa,” “Clarence” and “Steven Universe.” Each 36-page issue will include puzzles, stories and activities devoted to the irreverent humor of Cartoon Network.

“We know that Cartoon Network fans are hungry

for content and already enjoy finding out more about their favorite shows and characters online. This magazine, developed by Panini, the experts at connecting with kids in this space, offers another platform through which they can interact with the programs and characters they love,” says Johanne Broadfield, vice president of Cartoon Network Enterprises EMEA.

The monthly publication, which will be targeted toward children ages 6 through 10, will have a special focus on boys, and will expand to additional EMEA territories next year.



DreamWorks' 'Noddy' Aims for New Audience

DreamWorks Animation is bringing back a classic as it readies its "Noddy" property for global audiences.

A new animated series, "Noddy, Toyland Detective," will re-imagine the iconic character for today's audiences complete with an all-new look.

The brand-new preschool series will premiere in the U.K. and France in spring 2016 and center on Noddy and his adventures through Toyland as he is accompanied by new and old friends such as Big Ears and Bumpy the Dog, as well as his iconic car. In Noddy's newly established role as Toyland detective, he'll show children how to investigate their world and make their own discoveries as he looks for clues to mysteries in each episode.

To accompany the new series, DWA is rolling out a comprehensive product program with best-in-class partners across several categories. Spin Master has signed on as master toy licensee, and

initial product will debut at market in fall/winter 2016.

"Noddy lives in a world of toys so it is easy to translate to product," says Richard Hollis, head of consumer products, DWA. "The toys from Spin Master will bring to life the color and excitement of Toyland and, in turn, inspire the curiosity that Noddy's new role as a Toyland detective brings to the show. The style guide is equally vibrant and fresh, so our stable of licensees will have real stand-out on-shelf."

Other licensees on board for the "Noddy" consumer product program in the U.K. include TDP/Aykroyds for nightwear and

underwear, Kinnerton for confectionery, Danilo for greeting cards, Smith and Brooks for daywear, Spearmark for tableware and lighting and Character World for bedding. In France, Sahinler will produce apparel and CIJEP will make melamine and storage products.



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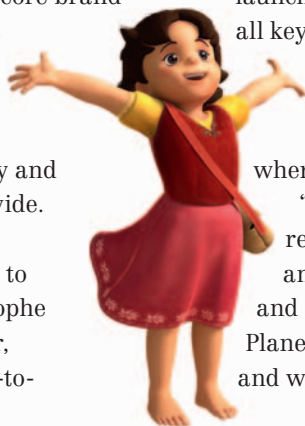
'Heidi' Reaches New Heights

The first season of Studio 100 and Planeta Junior's rebooted "Heidi" series is topping the TV charts.

The classic brand, targeted to girls ages 4- to 6-years-old, has been revived in CGI but stays true to the original core brand values including healthy lifestyle, tradition, great outdoor experience, sustainability and Heidi's love for the animals around her.

The series is currently on-air in more than 100 countries including France, Germany, Spain, Italy and Portugal, and has more than 50 licensees worldwide.

"'Heidi' is a strong and positive role model for young girls and their families to aspire to thanks to its positive, appealing brand values," says Christophe Drevet, international consumer products director, Studio 100. "The series has grown from strength-to-



strength since its initial launch and, as more territories come on board, we are confident of continuing this success globally."

Famosa is signed on as the brand's master toy partner and will launch an extensive range of merchandise later this year covering all key categories including dolls, plush, play sets, ride-ons and outdoor playhouses.

Studio 100 and Planeta have also appointed IMC Licensing to represent the brand in Argentina, a country where "Heidi" is particularly popular.

"For Planeta Junior, 'Heidi' is much more than a property—it represents a piece of our history as an entertainment company and one of the first animation series that we owned in Iberia and Italy," says Diego Ibáñez, international commercial director, Planeta Junior. "The new 'Heidi' is as pretty and lively as before, and we are sure that girls will love her as their mothers did."

Betty Boop Stars in Women's Secret Line

Fashion company Grupo Cortefiel is teaming up with animated superstar Betty Boop for a line of lingerie and sleepwear under its Women's Secret brand.

The collection includes pajamas, nightshirts, night dresses, t-shirts, pants, shorts, sweatshirts, dressing gowns, bras and briefs, as well as coordinated accessories such as vanity cases, hair accessories and slippers.

"We're thrilled to partner again with Women's Secret after our successful Olive Oyl collaboration in 2012. Cortefiel has given Betty the soft feminine treatment that is so well suited to the Women's Secret customer and to the Betty Boop brand itself," says Cathleen Titus, vice president of international licensing for King Features, which is the exclusive worldwide representative of Betty Boop.



The line is set to launch in Europe, Latin America, the Middle East and parts of Asia.

Created in 1993, Cortefiel's Women's Secret is a leading underwear, sleepwear and swimwear brand for 25- to 45-year-old women.

WWF Wraps Up Deal for Cuddledry Towels

The World Wildlife Fund-U.K. has paired with the Cuddledry infant towel brand for new products inspired by the critically endangered snow leopard.

WWF-U.K. has taken the classic Cuddledry baby apron bath towel into the snowy mountains and into fashion, alongside the already popular giraffe print, which launched earlier this year. The Cuddlepaw and Cuddlesafari range of apron and dress-up toddler towels are raising awareness and money for the snow leopard and other endangered species under threat in Africa.

"We think the new snow leopard towel is so cute," says Vivian Nutt, head of licensing and retail for WWF-U.K. "Who couldn't resist their baby wrapped up in a stylish snow leopard print that helps to protect this beautiful endangered species?"

"We're delighted to be working with WWF and supporting the great work they're doing for so many of our world's endangered animals," adds Helen Wooldridge and Polly Marsh of Cuddledry.



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Aardman Celebrates 40th Anniversary with Wide-Reaching Licensing Programs

2015 has been a busy year for Aardman Animation with the global release of *Shaun the Sheep The Movie*, a new “Shaun the Sheep” TV series and half-hour special, as well as a brand-new feature film from Nick Park, called *Early Man*, which is currently in production.

