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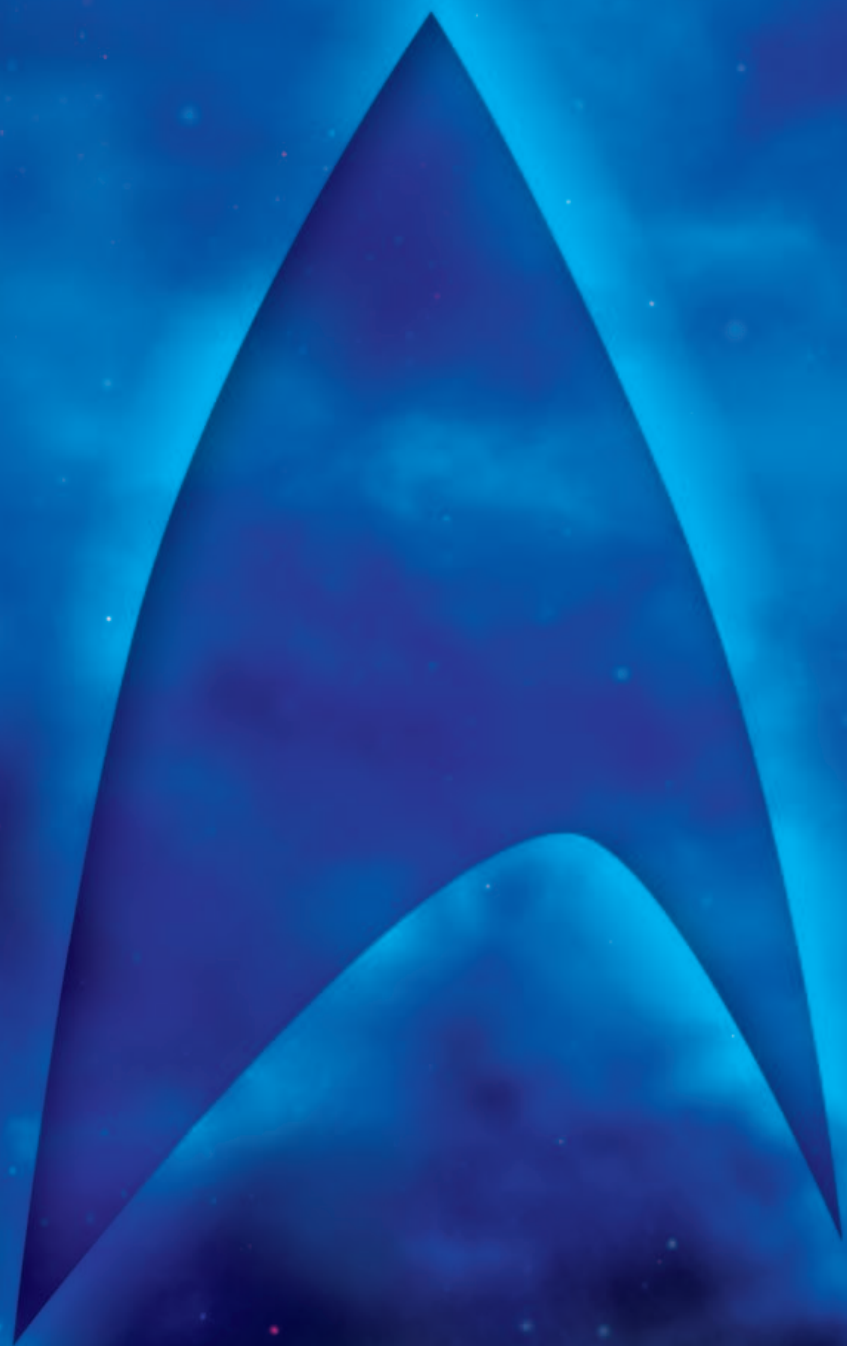
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GLOBAL
TOP 150
LICENSORS

T1 TOP 150 GLOBAL LICENSORS

This report provides retail sales data of licensed merchandise worldwide, key trends and specific brand insights across multiple industry sectors. Also included is an exclusive report with Pam Lifford, president, Warner Bros. Consumer Products.



28 ACTIVISION RAISES ITS GAME

Following two key acquisitions, a major commitment to content development and various new licensing initiatives, Activision is shaping its future as a 360-degree global entertainment powerhouse.



42 LIVE LONG AND PROSPER

CBS Consumer Products will celebrate the 50th anniversary of Star Trek this year with innovative and engaging live events, product assortments and marketing campaigns.

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Retail news, licensing deals and more.

ON THE COVER



Activision's Alicia Mandeville, senior director, licensing; Tom Vail, new business development and strategy; Alex Gomez, hardlines, Call of Duty; Ashley Maily, vice president and head of global licensing and partnerships; Scott Murata, creative and product development; and Lindsay Friedman, hardlines and softlines. Not pictured: Aubrey McClure, senior director, worldwide promotions; Victoria Fisher, European licensing; and Jennifer Mirabelli, retail development and sales lead.

52 MADE FOR EACH OTHER

Smiley Company has been tapped as the master licensee for the Rubik's Cube property, a well-suited match for two retro brands that have much in common.



54 MARVEL'S SPIDEY SENSE

Marvel is gearing up to reinvigorate its evergreen Spider-Man character with new films, animation and new products.



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SEGA is marking a milestone year for its Sonic the Hedgehog franchise.

62 MATTEL SHINES AT MIPTV

Toy and entertainment-focused company receives recognition as "Brand of the Year."



117 THE ONLY PLACE TO BE

Now in its 36th year, Licensing Expo is heading into next month's Vegas event with more features than ever before, which translates to more opportunity for exhibitors and attendees.



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TOP 150 GOES BEYOND DISNEY

While Disney's iconic *Star Wars* franchise dominated the marketplace last year, here's a look at 12 other licensors that also influenced the brand licensing sector worldwide.

What do Margaritaville, Moomin and Moose Toys all have in common? They are among 12 new licensors that made the exclusive Top 150 Global Licensors report, published annually by *License! Global*.

They exemplify the idea that smaller licensors can succeed and thrive in a marketplace dominated by the high-profile brands that represent more than 52 percent (\$137 billion) of the total retail sales of licensed merchandise worldwide for the Top 150 licensors. And while these 12 licensors reported total retail sales of \$3.5 billion—a fraction of the Top 10 global licensors—they all achieved success and influenced the marketplace, won awards, and most importantly, connected with their fans and customers.

This diverse group of licensors, which range from lifestyle brands to kids', sports, corporate and non-profit brands, each represent the growth, significance, opportunity and essence of what licensing represents around the globe.

Consider the following:

- **Margaritaville**—This lifestyle brand, inspired by Jimmy Buffet, has expanded into a multitude of categories and is the only \$1 billion licensor to be added to this year's report.
- **Moomin**—While this brand may be less known in the U.S., it is one of the most popular brands in the

SMALLER LICENSORS CAN SUCCEED AND EVEN THRIVE IN A MARKETPLACE DOMINATED BY THE HIGH-PROFILE BRANDS THAT REPRESENT MORE THAN 52 PERCENT (\$137 BILLION) OF THE TOTAL RETAIL SALES OF LICENSED MERCHANDISE WORLDWIDE FOR THE TOP 150 LICENSORS.

Nordic region, Japan and China, and has grown significantly with 600 licensees worldwide.

- **Telefunken**—This venerable name, which has been synonymous with German engineering in consumer electronics, telecommunication and domestic appliances, now has more than 30 licensees across four continents.
- **41 Entertainment**—If you know “Pac-Man,” then you should know this licensor, which continues to grow its classic brands at retail.
- **Girl Scouts of the USA**—If you have ever bought a box of Girl Scout cookies, then you know the power of this organization, which had one of the most popular toys last year with its branded cookie oven.
- **Animaccord**—The popular Russian preschool animation property “Masha and the Bear” launched licensed products across the EMEA in 2015, and it's heading to the U.S. this fall.
- **Sports Afield**—This magazine title, which launched in 1887, is licensed worldwide in several categories including outdoor recreational products, security safes and apparel.
- **Paramount**—This well-known studio holds the rights to such popular and classic franchises as *The Godfather*, *Mission Impossible*, *Top Gun*, *Mean Girls*, *Grease*, *Anchorman*, *Gladiator*, *Clueless*, *Up in Smoke* and *Ferris Bueller's Day Off*.
- **Snuggle**—The household fabric softener brand's licensing efforts include such products as bedding, pillows, mattresses, mattress toppers and air fresheners.
- **Moose Toys**—The company's Shopkins brand, which experienced huge success at retail, was a finalist for the Toy Industry's Association's Toy of the Year this year, and the Shopkins Scoops Ice Cream Truck was the winner of the 2016 Girl Toy of the Year.
- **Genius Brands International**—This licensor re-launched the Baby Genius brand in 2015 and has continued to expand its other properties including “Thomas Edison's Secret Lab” and “Warren Buffett's Secret Millionaires Club.”
- **Boy Scouts of America**—This well known non-profit organization made the top licensor list at No. 150 and continues to expand with innovative lifestyle products.

Check out the Top 150 on page T1 to see where these 12 companies ranked alongside the other 138 licensors that made the list, along with sales data, trends and properties that define brand licensing worldwide. ©



by TONY LISANTI
global editorial director

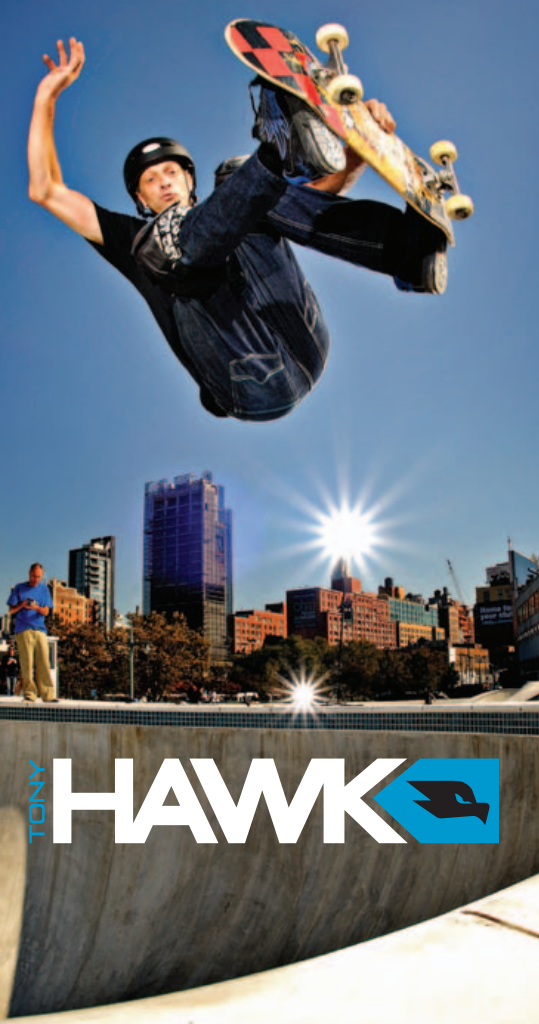


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Striker Takes on Horror Video Game

Licensing agency Striker Entertainment took on gaming property “Five Nights at Freddy’s” last year, and is now seeing the product program ramp up for the Scottgames franchise.

“The early retail heat on this property is reminiscent of what we experienced with ‘Angry Birds’ at launch, and what we have witnessed with ‘Minecraft,’” says Marc Mostman, partner, Striker Entertainment. “With its large fan base, billions of YouTube views, a feature film in development and the first of three books recently launched, ‘Five Nights at Freddy’s’ is one of those rare properties with the benefit of being driven by multiple media executions and



deeply active fan engagement.” “Five Nights at Freddy’s” is a horror-themed video game that places the user as a security guard at Freddy Fazbear’s Pizza, a family restaurant and arcade. But at night, the life-sized animatronic characters come to life and wreak havoc on the restaurant.

The series launched in 2014 and includes three sequels. It has also been optioned by Warner Bros. and is in development for a feature film.

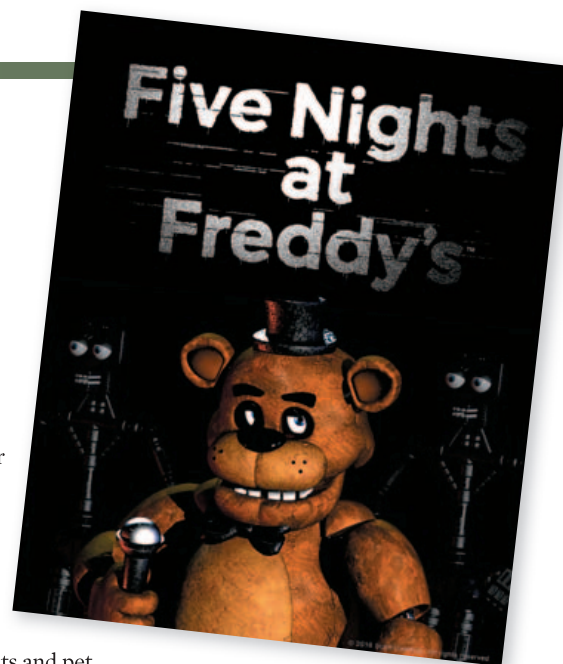
According to Scottgames, worldwide sales of the game series have topped 10 million downloads.

Under Striker, the product program has grown for “Five Nights at Freddy’s” and now includes a roster of leading licensees.

On board for the program

is Rubie’s Costume Company for character costumes, masks, costume accessories, prop replicas, animatronic figures, trick-or-treat bags, Halloween décor, pumpkin decorating kits and pet costumes. The new range will hit stores in time for Halloween.

Also signed for the brand is NECA, which will create a line of large-scale foam figures, animatronic figures, electronic cord accessories, gift sets, seasonal lighting, 3D figural wall art, role playing party games, novelty metal lunch boxes, fleece blankets and character pillows; while Trends International will launch themed posters, calendars, bookmarks, writing instruments, stickers, decals, temporary tattoos, gift wrap and gift bags.



Licensee Buckle-Down has created a range of belts, belt buckles, key chains and other items that feature the company’s signature seatbelt-style fasteners; and McFarlane Toys will produce a construction range based on scenes and locations within the “Five Nights at Freddy’s” game.

Other licensees signed on to round out the product program include Funko, Accutime, Think Geek, Bioworld, Just Toys and Radz. Additional partnerships are in the works and should be announced soon.



Hasbro, Paramount Plan Film Universe

Hasbro and Paramount Pictures have hired 10 writers to develop a cross-property, interconnected on-screen universe based on Hasbro’s portfolio of brands.

The new film universe will feature the brands G.I. Joe, Visionaries, Micronauts, M.A.S.K. and ROM. Allspark Pictures, Hasbro’s film label, is slated to produce the films.

Brian Goldner, chairman, president and chief executive officer, Hasbro, and Stephen Davis, executive vice president and chief content officer, Hasbro, will serve as producers and Josh Feldman, co-head of storytelling, Hasbro, will serve as co-executive producer.

“Together with Paramount, we have assembled a team of incredibly talented creative minds and storytellers to continue to help tell the rich history and narrative behind this interconnected cinematic universe, and we are thrilled to be working with [writers supervisor] Akiva Goldsman again to guide this process,” says Goldner. “We are also excited to partner with Paramount to produce the films, as we’ve had a strong and collaborative partnership since our first *Transformers* movie in 2007.”





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GBI Makes it POP

Genius Brands International is introducing an all-new lifestyle property to the global marketplace—"SpacePOP."

Targeted to tween girls, ages 8-12, the brand blends music, fashion, beauty, friendship and intergalactic adventures to create more than 100 serialized, animated video shorts for a dedicated YouTube channel and other digital platforms. Andy Heyward, chairman and chief executive officer, GBI, is on board to spearhead production efforts for the videos, with Steven Banks ("SpongeBob SquarePants") tapped as content writer and music producer Ron Fair and singer/songwriter Stefanie Fair also on the project.

The first six videos will debut this summer, with two new videos to be released weekly thereafter.

"The No. 1 destination for girls ages 8 to 12 to consume their content is YouTube. The No. 1 destination for music consumption is YouTube. So when it came time to evaluate where we wanted 'SpacePOP' to launch, there was no doubt in our mind that YouTube was the ideal platform for our brand," says Stone Newman, president, global consumer products, GBI. "We are delivering our brand where tween girls are every day.

We always knew that we wanted to serve up 'SpacePOP' in snack-sized installments, three- to four-minutes, with a heavy emphasis around the original music created, because that reflects the consumption pattern of our girl. Everything we have done to develop and promote and launch the property has revolved around making it compelling for a tween girl YouTube viewer. We believe we are breaking new ground here as, to our knowledge, we are the first and only entertainment company to launch an original animated series and intellectual property via YouTube that is also accompanied by a comprehensive retail, licensing and promotional program. Our 'SpacePOP' strategy incorporates everything a traditional entertainment property



would entail except our approach to content delivery is anything but traditional. We are very excited to be a pioneer in this space and to prove the traction one can gain with this strategy, as well as validate our belief that the world of entertainment is undergoing a titanic shift and we want to be at the forefront of that movement."

The videos will be further supported and content expanded by a new book series from MacMillan's Imprint, launching with the first title, a middle-grade novel called *Not Your Average Princess*.



Also bolstering the content are music-based apps and a consumer product program, scheduled to hit retail this fall. Licensees already signed on to support "SpacePOP" include Taste Beauty for beauty and bath products and accessories; Jaya Apparel for fashion apparel; Mad Dog for loungewear and sleepwear; H.E.R. Accessories for fashion accessories; FAB Starpoint for bags, accessories and stationery; Berkshire for hosiery, headwear, cold weather accessories and umbrellas; Franco Manufacturing for bedding, room décor and accessories; Yowie for chocolate surprise eggs; Flix Candy for confections and novelty candy; KidDesign for youth electronics and tech accessories; Canal Toys for craft and activity kits; and Bare Tree Media for virtual branded goods.

"Everything about the 'SpacePOP' program has been designed to validate our brand with tween girls ages 8 to 12. We have selected partners that have an expertise reaching this market segment, partnered with retailers where these girls shop and secured promotional partners where these girls like to hang out with their friends," says Newman.



IMG Debuts Sports Agency

IMG has unveiled the Football Greats Alliance, a new agency to manage the collective marketing and licensing rights of retired National Football League players.

Operated by IMG, FGA will create, develop and manage the strategic execution of rights for more than 22,000 retired NFL players including 160 Hall of Famers, 50-plus Heisman winners, more than 225 broadcasters and 25 NFL MVPs. FGA will also provide marketing rights, approvals, contracting and financing.

