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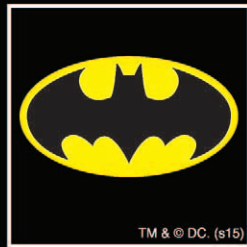
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LICENSING AGENTS

Plus:

- Beanstalk's Allison Ames
- "Doctor Who" Visits Hot Topic
- Billboard Looks Internationally

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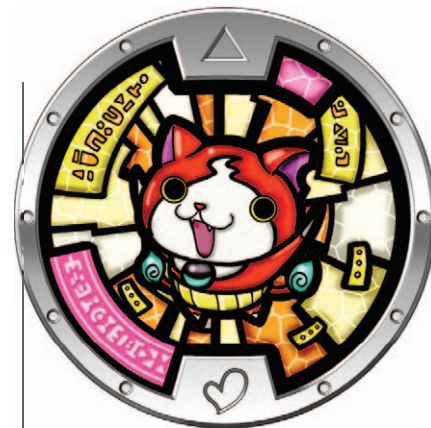
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Lewis Stark lewis.stark@eisneramper.com



641 Lexington Ave., 8th Fl.
New York, NY 10022
licensemag.com

editorial department

group publisher
Steven Ekstract 212.951.6684
sekstract@advanstar.com

global editorial director
Tony Lisanti 212.951.6740
tlisanti@advanstar.com

managing editor
Amanda Cioletti 310.857.7688
acioletti@advanstar.com

digital editor
Nicole Davis 310.857.7689
ndavis@advanstar.com

art department

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

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

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

advertising department

advertising manager
Sharon Weisman 212.951.6637
sweisman@advanstar.com

audience development director
Anne Brugman
abrugman@advanstar.com

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

UBM Advanstar

chief executive officer
Joe Loggia
executive vice president, life sciences
Tom Ehardt
executive vice president
Georgiann DeCenzo
executive vice president
Chris DeMoulin
executive vice president, business systems
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THE ENTERTAINMENT FACTOR

Whether it's a theme park or a social media initiative, entertainment has become a key link to consumers for all types of licensors, from movie franchises to fashion brands.

From expansive theme parks to single-focused event sponsorships or exhibitions, entertainment has become an increasingly important component of many brand licensing strategies as licensors look for new and innovative ways to leverage their IP, enhance brand awareness and connect with fans and followers.

This so-called entertainment factor is no longer just about a franchise or character heading to the big screen or TV series, as was the norm in past years, but now encompasses anything and everything associated with the concept of fan engagement—from mega theme parks and attractions to museum exhibitions, branded content and social media.

The underlying trend that has fueled the integration of various business disciplines is the intersection of entertainment, lifestyle and sports heavily influenced by personalities, celebrities and global brands and how social media has created a more definitive and readily accessible base of loyal fans. And these fans are not only ready to proclaim their interest in a particular brand, but also eager to participate in various events, surveys, contests and, of course, purchase products.

Today's consumers (especially the coveted Millennials) are looking to be part of a brand's DNA in ways that weren't conceivable a few short years ago, and licensors are now aggressively developing true 360-degree strategies worldwide along with new forms of fan engagement.

The popularity of theme parks, fan events, social media and e-commerce are evident in almost every measurable statistic, from ticket sales to "likes," clicks and in retail sales. It's about creating a touch point with consumers every day that offers various aspects of value and product information, or simply the latest buzz about the brand.

The biggest and perhaps most lucrative and long-term touch point initiative for licensors are theme parks, rides and various other types of attractions. Certainly the recent success of the *Harry Potter* attractions at Universal Studios resorts, along with the aggressive plans announced by The Walt Disney Company for *Star Wars*, *Frozen* and *Toy Story* lands, may have partly influenced the numerous deals announced over the past several months. They include the following:

- Fox Consumer Products partnered with Al Ahli Holding Group to develop a second Fox-branded theme park and first themed resort in Dubai. The deal with AAHG also allows for the development of up to three

additional Fox-branded resorts in other territories.

- Ubisoft, in partnership with RSG, is developing a next generation theme park in Malaysia that will feature its portfolio of gaming brands including "Assassin's Creed," "Just Dance" and "Rabbids."
- The Moomin brand is planning a new theme park called Mesta that will open in Japan in 2017.
- Lionsgate is partnering with Dubai Parks and Resorts to bring a studio zone to the Motiongate Dubai theme park. It will include *The Hunger Games* attractions as well as a live stage show based on the company's *Step Up* franchise.
- Aardman Animations is creating the first international "Shaun the Sheep" land at the Skånes Djurpark animal park in Sweden, slated to open in summer 2016.
- Ferrari Land theme park is being developed at the Port Aventura Resort in Salou, Spain, and is scheduled to open at the end of 2016.
- Universal Partnerships & Licensing is partnering with Imagine Exhibitions to create a global touring exhibit "*Jurassic World: The Exhibition*," which is scheduled to open in March 2016 at the Melbourne Museum in Australia.
- CBS Consumer Products is partnering with EMS Entertainment for "Star Trek: The Starfleet Academy Experience," an interactive exhibit that is scheduled to debut at the Canada Aviation and Space Museum in Ottawa in May 2016.
- LEGO artist Nathan Sawaya recently joined forces with Warner Bros. Consumer Products to create the world's largest collection of DC Comics-inspired LEGO artwork, which debuted this fall at the Powerhouse Museum in Sydney, Australia.
- Universal Studios Orlando is planning a simulated ride starring "Tonight Show" host Jimmy Fallon called "Race Through New York."

With similar new deals on the horizon, major theme park and entertainment initiatives will continue to be a driving factor worldwide as licensors expand their brand franchises. More importantly, however, licensors are developing more non-traditional forms of customer and fan engagement or alternative forms of entertainment that extend their brands 24/7 through social media and e-commerce in ways that are only beginning to emerge as viable business models. ©



by TONY LISANTI
Editor-in-Chief

RETAIL'S HOLIDAY SHIFT

Black Friday, Cyber Monday... these terms are becoming increasingly outdated as retailers shift strategies to mirror customer habits.



by **AMANDA CIOLETTI**
managing editor

Instigated perhaps in equal measure by both 2008's economic downturn (the effects of which are lessening year after year) and by the lightening of brick-and-mortar traffic (due to a host of reasons ranging from the ease of online shopping to customers just rebelling against retailer's holiday spending messaging), retailers are turning to new and inventive means to keep shoppers' carts full and feet in their aisles during the holidays.

A notable shift this year is the willingness of many retailers to refuse to open on Thanksgiving. As the traditional kick start to the holiday shopping season has crept stealthily into the day of Thanksgiving over the years, many retailers are finding either that the extended hours do not equal added bottom line profits or they are trying to promote a value add to employees (and thus drum up some good PR). Retailers such as Costco, TJ Maxx, Nordstrom, Barnes & Noble, Burlington Coat Factory, Dillard's, GameStop, Home Depot and more kept doors closed on Thanksgiving; while stores such as Toys 'R' Us, Target and Walmart opened to eager shoppers.

Outdoor retailer REI took the most radical approach to a Thanksgiving/Black Friday shopping revolt, going so far as to close all of its 143 retail locations, headquarters and two distribution centers on both Thanksgiving and Black Friday, yet still paying its 12,000 employees. REI even created a campaign around it—#OptOutside, which encouraged people to get outside and spend time with family and friends.

"We think that Black Friday has gotten out of hand and so we are choosing to invest in helping people get outside with loved ones this holiday season, over spending it in the aisles," said Jerry Stritzke, president and chief executive officer, REI, in a letter addressed to the co-op retailer's 5.5 million members.

U.S. national parks also got in on the movement, with many offering free or discounted admission on Nov. 27 (Black Friday), from the Redwood parks of Northern California, to Washington's Mt. Rainier and beyond.

The shift in customer's perceived value, measured both in dollar spend and in experience, is affecting retailers and their holiday discount structure, as well.

Retailers have begun extending the discounts typically reserved for Black Friday and the holiday season earlier into November, prompting shoppers to begin shopping sooner.

According to the National Retail Federation, nearly 60 percent of holiday shoppers began their holiday purchasing

well in advance of Black Friday and Cyber Monday.

"The importance of Thanksgiving weekend to both retailers and consumers will never change. However, retailers have already given consumers several good reasons to start their holiday shopping earlier," says Matthew Shay, president and chief executive officer, NRF. "We suspect early holiday shoppers could still be on the fence about whether or not to try their hand at finding online and in-store deals Thanksgiving weekend. But this weekend isn't the end-all-be-all; it's important to remember, there will be several important weekends to keep an eye on before we wrap up the holiday season."

The crowds were there, though, whether they chose to shop from the couch or in-store.

According to NRF, more than 151 million people said they shopped either in stores or online over the holiday weekend, up from its initial pre-holiday shopping survey which predicted 136 million. NRF says that the average per person shopper spent \$299.60, with 76.6 percent of that going specifically towards gifts.

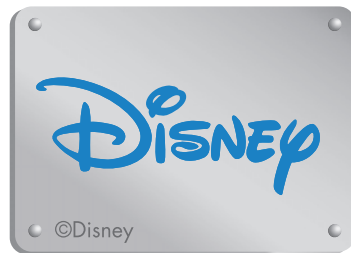
"Holiday shopping started well in advance of Thanksgiving weekend this year, but there's no question that people were still incredibly eager to get their hands on the deals that retailers were offering on electronics, apparel, toys and even small appliances," says Pam Goodfellow, principal analyst, Prosper Insights & Analytics, which conducted the NRF survey.

And early results from Adobe's Digital Index found Cyber Monday sales have risen 16 percent over last year to more than \$3 billion. Adobe also said that sales for the five-day period starting on Thanksgiving totaled \$11.11 billion, 17 percent higher than last year.

And, according to IBM Watson Trend, in a report published by *USA Today*, "mobile traffic accounted for nearly half of all online traffic and 27.6 percent of all online sales Monday, which is up more than 25 percent from last year."

Topping the revenue gains was Amazon.com, whose Cyber Monday totals increased 21.1 percent over 2014. (Source: ChannelAdvisor via CNBC.com.)

So the good news is this: people are shopping. When they do it and how may be shifting, but money is flowing into cash registers. The holiday spending trajectory is optimistic for December, hopefully ending the quarter on a high note. ©



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Industry Leaders to Speak at Inaugural NYC Summit

An impressive roster of the licensing industry's foremost executives from leading companies is confirmed for the first annual NYC Summit: The Business of Brand Licensing. Set to speak at the two-day event are Dow Famulak, president and chief operating officer, Global Brands Group; Jim Fielding, global head of consumer products and retail, DreamWorks Animation and AwesomenessTV; Pam Kaufman, chief marketing officer and president, consumer products, Nickelodeon; Jamie Salter, chairman and chief executive officer, Authentic Brands Group; Yehuda Shmidman, chief executive officer, Sequential Brands Group; Michael Stone, chairman, Beanstalk; and Henry Stupp, chief executive officer, Cherokee Global Brands Group. Additional speakers will be announced soon.

The NYC Summit will take place March 1-2, 2016, at the New York Marriott Downtown in New York City.

"This event brings insight, analysis and business acumen to attendees in a casual networking setting, which promotes conversation and the sharing of knowledge," says Tony Lisanti, global editorial director, *License! Global*, and adjunct professor, New York University's Tisch Institute for Sports Management, Media and Business. "Each of our speakers is from a brand licensing company that represents significant market share of the licensing business from leading licensors such as Cherokee Global Brands Group, DreamWorks Animation and Nickelodeon, to brand management firms that are paving growth in the sector year-over-year such as Global Brands Group, Sequential Brands Group, Beanstalk and Authentic Brands Group.

This new conference will also feature topics such as sports licensing, entertainment, as well as a full morning on the retail perspective."

The NYC Summit was developed by *License! Global* magazine, in partnership with UBM Advanstar, organizers of Licensing Expo and Brand Licensing Europe, and the International Licensing Industry

Merchandisers' Association (LIMA), the industry's leading trade organization.

Innovative topics that will be explored during the two-day NYC Summit include, among many others: How Brand Management Companies are Driving the New Licensing Models; Brand Value: The Wall Street Viewpoint; Entertainment Licensing: The Value of Franchise Development; The Licensing Agency Forum and Roundtable; The Influence of Sports Licensing; New Entertainment Stars and Brands; and The Retail Roundtable.

The NYC Summit: The Business of Brand Licensing is

the must-attend East Coast event for licensors, licensees, retailers, agents, brand managers, marketers, consultants, investors, financial analysts and trade and consumer business media.

The education-led format offers in-depth analysis and insight into the driving factors and changing dynamics of global licensing in today's highly competitive marketplace while allowing time for one-to-one meetings and networking.

For more information about the event, please visit www.licensemag.com/nyc-summit.



Activision Launches TV, Film Studio

Activision Blizzard is diversifying again with the launch of Activision Blizzard Studios, a new film and television studio devoted to creating original content based on its library of video game properties. Former Disney executive Nick van Dyk has been tapped to co-head the division.

The studio's first production will be a new animated TV series "Skylanders Academy," which is based on its "Skylanders"

video game franchise. Under the supervision of showrunner Eric Rogers ("Futurama"), the show will feature the voices of actors Justin Long, Ashley Tisdale, Jonathan Banks and Norm Macdonald.

Activision Blizzard Studio is also developing its "Call of Duty" franchise for film.

"Activision Blizzard is home to some of the most successful entertainment franchises in history, across any medium. With the launch of Activision Blizzard

Studios, our engaged fans can now watch the games they love come to life across film and television," says Bobby Kotick, chief executive officer, Activision Blizzard. "Activision Blizzard Studios is yet another way we're celebrating our players and fans, and we expect that our film and television productions will entertain and delight whole new audiences, as well. I'm excited that Nick and his team will be leading this important new growth

opportunity for Activision Blizzard. We intend to approach film and television development with the same unwavering commitment to excellence we are known for in game development."

The studio announcement follows immediately on the heels of Activision's recent acquisition of King Digital Entertainment, owners of the mobile franchises "Candy Crush" and "Bubble Witch," among others, on Nov. 2 for \$5.9 billion.



Licensing Expo Launches Matchmaking Service

Licensing Expo has added a pioneering Matchmaking Service for its next show, June 21-23, 2016, in Las Vegas, Nev., at the Mandalay Bay.

Led by an online platform that helps attendees and exhibitors setup meetings in advance of the show, the Licensing Expo Matchmaking Service is complemented by a team of experienced business matchmaking professionals who will provide assistance and support to exhibitors and attendees throughout the year. The Matchmaking team will also be onsite to give hands-on support to exhibitors and attendees during the show.

The service is priced at \$500, but will be offered free of charge to all attendees and exhibitors in 2016.

Once registered for Licensing Expo 2016, attendees and exhibitors will automatically be able to search more than 16,000 contacts by job title, products and/or services, buyer/seller activities and market sector; discover new contacts and reach people previously difficult to locate; and maximize their time at the show, pre-arrange meetings and open the door to new business opportunities.

"In response to the needs of our valued exhibitors and attendees, Licensing Expo has developed this unique offering to support the show experience for everyone," says Jessica Blue, vice president, Licensing Expo. "We are excited to be able to meet the needs of our licensing community in this unique way by facilitating these important connections and, ultimately, deals.

Need further assistance? Gain suggestions from the Licensing Expo Matchmaking Service team, who can broker meetings with potential prospects on your behalf.

Petco Outfits Family Pets in Seuss, Stefani

Retailer Petco is decking pets out in style thanks to two new partnerships with Dr. Seuss and musician Gwen Stefani.

Petco has paired with Dr. Seuss Enterprises for the launch of the new Dr. Seuss Pet Fans collection, a line of pet accessories and toys.

The new collection, which is available now online and at Petco and Unleashed by Petco stores across the U.S., features an assortment of fantastical dog and cat products inspired by well-known Dr. Seuss characters such as The Grinch, The Cat in the Hat, Thing 1 and Thing 2 and more.

"Theodor Seuss Geisel (Dr. Seuss) was an animal lover, so this partnership is especially meaningful to Dr. Seuss Enterprises," says Susan Brandt, president, Dr. Seuss Enterprises, licensing and marketing. "This holiday line of pet products is sure to delight cats and dogs and deliver hours of good fun."

But if your pet's tastes are a bit more rock n' roll, Petco has you covered with the limited edition pet collection under musician and fashion designer Gwen Stefani's Harajuku Lovers brand.

Harajuku Lovers by Gwen Stefani includes more than 30 trendy toys, fashion accessories and apparel for dogs including a Union Jack sweater, a doughnut toy, black and white pet socks and even a fedora hat.

"We know that pet parents love expressing their own personal style through their pets," says Jen Loesch, vice

president, merchandising, Petco. "Gwen's colorful, fashion-forward and fun aesthetic makes her the perfect collaborator to bring this unique Harajuku Lovers collection to fashionista pet lovers in our stores, grooming salons and online."

Both lines are also a part of Petco's in-store pet spa experience, which features such pampering amenities for your pooch like a custom shampoo, fashion "pawlish" and accessories from both lines.





Pepsi Teams for Fashion Capsule

Pepsi has partnered with the California-based streetwear brand The Hundreds for a limited edition collection inspired by Pepsi's iconic advertising campaigns through the decades.

Licensing agency The Joester Loria Group brokered the deal.

The Hundreds set out to recreate Pepsi's advertising campaigns—from the '40s through the 2000s and even a future Pepsi Perfect ad from *Back to the Future II*—with the help of model Denise Schaefer, appropriating every decade to fit into the fashion label's modern world.

The resulting collection of tees and hoodies are now available at The Hundreds' flagship locations and online shop, as well as Pac Sun and other selected retailers.

"Pepsi, to me, is a part of Americana. As much as it is a beverage, it's also about American culture," says Bobby Hundreds, co-founder, The Hundreds.

New Marvel Merch Highlights Antiheroes

Marvel is looking beyond its core franchises in a new retail roll out that focuses on the characters Daredevil, The Punisher, Jessica Jones and Deadpool from its comic books and TV series.

Featuring new artwork that launched this past summer, the new merchandise campaigns focus on edgier images from the Marvel Publishing archive. Lines have begun rolling out in stores with larger launches planned for January 2016 that target teens and adults. Later in the year, activity will pick up even more with the debut of the second season of Netflix's "Marvel's Daredevil," which will include the first-ever live-action appearance of the Punisher on television.

"Our goal is to open our deep vault of characters and explore all opportunities to drive incremental revenue that extends beyond our core franchises and extends our reach to new consumer segments," says Paul Gitter, senior vice president, licensing, Marvel, Disney Consumer Products. "The excitement that is brewing across the board from not just fans, but also the licensees and retailers, is overwhelming and we are looking forward to seeing the reaction to this awesome product lineup."

The licensing program features a wide array of

adult, fan-focused product from apparel to collectibles and action figures. Fans will have the chance to build out full collections for the first time with collectibles from Diamond Select, Funko, Sideshow, Kotobukiya and NECA. Additionally, Hasbro will add Marvel

Legends collector figures, and Hot Wheels will unveil collectible die-cast vehicles next fall.

Mad Engine, C-Life, Hybrid, Freeze, Fifth Sun, Silver Buffalo and Bioworld will each be launching a robust lineup of product including men's and women's apparel, accessories, footwear, bags, home goods and drinkware. The merchandising programs will be rounded out with additional offerings including collector plush, stationery, consumer electronics and novelties as well as collected editions of the Marvel Comics where the heroes originated.

Retail partners are also working on in-store and online support for the program. Beginning in January, Target will feature a Funko display that will spotlight Daredevil, The Punisher and Deadpool collectible bobbleheads. In February, Hot Topic is launching an in-store and online Deadpool campaign that will include signage, a homepage takeover and social media

posts. Other brick-and-mortar

retailers including Walmart, J.C. Penney, Spencer's, Party City and Kohl's will also provide in-store and online support. Amazon will expand on its toy and apparel offerings for the characters and CafePress is launching a dedicated Jessica Jones shop offering unique merchandise for both men and women.





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For licensing and sales inquiry please contact Milin Shah, Vice President of Licensing & Marketing.
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ALLISON AMES
chief executive officer and president, Beanstalk

CREATIVE CONNECTOR

What are the key driving factors that you believe differentiate Beanstalk among other agencies in the marketplace?

As one of the industry's leading licensing agencies, there are three key areas that differentiate us. The first is the caliber of our clients. We are fortunate enough to represent many world-class brands that truly embrace the importance of brand extension as a strategic marketing platform and as a result, require the depth of strategic, creative, financial and legal services that we are able to provide.

Secondly, our talent. Our multi-discipline talent is the high performance engine of our business. We wouldn't be the agency we are today without the commitment, creativity and drive of each and every person at Beanstalk. From our senior team to the newer licensing professionals that have recently joined Beanstalk, everyone is truly a star here and entrepreneurs at heart.

Lastly, our culture. I cannot underscore enough the importance of creating a business culture that allows people to thrive and collaborate. Our agency values—commitment, collaboration, service, being open to change and empowerment—are not just words on paper. We all try to live by them in our day-to-day work lives.

What are among some of the changes in brand licensing and the role of the licensing agency that you have experienced during your tenure at Beanstalk?

Licensing has certainly evolved over the past 20 years from a transactional business to an important strategic platform for brand exposure and an enhanced consumer experience. We are in more than just the licensing business; we create a higher level of brand value. Brand owners are more sophisticated, require a higher level of service and as a result, we must deliver more innovative licensing and marketing solutions for our clients. Having Omnicom as our parent company and the ability to partner with sister agencies has provided many of our clients with more creative and comprehensive solutions as they look to expand their brands' equity.