Not only does the studio have a raft of exciting new content, but it is also celebrating its 40th anniversary in 2016, reliving classic moments from a stable of much-loved characters including “Wallace & Grommit,” “Creature Comforts,” “Morph” and, of course, “Shaun the Sheep,” rewarding existing fans, building new audiences worldwide and inspiring the next generation of film-makers. Plans are in place for a host of special events, exhibitions and merchandise to mark the occasion.

The studio is working on an ever-expanding portfolio of live events, exhibitions and attractions launching in the U.K., Europe and across Asia next year and are continuing to explore original content for digital platforms in order to serve their online fan base of more than 6 million people around the globe.

The rights and brand development team continues to develop an extensive international licensing program for all of



Aardman’s properties across a host of core categories and are presenting new product opportunities and style themes for 2016 and beyond to current and potential partners at Brand Licensing Europe.

‘Chef and Sue’ Creates BLE Comic Strip

The Waitrose newspaper comic “Chef and Sue” is bringing its particular style of humor to BLE with a specially created cartoon inspired by the event.

Created by Ann Edwards, “Chef and Sue” is featured every week on the inside back cover of the newspaper, which is freely distributed through Waitrose stores in the U.K.

“Chef and Sue” debuted two years ago at BLE, and Ian Downes, director of Start Licensing, the licensing agency handling the property, says that although the strip is focused on food and cooking, the beauty of the concept is that it can be very easily adapted for publications across a wide range of target audiences.

Licensing for “Chef and Sue,” Downes suggests, can work across a very broad range of areas. Product categories at the forefront of development by Start Licensing include greeting cards and gifting in general, particularly food and drink, including wine, chocolate and gift packs.





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eOne Bolsters ‘Peppa Pig’ with New Toy Deals

Entertainment One Licensing has landed new toy partners for “Peppa Pig” in the U.K. for board games, arts and crafts and more.

Winning Moves, which manufactures “Peppa Pig” Top Trumps, launched co-branded Junior Monopoly and Guess Who board games for the U.K. market, last month.

“Peppa” master toy partner Character Options is introducing a line of arts and crafts products to its portfolio of licensed toys including dough, doodlers, easels and felts. Character Options will also be launching construction toys in the U.K. beginning in January 2016.

“The toy category underpins the success of the ‘Peppa Pig’ licensing program in the U.K., so it’s important that we continue to refresh the ranges at retail by adding new partners, categories and formats to ensure that consumers have fun new ways to

interact with the characters at home,” says Hannah Mungo, head of U.K. licensing at eOne. “We’re looking forward to seeing ‘Peppa’ applied to classic toy formats like Monopoly and Guess Who and welcome our new partners on board.”

Other new partners include Bladez for remote control inflatables, Vivid for Crayola Color Wonder activities, Flair for arts and crafts such as draw-on “Peppa” plush and t-shirts and Access All Areas for a range of musical instruments including a ukulele, junior guitar, tambourine, maracas and egg shakers.



Perfetti van Melle Honors Best Performing Agent and Licensee

Confectionery group Perfetti van Melle has named two companies as its best performing agent and licensee for its Chupa Chups brand.

The agent award went to Beanstalk for its achievements with the Airheads brand in the U.S., where the licensing agency coordinated the launch of the brand’s first-ever ice cream and cream-based frozen novelty range. Following the initial launch of Airheads popsicles with partner Unilever, the brand’s frozen program expanded even further when Koldwave Foods launched an assortment of frozen treats featuring Airheads candy flavors. A new range of frozen novelties are in development for 2016, and additional food-based agreements are under negotiation.

Perfetti van Melle has named Japanese company Zebra Co. its best licensee for its Chupa Chups range of pens. The ballpoint pens contain Zebra’s Sarasa ink and use vivid colors and scents to evoke the most popular flavors of the iconic lollipop brand such as cherry, cola, green apple and grape. According to Zebra, more than 1.5 million units of Chupa Chups pens were sold in one month alone.

“Owing to their great capacity to innovate and deliver on their business ideas, year-on-year the Japanese market is one of the most outstanding in our licensing program, thanks to success stories like Zebra’s. On a different note, it is very encouraging for us to witness the enormous potential of our brands in the frozen novelty categories. Beanstalk has done an excellent job introducing our Airheads brand in the category, and they feel like a natural strategic partner to support us in the process of taking our brands to the right food and beverage extensions,” says Christine Cool, area licensing manager, PvM.

‘World of Warriors’ Adds Toy Partner, New App



Mind Candy is continuing to grow its “World

of Warriors” mobile game franchise with a new toy line to support the launch of its latest app offering, “World of Warriors: Duel.”

The toys from partner GP Flair feature the game’s warrior characters across a line that includes collectible mini-figures, deluxe action figures and role play items. The products, aimed at boys ages 6 through 9, are set to launch across Europe in 2016.

The latest iteration of the app franchise, “World of Warriors: Duel,” is free to download and targeted toward a younger audience than the original game. The new app combines battle with stealth education, as players create their own army to go head-to-head with a power-hungry warlord and his evil Skull Army.

The toys and app join “World of Warriors” trading cards, books and additional toys already on shelves in the U.K.

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Nelvana Pumps Up ‘Little Charmers,’ Shopkins

Children’s content producer Nelvana is previewing its top kids’ properties “Little Charmers,” “Trucktown,” Shopkins and “Power Rangers.”

Preschool series “Little Charmers,” which debuted in January as the No. 1 series for girls on Nickelodeon in the U.S. and Treehouse in Canada, is now expanding broadcast with Nickelodeon globally and to additional international markets such as France and Italy. Spin Master is launching a toy range this fall across all major retailers, while additional partners such as Scholastic, Rubie’s Costume Co., Baby Boom Consumer Products and Bakery Crafts are following with products in 2016. The series is co-produced by Nelvana and Spin Master.

“Trucktown” is also taking off in licensing.

Based on the book series written by best-selling children’s author Jon Scieszka, the animated series centers on Jack, his best friends Dan and Max and the rest of their



truck friends as they playfully smash, crash and bump into each other.