FGA will be led by a board of directors that includes Jim Brown (chairman), Ron Mix (vice chair), Dave Robinson, Jack Youngblood, Irv Cross, Billy Joe Dupree and Darrell Thompson.

"FGA will provide opportunities for retired players to band together for a wide variety of partnerships," says Jim Brown, pro football Hall of Famer and chairman of the board, FGA. "These deals will have direct financial benefits to the players involved, and more importantly, will provide revenue for the Greater Good Fund, which will benefit the health and welfare of retired players."

The NFL will play an integral role in supporting FGA by providing access to NFL sponsors, club marketing personnel and hospitality space for events including the 2017 Super Bowl and Pro Bowl. The NFL is also currently underway on projects to sell retired players' jerseys online in partnership with NFLShop.com licensees and to cross-promote the FGA on NFL digital platforms.

"We are so proud to be working with the NFL on an offering that will fundamentally change the opportunities available to retired players," says Drew Sheinman, senior vice president, brand development, IMG. "We've already seen an incredible amount of interest across licensing, sponsorship and endorsements, content, fan experiences, premium hospitality, media rights, education and employment for this incredible group of individuals, and we're just getting started. Our proprietary research shows an overwhelming goodwill toward retired players, and we're honored to have been entrusted with this opportunity."

Labrynth Celebrates 30 Years

Cult film *Labrynth* is gearing up for its 30th anniversary this year, and in celebration of the milestone, The Jim Henson Company has planned a range of products.

The 1986 film, produced by The Jim Henson Company in partnership with Lucasfilm, starred the late David Bowie and Jennifer Connelly in an enduring feature that blended Henson's Creature Shop characters with live action and music.

New products planned include a brand-new book from Insight Editions, titled *Labrynth: The Ultimate Visual History*. The book is an exploration of the film and features rare artwork, interviews and on-set photos, and will hit shelves in October.

Licensee River Horse has been tapped to create Jim Henson's *Labrynth: The Board Game*, a family game that will feature characters from the movie in crafter miniature.

An apparel collection will also debut at retail this fall, as will special events timed to honor the movie's anniversary including screenings across the U.S.



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PVH's Calvin Klein Unveils New Worldwide Strategy

Calvin Klein, a division of licensor PVH Corp., has unveiled a new global creative strategy that will unify all Calvin Klein brands under one vision.

The new brand direction will follow one creative vision across all categories for the business and will also solidify the brand's position globally, as well as set the course for future long-term growth.

The new creative strategy is part of a global

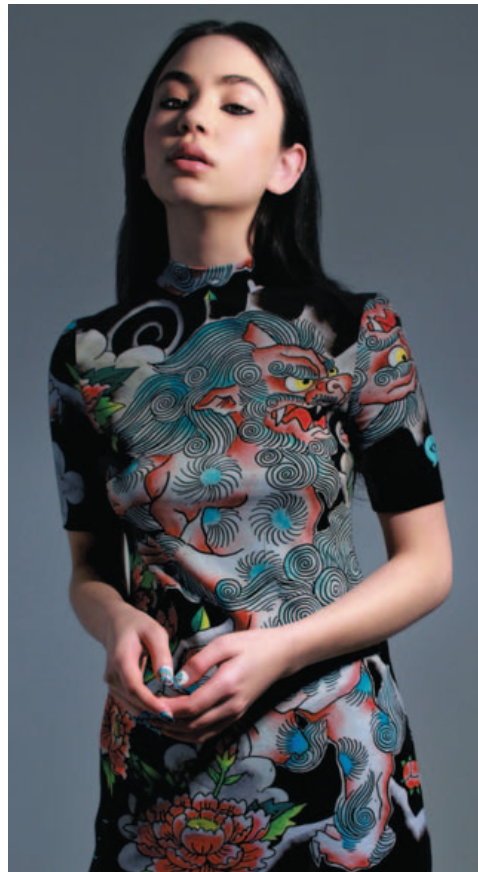
evolution for the Calvin Klein brand, which began in 2013 with the re-acquisition of its jeans and underwear businesses.

As part of the transition, Francisco Costa, women's creative director of Calvin Klein Collection, and Italo Zucchelli, men's creative director of Calvin Klein Collection, will both be leaving the company.

"This creative strategy marks the beginning of another significant chapter in Calvin Klein's

brand legacy since Mr. Klein's retirement," says Steve Shiffman, chief executive officer, Calvin Klein. "I would like to thank Francisco and Italo for their unwavering commitment to the Calvin Klein brand and their accomplishments over the past decade. They have both contributed immensely to making Calvin Klein a global leader in the fashion industry, and they have done so with dedication, focus and creativity."

TLC Inks Deals to Re-Launch Ed Hardy



TLC, in partnership with Iconix Europe, has secured a number of collaborations for fashion label Ed Hardy to help re-introduce the brand to the market.

The new Ed Hardy partnerships will include:

- Illustrated People for women's apparel,
- MC2 St Barth for swimwear,
- Starter Black Label for caps, and
- Benjamin's for iPhone covers.

Each of the new collaborations will incorporate the Japanese tattoo aesthetics of the classic Ed Hardy style, while showcasing a new direction for the brand with a relaxed style, fresh creativity and freedom of expression.

"These are exciting partnerships for us and a great way to introduce Ed Hardy back into the market," says Angela Farrugia, managing director, Iconix Europe. "The growth of brand collaborations has given Ed Hardy a platform upon which to re-educate the consumer."

All of the collaborations are available now at directional independents and high-reaching department stores throughout Europe. The Ed Hardy x Illustrated People line was one of Illustrated People's key partnerships for 2016. The collaboration launched straight into Topshop Oxford Circus and online.

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Jonathan Adler Joins Fisher-Price

Fisher-Price, a subsidiary of Mattel, has appointed designer and author Jonathan Adler to the role of creative director.

Adler's appointment will further the brand's business strategy to elevate its appeal with Millennial parents through new collaborations.

In a multi-year agreement, Adler will consult on the style direction for Fisher-Price. Adler's work will debut this fall with baby gear, newborn toys, crib bedding, nursery décor and infant apparel.

"Fisher-Price is an iconic and beloved global brand, and it has been a dream to collaborate with them. My goal is to marry modern design with the brand's expertise in early childhood development," says Adler. "Babies—and parents—deserve baby gear and toys as stylish as they are."

In addition to his appointment at Fisher-Price, Adler is known for his interior design work. In the past, Adler has licensed his work to various companies including PartyLite and Formica for home décor, as well as United Legwear Company and REM Eyewear for apparel, eyewear and accessories.

"Jonathan's influence will bring a modern sensibility to our iconic design," says Jean McKenzie, executive vice president, Fisher-Price. "While staying true to what we've always stood for—enriching developmental play, quality and safety—we are contemporizing form, function and style to write a new chapter in our brand history."



Nitro Circus Rides with Tech 4 Kids

Action sports brand Nitro Circus has partnered with Tech 4 Kids to develop a new range of branded ride-on toys.

Tech 4 Kids' range will include scooters, drift bikes, skateboards, pogo sticks and wagons based on the vehicles Nitro Circus athletes will ride during the upcoming series of Nitro Circus Live tours.

"We are very excited about this multi-year partnership with industry leader Tech 4 Kids,"

says Peter Maule, global head, licensing, Nitro Circus. "Their creative design and technology will bring real innovation to this category and put smiles on kids' faces all around the world."

The new toy range is the first phase of Nitro Circus' consumer products rollout, which includes a range of sporting goods, toys, apparel and video games.

The ride-on toys will be available online and at retailers worldwide in spring 2017.



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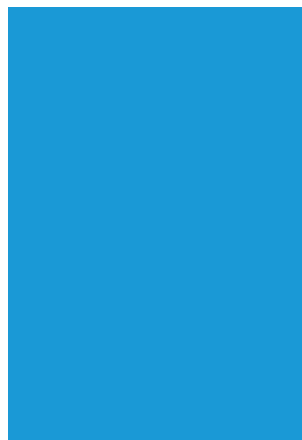
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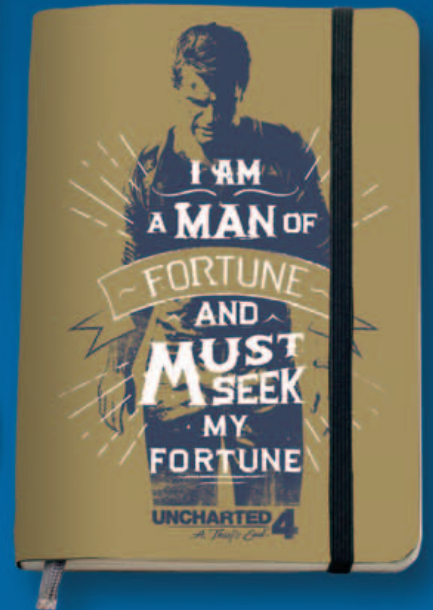
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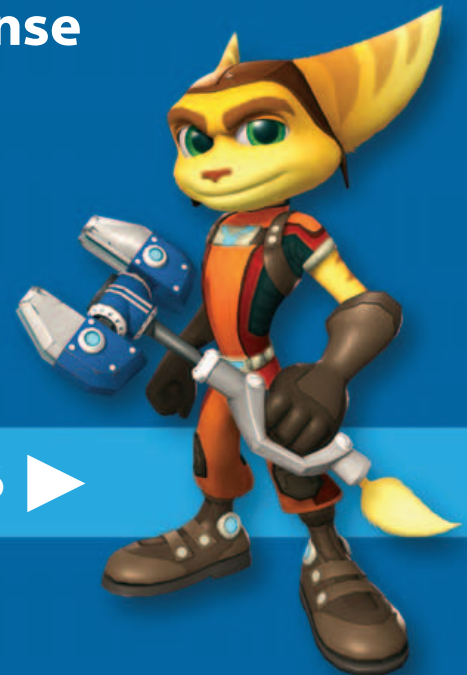
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Cherokee Heads to the Czech Republic

Cherokee Global Brands has entered a multi-year license agreement with Ahold Czech Republic, a division of the Netherlands-based Ahold Company, to launch Cherokee-branded products in Ahold's hypermarket retail chain Albert.

The agreement will see a range of Cherokee family categories—including men's, women's and children's clothing, essentials, footwear and accessories—launch in more than 80 of Albert's 330 stores in the Czech Republic this fall.

Ahold will also leverage Cherokee's 360-degree capabilities platform and work with Cherokee's in-house design and

marketing teams to launch Cherokee shop-in-shops within Albert stores. The launch will include family and back-to-school campaigns that Cherokee will support with social and digital outreach, PR events and more.

"The Cherokee brand has had a long and marketable history throughout Central Europe," says Howard Siegel, president and chief operating officer, Cherokee. "We are very excited to partner with Ahold and build upon the existing awareness of the Cherokee brand in the Czech Republic. Our 360-degree platform provides Ahold with turnkey design, merchandising and implementation solutions that will ensure speed to market, in addition

to immersive, engaging in-store experiences for Albert customers. We look forward to forging a successful, long-term partnership with Ahold in the Czech Republic."

"Ahold strives to satisfy our customers' needs by constantly improving the product ranges and services we provide," says Milan Hladil, commercial director, Ahold Czech Republic. "We are pleased to introduce new lines of the Cherokee brand in our Albert Stores and are looking forward to growing our non-food business together with the Cherokee brand. We are confident that the debut of the Cherokee brand in Albert Stores will be fully embraced by Czech consumers."

Warner Bros. Plans Theme Park in Abu Dhabi

Warner Bros. has partnered with Miral to create a themed destination in Abu Dhabi, United Arab Emirates.

Located on Yas Island, Warner Bros. World Abu Dhabi will include a theme park as well as the only Warner Bros.-branded hotel. The themed destination will bring together the studio's portfolio of DC Comics superheroes including Batman, Superman and Wonder Woman, as well as cartoons such as "Looney Tunes," "Scooby-Doo" and "Tom and Jerry." Guests will also have the opportunity to step inside Gotham City and Metropolis, experience the cartoon worlds of Hanna-Barbera and more.

The project is being developed under license from Warner Bros. Consumer Products and is slated to open in 2018, with the branded hotel to follow at a later date.

"Warner Bros. has been entertaining audiences for more than 90 years with the world's most-loved characters and franchises," says Kevin Tsujihara, chairman and chief executive officer, Warner Bros. Entertainment. "Working with our partners at Miral, we'll bring this expertise to Yas Island, one of the world's leading entertainment destinations, to create a fully interactive, innovative and unique experience that will allow fans of all ages to experience the most exciting aspects of Warner Bros. in a completely immersive environment."

Warner Bros. World Abu Dhabi will be located alongside the first Ferrari-branded theme park and the Emirati-themed water park, Yas Waterworld. The companies anticipate that the Warner Bros.-themed destination will take Yas Island's annual visitor tally from 25 million to 30 million.

"By meeting the global, regional and local demand for a world-class entertainment destination, supported by an equally world-class travel



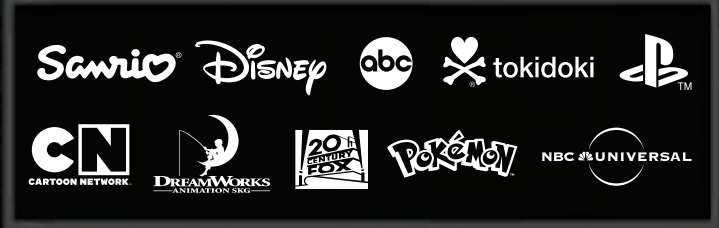
and tourism infrastructure, we are fulfilling our ambition to drive visitor numbers and enrich the U.A.E.'s appeal as a truly international destination that appeals to both residents and traveling guests. Miral is central to this development with a number of significant and exciting projects in the pipeline," says Mohamed Khalifa Al Mubarak, chairman, Miral.



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Condé Nast Moves in with *Vogue* for Licensed Furniture

Condé Nast has partnered with Dorya, a furniture designer and manufacturer, to create a *Vogue* Living furniture line.

The 30-piece *Vogue* Living collection will be based on the fashion magazine's aesthetic and will include statement pieces and upholstered products for residential and commercial use in bedrooms, living and dining rooms.

"The launch of *Vogue* Living allows the *Vogue* brand to extend its fashion authority and style expertise into the home," says Cathy Glosser, senior vice president, licensing, Condé Nast. "The collection will bring the pages of the magazine to life-taking

inspiration from fashion to identify new interior design trends while also adding the *Vogue* touch to classic interior design."

Condé Nast's partnership with Dorya is the first partnership to kick-off the *Vogue* Living lifestyle brand.

"This *Vogue* Living partnership gives us a unique opportunity to tap into a vast array of design understanding," says F. Doruk Yorgancioglu, president and chief executive officer, Dorya. "Coupled with Dorya's vision and expertise, we will create an amalgam of style that is non-existent in furniture.

The new collection will debut to the trade industry later this year.

Lady Gaga, Elton John Design for Macy's

Macy's has partnered with musicians Sir Elton John and Lady Gaga to create Love Bravery, a limited edition apparel and accessories line with a philanthropic and inspirational message.

Created in collaboration with Lady Gaga's sister, Natali Germanotta, and designer Brandon Maxell, each piece will feature graphic prints and designs, such as piano key prints and metallic lettering.

The Love Bravery collection spans a range of merchandise including shirts, sweats, outerwear, clutches, backpacks, beanies, scarves, pins, key chains, water bottles, speakers and skateboards and will be sold exclusively at Macy's this spring, with a global rollout scheduled for later this year.

Twenty-five percent of the purchase price will benefit Lady Gaga's Born This Way Foundation and the Elton John AIDS Foundation.



The apparel and accessories range is the first in a series of activations for Macy's American Icons campaign.

"In addition to being deeply talented musical artists, Lady Gaga and Sir Elton John are champions of self-love, courage, empathy and kindness, and Love Bravery represents all of those tenets," says Martine Reardon, chief marketing officer, Macy's. "We are so proud to present a line that is not only fun and bold, but also stands for something so meaningful and important. The work they do through Born This Way Foundation and the Elton John AIDS Foundation is invaluable and truly changes lives, and Macy's is honored to partner with them to spread the message of love and acceptance."





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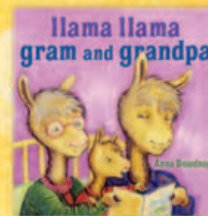
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ACTIVISION

Raises its Game

Following two key acquisitions, a major commitment to content development and various new licensing initiatives, Activision is shaping its future as a 360-degree global entertainment powerhouse.

by TONY LISANTI



ALICIA MANDEVILLE, senior director, licensing, Activision;
TOM VAIL, new business development and strategy, Activision;
ALEX GOMEZ, hardlines, Call of Duty, Activision;
ASHLEY MAIDY, vice president and head of global licensing and partnerships, Activision;
SCOTT MURATA, creative and product development, Activision; and
LINDSAY FRIEDMAN, hardlines and softlines, Activision

As a company deeply rooted in the business of video games for most of its storied history, Activision Blizzard is now on a fast track to become a multi-faceted global entertainment company, a major diversified provider of original content, a key player in e-sports and a brand licensing and consumer products juggernaut.

The focus is clear and simple—franchise development and fan engagement year-round at every possible touchpoint, from the controls of an advanced gamepad to participation in live gaming events, viewership of TV series and major big screen films or to consumers purchasing products in the aisles of every major retailer around the world.

From its early and humble beginnings in 1991 when Bobby Kotick became chief executive officer of Activision, the company may seem like it's a very different entity today (and certainly very different from what it will become over the next several years), yet the threads of consistency are easily noticeable. Activision Blizzard has remained true to its original culture, characterized by inspiration, creativity and fun, established 25 years ago by Kotick, who is now recognized as one of the most influential executives in the gaming sector. His longstanding effect on Activision Blizzard remains significant, vibrant and impactful from all perspectives—cultural, financial and technological.

In fact, Activision Blizzard was recently recognized by *Fortune* magazine in its annual survey as one of the “100 Best Companies to Work For.”

“*Fortune's* recognition is especially meaningful because it reflects how our employees feel about the culture we've built together,” says Kotick. “Everything we do starts with our employees' talent, inspired creativity and commitment to excellence. They are the reason why Activision Blizzard is a great place to work.”

While Activision Blizzard has demonstrated its commitment to people, culture and workplace, the company has also experienced a strong financial performance as well. For the 2015 fiscal year, the company reported net revenues of \$4.7 billion and delivered a total shareholder return of more than 93 percent. Now with the acquisition of King Digital Entertainment (completed late last year), total revenue is projected to be \$6.8 billion.