What do you believe characterizes a brand licensing agency in today's competitive marketplace?

The business is becoming more complex with different types of competitors now entering the space. As a result, a brand licensing agency (or any evolving business) must continue to stay fresh with respect to trends and disruptive brand extension. Agencies must provide the right services, which means a comprehensive menu of services that meets the needs of a diverse group of clients, a global footprint, exceptional talent and compensation models that are more responsive to our client's requirements.

Describe Beanstalk's strategy and ability to maximize its resources and implement best practices in key markets around the world.

Our goal is to help our clients move from insight to implementation. We want to be the go-to agency for clients seeking any service that enables, supports and drives their brand or product extension strategy. This requires a consistent and high level of strategy, creative services, program implementation and management across a global footprint, all supported by unparalleled talent.

What are some of the innovative initiatives that Beanstalk has implemented that go beyond traditional brand extensions?

There are, of course, many such examples. However, I'll mention one about which I'm particularly proud. Our Blueprint division, launched in 2014, provides consulting advice that goes significantly beyond licensing. We've staffed the division with professionals from many different marketing and brand disciplines.

Provide some examples of successful brand licensing programs that exemplify Beanstalk's philosophy.

It's all about finding the right brand enhancing and lucrative partnerships as well as products that are authentic and solution-based for consumers. The HGTV Home program, including paint and paint accessories at Sherwin-Williams and Lowe's, and the HGTV Home Design Studio at all Bassett furniture stores are great examples of strategic extensions that provided reciprocal benefits to both HGTV and its industry leading partners. And that's one example, of many.

Name one or two of the most innovative brand extensions that you have been a part of during your career?

Some of the most innovative brand extensions that I have been instrumental in executing over the past

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years have been our retail exclusive programs. Certainly, the Mary-Kate and Ashley program at Walmart and other retailers around the world and the Danskin Now program, also at Walmart, were both paradigm shifting licensing programs. The HGTV Home paint and accessories program with Sherwin-Williams was a first of its kind for the retailer and Nuance by Salma Hayek at all CVS stores has paved the way for other similar health and beauty programs at competitive national pharmacies. And I'm looking forward to talking about another exciting venture that's launching in 2016.

What is your vision for Beanstalk over the next few years?

My vision is for Beanstalk to be committed to continuing to disrupt our industry by providing a level of services and resources unlike any other agency. The combination of strategy, creative services, program implementation and management across a global footprint supported by unparalleled talent will continue to position Beanstalk as the unquestioned leader in the field of brand extensions. ©

★ TOP 35 ★

LICENSING AGENTS

The 35 agents on this year's list represent more than \$64 billion in worldwide retail sales of licensed products combined. **BY NICOLE DAVIS**

There's no denying the influence of the world's top licensing agencies, particularly in a year like 2015 when the No. 1 spot is shared by IMG and The Licensing Company, both of which reported \$8.3 billion in worldwide retail sales of licensed products for the brands they represent.

TLC's move to No. 1 represents a big jump from 2014 when the agency held the No. 5 position with \$4.1 billion. Now its reported retail sales have more than doubled, thanks in large part to the agency's acquisition by Li & Fung in early 2014. (Six months later Li & Fung spun off its brands and licensing business into Global Brands Group.)

Another big mover this year was Striker Entertainment, which moved from No. 26 to No. 11, reporting \$1.5 billion in retail sales in 2015 thanks to blockbuster pop culture brands including "The Walking Dead," "Candy Crush" and *The Hunger Games: Mockingjay Part 1*.

Rounding out the top five are LMCA, Equity Management and the Beanstalk Group, which at \$6.59 billion, \$5.9 billion and \$5.7 billion respectively, each represent significant portions of the global licensing business.

New to the list is Knockout Licensing/CopCorp Licensing with \$475 million in retail sales for brands such as *Fifty Shades of Grey* and "Downton

Abbey," and Australia's Haven Licensing.

Two Top 10 agents, Beanstalk (No. 5) and CPLG (No. 10), both announced major organizational changes this year, as well.

Allison Ames was named chief executive officer of Beanstalk as co-founder and current CEO Michael Stone took on the role of chairman. Check out our exclusive interview with Ames on page 16.

Meanwhile, Copyright Promotions Licensing Group, which is part of DHX Media, has been in expansion mode. The agency combined two existing businesses, FWD Licensing and License2Brand, to create CPLG MENA and CPLG Turkey and Greece, while also opening new offices in Stockholm, Sweden and Warsaw, Poland, as it extended its footprint in Europe.

Of course this only scratches the surface of what these 35 companies have accomplished in the last year. Here's an overview of some the deals brokered by the world's top agents in 2015.

Character/Entertainment

Always a robust area of activity, this year was no exception.

CPLG signed on to help build a whole host of brands including Mind Candy's new gaming brand "World

THERE'S NO DENYING THE INFLUENCE OF THE WORLD'S TOP LICENSING AGENCIES, PARTICULARLY IN A YEAR LIKE 2015 WHEN THE NO. 1 SPOT IS SHARED BY IMG AND THE LICENSING COMPANY, BOTH OF WHICH REPORTED \$8.3 BILLION IN WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS FOR THE BRANDS THEY REPRESENT.

of Warriors" in continental Europe and the U.S.; the hit Japanese brand "Yo-Kai Watch" in Benelux and Italy; DreamWorks' classic characters Felix the Cat and *Where's Wally?* in France; and Nickelodeon & Viacom Consumer Products in the Nordics and CEE.

Meanwhile, Brand Central signed on to represent two classic television properties, "Reading Rainbow," which was re-launched as a digital brand in 2011, and "Are You Smarter than a Fifth Grader," which Fox brought back for a 12-episode run in May. The agency also signed up to build the "Angry Birds" brand in the food and beverage category.

The Joester Loria Group continued to grow The World of Eric Carle in new, innovative categories including non-toxic cleaning products and costumes.

Also this year, the Licensing Company signed a major new client in Europe—Twentieth Century Fox Consumer Products.

Corporate/Home

LMCA is truly a leader in this category, developing innovative extensions for household brands including Westinghouse, Trane and Roto-Rooter. This year alone, the agency helped to bring the Westinghouse brand to kitchen appliances in China, a line of security systems and water purifiers. Also this year, LMCA signed on to represent the electronics brand RCA in China.

IMG's work on the Goodyear brand shows the true potential of a corporate brand when managed well. Among the extensions that the agency worked up for the tire brand this year include a host of apparel and accessories deals including a racing range, a vintage line and footwear in South America, as well as branded hand tools in India and car accessories in China and Hong Kong.

Sticking with the automotive category, TLC put together a whimsical extension for the Jeep brand—a line of baby strollers. Meanwhile, Global Icons signed on to help build the University of Oxford brand in North America after representing the brand for several years in Europe.

Food/Beverage

The Joester Loria Group continues to lead the way in this category, with current clients including PepsiCo

(SoBe, Pepsi and Mountain Dew), Constellation Beers (Corona and Modelo Especial), Kellogg's, Pringles and Entenmann's. This year the agency also added the Jimmy Buffet-inspired Margaritaville brand, which is looking specifically to build out its food extensions, as well as the U.S. egg brand Egghand's Best.

Brand Central continued its work with Krispy Kreme, building the brand's coffee profile at retail with ground coffee, K-cup packs and ready-to-drink iced coffees.

Beanstalk also went from strength to strength in this space, signing on to represent the American-inspired London bakery chain Hummingbird Bakery, while at the same time continuing to build a diversified program for Diageo's Guinness beer brand.

At the same time, TLC helped to broker a deal this year for Hershey's-branded grilling gear to help make the perfect s'mores; and IMG signed on to represent Laughing Cow cheese and the vitamin drink mix Emergen-C.

Sports

The past few years have seen demand for licensed sports gear go through the roof as consumers become more interested in healthy lifestyles, and agencies are becoming increasingly important in capitalizing on this trend.

Crystal Palace FC just appointed CPLG to help build its merchandising program in October; while Michigan State University, one of the U.S.'s largest remaining independent licensing programs, teamed up with IMG's Collegiate Licensing Company. The CLC is a powerhouse in the collegiate arena, representing nearly 200 institutions worldwide, 25 of which it signed this year alone.

CAA Sports' Fermata Partners division emerged as a force to be reckoned with this year as well, signing huge names such as Notre Dame, the University of Wisconsin-Madison and Tottenham Hotspur.

Finally, in a move to strengthen its foothold in the live events sector, WME/IMG bought the bull riding circuit Professional Bull Riders, which features more than 300 events worldwide each year. The company also owns Formula Drift Racing, the Miami Open, the Rio Open and the U.S. Open of Surfing. ©

THE LIST



Rank	Agency	Retail Sales*	Key Clients/Brands
1	IMG	\$8.3B	Collegiate Licensing, PGA TOUR, Arnold Palmer, Wimbledon, MLB International, Ryder Cup, Louisville Slugger, Kentucky Derby, Playboy, Cosmopolitan, STP, Armor All, Vail Resorts, President's Cup, The Open (Royal & Ancient), Norman Rockwell, Ferrari, GNC, Goodyear Tire and Rubber, Richard Petty, Volkswagen, Yamaha, Royal Armed Forces, Sergio Tacchini, Jarritos, Coach John Wooden, Elisabeth Hasselbeck, Rolling Stone, French Bull, Le Mans, Randy McGovern, Pro Football Retired Players, NASH, Claudia Schiffer, Brigitte Bardot, Aston Martin, Wayne Gretzky, George Best, Li Na, Pfizer, UEFA 2016 European Cup, One World Trade Center (NY-NJ-PA), Muhammad Ali (Europe), 20th Century Fox (Asia) and Sesame Street (Asia).
2	The Licensing Company (part of Global Brands Group)	\$8.3B	Anheuser Busch, Iconix Europe, Coca-Cola, Lee Cooper, Discovery Channel (Korea), The Hershey Company, Fiat, Chrysler Automobiles, Jelly Belly, Little Tikes, Magic Light Pictures, Material Girl, Mercedes-Benz, National Trust, Jane Paker, Peanuts, Pernod Ricard, Puffa, Reckitt Benckiser, UMBRO, U.S. Polo Association and Welch's.
3	LMCA	\$6.59B	AgfaPhoto, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T, Craftsman, DieHard, Eastman Kodak, Forbes, Kenmore, Boston Museum of Fine Arts, New York Philharmonic, PepsiCo International, Snuggly, Trane, Uniden and Winchester.
4	Equity Management	\$5.9B	General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Nissan, Goodyear Tire and Rubber Company, Textron (Bell & Cessna), French's, Frank's RedHot, American Airlines, Dr Pepper Snapple Group, Lockheed Martin, Freightliner, Torani and Whirlpool/Maytag.
5	The Beanstalk Group	\$5.7B	Acura, Airheads, AT&T, Baileys, Carmindy, Chewits (U.K.), Chiquita, Chupa Chups (Asia), Coppertone, Doodle Jump (U.K.), Energizer/Eveready, Eureka, Fable, Fender (Europe), Forza, Genevieve Gorder, Got Milk?, Grill Mates, Guinness, HGTV HOME, Honda, Honda Powersports, Jack Daniel's (Europe), Killer Instinct, La Tasca (Europe), Matthew Williamson, Mentos, Mindy Weiss, MovieStarPlanet, My Singing Monsters, Old Bay, Paris Hilton, Pennzoil/Quaker State, Procter & Gamble, Salma Hayek, Slim Jim, Snob Essentials, Stanley Black & Decker, State of Decay, TGI Fridays, The Hummingbird Bakery (Europe), The Limited, U.S. Army, Volvo (Europe), Wilton and Wolfgang Puck.
6	Global Icons	\$5.2B	BMW, Buck Knives, Crock-Pot, Dairy Queen, Duraflame, Ford Motor Company, Henry Cotton's, Hollywood, Humvee, Ironman, Lincoln, Marina Yachting, McLaren, MCS, MINI, Motorola, Nintendo, Oxford University, Pop Secret and WWF.
7	Creative Artists Agency	\$2.4B	Adam Levine, Bethenny Frankel (Skinnygirl), Bob Marley (House of Marley), Britney Spears, Brooke Burke, Bruno Mars, Carrie Underwood (Calia), Cheesecake Factory, Cindy Crawford, Cirque du Soleil, Dr. Oz, Drew Barrymore (Flower), Dwayne Wade, Eva Longoria, Eva Mendes, Fred Segal, Funny or Die, Gordon Ramsey, Habitat for Humanity, Halle Berry (Scandale), Hewlett Packard, Jennifer Lopez, Jimmy Fallon, Julianne Hough, Kate Hudson, Kate Perry, Kelly Ripa, Lady Antebellum (Heartland), Little League Baseball, Liverpool FC, Manchester City FC, Marchesa, Matthew McConaughey (Just Keep Livin'), Penelope Cruz, Property Brothers, Selena Gomez, Shaun White, Tim McGraw, Toms, Tottenham Hotspur FC, University of Kentucky, University of Notre Dame, Waffle House and Zoey Deschanel.
8	Brand Central Group	\$2.1B	Dr Pepper Snapple Group, Tapatio Hot Sauce, Krispy Kreme Doughnuts, MasterChef, MasterChef Junior, Are You Smarter than a 5th Grader?, Beekman 1802, DryBar, Dwell Magazine, Cupcakes and Cashmere, Moleskine, Baby First, Dominique Ansel, Gaiam, Kikkoman, Mister Rogers Neighborhood, Petit Tresor, Reading Rainbow, Spoon Fork Bacon, The Chew, The Cronut and Dr. Andrew Weil.
9	The Joester Loria Group	\$1.9B	Pepsi-Cola North America (Pepsi, Mountain Dew, Aquafina and SoBe), Constellation Brands Beer Division (Corona Extra, Corona Light, Modelo Especial, Negra Modelo, Pacifico and Victoria), Clorox, Kellogg's cereal and snack brands (Pop Tarts, Cheez-It, Keebler and Pringles), Fabio Viviani, Aimee Song/Song of Style, Amy Coe, National Geographic (Brain Games), The World of Eric Carle, Entenmann's, Defy Media (Smosh), Waste Management, Animal Planet, Hearst (Car and Driver, Road & Track and Popular Mechanics) and Jockey.
10	CPLG	\$1.8B (E)	Cherokee, Activision (Skylanders and Call of Duty), Universal (Despicable Me and Minions), Sesame Street, St Andrews Links, England Rugby, Ubisoft (Rabbids), MGM (Pink Panther), Michelangelo, Twirlywoods, Teletubbies and In the Night Garden.
11	Exim Licensing Group	\$1.7B	Breaking Bad, Discovery Kids, Mia & Me, Lalaloopsy, How to Train Your Dragon, Jelly Jam, Matt Hatter, Rabbids, Assassin's Creed, Copa America 2015, Peppa Pig, Despicable Me and Minions.
12	Striker Entertainment	\$1.5B	AMC's The Walking Dead, Candy Crush Saga, Media Rights Capital (Ted, House of Cards and Chappie), Orphan Black, Pacific Rim, Lionsgate (The Hunger Games: Catching Fire and Mockingjay Part 1, Divergent and Orange is the New Black), DreamWorks Studios (Need for Speed and Real Steel), Evil Dead and Morgan Creek (Ace Ventura).



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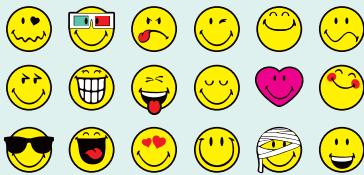
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RETAIL STORES



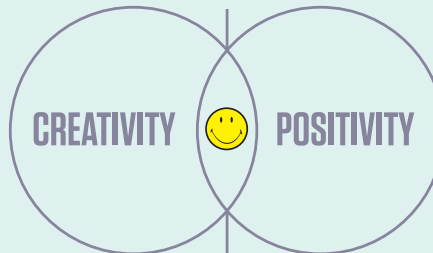
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Top 35 Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
13	P&L Global Network	\$1.5B	Saban Brands (Paul Frank and Julius Jr.), The Partnership (The Royal County of Berkshire Polo Club), The Licensing Company (Jeep), Sanrio Do Brasil Comércio E Representações (Hello Kitty), Sony Computer Entertainment America (PlayStation and Metal Gear Solid), Trump Marks Products (Donald J. Trump Signature/Trump Home), Harvard University, Versace 19.69 Abbigliamento Sportivo (Versace 19.69), Marie Claire Album/Société d'Information Et De Creations (Marie Claire), Edebé Audiovisual/Garbancito Fiel (Catalina Estrada), Performance Brands/Global Icons (Mc Laren, Mcs, Henry Cotton), Hallmark Cards/Dayspring Cards (Hallmark, Forever Friends, Rainbow Brite and Emily Button), Paws Inc. (Garfield), Bromelia Produções and Redibra (Gallina Pintadita), Baby Network (Baby TV), Tokidoki, The Aird Group (Kimmidoll Collection, Kimmidoll Junior and Kimmidoll Love), Paramount Licensing (characters of Paramount Motion Pictures), Ludorum Enterprises (Chuggington), Perfetti Van Melle (Chupa Chups), Dracco Netherlands (Filly Unicorn, Filly World and Zombie Zity) and T5 Pictures (Terminator Genisys).
14	Redibra	\$1.3B	Coca-Cola, Twentieth Century Fox, Paul Frank, Pac-Man, Tree Fu Tom, Andy Warhol, Capricho, Galinha Pintadita and Peixonauta.
15	Tycoon Group	\$1.14B	Twentieth Century Fox, Electronic Arts, Swiss SARL/PopCap, Rovio Entertainment, Sanrio Do Brasil Comércio E Representações, Sesame Workshop and Universal Pictures International.
16	Brandgenuity	\$1B	A&E, Church & Dwight (Arm & Hammer, OxiClean and Kaboom), Food Network, MGM Studios (Fargo, Pink Panther, Rocky and Vikings), FX Networks, World Poker Tour, Pella and Viacom Music & Entertainment Group.
17	Broad Street Licensing	\$1B	Playboy, Guinness, BIC USA, Steak 'n' Shake Restaurants, O'Charley's Restaurants, Culinary Institute of America, Gourmet Boutique Foods, Partner Business Importacao, 99 Restaurants and Stoney River Steakhouse.
18	Plus Licens	\$900M (E)	National Hockey League, Paul Frank, Peanuts, Sesame Street, Minions, Jurassic World, My Little Pony, Hello Kitty, Route 66 and Rilakkuma.
19	Brand Licensing Team	\$700M	Coca-Cola, Hasbro, MillerCoors, General Mills, Hickory Farms and Fender Musical Instruments.
20	Global Trademark Licensing	\$570M	BMW Group, Bentley, Daimler AG and Fiat Group.
21	IMC	\$500M	Bissell, TIKI, Sweet Baby Ray's, Rocky Mountain Chocolate Factory and AT&T.
22	Knockout Licensing/ CopCorp Licensing	\$475M	Fifty Shades of Grey, Downton Abbey, Boo-The World's Cutest Dog, Outlander, Pink Cookie, Singer, Little House on the Prairie, Justin Time and Smithsonian Libraries' Seed Catalog Collection.
23	Live Nation Merchandise	\$410M	Nirvana, Kurt Cobain, David Bowie, Wu Tang Clan, Deadmau5, Outkast, Sex Pistols, Sublime, The Clash, Beastie Boys, U2, Maroon 5, Ozzy Osbourne and Florida Georgia Line.
24	Bradford Licensing	\$400M (E)	NBA, Liverpool Football Club, Diamond Comics and PepsiCo International.
25	Seltzer Licensing Group	\$400M	Scotts Miracle-Gro, Unilever (ice cream) and Del Monte.
26	The Wildflower Group	\$375M	Girl Scouts of the USA, Compari (Bombay, Cabo Wabo, Skyy Vodka, Wild Turkey and Wild Turkey Honey), Rock & Roll Hall of Fame and Museum, Rapala, Goodnight Moon, Raggedy Ann & Andy and Rodale (Men's Health, Women's Health, Prevention, Runner's World, Bicycling and Organic Life).
27	European Licensing Company (ELC)	\$360M	Cartoon Network, DreamWorks Animation, Twentieth Century Fox, Rainbow, Warner Bros., FC Barcelona, Real Madrid, Juventus, Manchester United, AC Milan, Zenith and WWE.
28	Ink Group	\$350M (E)	Animal Planet, Discovery Channel, DreamWorks Animation, Mia & Me, Masha & the Bear, Smurfs and Zafari.
29	Biplano	\$295M	King Features, Sanrio, The Smurfs, MGA, WWE, Nickelodeon, FremantleMedia Enterprises, Carte Blanche, Masha & the Bear, Matt Hatter and Vooz.
30	All American Licensing and Management Group	\$265M	Mandalay Bay Hotel, MGM Grand, Bellagio Hotel, Jennifer Adams Home, Schleich Toys, The Beatrix Girls, The American Outdoorsman, Cristina Saralegui, Chef Rick Moonen, Phil Keoghan, Kim Alexis, Kym Johnson, True Romances Magazine and Steven Colucci.
31	Haven Licensing	\$250M	Nickelodeon, MTV, Sanrio, Cartoon Network, MGA Entertainment, Cherokee Group, Sesame Workshop, Silvergate, IMPS, The Joester Loria Group, WWE, Pantone, Tokidoki, Artestar, Emoji, DHX Brands, Valiant Comics and V8 Supercars.
32	The Buffalo Works	\$250M	Jim Shore, Dan DiPaolo, Dave Miller, Lorraine Vail, Just the Right Shoe, Anne Groton, At Peace, Lynette Jennings and Barbara O'Brien.
33	Big Tent	\$195M	Campbell Soup Company, NHK (Domo), Discovery Consumer Products (Discovery Kids), NBCUniversal (The Biggest Loser), Mercis (Miffy-North America) and Pixfusion.
34	The Valen Group	\$184M	IHOP, Rust-Oleum and Biltmore Estate.
35	Evolution	\$150M	Miramax (film library), NBCUniversal (Hannibal), Yo-Kai Watch, LBX, Playmobil, Super 4, Cliccors, Sea World and The Wildlife Docs.