Nelvana is representing the licensing and merchandising rights for Moose Toys’ Shopkins brand throughout Europe (excluding the U.K. and Ireland), the Middle East and Africa. Currently available in more than 75 countries, Shopkins are miniature, grocery- and fashion-themed collectibles that come with shopping bags and baskets. The brand, which has more than 140 characters available to collect, has sold more than 85 million toys since its launch, and the Shopkins Small Mart play set was awarded

the Toy of the Year award in the girls category by the Toy Industry Association of America.

Nelvana is also now representing Saban Brands’ “Power Rangers” franchise for consumer products in France. The live-action kids’ series is returning for a brand-new installment with “Power Rangers Dino Charge,” which debuted on Gulli in France this fall, as well as in 150 markets worldwide. “Power Rangers Dino Charge” is being supported with a massive marketing campaign including on-air and online promotions, mass media campaigns, experiential retail events and promotions.

In addition, Lionsgate, the studio behind the *Twilight* and *Hunger Games* franchise films, is releasing a *Power Rangers* movie in January 2017. With more than 800 episodes available on-demand, Bandai as global master toy licensee and more than 200 other licensees, the iconic brand is only starting to power up.

Sony’s ‘90s Console Inspires Products

Sony Computer Entertainment Europe has unveiled new product lines for its PlayStation licensing program.

SCEE has collaborated with licensees Bioworld, Rubber Road, Insert Coin and GB Eye to produce a range of retro-inspired products for EMEA and Australia based on the design of the original PlayStation system. Bioworld, Insert Coin and Rubber Road have created a collection of apparel, fashion and tech accessories; and GB Eye has produced a line of mugs.

In addition, Bioworld has also designed an apparel collection that positions PlayStation as a lifestyle brand, applying its visuals and advertising slogans such as “Live in Your World, Play in Ours” to a line of men’s and women’s t-shirts, hoodies, sweatshirts and leggings.

The PlayStation products will hit retail via SCEE’s official e-commerce platform and specialty gaming stores across Europe, as well as at select fashion retailers.



SEGA Booms with Sonic

SEGA Europe is expanding its licensing program for “Sonic Boom” in anticipation of the core franchise’s 25th birthday in 2016.

The CGI-animated TV series “Sonic Boom” currently airs on Boomerang in the U.K. and Gulli in France. Additional EMEA territories will begin rolling out the series later this year.

For the property, SEGA has a comprehensive licensing program lined up, led by global master toy partner Tomy. SEGA is also looking to further extend “Sonic Boom” into multiple categories including publishing, apparel, accessories and back-to-school.

SEGA is also seeking partners for its classic “Sonic” franchise, as well its other brands such as the Retro Collection, which features the iconic console the Mega Drive and classic gaming favorites such as “Golden Axe,” “Altered Beast” and “Ecco the Dolphin,” as well as the PC strategy games “Football Manager” and “Total War.”



Deer Little Forest Inks Book Deal

Author and publisher Alison Green is partnering with illustrator Jo Rose to create an original picture book based on Rose's preschool property Deer Little Forest. Lisa Hryniewicz of Koko Media brokered the deal.

The 32-page book will be written by Green, the publisher of Alison Green Books, an imprint of Scholastic Children's Books in the U.K., and the writer of *The Fox and the Dark*. Green was previously the director of books for young children at Macmillan Children's Books, where she was the commissioning editor of *The Gruffalo*. The book will be illustrated by Rose.

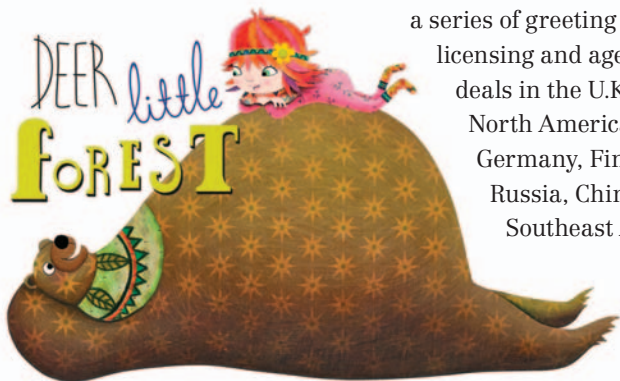
"I was delighted when Jo and Lisa [Hryniewicz] asked me to work on a picture book and text for Deer Little Forest," says Green. "Jo's illustrations are so full of warmth, humor and rich, glowing color, and she has created such an endearing cast of characters for me to weave into the story. The project is clearly attracting a lot of well-deserved interest, and it's really exciting to be involved with it."

"Like most mothers of a young child, I am a huge fan of *The Gruffalo* and am thrilled to be working with an associate of this classic in any capacity," says Rose. "But it is Alison's amazing writing—so beautifully shown in *The Fox and the Dark*—that will make Deer Little Forest truly come to life."

The book's hand-illustrated characters including Forest Flo and a band of forest friends—Bodhi the bear, Rowan the fox, Lockhart the deer and Barley-Crumb the badger. Green's text tells the story of a celebration in the forest that is almost missed because of the forest friends' kindness to a series of lost animals.

Deer Little Forest is also in development as a TV series with animation studio King Rollo Films, with writers Chris Parker ("Peppa Pig," "Bob the Builder") and Sam Dransfield ("Poppy Cat," "Octonauts") attached. The brand is also expanding with a series of greeting cards,

licensing and agency deals in the U.K., North America, Germany, Finland, Russia, China and Southeast Asia.



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Outfit7 Continues to Build ‘Talking Tom’

Outfit7 is showcasing its flagship property, “Talking Tom and Friends,” at its third Brand Licensing Europe show.

With almost 3 billion app downloads and a new original animated series on YouTube, the brand is picking up momentum around the globe, according to Outfit7.

The “Talking Tom and Friends” licensing program now boasts 50 partners from around the world, including 20 added this year.

