

Moomins Celebrates 70 Years

Globally renowned brand Moomins is celebrating its 70th anniversary this year, and the occasion was marked Wednesday with a Brand Licensing Europe keynote lead by Sophia Jansson, creative director, Moomin Characters, and niece of creator Tove Jansson.

Jansson explained the history of the brand, discussing how, during the 1970s and '80s, the brand lost its way. But since the late '90s the company has gone back to its roots and again achieved the enviable position it enjoys today.

Putting that success into perspective, Gustav Melin, global licensing director, Bulls Licensing, told the audience that in 2014, Moomin Characters saw a 40 percent rise in profit on the back of retail sales that have grown to more than €600 million annually and added 160 new



licensees during 2014 alone.

Roleff Kråkström, chief executive officer, Moomin Characters, explained that when the company began to examine potential changes in the late 1990s, they realized they had to go back to the basics and return to the core of what had driven the property's original success—great art, humor and stories.

Breaking News

Rainbow Starts Work on New Show

Rainbow's latest production, "My American Friend," has begun shooting at the Cinecittà Studio in Rome, Italy.

For the full story, see pg. 52



DHX Plans 'Night Garden' Baby Line

DHX Brands will launch an infant-focused licensing program based on its "In the Night Garden" property. The new brand extension will target babies 0- to 12-months with a gender neutral style guide and soft color palette.

For the full story, see pg. 52

Scooby Doo Mag Marks 200th Issue

Panini is celebrating the release of the 200th issue of the official *Scooby-Doo* magazine, created in partnership with Warner Bros. Consumer Products.

For the full story, see pg. 52

Events

12:30 – License This! Final at The Licensing Academy

For the complete Licensing Academy schedule, sponsored by *License! Global*, see pg. 47.

Saban Appoints New Euro Agent

Saban Brands has appointed Planeta Junior as the licensing agent for "Power Rangers" in territories including Spain, Italy, Greece, Turkey, Portugal, Cyprus and parts of Eastern Europe.

Planeta Junior will work closely with Saban Brands and Bandai, the brand's global master toy licensee, to develop licensing opportunities across all categories and introduce the brand into key new territories.

"Power Rangers Super Megaforce" is premiering this fall on Clan TV in Spain, followed by the series' newest season, "Power Rangers Dino Charge," in spring 2016.



dhx brands

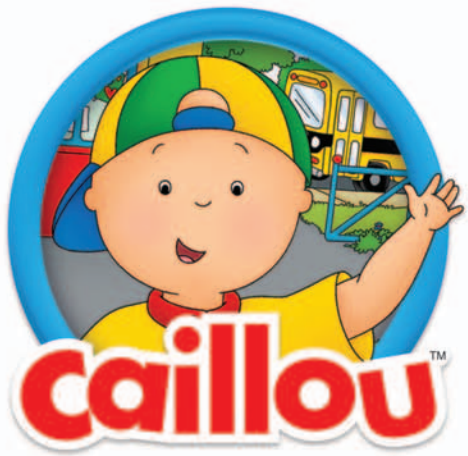
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Mattel Brings Back ‘Barney,’ ‘Angelina’

Mattel and its preschool entertainment arm HIT Entertainment have teamed with 9 Story Media Group to reboot the iconic preschool brands “Barney & Friends” and “Angelina Ballerina.”

Development of the IP will begin immediately, with a 2017 target launch date for a new 52x11 series for each property.

“We are delighted to announce this new brand building partnership with 9 Story in a deal which sees two of the world’s finest producers of preschool entertainment joining forces to bring an exciting lineup of new programming to a global audience across multiple platforms,” says Kate Schломann, vice president, global brand marketing, HIT Entertainment. “The refresh and re-launch of ‘Barney’ and ‘Angelina Ballerina’ represents an exciting start to our partnership with 9 Story. Both brands continue to enjoy large fan bases around the world among both preschoolers and their parents, who often grew up with the characters themselves.”

“Barney” originally aired from 1992-2009, with 248 episodes created to-date, plus 25 hours of specials. At the time, Barney was one of just a few live action properties targeting preschoolers in the market, with content aimed at an equal split of boys and girls ages 18-months to 3-years-old.

“Angelina Ballerina” originally aired from 2001-2006 and ran for two seasons with 39 episodes and three specials. The episodes

were based on a series of children’s books created by author Katharine Holabird and illustrator Helen Craig, the first of which was published in 1983.



Hasbro Fetes Action Man’s 50th

Hasbro is celebrating the 50th anniversary of the Action Man brand with a new line of collector’s edition figurines created in partnership with Art + Science International.

The Action Man brand, licensed by Hasbro, was popular from the ‘60s through the ‘90s and came equipped in almost every military uniform imaginable as well as outfits for astronauts, divers, pilots, skiers, parachutists, firemen and an Olympian.

To celebrate the brand’s 50th anniversary in 2016, the toy company has teamed with Art + Science International to bring back the toy brand.

Art + Science International is developing five retro

figures that will be released in June 2016 to coincide with Father’s Day and Armed Forces Day.

The range will feature the classic British infantrymen—the skier, the parachutist, the scuba diver—and to specially remember 1966, the footballer. Each special edition figure will include accessories, gripping hands, the realistic “flock” of hair and the character’s famous scar. Other famous features like Eagle Eye and Muscle Torso will appear in later releases.

Each new Action Man figure will be presented in a diorama scene with a 50th anniversary edition dog tag and illustrated Action Man manual with illustrations from the brand’s original artist, Douglas Hart.

“This unique range is being developed exclusively for the gift and collector’s market, and we hope that it triggers many fond memories of everyone’s childhood play, including my own,” says Peter Rooke, managing director, Art + Science International. “Through a series of themed releases starting in 2016, we hope to capture the very best of the Action Man brand.”

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Angelina Castro and Sean Gorman, AG Properties



Dan Amos and Lisa Reiner, Beanstalk



Tessa Moore, Rick Glankler and Tracy Griffiths, FremantleMedia Kids & Family



Richard Hollis, Amanda Ould, Jim Fielding, Harriet Murphy, Nick Cooke and Jonathan Baker, DreamWorks Animation



Amber Sheppo and Mark Caplan, Sony Pictures Worldwide Marketing & Distribution



Rod Pearson and Dom D'Altilia with the European Cup Presented to Aston Villa in 1982



Katherine Buckland, Hasbro Brand Licensing & Publishing U.K.



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Cartoon Network Presents Unique Slate of Properties

Cartoon Network Enterprises arrives at Brand Licensing Europe 2015 with a portfolio of brands that are original, irreverently funny and just a little bit unpredictable.

CNE is currently riding high after being named the BAFTA

Children's Channel of the Year. The network's shows offer licensees and retailers an opportunity to connect with a discerning youth