*Retail sales are based on licensed merchandise worldwide for the brands each respective agency represents and are based on 2014. Each licensing agency submitted sales figures unless otherwise noted (E). Only some major clients/brands/properties are listed.
 **Does not include Brazil, Argentina, Bolivia, Uruguay or Paraguay.

OVER **\$1 BILLION** IN RETAIL SALES
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The TV series and pop culture mainstay “Doctor Who” has made another timely appointment with Hot Topic this holiday season for exclusive apparel.

FEELIN’ GOOD, KEEPIN’ CALM

The popular sci-fi franchise “Doctor Who,” which celebrated its 50th anniversary in 2013 with an extensive licensing, promotion and marketing program, continues to make house calls to its loyal fans.

The British television series, co-produced by BBC Americas, has partnered with retailer Hot Topic for another exclusive “Doctor Who”-inspired fashion collaboration based on the adventures of the alien Time Lord from the planet Gallifrey. The Doctor character is able to “regenerate” into a new body taking on a new personality as he travels through time and space in his TARDIS. Thirteen actors have played the character to date, including the current Doctor, Peter Capaldi.

“‘Doctor Who’ has become one of the most sought-after merchandising brands in the U.S., and the show continues to draw big ratings on BBC America. Hot Topic has been a leading retail partner for the brand and we are delighted to partner for this exclusive fashion line,” says Carla Peyton, senior vice president, licensing, BBC Worldwide North America. “As ‘Doctor Who’ is one of the top fan favorite licenses at Hot Topic, it was



a natural progression to continue into this fashion line. The retailer is a major supporter of the show and serves one of the very same demos that we're targeting."

The Hot Topic line consists of stylish dresses, knits and outerwear for women inspired by popular characters and iconic items from the world of "Doctor Who." Each piece features distinctive details from the series such as Sonic Screwdriver and TARDIS prints, embroidered gears, pinstripes and bow ties. The "Doctor Who" line is also affordable and ranges from \$48-\$90, with all styles offered in plus sizes, as well. The nine-piece collection includes items such as a TARDIS coat, a TARDIS dress, a TARDIS galaxy print dress, a "Doctor Who" knit pullover, a Fair Isle cardigan, a Fourth Doctor striped cardigan, a halter dress, an Eleventh Doctor bow tie dress and an Eleventh Doctor tweed capelet.

"Hot Topic is a company full of Whovians, so we are more than excited to debut this amazing 'Doctor Who' fashion line for the holidays," says Cindy Levitt, senior vice president, merchandising and marketing, Hot Topic, which operates 683 stores in the U.S., Canada and Puerto Rico. "From the TARDIS dress to the Fourth Doctor striped cardigan, we know devoted fans will be thrilled with the level of detail and love for the

'Doctor Who' series we put into this beautiful collection."

In addition to the fashion collection, Hot Topic is offering a wide range of "Doctor Who" licensed merchandise including t-shirts, accessories and gifts.

The series is now in its 14th season, and BBC America will air a holiday special on Christmas Day.

The popularity of the show continues to be strong, according to Peyton, who points out that, in comparison to other original dramas airing on both competitive cable networks and broadcast networks, "Doctor Who" actually garners the highest concentration of teen viewers (ages 12- to 17-years-old) and also posts one of the youngest drama audiences among these networks (a median age of 40) behind only "The Walking Dead" (36), "Scream Queens" (36), "American Horror Story" (36) and "Fear the Walking Dead" (38).

Peyton says that "Doctor Who's" most recent season premiere garnered "more social engagement than even the buzziest shows of broadcast's fall TV season, ranking only behind 'Empire,' with more than 1 million premiere night engagements across Facebook, Google+, Instagram, Tumblr, Wikipedia and YouTube." ©



CARLA PEYTON
senior vice president, licensing,
BBC Worldwide North America



CINDY LEVITT
senior vice president, merchandising
and marketing, Hot Topic

TOPPING THE charts

Francisco Arenas is building a licensing division that will expand entertainment brands *Billboard* and *The Hollywood Reporter* around the world through truly unique consumer product deals and venue partnerships. **by AMANDA CIOLETTI**

U.S. publication *Billboard* and its sister brand *The Hollywood Reporter* have a global reach that is undeniable—30 million readers worldwide as of July 2015. When you add social media to the mix, the numbers climb again—*Billboard* has a social media footprint of 15.4 million followers across Facebook, Twitter, Instagram, YouTube, Google+, Pinterest and Tumblr; while *THR* has 4.1 million followers.

Known for its cross-industry utilized statistics, news and charts, *Billboard* is more than a music database. Founded in 1894, *Billboard* charts define success in the music industry and its magazine is foremost at bringing music news to the world.

THR is the film industry's go-to publication for insider news and in-depth reporting, deals, trends and Hollywood lifestyle.

Under parent company Guggenheim Media's entertainment group, the *Billboard* and *THR* brands are strategically positioned to grow exponentially in 2016 in the U.S., and, through the leadership of Francisco

Arenas, senior vice president, licensing and business development, both are poised to enter into new markets.

"Our global franchise expansion strategy for *Billboard* and *The Hollywood Reporter* in 2016 includes delivering branded music and entertainment content to new audiences via media partnerships in key growth markets beside the U.S.—Asia, Europe, Latin America and Canada—as well as teaming up with event venues and international licensing agencies, and launching consumer products across categories at retail for the first time," says Arenas. "These goals reflect our long-term commitment to offer fans around the world a multi-platform experience."

At the center of both the *THR* and *Billboard* merchandise and licensing strategy are fresh style guides that capitalize on the current and future brand identities of each, created in partnership with branding strategy agency StyleWorks Creative.

For *THR*, Arenas says the brand will look to the sophistication and glamour of Hollywood to set the tone for product programs, which will lean more toward a "curation play." "We will provide creative direction and work with potential licensees and/or retail partners to curate product programs at retail," says Arenas. Arenas says, however, that *Billboard's* general



FRANCISCO ARENAS
senior vice president, licensing and
business development, *Billboard*
and *The Hollywood Reporter*



aesthetic will be more wide-ranging, thanks in part to the extensive reach of music and the expansive demographic (men and women, ages 18- to 49-years-old) that the category appeals to and the seemingly endless applications for the brand at market.

The style guide is two pronged—Sing It is a statement-driven graphic collection that utilizes inspirational and familiar music-centric sayings; while the Glow aesthetic will look to capture the energy of the electronic dance music scene to craft its product collections.

“When you look at music, it can be very broad, so we spent a lot of time looking at the core DNA of the *Billboard* brand when developing the style guide,” says Arenas. “*Billboard* is all about music discovery, and we are the authority in the business for ranking music. Looking at those brand values, as well as predicting trends in music, we narrowed the styles down. Sing It is inspired by our editorial content and celebrates popular phrases that are meaningful for the music industry. For Glow, we decided to concentrate on electronic dance music, which we see as a growing trend, especially among younger people and Millennials. The collection is very colorful and takes inspiration from EDM festivals, which have a music discovery aspect to them, too.”

As the *Billboard* brand continues to take shape and grow, Arenas is building a strategy that is expanding

both around the globe through truly innovative media partnerships, products and brand extensions.

The new style guide will be explored in the new *Billboard* shop that is set to launch late this year as part of the Zazzle print-on-demand e-commerce platform. Zazzle, which reaches more than 7 million users monthly, will give fans access to a broad range of *Billboard*-branded products that will utilize the newly-created style guide across a range of core categories.

In the U.S., the *Billboard* brand will capitalize on its long heritage and deep awareness as it extends in a multitude of original and innovative ways—from earbuds found on Delta flights (*Billboard* provides the earpieces on all Delta planes worldwide) to branded debit cards to venue partnerships and more.

The *Billboard* brand will also be getting a brand-new range of audio products and accessories in partnership with ESI, which will debut the collection at January’s CES show in Las Vegas, Nev. The multi-year deal will roll out product such as headphones, earphones, Bluetooth speakers, branded power cords and more.

Billboard has also recently launched two very different but nonetheless interesting venue partnerships in New York—one with the Barclay Center and the other



for a recording studio retail and education experience.

Home of the Brooklyn Nets and New York Islanders, the Barclay Center now boasts the first *Billboard Lounge*, a 300-person, 5,500-square-foot club that will play host to special events, live programming and offer cocktails and small plates exclusive to premium season ticket holders. The *Billboard Lounge* opened its doors in August.

Keeping the whole family in mind, *Billboard* has also debuted a partnership with The Chord Club, a state-of-the-art recording studio, music school and private event space, for a branded New York City flagship location. Located on Manhattan's Upper East Side, The Chord Club will allow children and their families to gain "real world" music

experience, offering access to a recording studio and curated classes. The Chord Club opened this fall.

Looking to international waters, last spring, *Billboard* signed on to create a live music experience for cruise ship line Holland America. *Billboard Onboard* debuted as a showcase of live musicians that perform shows centered on the stats, facts and figures of the music industry as chronicled by *Billboard*.

But by far and large, Asia is a region that is presenting ample opportunity for *Billboard*.

"Asia is a big market for us, and they have a large appetite for Western brands," says Arenas.

In May, *Billboard* inked a deal with Asia's Tork Limited to establish *Billboard Radio China*. Already established in the region, the content partnership allows the station to air up-to-date music news, backstage reports and

exclusive interviews under the *Billboard* brand.

Also in China, *Billboard* has paired with YinYueTai, a music video service, to introduce a branded social chart that will rank video and engagement on the YYT site. The *Billboard/YYT* chart will launch in early 2016. As part of the agreement, *Billboard* has brought YYT's V-Chart to its own website, which can be found in its

International Charts section.

There's also publishing secured for Thailand and soon Venezuela.

"My goal is to create global franchises and establish the core of the brand, which is media and content," says Arenas. "Through media and content partnerships, products and retail can then live in these regions around the world and grow. The media deals are

very important to establish the overarching strategy."

Arenas also secured licensing agency representation for *Billboard* around the globe. CPLG will represent *Billboard* in Europe including the Nordic, Central and Eastern regions, the Middle East and Africa.

"We really looked hard at this deal because we are growing so much. CPLG is the best-in-class, so we are very, very excited," says Arenas.

In Korea, Infiniss will represent the brand, while other agencies engaged include the India-based Bradford License India and Segal Licensing for Canada. An Asian agency is in the works as well, and should be announced soon.

THR brand is also expanding globally, most recently through a multi-year partnership with Tencent, China's leading provider of comprehensive Internet services, which will bring *THR* content to Chinese users.

The editorial content partnership will provide exclusive *THR* feature stories, video, breaking news and celebrity coverage for a *THR* on Tencent section on the instant messaging service portal QQ.com, as well as across Tencent's key media platforms.

"*The Hollywood Reporter's* reputation as the entertainment industry's flagship media brand has expanded significantly this year," says Arenas. "On a single day in September, the website set a one-day record of 10.5 million views. We plan to extend this reach even farther in 2016, with international media deals that will put news, features and videos in front of key growth market audiences for the first time."

These secured deals and the broad categories and partnerships that both brands are capable of conquering are certainly setting the stage for a global brand roll out that anyone can say tops the charts. ©





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BLE'S

BIGGEST YEAR YET

Brand Licensing Europe hosted its biggest show ever this October, marked by increases in both the number of exhibitors and attendees. **by NICOLE DAVIS**

This year's Brand Licensing Europe, which took place Oct. 13-15, was the most well-attended show in the event's 17-year history. A total of 7,203 visitors attended across the three days, one-third of whom were from overseas, and attendance by retailers was up 19 percent over last year.

The event boasted 315 exhibitors (also an increase from last year) of which 90 were new including Volkswagen, PGA Tour, Pepsi,

Lee Stafford, Now! That's What I Call Music, Stanfords and the Shakespeare Birthplace Trust.

This year's Retail Mentoring Programme was also the biggest since its launch six years ago, with more than 35 buyers from 12 major U.K. retailers participating. The event also hosted its largest-ever character parade, featuring 80 characters, and offered more educational sessions than ever before across the Licensing Academy and the Brands & Lifestyle Theatre.

As always the two keynote addresses were highlights.

YouTube celebrity and Blogilates founder Cassey Ho held the first keynote discussing the impact of YouTube celebrities in licensing. In the second

keynote, Moomin Characters' Sophia Jansson took visitors on the brand's 70-year journey from inception to the current day.

To close out the show's educational tract, the buildable cardboard robot brand OiDroids

was crowned as the winner of the annual License This! competition for new creative concepts.

"This year's show was the best yet, with more visitors, exhibitors and education than ever before," says Darren Brechin, event director, BLE. "Increasing retail attendance is always a key priority for us, and we are therefore delighted with the end results. The Retail Buyers' Lounge was packed during the show, demonstrating that BLE is now firmly established as a key date in the retail diary."

As always, the show was also a focal point for major announcements from the world's top brands. Read on for highlights of some of the major news to come out of this year's event. Brand Licensing Europe 2016 will take place Oct. 11-13, 2016, at Olympia, London.

Characters and Entertainment

The world's largest licensor, The Walt Disney Company, turned out in style with announcements for Pixar, Marvel and some of its TV brands.

The studio unveiled plans for a wide-reaching product program in support of the newly released *The Good Dinosaur* from licensees





including master toy partner Tomy, Cartamundi, Kid Design and Leomil. Disney•Pixar is also gearing up for the 20th anniversary of *Toy Story* with new product lines planned from Mattel and Thinkway.

Disney will also debut two new preschool series in the U.K. next year on its Disney Junior channel—the new show “Goldie & Bear” and “The Lion Guard,” which is based on the classic animated film *The Lion King*.

In the Marvel arena, 2016 will be a busy year with plans for a Hero Up! campaign, the film *Captain America: Civil War* and a new Disney XD animated series “Guardians of the Galaxy” that will debut in the U.K. Nov. 7, 2016.

Meanwhile, Hasbro is bringing its Transformers brand back to its roots with plans for a new toy range from Dickie Toys that will include

R/C, die-cast and light-and-sound vehicles as well as play sets.

Sanrio unveiled plans to introduce four new characters to the classic Mr. Men Little Miss franchise as the brand celebrates its 45th anniversary next year. The new additions will include Mr. Marvelous, Mr. Adventurer, Little Miss Sparkle and Little Miss Fabulous.

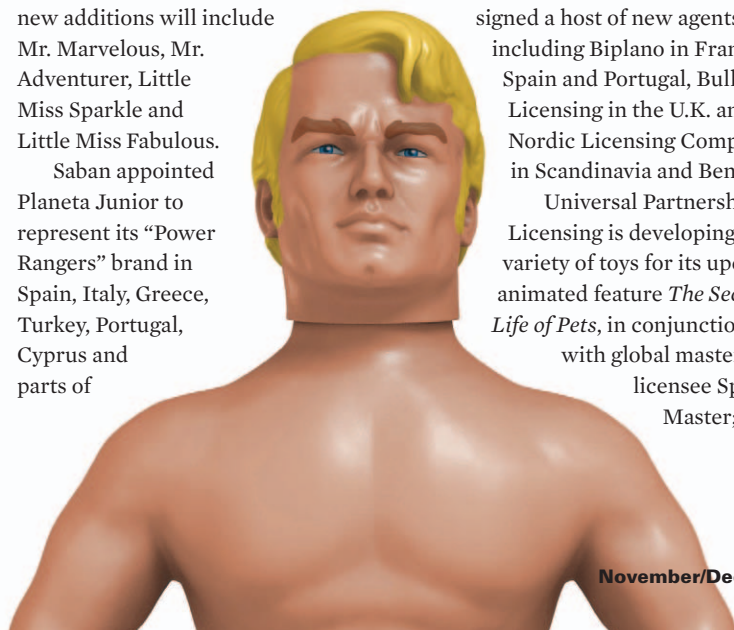
Saban appointed Planeta Junior to represent its “Power Rangers” brand in Spain, Italy, Greece, Turkey, Portugal, Cyprus and parts of

Eastern Europe.

In other agency appointments, Ink Licensing was appointed to represent the classic toy brand Good Luck Trolls and the upcoming DreamWorks film inspired by the figures, *Trolls*. “Angry Birds” also signed a host of new agents including Biplano in France, Spain and Portugal, Bulldog Licensing in the U.K. and Nordic Licensing Company in Scandinavia and Benelux.

Universal Partnerships & Licensing is developing a wide variety of toys for its upcoming animated feature *The Secret Life of Pets*, in conjunction

with global master toy licensee Spin Master; while





Entertainment One continues to extend the strong product roster for “Peppa Pig” with new offerings from Winning Moves, Character Options, Trends U.K. and Vivid.

Activision is continuing to build programs for its top franchises including “Skylanders,” “Call of Duty” and “Guitar Hero Live.” Following the launch of the new “Skylander

SuperChargers” game in September, the gaming studio gave BLE visitors a sneak peek at an upcoming, new creative direction for the brand.

Brands and Lifestyle

Hasbro unveiled a whole host of new extensions for its top franchises at BLE this year including the first-ever My Little Pony feature film (set for 2017), the re-launch of the classic Stretch Armstrong toy with the help of licensee The Character Group, new activations for Action Man’s 50th anniversary and two high-end lifestyle collaborations for Transformers with Fyodor Golan and Philipp Plein.

In the sports arena, CPLG was appointed to represent the Crystal Palace Football Club, while the U.S.-based fan merchandise company Ultra Sport arrived at the show with four newly signed licenses—Chelsea FC, West Ham United FC, Sunderland AFC and Fulham FC.

Also, ITV Studios

Global Entertainment tapped Groovy U.K. to develop a line of homewares and gifting products in the U.K. inspired by the iconic disco group the Village People.

Art, Design and Image

The Victoria & Albert Museum inked two new deals with top publishers. Penguin Random House has signed on to create a children’s book range that will be based on imagery from the V&A archives, and Thames & Hudson will publish an adult range that explores the museum’s art and design collections.

Imperial War Museums unveiled its new collaboration with the HemingwayDesign Team featuring the iconic Spitfire plane to mark the 75th anniversary of the Battle of Britain. The Spitfire Collection is the first in a series of designs that will be released under the partnership.

Finally, Penguin Ventures has partnered with Lady Art Fabrics to create a line of paper and fabric inspired by three vintage Ladybird books, as the publishing brand closed out its centenary year. ©



The Future of Play

License! Global takes a look at trends in the global toy market that will influence retail sales and how children play in 2016.

by AMANDA CIOLETTI

With global toy sales on the rise, and much of that licensed, the upcoming toy fair season is shaping up to be a good one. As the world's major toy events get underway—London Toy Fair, Nuremberg Toy Fair and New York's International Toy Fair—*License! Global* is looking ahead to trends that will be seen on show floors and at market around the globe.

As of last month, The NPD Group is projecting toy sales growth of more than 7 percent heading into Q4 across 11 major global markets. That growth, says NPD, is not being fueled by any one toy or property this year either, thus broadening opportunities for varied licensed products.

"This year, the hype is not centered on any one toy item or property; there is popularity around a variety of products, which is making 2015 a particularly strong year for the toy industry in markets around the world," says Frederique Tutt, global toys industry analyst, The NPD Group." With that in mind, here are some trends that *License! Global* predicts will continue the toy industry's growth in 2016.

Star Wars

It's a plain fact: Disney Consumer Products has something special on their hands with the flood of *Star Wars* merchandise in market. As the first film in years (*Star Wars: The Force Awakens*) opens around the world this month, products continue to dominate retail shelves and find themselves in shoppers' baskets.

DCP kicked off the

international roll out of *Star Wars* merchandise September 4 with Force Friday, a globally coordinated debut of never-before-seen toys and product that led with an online unboxing event and was celebrated with midnight retail openings. The clamor for all things *Star Wars* took off with consumers, with NPD Group reporting that "about \$1 of every \$11 for the week (of Sept. 4) was spent on a *Star Wars* toy." NPD also predicts that the toy industry on the whole will benefit from the *Star Wars* lift, as the products contribute significantly to overall sales through the holiday season.

In October, advance ticket sales for *Star Wars: The Force Awakens* shattered box office records more than two months ahead of its theatrical debut Dec. 18 (Dec. 17 in the U.K.), and some analysts are predicting the film will bring in \$650 million in the U.S. and a total of \$2 billion globally. (Source: *Fortune*.)

With at least one new franchise installation per year on the books through 2019 and a four-decades-long heritage in the marketplace, the consumer appetite for *Star Wars* is long from over and retailers are bolstering their shelves with product to keep up with demand. According to recent findings from *The Wall Street Journal*, mass retailers such as Target and Walmart have aisles so full of *Star Wars* merchandise, it is pushing out other properties. And with toys such as the BB-8 app-enabled Droid from Sphero in its product arsenal (an early CP star for DCP's *Star Wars* collections) and new *Star Wars*-themed lands heading to its amusement parks (the Walt Disney World Resort in Florida opened the doors to its *Star Wars* entertainment this month, and more enhancements are planned for the California park), the love affair with the classic and new films will likely continue long into the second half of the decade.