In the apparel category, the company recently signed a renewal with TV Mania for an assortment of “Talking Tom and Friends”-branded apparel for Eastern Europe. Other apparel partners include Bagdasarov Arnes in Russia and Chen Co. in Korea and China. Habuba Clip Yadin has signed on to manufacture an assortment of footwear and accessories including beach/water shoes, slippers and bags;



while Yadin will also produce electronic toys and outdoor seasonal items such as kites for Israel. Russia will soon see “Talking Tom”-branded food and beverages in a new deal with LLC Melada, and Unnati International will bring gifts and novelty items to India. Additionally, Card.com has debuted a new range of branded, prepaid credit cards in markets around the globe.

“We’re thrilled the ‘Talking Tom and Friends’ licensing program continues to grow with partners around the globe who understand how to represent the fun and playful nature of our brand,” says Iza Login, co-founder and deputy chief executive officer, Outfit7.

Outfit7 is continuing to look for additional domestic and global partners to further develop the “Talking Tom” consumer products program.

Aurora’s Cutie Curls, ‘Cuby Zoo’ Primed for Product

U.K.-based Aurora World is sharing its top kids’ properties Cutie Curls and “Cuby Zoo” for licensing opportunities.

Aurora is looking to expand its Cutie Curls line of rag dolls into apparel, dress-up, fashion accessories and beauty categories, as well as with online games and publishing. The collectible dolls, which currently feature four different characters, are inspired by themes such as dance, fashion, sports and animals.

Aurora is also showing the 3D animated children’s television series “Cuby Zoo,” a co-production with Mondo TV. The program, which is aimed



at boys and girls ages 6 to 9, follows the adventures of five cube-shaped animal characters, called Cubies, who live in the human world disguised as ordinary children’s toys, but come to life when the humans are out of sight. The show will premiere with 26 episodes early next year, with 26 more to follow.

CLC Expands Halloween Franchise

Creative Licensing Corporation is adding the 1978 horror classic *John Carpenter’s Halloween* and a number of its sequels to its portfolio of films. CLC will develop and expand the consumer product program for the films around the world.

“*Halloween* is one of the top horror franchises of all time. We are thrilled to begin our partnership with Trancas International Films and Compass International Pictures to create a licensing program that will speak to the film’s loyal and passionate fan base,” says Rand Marlis, president and chief executive officer, Creative Licensing Corporation.

“We are greatly looking forward to our partnership with CLC and their experience in propelling classic genre films, especially with respect to horror. We believe CLC’s track record alone is evidence that they will deliver quality licensees who will create engaging products for fans worldwide, something Trancas and Compass has long strived to achieve,” says Ryan Freimann, senior vice president, Trancas and Compass International Films.

Smiley Poised for Further Growth in Europe

Smiley Company, the group behind the iconic Smiley brand and the modern SmileyWorld property, is celebrating more than 40 years of success as it pushes further into Europe through licensing.

This year, Smiley has inked multiple key partnerships on the continent with some of the leading retailers in the region including Anya Hindmarch, Benetton, Bershka Carrefour, Claire's, Debenhams, Etam, H&M, Moschino, Primark, Printemps, Urban Outfitters and Zara.

The brand also continues to expand its cross-category licensing partnerships, which includes deals with more than 115 licensees across 12 industries that such as Bic, Giraudi, Grund, Herlitz, Incidence, Intersnack, Lannoo, TV Mania, McDonald's, Nici, Maison De Vacances, Panini, Pyramid Posters, Renault and Warner Bros.

Europe remains a key focus for the company's growth strategy and Smiley will continue to invest in its design studio, trade show presence and marketing support for licensees.



38 Years Licensing

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Co-Brand Partnerships ... 8 iconic brands.*





Discovery Gets Adventurous

Discovery Consumer Products is focusing on new licensing and brand extension opportunities for its core properties this year.

First, Discovery Adventures is introducing a new line of hard goods and travel products in Europe that includes camping, luggage and travel accessories.

Animal Planet has also announced several new and expanding partnerships. The brand is teaming with Wild Republic Europe for a line of plush and toy items that also includes extensions for the sub-brands "Too Cute" and "Shark Week." The products are slated to hit store shelves this fall, with additional items in the pipeline for the U.S. market next year.

Meanwhile, Animal Planet and Retail 3000 are joining forces to bring toys, games and kids' dress-up items to Israel.

Animal Planet is also looking to add to its growing pet program. New items will include toys, bedding, pet accessories and homewares.

Finally, Discovery is leveraging the popularity of "Shark Week" with new offerings under its flagship Discovery Channel brand.

Licensee Paladone Products is creating a line of interactive gifts and gadgets that includes a science and nature extension based on "Shark Week." The products are scheduled to arrive at U.K. and European retailers in April 2016.

Discovery is seeking new partners for "Shark Week" across Europe, the Middle East and Africa.

Golden Goose to Rep Oasis

U.K. fashion retailer Oasis has tapped brand licensing consultancy Golden Goose to build its licensing program.

With more than 20 years in the fashion industry, Oasis is looking to expand into additional categories such as homewares,

cosmetics, accessories and related apparel.

The retailer is well known for its affordable, on-trend collections for young women.



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THOMAS KINKADEE

Marjolein Bastin

m4e Showcases 'Wissper,' Key Properties at BLE

Entertainment company m4e is debuting multiple key properties on the Brand Licesning Europe show floor.

A highlight of m4e's portfolio is its brand-new preschool series "Wissper," a 52 x 7 animated series aimed at young girls, ages 4- to 7-years-old. m4e is handling international TV sales as well as licensing and merchandising of the series. The show is a co-production with Dan Good and animation studio Absolutely Cuckoo, and will be broadcast in the U.K. on Milkshake. A U.S. network partner will soon be announced.

Several product partners are already lined up for the brand, including Bastei Lübbe for publishing. The licensee will also distribute and develop games and apps around the world, and Simba Dickie is the international master toy partner.

Series "Mia and Me," a co-production between Hahn, m4e and Rainbow, is heading into its second season in some territories, with season three in production for 2016.