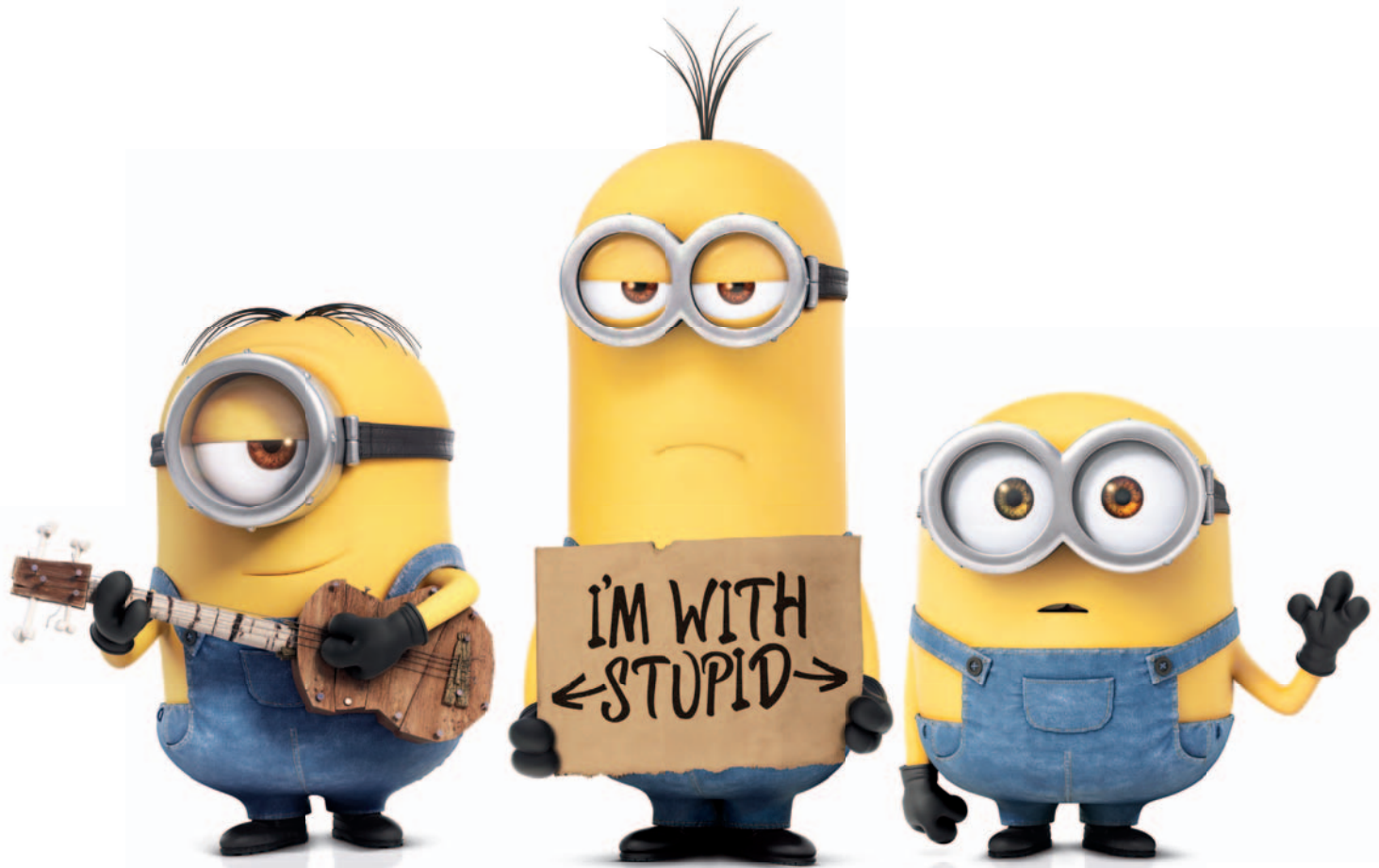
audience while also forming a totally committed, no-going-back connection with the entire family.

"Adventure Time" leads CNE's BLE 2015 presentation slate as the ever-increasing popularity of Finn and Jake's adventures in The Land of Ooo continue to draw record audiences and increased demand for licensed products. More than 46 million fans regularly tune in to watch the show across EMEA, and the franchise currently boasts more than 80 licensees in the region. CNE will be using BLE 2015 to share details of the brand's journey from underground cult phenomenon to a mass market, best-selling proposition that presents long-term licensing opportunities across all key categories.

What's more, two of Cartoon Network's most successful franchises of the last decade are on course for major revivals in 2016. Blossom, Bubbles and Buttercup are back in a reboot of one of the channel's most enduring original series "The Powerpuff Girls," which will be supported by a new toy range from global master toy partner Spin Master. As the first ambassadors of girl power, the brand possesses a cool credibility and heritage that makes it perfectly positioned to capitalize upon the current trend for superhero properties for girls.

The new look of alien-fueled kid hero "Ben 10" will also be introduced to a new generation of fans starting in fall 2016. Playmates has been confirmed as the global master toy partner for the franchise, which has generated more than \$4.5 billion in global retail sales to-date, says CNE.

The comedy sitcom "The Amazing World of Gumball" will also be featured, alongside the brand-new animated show "We Bare Bears," which launched across EMEA in September.



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³According to the NPD Group, GFK Chart-track and Activision Blizzard internal estimates, including toys and accessories.

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⁴According to the NPD Group, GFK Chart-track and Activision Blizzard internal estimates.



Betty Boop Goes Glam in Asia

King Features' Betty Boop is making a glamorous statement at retail across China and Korea with apparel, accessories and cosmetic lines.

Women's fashion brand Five Plus is rolling out a Betty Boop collection in China in nearly 1,000 stores, shop-in-shops and online. The collection of dresses, separates and accessories is available in three color and design treatments: classic red, aqua green and denim blue. Five Plus is promoting and supporting the launch through its social media network, as well as via sales counters and window displays.

"Pairing Betty Boop's iconic look with

the swifty, youthful design approach of the Five Plus brand is a stroke of fashion genius," says Cathleen Titus, vice president of international licensing for King Features. "The brand embodies the five classic elements of exploration, music, art, love and peace—all characteristics that align perfectly with our irreplaceable star."

Betty Boop is also appearing on Missha Cosmetics' Magic Cushion foundation brand throughout Korea. Betty's image is prominently featured on window posters, in-store signs and at points of purchase, as well as in dedicated counter displays.

As a bonus, the first 10,000 customers to

purchase the Betty Boop x Missha foundation will receive a branded Betty Boop cosmetic bag.



King Features is the exclusive worldwide representative for Betty Boop and works closely with Fleischer Studios to manage the brand.

Both deals were brokered by Global Brands Group, King Features' licensing agent in China and Korea.

DRI Touts Character, Lifestyle Brands

DRI Licensing is showcasing the latest initiatives for its roster of character and lifestyle brands on the show floor this week. Highlights include:

- The 60th anniversary celebration for Dick Bruna's Miffy, which was marked with a host of events including a publishing program from Simon & Schuster, a collaboration with Uniqlo, a partnership with the charity Bliss and a VIP screening of *Miffy the Movie*. Promotions will continue this month as an all-new CGI series, "Miffy's Adventures Big and Small" premieres on Tinypop.
- The 100th anniversary of classic children's book author Roald Dahl will be celebrated in 2016 with a new branding and licensing direction that focuses on three titles—*The BFG*, *Matilda* and *Charlie and the Chocolate Factory*. DRI is working with the Roald Dahl Literary Estate on the celebration, which will be marked with the release of DreamWorks and Disney's *The BFG* feature film and an animated Christmas television movie of *Revolting Rhymes*.
- Animal brand Boofle is welcoming new character friends including Wuvley the rabbit, Dash the dachshund, Orland the wise owl and a mouse called simply Mouse.
- Artist Madeleine Floyd is introducing a collection of seasonal floral patterns for licensing opportunities. Floyd's designs recently launched in Japan on a line of kitchen items and homewares in collaboration with Copyrights.
- The Pets Rock art brand, which boasts more than 55 partners in 25 categories worldwide, is adding new characters and will release a book in 2016.



American Freshman Hits the High Street in the U.K.

IMG is coming to BLE with opportunities for its lifestyle brand American Freshman.

IMG has taken American Freshman, a brand based on fraternities, sororities, dorm life, study halls, track, cheer, road trips and other aspects of campus life, to young adults throughout the U.K.

This year the American Freshman Big Yellow Bus has visited Thorpe Park, stopped by music festivals and toured universities to coincide with Freshers week at each campus. The bus tour has brought a mini-festival with it, complete with live music, DJ sets and tutorials, competitions, games and a American Freshman pop-up shop.

IMG is now looking to expand the brand with new product partners.





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WBCP Expands DC Comics' Product Reach

Warner Bros. Consumer Products is taking its DC Comics properties around the world through several initiatives.

WBCP has announced the first venue to host the worldwide tour of "The Art of the Brick: DC Comics," an exhibition that showcases LEGO brick artist Nathan Sawaya's interpretations of characters, themes and stories from DC Comics' 80-year history. The first stop will be in Sydney, Australia, with visits to venues in major cities around the globe to follow.

WBCP has also teamed with Spreadshirt in Europe to expand its print-on-demand clothing and accessory offerings to include Wonder Woman and Supergirl in the DC Comics Super Hero character lineup. Spreadshirt users can now choose from more than 170 DC Comics designs for print on items such as t-shirts, mugs, bags and more.

Lastly, WBCP is partnering with Heinz in the U.K. and Ireland

for an all-new After School Heroes program that features the DC Comics characters Batman, Superman and Wonder Woman on Heinz food products such as ketchup, pasta, baked beans and soup. The consumables range is now available at leading retailers in the U.K. and Ireland.