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Connected Toys

The past few years have been about toys-to-life, led by Activision's "Skylanders" video game and accompanying range of products and figures, and moving forward, consumers will begin to see that concept mature.

Activision will continue to be a market leader in the connected toy space, particularly as it grows its stable of properties to now include mobile gaming company King Digital Entertainment (that acquisition took place last month), but there are now other players to keep an eye on.

This past fall, LEGO, Warner Bros. Interactive Entertainment and TT Games launched the new crossover video game "LEGO Dimensions," a gaming experience that merges physical LEGO brick building with interactive console gameplay.

At its debut, "LEGO Dimensions" spanned 14 franchise universes that tapped into varied genres of entertainment and include DC Comics, *The Lord of the Rings*, *The LEGO Movie*, *Back to the Future*, *Jurassic World*, "Scooby-Doo!," "The Simpsons," "Doctor Who" and more.

"For the first time, beloved characters from LEGO building sets are introduced into a gaming experience where fans can mix and match characters and universes just like they do in the playroom," says Niels Jørgensen, vice president, digital games, the LEGO Group.

Disney is also furthering the connected play concept with the launch of Playmation, a joint effort between Disney Consumer Products and Interactive Media and Hasbro. The system of connected toys and wearables fuses technology with digital storytelling and is the result of an extensive online study of 2,000 U.S. families as they looked at children's play. Playmation aims to bring children together with their families through the collaborative play pattern and use of technology, but the innovation, however, is that Playmation does not rely on an Internet connection, allowing players to use the system anywhere and everywhere.

"Playmation blends technology, storytelling and imagination in a way that's made for today's digitally savvy kids," says Nitin Chawla, vice president, strategy and business development, DCPI. "Our research shows families are looking for a new way to play that's active, creative and technology-infused—and Playmation is just that."

Playmation debuted at market in October with a *Marvel's Avengers* starter pack that includes five connected toys, with additional toys and smart figures available.

Disney has also upped its Disney Infinity gaming concept, which too brings "toys-to-life," with the launch

the 3.0 Edition, this summer. The latest update to the gaming platform folds in to its gameplay many of the franchises from its portfolio such as *Star Wars*, Disney, Disney•Pixar and Marvel.

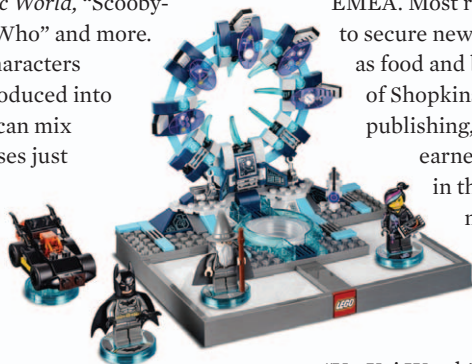
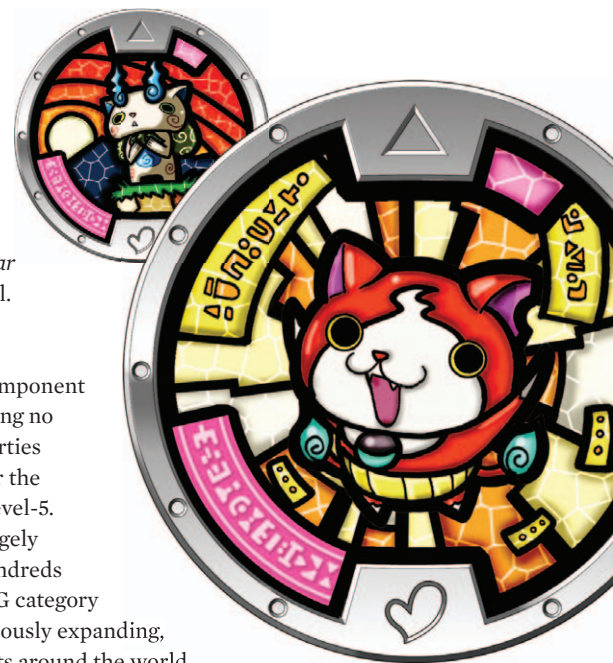
Collectibles

Toys that have a high collectible component are a perennial play trend that is showing no signs of slowing, particularly for properties such as Moose Toys' Shopkins brand or the new "Yo-Kai Watch" property from Level-5.

Girls' brand Shopkins are small, largely food-based characters that come in hundreds of iterations, lending itself to the FMCG category expertly. The brand is also fast and furiously expanding, thanks to its network of licensing agents around the world such as Bulldog in the U.K. and Ireland and Nelvana in EMEA. Most recently, Bulldog has helped the brand to secure new partnerships in broad categories such as food and beverage, which joins the large program of Shopkins goods across apparel, stationery, toys, publishing, homewares and more. The property has earned itself a spot on the bestselling toy lists in the U.K. and U.S., and shows no sign of market fatigue in the immediate future.

For boys, Japan's Level-5 has found much success with its "Yo-Kai Watch" series. A true phenomenon in Japan, the "Yo-Kai Watch" product program saw more than \$2 billion in retail sales since its television debut in January 2014. Now as the property, which will have a consumer product program based around the main character Nate's Yo-Kai watch and collectible medallions, enters international markets, Level-5, its production partners Dentsu and TV Tokyo, and a series of global licensing agents are projecting similar success around the globe.

The series debuted in the U.S. and Canada in October, and in Australia and New Zealand this month. It will launch in Latin America and Europe next year. In addition to Japan, the show is already on-air in Korea and Pan-Asia. The TV rollout is accompanied by merchandise anchored by Hasbro in the U.S. (first product will debut in January), as well as additional products from licensees such as World Trade Jewelers, Isaac Morris, Radz Brands, Topps Company, Cortina Leomil, Franco, Northwest Company, Acco Brands, Brown Trout Publishers, Panini America, Pyramid, Bridge Direct, Cra-ZArt, Just Toys, Little Buddy, MB Wolverine, Rubie's, Underground Toys and Hori. ©



LEADING GLOBAL LICENSEES 2015

License! Global presents its annual Leading Global Licensees feature as a guide to some of the most notable and respected companies in the consumer products business.

APPAREL AND ACCESSORIES

ABG Accessories

Jolene Cappadona, vice president, licensing
10 West 33rd St., 11th Floor, New York, NY 10001
T: 212-695-8520 ext. 144
E: jolene@abgnyc.com

SAMPLING OF LICENSES: Shopkins, Disney's Frozen, Disney Princess, Mickey Mouse, Minnie Mouse, Cars, Sofia the First, Doc McStuffins, Big Hero 6, Inside Out, Nightmare Before Christmas, Disney Descendants, Teenage Mutant Ninja Turtles, Dora and Friends, SpongeBob SquarePants, Bubble Guppies, Blaze and the Monster Machines, Shimmer & Shine, PAW Patrol, Alvin and the Chipmunks, Barbie, Hot Wheels, Monster High, Hello Kitty, My Little Pony, Transformers, How to Train Your Dragon, Dinotrux, DC Comics, Skylanders and Care Bears

PRIMARY BUSINESS CATEGORIES: Headwear, cold weather accessories, Flipeez, rainwear, belts and suspenders, newborn/infant accessories and infant soft-soled shoes.



Accessory Innovations

Karyn Weiss, senior vice president, business development and licensing
34 West 33rd St., Suite 600, New York, NY 10001
T: 212-213-4200
E: kweiss@accessory-innovations.com

SAMPLING OF LICENSES: Universal (Despicable Me, Minions Movie, Jurassic Park, The Secret Life of Pets and Fast and Furious), Rovio (Angry Birds, Angry Birds Star Wars and Stella), Mattel (Barbie, Monster High and Ever After High), Disney (Tsum-Tsum, KC Undercover, Star Darlings and Disney Classic), Nickelodeon (SpongeBob SquarePants, Dora the Explorer, Dora and Friends, Ninja Turtles, PAW Patrol, Blaze and the Monster Machines, Shimmer & Shine, Umizoomi and Bubble Guppies), Sesame Street, American Greetings (Care Bears), Dreamworks (Trolls), Twentieth Century Fox (Ice Age), Nelvana (Li'l Charmers), Evolution Management (Yo-Kai-Watch), Jazwares (TubeHeroes and Terreria), SEGA (Sonic the Hedgehog and Sonic Boom), LucasFilm (Star Wars Classic, Star Wars Rebels and Star Wars Episode 7), How to Train Your Dragon, Candy Crush, Strawberry Shortcake,



Cartoon Network (Power Puff Girls), Saban (Power Rangers and Popples), eOne (Peppa Pig), Ubisoft (Rabbids), Hasbro (Littlest Pet Shop, My Little Pony and Transformers), Teletubbies, Wildbrain (Yo Gabba Gabba!), Cop Corp (Boo the Worlds Cutest Dog and Fifty Shades of Grey), Shaun White, Shaq O'Neil, World Wrestling Entertainment, EmojiNation and Nailheads.

PRIMARY BUSINESS: Year-round business in bags, backpacks, hand-bags, luggage and headwear, cold weather accessories and hosiery for preschool, children, tweens and adults at all tiers of distribution.

Accutime Watch Corp.

www.accutimewatch.com

Maya Assis, director, licensing

1001 Avenue of the Americas, New York, NY 10018

T: 212-686-9220

E: info@accutimewatch.com

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Warner Brothers, Nickelodeon, US Polo, IZOD, Van Hausen, Shopkins, Nintendo, Pokemon and Peppa Pig.

PRIMARY BUSINESS: Watches.

Adjmi Apparel Group

www.adjmi.com

Lori C. May, vice president, licensing

100 West 33rd St., Suite 1105, New York, NY 10001

T: 212-594-5511

E: lmay@adjmi.com

SAMPLING OF LICENSES: Champion, Hind, FILA, Pro Player, Impact by Jillian Michaels, Rampage, Marilyn Monroe and Jantzen Girls.

PRIMARY BUSINESS: Activewear, sportswear, outerwear, swim, hosiery and fitness accessories.

Age Group

www.agegroup.com

Richard Adjmi, chief executive officer; Kiri Franco, licensing director

2 Park Ave., 18th Floor, New York, NY 10016

T: 212-213-9500

E: richie@agegrouppltd.com; kiri@agegrouppltd.com

SAMPLING OF LICENSES: Hanes, Hello Kitty, Eddie Bauer, Paul Frank, Kensie, Cuddl Duds, Sesame Street and Betty Boop.

PRIMARY BUSINESS: Apparel and accessories, footwear, home and pet.

Aykroyd and Sons

www.aykroyds.com

Atlantic Street, Character Building, Atlantic Street, Broadheath, Altrincham, Cheshire, WA14 5PP, U.K.

T: 0161 929 1122

SAMPLING OF LICENSES: Bratz, Scooby-Doo, Teen Titans Go!, Pokemon, Dinotrux, Noddy, Dora & Friends, The Lion Guard, Miles from To-

morrowland, Blaze and the Monster Machines, PAW Patrol, The Furchester Hotel, Toy Story, In the Night Garden, The Peanuts Movie, Shopkins, World of Warriors, Thunderbirds, Guardians of the Galaxy, Jurassic World, Disney's Frozen, Where's Wally?, LEGO Mixels, DreamWorks, Angry Birds, Angry Birds Stella, LEGO Star Wars, Star Wars, Mickey Mouse, Godzilla, Paddington Bear, Brasil, Planes, The Big Bang Theory, The Flintstones, Sofia the First, Tottenham Hotspur, Newcastle United, Manchester United, Liverpool F.C. and more.

PRIMARY BUSINESS: Children's nightwear and dress up.

Bentex Group

www.bentex.com

Susan Peia, vice president, licensing

34 West 33rd St., 2nd Floor, New York, NY 10001

T: 212-594-4250 ext. 2825

E: susan@bentex.com

SAMPLING OF LICENSES: Disney, Marvel, Nickelodeon, Warner Bros., DreamWorks, Mattel and Hasbro.

PRIMARY BUSINESS: Children's apparel

Berkshire Fashions

www.berkshireinc.com

Richie Dweck, executive vice president

420 Fifth Avenue, New York, NY 10018

T: 212-221-1542

E: richie@berkshireinc.com

SAMPLING OF LICENSES: Marvel, Disney, Saban Brands, Hello Kitty, WWE, Nickelodeon, Betty Boop, Crayola, HIT Entertainment, Hasbro, And1, Warner Bros., Sesame Street and more.

PRIMARY BUSINESS: Adult and children's accessories.

Bioworld Merchandising

www.bioworldmerch.com

Jennifer Staley, vice president, licensing

2111 W. Walnut Hill Lane, Irving, TX 75038

T: 888-831-2138

E: jennifers@bioworldmerch.com

SAMPLING OF LICENSES: ACDC, Adventure Time, American Horror Story, American Road Trip, American Brands, Army, Assassin's Creed, Attack on Titan, BBC, Betty Boop, Biggie Smalls, Black Butler, Blaze, Call of Duty, Captain America, Casper, Chevy, Civil War, Corona, Cowboy Bebop, Crunchyroll, DC Comics, Dawn of Justice, Deadpool, Destiny, Dickies, Discovery Channel, Disney Classics, Disney Infinity, Doraemon, Dr. Seuss, Dragonball Z, Einstein, Elder Scrolls, Emoji One, Fallout 4, Fireball, Five Nights at Freddy's, Ford, Funimation, Gears of War, Ghost in the Shell, Gravity Falls, Guinness, Halo, Harry Potter, History Channel, The Hunger Games, Knights of Sidonia, Looney Tunes, Marilyn Monroe, Marvel Comics, Masters of the Universe, Mirrors Edge, Misfits, Monster Jam,

BIOWORLD

Muhammad Ali, My Little Pony, Nasa, Navy, Nightmare Before Christmas, Nintendo, PAW Patrol, Plants vs. Zombies, Pokemon, Power Rangers, Quentin Tarantino Films, Rudolph the Red Nose Reindeer, Scooby-Doo, SEGA, Sesame Street, Shark Week, Shrek, Star Trek, Star Wars, SpongeBob SquarePants, Steven Universe, Suicide Squad, Supernatural, Teenage Mutant Ninja Turtles, Teen Titans Go!, Teen Wolf, The Walking Dead, Tokyo Ghoul, Transformers, Tube Heroes, Viz Media, Voltron, Where's Waldo?, Workaholics, Yo-Kai Watch and Yu-Gi-Oh!.

PRIMARY BUSINESS: T-shirts and fashion apparel for men, juniors, boys and girls; loungewear, activewear, outerwear, sleepwear, underwear and swimwear, as well as accessories such as headwear, cold weather, bags and coordinating accessories, tech accessories, travel accessories, home accessories, hosiery, jewelry and footwear.

Changes

www.changesonline.com

Will Thompson, vice president of licensing

88-36 77th Avenue, Glendale, NY 11385

T: 718-441-6464

E: wthompson@changesonline.com

SAMPLE OF LICENSES: Adventure Time, Fargo, DC Super Heroes, Duck Dynasty, Pac Man, Hannibal, Garfield, Masters of the Universe, Popeye, The Simpsons, The Fault in Our Stars, Penny Dreadful, Mortal Kombat, Superman, Family Guy, The Boondocks, Thomas the Tank Engine, Thundercats, The Walking Dead, Justified, The Wizard of Oz, Orange County Choppers, Gas Monkey Garage, New Jersey Turnpike, Parental Advisory, Jimi Hendrix, Pride, Prejudice and Zombies and Bojack Horseman.

PRIMARY BUSINESS: Licensed apparel manufacturer specializing in high profile character, gaming and fashion brands.

Children's Apparel Network

www.childapparelnetwork.com

31 West 34th St., 11th Floor, New York, NY 10120

T: 212-244-6023

SAMPLING OF LICENSES: Batman, Blaze and the Monster Machines, Bubble Guppies, Jake and the Never Land Pirates, Cars, Chuggington, DC Comics, The Good Dinosaur, Disney Baby, Doc McStuffins, Dora the Explorer, Dragons, DreamWorks, Disney Fairies, Ant-Man, Avengers, Disney's Frozen, Guardians of the Galaxy, Inside Out, Marvel Comics, Mickey Mouse, Miles from Tomorrowland, Minnie, Monsters Inc., PAW Patrol, Planes, Sesame Street, Teenage Mutant Ninja Turtles, Strawberry Shortcake, SpongeBob SquarePants and more.

PRIMARY BUSINESS: Children's apparel for newborns, infants, toddlers, girls and boys.

C-Life Group

www.c-lifegroup.com

Denise Carranza, director, licensing

1400 Broadway, Suite 700, New York, NY 10018

T: 212-294-0248

E: denise@c-lifegroup.com

SAMPLE OF LICENSES: Marvel, DC Comics, Nickelodeon, AC/DC, Pink Floyd, Fender, Muhammad Ali, Pac-Man, National Geographic, Pepsi, NYC Tourism, Schwinn, Curious George, Independence Day 1 and 2, Polaroid and General Motors.

PRIMARY BUSINESS: Apparel including t-shirts of all fabrication and printing techniques for all gender and age categories as well as swim, sets, fleece and fashion tops and bottoms.

Concept One Accessories

www.concept1.com

Sam Hafif, chief executive officer; Bernie Hafif, vice president, licensing and acquisitions

119 West 40th St., 3rd Floor, New York, NY 10018

T: 212-868-2590

E: bernie@concept1.com

SAMPLING OF LICENSES: Warner Bros, Disney, HBO, Fox, Live Nation, Domo, Brandgenuity, SEGA, Ubisoft, Sony Pictures, Budweiser, Miller/Coors, Corona, Coke, Pepsi, Mountain Dew, Ford, Chevy, NFL, MLB, NHL, NBA, Collegiate, RBX, U.S. Polo Association, Sean John, Wrangler, Lee, IZOD, Van Heusen, Block Headwear, Blue Marlin and Zoo York.

PRIMARY BUSINESS: Headwear, cold weather accessories, bags, small leather goods, luggage, seasonal footwear and board shorts.

Disguise

www.disguise.com

Tara Hefter, vice president, global licensing

2251 28th St., Santa Monica, CA 90405

T: 424-268-9549

E: thefter@jakks.net

SAMPLING OF LICENSES: Disney, Hasbro, DreamWorks, Power Rangers, LEGO, Nintendo and Sesame Workshop.

PRIMARY BUSINESS: Halloween costumes, masks and accessories.

Evy of California

www.evy.com

810A South Flower Street, Los Angeles, CA 90017

Jeffrey Fisher, vice president licensing, strategic marketing and new business development

T: 213-746-4647 ext. 172

E: jeffreyf@evy.com

SAMPLING OF LICENSES: Hello Kitty, Disney Frozen, Princesses, Mickey and Minnie, Doc McStuffins, Sophia the First, My Little Pony, Peanuts, Ever After High, Warner Bros., Care Bears, Ecco, Sean John, Lil' Bub, MC2, Smiley World and Barbie.

PRIMARY BUSINESS: Youth apparel in related separates, fashion collections, classifications and tee's for girls and boys.

FAB Starpoint

www.fabny.com

Steve Russo, president and chief executive officer; James Stocker, vice president, licensing

15 West 34th St., New York, NY 10001

T: 212-947-9001

E: james.stocker@fabny.com

SAMPLING OF LICENSES: Hello Kitty, Mr. Men and Little Miss, Nickelodeon (PAW Patrol, Blaze and the Monster Machines, Dora and Friends, Shimmer & Shine, SpongeBob SquarePants and Teenage Mutant Ninja Turtles), Hasbro (My Little Pony, Transformer, Nerf and Games), DreamWorks, The Pokemon Company, Iconix (Peanuts), Marvel, Mattel (Barbie Junior and Thomas & Friends), Ty (Beanie Boo's), WWE, Warner Bros. and Skylanders.

PRIMARY BUSINESS: Back-to-school products (backpacks, school supplies and lunch bags), luggage and travel accessories, gifts and home décor for the youth/junior market.

Fashions UK

www.fashions-uk.com

Gurdev Mattu, managing director

11 Street Georges Way, Leicester, LE1 1SH, U.K.

E: gurdev@fashions-uk.com; gurdev@fashions-uk.com

SAMPLING OF LICENSES: AdventureTime, Angry Birds, The Amazing World of Gumball, Beast Quest, BoxTrolls, Betty Boop, Bratz, The BFG, Clangers, Crossy Road, Disney, Furchester Hotel, Horrid Henry, Mr. Men and Little Miss, Minions, Hotel Transylvania, In the Night Garden, Mixels, Natural History Museum, Paddington Bear, Pokemon, Sesame Street, Snowman and the Snowdog, Skylanders, Shopkins, Twirlywoos and The Vamps.

PRIMARY BUSINESS: Apparel, footwear, gifting, bags and home textiles, specializing in fashion garments and graphics.

Fifth Sun

www.5sun.com

Kelly Schulman, director, licensing

495 Ryan Ave., Chico, CA 95973

T: 530-343-8725

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Contact Kim Cauley: VP of Licensing
212.294.7503 • Kim@freezecmi.com

E: ks Schulman@5sun.com

SAMPLING OF LICENSES: Nintendo, Star Wars, Disney, Looney Tunes, HBO, Marvel, NBA, Cartoon Network, Paramount Pictures, NBC Universal Studios, Pixar and Coca-Cola.

PRIMARY BUSINESS: T-shirts, cut and sew knit apparel, fashion tops and fleece for young men, juniors, girls and boys.