Mattel remains the international toy partner for the brand and will debut its toy line in the U.K. this fall, with licensees Ravensburger, Egmont, Schmidt Spiele, Rubie's Costume Co., Unilever, Nestle, IMC Toys and more signed on to further extend the property.

Another key property for m4e is "Tip the Mouse," a CGI-animated preschool series based on the children's books by author Andrea Dami.

Simba Dickie revealed a wide range of products for "Tip" this spring.

Finally, m4e brings "Tobot," a boys' action animation from Korea that is set to take the world by storm. Already in its 15th season in Asia, "Tobot" will premiere in three international markets—the Philippines on Cartoon Network, Singapore on Okto and Taiwan on YoYo.

Other properties represented by m4e include "Atchool," a new series heading into production, and "Julio Bunny," a 2D preschool series produced by Zodiak Active.



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LIMA Delivers New Global Survey

The International Licensing Industry Merchandisers' Association has made available its first annual Global Licensing Industry Survey, a worldwide report of the latest statistics on the licensing business.

Commissioned by LIMA and conducted by Brandar Consulting, the survey provides detailed breakdowns, quantifying worldwide royalty revenue and corresponding retail sales by product category, property type and geographical region. It also identifies the latest trends and offers forward-looking analysis of the \$241.5 billion global licensing industry.

According to the report, the market for products bearing the trademarked names and likenesses of cartoon characters, corporate logos and brands, major sports teams and



more generated an estimated \$13.4 billion in royalty revenues on \$241.5 billion in retail sales in 2014.

Another important finding from the survey—the U.S. and Canada brought in the most retail sales with \$144 billion, or 60 percent of the worldwide total. Europe reported \$57 billion in retail sales, or one-quarter of the worldwide total, while Asia accounted for 10 percent of total licensed product retail sales.

Other information that can be found in the survey includes the industry's five most dominant sectors—character and entertainment, corporate trademarks, sports, fashion and collegiate.

According to LIMA, together the sectors represent 89 percent of all licensing revenues in 2014. The full survey is available for free to LIMA members at Licensing.org.

Nancy Nicholson Shows Folk Art Designs

U.K. art licensing agency Yellow House has announced new retail opportunities for the contemporary folk brand Nancy Nicholson.

A growing presence in textile and paper design, Nicholson's work is influenced by Eastern European and mid-20th century styles, and now her designs are moving into the retail spotlight.

Nicholson's artwork has been picked up by bookseller Waterstones for a product range that will debut during the holiday season.

Yellow House is looking to further extend the art brand for design-led clients looking to find unique images for licensing.

Nicholson started her business by selling distinctive embroidery kit designs and gained a strong following and regular retail showing at National Trust.

She is looking to build on the brand's portfolio of products, which already includes stitch maps, 3D-shapes, coloring cards, abstract art, prints and more.



Ghostbusters Takes Center Stage for Rocket

London-based Rocket Licensing is launching a licensing campaign for the reboot of the Sony Pictures' classic *Ghostbusters* film in the U.K. and Ireland.

The new film is a re-imagining of the original 1980s film and is set to premiere worldwide in July 2016. The new movie will feature an all-female cast that includes Kristen Wiig and Melissa McCarthy.

Rocket, who already handles licensing for the classic *Ghostbusters* brand, is kicking off a global program that includes Fifty:50 Gift for gift items, Pyramid for posters and gifts, confectionery from Hancock's and Whitehouse Leisure for the entertainment sector. Additionally, Mattel is acting as the film's global master toy licensee.

For the first phase of the U.K. licensing campaign, Rocket is targeting publishing, apparel, nightwear, underwear, stationery, confectionery, gifts and homewares.

"There was enormous interest in the new *Ghostbusters* from the moment the film was announced, and today, still a year from release, the momentum is building strongly," says Rob Wijeratna, joint managing director, Rocket Licensing. "With an incredible early response from licensing and retail, we're expecting to make a number of announcements well before the end of the year and to have a very busy 2016."