Dracco Appoints New 'Filly Funtasia' Agents

Brand production and development company Dracco has expanded its girls' brand "Filly Funtasia" with multiple international licensing deals.



Discovery Kids Licensing has been

appointed as the licensing agent for Italy, with plans to broadcast the animated TV series in late 2016 or early 2017. In Russia and Eastern Europe, ELC will represent the brand.

On the product side, new publishers have signed on in Germany, including Panini, Nelson and teNeues, joining Blue Ocean, which publishes the *Filly* magazine. And Universal Music is distributing Dracco's audiobooks including the new "Filly" kids' pop album. Other licensees include Carlsen, Ravensburger, Vtech and McDonald's.

Dracco has sold more than 100 million of its "Filly" figurines, which are available in more than 200 characters and over 50 countries. Since 2010, 13 million magazines and 1.1 million audiobooks have also been sold in Germany. Dracco will also launch a YouTube channel as a platform for sharing the brand's music videos and TV content.

Tudor Paintings Inspire Homewares Collection

British design company Blackpop is collaborating with London's National Portrait Gallery for a collection of home goods inspired by the art museum's Tudor paintings.

"The Tudor Collection—Deconstructed" was launched last month during London Design Week and features wallpapers, fabrics and statement furniture pieces.

Many of the images in the collection were taken as part of the National Portrait Gallery's "Art in Tudor Britain" research project, which has deepened the understanding of the gallery's collection of 16th century portraits through close examination of the paintings using various imaging techniques.



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British Library Re-invents *Alice in Wonderland*

London's British Library is teaming with 10/6 London, a brand operated by textile products manufacturer Cotton World, for an *Alice in Wonderland* line to commemorate the famed book's 150th anniversary this fall.

The product collection, which includes children's t-shirts, pajamas and a duvet set, features re-drawings of Lewis Carroll's iconic characters, developed in partnership with the British Library and taking inspiration from the original drawings by Sir John Tenniel. The items will launch exclusively in the British Library's retail shop and online.

"We are delighted to be welcoming Cotton World and their new brand 10/6 London to our list of licensing partners. As the custodian of Lewis Carroll's original manuscript, Alice has a particular significance for the British Library, and these exciting re-interpretations of Tenniel's iconic images will bring Alice to life for a new generation," says Martin Oestreicher, licensing manager at the British Library.

The company is actively seeking retail opportunities in the U.K. and in key overseas territories.



Carte Blanche Readies for Tatty Teddy's 21st

Carte Blanche Greetings is exhibiting its key brands Me to You, Tiny Tatty Teddy and Pudsey the Dog.

The company is focusing first on Me to You, its flagship brand, as it gears up for Tatty Teddy's 21st birthday in 2016. Carte Blanche is upping its consumer engagement through a blogger program that highlights key brand values and showcases its broad licensed product portfolio. Me to You has hosted three social media events this year, with #TattyTeddyTrends receiving more than 2 million impressions.

In addition, Carte Blanche is pumping up its plans for Tiny Tatty Teddy in the nursery sector. The brand is working with Autumn Books for a learning library and Suncrest Trading for a line of soft play toys.

Carte Blanche is also introducing the latest addition to its portfolio, Pudsey the Dog, and is showcasing the brand's newest character artwork.

Steve Mort-Hill, head artist on the Carte Blanche Greetings team, will be on the BLE show floor to showcase his style and reveal sneak peeks of new artwork.



Claire Louise Gets Chic

U.K. designer Claire Louise is showcasing her Chic Antique collection of illustrations for licensing opportunities.

Taken from original textile designs that have been painted and then machine-embroidered and embellished, the designs are well-suited for fashion, interiors, stationery and greetings cards.

Louise's silk scarves, which can be worn as a fashion accessory or framed as an art piece, were short-listed for the 2007 London Fashion Week. In 2013, she was a finalist for the Henriques Award in the Best Young Designer or Artist category.

Her illustrative designs have been adapted onto greeting cards and open edition prints. Claire Louise cards are currently sold in specialty and department stores, garden centers, wildlife and wetland centers, museums and zoos in the U.K. and exported worldwide.



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‘Boj’ Booms Beyond the Screen

Boj, the title character from the CBeebies animated preschool series created and produced by Pesky Productions in the U.K., is booming beyond the TV screen.

The lovable marsupial is featured in multiple children’s magazines such as *CBeebies*, *Friends*, *Favourites*, *Toybox* and *Busy*; and Redan Publishing is releasing a standalone *Boj* magazine in early 2016.

On the big screen, “Boj” is part of the regular Toddler Time program at Picturehouse Cinemas in the U.K., and Pesky Productions is planning an album of “Boj” songs featuring actor Jason Donovan.

Pesky is also planning a series of consumer partnerships to bring “Boj” to fans in the U.K.

Already underway is the “Let’s Get Boj-ing” campaign that inspires kids to take care of the environment and have fun with recycling. The program began at 12



Buckinghamshire preschools this year, and Pesky is seeking partners for a nationwide rollout.

Pesky is also working with a U.K. zoo for a Boj attraction that will give kids direct engagement with the brand and provide a new retail platform for merchandising.

Another initiative, “Boj’s Aussie Safari,” a live virtual field trip taking U.K. classes to Queensland to meet real-life animals, began successfully with British schoolchildren in March, and Pesky is now in talks with a major educational provider to bring the program into additional schools.

“Boj” currently airs abroad as well in the U.S., France, Canada and Australia, with new broadcast deals in the works covering South America, the Middle East, Africa and Spain, which will begin airing the series next year.

Ñañaritos to Publish Children’s Book

C Mar’s character brand Ñañaritos is preparing for the publication of its first children’s book, which will feature additional characters and is inspired by creator Marian Carro’s life.

The Ñañaritos are creatures that cannot be seen unless the person looking at them has the ability to be truly happy.

“[The Ñañaritos] are very excited about their first book. They’ve been wanting to tell their story for awhile, and now they are just very happy people will finally understand them,” says Carro, who is also CEO of the brand’s licensing firm, C Mar.

The book is slated to release simultaneously in English and

Spanish in November.

Since its launch in 2011, the Ñañaritos brand has been expanding its reach in the licensing world.


Ñañaritos is the original brand with hand-painted characters, directed toward the baby, kids and preteens market; while the Ña brand gives the characters an edgy twist, using the original pencil sketches to develop a line that suits the teen and young adult market.

The Puerto Rico-based C Mar is offering licensing opportunities in the areas of apparel and fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods, crafts and more.



A girl with pink hair, wearing a green top and pink skirt, is holding a camera. A brown deer is standing behind her, looking into the camera's viewfinder. The scene is set against a light blue background with musical notes and a yellow star.

Preschool series
in development with
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A brown squirrel with a large, bushy tail is standing and looking to the left. It has a floral pattern on its body. The background is light blue with musical notes and a yellow star.

Brand new story
written by
Alison Green!

A girl with pink hair, wearing a green top and pink skirt, is dancing on a green hill. She has one leg raised. The background is light blue with musical notes and a yellow star.

Licensing
Agents in 13
markets!

A large brown bear is standing on a green hill, wearing a green and yellow patterned scarf. The bear is looking towards the viewer. The background is light blue with musical notes and a yellow star.

BLE J55 Come meet the cutest new characters at BLE!

The logo for 'Deer Little Forest' is located in the bottom right corner. It features the words 'DEER little FOREST' in a stylized font. 'DEER' is in blue, 'little' is in a smaller blue font, and 'FOREST' is in a pink box with white letters. The logo is set against a white background with a yellow star.

DEER little
FOREST



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Pets Rock, Anne Stokes Lead Art Ask

Art Ask Agency, an agency specializing in lifestyle brands and pop culture for international licensing, is presenting opportunities for a variety of its properties.

The quirky Pets Rock from Takkoda is showcasing its new characters and products, including a calendar from TeNeues and jigsaw puzzles from Schmidt Spiele.

The brand, which is widely established in many European markets, is still growing in France with new partners on board for 2016 for nightwear, footwear, home décor and tabletop items.

From the creators of Pets Rock comes also Pets Factor, an additional line targeted to the wider public that depicts animals dressed to express themselves. Art Ask Agency is licensing the brand for greeting cards, online collectibles, gifts, mugs, school stationery, jewelry, pet products, accessories and apparel.