In terms of potential opportunities, Kotick, in last year's annual report, used an analogy to exemplify the scope of

“ACTIVISION BLIZZARD IS HOME TO SOME OF THE MOST SUCCESSFUL ENTERTAINMENT FRANCHISES IN HISTORY, ACROSS ANY MEDIUM. WITH OUR NEW MOBILE, E-SPORTS AND TELEVISION, FILM AND SHORT-FORM VIDEO DIVISIONS, WE BELIEVE THAT CONSUMER PRODUCTS PRESENT AN EVEN BIGGER OPPORTUNITY FOR US IN THE AREAS OF MERCHANDISING AND LICENSING TO FURTHER INCREASE ENGAGEMENT WITH OUR GROWING AUDIENCES.”

—BOBBY KOTICK, PRESIDENT AND CHIEF EXECUTIVE OFFICER, ACTIVISION BLIZZARD

Activision Blizzard's franchise audience versus the major sports leagues. He points out that in 2014, fans of the National Football League, National Basketball Association, Major League Baseball, Major League Soccer and National Hockey League watched about 10 billion hours of nationally televised games versus the 14 billion hours users of Activision Blizzard franchises logged, yet the sports leagues generate billions of dollars in ancillary revenue.

“Professional sports leagues are able to generate billions of dollars in revenue each year through various sources including ticket sales, licensing, merchandising, sponsorships and broadcast rights,” Kotick states. “Professional sports leagues have done an excellent job creating great franchise-based entertainment experiences across multiple channels for passionate fans. But these remain largely passive viewing experiences, although the fans of major sports are certainly among the most



BOBBY KOTICK
president and chief executive officer, Activision
Blizzard





engaged audiences. When we think about our franchises, we view our responsibilities to our fans and the associated business opportunities through the lens of leagues.”

While the vision to become an entertainment company may have been in the works for several years, it quickly came into play last

fall when two major acquisitions and the formation of its studio division were announced. Over the course of three months, Activision Blizzard expanded from two divisions to five operating units, creating a more diverse portfolio and setting the platform for growth and expansion over the next decade and beyond.

The company is now organized as follows:

- **Activision**—This unit develops, distributes and publishes interactive entertainment for gaming consoles, mobile, tablets and PCs and includes the core franchises “Call of Duty,” “Skylanders” and “Destiny.”
- **Blizzard Entertainment**—Similarly, this unit is focused on gaming with properties including “World of Warcraft,” “StarCraft,” “Diablo,” “Hearthstone” and “Heroes of the Storm.”
- **King Digital Entertainment**—With this acquisition, finalized in February in a deal valued at \$5.9 billion, Activision Blizzard greatly expanded its audience reach worldwide, as well as its potential to expand and leverage its company-wide synergies in content and events. King, a recognized leader in mobile interactive entertainment, has more than 200 titles. Key franchises include “Candy Crush,” “Farm Heroes,” “Pet Rescue” and “Bubble Witch.”
- **Media Networks**—Early this year, Activision Blizzard bought Major League Gaming with the goal of bringing premium live gaming events to mainstream audiences, and now has established a strong position in a burgeoning business that Kotick claims can become “the ESPN of e-sports.”
- **Activision Blizzard Studios**—In November 2015, the company formed an internal studio to develop original film and TV



ACTIVISION BLIZZARD'S ICONIC FRANCHISES

“World of Warcraft”
 “StarCraft”
 “Diablo”
 “Hearthstone”
 “Heroes of the Storm”
 “Overwatch” (2016)
 “Call of Duty”
 “Skylanders”
 “Destiny”
 “Candy Crush Saga”
 “Candy Crush Soda Saga”
 “Candy Crush Jelly Saga”
 “Farm Heroes Saga”
 “Pet Rescue”
 “Bubble Witch”

content based on its portfolio. The first production will be “Skylanders Academy,” an animated TV series based on the video game. Another initiative is the development of a “Call of Duty” film universe that has the potential to be a tentpole franchise.

Activision’s Licensing & Partnerships business, established in 2012 with the launch of “Skylanders,” has created consumer interest across key categories beyond the traditional video game aisle and video game channels.

“The company never had an IP that lent itself to a comprehensive merchandising program,” recalls Ashley Maily, vice president and head of global licensing and partnerships, who joined Activision in May 2011 to launch the licensing business for “Skylanders.” “It was very much a startup, but we had the advantage of having a footprint

at retail because of the video game. The strategy was to leverage that and build a licensing program outside of the video game aisle. In many ways we revolutionized the licensing business because we were the pioneer of toys-to-life.”

The “Skylanders” merchandising initiative launched in October 2011 with 10 anchor partners, and slowly but surely Maily and her team built a comprehensive licensing program in North America, Australia and Europe across all major product categories.

“Innovation was the key factor, along with the existing footprint at retail,” says Maily, a former

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KING BROADENS AUDIENCE AND OPPORTUNITIES



RICCARDO ZACCONI
chief executive officer, King
Digital Entertainment

With its acquisition of King Digital Entertainment in February, in a deal valued at \$5.9 billion, Activision Blizzard not only became the largest game network in the world with 500 million users, but also made a synergistic connection that offers unlimited potential across all of the company's platforms and divisions, from entertainment to licensing.

"Activision Blizzard's key values are closely aligned with King's. We all feel very passionately that a good game isn't good enough—it has to be great—and we're committed to building lasting franchises for our fans," says Riccardo Zacconi, chief executive officer, King Digital Entertainment. "Now that we've joined forces, we have even more opportunities to engage with our players and create really extraordinary entertainment experiences."

With an established portfolio of franchises that includes "Candy Crush," "Farm Heroes," "Pet Rescue" and "Bubble Witch," King reaches a diverse audience in 196 countries that play its games 1.4 billion times a day. And it's exactly this broad appeal and reach that Zacconi believes offers significant opportunities and company-wide synergies.

"Activision Blizzard is the world's biggest stand-alone interactive entertainment company, so the creative and technological talent and resources across the company are amazing. Our complementary portfolios and expertise across console, PC and mobile allows us to engage players every day and everywhere they play," Zacconi explains.

"Creating amazing gameplay has been our consuming passion for the past 13 years, and that definitely continues with an exciting pipeline of new titles planned," he adds.



entertainment licensing executive who admits that television and film were the key drivers of consumer products when "suddenly the model changed and there was a new opportunity in a new category and a new genre."

In a short period, Activision Licensing & Partnerships established itself as a bona fide licensor that now ranks at No. 122 in *License! Global's* exclusive Top 150 Global Licensors report, reporting \$140 million in retail sales of licensed merchandise worldwide in 2015.

More importantly, "the sky is the limit" over the next several years as Activision Blizzard plans to expand aggressively into new areas and its operating units add new games and new content, creating innovative opportunities for brand extensions and partnerships. Based on the company's new strategic initiatives, Activision's Licensing & Partnerships group is well positioned to more than double in size over the next few years and quite possibly top \$500 million in retail sales of licensed merchandise by 2020 and beyond.

The Activision Licensing & Partnerships group already has a track record of innovation and performance, as it established "Skylanders" as a major licensing program, positioned "Call of Duty" as a lifestyle brand and expanded "Destiny's" licensing strategy in

partnership with Bungie, which holds the IP rights.

The "Skylanders" franchise, which has generated more than \$3 billion in retail sales with more than 250 million toys sold worldwide since its 2011 debut, has established a best-in-class approach with licensees and partners that include McDonald's, Crayola, MEGA Bloks, Power A, Mad Engine, Penguin, General Mills and Rubie's Costume Co.

"At the core of our marketing and sales initiatives are brand partnerships, and we are fortunate to work with best-in-class partners for our properties," says Aubrey McClure, senior director of partnerships and promotions, Activision Publishing. "The incremental marketing value and exposure we receive is powerful, while partners are able to extend their reach by tapping into our broad audience base. These strategic alliances are a win-win."

"While we have won several industry-related awards for 'Skylanders,' we have really just begun to scratch the surface," says Maily.

For "Call of Duty," it's been a continuous and consistent growth track for the mega franchise, which debuted in 2003 and has generated more than \$15 billion in retail sales since. With a new theatrical film and universe of characters in development, a major initiative in e-sports, and a multifaceted licensing program focused on lifestyle



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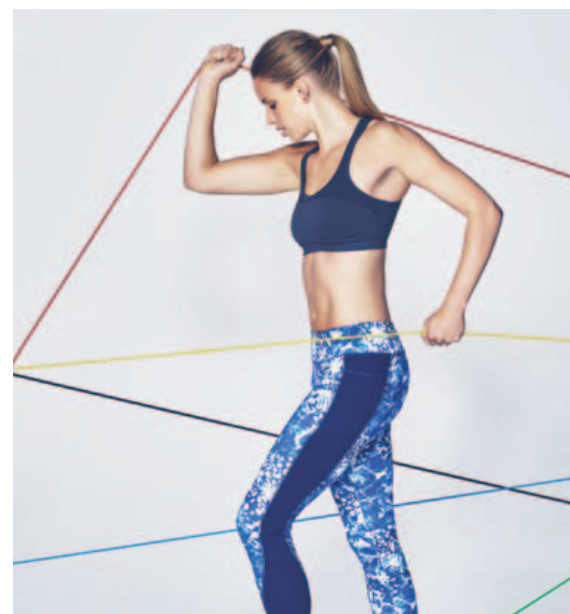
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STUDIO UNIT EMBODIES ENTERTAINMENT STRATEGY



STACEY SHER, *co-president, and*
NICK VAN DYK, *co-president,*
Activision Blizzard Studios

With the formation of Activision Blizzard Studios in November 2015, the company has made a major statement in the entertainment business. And along with that commitment comes the potential for new brand licensing initiatives for almost every project that is released.

Established to develop television series and films based on the company's library of intellectual properties, the studio will be run jointly by co-presidents Nick van Dyk, a

former Disney executive, and producer Stacey Sher.

The first project, which will debut this fall and is already creating buzz in the marketplace, is "Skylanders Academy," a kids' animation series based on the video game. In addition, a "Call of Duty" film and cinematic universe is being developed for potential release in 2017/2018. Other projects are under consideration, although no formal announcements have been made.

"Stacey's immense talent is a great fit for Activision Blizzard Studios, and together we will bring Activision Blizzard's hugely popular intellectual property to both existing fans and new audiences," says van Dyk. "Our focused and disciplined strategy will drive tremendous franchise value for Activision Blizzard as we bring audiences new ways to engage with the intellectual property they love."

merchandise and partnerships, a "the sky is the limit" description is applicable to this iconic franchise as well.

According to Maily, "Call Of Duty" has a three pillar licensing program that features the game title, a franchise-specific style guide and "Call of Duty" World League, a global e-sports tournament and live streaming event.

Last year, the "Call of Duty: Black Ops III" video game was released in conjunction with an extensive licensing program supported by key partners including MEGA Bloks, Bioworld, Funko, BradyGames, Fathead, Surreal, Power A, KontrolFreek and Razer.

In June 2015, Activision and Bungie released "Destiny: The Taken King" and the franchise's fan base now exceeds 25 million registered users. The "Destiny" licensing program includes apparel and accessories, publishing, art and poster books, strategy guides, posters and figurines from partners such as MEGA Bloks, Bioworld, Insight Editions, GB Eye, KontrolFreek, Trends, World of 3A and Insert Coin.



The Activision Blizzard total entertainment network, which now boasts more than 500 million monthly active users in 196 countries, inclusive of the King Digital Entertainment acquisition, is still only in the early stages of expansion into various new platforms, genres and audiences.

Consider not only the following new initiatives that are already in the pipeline, but also the aggressive expansion that is still on the drawing board and not yet formally announced, all of which reinforce the Licensing & Partnerships group's major growth—and albeit enviable—position in the marketplace:

- **"Skylanders" TV show**—The first major project for Activision Blizzard Studio, formed last November to develop original content based on the company's





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MEDIA NETWORKS CHANGES THE GAME



MIKE SEPSO
senior vice president, Media
Networks at Activision
Blizzard

With the creation of the Media Networks division last fall and with the acquisition of Major League Gaming in January, Activision solidified its commitment to e-sports and the development of live events and fan experiences.

Steve Bornstein, former chief executive officer of ESPN and the NFL Network, was named chairman, and Mike Sepso, the co-founder and president of Major League Gaming, was named to the role of senior vice president of Media Networks at Activision Blizzard.

Kotick believes the acquisition of Major League Gaming furthers the company's

plans "to create the ESPN of e-sports."

The Media Networks division also offers huge potential in the area of licensing and partnerships; and this strategy is now taking shape with "Call of Duty" World League, a tournament that will offer \$3 million in prizes and with a championship scheduled for this fall.

"The acquisition of Major League Gaming's business is an important step toward Activision Blizzard Media Networks' broader mission to bring e-sports into the mainstream by creating and broadcasting premium e-sports content, organizing global league play and expanding distribution with key gaming partner," says Sepso.

Activision estimates the e-sports audience to be bigger than that of many professional sports leagues, with more than 100 million unique viewers. By 2017, it is projected to have 300-plus million viewers.

portfolio, is "Skylanders Academy." The animated kids' series is scheduled to debut in October. Former Disney executive Nick van Dyk was named co-president of the studio, and is joined by producer Stacey Sher, also co-president, whose film credits include *The Hateful Eight*, *Pulp Fiction*, *Django Unchained*, *Garden State*, *Erin Brockovich* and *Matilda*.

- **"Call of Duty" film**—Activision Blizzard Studios is also developing a series of feature films based on the "Call of Duty" universe, and possibly a television series as well.
- **Media Networks**—The formation of this new division, dedicated to e-sports and fan experiences, creates significant potential to attract new audiences and creates new revenue streams including brand licensing, merchandising and sponsorships. Activision Publishing created the "Call of Duty" World League global tournament based on "Call of Duty: Black Ops III" that includes a championship and \$3 million in prizes. It's scheduled to air this fall.
- **King Digital Entertainment's franchises**—The integration and synergies of this digital mobile gaming entertainment company are still in their early stages of development, but the opportunities to create new experiences and brand extensions for "Candy Crush" and its other titles are virtually endless and offer great potential for future growth.



Activision Blizzard has quickly established the organizational structure and strategies to evolve from a traditional gaming company to become a 360-degree global entertainment powerhouse. It has unparalleled potential for growth and expansion across all of its business units, from traditional gaming to e-sports, as well as the capability to connect with and grow its huge fan base. The Licensing & Partnerships group will play a key role to extend that engagement to the aisles of retailers around the world. ©

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For half a century, the Star Trek franchise has ushered in generations of fans that continue to support the enduring evergreen. This year, CBS Consumer Products will celebrate the monumental milestone with innovative and engaging live events, product assortments and marketing campaigns, ensuring that the franchise will go on to celebrate many more years of success. **by AMANDA CIOLETTI**

For 50 years, Star Trek has managed to “boldly go where no man has gone before” and carve out a significant piece of pop culture history for itself.

Since 1966, the Star Trek juggernaut has seen six iterations of its flagship TV series and 12 (soon to be 13) films continue the storyline and build out the franchise. But, and perhaps most importantly, this iconic and continually relevant entertainment property has inspired a truly passionate fan base that in many ways has built an industry around itself, from licensing as we know it today to conventions and fan engagement activities.

“We look at Star Trek as one of the most loved and most influential brands of the last half-century,” says Liz Kalodner, executive vice president and general manager, CBS Consumer Products.

“Star Trek changed television, people’s lives and their perspective, and because of that, it has resonated for 50 years.” The first series, developed

by Gene Roddenberry, hit terrestrial television in September 1966 and only aired for three seasons, yet managed to gain a permanent foothold in pop culture. The original series starred William Shatner, who immortalized the role of Capt. James T. Kirk; Leonard Nimoy as the logical, yet empathetic Vulcan Spock; Nichelle Nichols as Uhura, who broke boundaries with her smarts and wit; DeForest Kelley as Leonard McCoy; George Takei as Hikaru Sulu; and many more who each made their mark in entertainment history. The show was ground breaking on multiple levels, what with its unique take and notions of space travel and the future, its non-violent approach to entertainment and even its seamless integration of a racially and ethnically diverse cast. The original series also tackled social issues that were pervasive in the late ‘60s—major societal ills like drug addiction, global politics, the environment, even the first interracial on-screen kiss—but it did so in a way that was approachable and positive, even optimistic.

Over the franchise’s lifespan, fans of all ages continue to find Star Trek, whether through the original series, one of the many that followed or the feature films.

“Recently, people have gone to the movies, become engaged and then begun moving through the different





LIZ KALODNER
*executive vice president and
general manager, CBS Consumer
Products*



VERONICA HART
*senior vice president,
licensing, CBS Consumer
Products*



BILL BURKE
*senior vice president,
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JOHN VAN CITTERS
*vice president, product
development, CBS Consumer
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series,” says Kalodner. “We can see that in the DVD business and how we sell Star Trek in syndication throughout the world. Over time, the franchise has aired in more than 200 countries and, interestingly enough, has never been off the air, whether on broadcast, cable or in syndication. One of the series, somewhere, is always on.”

The numbers only further support the depth and breadth of the total Star Trek brand reach. According to CBS Consumer Products, Star Trek has 1 billion social impressions per month, with 10-plus million fans on Facebook, 1 million tagged photos on Instagram and more than 375,000 followers on Twitter. Over its life cycle, the film franchise has banked \$2.4 billion at the global box office.

“The fans of Star Trek

are what have continued the franchise, and because of that, they feel an ownership that keeps it alive in many ways,” says Kalodner.



Almost from the onset, consumer products became an organic brand extension for Star Trek as a way for fans to continually connect with the property’s immersive universe.

“Merchandising began for Star Trek almost as soon as the show debuted,” says John Van Citters, vice president, product development, CBS Consumer Products. “It was not very long after the show first aired that the first products—such as the AMT model kit of the USS Enterprise—rolled out.”

Fans clamored to own a piece of the property, and they quickly embraced living the series as well, as the first Star Trek convention debuted in 1972.

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“In a way, I look at Star Trek as having grown up alongside the licensing industry,” says Van Citters. “As licensing has changed and expanded, it’s now hard to find a category that doesn’t have a licensing component to it anymore. And I feel like Star Trek has been there for each expansion of the business, growing with it and in some cases leading the charge.”

It’s a sentiment that is echoed by many at CBS Consumer Products.

“The licensing industry and Star Trek have literally grown up together. From the first branded merchandise catalogs in 1967 to fan conventions in the ‘70s, magazines in the ‘80s, online chats in the ‘90s to today’s interactive fan experiences, Star Trek has continuously expanded its licensing



model to not only grow the fan base but to be the leader in fan engagement,” says Bill Burke, senior vice president, marketing, CBS Consumer Products.