GHOSTBUSTERS

exhibitorlist

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
1st Place Co., Ltd.	C116	Discovery	B060	Lee Stafford	M60	Saban Brands LLC	D005
20th Century Fox	E040	DOODLING AROUND	J1d	Leoni S.P.A	F115	Sagoo	G068
24IP Law Group	G100	Dorna Sports SL	P25	Licensing Management International	F105	Sanrio GmbH	B030
2Spot Communications Co. Ltd	B124	Dot Dash Design Studio	J43	Licensing Today Worldwide	B115	Santoro	B050
4k Media	E060	Dracco Company Ltd	C048	Licensing.biz & Toy News	H090	Sarah Hurley	J51
Aardman Animations	F010	DreamWorks Animation	D080	Licorice Trading Ltd	J38	Sarah Ray	J1h
Activision Publishing	C141	DRI Licensing	C010	LIMA	L100	Science Museum Group Enterprises	L15
adidas - A.C Milan	P14	Dupenny	J6	Lionsgate Entertainment	C045	Scruffy Little Cat	J1
Adidas- Real Madrid	P15	Dynit srl	G098	Lisle international	E045	SEGA	C030
Alchemy Licensing	P62	Earth Angel Cards	B126	Litebulb Group	C105	Sekiguchi- Monchhichi	B098
Alex Underdown Art	J10	EDEBÉ LICENSING	F020	Live Nation Merchandise	G030	Sinigaglia	G052
Allsorts Licensing	C095	EDIS Spa Unipersonale	G065	LoCoCo Licensing	F110	Smiley World	D115
Aluminati Skateboards	N56	EL OCHO LICENCIASY PROMOCIONES	F020	London Icesmiths	M70	SMDEX International	L68
American Freshman	M16	Enitsua Fine Art Korea	P65	Longboard	P48	Sony Computer Entertainment Europe	F050
American Greeting Properties	B048	Entertainment One	F005	LUK INTERNACIONAL S.A.	H025	Sony Pictures Consumer Products	A010
Animaru	J4	Euro Lizenzen	H055	m4e AG	C005	Sound Team Enterprise Co., Ltd	F133
ARB Worldwide Corporation sdn bhd	A100	Fashion UK / Jinx	B091	Manchester City FC	R18	Spain Licensing Pavillion	F020
Arsenal Football Club	N57	FICO	F030	Manu	J18	Stanfords	L21
Art + Science International	G095	FIFA	M25	Maria Pishvanova	J5	Start Licensing	F040
Art Ask Agency SL	P50	Fluid World Limited	A080	Marilyn Robertson	J2	STOR	F020
Art Brand Studios	R35	Fourth Wall Brands	G082	Mary Evans Picture Library	J20	Studio 100	B045
ARTPQ	C020	Fran Bravo	J12	Mary Gernat-How Illustrations	J57	Studio Pets by Myrna	E045
Asiana Licensing inc	C020	Francetv Distribution	B071	Masha and the Bear	E100	Studio canal	B090
Assaf Frank Photography Licensing	J23	FremantleMedia Kids &		Mattel Brands Consumer Products	D050	SUNRIGHTS INC.	H100
Atlantya Entertainment	B070	Family Entertainment	E080	Mauricio de Sousa Produções	F030	Técui	J40
Aurora World Corp	C020	Games Workshop plc	C075	MAYA STUDIO, S.L.	F020	Tempting Brands AG	P20
Aurora World Ltd	C001	Gateley Plc	G120	MB-Mary Beth, Pink Light Studio	J21	Teo Jasmin	Q10
Automobili Lamborghini S.P.A	P10	Giochi Preziosi Group	F090	Mediatoon Licensing	G060	Tezuka Productions Co	B128
B.A.T FOUNDATION	E112	Glenat Editions	C124	Melnitsa Animation Studio	D113	TF1 Licenses	G058
BANDAI NAMCO Entertainment Inc.	G050	Global Freestyle	M69	Metrostar	C080	The Boot Buddy	L30
Battersea Dogs and Cats Home	Q15	Global Icons	R100	MGL Licensing	J16	The British Library	L40
BBC Worldwide	D010	Global Merchandising Services	G018	Millimages	C122	The Copyrights Group	G040
Beanstalk	P100	Glory Innovations Inc	G080	Mind Candy	G075	The Franklin Mint	P51
Bear Surfboards	K25	Gola	Q20	Monday 2 Friday	P49	The Jim Henson Company	A050
Been Trill	M14	Golden Goose	M52	Mondo Tv	E120	The Licensing Company	N100
Beetosee NV/Globetrade	H040	Grani & Partners	F090	Monskey	G051	The Licensing Source Book Europe	H095
Belle & Boo Ltd	J44	Guide to the Licensing World	B095	Moomin	D085	The Media Zone & Lounge	D125
Big Tent Entertainment	D060	HarperCollins Publishers	B072	Morrigan Ltd	J13	The National Museum of the Royal Navy	L20
Biplano	C040	Hart Deco	J1a	Mr Trafalgar	J8	The Natural History Museum	R38
Bizarre London	J1i	Hasbro Brand Licensing & Publishing	D020	My Mediabox	B110	The Partnership	N10
BJA Design	C120	HCA	B055	Nanaritos	B053	The Pokemon Company International	F070
Blue Zoo	D003	Hearst Publications	N40	Napa Arts & Licensing Agency	J24	The Rastamouse Company	F001
Blueprint	P100	Heather Kilgour	J1b	National Portrait Gallery	K20	The Shakespeare Birthplace Trust	K18
Boj	F125	Hello Munki Ltd	J36	NECA	B005	The Walt Disney Company	C000,E000
Bonus Marketing Productions	G105	Help for Heroes	J0	Nelvana Enterprise Inc	F080	The Zoonies	B132
Br Licensing	F030	Hoho Entertainment	B100	Nickelodeon Viacom		This Is Iris	J61
Bradford Licensing Europe	F105	Hong Kong Trade Development Council	A070	Consumer Products	E005	Tinderbox	P100
Brand Squared Licensing	P52	Hoshi Dee Art	J1g	Nintendo of America	E152	Toei Animation	G035
Brandgenuity LLC	N52	Hot Pickle	P60	NOW That's What I Call Music	C098	Tokidoki	H085
Brands With Influence	A095	Howard Kennedy LLP	G112	NumbersAlive!	C140	Tomato Source Ltd	F118
Bravado	A020	I.M.P.S s.a	C050	Octane5	H030	Topps Europe	H080
Brazilian Brands	F030	IFLScience	M50	One Target	A030	Total Licensing Ltd	H035
BRB INTERNACIONAL	F020	Image Source	J19	Outfit7 Limited	F065	Tour de France, PSG & Roland Garros	Q12
Bromelia Productions	F030	INK-ALC	E100	Pango Productions	J26	Two little Boys Ltd	J53
Bulldog Licensing	G001	Insight Licensing Services S.A.S.	G116	Panini Spa	H020	Ubisoft EMEA	D110
Bulls Licensing	D086	Intellectual Property Office	G122	Paper Island	B056	UEFA EURO 2016	Q11
Carbon 12011 Licensing	L9	International Brand Management & Licensing	N15	Paper Rose Ltd	J14	UL VS LTD	G090
Carmen Ariza Polska	A060	IPR Licensing EMEA Licensing Agent for		Penguin Random House	F060	Ultrasport Products LLC	L32
Caroline Mickler Ltd	A090	DuPont - DuPont KEVLAR	N12	Pepsi	N50	Universal Partnerships & Licensing	E090
Carte Blanche Group	C110	ITV Studios Global Entertainment	D040	Perfetti van Melle	M10	V&A Enterprises limited	K10
Cartoon Network	E050	Ivana Nohel	J1c	PGA TOUR	M18	Veronica Dearly	J1e
Celebrities Entertainment GmbH	E001	IWM (Imperial War Museums)	R10	PGS Entertainment	G045	Vicki Thomas Associates	J33
Chalet Verbier	J32	Jacky Al-Samarraie	J9	Pink Key Consulting	K35	Vimto International	K30
Chelsea Football Club	L25	JCB	G020	Plain Lazy (Holdings) Ltd	P71	Vistex, Inc	C074
CJ E&M	C020	JELC	Q25	PLANETA JUNIOR	F020	Viz Media Europe	F003
Claire Louise	J42	Jenny Daymond	J1f	Plastic Head Distribution	B040	Volkswagen	N20
CONSUMER PRODUCT CONNECTION	F020	Jiangsu Salt Industry Group Co., Ltd	M62	Playboy	M15	VOOZ	C020
Coolabi	D060	Joe Browns	M47	POSH Graffiti® by Emily Readett-Bayley	J31	Voozclub Co., Ltd.	C020
Copyright Promotions Licensing Group Ltd	E070	JPatton	M45	Rachael Hale	F085	Walker Books UK Ltd	G010
Creative Licensing Corporation	C100	Kasmanas	F030	Radio Days	B025	Warner Bros Consumer Products	E030
Curtis Licensing	G092	Kate Knight	J37	Rainbow	E020	Withit Studios	C090
Cyber Group Studios	B054	Kate Mawdsley	J47	Red Nose	F030	Wizart Animation	D113
Daewon Media Co.,Ltd	C020	Kazachok Licensing Expertise	H050	Redan Alchemy Ltd	G062	WOMEN IN TOYS	D001
Danken Enterprise Co Ltd	F130	Keyring Co., Ltd.	C020	Redibra	F030	WWE	C060
DC Thomson	E150	King	E110	Rediks Graphics	C020	WWF UK	R25
DC Thomson & Co Ltd	F040	King Features	D100	Redrover	C020	Yellow House Art Licensing	J63
Deer Little Forest	J55	KINTANA , powered by		Rocket Licensing Ltd	G005	Yvette Jordan	J45
Deliso Sophie La Girafe	B080	PEA&PROMOPLAST	C118	ROI VISUAL	C020	ZagTOON & On Method	E065
Dependable Solutions	F100	Kocca	C020	Rovio Entertainment Ltd	D030	Zodiak Kids	B020
DHX Brands	E070	Laser Art	J3	Russian Children's Products Industry	E125	Zolan Company LLC	R16