The agency is also expanding its program for U.K. fantasy artist Anne Stokes, who now boasts more than 50 partners. Stokes' "Forest Unicorn" design was published in a recent issue of *Vanity Fair* magazine and her designs will also appear on the covers of a seven-book novel series.

Art Ask Agency is growing the brand with a variety of partners, including Zippo for printed, engraved and sculpted products; Silicon Valley for home textiles in North America; Ladelle in Australia; Herding in Europe; Wild Star Hearts in the U.K.; and Pyramid International for wall art and calendars. These partners join Bicycle, Ravensburger, Nemesis Now and Disruptive Media, which is also refreshing its Anne Stokes product ranges.

Art Ask Agency is also showing programs for Frida Kahlo, Howard Shooter Studios, iStyle originals and Muy Pop.



Bastin, Kinkade Expand Offerings

Art Brand Studios, the publisher of Thomas Kinkade's artwork, is growing its portfolio with the addition of nature artist Marjolein Bastin.

Drawing inspiration from the large and small miracles of nature, Bastin currently has a partnership with Hallmark Cards and provides ongoing contributions to a leading women's magazine in the Netherlands, as well as to a variety of product partners in Europe and North America.

Bastin also writes and illustrates the *Vera the Mouse* children's books.

Meanwhile, Art Brand Studios is continuing to push Thomas Kinkade with distribution of his art and related collectibles through a global network of independently owned galleries, direct response television, theme parks and cruise ships. The primary products, which boast more than 50 licensees at mass, club, department, specialty, gift, book, stationery, grocery, drug and toy retailers, feature canvas and paper reproductions of cityscapes and nature with peaceful and inspirational themes.

Ultimately, the company is seeking to expand its portfolio of home décor, gifting, seasonal, collectible and accessory products in European markets for both the Thomas Kinkade and Marjolein Bastin brands.

YooHoo & Friends' Pammee Gets Spin-Off Brand

Aurora World is spinning off the Pammee character from its YooHoo & Friends plush property into a standalone brand.

Aurora is licensing Pammee under the name Pammee Boutique and is kicking off the brand with a Princess Pammee plush line. The company is initially targeting partners in the apparel and accessories categories.

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DWA's *Penguins* Tout Play in Poland

Polish telecommunications provider Licence with Play is using DreamWorks Animation's *Penguins of Madagascar* to promote its new product for children, the Junior Box, in a deal brokered by the brand's regional licensing agent Planeta Junior.

The *Penguins* starred in Play's advertisements across all major Polish TV broadcasters and themed TV stations, as well as on outdoor advertising and in the press, online and radio in September.

"Our newest project with Play and *Penguins of Madagascar* surpasses the borders of traditional CP deals," says Ana Savic, category manager, Central and

Eastern Europe, Planeta Junior. "Using technology to our advantage, we have enabled the delivery of a message in an entertaining, clear and wide-reaching manner through the use of animation. This deal sets trends and opens doors to new possibilities and opportunities for further growth of the brands in Planeta Junior's portfolio."

Play's new Junior Box, which includes a phone and is decorated with the DreamWorks' characters, also includes a *Penguins of Madagascar* toy—fans can choose between a soft toy produced by Famosa or a Cobi construction set.

The Junior Box promotional campaign



will have a second run at Christmas, this time starring another of DreamWorks' characters—King Julien.

"The best Polish sportsmen, musicians and actors have been part of Play's campaigns, and it's now time for our favorite animated characters," says Bartosz Dobrzynski, chief marketing officer, License with Play. "It's a unique approach, but I'm pretty sure that adults as well as children will love our spots with *Penguins of Madagascar*."

Hachette Partworks Takes 'The Next Step'

Hachette Partworks has secured the partwork rights outside of North America for the hit CBBC television series "The Next Step" from Temple Street Productions.

In addition, CBBC has announced a new related series, "Taking the Next Step," which will follow up-and-coming young dancers as they compete in an "X-Factor"-style competition for a chance to win a part on the next season of "The Next Step," set to air in 2016.

"We have been big fans of the series since the start and have seen how consumers are really passionate about the show. We think it will create a fantastic new partwork series," says Isabelle Courderc, managing director, Hachette Partworks.

"The Next Step' has attracted a fantastic following among the sometimes allusive tween audience. With long-running series planned over the next few years, this dance phenomenon is a sure break out property," adds Martin Lowde of Brands with Influence, licensing agent for the brand.

The deal comes on the back of record-breaking ratings for the show among the key tween boys and girls demographic, according to Brands with Influence. A live tour is also planned for spring 2016.



Luk International Shows 'Doraemon' and More

Luk International has announced partnerships for its brands "Doraemon" and "Shinnosuke Nohara," developing individual and specialized licensing and promotional programs for each property.

"Doraemon," is a series about the adventures of a robot cat from the future, and targets girls and boys ages 4 to 8.

"Shinnosuke Nohara" about is about a 5-year-old boy who likes pestering his parents and has fun getting into trouble.

Opportunities are available for both properties across various product categories including outdoor and sports, textile, gift, plush, games, puzzles, role play, arts and craft, back-to-school, books and more.



BRB Grows TV Series

BRB Internacional is focusing on development for the cartoon series it represents including “The Hive” and “Invizimals.”

Preschool series “The Hive” is backed by a strong international licensing plan led by master toy licensee Mookie; while “Invizimals” is continuing its international expansion. The kids’ series debuted on Netflix in the U.S. this summer and is scheduled to premiere on TVE’s The Clan this fall. The brand is also working with IMC Toys for a product line in Europe, following rollout in several countries in Latin America.



“Pac-Man and the Ghostly Adventures” is currently preparing its return to the small screen following May’s debut of its second season.

BRB Internacional manages “Invizimals” for licensing in Iberia and Greece, and broadcast globally. It also manages licensing for “The Hive” and “Pac-Man and the Ghostly Adventures” in Spain and Portugal.

Dupenny Doodles to Success

British designer Dupenny is now offering her illustrations and extensive portfolio of designs for licensing.

Since launching the brand six years ago, Dupenny has secured a variety of product deals for items such as wall coverings, homewares and surface pattern designs.

Dupenny’s growing roster of licensing deals includes collaborations with the Amy Winehouse Foundation and E4’s Tattoo Fixers as well as for products such as giftware, stationery and leather wallets. Dupenny aims to expand offerings with new partners.

Dupenny will also be on hand at BLE showcasing hand-drawing as the artist creates her new design, a mural inspired by her love of vintage fashion.

Dupenny was founded in 2009 by British illustrator Emily Dupen.



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Belle & Boo Performs with *Little Dancers*

Lifestyle company Belle & Boo is launching its children's ballet property *The Little Dancers*.

Created by illustrator Mandy Sutcliffe, co-owner of Belle & Boo along with Kate and Patrick Shafe, *The Little Dancers* is the story of five children who share a love of music and dance and attend dance school together, where they have fun, make new friends and learn about themselves, creativity, collaboration, self-confidence and how to overcome challenges together.

The Little Dancers already boasts a global book deal with an international

publishing house in the U.K. and has publishing rights in the U.S., making the brand ripe for further licensing opportunities.

"There is a current gap in the market for a new, high-quality children's ballet series, especially one that is appealing and features endearing children, complete with dimpled knees, rounded tummies and realistic stances. Together with positive and inclusive storylines and role models and with support through a variety of high-quality merchandising, now is the time to launch *The Little Dancers*," says Shafe.



VW Rides into the Bike Lane in Japan

Volkswagen is expanding its vehicular offerings into bicycles as part of a deal with bike manufacturer Otomo Corporation in Japan.

The bikes, which are certified by the Consumer Product Safety Association, will have a low frame that can easily be ridden by both men and women, and will feature a simple design with a retro feel. They will also comply with the Bicycle Safety Requirements, which is the standard for user safety set by the Bicycle Association of Japan.

The line is scheduled to launch this fall.

In North America, VW is moving into the automotive accessories and men's home décor spaces with items including



key chains, sun shades, air fresheners, auto decals and license tags from Plasticolor and Chroma-Graphics and décor and garage signage from Open Roads brands.