Freeze

www.freeze-ny.com

Kim Cauley, vice president, licensing

1400 Broadway, 16th floor, Suite 1605, New York, NY 10081

T: 212-764-9011

E: kim@freezecmi.com

SAMPLING OF LICENSES: Disney, Marvel, Looney Tunes, Nickelodeon, DreamWorks, Star Wars, Peanuts, Transformers, Star Trek, My Little Pony, Jurassic World, Hello Kitty, Power Rangers, Pokemon, Angry Birds, Yo-Kai Watch, Sesame Street, Betty Boop, Hanna Barbera, Scooby Doo, Blondie, Pink Floyd, Marilyn Monroe, Elvis, Simpsons, WWE, Trolls, Voltron, Master of the Universe and more.

PRIMARY BUSINESS: T-shirts, fashion knit tops, hoodies, leggings, dresses, bottoms and sportswear for adults and children.

Global Brands Group

www.globalbrandsgroup.com

Jennifer Nitz, director, licensing

350 Fifth Avenue, 7th Floor, New York, NY 10118

T: 646-839-7000

E: jennifernitz@ameny.com

SAMPLING OF LICENSES: Disney, Nickelodeon, Universal, Hasbro, Marvel, LucasFilm, Warner Bros., Sanrio, HIT Entertainment, Twentieth Century Fox, Mattel, Sesame Street, Pokemon, MGA Entertainment, Peanuts, Nintendo, Saban Brands, DreamWorks, The Elf on the Shelf, Jazwares, American Greetings, Iconix, Shopkins, Lisa Frank, Crayola, Hershey's, Pepsi, Peppa Pig, Adrienne Vittadini, Nicole Miller, Ellen Tracy, Kate Spade, Michael Kors, Jennifer Lopez, Under Armour, Nautica, Tommy Hilfiger, Calvin Klein, Chaps, Izod, Dockers, Sean John, Quiksilver, Zoo York, Spyder, Juicy Couture, Nine West, Vince Camuto, Happy Chic by Jonathan Adler, Rachel Zoe, David Beckham and Frye.

PRIMARY BUSINESS: Fashion.

Global Design Concepts

www.gdcny.com

10 West 33rd St., Suite 1100, New York, NY 10001

T: 212-594-3833

E: info@gdcny.com

SAMPLING OF LICENSES: Disney, Shopkins, Marvel, Nickelodeon, Nintendo and more.

PRIMARY BUSINESS: Bags, backpacks, luggage, handbags, accesso-

ries, lunch bags, eco bags, cosmetic bags, electronic cases, diaper bags, scarves and umbrellas.

H3 Sportgear

www.h3sportgear.com

Scott Hines, president and chief executive officer;

9850 Westpoint Drive, Suite 500, Indianapolis, IN 46256

T: 317-595-7500

Janet Sarchett, director, licensing

19924 Jetton Rd., Suite 203, Cornelius, NC 28031

T: 704-921-4785

E: jsarchett@h3sportgear.com

SAMPLING OF LICENSES: Evel Knievel, Gas Monkey Garage, Gulf Oil, STP, Coors, Miller, Chevy, Dodge, Ford, DUB, Mack Truck, International Trucks, Freightliner, Shell Oil, Honda, Volkswagen, Goodyear, Aerosmith, Def Leppard, KISS, Fender, Pure Fishing, Rapala, Mopar/Hemi, NYPD/FDNY, Buck Knives, Mossy Oak, Real Tree and CBGB.

PRIMARY BUSINESS: Headwear and apparel.

High IntenCity

www.highintencity.com

Renee Levy, president

16-00 Pollitt Dr., Fair Lawn, NJ 07410

T: 201-703-5010

E: info@highintencity.com

SAMPLING OF LICENSES: Disney Classics, Disney Fairies, Disney Princess, Disney Villains, Minnie and Mickey Mouse, Alice in Wonderland, Alice Through the Looking Glass, Frozen, Big Hero 6, Finding Dory, Finding Nemo, The Good Dinosaur, Inside Out, The Lion King, Toy Story, Up, Wreck-It Ralph, Jungle Book, Muppets, Tim Burton's The Nightmare Before Christmas, Kingdom Hearts, Disney Descendants, Doc McStuffins, Jake and the Never Land Pirates, Sheriff Callie's Wild West, Sofia the First, TsumTsum, Star Darlings, Star Wars, Once Upon a Time, Hello Kitty, Chococat, Keroppi, Adventure Time, Steven Universe, The Secret Life of Pets, Despicable Me, Minions, Trolls (classic), Trolls (animation), Tokidoki and Pokémon.

PRIMARY BUSINESS: Jewelry and fashion accessories for girls, boys, tweens and young adults.

High Point Design

www.more.com

Morris Chehebar, vice president of sales and licensing

1411 Broadway, New York, NY 10018

P: 646.458.3848

E: mchehebar@more.com

SAMPLE OF LICENSES: Sanrio, Disney, Pixar, Lucas, Mattel, Nickelodeon, Universal Studios, Pokémon, Rovio, King Features, Elf on the Shelf and Hang Ten.

PRIMARY BUSINESS: Fashion, licensed hosiery and slipper socks for infants, toddlers, boys, girls, men and women.

Hybrid Jem

www.hybridapparel.com

Derrick Baca, executive vice president, licensing

10711 Walker Street, Cypress, CA 90630

T: 714-952-3866

E: dbaca@hybridapparel.com

SAMPLING OF LICENSES: ACDC, AdventureTime, Anheuser Busch, Back to the Future, Bruce Lee, Campbells, Care Bears, Cheech and Chong, Chevron, Coca Cola, Crayola, Crybaby, Dazed and Confused, Def Leppard, Despicable Me, Disney, Dr. Seuss, E.T., Elvis, Ever After High, Family Guy, Frida Kahlo, General Motors, Grateful Dead, Ghostbusters, Harvard, Icee, Jaws, Johnny Cash, Lyric Culture, Marilyn Monroe, Marvel, Miller/Coors, Monster High, Mr. Rogers, Nintendo, Pan Am, Peanuts, Pink Floyd, Pokemon, Princeton, Sailor Moon, Say Anything, Secret Life of Pets, Sixteen Candles, Southpark, SpongeBob SquarePants, Star Wars Classic, Star Wars Rebels, Star Wars Episode 7, Star Trek, Teenage Mutant Ninja Turtles, The Sandlot, Terraria, Trolls, Volkswagen, Woodstock, Yale, Reebok and Levis.

PRIMARY BUSINESS: Fashion apparel, t-shirts, junior novelty tops, sports performance apparel and infant/toddler apparel.

Hyp

www.hypnyc.com; www.pinkcookiesdesign.com

Howard Levy, president

20 West 37th St., New York, NY 10018

T: 212-684-7717

E: howard@hypnyc.com

SAMPLING OF LICENSES: Jessica, C&C of California, Champion, Samsonite, Hyp, Pink Cookie, Marvel, DC Comics, Star Wars, Harry Potter, Ghostbusters, Looney Tunes, The Big Bang Theory, KISS and WWE.

PRIMARY BUSINESS: Apparel and accessories.

Isaac Morris Limited

www.isaacmorris.com

Mililn Y. Shah, vice president, licensing and marketing

20 West 33rd St., 9th Floor, New York, NY 10001

T: 646-287-0096

E: mshah@isaacmorris.com

SAMPLING OF LICENSES: Activision, BBC Worldwide, Cartoon Network, CBS, Dare America, Degraasi, Disney, 20th Century Fox, HBO, Lego, Lucas, Marvel, NBC, Nickelodeon, Nintendo, Pusheen, Sega, Sony Pictures, Universal Studios, Warner Bros., Wild Kratts, WWE, Yo-Kai Watch and more.



PRIMARY BUSINESS: Young men's, men's, juniors', boys' and girls' apparel and accessories including t-shirts, sportswear, fashion tops, hoodies, fleece, activewear, swimwear, outerwear and more.

New Era Cap Co.

www.neweracap.com

160 Delaware Avenue, Buffalo, NY 14202

T: 716-604-9000

SAMPLING OF LICENSES: MLB, NFL, NBA, NHL and more than 200 colleges.

PRIMARY BUSINESS: Headwear and apparel.

Jerry Leigh Apparel

www.jerryleigh.com

Amber Mullenix, director, licensing

7860 Nelson Rd., Van Nuys, CA 91402

T: 818-909-6200

E: amullenix@jerryleigh.com

SAMPLING OF LICENSES: Disney, Warner Bros., Nickelodeon, Marvel, Coca-Cola, Hello Kitty, My Little Pony, Star Wars and Dickies.

PRIMARY BUSINESS: Apparel and loungewear at all tiers of distribution.

Junk Food Clothing

www.junkfoodclothing.com

Lorne Bloch, vice president, licensing

5770 West Jefferson Blvd., Los Angeles, CA 90016

T: 310-445-7776

E: lorne.bloch@junkfoodclothing.com

SAMPLING OF LICENSES: Warner Bros., Disney, Star Wars, Pink Floyd, Dr. Suess, Marvel, KISS, Coca-Cola, NBA, NFL, WWE and more.

PRIMARY BUSINESS: Vintage and retro-inspired, high-quality fashion apparel for women, men, tweens, youth, boys, girls, toddlers and infants.

Live Nation Merchandise

www.lnmlicensing.com

Michael Krassner, chief operating officer; Felix Sebacious, senior vice president, licensing

450 Mission St., Suite 300, San Francisco, CA 94105

T: 415-247-7400

E: lnmlicensing@livenation.com

SAMPLING OF LICENSES: Kurt Cobain, Nirvana, Wu Tang, Odd Future, OutKast, Deadmau5, Mac Miller, Rihanna, Paul McCartney, Pharrell, Misfits, The Clash, Soundgarden, Florida Georgia Line, Brantley Gilbert, Aerosmith, Led Zeppelin, David Bowie, Lynyrd Skynyrd, Madonna, Maroon 5, The Sex Pistols, Shakira, Bruce Springsteen, Kesha, U2 and House of Blues.

PRIMARY BUSINESS: Global Licensing of all major categories such as apparel, accessories, fragrance, fan appreciation products, home

furnishings, interactive, footwear, jewelry, wireless/cellular, paper goods, publishing, gaming, luxury goods and themed restaurants.

Mad Engine

www.madengine.com

Carolyn Foreman, vice president, licensing

6740 Cobra Way, Suite 100, San Diego, CA 92064

T: 858-558-5270

E: carolyn@madengine.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, M & M, Skylanders, Areosmith, Kiss, Nickelodeon, Sesame Street, Jim Beam, Miller-Coors, Ford, Popeye, Ghostbusters, Mattel, Mighty Mouse, Coke, Pac-Man and more.

PRIMARY BUSINESS: Apparel for adults and children including swimwear and loungewear and sleepwear for adults.

MjC International Group

www.gomjc.com

Mark Siegel, senior vice president, licensing and business development

5 Thomas Mellon Cir., Suite 303, San Francisco, CA 94134

T: 415-467-9500 ext. 112

E: mark.siegel@gomjc.com

SAMPLING OF LICENSES: Disney, Marvel, Ghostbusters, Doctor Who, Munki Munki, Collegiate Licensing Company, RealTree, Sesame Street, Dr. Seuss, Adventure Time, MTV, Sanrio, Nintendo, Pac Man, The Simpsons, Family Guy, Gas Monkey Garage, Hershey, Tootsie Roll, Nestle, General Mills, Coca-Cola, Anheuser-Busch, Miller-Coors, Pink Floyd, AC/DC, Betty Boop, Pink Panther and Popeye, plus developed in-house brands Sweet Treats and Under Disguise.

PRIMARY BUSINESS: Men's and women's sleepwear, underwear and loungewear.

Mighty Fine

www.mightyfineinc.com

Stephanie Gonzalez, licensing director

2010 E. 15th Street, Los Angeles, CA 90021

T: 213-234-3922

E: stephg@mightyfineinc.com

SAMPLING OF LICENSES: Disney, Sanrio, Peanuts, Nickelodeon, Coke and NBA.

PRIMARY BUSINESS: Apparel for adults and children.

Olaes Enterprises/ODM

www.odmart.com

13860 Stowe Dr., Poway, CA 92064

T: 858-679-4450 ext. 2004

SAMPLING OF LICENSES: Animal Planet, Chevrolet, Army of Darkness, The Godfather, Rubik's, Old School, Inspector Gadget,

Garfield, Mister Roger's Neighborhood, Pink Panther, Cheech & Chong, Sriracha, Hagar the Horrible, GMC, Jimmy Hendrix, Popeye, Blow Pop, Zoolander, Beetle Bailey, The Silence of the Lambs, Cadillac, Mr. Magoo, Flash Gordon, Richie Rich, Forrest Gump, Fargo and more.

PRIMARY BUSINESS: Apparel.

Parigi Group

www.parigigroup.com

Sion Betesh, executive vice president of licensing and marketing

112 W. 34th Street, 5th Floor, New York, NY 10120

T: 212-378-1518

E: sion@parigigroup.com

SAMPLING OF LICENSES: Lucky Brand, DKNY, Roxy Girl, Original Penguin, Nicole Miller, Perry Ellis and LRG.

PRIMARY BUSINESS: Boy's, girl's and baby sportswear, activewear, sleepwear, dresswear and swimwear.

Poetic Brands

www.pdsmultinational.com

Elliott Matthews

The Trident Centre, Imperial Way, Watford WD24 4YB U.K.

T: 44 01923 249497

E: elliottpoeticgem.com

SAMPLING OF LICENSES: Star Wars, Despicable Me/Minions, Disney, Trolls, Looney Tunes, NFL, DreamWorks, Hello Kitty, Pusheen, EA Sports, Gogglebox, David & Goliath, The Beano, LIFE, Breaking Bad, Garfield, Family Guy, Smiley, Pepsi, 7UP, Anchorman, Jelly Belly, Pac-Man, Miffy, The Snowman, Ghostbusters and more.

PRIMARY BUSINESS: Adults tees, apparel, nightwear and underwear.

PS Brands/Planet Sox

www.planetsox.com

Elie Levy, chief executive officer/president; Lori May, vice president, licensing; Seymour Klein, vice president, PS Baby; Betsy Kain, vice president, sales

100 West 33rd St., Suite 1105, New York, NY 10001

T: 212-239-1485

E: lmay@planetsox.com

SAMPLING OF LICENSES: Quiksilver, Roxy, DC Shoes, Fila, HEAD, High Sierra, Layer 8, Swiss Life NDK, Pro Player, TapouT, Avalanche, Hind, High Sierra, Ike Behar, Geoffrey Beene, Paul Miller, Funky Socks, Esprit, Kensie, Mac + Jac, Nanette Lapore, Cynthia Rowley, Miraclesuit, Disney, Nickelodeon, Hasbro, Sesame Street, Mattel, Thomas the Train, Planet Sox, Candy Girl, Med Tech, Lil Runners, Details by eeh, Sport Essentials, Sport Logic, Northwest Trails, Swift Dry, Hyper Dry, and PS Studio.

PRIMARY BUSINESS: Socks, hosiery, slipper socks, pre-walkers and crib shoes.

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Richard Leeds International

www.richardleeds.com

Nancy Richards, director, licensing

135 Madison Ave., 10th Floor, New York, NY 10016

T: 212-532-4546 ext. 451

E: nancy@richardleeds.com

SAMPLING OF LICENSES: Star Wars, Disney: Classics, Princesses & Tinker Bell, Pixar and Live Action film franchises, DC Comics, Looney Tunes, Minions/Despicable Me, Hello Kitty, Teenage Mutant Ninja Turtles, SpongeBob Squarepants, Barbie, Betty Boop, Frosty the Snowman, A Christmas Story, Elf, The Wizard of Oz, Beetle Juice, Corpse Bride, Gremlins, The Goonies, How To Train Your Dragon, Where's Waldo?, Trolls, Voltron, Richie Rich, Casper, Hot Stuff, Rocky and Bullwinkle, Underdog, Uglydoll and more.

PRIMARY BUSINESS CATEGORIES: Women's and juniors sleepwear, leisurewear, robes, daywear and innerwear.

Ripple Junction

www.ripplejunction.com

Neil Hoynes, president; Scott Andersen, vice president

6183 Centre Park Dr., West Chester, OH 45069

T: 513-559-3900

E: neil@ripplejunction.com; scott@ripplejunction.com

SAMPLING OF LICENSES: Dragon Ball Z, WWE, Doctor Who, Bob's Burgers, Rick and Morty, Scream Queens, American Horror Story, Pee-wee Herman, Mr. Robot, The Big Bang Theory, Attack on Titan, Shawn Mendes, PlayStation, Grateful Dead, Archer, Outlander, Sriracha, The Big Lebowski, Elf, Christmas Vacation, A Christmas Story, Once Upon a Time, The Goonies and Atari.

PRIMARY BUSINESS: Licensed entertainment apparel and accessories.

Rubie's Costume Co.

www.rubies.com

One Rubie Plaza, Richmond Hill, NY 11418

T: 516-326-1500

SAMPLING OF LICENSES: Avengers, Star Wars, Marvel, DC Comics, Ant-Man, Guardians of the Galaxy, Mortal Kombat X, Flash, Girls of DC Comics, Jurassic World, Friday the 13th, Pac-Man, Pan, Jupiter Ascending, Annabelle, Teenage Mutant Ninja Turtles, Scooby-Doo, Minions, PAW Patrol, Skylanders, Pokemon, Thomas & Friends, Monster High, WWE, Sonic Boom, Barbie, Mia and Me, Looney Tunes, Hotel Transylvania, SpongeBob SquarePants and more.

PRIMARY BUSINESS: Halloween costumes and accessories for infants, children and adults, role-play, dress up, boxed sets, masks, props, pet costumes, make-up, wigs, shoes and home décor.

Safilo USA

www.safilousa.com

Settima Strada 15, 35129 Padova, Italy; 801 Jefferson Rd., Parsippany, NJ 07054

T: 39 049 6985111; 973-952-2800

SAMPLING OF LICENSES: Banana Republic, Fendi, J.Lo, Max Mara, Bobbi Brown, Fossil, Juicy Couture, Max & Co., Boss by Hugo Boss, Kate Spade, Gucci, Liz Claiborne, Pierre Cardin, Celine, Jack Spade, Marc by Marc Jacobs, Saks Fifth Avenue, Dior, Jimmy Choo, Marc Jacobs and Tommy Hilfiger.

PRIMARY BUSINESS: Premium prescription, sunglasses, fashion and sports eyewear.

Smith & Brooks

www.smithbrooks.co.uk

120 New Cavendish Street, 4th Floor, London W1W 6XX

T: 44 0 845 129 9216

E: licensing@smithbrooks.co.uk

SAMPLING OF LICENSES: Lazy Town, Go Diego Go!, Dora the Explorer, Thomas & Friends, Barbie, Hot Wheels, Marvel Heroes, My Little Pony, Nintendo, SpongeBob SquarePants, The Simpsons, Littlest Pet Shop, Scooby-Doo, Ghostbusters, Transformers and more.

PRIMARY BUSINESS: Children's apparel, accessories and footwear.

Sun City

www.suncity-fashiongroup.com

Sandy Cosimi, licensing and marketing department

25 avenue du Bois de la Pie, 93290 Tremblay, France

T: 33 01 49 89 72 72

E: sandy.cosimi@sun-city.fr

SAMPLING OF LICENSES: Disney, Marvel, Lucasfilm, Hasbro, Sanrio, Nickelodeon, Mattel, Warner Bros., SEGA, Ubisoft and more.

PRIMARY BUSINESS: Licensed fashion and accessories for baby, children, teenagers and adult.

Trau & Loevner

www.trau-loevner.com

Sam Loevner, licensing director

838 Braddock Ave., Pittsburgh, PA 15104

T: 412-361-7700

E: samloevner@trau-loevner.com

SAMPLING OF LICENSES: 7-Up, A&W, Bazooka Bubble Gum, Betty Boop, Betty Crocker, Black Cat Fireworks, Cheerios, Crush, Dr Pepper, Ford, Fraggles Rock, General Mills Brands, General Motors, Gumby, Harvard, Hawaiian Punch, Hershey's, The Humane Society of the United States, ICEE, Just Born Candies, Kawasaki, MMG-Rocky, MillerCoors Brands, MoonPie, Mountain Dew, Mustang, Nestle, Peace Frogs, Pepsi, Pillsbury Doughboy, Popeye, Rock and Roll Hall of Fame, Slim Jim, Slush Puppie, Smokey the Bear, Snapple, SoBe, Spam, Sriracha, Tetris, Tootsie Roll, Underdog, United States Postal Service, Wham-O, Wheat-

ies, Woodsy Owl, Yale, Zombies vs. Robots and more.

PRIMARY BUSINESS: Screen-printed apparel.

Trevco Sportswear

www.trevcoinc.com

Jim George, chief executive officer

1900 Stephenson Hwy., Troy, MI

48083

T: 248-526-1400

E: jpg@trevcoinc.com

SAMPLING OF LICENSES: More than 400 licensed properties from licensors such as Warner Bros., NBCUniversal, CBS, Paramount, Twentieth Century Fox, DreamWorks, Epic Rights, Bruce Lee, King Features, Elvis Presley, Garfield, Gumby, Jim Henson, Saban Brands, General Motors and more.

PRIMARY BUSINESS: Knit tops (t-shirts, sweatshirts, tank tops and more) available in infant to adult sizes and decorated using screen printing, direct-to-garment sublimation, bandanas and socks, home goods (duvet covers, shower curtains, blankets, towels, pillows and more), wall art (framed, canvas and posters) and mobile and tablet covers.