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Tuesday, Oct. 13

Licensing Academy Theatre:

9:30–10:00

Licensing Explained

A beginner's guide to the licensing business and BLE. **SPEAKER:** KELVYN GARDNER, LIMA U.K.

10:30–11:10

Avoiding Pitfalls in the Licensing Contract

A tutorial on the clauses in a licensing contract to avoid, case studies and best practises.

SPEAKER: JOHN BURNS, GATELEY

11:30–12:10

Licensing Facts, Figures and Trends I: Consumer Products

A detailed examination of current data and trends in licensed product categories, identifying areas of growth and opportunity, as well as the impact of video-on-demand.

SPEAKER: MAX TEMPLEMAN, GfK (*GfK is a BLE Knowledge Partner.*)

12:30–1:30

KEYNOTE: Hosted by YouTube

Don't miss BLE's industry keynote hosted by YouTube with a very special guest who will provide insight into today's new media celebrities and their impact on licensing.

2:15–3:15

SPLiCE Anti-Counterfeiting Roundtable

SPEAKERS: CHRISTIAN FORTMANN, 24IP; BENOIT GOYENS, WORLD CUSTOMS ORGANIZATION; TREVOR LITTLE, WORLD TRADEMARK REVIEW; AND NICOLE MARIC, UNITED NATIONS OFFICE OF DRUGS AND CRIME

3:30–4:30

SPLiCE Social Accountability Panel

Featuring brands and industry thought leadership. **SPEAKERS:** GINA ATWOOD, NIKE, AND CLEMENT FRANCESCHINI, INSIGHT LICENSING SERVICES

Brands Theatre:

10:30–11:10

The 10 Rules of Successful Sports Licensing

SPEAKER: SIMON GRESSWELL, IMG WORLDWIDE LICENSING AND CONSUMER PRODUCTS

11:30–12:10

To Be Determined

Speakers to be announced.

12:30–1:10

Cause and Effect: The Power of Non-Profit

A case study of how to work with a cause to create a positive impact at retail.

SPEAKER: MARCUS O'SHEA, HELP FOR HEROES

Wednesday, Oct. 14

Licensing Academy Theatre:

9:30–10:00

Licensing Explained

10:30–11:10

Licensing Facts, Figures and Trends II: Toys and Entertainment Trends

NPD will offer current data and an in-depth analysis of the trends driving the toy industry, as well as highlight areas of opportunity.

SPEAKER: FREDERIQUE TUTT, NPD GROUP (*NPD is a BLE Knowledge Partner.*)

11:30–12:10

Understanding the Potential of Online Gaming Communities

A discussion giving expert insight into video game entertainment brands and the dedicated online communities that are driving their success in the offline world and at retail.

MODERATOR: DAN AMOS, TINDERBOX

12:30–1:10

KEYNOTE: My Life with the Moomins

Sophia Jansson, creative director, Moomin Characters, and niece of Moomin creator Tove Jansson, will share her story of the classic Moomin brand. She will be joined by Roleff Kråkström, chief executive officer, Moomin Characters, and Gustav Melin, global licensing director, Bulls Licensing.

2:15–3:15

SPLiCE Direct-to-Retail Panel

SPEAKERS: DAWN CICCONE, PBS; CHRISTINE COOL, CHUPA CHUPS; JOHN CAROLAN, SAINSBURY'S; AND TERI NIADNA, NATIONAL FOOTBALL LEAGUE

3:30–4:10

Understanding New Figures, Ratings and Audiences for TV Viewing

A tutorial on how to understand who is watching which shows, when and how in the new era of entertainment on-demand.

MODERATOR: JENNIFER LAWLOR, DREAMWORKS ANIMATION

Brands Theatre:

10:30–11:10

Food and Drink Licensing 360

This expert panel will cover the considerations for licensing in the food and beverage sector and offer insight and lessons from both licensor and licensee perspectives.

MODERATOR: LOUISE FRENCH, BEANSTALK; **SPEAKERS:** DECLAN HASSETT, DIAGEO; AND SIMON KNIGHT, BURTS POTATO CHIPS

11:30–12:10

Winning Licensing Strategies: Where Can Growth Come From?