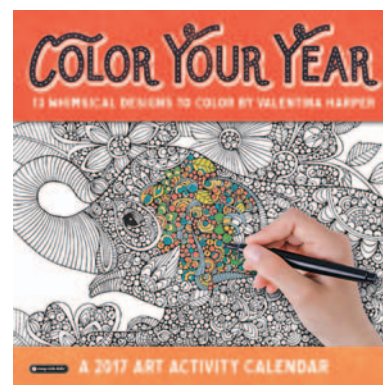
MGL Signs Slew of Calendar Deals

MGL Licensing has signed a number of new deals for its artist and design brands including Katarina Sokolova, the humor brand Cat & Dog and Valentina.

U.K. publisher Carousel Calendars is planning a 2016 calendar and diary range featuring the work of Katarina Sokolova throughout Europe.

Nick Hannford-Hill's humor brand Cat & Dog will be getting its first-ever calendar range from Carousel. The new range will be available across the U.K. and Europe in 2016. At the same time, Brown Trout Publishing is also planning a line of calendars for the artist's Moovie Nights brand.

The licensing portfolio for the Valentina brand continues to grow with the addition of a number of new licensees including Studio Oh!, which has commissioned a new work from the Venezuelan artist for its line of adult coloring books. Additionally, long-time Valentina partner TeNeues is extending its deal for an exclusive range of calendars.



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CLC Bulks Up *Terminator* Licensing

Creative Licensing Corp. is beefing up its programs for *The Terminator* and *Terminator 2: Judgment Day* films through new worldwide partnerships including:

- Actor Arnold Schwarzenegger is reprising his roles as The Terminator in “WWE 2K16,” a digital wrestling game from 2K Games. The game is launching later this month across numerous gaming platforms, first in North America and then internationally.
- A *Terminator* t-shirt design contest from Mighty Fine launched in September.
- Men’s, women’s and children’s apparel including knit tops, t-shirts, sweatshirts and tank tops debuted from Trevco.
- Additional men’s apparel from Park Agencies also hit market.
- *The Terminator* will be featured on a limited edition, numbered,

reverse proof, one ounce fine silver commemorative coin from Stardust Silver.

- *The Terminator* is also getting in on cycling and running jerseys from Brainstorm Gear.
- Men’s martial arts apparel will feature *Terminator 2: Judgment Day* on rash guard and a gi/kimono from Fusion Fight Gear.
- NECA will produce a new ultimate edition T-800 figure.
- GB Eye is creating a new *Terminator 2: Judgment Day* poster.
- Game publisher Reef is creating a video game based on both of the films titled “Terminators: The Video Game.”



Numbers Come Alive with Educational Brand

Educational kids’ brand Numbers Alive! is bringing its numerical style of learning to the licensing world.

Founded in 2011 by Dr. Rebecca Klemm, Numbers Alive! is seeking to improve numerical literacy and encourage creativity and global citizenship using number characters.

Klemm is showing the brand’s Team Ten, which are colorful plush numbers that find themselves on global quests, and STEM Squad, which is led by the mathematical symbol Pi.

Numbers Alive! is seeking global licensing deals across categories such as home décor, birthday, anniversary gifts, accessories, games, books, clothing, activities and branded giveaways.



Two Little Boys Grows ‘How to...’ Franchise

Two Little Boys is returning to BLE with its License This! winning property, “How to...for the inept.”

Following partnerships with Carousel Calendars and Portico, the company’s expanded range now includes “How to be Annoying,” “How to Have a Bad Day” and “How to Survive a Zombie Apocalypse.”

The colorful, humorous designs are aimed at the male gifting market. Two Little Boys has a nostalgic, yet contemporary, range of designs for the gifting market for the brand and is looking to expand into other categories.



Vicki Thomas Commemorates 30th

Design consultancy Vicki Thomas is celebrating its 30 anniversary, and to mark the occasion, the team is shifting its focus and finding a new emphasis for its designs.

Vicki Thomas draws from a wide range of designers such as Julie Lavender, Steve Gappy, Anna Brewin and Juliet Robson for textile and surface pattern designs; Jane Jones, Roy Simpson Sally Felton and Peter Griffin for ceramic designs and sculptures; cartoonists like Anthony Smith for developing animal and children’s characters and many more.

Vicki Thomas works with licensors Bonzo the Dog, The Quilters’ Guild of The British Isles and Craft Partners and is looking to develop more licensing programs.





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Contemporary Art Available at Monday2Friday

Agency Monday2Friday is highlighting its roster of contemporary artists, graphic designers, illustrators and brands for potential opportunities. Its portfolio includes:

- Artist and fashion illustrator Paula Sanz, whose work has been used by fashion magazines, publishing companies and other international companies such as Neiman Marcus, Chic Mihara, *Vogue*, Harper Collins, Inditex, *Women's Wear Daily*, *The New Yorker*, *The Wall Street Journal*, C&A and Bloomingdale's.
- Designed by artist Marta Colomer, the Tutticonfetti brand began as a humorous blog depicting people and things in odd situations, and the whimsical designs are now featured on greeting cards, bed linens and stationery.
- Nuria Mora, a contemporary artist with

a street-art background, has had her designs licensed across rugs, candles and wallpaper.

- Brosmind combines a fresh, optimistic style with fantasy and humor that is targeted to young, trendy consumers. Their work has been used worldwide by Honda, Nike, McDonald's, Coca-Cola, Ikea, Virgin and Oreo, and on products across stationery, clothing, bedding, gifts and publishing.
- Multidisciplinary artist Magicomora creates a subversive, underground world and has been selected as an artist for the V&A Museum of Childhood's "See The World Through a Child's Eyes" campaign, as well as campaigns for FNAC, DAMM (Estrella beer) and for textile products.



- Artist Julien Chung's decorative designs appeal to both adults and children and are licensed on a variety of products including stationery, gifts, home décor, furnishings and confectionery. They are sold at retail stores in more than 50 countries.
- The BCN Brand reflects Barcelona's colorful influence on the fashion industry with a line of licensed products including sunglasses, helmets and other accessories.

Nat'l Museum of the Royal Navy Broadens Licenses

The National Museum of the Royal Navy is seeking to grow its licensing program. The organization now has 19 licensees on board including Airfix, Bradford Exchange, Star Editions and SDL Imports.

New deals include an agreement with The Old Board Company, which will be using original HMS Victory timbers for a variety of wooden products including cheeseboards, carving boards, wine racks, book ends, tablet stands and gentlemen's trays. The range will be launched next year, with samples being showcased at Brand Licensing Europe.



Other new agreements have been inked with Westminster Collection for coins, with copper from HMS Victory to be inserted into new silver £5 and £10 coins; Haynes for manuals on HMS Victory and HMS Caroline detailing their history and construction; and Portfolio Group for souvenirs.

Joe Browns Enters Licensing Arena

U.K. clothing company and e-retailer Joe Browns is debuting its apparel collections to the licensing industry.

The Joe Browns clothing lines, which take influence from cultures all over the world, feature bright, eye-popping prints, bold colors and flattering silhouettes, combined with a relaxed, boho-chic style.

The Yorkshire-based company, which began in 1998 as a lifestyle brand for men, creates distinctive pieces for men and women suitable for everyday wear.

Joe Browns boasts more than 250 accounts in the U.K. and Europe and 75 in the U.S. and Australia.



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Dependable Rights Adds Value with App

Dependable Solutions is launching “DRM On-the-Go,” a mobile app version of its flagship Dependable Rights Manager software.

An added-value item for existing clients, “DRM On-the-Go” provides easy, secure access to approvals, notifications, submissions, products and other contract information from any mobile device, allowing users to stay connected and current no matter their location. The app is available for download through the Dependable Solutions website via private, device-specific links.

“With close to 2 billion smartphones around the world, we aim to increase convenience and enhance the user experience by adapting our clients’ licensing and royalty applications for smaller mobile screens,” says Marty Malysz,

founder and president of Dependable Solutions.

Branded with a company’s splash screen, each DRM site through the app is searchable by brand, company and contract, with approved product information listed by priority, approval status, submission date and response date, along with product approval details and approval history. Submissions are reviewable one at a time or several at once, along with images and comments on each submission, with the full ability to act on submissions and move them to the next stage or final approval. Each participant’s actions are tracked at every stage, with all standard notifications and reminders incorporated into the app.



Maya Studio Signs Design Deals

Founded by Spanish artist Javi Molner, Maya Studio has signed three new agreements to further develop its licensing program across Europe.