TV Mania

www.tvmgroupp.com

Woolworth House, Floor 2, 242-246 Marylebone Rd., London, NW1 6JQ U.K.

T: 44 20 7563 8426

SAMPLING OF LICENSES: Hello Kitty, Winnie the Pooh, Disney Violetta, Disney's Frozen, The Smurfs, Minnie Mouse, Cars, Monster High, Mickey Mouse and more.

PRIMARY BUSINESS: Apparel and accessories.

Umeko

www.umeko.com.sg

Josephine Chin, business development manager

Blk 2024, Bukit Batok Street 23, 04-40 Industrial Park A, Singapore 659529

T: 65 6561 6030

E: contact@umeko.com.sg

SAMPLING OF LICENSES: Barbie, Disney Princess, Disney's Frozen, Winx Club and Sofia the First.

PRIMARY BUSINESS: Girl's and baby apparel.

van de Erve NV

www.vandererve.be

Weiveldlaan 41 box 21, 1930 Zaventem, Belgium

T: 32 2 275 55 55

SAMPLING OF LICENSES: Disney's Frozen, Mickey Mouse, Minnie Mouse, Hello Kitty, My Little Pony, Dora the Explorer, Cars, The Simpsons, Batman, Minions, SpongeBob SquarePants, Garfield, Peanuts, Pink Pan-

ther, Star Wars, Justice League and Superman.

PRIMARY BUSINESS: Apparel for babies, kids and adults including daywear, nightwear, underwear and hosiery.

Zeon

www.zeonltd.co.uk

Units 1 and 2 Phoenix Park, Apsley Way, London NW2 7LN U.K.

T: 44 203 828 1853

E: zeonltd@zeonltd.co.uk

SAMPLING OF LICENSES: Vivienne Westwood, Braun, Barbour, Ingersoll, Disney, Star Wars, Marvel, Minions, AdventureTime, Doctor Who, Batman and Superman.

PRIMARY BUSINESS: Watches, clocks and gifts.

FOOTWEAR

ACI International

www.aciint.com

Sean Mitchell, executive vice president, marketing and licensing

844 Moraga Dr., Los Angeles, CA 90049

T: 310-889-3400

E: smitchell@aciint.com

SAMPLING OF LICENSES: Ecco Unlimited, Margaritville by Jimmy Buffett, High Sierra, Perry Ellis, Original Penguin, Maui & Sons, Disney, Nickelodeon, Shaq and C9 by Champion.

PRIMARY BUSINESS: Men's, women's and children's footwear.

BBC International

www.bbcint.com

1515 N. Federal Hwy., Suite 206,

Boca Raton, FL 33432

T: 800-632-4450

E: info@bbcint.com

SAMPLING OF LICENSES: Polo Ralph Lauren, Cole Haan, Teva, Heelys, Osiris, Charles Jourdan, Disney, Peanuts, Warner Bros., Marvel and more.

PRIMARY BUSINESS: Footwear.

Brown Shoe Company

www.brownsheo.com

8300 Maryland Avenue,

St. Louis, MO 63105

T: 314.854.4000

E: info@brownsheo.com

SAMPLING OF LICENSES: Diane von Furstenberg, Famous Footwear, Naturalizer, Dr. Scholl's, LifeStride, Ryka, Sam Edelman, Franco Sarto, Vince, Via Spiga, Fergie Footwear and Carlos Santana.

PRIMARY BUSINESS: Footwear.

Crocs

www.crocs.com

7477 E. Dry Creek Pkwy., Niwot, CO 80503

T: 303-848-7589

SAMPLING OF LICENSES: Disney's Frozen, Transformers, Star Wars, The Good Dinosaur, My Little Pony, Teenage Mutant Ninja Turtles, Mickey Mouse, Minnie, Avengers, Hello Kitty, Spider-Man, Cars, Batman and more.

PRIMARY BUSINESS: Crocs brand footwear/accessories and Jibbitz brand charms/accessories.

Leomil Group (part of the Cortina Group)

www.leomilgroup.com

Tsirah Milhado, general manager, licensing and marketing

Lindestraat 58, 9700 Oudenaarde, Belgium

T: 32 0 55 305420

E: tsirah.milhado@leomilgroup.com

SAMPLING OF LICENSES: Angry Birds, Barbie, Cars, DC Comics Girls, DC Super Hero Girls, Despicable Me, Doc McStuffins, Filly, Finding Dory, Disney's Frozen, The Good Dinosaur, Hello Kitty, How to Train Your Dragon, Jake and the Neverland Pirates, Jurassic World, Just Dance, The Lion Guard, Mia and Me, Minions, Mickey Mouse, Minnie Mouse, Monster High, One Direction, Peppa Pig, Planes, PlayStation, Disney Princess, The Simpsons, Smiley, Sofia the First, The Ultimate Spider-Man, Tom & Jerry, Strawberry Shortcake, Teenage Mutant Ninja Turtles, Trolls and Winx Club.

PRIMARY BUSINESS: Footwear and apparel in the U.S., Europe, Latin America, the Middle East, Far East and Russia.



CandyRific

www.candyrific.com

Rob Auerbach, president

3738 Lexington Rd., Louisville, KY 40207

T: 502-893-3626

SAMPLING OF LICENSES: Disney, Warner Bros., Scooby-Doo, Minions, DreamWorks, M&M's, Skittles and Starburst.

PRIMARY BUSINESS: Novelty confectionery.

DecoPac

www.decopac.com

Dewey Wahlin, vice president, marketing

3500 Thurston Ave., Anoka, MN 55303

T: 800-332-6722

E: dewey.wahlin@decopac.com

SAMPLING OF LICENSES: Disney/Pixar, Lucasfilm, Marvel, Nickelodeon, Sanrio, Universal, Sesame Street, Hasbro, Mattel, DreamWorks, NFL/Superbowl, MLB, NBA and NHL.

PRIMARY BUSINESS: Cake decorations and accessories.

Kinnerton Confectionery

www.kinnerton.com

1000 Highgate Studios, 53-79 Highgate Road, London NW5 1TL

T: 44 0 207 284 9500

SAMPLING OF LICENSES: Disney's Frozen, Peppa Pig, Star Wars, Marvel's Avengers, Inside Out, Doc McStuffins, Hello Kitty, Me to You, Disney Junior, DC Entertainment, The Simpsons and Thomas & Friends.

PRIMARY BUSINESS: Chocolate and novelty confectionery.

Perfetti van Melle

www.chupachupsuniverse.com

Marta Poal, area business manager

Carrer de les Masies 16, Pol. Ind. Can Serra, 08635, Sant Esteve Sesrovi-res, Barcelona, Spain

T: 03 493 773 9200

E: marta.poal@es.pvmgrp.com

SAMPLING OF LICENSES: Star Wars.

PRIMARY BUSINESS: Candy.

FOOD AND BEVERAGE

Bon Bon Buddies

www.bonbonbuddies.com

1 Foxes Lane, Oakdale Business Park, Blackwood, South Wales, NP12 4AB U.K.

T: 44 0 1495 241 600

SAMPLING OF LICENSES: Disney Princess, Mickey Mouse, Minnie Mouse, Cars, Planes, Pokemon, Disney/Pixar, Barbie, Liverpool F.C., Arsenal, Polska, Marvel Comics, Shopkins, Spider-Man, Disney's The Descendants, Pets, Disney Violetta, DC Comics, Teletubbies, Monster High, One Direction, Adventure Time, My Little Pony, Playmobil, Transformers, Super Mario, Moshi Monsters, Slush Puppie and Candy Crush.

PRIMARY BUSINESS: Year-round and seasonal chocolate- and confectionery-filled gifts, novelties, toys, surprise bags, eggs and collectibles for children, tweens, teens and adults.

HEALTH AND BEAUTY

Coty

www.coty.com

350 Fifth Ave., 17th Floor, New York, NY 10118

T: 212 389 7300

SAMPLING OF LICENSES: Adidas, Astor, Balenciaga, Beyonce, Bottega

Veneta, Bourjois, Calvin Klein, Cerruti, Chloe, Chopard, David Beckham, Davidoff, Enrique Iglesias, Guess, Halle Berry, Jennifer Lopez, Jil Sander, Joop!, Jovan, Katy Perry, Lancaster, Love2Love, Manhattan, Marc Jacobs, Miss Sporty, Nautica, NYC Color, OPI, Philosophy, Playboy, Rimmel, Roberto Cavalli, Sally Hansen, Stetson, Vera Wang and Vespa.

PRIMARY BUSINESS: Fragrances, skin and body care and cosmetics.

MZB Personal Care

www.mzb.com

Amy Alperin, senior vice president, personal care
29-76 Northern Blvd., Long Island City, NY 11101

E: aalperin@mzb.com

SAMPLE OF LICENSES: Disney, Marvel, Nickelodeon, Crayola, Universal, Mattel, DreamWorks and Sanrio.

PRIMARY BUSINESS: Kid's personal care and seasonal bath gift sets.

HOME

The Betesh Group

www.beteshgroup.com

Steve Betesh, president; Dara Shapiro, director of licensing and marketing
250 Passaic St., Newark, NJ 07104

T: 212-686-4666

E: dshapiro@beteshgroup.com

SAMPLING OF LICENSES: Avengers, Blaze and the Monster Machines, Carter's, Dora, Eddie Bauer, Graco, Hello Kitty, Jeep, Little Charmers, PAW Patrol, Peppa Pig, Shimmer & Shine, SpongeBob SquarePants and Spider-Man.

PRIMARY BUSINESS: Diaper bags, infant and toddler bedding, cuddle pillows, blankets, room décor, bath and travel accessories.

Character World

www.characterworld.uk.com

Tim Kilby, brand director

Character House, 1 Oak Green, Stanley Green Business Park, Cheadle Hulme, Cheadle, Cheshire, SK8 6QL U.K.

T: 44 0 845 004 9217

E: tim.kilby@characterworld.com

SAMPLING OF LICENSES: Disney, Marvel, Lucasfilm, Warner Bros., HIT Entertainment, Nickelodeon, Hasbro, DreamWorks and LEGO.

PRIMARY BUSINESS: Licensed household and bedroom textiles including duvets, towels, furniture and inflatable furniture.

Delta Children's Products

www.deltaenterprise.com

Jennifer Snyder, vice president, licensing

114 West 26th St., 11th Floor, New York, NY 10001

T: 646-884-6565

E: jsnyder@deltaenterprise.com

SAMPLING OF LICENSES: Teenage Mutant Ninja Turtles, Doc McStuffins, Sofia the First, Sesame Street, Dora the Explorer, SpongeBob SquarePants, Cars, Disney Princess, Star Wars, Spider-Man, Avengers, Serta, Simmons, Jeep, Hello Kitty, Disney Frozen, PAW Patrol, Minnie, Mickey Mouse Clubhouse, Blaze and the Monster Machines and more.

PRIMARY BUSINESS: Nursery furniture, toddler furniture, twin furniture, bassinets, playpens, strollers, walkers, accessories, storage, pet and mattresses.

Easy Licenses International (a division of Sun City)

www.suncity-fashiongroup.com

Sandy Cosimi, licensing and marketing department

25 avenue du Bois de la Pie, 93290 Tremblay, France

T: 33 01 49 89 72 72

E: sandy.cosimi@sun-city.fr

SAMPLING OF LICENSES: Disney, Marvel, Lucas, Universal, Nickelodeon and more.

PRIMARY BUSINESS: Home decoration and tablewear for baby, children, teenagers and adults.

ICUP Inc.

www.icupinc.com

Chuck Earling, director, licensing and marketing

1152 Marlkrass Rd., Suite 200, Cherry Hill, NJ 08003

T: 856-834-7000 ext. 1310

E: cearling@icupinc.com

SAMPLING OF LICENSES: Disney, Star Wars, Star Trek, Marvel, DC Comics, Peanuts, Teenage Mutant Ninja Turtles, SpongeBob SquarePants, Dora the Explorer, Pink Floyd, The Grateful Dead, Jerry Garcia, AC/DC, The Simpsons, A Christmas Story, Elf, National Lampoon's Christmas Vacation (also Vacation, European Vacation and Vegas Vacation), The Polar Express, Frosty The Snowman, The Lord of The Rings, The Hobbit, The Wizard of Oz, Big Bang Theory, Scooby-Doo, Hanna-Barbera, Mean Girls, Clueless, Marilyn Monroe, Hello Kitty, Parks and Recreation, Friends, Seinfeld, Gremlins, Goonies, Friday the 13th, A Nightmare on Elm Street, Pepsi, Mountain Dew, Betty Boop, Orange is the New Black, Archer, Mad Libs, Armor All and STP.

PRIMARY BUSINESS: Drinkware, housewares, soft kitchen, novelties and games.

Idea Nuova Global

www.ideanuova.com

Beth Roberts, director, marketing and branding

302 Fifth Ave., New York, NY 10001

T: 212-643-0680

E: bethr@ideanuova.com

SAMPLING OF LICENSES: Disney, Nickelodeon, Marvel, DreamWorks, Hasbro, Hello Kitty, Peppa Pig, Monster High, NFL, MLB and Seventeen Magazine.

PRIMARY BUSINESS: Bedding (infant, toddler, juvenile, teen, tween and adult) and casual RTA furniture and décor, including blankets, storage, lighting, window and slumber.

Jay Franco and Sons

www.jfranco.com

Joe Franco, chief executive officer
295 Fifth Ave., New York, NY 10016
T: 212-679-3022

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Nickelodeon, Shopkins, Peanuts, Thomas & Friends, AwesomenessTV, The Beatles, Care Bears, Angry Birds and more.

PRIMARY BUSINESS: Bedding, beach, bath and accessories.

Kids Only

www.kidsonlytoys.com

Cindy Chierici, senior vice president, marketing and licensing
2951 28th St., Santa Monica, CA 90405
T: 424-268-9488

E: cchierici@moosemountainmkt.com

SAMPLING OF LICENSES: Disney, Marvel and Nickelodeon.

PRIMARY BUSINESS: Kids' indoor and outdoor furniture and Big Wheels.

Kurt S. Adler

www.kurtadler.com

7 West 34th St., New York, NY 10001
T: 212-924-0900

SAMPLING OF LICENSES: A Christmas Story, AdventureTime, Angry Birds, Annoying Orange, Arthur, Batman, Beatles, Beavis and Butthead, Betty Boop, Bubble Guppies, Boy Scouts of America, Budweiser, Chevrolet, Coca-Cola, Despicable Me, Diary of a Wimpy Kid, Doctor Who, Dora the Explorer, Downton Abbey, Ducks Unlimited, Elf the Movie, Elvis, Family Guy, Field & Stream, Furby, Garfield, Grateful Dead, HBO, Hello Kitty, KISS, M&Ms, MLB and many more.

PRIMARY BUSINESS: Christmas decorations and trim the home.

MZ Berger

www.mzb.com

Ashley Fornuff-McMullan, licensing manager
29-76 Northern Blvd., Long Island City, NY 11101
E: afornuff@mzb.com

SAMPLE OF LICENSES: Disney, Marvel, Lucasfilm, Nickelodeon, Sanrio, DreamWorks, WWE, Hasbro, Universal, Mattel, Peanuts, Saban, Mars, Betty Boop, Coleman and Coleman.

PRIMARY BUSINESS: Watches, clocks, gifting and home décor.

The Northwest Company

www.thenorthwest.com

49 Bryant Ave., Roslyn, NY 11576
T: 516-484-6996

SAMPLING OF LICENSES: NFL, Collegiate Sports, MLB, NHL, NBA, MLS, Disney, Star Wars, Marvel, Hello Kitty, Nickelodeon, DreamWorks, Warner Bros., Cartoon Network, Activision, Betty Boop, Elvis Presley, Harley Davidson, Hasbro, Live Nation, Marvel, Peanuts, Pokemon, SEGA and more.

PRIMARY BUSINESS: Home décor and seasonal accessories (such as beach and holiday).

Silver Buffalo

www.silver-buffalo.com

Eric Silver, president; Greg Alprin, executive vice president, licensing
141 West 36th St., 4th Floor, New York, NY 10018
T: 212-563-0600

E: esilver@silver-buffalo.com; galprin@silver-buffalo.com

SAMPLING OF LICENSES: Disney, Disney Princess, Disney Pixar, Frozen, The Nightmare Before Christmas, Marvel Comics, DC Comics, Looney Tunes, Scooby Doo, Harry Potter, Teenage Mutant Ninja Turtles, Despicable Me, Barbie, Pokemon, SpongeBob SquarePants, Hot Wheels, My Little Pony, Yu-Gi-Oh!, Mossy Oak, Live Nation, Dreamworks Animation, Paramount Pictures and Marilyn Monroe.

PRIMARY BUSINESS: Homewares.

Spearmark International

www.spearmark.co.uk

Alex Bloom, managing director
Howard Road, Eaton Socon, Street Neots, Cambridgeshire, PE19 8GA U.K.
T: 44 1480 222 302

E: alexb@spearmark.co.uk

SAMPLING OF LICENSES: Angry Birds, Avengers Age of Ultron, DC Comics, Despicable Me, DreamWorks, Disney's Frozen, Hello Kitty, My Little Pony, One Direction, PAW Patrol, Peppa Pig, Teenage Mutant Ninja Turtles, Shopkins, Star Wars, Thomas & Friends, Transformers and The Vamps.

PRIMARY BUSINESS: Housewares and lighting.

Thermos

www.thermos.com

Julie Ryan, senior vice president, sales and marketing
475 N. Martingale Rd., Suite 1100, Schaumburg, IL 60173
T: 847-439-7821

E: christi.lantz@thermos.com; julie.ryan@thermos.com

SAMPLING OF LICENSES: Avengers, Angry Birds, Batman, Barbie,

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PRIMARY BUSINESS: Lunch kits, coolers, stainless steel vacuum-insulated food jars and bottles, non-insulated hydration bottles, reusable ice products and foam insulated snack jars.

Thirstystone Resources

www.thirstystone.com

Laurie Leahy, president

PO Box 1638, Gainesville, TX 76241

T: 940-668-6793

E: licensing@thirstystone.com

SAMPLING OF LICENSES: Coca-Cola, Wine is Life, Life is Country, Life is Texas, David Bromstad, Thomas Kinkade, Debbie Mumm, Tre Sorelle Studios, Tracy Porter, Kate Ward Thacker, Dog is Good, Your True Nature, French Graffiti & Itty Town Licensing, Realtree, Greg Giordano and David Tutera (coming 2016).

PRIMARY BUSINESS: Decorative and functional coasters and coordinating gifts for home entertaining.

Vandor

www.vandorproducts.com

Tom Russo, chief executive officer; Lynn Keller, director, licensing

165 S. Main St., Suite 400, Salt Lake City, UT 84111

T: 800-755-5966

E: lkeller@vandorproducts.com; sales@vandorproducts.com

SAMPLING OF LICENSES: Star Wars, Marvel Comics, Doctor Who, Pac-Man, Outlander, My Little Pony, Dr. Seuss, Peanuts, Disney Classic and Disney Junior, The Beatles, Elvis Presley, Marilyn Monroe, Audrey Hepburn, John Wayne, Star Trek, SpongeBob Square Pants, Teenage Mutant Ninja Turtles, Sesame Street and Hello Kitty.

PRIMARY BUSINESS: Manufacturer of high-quality fun and functional products for use in the home (drinkware, tableware, home décor, vintage tin totes and ceramic collectibles) and on the go (travel cups and mugs, water bottles, insulated and recycled shopper totes).

Wild and Wolf

www.wildandwolf.com

45 Main St., Suite 548, Brooklyn, NY 11201

T: 866-285-4407

E: info@wildandwolf.com

SAMPLING OF LICENSES: Mr. Men and Little Miss, Ted Baker, V&A and more.

PRIMARY BUSINESS: Design-led gifts for men, women and children and lifestyle accessories.

Zak Designs

www.zak.com

PO Box 19188, Spokane, WA 99219

T: 800-821-4864

SAMPLING OF LICENSES: Minions, Star Wars, PAW Patrol, Shopkins, Wonder Woman, Avengers, Big Hero 6, Cars, NBA, Disney's Frozen, Disney Palace Pets, Disney Princess, Sofia the First, Doc McStuffins, Dora the Explorer, Elf on the Shelf, Hello Kitty, Home, How to Train your Dragon and more.

PRIMARY BUSINESS: Mealtime products.

PARTY AND EVENTS

Rainbow Productions

www.rainbowproductions.co.uk

Unit 3 Greenlea Park, Prince George's Rd., London SW19 2JD U.K.

T: 44 0 20 8254 5300

E: info@rainbowproductions.co.uk; helen@rainbowproductions.co.uk

SAMPLING OF LICENSES: Teletubbies, Danger Mouse, Bing & Flop, Clangers, Peppa Pig, Tree Fu Tom, Bob the Builder, Wallace & Gromit, Dennis the Menace, Roary the Racing Car, Little Charley Bear, Ben & Holly from Ben and Holly's Little Kingdom, Angelina Ballerina, Pingu, Fireman Sam, Poppy Cat, Postman Pat, Shaun the Sheep, Timmy, Maisy, Paddington, Captain Barnacles and Kwazii from the Octonauts, The Piplings from Waybuloo and Rastamouse.

PRIMARY BUSINESS: Personal appearances and event activities of licensed children's character costumes and manufacture of licensed properties, brand and sports mascots.