This expert panel will discuss trends and future growth strategies, such as the convergence of sports and entertainment, from the point of view of the consumer, IP owner, manufacturer and retailer.

MODERATOR: BRUNO SCHWOBTALER, AUTHOR; **SPEAKERS:** HILARY PLUMMER, LEGO; FREDDA HURWITZ, HAVAS SPORT & ENTERTAINMENT; AND MALCOLM PINKERTON, PLANET RETAIL

12:30–1:10

Museum and Heritage Brand Licensing

A lively discussion about how museums, retailers and designers can work together to realize historic

assets and inspire best-selling product.

MODERATOR: CAROLINE BROWN, BRITISH LIBRARY; WAYNE HEMINGWAY, HEMINGWAY DESIGN; ANNE BUKY, IMPERIAL WAR MUSEUMS; AND LAUREN SIZELAND, V&A

Thursday, Oct. 15

Licensing Academy Theatre:

9:30–10:00

Licensing Explained

10:30–11:10

Licensing Facts, Figures and Trends III: Retail Trends and Opportunities for Licensing

An overview of retail trends and data that will drill down into specific areas that provide new opportunities for licensing including private labels, the evolution of discounters and experience shopping.

SPEAKER: DANIEL JOHANSSON, PLANET RETAIL (*Planet Retail is a BLE Knowledge Partner.*)

11:30–12:10

Bringing Design, Art and Illustration to the World of Licensing

The panel will explain how to work with an artist or designer to create product that stands out and sells well at retail.

MODERATOR: SARAH LAWRENCE, THIS IS IRIS; **SPEAKERS:** SARAH STEVENS, RAVENSBURGER; DAVID RECASENS, EDEBE LICENSING; AND COLIN WILLIAMS, SIXTEENSOUTH TELEVISION

12:30–1:30

License This! 2015: The Final

Brands Theatre:

BRAND JAM SELECTION:

10:30–11:10

From Kids to High Fashion

Children's brands are winning over high street fashionistas on a regular basis. Brand Jam's Paolo Lucci will give an overview of the trend for adult-facing, edgy fashion projects using insight from Brand Jam.

SPEAKERS: MATTHEW REPICKY, MATTEL; AND EMANUELA TARTARI, WARNER BROS. CONSUMER PRODUCTS EMEA

11:30–12:10

Beyond Football: Lifestyle Licensing to Men

Brand Jam's Paolo Lucci will examine how motors, bikes, heritage and vintage are capable of generating the most interesting and lucrative licensed and co-branded projects for men.

SPEAKERS: GABRIELLE SIMS, IMG; AND ADAM BASS, GOLDEN GOOSE

12:30–1:10

A Global Brand Story

Philip Colbert will explain how a unique mix of fashion, music and art; a strong sense of fun; a clever use of brand extension and licensing; and a few selected celebrities make this label a pop icon for retailers, partners and consumers worldwide.

SPEAKER: PHILIP COLBERT, THE RODNIK BRAND

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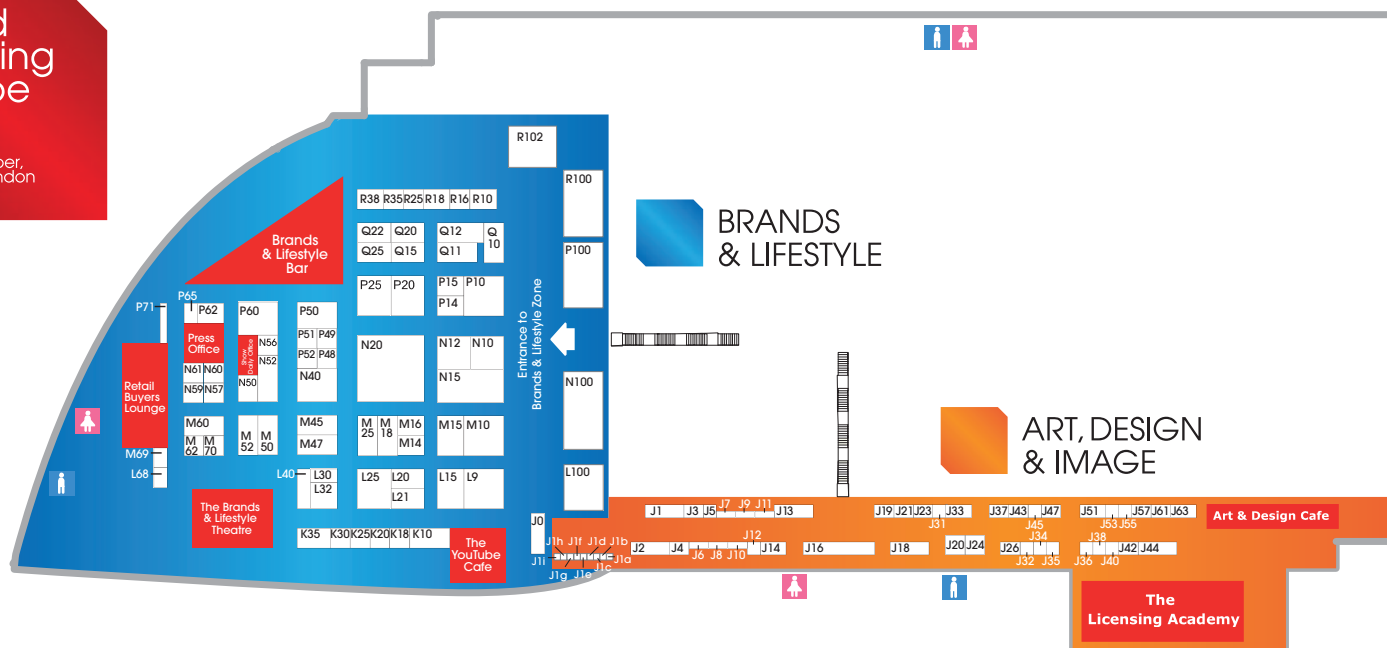
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