The modern strategy for the Star Trek brand is three-pronged, says Kalodner, and addresses the many different series and films by packaging them up into a total brand approach.

“Even though there are many different series and films, Star Trek is ultimately one brand that we unified in logo and packaging to form a cohesive Star Trek statement,” says Kalodner.

Kalodner has broken the Star Trek brand management strategy down into three pillars that address the different types of consumers—the core fan, the casual fan and the emerging fan.

This approach then informed

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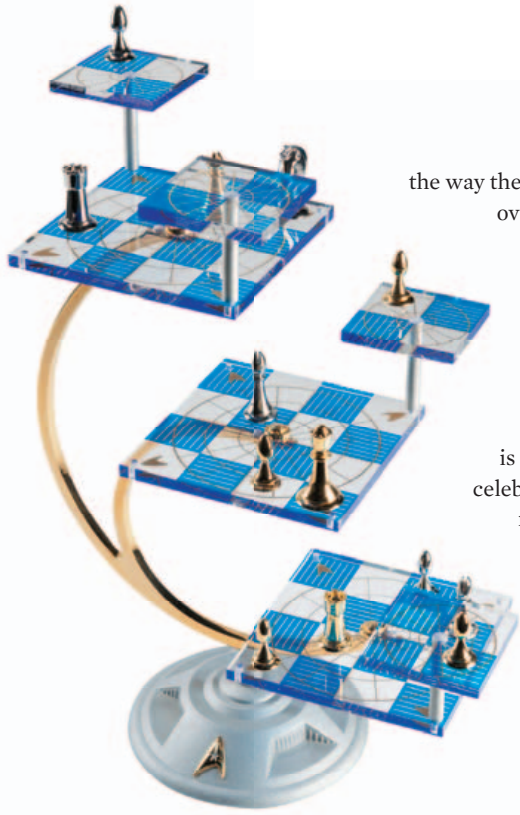
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{ Star Trek's 50th }



the way the consumer product program has grown over the last decade, infusing the market with product that continually resonates with each generation of shopper, from those that watched the original series in 1966 to new viewers who first meet the Star Trek universe in the latest set of films from director J.J. Abrams.

A broad program of merchandise is planned for each consumer tier to celebrate the 50th anniversary and will roll out throughout the year.

“Star Trek is by nature a very collectible brand,” says Veronica Hart, senior vice president, licensing, CBS Consumer Products. “Its fans, especially those that have been with the property since the beginning, are always looking for new ways to own Star Trek and be a part of it

in a new way. To satisfy that, we have a wide range of collectible product from a variety of different partners.”

Targeted to the core fan, Mattel, in a first-ever deal, has stepped up to produce a collection of collectible Barbies inspired by the classic Star Trek series that will include characters Kirk, Spock and Uhura; while Hallmark is again returning to market with its gold USS Enterprise ornament. QMx will produce studio scale replicas of the famous ship and the Franklin Mint, in conjunction with Wood Expressions, has created a tridimensional chess set.

Appealing to both the core and casual fan are a range of construction sets from MEGA Bloks based on the original Star Trek series, an Air Hog Enterprise from Spin Master, a Risk board game co-brand from USAopoly, Star Trek plush from Gund and a partnership with Build-a-Bear for uniformed character bears.

“Co-brands are a core part of the Star Trek product strategy for the 50th anniversary, and this summer alone there will be a broad assortment in a variety of categories. For the toy collector, there will be a full range of Star

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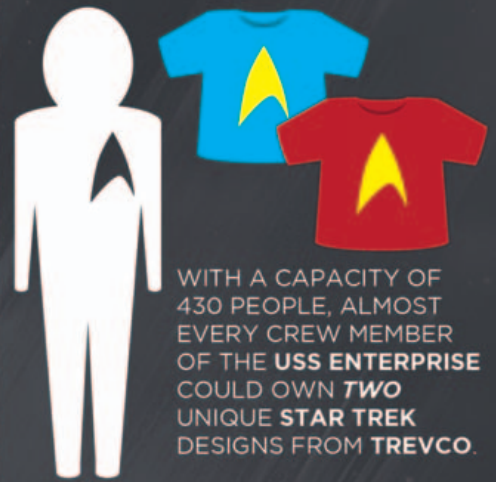
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Trek Original Series MEGA Bloks construction sets, as well as Barbie dolls released by Mattel,” says Hart.

For the casual and emerging fan, or those that “love Star Trek, but aren’t going to collect every item,” is a social game from Disruptor Beam, titled “Star Trek Timelines”; fashion accessories from Rock Love (necklaces) and Accutime (pocket watch); and a Bluetooth communicator from The Wand Company.

MAC cosmetics will also debut a Star Trek collection in August that will include 25 lip, eye and face products inspired by the iconic female characters from the franchise’s run such as Commander Deanna Troi, Uhura, Vina Orion Girl and Seven of Nine.

“The MAC Star Trek collection is a beautiful line and ties in with pop culture and the more casual fan—it’s not so overtly Star Trek, but is something that people can use every day in a fashion-forward way,” says Hart. “It’s a wink and a nod to the fan community, and if you are in the know, it’s very interesting.”

The casual fan has the gift category on lock with

embossed journals from The Coop, a 50th anniversary champagne vintage from Votto Vines and even a collection of stamps from the U.S. Postal Service and the Canada Post.

On the publishing side, a category that has fulfilled brand extensions for the Star Trek brand since the very beginning, several projects are in the works. HarperCollins will create *The Star Trek Encyclopedia*; National Geographic will publish a reference guide, *Star Trek: The Official Guide to the Night Sky*; Titan Publishing will create the art book *Star Trek: 50 Artists. 50 Years.*; and Dorling Kindersley will release, as part of its Big Ideas Simply Explained series, *The Star Trek Book*.

But one category is resonating highly with all target markets—live events.

“Across all three fan groups, live events really are of interest to everyone,” says Kalodner. “That’s why the 50th anniversary has so many events as part



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of its core component—they give fans a way to engage with Star Trek directly and celebrate it.”

Numerous live events are planned around the 50th anniversary and are as varied as they are engaging.

The flagship celebration will be hosted at the official Star Trek Convention 2016, set to take place Aug. 3-7 at the Rio All-Suite Hotel and Casino in Las Vegas, Nev. Hosted by Creation Entertainment, in partnership with CBS Consumer Products, the convention will feature the most Star Trek celebrity guests ever in one location (65 have already been announced) over the five-day event and include activities such as panels, games, parties, photo opportunities, karaoke, autograph signings, interactive displays, costume and video contests and an auction. Tickets are already sold out.

Other conventions planned include Star Trek: Mission New York, hosted by ReedPop and CBS Consumer Products. The three-day event will bring the celebration back to the Big Apple (the very first convention in 1972 took place in New York City) and include interactive exhibits, exclusive merchandise, celebrity guests, panels, screenings and much more.

Across the pond, planned for October is the Destination Star Trek event, which will pay tribute to the 50th anniversary of the brand with interactive exhibits, fan events, panels and cast and crew meet-and-greets, including appearances by William Shatner, Christopher Lloyd (Commander Kruge), Walter Koenig (Chekov) and more. Destination Star Trek will take place Oct. 7-9 at the National Exhibition Centre in Birmingham, England.

Other events include a series of worldwide Trek Talks, an initiative that examines the impact and influence of the franchise over its 50-year lifespan through live conversations with thought leaders in the areas of technology, science, society, culture and more; a North

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WARP SPEED THROUGH TV AND FILM

1966 – “Star Trek: The Original Series”
 1974 – “Star Trek: The Animated Series”
 1979 – *Star Trek: The Motion Picture*
 1982 – *Star Trek II: The Wrath of Khan*
 1984 – *Star Trek III: The Search for Spock*
 1986 – *Star Trek IV: The Voyage Home*
 1988 – “Star Trek: The Next Generation”
 1989 – *Star Trek V: The Final Frontier*
 1991 – *Star Trek VI: The Undiscovered Country*
 1993 – “Star Trek: Deep Space Nine”
 1994 – *Star Trek Generations*
 1995 – “Star Trek: Voyager”
 1996 – *Star Trek: First Contact*
 1998 – *Star Trek: Insurrection*
 2001 – “Star Trek: Enterprise”
 2002 – *Star Trek Nemesis*
 2009 – *Star Trek*
 2013 – *Star Trek Into Darkness*
 2016 – *Star Trek Beyond*

the six-day vacation experience, which will take fans to Cozumel, Mexico, and Nassau and Great Stirrup Cay in the Bahamas. William Shatner is again slated to appear on-board, as will other franchise stars Marina Sirtis, Jonathan Frakes, Robert Picardo, John de Lancie, James Darren and more. The experience will be as authentic as possible in every way, down to the ship’s crew uniforms, which will include distinctive designs from the franchise.

To coincide with the publishing of Titan Publishing’s book *Star Trek: 50 Artists. 50 Years.*, a commemorative touring art exhibition is in the works and will kick off during July’s International Comic-Con in San Diego, Calif. The exhibit will debut at Michael J. Wolfe Fine Arts and feature 2D and 3D artwork from 50 artists from 10 countries including original art from the late Leonard Nimoy.

Following its San Diego debut, the art exhibit will tour to the Star Trek convention in Las Vegas, the Canadian National Exhibition in August and hit New York’s Paley Center in September, before heading to the U.K. for Destination Star Trek. The tour will continue on after that through August 2017.

America concert series, Star Trek: The Ultimate Voyage, in partnership with CineConcerts and Paramount Pictures; a Starfleet Academy Experience exhibition, which uses the franchise as a springboard to teach visitors about science and technology, that will tour the U.S. and Canada; and an exhibition at EMP Museum in Seattle, Wash., that will feature set pieces from the original series, more than 100 props from all series, rare costumes, a transporter simulator, original scripts and concept art and much more.

There’s even a cruise that is slated to set sail in January 2017. Entertainment Cruise Productions will host

Social media and



the robust Star Trek e-commerce program will also drive excitement around the anniversary, as well.

“We look at social media as a way to have direct communication and an on-going conversation with Star Trek’s fans, 365-days-a-year,” says Burke. “StarTrek.com is the hub of all that we do, but Facebook, Instagram, Twitter and Tumblr are also key to our strategy. Each platform provides a different opportunity and a different voice.”

Through a focused, regionalized approach, CBS Consumer Products is able to showcase products based on a user’s geographical territory and therefore tailor relevant assortments to a specific market, and then drive that customer to various appropriate consumer websites.

“The combination of e-commerce and social media has transformed the marketplace,” says Burke. “Main Street has become the Internet and fans’ favorite shops are now websites. StarTrek.com and our social media platforms enable us to engage and micro-target fans with content that connects them directly to our key e-commerce partners in markets around the world.”

And while the 50th anniversary product and celebration activities will largely culminate this year as the milestone comes to a close, the future promises to have just as much on offer says CBS Consumer Products, thanks to more entertainment in the works.

In early 2017, a brand-new Star Trek TV series will premiere on the CBS network and then be available exclusively in the U.S. on CBS All Access. The new series will introduce all-new characters, new worlds and new civilizations, continuing the storyline that has endured.

This July, a new film, *Star Trek Beyond*, will hit theaters. Starring Chris Pine as Kirk and Zachary Quinto as Spock, the new film, directed by Justin Lin, will continue the franchise reboot begun by J.J. Abrams in 2009 with *Star Trek* and continued in 2013 with *Star Trek Into Darkness*.

“The future is bright,” says Kalodner. “We are extremely excited for the new TV entertainment, in addition to the movie franchise. The audience will continue to expand, and we will continue to pursue the categories we are in, grow and dive deeper.” ©



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MADE FOR EACH OTHER

Smiley Company has been tapped as the master licensee for the Rubik's Cube property, a well-suited match for two retro brands that have much in common. **by BOB JENKINS**



Like so much that is best in life, the relationship between the Smiley Company and Rubik's Cube happened by chance. An unplanned encounter between Nicolas Loufrani, chief executive officer, Smiley Company, and an old friend led to an introduction to Rubik's Brand.

"Rubik's wanted some advice on how they could build a global brand extension plan for the world-famous Cube. So, I explained the complexities of setting up such a business, and the major investment it would take to create the necessary design and licensing department—and then I mentioned these were all assets Smiley Company had in place," says Loufrani.

The inescapable logic of such a link is summed up by David Kremer, president, Rubik's Brand.

"We were looking for a licensing agent to manage our increasingly popular non-toy categories, but the dilemma we faced was

an apparent choice between a boutique agency without much firepower in the market or a global agency with real market power, but which might not give Rubik's Cube the focus we wanted," says Kremer. "We needed to think outside the box and find a partner that would see the long-term potential and build the brand we have spent so many years nurturing."

That partner was Smiley Company, and it was an easy choice for Rubik's Brand, says Kremer.

"The Smiley Company are a well-resourced and tightly knit business team with great creativity," Kremer says. "They cover a huge area of merchandise and attend far more trade and licensing shows than our more toy-focused team, and they provide licensing ideas and solutions, as well as opportunities. Additionally, we have much in common—not least both brands being smart and happy."

If Kremer and Rubik's seem excited by the potential of this association, then it is an excitement that extends to Smiley as well.





“This is a huge deal for us as it is the first time we are looking after a major brand other than our own,” says Loufrani. “We have approached this project in a completely unique way—entering it with a new and highly innovative approach, creating both the brand extension strategy and a totally new vision of the products Rubik’s are creating.”

This novel approach is rooted in a close relationship between Smiley Company and Rubik’s Brand.

“There is a great synergy between Smiley and Rubik’s,” continues Loufrani. “We have both spent years championing intelligence—Smiley through our continued focus on nurturing EQ (emotional intelligence) and Rubik’s through a focus on promoting brain training and IQ (intelligence quotient).”

“All departments at SmileyWorld are deeply involved in this project from our divisional brand managers to the design and marketing teams, global sales team, legal, finance and senior management teams. Every single one of us brings our own unique area of expertise to the table to ensure the future success of the brand extension of Rubik’s Cube.”

“This will be a very close collaboration between two teams, both based in London and with similar creative heritage, which we will share at top-level strategic and development meetings held, initially, at least once a month,” says Kremer.

So, what does the future hold for this well-paired match?
 “Rubik’s sits really comfortably across all product categories—it has so much going for it such as art, design, intelligence, pop culture, iconicity... all in addition to being one of the most memorable symbols of the 1980s.”

Loufrani also has a clear vision of

where his company can take all of this potential.

“We are segmenting the brand into three consumer profiles: heritage, urban and geeks, ensuring there is something on offer for everyone. For the longer term, we plan to develop big time into entertainment. We have already identified a concept that is based on a new ‘Rubik’s World’ for kids, and we are also working on a TV game,” explains Loufrani.

But perhaps it is only fitting that the last word should be left to the man who invented the ubiquitous Cube and started the ball (or rather cube) rolling—Professor Erno Rubik.

“I created the Cube, I didn’t create its success,” says Rubik. “The Cube resonated with people all around the world, enabling it to cut through all geographic, cultural, gender and age barriers. I could not have wished for more.”

And how does this pioneer see the future of his creation, which just turned 40?

“With the astonishing advance of information technology, the world is changing at a breathtaking pace,” continues Rubik. “We cannot be sure how our everyday life will look in another 40 years and, as such, predictions about the longevity of products are almost certainly doomed to fail.”

This an assertion with which it is difficult to argue, but then, so is Professor Rubik’s conclusion.

“Human nature is not about to change all that much, and so I am convinced that our core values will remain potent for a long time.”

It would take a brave person to bet against that prediction. ©



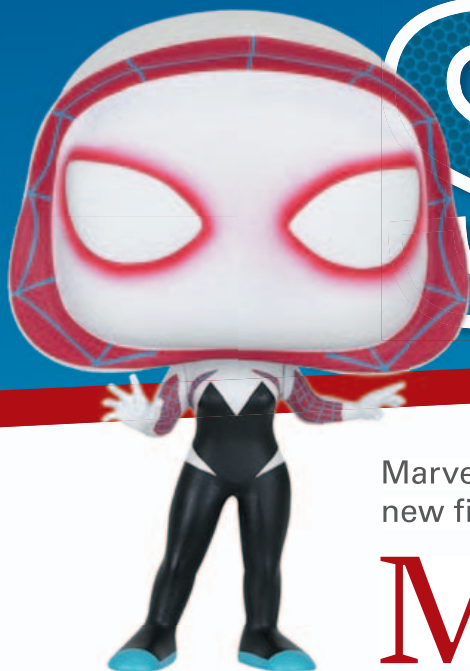
NICOLAS LOUFRANI
*chief executive officer,
 Smiley Company*



DAVID KREMER
president, Rubik's Brand

MARVEL'S

SPIDEY



Marvel is gearing up to reinvigorate its evergreen Spider-Man character with new films, animation and, of course, new products. **by BARBARA SAX**

Marvel is making sure that Spider-Man, one of the most enduring and successful franchises in the studio's portfolio, continues to be everyone's favorite superhero.

"Spider-Man continues to take a front and center position with consumers and retailers, and interest in the franchise remains high despite no major theatrical release in 2016," says Paul Gitter, senior vice president, Marvel Licensing, Disney Consumer Products.

To keep Spidey at the top of his game, Marvel has begun a four-phase strategy that will insure that the evergreen character continues to resonate with consumers for years to come.

"We have a pretty rigorous phased approach that starts with a style guide re-launch and a key role for Spider-Man in the 2016 release of *Captain America: Civil War*," says Gitter.

Spider-Man's new style guide features more energy, more attitude, brighter colors and a greater focus on his expressive eyes, which will all coincide with Spider-Man's appearance in the *Captain America: Civil War* theatrical release, May 6. Actor Tom Holland will play Spider-Man in Marvel's superhero team film.

A number of new Spider-Man licensed products are timed to the release of the film and support the property. Several new consumer packaged goods lines are currently being rolled out to retail including BirdsEye

pasta and cheese dinners, Kellogg's mixed berry Eggo waffles and condensed soup and Spaghetti-O's from Campbell Soup Company. American Tourister is producing licensed luggage and American Greetings recently launched a new line of Spider-Man greeting cards.

Marvel will target female and Hispanic consumers to a greater degree with a number of new licensed partners, as well.

"While we won't see product in Spanish, we are making a bigger push into distribution channels to reach the Hispanic market and are working with licensees to ensure distribution into non-chain retailers and bodegas," says Gitter.

Spidey's female fans can also show their love of the superhero with a new line of activewear from Her Universe that will be sold at Kohl's. The category is a new one for the brand.