Maya Studio is teaming with manufacturer

Santex to create apparel collections, the first of which is now retailing in Primark in the U.K. The company is also working with Defacto for its Bad Day collection, one of the most beloved Maya Studio brands in Turkey.

In addition, Maya Studio is exhibiting at El Corte Ingles this fall with its Calaveritas and Bad Day collections by Fashions U.K. El Corte Ingles represents one of the most important retailers in Spain, and Maya Studio is showcasing two designs for each brand for the apparel department.



Ivana Nohel Draws for Licensing Deals

With a background in toys, fashion design and licensing, Czech artist and illustrator Ivana Nohel is looking for potential partners to showcase her creations.

Most recently, Nohel has designed homewares for Janet Reger at Debenhams, silk scarves for Red Leopard in the U.K. and fine stationery for The Personal Paper Company. She has also done drawings for The Mandarin Oriental and the Red Carnation hotel group, and is the illustrator of the book *Fabulous in High Heels*, a manual on how to walk in stilettos.

Nohel began her career with stints designing costumes for the BBC and fashion for Jean Muir, Janet Reger and her own label before landing at Hasbro to work on its Cindy dolls. Later, she became creative director for CPLG and then at Disney, where she designed fashion dolls and served as head of the toy design team for Disney Consumer Products in the U.K. and Europe.



Santoro Celebrates 30th in Style

Santoro, the company behind the brands Gorjuss, Mirabelle and Willow, is ringing in a fashionable 30th anniversary this year.

The company is showcasing its first Santoro Junior



apparel collection at Brand Licensing Europe. Developed in collaboration with children's apparel company Preca Brummel, the 80-piece line includes partywear, casualwear, swimwear and nightwear for girls, ages 2 to 14.

Santoro is also promoting its latest adult collection Kori Kumi, which launched in January, and now boasts its own line of premium Kori Kumi fashion and lifestyle accessories. Santoro has secured international partners for the line for apparel, back-to-school, puzzles and dated products and is seeking additional licensees for publishing, accessories, collectibles, footwear and toys.

TF1 Touts Barbapapa, 'Mini-Ninjas'

TF1 Licenses is exhibiting its portfolio of clients including All Blacks, Barbapapa and "Mini-Ninjas."

As the Rugby World Cup hits England's stadiums in October, TF1 Licenses, the European licensing agent of the New Zealand rugby team the All Blacks, is looking to score new partnerships for the 2011 world champions.

TF1 is also announcing several new products for its Barbapapa brand, the shape-shifting colorful family of cartoon characters from the 1970s. Currently, the Barbapapas have 80 licensees in Europe. Recent brand extensions include a collection of ice cream from Jacques Ice, and a special collection created by Italian leather shoemaker Joshua Sanders, which will be available later this year at retailer Colette. TF1 is now extending the brand beyond Europe.



Additionally, TF1 has signed two new partners in publishing for its "Mini Ninjas" television program, which follows the adventures of a new generation of ninjas.



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This is Iris Shows Off Art Properties

U.K. creative licensing agency This is Iris is welcoming two new collections to its portfolio and extending programs for a variety of its existing art brands.

New to the agency's roster are artists Shirley Copperwhite and Ailsa Black.

Irish surface pattern designer Copperwhite creates pieces inspired by Scandinavian design, folk art, theater costumes and mid-century styles, all of which have been adapted for stationery, textiles and ceramics.

Scottish painter Black depicts contemporary rural life and shows her love of people, animals and birdlife in her work, which has also been used for stationery and ceramics.

Among its previously established brands is British painter Beryl Cook, which is teaming up with Carousel Calendars and Otter House Card and Gift for a line of stationery

and giftware that will hit retail in 2016. Cook is also working with Francis Lincoln for a variety of stationery items and a recipe book.

This is Iris has also brokered its first U.K. deal for artist Catalina Estrada with Flame Tree Publishing for a 2016 calendar. Flame Tree is also developing an adult coloring book based on Estrada's designs. Estrada is represented by worldwide agent Edebe Licensing.

Embroidery artist Tina Crawford is partnering with The Great British Card Company for a line of greeting cards based on her Thread Drawn designs. This is Iris is looking to extend her unique offerings.

Finally, the characters from *The Great Majesco* picture book series are being developed into a retro toy range from Robert Frederick. The company has developed more

than 30 different lines across games, musical instruments and toys and is working on additional products.



WWF Puts the Pieces Together

The World Wildlife Fund-U.K. has partnered with Paul Lamond Games to bring a wild element to its collection of puzzles, while also highlighting the plights of some of the world's most endangered species.

WWF-U.K. has created six jigsaw puzzles that support the company's mission to protect iconic wildlife and their habitats.

"We're delighted to be working with Paul Lamond Games and

have this fun and forest-friendly game as part of our licensed range of products," says Vivian Nutt, head of licensing and retail, WWF-U.K. "Jigsaws are great for the whole family to play and the images are beautiful."



Paul Thurlby Brings London to Life

Illustrator Paul Thurlby has released his fourth children's book, *L is for London*.

Building on the licensing programs for books *Alphabet*, *Numbers* and *Wild Life*, licensed by Wild & Wolf and others,

Thurlby has created another children's book about the landmarks and iconic ways of England's capital city. Published by Hachette, the illustrations in *L is for London* are appropriate for children and adults. The book takes the reader on a journey through London's sights and sounds, from A to Z.

U.K. art licensing agency Yellow House is seeking additional opportunities across various product categories.



EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
1st Place Co., Ltd.	C116	Bizarre London	J11	Deliso Sophie La Girafe	B080	HarperCollins Publishers	B072
20th Century Fox	E040	BJA Design	C120	Dependable Solutions	F100	Hart Deco	J1a
24IP Law Group	G100	Blue Zoo	D003	DXH Brands	E070	Hasbro Brand Licensing & Publishing	D020
2Spot Communications Co. Ltd	B124	Blueprint	P100	Discovery	B060	HCA	B055
4k Media	E060	Boj	F125	DOODLING AROUND	J1d	Hearst Publications	N40
Aardman Animations	F010	Bonus Marketing Productions	G105	Dorna Sports SL	P25	Heather Kilgour	J1b
Activision Publishing	C141	Br Licensing	F030	Dot Dash Design Studio	J43	Hello Munki Ltd	J36
adidas - A.C Milan	P14	Bradford Licensing Europe	F105	Dracco Company Ltd	C048	Help for Heroes	J0
Adidas- Real Madrid	P15	Brand Squared Licensing	P52	DreamWorks Animation	D080	Hoho Entertainment	B100
Alchemy Licensing	P62	Brandgenuity LLC	N52	DRI Licensing	C010	Hong Kong Trade Development Council	A070
Alex Underdown Art	J10	Brands With Influence	A095	Dupenny	J6	Hoshi Dee Art	J1g
Allsorts Licensing	C095	Bravado	A020	Dynit srl	G098	Hot Pickle	P60
Aluminati Skateboards	N56	Brazilian Brands	F030	Earth Angel Cards	B126	Howard Kennedy LLP	G112
American Freshman	M16	BRB INTERNACIONAL	F020	EDEBÉ LICENSING	F020	I.M.P.S s.a	C050
American Greeting Properties	B048	Bromelia Productions	F030	EDIS Spa Unipersonale	G065	IFLScience	M50
Animaru	J4	Bulldog Licensing	G001	EL OCHO LICENCIASY PROMOCIONES	F020	Image Source	J19
ARB Worldwide Corporation sdn bhd	A100	Bulls Licensing	D086	Enitsua Fine Art Korea	P65	INK-ALC	E100
Arsenal Football Club	N57	Carbon 12011 Licensing	L9	Entertainment One	F005	Insight Licensing Services S.A.S.	G116
Art + Science International	G095	Carmen Ariza Polska	A060	Euro Lizenzen	H055	Intellectual Property Office	G122
Art Ask Agency SL	P50	Caroline Mickler Ltd	A090	Fashion UK / Jinx	B091	International Brand Management & Licensing	N15
Art Brand Studios	R35	Carte Blanche Group	C110	FICO	F030	IPR Licensing EMEA Licensing Agent for	
ARTPQ	C020	Cartoon Network	E050	FIFA	M25	DuPont - DuPont KEVLAR	N12
Asiana Licensing inc	C020	Celebrities Entertainment GmbH	E001	Fluid World Limited	A080	ITV Studios Global Entertainment	D040
Assaf Frank Photography Licensing	J23	Chalet Verbier	J32	Fourth Wall Brands	G082	Ivana Nohel	J1c
Atlantya Entertainment	B070	Chelsea Football Club	L25	Fran Bravo	J12	IWM (Imperial War Museums)	R10
Aurora World Corp	C020	CJ E&M	C020	Francetv Distribution	B071	Jacky Al-Samarraie	J9
Aurora World Ltd	C001	Claire Louise	J42	FremantleMedia Kids & Family Entertainment	E080	JCB	G020
Automobili Lamborghini S.P.A	P10	CONSUMER PRODUCT CONNECTION	F020	Games Workshop plc	C075	JELC	Q25
B.A.T FOUNDATION	E112	Coolabi	D060	Gateley Plc	G120	Jenny Daymond	J1f
BANDAI NAMCO Entertainment Inc.	G050	Copyright Promotions Licensing	E070	Giochi Preziosi Group	F090	Jiangsu Salt Industry Group Co., Ltd	M62
Battersea Dogs and Cats Home	Q15	Group Ltd	C100	Glenat Editions	C124	Joe Browns	M47
BBC Worldwide	D010	Creative Licensing Corporation	G092	Global Freestyle	M69	JPatton	M45
Beanstalk	P100	Curtis Licensing	B054	Global Icons	R100	Kasmanas	F030
Bear Surfboards	K25	Cyber Group Studios	C020	Global Merchandising Services	G018	Kate Knight	J37
Been Trill	M14	Daewon Media Co.,Ltd	F130	Glory Innovations Inc	G080	Kate Mawdsley	J47
Beetosee NV/Globetrade	H040	Danken Enterprise Co Ltd	E150	Gola	Q20	Kazachok Licensing Expertise	H050
Belle & Boo Ltd	J44	DC Thomson	F040	Golden Goose	M52	Keyring Co., Ltd.	C020
Big Tent Entertainment	D060	DC Thomson & Co Ltd	J55	Grani & Partners	F090	King	E110
Biplano	C040	Deer Little Forest		Guide to the Licensing World	B095	King Features	D100