Unique Industries

www.favors.com

4750 League Island Blvd., Philadelphia, PA 19112

T: 215-336-4300

SAMPLING OF LICENSES: Marvel's Ant-Man, Marvel Avengers Assemble, Curious George, Big Hero 6, Cars, Disney Fairies, Planes, Disney Princess, Despicable Me, Doc McStuffins, Dora the Explorer, Disney's Frozen, The Good Dinosaur, Jurassic World, Lisa Frank, Mickey Mouse Clubhouse, Minnie, Monster University, My Little Pony, PAW Patrol, Pinkalicious, Shopkins, Sofia the First, SpongeBob SquarePants, Star Wars, Tangled, Teenage Mutant Ninja Turtles, Toy Story, Transformers Prime, Ultimate Spider-Man and Winnie the Pooh.

PRIMARY BUSINESS: Party goods, including party paperware, foil and latex balloons, party favors, piñatas and decorative accessories.

PUBLISHING AND STATIONERY

Bendon Publishing

www.bendonpub.com

1840 Baney Rd., Ashland, OH 44805

T: 419-207-3600

SAMPLING OF LICENSES: Angry Birds Transformers, Marvel Avengers Assemble, Barbie, Batman, Blaze and the Monster Machines, Boggle, Bubble Guppies, Marvel's Captain America, Care Bears, Chuck & Friends, Chuggington, Clifford the Big Red Dog, Crayola, Curious George, Daniel Tiger's Neighborhood, Despicable Me, Big Hero 6, Cars, Doc McStuffins, Disney Fairies, Disney's Frozen, Inside Out, Jake and the Neverland Pirates, Disney Junior, Mickey Mouse Clubhouse, Miles from Tomorrowland, Minnie, Monsters University, Palace Pets, Planes, Disney Princess, Sheriff Callie's Wild West, Sofia the First, The Good Dinosaur, Winnie the Pooh, Dora the Explorer, Dora and Friends, The Elf on the Shelf, Fisher-Price and more.

PRIMARY BUSINESS: Children's books.

Blueprint Collections

www.bluecollections.co.uk

Lisa Shand, managing director

1st Floor North, Charringtons House, The Causeway, Bishop's Stratford, Hertfordshire, CM23 4FJ U.K.

T: 44 01279 714400

E: lisa.shand@bluecoll.co.uk

SAMPLING OF LICENSES: Hello Kitty, Emma Bridgewater, Peppa Pig, Mickey & Minnie, Peanuts, House of Holland, Tokidoki, Designers Guild, Shopkins, Bratz, National Trust, 5 Seconds of Summer, Trolls, Pusheen, Moomin, World of Warriors and Where's Wally?.

PRIMARY BUSINESS: Children's, teen and adult's school, social and gift stationery, bags and related gifts.

Carte Blanche Group

www.cbg.co.uk

Stephen Haines, founder and chairman

Unit 3 Chichester Business Park, City Fields Way, Tangmere, Chichester, West Sussex PO20 2FT U.K.

T: 44 0 1243 792600

E: licensing@cbg.co.uk

SAMPLING OF LICENSES: Me to You, Tatty Teddy & My Blue Nose Friends, Tiny Tatty Teddy and more.

PRIMARY BUSINESS: Plush, gifting, apparel, fashion accessories, nursery, cakes and confectionery, stationery and toys.

Checks in the Mail

www.citm.com

2435 Goodwin Ln., New Braunfels, TX 78135

T: 830-609-5500

SAMPLING OF LICENSES: Stephanie Ryan, Disney, Marvel, Care Bears, Garfield, Minions, ASPCA, Star Trek, Pixar, M&M's, Coca-Cola, Betty Boop, John Wayne, Anne Geddes, Smurfs and more.

PRIMARY BUSINESS: Financial documents (bank checks and deposit tickets), stationery, labels and leather goods.

CSS Industries

www.cssindustries.com

Lori White, vice president, licensing

1845 Walnut St., Philadelphia, PA 19103

T: 215-569-9900

E: lori.white@cssindustries.com

SAMPLING OF LICENSES: Artlist Collection, Avanti Press, Carter's Coca-Cola Company, Collegiate Licensing Company/IMG, Curtis Publishing, Disney Consumer Products, Dissero Brands, Dr. Seuss, DreamWorks, Echo Design Group, Electronic Arts, Feld Entertainment, Hasbro, Lucasfilms, Major League Baseball, Major League Soccer, Marvel, Mattel, Meri Meri, MGA Entertainment, Nickelodeon/Viacom, NBA Properties, NFL Properties, Peanuts, Pokemon, Rovio, Sanrio, SCG Power Rangers, Smithsonian Institute, Suzy's Zoo, Universal Studios, WWE and Warner Bros.

PRIMARY BUSINESS: Celebration and social expression products including ribbons and bows for gift and crafting, gift wrap, gift bags, gift card holders, craft items, floral and packaging products, infant and wedding photo albums, scrapbooks, journals, innovative toys and children's products, a full line of back-to-school stationery products, boxed greeting cards for Christmas and all-occasion, classroom exchange Valentine cards, Dudley's Easter egg dye/decorating kits, gift tags, window and gel clings, stickers, tattoos, and the Eureka line of educational products, including flash cards, activity sets and manipulative, classroom décor, bulletin boards sets and recognition awards.

Danilo Promotions

www.danilo.com

Trevor Jones, licensing director

3The IO Centre, Lea Road, Waltham Abbey, Essex, EN9 1AS U.K.

T: 44 0 1992 702900

E: licensing@danilo.com

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Warner Bros, Fox, Skylanders, Shopkins, PAW Patrol, The Hobbit, One Direction, 5 Seconds of Summer, Despicable Me/Minions, Top Gear, Manchester United, Chelsea FC, Doctor Who, Elvis, The Simpsons, Justin Bieber and Cliff Richard.

PRIMARY BUSINESS: Calendars, greeting cards, giftwrap and diaries.

Dark Horse Comics

www.darkhorse.com

Nick McWhorter, vice president, media licensing
10956 SE Main St., Milwaukie, OR 97222
T: 503-652-8815
E: aubd@darkhorse.com

SAMPLING OF LICENSES: Aliens, Prometheus, Fight Club 2, Frank Miller (Sin City and 300), Hellboy, Game of Thrones, Mass Effect, Buffy the Vampire Slayer, Conan, Tarzan, Plants vs. Zombies, Tomb Raider, Umbrella Academy, The Strain and many more.

PRIMARY BUSINESS: Comic, graphic novel and art book publishing; toys; collectibles; and custom publications.

EagleMoss Publishing Group

www.eagleMoss.co.uk
Beaumont House, Kensington Village, Avonmore Road,
London W14 8TS U.K.
T: 44 20 7605 1200

SAMPLING OF LICENSES: Dora the Explorer, Game of Thrones, Walking Dead, Star Trek, The Hobbit, James Bond, Doctor Who, Lord of the Rings and more.

PRIMARY BUSINESS: Partwork publishing.

Egmont UK

www.egmont.co.uk
The Yellow Building, 1 Nicholas Rd; London W11 4AN
T: 44 0 20 3220 0400

SAMPLING OF LICENSES: Cartoon Network, Minecraft, Rovio, Star Wars and more.

PRIMARY BUSINESS: Children's publishing—books and magazines.

GB Eye

www.gbeye.com
Max Arguile, licensing manager
1 Russell Street, Kelham Island, Sheffield S3 8RW
T: 44 0 114 276 7454
E: max@gbeye.com

SAMPLING OF LICENSES: Skylanders, Call of Duty, Halo, Assassins Creed, Uncharted, Dragonball, Sailor Moon, Deathnote, Naruto, Bleach, Tokyo Ghoul, Manga, Fable, Fable Legends, Minecraft, Angry Birds, World of Warriors, Moshi Monsters, Battlefield, Minomonsters, Fargo, Orphan Black, Pokemon, Haynes, Muhammed Ali, Sherlock, Volkswagen, Sony Playstation, Watch Dogs, Monster High, Attack on Titan, Manchester United FC, Chelsea FC, Liverpool FC, Arsenal FC, Manchester City FC, FC Barcelona, Vikings, The Walking Dead, Fear The Walking Dead, Harry Potter, Batman, The Flash, Gotham, Constantine, Ted 2, Thunderbirds, The Simpsons, Spongebob, South Park, Teenage Mutant Ninja Turtles, Adventure Time, Gumball, Regular Show, Friends, The Hobbit, Lord of the Rings, DreamWorks, The Big Bang Theory, Paw Patrol, Teletubbies, Twirlywoos, In the Night Garden, Thomas & Friends, Fireman Sam, Peppa Pig,

Doctor Who, Marilyn Monroe, Johnny Cash, You Me At 6, All time Low, The Vamps, 5 Seconds of Summer, Green Day, Iron Maiden, Nirvana, Kurt Cobain, Asking Alexandria, Black Veil Brides, Bob Marley, The Beatles, Pink Floyd, Sex Pistols, Justin Bieber, One Direction, Lady Gaga, Ford, Shelby, Harper Collins and Rolling Stone Magazine.

PRIMARY BUSINESS: Posters and wall art; drinkware including mugs, glasses and bottle openers; merchandise including key chains, lanyards, badges, stickers, tattoos, cardholders and more.

Gemma International

www.gemma-international.co.uk
Linmar House, 6 East Portway, Andover, Hampshire SP10 3LU U.K.
T: 44 01 264 388400

SAMPLING OF LICENSES: Twirly Woos, Shopkins, Teletubbies, Jurassic World, Thomas & Friends, Whittle Mill, Super Mario, Natural History Museum, Angry Birds, Disney, Tokidoki, Guess How Much I Love You, Hello Kitty, Peppa Pig, Clangers, Mixels, Purple Ronnie, In the Night Garden, Marvel, Ben & Holly's Little Kingdom and more.

PRIMARY BUSINESS: Greeting cards, gift packaging, partyware, stationery and gifting.

Hallmark Cards

www.hallmarklicensing.com
2501 McGee Trafficway, Kansas City, MO 64108
T: 816-274-5111

SAMPLING OF LICENSES: hoops&yoyo, Maxine, Asteroid Andy and Hallmark Design Collection.

PRIMARY BUSINESS: Hallmark Properties licenses Hallmark's creative assets—both its character properties and design collections.

IDW Publishing

www.idwpublishing.com
Jeff Webber, vice president, licensing, digital and subsidiary rights
2765 Truxtun Rd., San Diego, CA 92106
T: 858-270-1315 ext. 2130
E: jeff@idwpublishing.com

SAMPLING OF LICENSES: Transformers, My Little Pony, Littlest Pet Shop, GI Joe, Jem, Disney Classic characters including Mickey Mouse and Donald Duck, Skylanders, 24, X-Files, Edwards Scissorhands, Star Trek, Teenage Mutant Ninja Turtles

PRIMARY BUSINESS: Comic books/graphic novels and board games.

Innovative Designs

www.innovativenyc.com
Kristin Sangha, president; Jody Rullo, licensing manager
141 West 36th St., 8th Floor, New York, NY 10018
T: 212-695-0892
E: ksangha@innovativenyc.com; jrullo@innovativenyc.com

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Group Publisher
Steven Ekstract

+1 212 951 6684

sekstract@advanstar.com

Advertising Manager
Sharon Weisman

+1 917 727 1155

sweisman@advanstar.com

SAMPLING OF LICENSES: Disney, Lucasfilm, Marvel, Warner Bros., Nickelodeon, Universal, Shopkins, Lisa Frank, Hello Kitty and NBA.

PRIMARY BUSINESS: Stationery and arts and crafts activities.

Leanin' Tree

www.leanintree.com

Susan January, vice president, product management

6055 Longbow Dr., Boulder, CO 80301

T: 303-530-1442

E: susan.january@leanintree.com

SAMPLING OF LICENSES: Garfield, Anne Geddes, Pigment Productions, Leslie Murray, Laurel Burch, Jeff Foxworthy, Rachael Hale, Aunty Acid, Jimmy the Bull, Josephine Wall, Susan Winget, Lori Siebert, Jody Bergsma, Mike Scovel, Connie Haley, Gary Patterson, Nel Whatmore, Sue Zipkin, Lisa Jane, Cowboy Cartoonists International and the work of more than 700 other artists and designers.

PRIMARY BUSINESS: Everyday, seasonal and Christmas greeting cards, which include boxed cards and boxed card assortments, online personalized everyday and holiday cards, as well as gift products that include magnets, mugs, list pads, note pads, poster prints and note cards.

Parragon

www.parragon.com

440 Park Ave. South, 13th Floor, New York, NY 10016

T: 212-629-9773

SAMPLING OF LICENSES: Disney, Marvel, Dora the Explorer, SpongeBob SquarePants, Winx Club, Teenage Mutant Turtles, Bubble Guppies, Discovery Kids, Power Rangers, Barbie, Sesame Street and Monster High.

PRIMARY BUSINESS: Print and digital books, activity and sticker books, picture books, workbooks, novelty titles, cookbooks, non-fiction and gift sets for adult and children.

Penguin Random House U.K.

www.penguin.co.uk

Richard Haines, head, acquisitions and TV development

80 Strand, London, WC2R 0RL U.K.

T: 44 0 207 010 4623

E: rhaines@penguinrandomhouse.co.uk

SAMPLING OF LICENSES: Clangers, Hey Duggee, Peppa Pig, Peter Rabbit, Charlie and Lola, Skylanders, Doctor Who, Moomins, LEGO, In the Night Garden, Sesame Street, Peanuts, World of Warriors and Dennis the Menace.

PRIMARY BUSINESS: Children's books.

Penguin Group USA

www.penguin.com/youngreaders

T: 212-366-2000

SAMPLING OF LICENSES: The World of Eric Carle, Winnie the Pooh,

Mad Libs, Doctor Who, Star Trek, Skylanders and more.

PRIMARY BUSINESS: Children's books and digital content.

Scholastic

www.scholastic.com

SAMPLING OF LICENSES: Clifford the Big Red Dog, Mickey Mouse Clubhouse, Handy Manny, Alice in Wonderland, Goosebumps, Harry Potter and more.

PRIMARY BUSINESS: Books and publishing.

Stationery Team Europe

www.stationeryteam.com

Reaal 2B-2353TL Leiderdorp, The Netherlands

SAMPLING OF LICENSES: Paul Frank, MTV, O'Neill, Cosmo Girl, Smiley, Mr. Men and Little Miss and more.

PRIMARY BUSINESS: Stationery and gifts, bags and mobile accessories.

Titan Books

www.titanbooks.com

144 Southwark Street, London, SE1 0UP U.K.

T: 44 0 20 7620 0200

SAMPLING OF LICENSES: Kick-Ass, CSI, Heroes, Lost, 24, Firefly, Battlestar Galactica, Stargate Atlantis, Stargate SG-1, Smallville, Supernatural, Bones, The Ghost Whisperer and more.

PRIMARY BUSINESS: General and genre fiction, graphic novels and illustrated books.

Trends International

www.trendsiinternational.com

Jeff Loeser, vice president, licensing; Paul Beck, licensing manager

5188 West 74th St., Indianapolis, IN 46268

T: 866-406-7771

E: pbeck@trendsiinternational.com

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Bravado, Nickelodeon, MTV, NFL, NBA, MLB, NHL, WWE, Hello Kitty, Sesame Street, Warner Bros, Lucas, Sports Illustrated, Harley Davidson, Big Bang Theory, Thomas & Friends, Activision, Microsoft, Universal, Paramount, Rolling Stone, Live Nation, One Direction, Bob Marley, Marilyn Monroe and Maxim.

PRIMARY BUSINESS: Posters, calendars, stickers, tattoos, wrapping paper, decorative tape, writing instruments and bookmarks.

TOYS, GAMES AND NOVELTIES

American Greetings Entertainment

www.agkidzone.com

LAS VEGAS

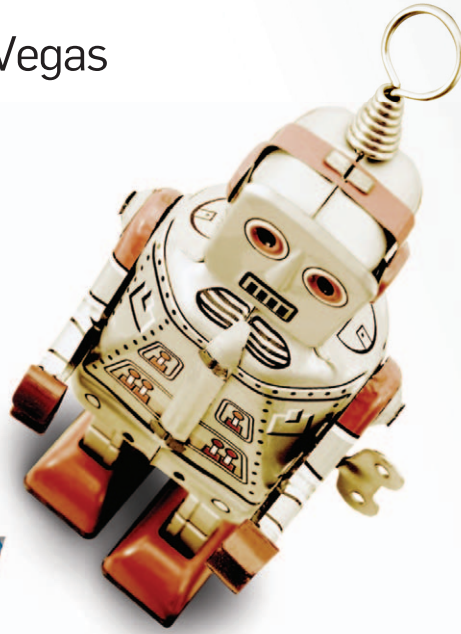
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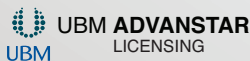
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Angelina Castro, head of marketing; Janice Ross, head, global licensing
15233 Ventura Blvd., Suite 300, Sherman Oaks, CA 91403
T: 818-514-5348
E: acastro@ag.com

SAMPLING OF LICENSES: Care Bears, Twisted Whiskers, Maryoku Yummy, Holly Hobbie, Madballs, The WotWots and Tinpo.

PRIMARY BUSINESS: Intellectual property and outbound licensing.

Bandai America

www.bandai.com
2120 Park Pl., Suite 120, El Segundo, CA 90245
T: 714-816-9751

SAMPLING OF LICENSES: Power Rangers Dino Charge, Big Hero 6, Godzilla, Doraemon, Pac-Man, Tamagotchi Friends and more.

PRIMARY BUSINESS: Manufacturer of boys', girls', preschool and hobby toys, including action figures, vehicles, role-play, youth electronics, plush, activity and playsets.

Briarpatch

www.briarpatch.com
2030 Harrison St., San Francisco, CA 94110
T: 415-503-1600

SAMPLING OF LICENSES: I Spy, Goodnight Moon, Madeline, PlayPlay and more.

PRIMARY BUSINESS: Games, card games, novelty and puzzles.

CafePress

www.cafepress.com
Aaron Yelton, director, licensing
6901 A Riverport Dr., Louisville, KY 40258
T: 502-322-3773
E: ayelton@cafepress.com

SAMPLING OF LICENSES: The Big Bang Theory, Supernatural, Pretty Little Liars, Family Guy, Sons of Anarchy, Modern Family, New Girl, Futurama, Wizard of Oz, Marvel's Agents of S.H.I.E.L.D., Ant-Man, Guardians of The Galaxy, The Avengers, Thor, Iron Man, Spider-Man, Breaking Bad, Scandal, Castle, Revenge, Blackish, How to Get Away with Murder, Star Trek, NCIS, Pitch Perfect, Peanuts, SomeeCards, National Geographic, Hunger Games, Divergent, Godfather, Anchorman 1 and 2, Gilmore Girls, Friends, Seinfeld, Community, The Goldbergs, Garfield, USMC and U.S. Army.

PRIMARY BUSINESS: A direct-to-consumer online retailer, featuring a robust marketplace experience for consumers to shop across over 300 product types in the apparel, accessories, hobbies, stationery, home cases and covers, wall art and drinkware categories. Our product offerings include: t-shirts, baby clothing, kids clothing, sweatshirts, hoodies, pajamas, maternity, underwear, hats, personal accessories, pet accessories, clocks, kitchen accessories, shower curtains, home décor, pillows,

curtains, rugs, ornaments, key chains, stickers, magnets, buttons, yard signs, car accessories, bags, phone cases, tablet cases, wallets, canvas wall art, prints, mugs and water bottles.

Cardinal Industries

www.cardinalgames.com
21-01 51st Ave., Long Island City, NY 11101
T: 718-784-3000

SAMPLING OF LICENSES: Disney Princess, Marvel Ultimate Spider-Man, Marvel Avengers, Marvel, The Big Bang Theory, Duck Dynasty, Disney Fairies, Disney, Mickey Mouse Clubhouse, Minnie, Winnie the Pooh, Sofia the First, Jake and the Never Land Pirates, Doc McStuffins, Toy Story, Cars, Monsters University, Planes, Brave, Wreck-It Ralph, Teenage Mutant Ninja Turtles, SpongeBob SquarePants, Dora the Explorer, Barbie, Monster High, Hot Wheels, Star Wars, Batman, Superman, Hello Kitty, Thomas & Friends, Sesame Street, Hasbro, Playskool, Despicable Me, Walking Dead and more.

PRIMARY BUSINESS: Games and puzzles.

Cartamundi

www.cartamundi.com/en
Trudi Bishop, head of marketing and licensing
Visbeekstraat 22, 2300 Turnhout, Belgium
T: 32 0 14 42 02 01
E: info@cartamundi.com

SAMPLING OF LICENSES: Star Wars, James Bond, Finding Dory, Minions, Monopoly, Subbuteo, Frozen, Disney Princess, Guess Who?, Transformers, Trivial Pursuit, Cars, Zootropolis, The Good Dinosaur and Mickey and Friends.

PRIMARY BUSINESS: Card and games manufacturing services, consumer products (card games) and promotional services.

Character Options

www.character-online.com
Lees Brook Mill, Lees Rd., Oldham OL4 5JL U.K.

SAMPLING OF LICENSES: Ben & Holly's Little Kingdom, Clangers, Cra-Z-Art, Despicable Me, Disney Frozen, Disney Princess, Doctor Who, Fireman Sam, Minecraft, My Little Pony, Peppa Pig, Postman Pat, Scooby-Doo, The Simpsons, The Zelfs, Weebles and Wild Kratts.