Beginning in September and running through October, Spider-Man will get another push during the Superheros Spectacular event. The promotional retail event, now in its third year, is intended to create excitement for all things Marvel between the back-to-school and holiday seasons.

"Spider-Man will have a central position during the event this year with limited release artwork that Marvel will launch with a key retail partner," says Gitter. "The new art will help anchor licensed product, digital and in-store promotions."

Other retailers will also take part in programs



PAUL GITTER
senior vice president, Marvel Licensing, Disney Consumer Products

SENSE

that are designed to keep interest high.

“The Superheros Spectacular event cuts across different retail accounts and trade classes,” says Gitter. “Party City and Payless have been big supporters, and the program has gotten bigger every year with more retail partners and more integrated marketing campaigns.”

In 2017, Spider-Man will get another huge push with a live action theatrical release and new opportunities for licensing.

“We’re looking at ways to build innovation into existing licensed categories,” says Gitter. “Hasbro and LEGO, for example, are looking at ways to incorporate emerging play patterns into new toys. Hasbro has done a great job integrating new components into their products to keep toys fresh and exciting for consumers. Hasbro will introduce a new electronic role play mask that will activate with light and is looking to add color to its iconic web shooter. The new collection will be the broadest, deepest Spidey collection ever.”

Marvel is also focused on increasing Spider-Man’s presence on healthy snacks and other on-trend products.

“We want the brand to be as relevant as possible, so we are looking to co-brand with healthier snacks that resonate with parents,” says Gitter.

In 2018, Marvel will activate the fourth phase of the Spider-Man strategy



with an animated feature film—a first for the franchise.

“We’ve traditionally focused on live action films, so we are taking advantage of a new genre with this launch,” says Gitter. “The brand has been so resonant in that core segment we think we can sequence into another medium to keep the brand energized.”

Depending on consumer reaction, the strategy could be adapted to other Marvel franchises.

In 2018 and into 2019, Marvel will continue drawing on the power of its portfolio with the launch of back-to-back *Avengers* live action films. The two-part *The Avengers: Infinity War* begins in summer 2018 and culminates the following year. New films that introduce all-new characters to the universe are also on the theatrical slate with *Captain Marvel* and *Inhumans*, which will be released between the *Avengers* films in 2018. Gitter says that Marvel’s multi-platform model, which encompasses digital, gaming, live action, animation, publishing and live events, keeps its characters fresh for consumers.

“We activate vertically across social media, traditional media and licensing to ignite our brands. We believe our ability to generate momentum using a number of mediums gives us a huge competitive advantage,” he says. ©





25 YEAR



IVO GERSCOVICH
chief brand officer, Sonic the Hedgehog, and senior vice president, SEGA of America

This year, SEGA is marking a milestone anniversary for its Sonic the Hedgehog franchise.

by **BARBARA SAX**

The Sonic brand, made famous first by a series of console games and later evolved into entertainment, is celebrating a 25th anniversary milestone, and SEGA has big plans for the hedgehog this coming year.

"Sonic is a multi-generational evergreen brand that has wide appeal," says Ivo Gerscovich, chief brand officer, Sonic the Hedgehog, and senior vice president, SEGA of America. "The character's speed, attitude and irreverence are key attributes we've built on to energize the character in a whole new way."

The Sonic video game debuted on SEGA's Mega Drive/Genesis, Game Gear and Master System gaming platforms in 1991. Yuji

Naka and Sonic team's designers worked to create a game that would be a formidable competitor to Nintendo, which was dominating the gaming landscape with its "Super Mario Bros." franchise at the time. Noting the difference between Japanese and American audiences, the designers aimed to create a game that would have appeal in both countries, not only among hardcore gamers but also casual users.

Striking level design, in-game art, a soundtrack by the famous Japanese band Dreams Come True and a spunky character contributed to Sonic's breakout success. SEGA quickly followed up in 1992 with "Sonic the Hedgehog 2," a side-scrolling platform game built on the same foundations as its predecessor, but with the addition of a new character—the fabulous fox with two tails, Miles "Tails" Prower.

With his bold looks and strong personality, Sonic quickly became SEGA's flagship character and licensing agreements across the world quickly followed.

"We believe Sonic is an entertainment icon with appeal across all platforms and media, and we are aiming to surprise and delight audiences around the world



KRISTEN B. ZIMMER
retail licensing manager, SEGA of America



with initiatives all year long,” says Gerscovich.

Now in 2016, as the franchise celebrates its milestone anniversary, SEGA plans to increase touchpoints and expand the character’s appeal through social media engagement, new television and movie initiatives, fashion and brand collaborations, promotions, retail and licensing support, events and more.

SEGA has a lineup of events planned for the Beloved Blur Blur’s anniversary that started with a Twitch panel at SXSW and will be followed by events at PAX, E3, San Diego Comic-Con, New York Comic-Con and a 25th anniversary party at the House of Blues in San Diego.

“We expect 1,500 people [at the party] with celebrity appearances and surprise announcements,” says Gerscovich. “This is the fastest ticket sales of any Sonic event to-date.”

Social media is also playing a key role in Sonic’s 25th anniversary celebrations, as well.

“Social media is a huge part of what we are about,” says Aaron Webber, head of social media, SEGA of America. “Sonic has always been an icon that embodies edginess, and we’ve taken that tone to revitalize the property by posting jokes, Internet memes and other content that has resonated with fans across generations

and grabbed the attention of e-celebrities.”

Sonic has 5.5 million Facebook followers and has doubled its Twitter fan base to 300,000 in under a year. The official Sonic YouTube channel recently re-launched with the creation of short-form content, animated shorts and brand influencer integration. The space will become a big initiative for SEGA moving forward. An upcoming Twitch channel will create regular gaming-specific uses and live streaming of events.

On the TV side, the Sonic character appears in the “Sonic Boom” animated original series. The show premiered in 2014, and season one is rolling out to 100 markets worldwide this year.

A Sonic the Hedgehog CGI-animated/live action film is currently in development with Marza Animation Planet, Sony Columbia Pictures and with Neil Moritz producing (producer of the *Fast & Furious* films).

Gaming is also a significant and





continuing space for the brand. Since Sonic's introduction in 1991, more than 350 million games featuring the iconic character have been downloaded or purchased. The "Sonic Dash" app, introduced in 2013, has been downloaded 180 million times. The franchise continues with the spring launch of "Mario and Sonic at the Rio 2016 Olympic Games" for Nintendo's 3DS, and a WiiU game will debut in June. SEGA will follow with the debut of "Sonic Boom Fire and Ice" for Nintendo 3DS this fall.

SEGA's licensing team is gearing up for a busy celebratory year with current and new partner activity. Sonic, which has more than 100 licensing partners worldwide including across categories such as publishing, apparel, toys, novelty and food, is expanding the brand by generating buzz and establishing it as a part of the fashionable game culture.

"Each of our partners have strong placement across all retail channels, from mass to specialty to mid-tier," says Kristen B. Zimmer, retail licensing manager, SEGA of America.

SEGA recently signed Han Cholo and Love & Madness for jewelry, Mishka for street style fashion, Concept One for headwear and cold weather products and Vandor for accessories.

"We continue to explore different categories and partner relationships," says Zimmer. "We're looking at back-to-school, stationery, games and puzzles, housewares, sporting goods, food and health and beauty aids. We have a strong foundation that we believe can be extended."

"This is an incredibly busy

year for the Sonic franchise in EMEA across TV, mobile, console and of course licensed merchandise," says Jason Rice, director, brand licensing, SEGA Europe. "We wanted to celebrate Sonic's 25th anniversary with a number of carefully selected partnerships, enabling fans to engage with the brand across a range of touchpoints from mass market toys to high-end art prints."

New licensees on board to mark the anniversary include Drop Dead for adult apparel, Iron Gut for a range of limited edition prints and a direct-to-retail deal with Forbidden Planet. Meanwhile, as the "Sonic Boom" TV show continues to roll out across EMEA, several new licensees have been appointed including OTL for electronics, PMS for gifts and accessories and Smith and Brooks for apparel in Sports Direct stores for the U.K.

In the U.S., SEGA plans to partner with Journeys Kidz for an in-store takeover program and additional retail drivers, online brand pages and promotions with partners including Amazon and Toys 'R' Us.

"We are exploring Amazon with other retailers to support our ongoing entertainment and marketing initiatives," says Gerscovich.

Sonic's extensive archives offer many opportunities for retailers to create exclusive programs that fit their individual needs.

"One of the things that makes the brand so successful is that we are always looking at ways we can connect with our consumers," he continues.

This year, SEGA is also exploring theme park attractions, a new area for the brand.

"The brand is a perfect fit for theme park partnerships," says Gerscovich. "It's all part of an exciting year ahead." ©





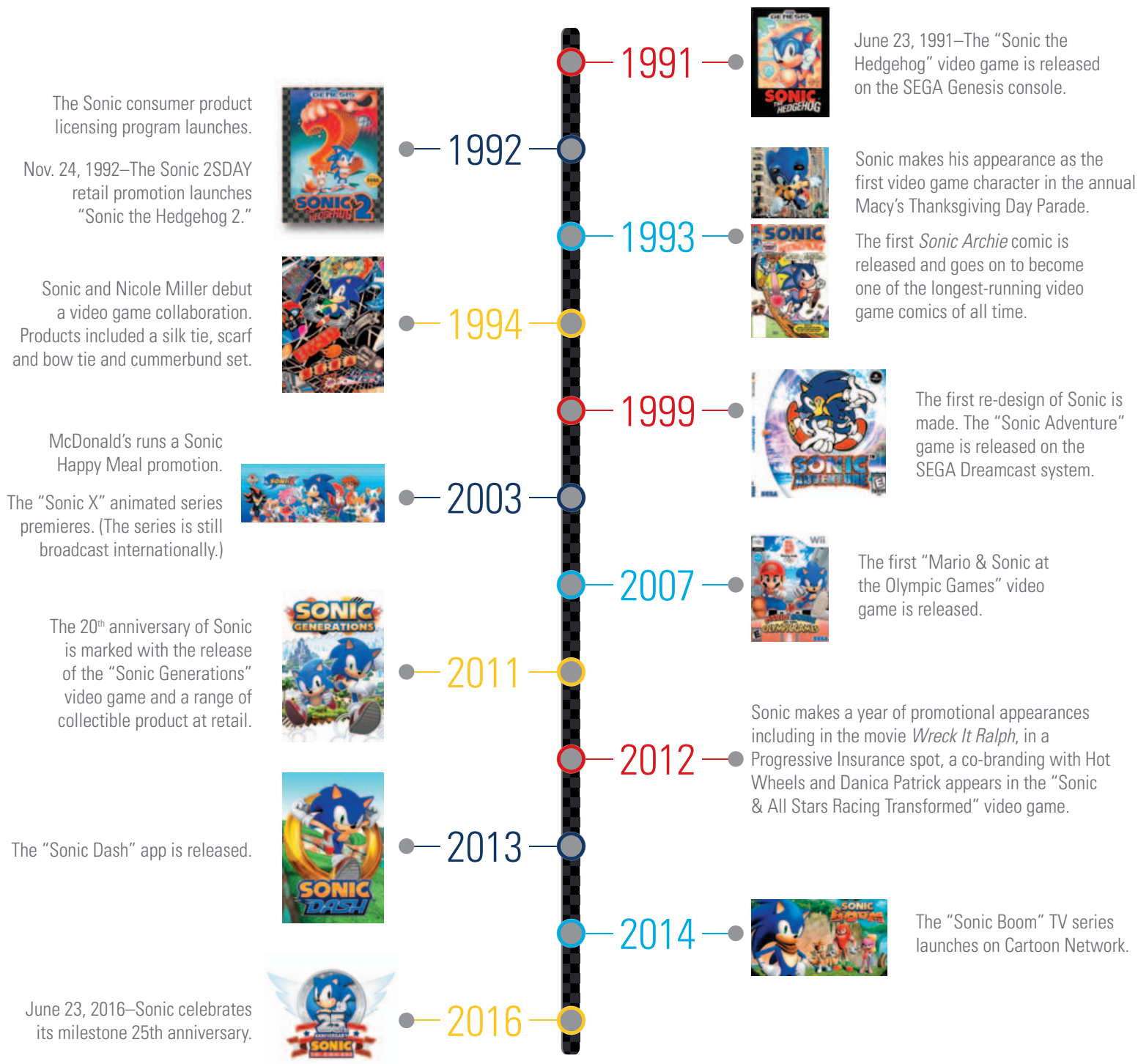
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MATTEL Shines at

MIPTV



Toy and entertainment-focused company receives recognition as “Brand of the Year.”

Mattel dominated the headlines during the MIPTV spring market in Cannes, France, last month with several announcements that included the launch of a centralized content division; new property initiatives; a keynote presentation delivered by Richard Dickson, president and chief operating officer; and the special honor it received as “Brand of the Year.”

In order to help drive content across multiple platforms for its portfolio of global brands, the company formed a new content division—Mattel Creations.

“Today, toys and content are increasingly inseparable,” says Catherine Balsam-Schwaber, chief content officer, Mattel. “More than ever, children expect play experiences that seamlessly combine toys, content and stories in an imaginative and engaging way. By leveraging the power of our global consumer brands, our goal with Mattel Creations is to build and amplify these integrated play experiences on a global scale, in ways that will resonate with children and parents alike.”

In addition to Mattel’s new content division, Dickson’s keynote session discussed the company’s philosophy for creating engaging content and highlighted Mattel’s strategy for success.

Mattel also unveiled a slate of new content at MIPTV including a 60-minute, feature-length special for its “Fireman Sam” franchise, titled “Fireman Sam: Alien Alert,” which will see the town of Pontypandy over-excited at the arrival of an alien hunter/TV presenter (voiced by David Tennant) and the chance of being featured on his show. With UFO sightings and

mild peril on the rise, Fireman Sam will be determined to figure out what is causing the mysterious events.

Mattel also announced international deals for its re-booted “Bob the Builder” series. The series will now broadcast on Australia FTA Ten/Eleven, Dreamia-Panda in Portugal, NRK-Super in Norway, Karusel in Russia and ATV-Minika in Turkey.

Additionally, Mattel Creations confirmed its lineup of new, international characters that will appear in the upcoming animated movie *Thomas & Friends: The Great Race*. The movie, which will debut on TV, in theaters and on DVD this summer, will include a lineup of 13 new engines from across the globe such as Ashima of India, Axel of Belgium, Frieda of Germany and more.

New Properties Hit the Scene

This year proved to be another big one for Viacom, which showcased nine new properties across multiple networks at the television market.



RICHARD DICKSON
president and chief operating officer, Mattel

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Viacom unveiled its new animation series “Pig Goat Banana Cricket” and the telenovela-inspired “Talia in the Kitchen” for Nickelodeon; “Not Safe Nikki Glaser” and “Idiositter” for Comedy Central; “Zoe Ever After” for BET; the reality docu-series “Suspect” and the new dating series “Car Crash Couples” for MTV; “Life or Debt” for Spike TV; and “Teachers” for TV Land.

Additionally, Viacom announced that Comedy Central Latin America has partnered with TV Azteca to co-produce a Latin American adaptation of the Emmy-award winning show “Lip Sync Battle.” The new version, “Lip Sync Mexico,” will be similar to the U.S. version, however three celebrities will take the stage instead of two during each episode.

Studio 100 also unveiled three new live-action shows including “Night Watch,” which will follow three teenagers (who are also mythical creatures) that form a secret group to protect the people of a small town; “Kosmoo,” which will follow the story of Robbe and his bionic dog Kosmoo as they embark on crime-solving adventures; and “The Adventures of Jolly Lolly,” which will tell the comedic stories of Lolly, who lives in a house full of crazy, but useful, inventions her father, a professor and inventor, sends her.

Mondo TV also showcased a slate of new shows including “Adventures in Duckport,” “Bug Rangers” and “Cat Leopold” for younger viewers, ages 4-9. Mondo TV also showcased “Lulu Vroumette” season three, “Eddie is a Yeti,” “Nori RollerCoaster Boy,” “Drakers,” “Partidei,” “Dinofroz Dragons,” “Revenge,” “Secret Wings, Pollen Princesses,” “Playtime Buddies,” “Cubby Zoo” and many more.

Nelvana debuted two new animated series including “Ranger Rob” and “Polly and the ZhuZhu Pets,” which is based on the ZhuZhu Pets toys.



Lastly, Ink Global, a brand management company, and South African production company Diprente unveiled the new children’s animation series, “Anansi.” The new series will tell the story of Anthony, an orphan who discovers that he is a medium for the ancient African spider God, Anansi. Together, they will share Anansi’s power to defeat the evil god, Tiger.

Old Shows, New Locations

In addition to the new series that debuted at MIPTV, a large number of properties also secured multiple sales across the globe.

First, Rainbow secured sales in India and Brazil for several of its shows. “Winx Club’s” fourth, fifth, sixth and seventh seasons will now air on Sun TV Network’s regional channels in India. Meanwhile in Brazil, where “Winx Club” already airs, TV Cultura has picked up other Rainbow series “Regal Academy” and “Maggie & Bianca Fashion Friends,” and will begin airing both shows this December at prime time.

Studio 100 has extended its partnership with Hungarian broadcaster MTVA. As a result, “Maya the Bee” will continue to air on the channel and “Tashi” will start airing on the channel this year. The studio also secured a home video and VOD with Svensk Filmindustri for “Heidi” in Denmark, Finland, Sweden, Norway and Iceland.

FremantleMedia International also secured multiple SVOD deals in Asia that will see shows such as “Merlin,” “American Idol,” “X Factor U.K.,” “Britain’s Got Talent,” “Project Runway” and more air throughout the region.

DHX Media secured commissions for “Chuck’s Choice” in Canada and France as well as “Space Ranger Roger” and “Inspector Gadget” in Canada. The studio, in partnership with CBeebies, has also been commissioned for a second season of the re-booted “Teletubbies.”

Silvertgate Media will also see its preschool adventure property “Octonauts” air on Disney Junior in Spain and Portugal, as well as on Karusel in Russia and SVT in Sweden. With the new broadcast deals, Silvertgate is also planning a consumer products rollout in the regions. ©



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WBCP's

Pam Lifford

As the new president of the studio's CP division, Lifford discusses the strategies and goals that will drive growth for Warner Bros. Consumer Products, the world's No. 5 ranked licensor.

Plus:

- Retail Sales Top \$262 Billion
- Disney Reports Record Growth
- 12 Licensors Join the List





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This exclusive report, published annually by *License! Global*, provides retail sales data of licensed merchandise worldwide, key trends and specific brand insights across multiple industry sectors including entertainment, sports, fashion/apparel, corporate brands, art and non-profit.

by **TONY LISANTI**, *global editorial director*

The Top 150 Global Licensors reported a total of \$262.9 billion in retail sales of licensed products worldwide in 2015 versus \$259.9 billion in 2014.