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exhibitorlist

EXHIBITOR	STAND	EXHIBITOR	STAND
KINTANA , powered by PEA&PROMOPLAST	C118	Saban Brands LLC	D005
Kocca	C020	Sagoo	G068
Laser Art	J3	Sanrio GmbH	B030
Lee Stafford	M60	Santoro	B050
Leoni S.P.A	F115	Sarah Hurley	J51
Licensing Management International	F105	Sarah Ray	J1h
Licensing Today Worldwide	B115	Science Museum Group Enterprises	L15
Licensing.biz & Toy News	H090	Scruffy Little Cat	J1
Licorice Trading Ltd	J38	SEGA	C030
LIMA	L100	Sekiguchi- Monchhichi	B098
Lionsgate Entertainment	C045	Sinigaglia	G052
Lisle international	E045	Smiley World	D115
Litebulb Group	C105	SMEMX International	L68
Live Nation Merchandise	G030	Sony Computer Entertainment Europe	F050
LoCoCo Licensing	F110	Sony Pictures Consumer Products	A010
London Icesmiths	M70	Sound Team Enterprise Co., Ltd	F133
Longboard	P48	Spain Licensing Pavillion	F020
LUK INTERNACIONAL S.A.	H025	Stanfords	L21
m4e AG	C005	Start Licensing	F040
Manchester City FC	R18	STOR	F020
Manu	J18	Studio 100	B045
Maria Pishvanova	J5	Studio Pets by Myrna	E045
Marilyn Robertson	J2	Studiocanal	B090
Mary Evans Picture Library	J20	SUNRIGHTS INC.	H100
Mary Gernat-How Illustrations	J57	Técui	J40
Masha and the Bear	E100	Tempting Brands AG	P20
Mattel Brands Consumer Products	D050	Teo Jasmin	Q10
Mauricio de Sousa Produções	F030	Tezuka Productions Co	B128
MAYA STUDIO, S.L.	F020	TF1 Licenses	G058
MB-Mary Beth, Pink Light Studio	J21	The Boot Buddy	L30
Mediatoon Licensing	G060	The British Library	L40
Melnitsa Animation Studio	D113	The Copyrights Group	G040
Metrostar	C080	The Franklin Mint	P51
MGL Licensing	J16	The Jim Henson Company	A050
Millimages	C122	The Licensing Company	N100
Mind Candy	G075	The Licensing Source	H095
Monday 2 Friday	P49	Book Europe	H095
Mondo Tv	E120	The Media Zone & Lounge	D125
Monskey	G051	The National Museum of the Royal Navy	L20
Moomin	D085	The Natural History Museum	R38
Morrigan Ltd	J13	The Partnership	N10
Mr Trafalgar	J8	The Pokemon Company International	F070
My Medibox	B110	The Rastamouse Company	F001
Nanaritos	B053	The Shakespeare Birthplace Trust	K18
Napa Arts & Licensing Agency	J24	The Walt Disney Company C000,E000	
National Portrait Gallery	K20	The Zoonies	B132
NECA	B005	This Is Iris	J61
Nelvana Enterprise Inc	F080	Tinderbox	P100
Nickelodeon Viacom Consumer Products	E005	Toei Animation	G035
Nintendo of America	E152	Tokidoki	H085
NOW That's What I Call Music	C098	Tomato Source Ltd	F118
NumbersAlive!	C140	Topps Europe	H080
Octane5	H030	Total Licensing Ltd	H035
One Target	A030	Tour de France, PSG & Roland Garros	Q12
Outfit7 Limited	F065	Two little Boys Ltd	J53
Pango Productions	J26	Ubisoft EMEA	D110
Panini Spa	H020	UEFA EURO 2016	Q11
Paper Island	B056	UL VS LTD	G090
Paper Rose Ltd	J14	Ultrasport Products LLC	L32
Penguin Random House	F060	Universal Partnerships & Licensing	E090
Pepsi	N50	V&A Enterprises limited	K10
Perfetti van Melle	M10	Veronica Dearly	J1e
PGA TOUR	M18	Vicki Thomas Associates	J33
PGS Entertainment	G045	Vimto International	K30
Pink Key Consulting	K35	Vistex, Inc	C074
Plain Lazy (Holdings) Ltd	P71	Viz Media Europe	F003
PLANETA JUNIOR	F020	Volkswagen	N20
Plastic Head Distribution	B040	VOOZ	C020
Playboy	M15	Voozclub Co., Ltd.	C020
POSH Graffiti® by Emily Readett-Bayley	J31	Walker Books UK Ltd	G010
Rachael Hale	F085	Warner Bros Consumer Products	E030
Radio Days	B025	Withit Studios	C090
Rainbow	E020	Wizart Animation	D113
Raydar Media	B085	WOMEN IN TOYS	D001
Red Nose	F030	WWE	C060
Redan Alchemy Ltd	G062	WWF UK	R25
Redibra	F030	Yellow House Art Licensing	J63
Rediks Graphics	C020	Yvette Jordan	J45
Redrover	C020	ZagTOON & On Method	E065
Rocket Licensing Ltd	G005	Zodiak Kids	B020
ROI VISUAL	C020	Zolan Company LLC	R16
Rovio Entertainment Ltd	D030		
Russian Children's Products Industry	E125		

VISIT US AT STAND R35



THOMAS KINKADEE

Marjolein Bastin

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, IRIS

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. Come and hear about the growing trend for adult-facing, edgy fashion projects.

SPEAKERS: MATTHEW REPICKY, MATTEL; AND EMANUELA TARTARI, WARNER BROS. CONSUMER PRODUCTS EMEA. (*Host: PAOLO LUCCI, BRAND JAM.*)

11:30-12:10

Beyond Football: Lifestyle Licensing to Men

SPEAKERS: GABRIELLE SIMS, IMG; AND ADA BASS, GOLDEN GOOSE. (*Host: PAOLO LUCCI, BRAND JAM.*)

12:30-1:10

A Global Brand Story

SPEAKER: PHILIP COLBERT, THE RODNIK BRAND.