PRIMARY BUSINESS: Toys and games.

Clementoni

www.clementoni.it
Zona Industriale Fontenoce, 62019 Recanati, Italy
T: 39 071 758 12 34

SAMPLING OF LICENSES: Disney Frozen, Ben and Holly's Little Kingdom, The Beatles, Minions, Masha and the Bear, MasterChef, Teenage Mutant Ninja Turtles and more.

PRIMARY BUSINESS: Manufacturer of infant, preschool and children's toys, games and puzzles.

Dynacraft

www.dynacraftbike.com

David Castrucci, managing director

89 S. Kelly Rd., American Canyon, CA 94503

T: 707-603-1500

E: dcastrucci@dynacraftbike.com

SAMPLING OF LICENSES: Barbie, Hot Wheels, Tony Hawk, My Little Pony, Hello Kitty, Despicable Me, Minions, Tonka, Power Rangers Mega-Force, Monster High, Care Bears and Thomas & Friends.

PRIMARY BUSINESS: Toddler, teen and active adult bikes.

Fisher-Price Global Brands

www.fisher-price.com

636 E. Girard Ave., East Aurora, NY 14052

T: 716-687-3000

SAMPLING OF LICENSES: Jake and the Never Land Pirates, Dora the Explorer, Bubble Guppies, Octonauts and more.

PRIMARY BUSINESS: Toys, baby gear, electronic learning aids, activities and ride-ons.

Funko

www.funko.com

Brian Mariotti, chief executive officer

1202 Shuksan Way, Everett, WA 98203

T: 425-783-3616

E: brian@funko.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, DC Comics, Game of Thrones, Walking Dead, Harry Potter, Doctor Who, Five Nights at Freddy's, Fallout, Bob's Burgers, Ghostbusters, Steven Universe, The Powerpuff Girls, Minions, Friends, Supernatural, Firefly, My Little Pony, Peanuts, Teenage Mutant Ninja Turtles, WWE, Assassin's Creed, World of Warcraft, Playmobil and many more.

PRIMARY BUSINESS: Vinyl collectibles (Pop!, Mystery Minis, Dorbz, Vinyl Idolz, Wacky Wobblers, ReAction figures, Legacy Collection, etc.), stylized plush (Fabrikations, Mopeez, Pop! Plush, etc.), Pop! home and Pop! apparel.

Giochi Preziosi Group

www.giochipreziosi.it

Graziano Delmaestro, licensing director

Via delle Primule 5, 20815, Colgiate (MB) Italy

T: 39 02 964751

E: delmaestro@giochipreziosi.it

SAMPLING OF LICENSES: Frozen, Peppa Pig, Teenage Mutant Ninja Turtles, Teletubbies, Winx Club and more.

PRIMARY BUSINESS: Toys and other kids' merchandising including stationery, back-to-school products, publishing, collectibles, confectionery and apparel.

Golden Bear Products

www.goldenbear toys.com

Hortonwood 40, Telford, Shropshire TF1 7EY U.K.

T: 44 01 952 608 308

E: customerservice@goldenbear toys.co.uk

SAMPLING OF LICENSES: In the Night Garden, Twirlywoos, Peppa Pig, Go MINI, Woolly & Tig and more.

PRIMARY BUSINESS: Children's toys.

Hasbro

www.hasbro.com

Simon Waters, senior vice president, global brand licensing and publishing
2950 N. Hollywood Way, Suite 100, Burbank, CA 91504

T: 818-478-4804

SAMPLING OF LICENSES: Angry Birds, Avengers, Disney Junior, Disney Princess, Disney Descendants, Funny or Die, G.I. Joe, Jurassic World, Marvel, Littlest Pet Shop, Sesame Street, Star Wars, Yo-Kai Watch and more.

PRIMARY BUSINESS: Entertainment, toy, game and lifestyle brands.

IMC Toys

www.imc.es

Jordi Borrell, chief marketing officer; Cristina Camprubi, Licensing Marketing Manager

Pare Llaurador 172, 08224 Terrassa, Barcelona, Spain

T: 34 93 788 8992

E: jborrell@imc.es; ccamprubi@imc.es

SAMPLING OF LICENSES: Club Petz, Invizimals, Miles from Tomorrowland, Spider-Man, Avengers, Star Wars, Winnie the Pooh, Mickey Mouse, Minnie, Toy Story, Cars, Disney Princess, Doc McStuffins, Sofia the First, Frozen, Barbie, Maya the Bee, Peppa Pig, My Little Pony, Minions, Peanuts, Doozers and Calimero.

PRIMARY BUSINESS: Toys such as play sets, figurines, feature plush, radio control vehicles and role play.

Jakks Pacific

www.jakks.com

Tara Hefter, vice president, global licensing

2951 28th St., Santa Monica, CA 90405

T: 424-268-9549

E: thefter@jakks.net

SAMPLING OF LICENSES: Disney, Star Wars, Marvel, Teenage Mutant Ninja Turtles, Power Rangers, Warner Bros., Nintendo, Daniel Tiger's Neighborhood, Smurfs, Black and Decker and WWE.

PRIMARY BUSINESS: Action figures, big figures, remote control, role play, dress-up, large dolls, fashion dolls and preschool.

Jazwares

www.jazwares.com

Jason Warsaw, associate licensing manager, outbound licensing; kevin ramsey, new business development manager, inbound licensing

963 Shotgun Rd., Sunrise, FL 33326

T: 954-762-7349; 954-862-7542

E: jwarsaw@jazwares.com; kramsey@jazwares.com

SAMPLING OF LICENSES: AdventureTime, Peppa Pig, Chuck & Friends, Dino Train, Animal Jam, Minecraft, Plants vs. Zombies, Terraria, Teen Titans Go!, Star Wars and more.

PRIMARY BUSINESS: Toys and electronics.

LEGO

www.lego.com

555 Taylor Rd., Enfield, CT 06082

SAMPLING OF LICENSES: Star Wars, Marvel Super Heroes, DC Universe Super Heroes, Jurassic World, Mixels, Disney Princess, Minecraft, Ferrari, Porsche, McLaren and Angry Birds.

PRIMARY BUSINESS: Construction toys.

Mattel

www.mattel.com

Holly Holmes, senior director, licensing acquisition

333 Continental Blvd., El Segundo, CA 90245

SAMPLING OF LICENSES: Disney Princess, Cars, Toy Story, DC Universe, Nickelodeon, WWE, Cartoon Network and others.

PRIMARY BUSINESS: Toys, dolls, action figures, die-cast vehicles, games and puzzles and youth electronics.

McFarlane Toys

www.mcfarlane.com

Jen Cassidy, licensing manager

1711 W. Greentree Dr., Suite 212, Tempe, AZ 85284

T: 480-491-7070

E: licensing@mcfarlane.com

SAMPLING OF LICENSES: NFL, NBA, AMC's The Walking Dead, The Walking Dead (comic), Halo and Assassin's Creed.

PRIMARY BUSINESS: Action figures, construction, statues, role-play items, accessories, play sets, collectibles and work-for-hire manufacturing and design services.

Mega Brands

www.megabrands.com

4505 Hickmore, Montreal, Quebec, 44T 1K4 Canada

T: 514-333-3339; 800-465-MEGA

SAMPLING OF LICENSES: Thomas & Friends, Call of Duty, Assassin's Creed, Barbie, Hot Wheels, Minions, Halo, Hello Kitty, Monster High, Power Rangers Super Megaforce, Skylanders, SpongeBob SquarePants, Terminator and more.

PRIMARY BUSINESS: Construction toys, play sets, games, puzzles, stationery, pens, pencils, markers and crayons for preschoolers, boys, girls and collectors.

Moose Mountain

www.moosemountaintoys.com

Cindy Chierici, senior vice president, marketing and licensing

2951 28th St., Santa Monica, CA 90405

T: 424-268-9488

E: cchierici@moosemountainmkt.com

SAMPLING OF LICENSES: Fisher-Price, Thomas & Friends, Disney, Star Wars, Marvel, Nickelodeon and Warner Bros.

PRIMARY BUSINESS: Foot-to-floors, ride-ons, inflatable ball pits, wagons and arcade games.

NECA

www.necaonline.com

Joel Weinshanker, president/chief operating officer; Rachel Spring, director, international sales

603 Sweetland Ave., Hillside, NJ 07205

T: 908-686-3300

E: rachels@necaonline.com

SAMPLING OF LICENSES: Home Alone, Halo, Marvel, DC Comics, HeroClix, Dice Masters, Blizzard, Dynamo, Elvis Presley, Teenage Mutant Ninja Turtles, Alien, Predator, Pacific Rim, Godzilla, A Christmas Story, Terminator, Gremlins, Friday the 13th, Nightmare on Elm Street, Jeff Dunham, MLB and NBA.

PRIMARY BUSINESS: Toy hard lines, soft lines and digital and tabletop games.

Playmates Toys

www.playmatestoys.com

909 N. Sepulveda Blvd., Suite 800, El Segundo, CA 90245

T: 310-252-8005; 877-612-7136

SAMPLING OF LICENSES: Teenage Mutant Ninja Turtles.

PRIMARY BUSINESS: Toys, dolls, action figures and interactive electronics.

Ravensburger-International

www.ravensburger.com

Neele Pfeiffer, licensing manager

Robert-Bosch-Strasse 1 88214 Ravensburg, Germany

E: neele.pfeiffer@ravensburger.de

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Dragons, Trolls,



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Bob the Builders, Pets, Minions, Mia and Me, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, PAW Patrol, Hello Kitty and more.

PRIMARY BUSINESS: Puzzles, arts and crafts and games.

Sideshow Collectibles

www.sideshowcollectibles.com

2630 Conejo Spectrum St., Thousand Oaks, CA 91320

T: 805-214-2141

SAMPLING OF LICENSES: Superman, Batman, Iron, Green Lantern and Walking Dead.

PRIMARY BUSINESS: Specialty manufacturer of licensed and proprietary collectible products, film prop replicas and fine art pieces.

Tomy

www.tomy.com

3 MacArthur Pl., Suite 950, Santa Ana, CA 92707

T: 949-955-1030

SAMPLING OF LICENSES: The Good Dinosaur, Inside Out, Miles from Tomorrowland, Pokemon, Chuggington, John Deere, Lamaze and Sonic Boom.

PRIMARY BUSINESS: Toys, video games, electronics, gifts and novelties.

The Topps Company

www.topps.com

One Whitehall St., New York, NY 10004

T: 212-376-0607

SAMPLING OF LICENSES: Star Wars, WWE, Garbage Pail Kids, UFC and more.

PRIMARY BUSINESS: Trading cards, trading card games, stickers, candy and collectibles.

ToyQuest

www.toyquest.com

2229 Barry Ave., Los Angeles, CA 90064

T: 310-231-7292

E: max@toyquest.com

SAMPLING OF LICENSES: Barbie, Fisher-Price, Power Rangers Dino Charge, SpongeBob SquarePants, Disney, Sony Pictures, McDonald's, MTV, Nickelodeon and more.

PRIMARY BUSINESS: Toys.

Ty

www.ty.com

280 Chestnut Ave., Westmont, IL 60559

P: 630-920-1515

E: licensing@tymail.com

SAMPLING OF LICENSES: Disney Frozen, Hello Kitty, NFL and more.

PRIMARY BUSINESS: Plush toys.

Upper Deck

www.upperdeck.com

2251 Rutherford Rd., Carlsbad, CA 92008

T: 800-873-7332

SAMPLING OF LICENSES: Marvel Super Hero Squad, NFL, NBA, PGA, NHL, CLC and Team USA Soccer.

PRIMARY BUSINESS: Trading cards, games and collectibles.

Vivid

www.vividimagnations.co.uk

PO Box 164, Hockley Essex, SS5 4BA, U.K.

T: 44 01 702 200660

SAMPLING OF LICENSES: Thunderbirds Are Go, Crayola, One Direction, Moshi Monsters, Peter Rabbit, Care Bears and Disney Frozen.

PRIMARY BUSINESS: Toys and gifts for girls, preschool, arts and crafts, tech, games and outdoor.

Wicked Cool Toys

www.wickedcooltoys.com

Michael Rinzler, co-president; Jeremy Padawer, co-president

10 Canal St., Suite 327, Bristol, PA 19007

T: 267-536-9186; 310-804-4353

E: rinz@wickedcooltoys.com; jeremy@wickedcooltoys.com

SAMPLING OF LICENSES: Cabbage Patch Kids, Girl Scouts, Master-Chef Junior, Sesame Street, Teenage Mutant Ninja Turtles, Wild Kratts, The Wiggles, Batman, Disney Princess, Dora, Marvel, Minnie Mouse, Monster Jam, Garfield, SpongeBob SquarePants, Superman and WWE.

PRIMARY BUSINESS: Toys.

VIDEO GAMES AND ELECTRONICS

Activision

www.activision.com

Chris Lundeen, manager, licensing

5800 W. 83rd St., 8200 Tower, Suite 400, Bloomington, MN 55437

T: 612-643-4823

E: clundeen@activision.com

SAMPLING OF LICENSES: Tony Hawk, Transformers, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Cabela's, Peanuts, Downton Abbey and Wipeout.

PRIMARY BUSINESS: Interactive entertainment.

Atari

www.us.atari.com

Jim Wilson, president and chief executive officer

1640 S. Sepulveda Blvd., Suite 300, Los Angeles, CA 90025

T: 310-806-6182

SAMPLING OF LICENSES: Asteriods, Breakout, Centipede.

PRIMARY BUSINESS: Interactive entertainment software.

Electronic Arts

www.ea.com

Nancy Stimson, licensing coordinator

209 Redwood Shores Pkwy., Redwood City, CA 94065

T: 650-628-1500

E: nstimson@ea.com

SAMPLING OF LICENSES: Plants vs. Zombies, Dragon Age, Mass Effect, Titanfall, Battlefield, The Sims, Need for Speed, Mirror's Edge and EA Sports.

PRIMARY BUSINESS: Interactive entertainment.

Konami Digital Entertainment

www.konami.com

2381 Rosecrans Ave., Suite 200, El Segundo, CA 90245

T: 310-220-8377

SAMPLING OF LICENSES: Yu-Gi-Oh!.

PRIMARY BUSINESS: Video games (all platforms), trading card games, arcade games and gaming.

Majesco Entertainment

www.majescoentertainment.com

160 Raritan Center Pkwy., Edison, NJ 08837

T: 732-225-8910

SAMPLING OF LICENSES: Falling Skies, Hello Kitty, Sharknado, Zumba, Monster High, Barbie, Phineas and Ferb, Harley Pasternak, NBA, Double Dragon, Alvin and the Chipmunks, Twister and more.

PRIMARY BUSINESS: Interactive entertainment software.

Mimoco

www.mimoco.com

Evan Blaustein, chief executive officer

119 Braintree St., #106, Boston, MA 02134

T: 617-783-1100

E: evan@mimoco.com

SAMPLING OF LICENSES: Star Wars, Minions, AdventureTime and Einstein.

PRIMARY BUSINESS: Designer electronic and accessories (USB flash drives, power products and more).

Peavey Electronics

www.peavey.com

5022 Harley Peavey Dr., Meridian, MS 39305

T: 800-821-2279

SAMPLING OF LICENSES: Marvel, Jack Daniels, House of Blues, Walking

Dead, Superman, Wonder Woman, Superman, The Simpsons, Teenage Mutant Ninja Turtles, MLB, Star Wars, Teenage Mutant Ninja Turtles and more.

PRIMARY BUSINESS: Musical instruments and accessories.

SEGA of America

www.sega.com

Michael Cisneros, licensing coordinator

250 E. Olive Ave., Suite 200, Burbank, CA 91501

T: 747-400-2410 ext. 204

E: michael.cisneros@sega.com

SAMPLING OF LICENSES: Sonic the Hedgehog, Sonic Boom and SEGA Genesis.

PRIMARY BUSINESS: Video games, arcade/amusement machines and consumer product licensing.

SEGA (Europe)

www.sega.co.uk

Jason Rice, director, brand licensing

T: 44 0 208996 4568

E: jason.rice@sega.co.uk

SAMPLING OF LICENSES: Sonic the Hedgehog, Sonic Boom, Retro Collection, Total War and Football Manager.

PRIMARY BUSINESS: Interactive entertainment software, amusement/arcade machines and character licensing.

Sakar

www.sakar.com

Liza Abrams, senior vice president, global licensing and marketing

195 Carter Drive, Edison, NJ 08817

T: 732-248-1306 ext. 337

E: labrams@sakar.com

SAMPLING OF LICENSES: Shopkins, Bratz,

Project MC2, Super Hero Girls, Batman vs. Superman, Trolls, Minions, Frozen, Moana, Disney Princess, Spiderman, Avengers, Hello Kitty, Sponge Bob, Teenage Mutant Ninja Turtles, Blaze, Transformers, NERF, My Little Pony, Littlest Pet Shop, Jem and the Holograms, Thomas, Monster High, Power Rangers, Sesame Street, Peanuts, The Walking Dead and Emoji.

PRIMARY BUSINESS: Licensed electronics.



Ubisoft

www.ubi.com

Holly Rawlinson, consumer products, NCSA

625 Third Street, San Francisco, CA 94107

T: 415-547-4000

E: holly.rawlinson@ubisoft.com

SAMPLING OF LICENSES: Assassin's Creed, Rabbids and Just Dance.

PRIMARY BUSINESS: Video games and interactive entertainment products.

CBTF ADVANCES RESEARCH PRACTICES

LIMA and the licensing industry on the whole have long supported the Children’s Brain Tumor Foundation, the trade organization’s charity of choice. *License! Global* dives deeper into the foundation to shed more light on all that they do. **by AMANDA CIOLETTI**

The Children’s Brain Tumor Foundation is a non-profit organization that aims to improve the treatment, quality of life and seeks developments in research and support of those afflicted with brain and spinal tumors.

Founded in 1988 by parents and physicians, CBTF is dedicated to advancing advocacy and methodologies for treatment, education and support, and it is also the International Licensing Industry Merchandisers’ Association philanthropy of choice.

“This is the charity of choice for LIMA on a global basis because of the work that CBTF does and how it benefits children around the world, not only in the U.S.,” says Charles Riotta, president and chief executive officer, LIMA. “For us it means that we can really make an impact in helping children and their families that are afflicted with brain tumors. Through our corporate partnership, we are leading the way in terms of research progress and we feel really great in knowing that LIMA’s contributions may lead to finding a cure very soon.”

According to CBTF, each year, more than 4,600 children are diagnosed with a brain tumor—to put that in perspective, that’s a classroom full of kids diagnosed every two days. With the assistance of LIMA, CBTF has raised nearly \$5 million over its lifetime partnership to fund its research functions, most notably its tissue collection bank, the key to unlocking progress in therapies and support for children with brain tumors.

“The long term commitment that the LIMA membership has made to CBTF through our direct funding of the Children’s Brain Tumor Tissue Consortium is really gaining recognition in the health and science communities,” says Joanne Loria, executive vice president,

The Joester Loria Group, and LIMA’s charity committee co-chair, along with Leigh Anne Brodsky, president, Peanuts Worldwide. “Collaborations with leading hospitals are on the rise and we continue to increase financial support for multiple research projects under the CBTF umbrella.”

ACCORDING TO CBTF, EACH YEAR, MORE THAN 4,600 CHILDREN ARE DIAGNOSED WITH A BRAIN TUMOR—TO PUT THAT IN PERSPECTIVE, THAT’S A CLASSROOM FULL OF KIDS DIAGNOSED EVERY TWO DAYS.

Did you know that hospitals do not share basic research findings? To remedy this, and ultimately find new therapies or even a cure for children’s brain tumors, CBTF launched the Children’s Brain Tumor Tissue Consortium, a multi-institutional network that collects high quality specimens from participating hospitals and makes them available to the worldwide scientific community.

“CBTF was formed by a group of parents in conjunction with a doctor in order to support research,” says Susan Weiner, vice chair for research, CBTF, and president, Children’s Cause for Cancer Advocacy. “The research and family support components of the original foundation have grown to become national programs. One important example is the Children’s Brain Tumor Tissue Consortium. It has become a model for how to make primary data open and accessible in the cloud so that researchers can use data freely to accelerate the pace of understanding and treating children’s brain tumors.”

“The data collection from the Tissue Consortium will allow for doctors and researchers to ask a variety of clinical questions that previously would require a host of institutions,” says Dr. Peter C. Phillips, director of the pediatric neuro-oncology program and attending physician with Children’s Hospital of Philadelphia. “The sky is the limit and we are opening this up to any responsible investigator.”

Hospitals that currently participate in the program include Children’s Hospital of Philadelphia, Children’s Hospital of Pittsburgh of UPMC, Ann & Robert H. Lurie Children’s Hospital of Chicago, Seattle Children’s Hospital and UCSF Benioff Children’s Hospital.

“A child with a brain tumor will battle this disease his or her entire life. After being treated in the hospital with any combination of surgery, radiation and chemotherapy, there are still multiple issues to address—isolation, cognitive issues, social abilities and cues, college help for later in life... even interview skills. CBTF is with the child and family for the entire journey. And while this is all happening, we still need to find a cure,” says Robert Budlow, chairman, CBTF. “The Children’s Brain Tumor Tissue Consortium is a critical step to curing pediatric brain and spinal cord tumors—the deadliest of all childhood cancers.”

To learn more about CBTF and the Children’s Brain Tumor Tissue Consortium or to donate, visit CBTF.org.



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