The Walt Disney Company, which is the perennial No. 1 global licensor, added a whopping \$7.2 billion in retail sales in 2015. While Disney dominated headlines last year with the return of the iconic *Star Wars* franchise, the company reported \$52.5 billion in retail sales of licensed merchandise worldwide for its rich portfolio of franchise properties that also includes Marvel's *Avengers*, *Frozen*, Disney Princess and "Doc McStuffins." Over the past five years, Disney has added a total of \$23.9 billion in retail sales of licensed merchandise, demonstrating strong growth and demand for its consumer products.

Rival studio and licensor Warner Bros. Consumer Products, which ranks No. 5 with a reported \$6 billion in retail sales of licensed merchandise in 2015, is not only experiencing the competitiveness of Disney in the marketplace, but also the challenge of the No. 6 licensor Hasbro, who has steadily grown its retail sales to \$5.9 billion, up from \$3.7 billion five years ago,

with its robust lineup of new initiatives that will likely continue to keep the company growing and climbing in the rankings over the next several years. However, WBCP has its own list of new initiatives, as outlined by its new president, Pam Lifford, in the story that follows on page T4.

The Top 10 Global Licensors reported an increase in retail sales of \$137 billion in 2015 versus \$131.4 billion in 2014. The Top 10 licensors now account for slightly more than 52 percent of overall retail sales. Meredith climbed to No. 2 with a reported \$20.1 billion. The company's sales number includes the revenue of its licensed Better Homes and Gardens real estate agencies in addition to its extensive direct-to-retail licensing programs with Walmart and FTD.

Another key change in the Top 10 is for Mattel, which dropped to No. 27, reporting \$2.3 billion in retail sales of licensed merchandise.

An example of a global licensor that has achieved significant growth over the past few years is IP management company Sequential Brands Group. The company, which now has brands Martha Stewart and Jessica Simpson, reported \$4 billion in retail sales in 2015 and

is now ranked No. 14. This is a huge leap in recent years—in 2013, the licensor ranked No. 65 with retail sales of \$750 million.

There are 12 new licensors that joined the report this year. The diverse group includes Margaritaville, a \$1 billion lifestyle licensor; Moose Toys, known for the Shopkins collectible phenomenon; Moomin; Paramount; Boy Scouts of America; Genius Brands International; Snuggle; Sports Afield; Animaccord, which owns the preschool brand "Masha and the Bear;" Girl Scouts of the USA; 41 Entertainment; and technology company Telefunken.

An important factor to consider is that a total of 56 global licensors reported retail sales of \$1 billion or more and represent \$235 billion in retail sales—or 90 percent—of the total retail sales reported by the Top 150 licensors. While Margaritaville was added to the Billion Dollar Licensor Club, four licensors dropped out of the Club including Discovery; Frigidaire, which is now included within Electrolux; Martha Stewart, which was acquired by Sequential Brands Group; and Technicolor, which dropped slightly to No. 59 with a reported \$844 million in retail sales. ©

* All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2015, unless otherwise noted. International sales figures were converted according to the most recent exchange rates at press time and in some cases may have had an affect versus last year's report. *License! Global* consults various industry sources, financial documents, annual reports, et al and relies on the fiduciary responsibility of each company for accuracy. All companies are public except as otherwise noted as Private or Non-Profit. This report is not intended to be a brand perception or popularity report, but a sales and trend report based on information submitted directly to License! Global by each licensor. The Top 150 Global Licensors report is copyrighted and cannot be used without the written permission of *License! Global* and UBM.



PAM LIFFORD
president, Warner Bros. Consumer Products

SAVVY, SEASONED AND SUPERCHARGED

The No. 5 Top Global Licensor has a new president, new content and new initiatives that will drive Warner Bros. Consumer Products' retail sales for years to come.

by **TONY LISANTI**

Following the retirement of longtime licensing executive and International Licensing Industry Merchandisers' Association Hall of Fame inductee Brad Globe, Warner Bros. Consumer Products has turned to another seasoned pro with major studio and global entertainment expertise, as well as fashion savvy, to lead its initiatives and drive growth.

Pam Lifford assumed her new position as president of WBCP in February and has quickly assimilated with the dedication, passion and positive attitude she has exemplified throughout her career in brand licensing that spans 25 years of developing relationships with premier brands, manufacturers, licensees and major retailers around the globe.

Most recently, Lifford served as executive vice president of global licensing for such lifestyle brands as Quiksilver, Roxy and DC Shoes, as well as previously oversaw the global home, fashion and infant businesses at Disney Consumer Products from August 2000 to March 2012.

"I have had the opportunity to spearhead creative projects and forge innovative partnerships and collaborations," Lifford says. "These types of initiatives are perfect to evolve the business at WBCP."

And WBCP's consumer products and licensing business is definitely evolving, as several new content initiatives are being developed along with a major expansion of its live events business.

WBCP ranks as No. 5 in the exclusive Top 150 Global Licensors report, published annually by *License! Global*, reporting \$6 billion in retail sales of licensed merchandise for 2015.

"Warner Bros. has an incredible catalog of brands and properties and a slate of groundbreaking content coming down the pipeline for the next five years, from classic animation to DC Comics Super Heroes," says Lifford. "This has primed

the division for exciting growth opportunities.”

New initiatives include new content for “DC Super Hero Girls” as well as the forthcoming feature *Fantastic Beasts and Where to Find Them*.

Location-based entertainment opportunities include:

- **Harry Potter: The Exhibition**—Making its next stop in Brussels, following a stint in Shanghai, this exhibition brings the *Harry Potter* experience to fans with a state-of-the-art interactive presentation featuring thousands of props, costumes and magical creatures from the film series.
- **The Harry Potter Film Concert Series**—This new concert tour celebrates the *Harry Potter* films and will screen the movie *Harry Potter and the Sorcerer’s Stone* while the audience listens to a live symphony perform John Williams’ musical score.
- **Theme park experiences**—A new \$1 billion theme park is planned for Abu Dhabi’s Yas Island, and is scheduled to open in 2018.

“We live in a high-demand, lightning-fast world with consumers who evolve every second of every day,” explains Lifford. “My vision is to build engaging and innovative products and consumer programs that are inspired by the ever-evolving, content-driven entertainment world and, most importantly, are relevant and leverage all media platforms—the omni-channel approach.”

Lifford has identified four key pillars that will drive the WBCP business—people, retail, franchise management and product.

“Strong retail partnerships, distinct in-store merchandising and compelling programs for each of our target consumers are essential to convert customers from being engaged with our brand to purchasing our products,” says Lifford. “As an organization, we are committed to collectively building, strategically planning and consistently supporting our franchises across the company. That includes all Warner Bros. divisions and Time Warner companies.

“Perhaps the most important pillar is creating amazing products,” emphasizes Lifford. “I truly believe and reinforce this philosophy daily—product is king. We are dedicated to creating innovative, high-quality and beautifully designed products for every targeted consumer segment across every retail tier of distribution. To accomplish this, we’ll be approaching our business differently—from how we execute our product, how we position them at retail, and how we effectively support our franchises with dynamic marketing and creative programs.”

But for Lifford and WBCP, it’s the company and those that work to execute these initiatives that will really drive home the power of its portfolio.

“People are perhaps the critical component that ties all of these together,” she says. “We want to build a high

performance organization. The main focus will be to attract and retain high-quality people across the industry and align ourselves with best-in-class external organizations, focusing on partnerships and strong relationships.”

As WBCP prepares for Licensing Expo 2016 and the year to come, Lifford says: “We remain focused on forging new and innovative partnerships with licensees and retailers to deliver great product to our consumers. Product is king—and so fashion and trend-right products are a key pillar of my vision, particularly for our core franchises *Batman*, *Superman*, ‘Looney Tunes,’ ‘Scooby-Doo’ and *Harry Potter*.”

In addition, Lifford says the kids’ sector is a strategic priority for Warner Bros.

“We are working closely with our colleagues at Turner’s Cartoon Network and Boomerang on developing our overall kids’ businesses, including new content and harvesting our incredible library of characters,” she says. “My priority is to build long-term and profitable franchises that not only drive opportunity for our retail and licensing partners, but also expand the fan experience and build new consumer engagement opportunities.”

One property that Lifford believes has “amazing potential” is “DC Super Hero Girls,” which takes a fresh look at DC Comics’ female superheroes and the theme of girl empowerment.

“The rich characters, unique plot and immersive world that we develop in the stories allow us to create products across all categories of business,” says Lifford.

Lifford is also bullish about new opportunities for the *Harry Potter* franchise.

“We are continuing this journey by expanding J.K. Rowling’s Wizarding World—including the recently opened Universal Studios Hollywood theme park experience—for the legions of current fans and new generations to come. From our new film series *Fantastic Beasts and Where to Find Them* to themed lands, tours and exhibitions around the world, we want to continue to leverage our success with *Harry Potter* and build on the momentum of delivering immersive, high-quality experiences that utilize all of our content.”

Over the next several years, Lifford wants her tenure and WBCP to be recognized as a “high performing organization that expanded its footprint at retail globally by creating amazing products for our impressive franchise portfolio including DC Comics, ‘Looney Tunes’ and Hanna Barbara, and leverage our newest franchise additions like *Wonder Woman* and ‘DC Super Hero Girls.’”

“Our business will be driven through all consumer segmentations and will be a balanced portfolio of male and female businesses,” Lifford adds. “We will accomplish this by forging strategic partnerships with innovative brands and retail alliances.” ©

1 THE WALT DISNEY COMPANY

\$52.5B (NYSE: DIS)

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As the world's largest licensor, The Walt Disney Company brings its stories and characters to life for families and fans of all ages through innovative products and experiences. In fiscal 2015, global retail sales of licensed product reached a new high of \$52.5 billion. This number is inclusive of licensed products across Disney Consumer Products and Interactive Media, Disney Publishing Worldwide, Studio Entertainment, ABC Television and ESPN. In 2015, The Walt Disney Company introduced new characters and stories alongside inspired retellings of classic tales, which resulted in yet another stellar year for licensed products. Perhaps the most anticipated product launch and film debut of the year was Star Wars: The Force Awakens, which continues to redefine the scope and power of entertainment licensing. Hundreds of products launched on Sept. 4, 2015, with a global event dubbed Force Friday that drew more than 130,000 fans standing in line for midnight store openings. Despite launching later in the year, Star Wars was the number one toy brand of 2015 (NPD) and won property of the year at the Toy of the Year Awards. Disney Princess continues to be one of the world's most popular girls' brands, with new dolls, role play and branded and inspired apparel for children, juniors and adults—including a broad range of offerings across prom, Quinceanera and bridal. Disney's Frozen remains a worldwide phenomenon and once again topped retailer and industry toy lists in 2015, with new content from Frozen Fever and the TV Holiday campaign, Family: The best gift of all. Fans of Disney-Pixar had two films and lines of merchandise to enjoy, with the release of the Academy Award winner for Best Animated Feature, Inside Out and The Good Dinosaur. 2015 also marked the launch of Disney-Pixar's Cars Precision Series, a new line of high-end diecast cars and play sets from Mattel. Disney Junior continued to dominate the small screen with new shows like Miles from Tomorrowland and established series like Doc McStuffins. The broad product assortment featured items from band-aids and bedding to the 2016 Toy of the Year winner Doc McStuffins Pet Vet Checkup Center. Older kids had plenty of choices as well, as Disney launched two new tween properties in 2015: Disney Descendants and Star Darlings. Descendants ranked as the No. 1 cable TV movie of 2015 and the fastest-selling TV movie DVD last year. Merchandise programs launched in summer with robust sales across categories. Star Darlings launched with a book series from Disney Publishing Worldwide and expanded into a multiplatform lifestyle brand. Mickey and Minnie continue to inspire unique lifestyle and fashion collaborations. Both were featured in the Disney and Vans Young at Heart collection, which celebrated Disney's classic characters. Mickey was also included in a global capsule collection from Markus Lupfer; while Minnie's classic polka dots

and bows were celebrated in product lines with Pandora jewelry and LC by Lauren Conrad. Marvel's cinematic universe expanded with Marvel's Avengers: Age of Ultron and Ant-Man, which were supported with robust product lines highlighting the Avengers franchise. Avengers and Spider-Man characters were also represented in new animated TV episodes, publishing, and digital launches, which inspired unique retail executions. Key ABC-licensed properties included Dancing With The Stars, Grey's Anatomy, Once Upon A Time, Nashville, Castle, Scandal and The Chew. ABC saw great success in 2015 with flash sales featuring fashion and lifestyle products inspired by their shows, and expanded into new categories with The Chew cookware. ESPN's co-branded collegiate collection continues to grow with programs surrounding the upcoming football season. Other unique product offerings include t-shirts inspired by ESPN Films' 30 for 30 documentary series, an indoor and outdoor recreation collection and a newly launched X Games digital shop. Disney Consumer Products and Interactive Media had many licensing and retail collaborations throughout the year, with standouts surrounding Disney's live action film Cinderella, Marvel and Star Wars: The Force Awakens. In celebration of the release of Disney's live action film inspired by the classic fairy tale Cinderella, DCPI collaborated with nine luxury designer shoe brands to assemble an enchanting collection of shoes that reimagined Cinderella's iconic glass slipper. From renowned designers such as Jimmy Choo, Stuart Weitzman, Salvatore Ferragamo and more, the shoes were available in the U.S. exclusively at Saks Fifth Avenue and at other retailers globally. DCPI collaborated with Target on a Marvel's Avengers: Age of Ultron multi-channel marketing campaign that engaged fans and built excitement for the product line. Marvel also launched its first subscription box program—Marvel Collector Corps—offering exclusive Marvel product, collectibles, apparel, accessories and more. In the fashion space, Marvel expanded its product offerings with new sportswear styles from brands like Mad Engine, Hybrid and C-Life, and launched a Marvel's Avengers: Age of Ultron collaboration with geek girl apparel brand, Her Universe, available at Hot Topic. Marvel also added to its healthy living portfolio of products with major Avengers and Spider-Man food launches. Star Wars resonated with a new generation of fans in 2015 through product category expansion and massive publicity milestones like Force Friday. Star Wars also expanded its influence with females with programs such as the critically acclaimed Star Wars by Her Universe fashion collection and a partnership with Bloomingdales that enlisted an illustrious group of fashion designers to create outfits inspired by characters from the new movie. The Walt Disney Company's licensing business will continue to be driven by hit films and television programs in 2016, as well as the company's stories and characters. The movie slate includes Walt Disney Studios' Jungle Book, Alice Through the Looking Glass and Pete's Dragon; Marvel's Captain America: Civil War and Doctor Strange; Disney-Pixar's Finding Dory; Disney's Moana; and Lucasfilm's Rogue One: A Star Wars Story. The Lion Guard premiered on Disney Junior in January, introducing kids to Kion, the son of Simba and Nala from The Lion King. Elena of Avalor, a new animated TV series set in a fairytale kingdom, will premiere this summer on Disney Channel. Licensed products will span from toys, role play, home decor and consumables items to apparel, beauty and high-end fashion designer collaborations.

2 MEREDITH

\$20.1B (NYSE: MDP)

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Meredith's top licensed property in 2015 was Better Homes and Gardens. Its top three licensing programs remain its real estate program with Realogy, its home and garden décor program with Walmart and its floral program with FTD—all under the Better Homes and Gardens brand. The Better Homes and Gardens Real Estate network grew to more than 10,000 agents and professionals across the U.S. and Canada in 2015. The direct-to-retail program with Walmart continues to enjoy year-over-year growth in garden and home decor sales, with particularly strong performance in the furniture, storage and organization categories, which were supported by robust Meredith social media, print and broadcast events that reached more than 900 million impressions through the year. BHG Flowers by FTD also enjoyed very strong Mother's Day and holiday sales driven by fresh new arrangements and a lifestyle marketing campaign that demonstrated how flowers fit in both holiday entertaining and everyday living settings. Meredith's strategy remains to grow existing licensing programs and develop new programs for brands beyond Better Homes and Gardens. Top opportunities for current licensing programs include international expansion of the Walmart relationship and developing a giftable food program with its FTD partner. Meredith also sees several areas in the country where additional brokers and agents can be added to the Better Homes and Gardens Real Estate network. Building on the solid, ongoing strength of its existing licensing programs, Meredith looks for growth in 2016 through the launch of new licensing programs under an expanded brand portfolio. It successfully created the first licensing program for women's athleisure apparel under Meredith's newest media brand, SHAPE, and will look to add adjacent licensing partners for that brand in the months to come. Meredith also will be in grocery stores with a line of healthy and delicious frozen foods under the EatingWell brand this fall through a partnership with Bellisio Foods. Meredith also launched Allrecipes cookware and food prep items, available to consumers this spring. These programs add several new lines of revenue to Meredith Brand Licensing.

3 PVH CORP.

\$18B (NYSE: PVH)

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PVH's portfolio of brands, which includes Calvin Klein, Tommy Hilfiger and its heritage brands business, generated over \$18 billion in global retail sales in 2015. Calvin Klein posted robust results, with global retail sales exceeding \$8 billion (approximately 57 percent of which was generated from licensing partners). Calvin Klein Underwear helped drive the business, and Calvin Klein Jeans made progress on its turnaround, particularly in Europe. By region, Calvin Klein North America posted healthy performance both at retail and wholesale in the owned businesses operated by PVH and through its licensing partners. Calvin Klein's international performance was strong, with the brand experiencing growth in most key markets and an improvement in the European business. Over the next few years, the Calvin Klein brand looks to achieve continued growth in global retail sales, with emerging markets such as China driving growth, along with the continued growth fueled by the improvement in its European operations. During 2015, Tommy Hilfiger remained one of the world's leading designer lifestyle brands, as demonstrated by its \$6.5 billion in global retail sales, driven by its commitment to consumers, investments in the brand and the strength of its classic American cool style, featuring preppy with a twist designs. In North America, sales rose on a constant currency basis, although the significant decline in international tourism and spending due to the appreciation of the U.S. dollar against major foreign currencies was a notable headwind. Internationally, most regions experienced year-over-year sales growth. PVH expanded its joint venture with Gazal in February 2015 to include the licenses for Tommy Hilfiger in Australia and New Zealand in order to elevate the brand's presence in this region and it focused on growing our other joint ventures across Asia and India. Also, upon the close of the year, Tommy Hilfiger announced that it had entered into an agreement to acquire the remaining 55 percent stake in the Tommy Hilfiger China joint venture, which closed in April 2016. In Latin and Central/South America, Tommy Hilfiger continues to expand through its licensing partners and its joint venture in Brazil. PVH's heritage brands had a defining year in 2015 with \$3.6 billion in global retail sales. PVH focused on product innovation, improved its alignment with wholesale customers and made enhancements to the supply chain. In 2015, Van Heusen continued to have a presence in India, Australia and South America, with continued expansion planned in Central America for 2016. In the U.S., Van Heusen launched men's watches with Accutime and expanded its men's tailored business with Peerless to include Van Heusen Flex Suits. IZOD continued to grow internationally with licensing partners in China, India and Latin America. Domestically, IZOD's licensed programs for denim, loungewear, hosiery, children's and bedding exceeded retail plans. The brand expanded through new licenses, including an agreement with Accutime for men's watches, Shalom for men's personal grooming products and G Mason Group for pet accessories, all of which were signed in 2015. The Arrow business in India continued to outperform expectation with 25 percent growth in 2015, partly driven by the addition of 25 new stores. Warner's and Olga, which are licensed with Vandale Industries, had a solid year and the brands are surpassing their plan for many categories in the U.S. and Canada.