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Sanrio Plans New Mr. Men Characters

Sanrio is showcasing new creative ideas for its top brands at Brand Licensing Europe this week, including Hello Kitty, My Melody and Mr. Men Little Miss.

Following Hello Kitty's 40th anniversary on 2015, this year the company is celebrating the 40th of My Melody and Little Twin Stars.

The company is also highlighting the Mr. Men Little Miss brand,

which marks its 45th anniversary in 2016, and plans to introduce four new characters to the family Mr. Marvelous, Mr. Adventurer, Little Miss Sparkle and Little Miss Fabulous.

Also in 2016, Sanrio plans to continue the Hello Kitty #onekindthing campaign. On Oct. 8, the company, alongside partners Live Nation, Zen Tiger and Warner Music Group, launched the world premiere of "Hello Kitty Live-Fashion & Friends," a live show that will tour the U.K. and France next year.

Finally, Parisian-English fashion designer Olympia Le-Tan has unveiled her spring/summer collection inspired by retro Hello Kitty, My Melody and Little Twin Stars characters. The line includes 35 handbags in the shape of take-out containers, lunch boxes and pencil boxes.

MR. MARVELLOUS
Roger Hargreaves



LITTLE MISS SPARKLE
Roger Hargreaves



LITTLE MISS FABULOUS
Roger Hargreaves



MR. ADVENTURER
Roger Hargreaves



HarperCollins Debuts *Tiger*

Publisher HarperCollins Children's Books is showing for the first time ever at Brand Licensing Europe this year and is highlighting its new and evergreen brands such as Paddington Bear, Dr. Seuss and *The Tiger Who Came to Tea*, one of the U.K.'s top-selling heritage books of all time.

For *Tiger*, HarperCollins is building the dual-gender preschool brand program to appeal across multiple categories including stationery, apparel, nightwear, slippers, partyware, crockery, arts & crafts, plush, bedding, homewares and food.

"Our long-term goal is to establish not only the book as a must-have in every child's library, but to extend the reach across a wide variety of quality licensees and retail partners," says



Hannah Best, senior business development manager, HarperCollins.

First published in 1968, *The Tiger Who Came to Tea* by author Judith Kerr has sold more than 4 million copies.

Coolabi Inks Walker for 'Scream Street'

Independent international media group and rights owner Coolabi Group has signed a new deal with Walker Books for the TV tie-in publishing of "Scream Street," its brand-new animated series.

Walker Books is the publisher of the original series of books first written by Tommy Donbavand, which are the inspiration for the series.

The new books will expand on the TV series' storyline and be led by a U.K. and U.S. writing team headed up by Giles Pilbrow.

"We are very excited to sign our first 'Scream Street' licensee

and look forward to the TV tie-in books

leading the way for our amazing 'Scream Street' merchandising offer," says Valerie Fry, director, licensing, Coolabi.

"Scream Street" will premiere on BBC iPlayer Oct. 14 and CBBC Oct. 21.



Beanstalk to Rep Top Olive Oil Brand

The U.K.'s No. 1 olive oil brand, Filippo Berio has appointed Beanstalk as its licensing agency for extensions into close-to-core food categories.

Leveraging the 150-year-old brand's Italian heritage and flavor profile, the licensing program will complement Filippo Berio's

existing selection of olive oils, vinegars and pesto.

"The popularity of Mediterranean cuisine shows no sign of slowing, and its ingredients and cooking methods continue to

inspire food enthusiasts across the world," says Walter Zanre, managing director at Filippo Berio, U.K. "Through licensing, we want to offer consumers the opportunity to enjoy Italian style indulgences at home, complementing our existing offer of high-quality oils, vinegars and pesto. We were impressed with Beanstalk's extensive experience working with food and beverage brands, and are confident in their ability to help us grow Filippo Berio's offer in close-to-core categories."

In addition to its leading position in the U.K. and U.S. markets, the brand enjoys significant market share in Switzerland, Canada and Japan, with a growing presence in emerging markets including Russia, China and Brazil.

"As the No. 1 brand in the olive oil category, Filippo Berio is perfectly positioned to maximize consumer demand for related food products inspired by Mediterranean cuisine," says Lisa Reiner, managing director, Beanstalk Europe & Asia Pacific. "By partnering the brand with best-in-class licensees, we aim to translate the high standards of its core products into a comprehensive food offer which enables consumers to create Italian-inspired indulgences in the comfort of their own homes."



ITV Takes 'Thunderbirds' Mobile

ITV Studios Global Entertainment is expanding the global footprint for the boys' action series "Thunderbirds Are Go" with a new partnership that brings the series to online mobile games.

Miniclip, a developer, publisher and distributor of games, will launch the brand's first free-to-play mobile game for iOS and Android platforms early next year.

"We're delighted to be partnering with Miniclip for a 'Thunderbirds Are Go' mobile game. As the biggest and best kids' games company in the world, Miniclip is the ideal partner to develop and distribute a top-quality game for the brand," says Steve Green, executive vice president, kids' content and distribution, ITVS GE. "Establishing a brand in the digital and online arena has become a vital part of franchise development and now, as we continue to rollout the series around the world, we're confident fans will enjoy immersing themselves in the world of the Tracy Brothers, as International Rescue saves the world one more time."



"We're excited to be working with ITV Studios and welcoming a 'Thunderbirds Are Go' mobile game to our portfolio," says Saad Choudri, chief commercial officer, Miniclip. "With its fantastic blend of action, adventure and teamwork, the show translates perfectly into the world of gaming. We're focusing on developing a high-quality and engaging game that will bring these key themes to life on mobile devices and entice the show's growing fan base across the globe."

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‘Toby’s Circus’ Gets Licensing Agent

Komixx Media Group has appointed Metrostar to develop and manage the licensing program for the animated kids’ show “Toby’s Travelling Circus.”

Metrostar is introducing the preschool brand to worldwide licensees and retailers at Brand Licensing Europe this week in London.

The series has already been sold to more than 28 territories, and is currently running on Milkshake and Tiny Pop in the U.K.

“Toby continues to amaze us as more children around the world fall in love with his magnetic personality and fun approach to life at the circus,” says Andrew Cole-Bulgin, joint chief executive officer and head of film and TV, Komixx Media Group. “We felt it was the right time to take the series brand to the next level by giving its fans new and exciting ways to connect with Toby and his friends.”

“Toby’s Travelling Circus” follows the charismatic Toby, a 7-year-old boy who is the ringmaster of a traveling circus and fairground. With his mischievous toy monkey Momo by his side, Toby has to make sure he and his friends put on a spectacular show for the audience everywhere they go.

“‘Toby’s Travelling Circus’ is a must-see property. His spectacular circus setting, beautiful animation and truly exceptional reach amongst kids aged 3 to 6, make Toby a prime candidate for licensing, and we are excited to be introducing him to the industry at BLE,” says Claire Potter, founder, Metrostar.



DHX, continued from Cover

DHX Brands will initially be targeting core infant categories including toys, travel, feeding and bathing products, with first product is set to launch in spring 2017.

“This is a natural progression for ‘In the Night Garden,’ as its fan base starts very young, as well as being already instantly recognizable to families with young children,” says Tom Roe, commercial director, DHX Brands. “We have also found significant demand from licensees and retailers for product catering to this age group. With a brand-new style guide and muted color scheme, we believe this will be a very strong extension to the ‘In the Night Garden’ brand offering.”

“In the Night Garden” was the fastest-selling preschool toy license in 2014 and ended that year as the fifth largest preschool brand in the U.K., according to the NPD Group.

RAINBOW, continued from Cover

The family entertainment company’s brand-new series is its first foray into live action production.

“‘My American Friend’ is a truly unique new comedy,” says Iginio Straffi, founder and chief executive officer, Rainbow Group. “It looks at the twin themes of fashion and music in a completely original way that will delight audiences across the world.”



WBCP, continued from Cover

The title first launched in 2002 and has since sold 8.5 million copies at U.K. retail.

“In a period where children have access to more digital devices than ever before, it’s great to see *Scooby-Doo* magazine thrive as an evergreen title in the Panini magazine portfolio,” says Preston Kevin Lewis, general manager, WBCP U.K. and Ireland.

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Lizzie River Rose, Peter Murphy, Mathieu Galante and Phaedra Long, The Pokemon Company International



Antonina Tsitsulina, Russian Association of Children's Goods Industry Enterprises



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