4 **ICONIX BRAND GROUP**

\$13B (NASDAQ: ICON)

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WWW.ICONIXBRAND.COM

Iconix Brand Group owns a diversified portfolio of more than 30 brands across women's fashion, men's fashion, home and entertainment that it licenses to best-in-class partners around the world. Globally, Iconix has more than 50 direct-to-retail licenses and more than 1,700 total licenses. Iconix actively supports its brands through its brand management and marketing expertise and has been enhancing its marketing efforts in social and digital media through global campaigns that leverage its current spokespeople. The company's largest segment, women's fashion, is supported by strong, long-standing direct-to-retail partnerships including DanskinNow at Walmart, Mossimo at Target and Candie's at Kohl's. The company's entertainment segment, which has been an area of growth for Iconix, includes the character brands Peanuts and Strawberry Shortcake. In 2015, Peanuts was Iconix's largest brand in terms of licensing revenue. The strength of Peanuts was driven by the launch of the Peanuts movie, which was supported by 25 national promotional and marketing partnerships including programs with McDonald's, Nestle Crunch, All Laundry detergent, Met Life and Hallmark; eight halo collaborations with fashion, lifestyle and sports brands including The Gap, Pottery Barn Teen and Lesportsac; and multiple national retail partnerships with retailers including Target and Toy's 'R' Us. The movie introduced the Peanuts characters to a new generation of consumers and Iconix expects to see a continued lift from the movie in 2016 reflecting the increased brand exposure. International expansion has also been a key focus for Iconix, and in 2015, and on a constant currency basis, the company's international business grew 8 percent. Iconix's international platform includes global brands Umbro, Lee Cooper and Peanuts, growing businesses in China and Latin America, as well as international joint ventures in Canada, Southeast Asia, Australia, the Middle East and Europe. Going forward, Iconix plans to drive growth through the continued investment in its brands, by supporting its large core licensing partnerships, and through the expansion of its global footprint.

5 **WARNER BROS. CONSUMER PRODUCTS**

\$6B (NYSE: TWX)

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WWW.WARNERBROS.COM

The DC Comics universe (including Batman, Superman, Wonder Woman and Justice League) led the charge with support for the feature film *Batman v Superman: Dawn of Justice*, from Warner Bros. Pictures, which hit theaters March 25, 2016. Warner Bros. Consumer Products, DC Entertainment and Mattel joined forces to launch the DC Super Hero Girls franchise, an exciting new universe of super heroic storytelling that plays out across multiple

entertainment content platforms. Featuring a completely new artistic style and aesthetic, this initiative includes digital content and TV specials, toys, apparel, publishing and more, providing opportunities for kids to play, watch, read, and be inspired to discover their full super power potential. WBCP's top licensed properties also include Harry Potter; perennial animated favorites Looney Tunes, Scooby-Doo and Tom and Jerry; *The Wizard of Oz*; and a fan-driven TV portfolio which includes television series *The Big Bang Theory* and *Supernatural*, as well as DC Comics TV programming such as *The Flash*, *Arrow*, *Gotham*, *Supergirl* and more. For *Batman v Superman: Dawn of Justice*, WBCP teamed up with a slate of global licensees for a broad, multi-category licensing and merchandising program to support the film. Master toy licensee Mattel created a vast toy line including action figures, vehicles, play sets and collectible figures. Also supporting *Batman v Superman: Dawn of Justice* are global licensees such as The LEGO Group, Rubie's Costume Co., Spin Master, Under Armour, New Era and many more. WBCP, in partnership with DC Entertainment and Mattel, unveiled the DC Super Hero Girls licensing program, anchored by global master toy licensee Mattel, and a toy line featuring industry firsts: the first-ever 6-inch action figure designed for girls; the first 12-inch collection of action dolls featuring strong, athletic bodies that stand on their own in heroic poses; and the first-ever action role-play toys for girls. For *Batman Unlimited*, *Animal Instincts* and the sequel *Batman Unlimited: Monster Mayhem*, from Warner Bros. Home Entertainment, debuted in 2015. Adding to the new *Batman Unlimited* content, Warner Bros. also debuted 22 stand-alone, two-minute shorts featuring additional story elements, along with companion apps designed for young fans to extend and customize their experience in a new interactive way. Rubie's Costumes supported the new original content with a line of inspired-by dress-up and costumes, and toymaker Thinkway introduced new *Batman Unlimited*-themed role-play accessories. DC Super Friends content, inspired by the Fisher-Price Imaginext toy line, also introduced a series of shorts. New play set environments from the product line were featured in the shorts, such as *The Joker Laff Factory* as well as the all-new *Batcave*, all featuring the interactive Imaginext Power Pad that enables kids to activate key features in the toy. Publishing partner Random House Children's Books continued to extend storytelling by publishing new titles as well. *Scooby-Doo*, *Shaggy and the Gang* were brought to life in LEGO form for the first time ever, with five building sets and in never-before-seen animated content, featuring the zaniness of the classic characters in true LEGO form. Fans were also treated to a 22-minute LEGO special, featuring *Scooby-Doo*. Classic animation properties such as *Looney Tunes* continued to drive new trends with hot new partnerships, such as the return of the collaboration, *Hare Jordan*, and high-end fashion collections including haute couture apparel and accessories with Moschino, by designer Jeremy Scott; and *Tom and Jerry* with Puma. WBCP is heading into 2016 with a line-up of global licensees on board to support content and a vault of properties. Headlining the line-up is the DC Super Hero Girls franchise, the immersive world that encourages girls to play, watch, read and be inspired to discover their own super-heroic potential. DC Super Hero Girls is supported with a global licensing and merchandising program, led by master toy partner Mattel. The most iconic DC Comics female Super Hero, Wonder

Woman takes charge, following her first big screen appearance in *Batman v Superman: Dawn of Justice* with her self-titled solo feature film debut, premiering in June 2017, directed by Patty Jenkins. Wonder Woman will be fully supported by WBCP, with global partners offering fans a powerful licensing and merchandising program. WBCP will continue to roll out an array of licensed merchandise supporting Warner Bros. Pictures' return to J.K. Rowling's *Wizarding World*, *Fantastic Beasts and Where to Find Them*. Inspired by the Hogwarts textbook of the same name, *Fantastic Beasts and Where to Find Them* is the first in a series of films and will hit theaters on Nov. 18, 2016, marking the screenwriting debut of J.K. Rowling. And Kong becomes King as WBCP supports Warner Bros. Pictures' and Legendary Pictures' *Kong: Skull Island*, a new take on the King of the Apes, coming in March 2017. WBCP will also continue to highlight its current and classic programs, like Warner Bros. Television's hit series *The Big Bang Theory*, *Supernatural*, as well as hits from the DC Comics TV portfolio including *The Flash*, *Arrow*, *Gotham*, *Supergirl* and many more, with continued cross-category support at retail. Also, WBCP's animation offerings include *Justice League Action*, *Teen Titans Go!*, *Wabbit—A Looney Tunes Production* and many more from WBA, supported by top-tier licensees. Additionally, rounding out the Studio's portfolio, WBCP continues to expand in the themed entertainment space with *Harry Potter*, *DC Comics*, *Looney Tunes* and more.

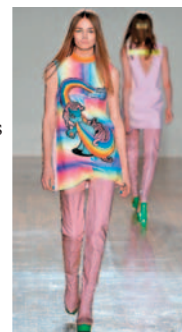
6 HASBRO

\$5.9B (NASDAQ: HAS)

SIMON WATERS, GENERAL MANAGER, HASBRO STUDIOS, AND SENIOR VICE PRESIDENT, ENTERTAINMENT AND LICENSING, HASBRO, +1.401.431.8697
WWW.HASBRO.COM

Hasbro's performance in 2015 reflected the strength of its global teams and the power of its brand blueprint. The *My Little Pony* brand drives over \$1.2 billion in retail sales with a presence in 71 countries and across all major consumer products and promotional categories. Its animated series, currently in its sixth season and airing in 197 territories, has helped to expand the brand into every major consumer product category worldwide. The *Transformers* brand reaches generations of fans across the globe with a robust entertainment offering, including full-length features and an animated series airing in 197 territories. Strong licensee relationships extend *Transformers* products into every major consumer products category worldwide with total franchise retail value delivering over \$10 billion since 2004. The *Littlest Pet Shop* brand continues to build a strong following by expanding distribution and growing global audiences of its animated television series, produced by Hasbro Studios and distributed in over 160 countries. Rounding out Hasbro's seven franchises are the successful *Monopoly*, *Play-Doh*, *Nerf* and *Magic: The Gathering* brands, which offer licensed consumer products in a variety of categories. *Monopoly* has a strategic focus on promotions, digital gaming and fashion capsules; *Play-Doh* is expanding into arts and crafts and creative play categories; *Nerf* has a strong foothold in pets and is expanding into sports and sports action categories; and *Magic: The Gathering* is expanding into key publishing and digital mediums. Hasbro's

performance in 2015 reflects the strength of its integrated retail relationships in over 1 million doors around the world. Hasbro is one of few licensors with imbedded selling teams resulting in significant retail successes across all categories. The *Transformers* and *My Little Pony* brands offer branded products to connect with fans of all ages across various retail channels. This includes high-end specialty stores like *Louisa Villaroma*, *High Street* channels and mass channels like *Walmart* and *Target*. Hasbro's value channel presence is strong, with offerings like its *Play-Doh* art and activity program from licensee *Leap Year*. Licensees like *USAopoly* focus on specialty retailers like *Game Stop* with *Games Affinity* products, including *Monopoly Game of Thrones*. Hasbro had a strong 2015 presence in the grocery channel, including the *Albertsons/Shaws Monopoly Collect-and-Win* program in the U.S. and the French grocer *Intermarché* custom reward program. Hasbro's *Monopoly* brand continued its 23-year relationship with *McDonald's* last year with a promotional campaign that reached nine countries and 8,500 restaurants. Hasbro also generates toy and game sales through its relationships with *The Walt Disney Company*, *Sesame Workshop*, *DreamWorks Animation* and *NBCUniversal Brand Development* and their properties. Hasbro Consumer Products is continuously innovating and expanding its beloved brands with new product and experiential offerings. Over the past year, Hasbro has exploded onto the music scene, announcing its relationship with *Sony Music* and releasing several albums, including the *My Little Pony* holiday and rock infused *Transformers Roll Out* albums. In 2016, *S2BN Entertainment* and Hasbro announced that the new live-action show *Transformers Live* will tour worldwide over the next five years. The show debuts in 2017 in a custom-built 4,500-capacity venue in China. Hasbro continues to drive its fashion collaborations and in early 2016, designer *Maria Escote's* collection at *Madrid Fashion Week* featured *My Little Pony*, which complements great designer collaborations in 2015 including *Philip Plein*, *Au Jour Le Jour*, *Degen* and *Fyodor Golan*. Hasbro's upcoming entertainment offering is robust, including the *My Little Pony* movie in 2017, which will be distributed by *Lionsgate*; three consecutive *Transformers* features starting in 2017; and an expanded relationship with *Paramount* for a *Hasbro Universe* which includes characters from the *G.I. Joe*, *Micronauts*, *Visionaries*, *M.A.S.K.* and *ROM* brands. Season two of *Transformers Robots in Disguise* launched in 2016 on *Cartoon Network* and the brand is teaming up with *Machinima* on *Transformers: Combiner Wars*, a series that will be distributed digitally this summer. In addition, season four of *Transformers Rescue Bots* will air this spring. This fall, Hasbro Studios is teaming with *Universal*, *Blumhouse Productions* and *Platinum Dunes* for the film, *Ouija 2*. For the first time, Hasbro Studios is creating original programming for *Netflix* with its 26 episode *Stretch Armstrong* animated series, debuting in 2017. In spring 2016, match-3 mobile game *My Little Pony: Puzzle Party*, produced by *BackFlip Studios*, will be available. In addition, real-time combat strategy mobile game *Transformers: Earth Wars*, also produced by *Backflip Studios*, will be available for fans in summer 2016.



7 SANRIO, INC.

\$5.9B (OTC US: SNROF) (SANRIO, INC., IS A WHOLLY-OWNED SUBSIDIARY OF SANRIO CO., LTD.)

KEN YAMAMOTO, CHIEF OPERATING OFFICER; JILL KOCH, SENIOR VICE PRESIDENT, BRAND MANAGEMENT AND MARKETING; LAURA TAKARAGAWA, VICE PRESIDENT, LICENSING, +1.310.896.3262
WWW.SANRIO.COM

In 2015, Sanrio focused on expanding programs and categories for flagship lifestyle brand, Hello Kitty; celebrated the 40th anniversaries of heritage brands My Melody and Little Twin Stars; and introduced a new character, Gudetama (the lazy egg), highlighting the brand's uniquely quirky and kawaii appeal. Catering to a broad consumer fan base, Sanrio's key licensing initiatives in 2015 included the expansion of categories to diversify the merchandise mix of lifestyle products. Sanrio partnered with a range of brands in a number of categories from apparel to accessories to food and beauty. Collaborations that debuted in 2015 included Kikkoman, simplehuman, Softlips and HLZ BLZ. To celebrate the 40th anniversary of Little Twin Stars, Sanrio teamed up with Care Bears for a fashion collection with JapanLA Clothing Company. Sanrio continued partnerships with MLB and teams such as the Los Angeles Dodgers and San Francisco Giants to host popular, sold-out Hello Kitty stadium events. Sanrio also hosted their first NBA promotion with the Los Angeles Clippers. EVA Air debuted their new Sanrio plane with routes from Taipei to Houston. Digital was another area of focus in 2015. Sanrio developed multiple apps targeting both the younger demographic as well as teens and young adults. Sanrio worked with key retailers at different tiers of distribution to build special programs for Hello Kitty and key emerging characters. In 2016, Sanrio's focus will be to diversify their portfolio of characters and continue to connect with fans through unique design, content, partnerships and experiences. Sanrio partnered with Hyper Hippo Games to develop a suite of lifestyle apps themed to the new hello sanrio brand that celebrates Sanrio's core foundation of social communication. Launching this summer, the digital initiative marks the first time Sanrio will launch a new brand with digital content and will provide fans an immersive social experience to engage with each other as well as Sanrio's family of characters. Multi-character programs will be key for 2016 and will be incorporated into a broad range of categories including apparel, accessories, role-play, toys, credit cards, gift and digital. With on-going focus on collaborations, Sanrio launched collections with OPI, Trumpette, Johnny Cupcakes and Zuca, with more collaborations to debut in 2016. Sanrio introduced the Hello Kitty Shop, their first theme park store at Universal Studios Florida, and will continue expansion of the Hello Kitty Cafe experience. Celebrating its 45th anniversary, Mr. Men Little Miss will introduce new retail programs and promotions in 2016 and feature film is in development in partnership with Fox Animation.



8 MAJOR LEAGUE BASEBALL

\$5.5B (E) (PRIVATE)

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WWW.MLB.COM

9 NICKELODEON

\$5.5B (NASDAQ: VIAB, VIA)

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WWW.NICK.COM

2016 is poised to be another big year for Nickelodeon, especially for the franchise Teenage Mutant Ninja Turtles. With the sequel to the Paramount theatrical release debuting in theaters June 3, the appetite for Turtles' product continues to grow across categories spanning toys, apparel, home, publishing and sporting goods. Toy partners Playmates and MEGA Bloks introduced toys inspired by the movie and TMNT x Melo, a new apparel line for boys designed in tandem with NBA All-Star Carmelo Anthony, is set to debut this month in all Macy's stores across the U.S. Nickelodeon's preschool portfolio continues to drive consumer excitement as its new series, Shimmer and Shine, joins Paw Patrol and Blaze and the Monster Machines, two of the leading preschool shows on TV. Consumer products for Shimmer and Shine are set to debut this summer and will include apparel, accessories, costumes, dress up, arts and crafts, home goods, party, publishing and more from partners including Party City, Spirit Halloween, Just Play, Alex Brands, Franco, Random House and more, alongside a new line of toys from Fisher-Price. As the No. 1 preschool license in 2015, Paw Patrol continues to be on a roll as partners including Power Wheels, Baby Boom, Zak Designs and more develop products in new categories. Nickelodeon's other hit preschool show, Blaze and the Monster Machines, was a top licensed preschool property to enter the market in 2015 as products from Fisher-Price, Jay Franco, Baby Boom, GDC, University Games and more came to market last year. The line will expand even further in 2016. Nickelodeon Retail's most successful retail programs in 2015 included Paw Patrol Winter Rescue campaign at Target and the Teenage Mutant Ninja Turtles holiday campaign at Toys 'R' Us. April also kicked off major retail programs and activations around the Teenage Mutant Ninja Turtles: Out of the Shadows movie, including a 3 Star Program at Walmart.

10 COLLEGIATE LICENSING COMPANY

\$4.65B (PRIVATE) (AN IMG COMPANY)

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CORY MOSS, SENIOR VICE PRESIDENT AND MANAGING DIRECTOR,
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WWW.CLC.COM

Top selling college brands in 2015 included Alabama, Michigan, Texas A&M, LSU, Tennessee, Florida, and Auburn, as well as the NCAA, the Tournament of Roses, the College Football Playoff and the Southeastern Conference (SEC). Walmart remained the largest retailer of collegiate licensed product in the U.S., with other top retailers, including Dick's Sporting Goods, Fanatics, Kohl's, Follett and Barnes & Noble. Key licensing programs from 2015 include the launch of a new exclusive trading card program with Panini, as well as strong collegiate licensed merchandise from Yeti coolers and a refresh of the College Collection by VS PINK in the women's category. Tailgate games such as corn hole continued to show tremendous growth, as did licensees that provide tailgate supplies such as chairs and tents. Women's and infant/youth will continue to be categories of focus for growing sales and product assortments for colleges and universities. From the marketing perspective, there will be an increased focus on connecting to the consumer through digital initiatives like shoppable graphics and geo-targeting. CLC will also continue to build on its successful national retail marketing platforms, which include College Colors Day, Holiday Cheer and Rock Your Colors. College Colors Day marketing efforts from 2015 leveraged digital marketing and celebrity engagement to garner more than 92 million consumer impressions for collegiate brands.

11 NBCUNIVERSAL

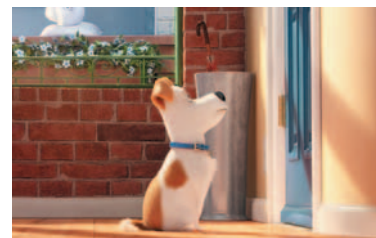
\$4.5B (NASDAQ: CMCSA)

MANUEL TORRES, EXECUTIVE VICE PRESIDENT, WORLDWIDE
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WWW.NBCUNI.COM

NBCUniversal Brand Development drives expansion of the company's intellectual property across the corporation. With a focus on kids and family, the business unit has oversight of a dedicated Universal kids and family TV productions business, digital products and gaming, NBCUniversal consumer products and franchise management. A key component to this division includes evolving titles into multi-year sustainable brands with multiple consumer touch points, including television, digital, video games, consumer products and live events, among others. Following its 2015 release, Universal Pictures and Illumination Entertainment's Minions is the second highest grossing animated film of all time worldwide, with more than \$1.2 billion at the global box office. NBCUniversal Brand Development expanded its consumer products program to include best-in-class licensing partners such as master toy licensee Thinkway Toys along with Hasbro, MEGA Bloks, Crayola and EA. The franchise's global

retail sales now top \$3.5 billion. NBCUniversal expanded its global Minions cross-category licensing program, executing 100-plus retail programs, including a first-of-its-kind branded box takeover with Amazon. Gameloft's Despicable Me: Minion Rush was the fifth



most downloaded game app of all time, according to NBCUniversal, topping 655 million downloads; while EA's Minions Paradise launched as the No. 1 game in 85 countries. Pantone created Minion Yellow, marking the first time the company named a color after an animated character. The Minions went upscale when the Bello Yellow Collection, a limited edition capsule collection, debuted at Selfridges in London and Colette in Paris. A first-of-its-kind Vogue mockumentary elevated the Minions to Minionistas with participation from fashion icons like Suzy Menkes, Alber Elbaz and Dolce & Gabbana. In 2015, Jurassic World, the next installment in the Jurassic Park series, debuted in theaters around the world becoming the fourth highest grossing film of all time with \$1.67 billion worldwide. NBCUniversal Brand Development established a cross-category licensing program highlighted by partnerships with toy companies such as master toy licensee Hasbro, The LEGO Group and Spin Master, reigniting the multi-billion dollar consumer products franchise for a new generation. During the film window, Hasbro developed the No. 1 action figure line ranked by NPD. Hasbro's first-ever role play item was named one of the Best Toys for Preschoolers by Parents magazine. Other successes include LEGO's development of the first-ever construction set for the brand with every SKU ranking in their global top 10; the LEGO Jurassic World videogame was the No. 1 kids console game of 2015; Ludia's mobile game reached 30 million downloads, with more than 1 million daily users; and Universal secured retail programs with 40-plus retailers worldwide. The retail campaign included an exclusive program for Target that gave the retailer exclusive access to use the Indominus Rex for in-store signing. Target also sponsored Universal's Jurassic World Mobile Movie Maker app to generate buzz around the retailer's exclusive Hasbro color-morphing Indominus Rex toy. In 2016, NBCUniversal will debut a cross-category licensing program for The Secret Life of Pets, the fifth fully-animated feature-film collaboration between Illumination and Universal Pictures, due in theaters July 8. The line features global master toy partner Spin Master as well as a collection from PetSmart, the exclusive retailer of pet products featuring characters from the film. NBCUniversal will focus on three key franchises in 2017. First, the team who brought audiences Despicable Me and Despicable Me 2, as well as Minions, returns to continue the adventures of Gru, Lucy, their adorable daughters and the Minions in Despicable Me 3 (June 30, 2017). Also on the 2017 slate is the much-anticipated eighth chapter in the Fast & Furious saga. Vin Diesel leads the returning cast in one of the most enduring motion picture serials of all time, which releases on April 14, 2017. And, on Aug. 4, 2017, Anna Kendrick and Rebel Wilson headline the returning cast of Pitch Perfect 3, the follow up to summer 2015's film. Then, in June 2018, executive

producer Steven Spielberg and stars Chris Pratt and Bryce Dallas Howard return for Universal Pictures and Amblin Entertainment's Jurassic World Sequel, a follow up to one of the biggest blockbusters in cinematic history. On the television side, NBCUniversal will continue to focus on developing consumer product programs for Curious George and for the The Biggest Loser franchise, NBC and Esquire Network's American Ninja Warrior and for new opportunities from kids' network Sprout.

12 RAINBOW

\$4.3B (PRIVATE)

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WWW.RBW.IT

Established brands Winx Club and Mia and me were Rainbow's top properties throughout 2015. The company also launched new brands Maggie & Bianca Fashion Friends and Regal Academy, which received strong feedback from both licensees and broadcasters. Winx Club, the global property that has been on-air for more than a decade that maintains a steady stream of new content, retains its position as one of the top girls properties in the world with a presence in 130-plus countries. Season 7 launched in 2015 and has been a success for Rainbow. Mia and me is an award-winning series that is an original and innovative hybrid of live action and CGI animation that combines fantasy, adventure and comedy. Regal Academy is a comedic animation that gives a brand-new twist on traditional fairy tales. The show follows the fortunes of the grandchildren of famous fairy tale characters as they attend their new school—the Regal Academy. Maggie & Bianca Fashion Friends is Rainbow's first full live action production and features two central themes of fashion and music. It follows the adventures of two young girls, an ordinary American girl named Maggie and an Italian princess called Bianca, as they attend the Milan Fashion Academy. The launch of Winx season 7 was well received by fans and the property's licensees capitalized on this with merchandising linked to the new series. The Winx fashion doll also performed well worldwide, and global publishing deals were signed. The company renewed its main partnerships in all major Winx countries, underlining the property's status as an evergreen brand. The Regal Academy launch had a good response and Giochi Preziosi signed on as the European master toy partner. Rainbow also started to plan the brand's 2016-2017 licensing program, finalizing some multi-territorial deals, including back-to-school and publishing deals in the major European markets. In 2015, the company opened its first Rainbow store on Amazon.com that features all of the company's properties, and established its first e-commerce presence in Russia on OZON.ru with Winx Club merchandise. The TV launch of Rainbow's new properties, Regal Academy and Maggie & Bianca Fashion Friends, presents a global licensing opportunity in 2016. These new brands add to established series Winx Club and Mia and me, which also continue to grow and are supported by a strong marketing plan. A new Mia and me live show will debut in Italy beginning in Q4, and a Winx Club live show will premiere for Russian audiences. Although Rainbow has a global marketing plan, the company also focuses

on country-specific initiatives in each territory that take into account local needs, culture and customs. The overriding aim in any territory is to supply 360-degree marketing, which includes PR and media promotions, events and co-marketing, edutainment projects and retail activities.

13 IBML (INTERNATIONAL BRAND MANAGEMENT & LICENSING)

\$4B (PRIVATE)

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Key properties include Dunlop, Everlast, Sondico, Slazenger, Lonsdale, Kangol, USA Pro, Campri, Karrimor, Golddigga, No Fear, Donnay, Voodoo Dolls, Carlton, Title, Antigua and LA Gear.

14 SEQUENTIAL BRANDS GROUP

\$4B (NASDAQ: SQBG)

YEHUDA SHMIDMAN, CHIEF EXECUTIVE OFFICER, +1.646.564.2577
WWW.SEQUENTIALBRANDSGROUP.COM

Sequential Brands Group is one of the fastest growing brand management companies in the world, with a portfolio of consumer brands that includes



Martha Stewart and Jessica Simpson. 2015 was a transformational year for Sequential, as it doubled its scale to \$4 billion in global retail sales from more than 150 licensees. Sequential currently operates four consumer brand verticals—Fashion, anchored by Jessica Simpson, William Rast and Joe's Jeans; Home, anchored by Martha Stewart and Emeril Lagasse; Lifestyle anchored by REVO and Heelys; and Active, anchored by AND1 and Avia. In the past year, Sequential launched a number of new brand initiatives, including a global partnership with U2 lead singer Bono for its brand REVO to help prevent unnecessary blindness, and a series of events around the 10th anniversary of the Jessica Simpson brand. Looking ahead, Sequential, just four years in the marketplace, says it has its sights on continued growth for the near term and long term. In 2016, the company is focused on growth with its core retail partners, which includes Macy's, Walmart, Amazon, QVC and Home Depot. It is also looking to grow its business internationally and online. In addition, Sequential is continuing to evaluate new brand acquisitions in each of its four brand verticals.

15 WESTINGHOUSE

\$3.9B (STO: ELUXB)

ALLAN FELDMAN, CHIEF EXECUTIVE OFFICER, LMCA,
+1.212.265.7474

WWW.WESTINGHOUSE.COM

Managed by LMCA since 2001, the licensing program is focused on key consumer, commercial and B2B categories which include LCD TVs, laptop computers, light bulbs, consumer security and B2B lighting, electrical and wiring devices, electric power generation including nuclear, solar and wind renewable energy, landscape lighting, kitchen and personal care appliances, air purification, water conditioning and purification, central heating and air-conditioning, intercoms and electrical and computer and audio accessories. Program growth comes largely from geographic and new category expansions and market share gains.

16 GENERAL MOTORS

\$3.5B (NYSE: GM)

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WWW.GM.COM

From electric and mini-cars to heavy-duty full-size trucks, monocabs and convertibles, General Motors' brands offer a comprehensive range of vehicles in more than 120 countries around the world. GM's roster of brands include both current and heritage brands with assets spanning over 100 years such as Chevrolet, Buick, GMC, Cadillac, Pontiac, Saturn, Oldsmobile and Hummer. Key news in 2015 for the GM licensing program included the continued success surrounding the seventh generation Corvette Stingray and Z06 coupe and convertible, as well as the all-new 2016 Camaro.

17 NATIONAL FOOTBALL LEAGUE

\$3.5B (E) (PRIVATE)

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WWW.NFL.COM

While the sports league will continue its international presence with games in London and Mexico, the biggest news is its change in leadership. Longtime licensing executive Leo Kane, senior vice president, consumer products, retired last month after 23 years with the NFL. He will remain in a consulting role over the next two years. During his tenure, the NFL's licensing business has increased dramatically.

18 DREAMWORKS ANIMATION

\$3.3B (NASDAQ: DWA)

TIM ERICKSON, GLOBAL HEAD OF LICENSING; JONATHAN BAKER, HEAD OF
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WWW.DREAMWORKSANIMATION.COM

In 2015, highlighted properties included the hit film HOME, which released worldwide in March. On the television side, Dinotrux along with DreamWorks Dragons, led the way. DreamWorks Classics continued to engage fans with initiatives around Felix, Noddy, Lassie and Waldo. Franchise favorites Shrek and Madagascar were also celebrated at retail worldwide. DreamWorks



Animation worked with retail partners across all tiers in 2015. Highlighting the roster for 2016 is Trolls—the upcoming feature film is poised to be DreamWorks Animation's biggest and most expansive consumer products effort to-date. DreamWorks Animation will also continue to support its ground breaking slate with support at retail for Dinotrux, as well as two highly anticipated upcoming series, Voltron and Trollhunters. DreamWorks' How to Train Your Dragon franchise also continues to breathe fire with the hit television series Dragons: Race to the Edge. DreamWorks Classics will also be highlighted, led by global favorite Noddy. In the digital space, AwesomenessTV, the multi-platform media company, continues to captivate an enormous audience with short and long form content, led by an ever-expanding roster of incredible talent.

19 NATIONAL BASKETBALL ASSOCIATION

\$3.2B (E) (PRIVATE)

SAL LAROCCA, PRESIDENT, GLOBAL PARTNERSHIPS; ROBERT W. MILLMAN,
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WWW.NBA.COM

The NBA is a global sports and media business built around three professional sports leagues—the National Basketball Association, the Women's National Basketball Association and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 49 languages and NBA merchandise for sale in more than 125,000 stores in 100 countries on six continents. The league continues to expand its presence in China both with games and various promotional initiatives. NBA Global Games China 2015 featured two pre-season games in Shenzhen and Shanghai.

20 ELECTROLUX

\$3.1B (STO: ELUX-B.ST)

CIARAN COYLE, GLOBAL VICE PRESIDENT, GLOBAL MARKETING, +46.87.38.60.00
WWW.ELECTROLUXGROUP.COM

The Electrolux Group is one of the world's leading appliance makers, producing more than 55 million products per year and selling into 150 countries globally. It has over 50 brands in the portfolio that offer brand extensions in numerous categories, ranging from solar power to consumer electronics. These licensing programs provide the consumer with an opportunity to enjoy Electrolux brands across additional product ranges and geographies. Electrolux's top licensed property continues to be the German brand AEG. This brand is licensed for products ranging from commercial energy to connected devices. Other top licensed brands worldwide include Electrolux, Frigidaire, Zanussi, Eureka, Arthur Martin and White-Westinghouse. Electrolux's business continues to flourish in its mature markets, but it has experienced tremendous success in new markets in 2015, including India and the Middle East. In 2016, Electrolux global brand licensing will continue to focus on working with partners that understand how to translate strong brand equity into desirable—and sustainable—consumer products.



21 AUTHENTIC BRANDS GROUP

\$3B (PRIVATE)

JAMIE SALTER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER; NICK WOODHOUSE, PRESIDENT AND CHIEF MARKETING OFFICER; KEVIN CLARKE, CHIEF FINANCIAL OFFICER; JAY DUBINER, GENERAL COUNSEL, +1.212.760.2410
WWW.ABG-NYC.COM

Top licensed properties in 2015 include celebrity and entertainment brands such as Marilyn Monroe, Mini Marilyn, Elvis Presley, Muhammad Ali, Shaquille O'Neal, Michael Jackson (managed brand) and Bobby Jones (managed brand); fashion brands such as Juicy Couture, Jones New York, Judith Leiber, Hart Schaffner Marx, Hickey Freeman, Adrienne Vittadini, Frederick's of Hollywood, Taryn Rose and Misook; and sports brands including Spyder, Prince, Airwalk, Tapout, Tretorn, Vision Street Wear and Hind. Top retail partners in 2015 were Bergdorf Goodman, Neiman Marcus, Dillard's, Nordstrom, Harrod's, Lane Crawford, Sogo, Selfridges, El Palacio, Liverpool, Lord & Taylor, Macy's, Kohl's, Modell's, Big 5, Academy, TJ Maxx, Saks Fifth Avenue, Sears, Winners, Target, Walmart, Kmart, Payless, Sports Authority, Dick's Sporting Goods, Under Armour, Decathlon Sports, Sports Direct and Big W. In 2016, ABG is focused on global licensing and marketing initiatives to drive domestic and international awareness of its portfolio and expand its customer base. New brand launches this year include Juicy Couture Black Label, Jones New York, Tapout and Tretorn. ABG will also continue to announce new brand acquisitions and strategic partnerships with premium global properties.

22 PENTLAND BRANDS

\$3B (PRIVATE)

ANDY RUBIN, CHAIRMAN, BRAND MANAGEMENT DIVISION, +44.020.8346.2600
WWW.PENTLAND.COM

Sports, outdoor and fashion brands include Speedo, Lacoste, Berghaus, Brasher, KangaROOS, Ellesse, Boxfresh, Mitre, ProStar, Red or Dead and Gio Goi. The company is also a global licensee for Lacoste Chaussures and Ted Baker footwear, the U.K. licensee for Kickers and is majority owner of JD Sports Fashion Limited, which operates more than 800 sports, fashion and outdoor stores across Europe.

23 PROCTER & GAMBLE

\$3B (E) (NYSE: PG)

GAYLE JONES, MANAGER, TRADEMARK LICENSING AND COMMERCIAL INNOVATION, GLOBAL BUSINESS DEVELOPMENT, +1.513.626.7666
WWW.PG.COM

The key brands that drive licensing for Procter & Gamble include Tide, Febreze, Mr. Clean, Vicks and Braun.

24 FERRARI

\$2.6B (PRIVATE)

STEFANO SAPORETTI, HEAD OF LICENSING; FRANCESCA VERNIA, LICENSING COORDINATOR, +39.053.694.9200
WWW.FERRARISTORE.COM

With theme parks in Abu Dhabi and Spain, Ferrari recently signed an agreement with China's Beijing Automotive and Eternaland Property Co. to design, construct and operate the park, which is scheduled to open in 2017. The company continues to reinforce its lifestyle approach with various luxury partners and new retail stores worldwide.

25 KATHY IRELAND WORDLWIDE

\$2.5B (E) (PRIVATE)

ROCCO INGEMI, VICE PRESIDENT, BRAND MANAGEMENT AND RETAIL; CLAUDE ERGAS, INTERNATIONAL MARKETING AND BRANDING CONSULTANT, +1.310.557.2700 EXT. 165
WWW.KATHYIRELAND.COM

According to Forbes, kathy ireland Worldwide's estimated retail sales top \$2.5 B annually. kiWW continues to experience growth, offering designs in handbags and accessories, legwear, intimate apparel and sleepwear. Recent launches include Diamonds by kathy Ireland, an exclusive diamond and fine jewelry collection; NuGene International, an anti-aging skincare for men and women; furniture; flooring; area rugs; jewelry boxes and armoires; indoor and outdoor lighting; home accessories; window treatments; home office; top of bed products such as sheets, mattress covers and pillows; and hand-painted fine porcelain. kiWW has also launched TV programming with the series Worldwide Business with kathy ireland and Modern Living with kathy ireland. Both shows air around the world. kiWW continues its strategic alliance with American Family Insurance, Nebraska Furniture Mart and National Business Furniture. In 2016, kiWW is expanding into several new categories such as fine china and flatware, crystal, storage solutions, stationery, towels, sheets, pet products, quick-to-assemble furniture, garden, food, publishing and children's educational toys. kathy ireland Designs, ACafé by Chef Andre and Jardin by Nicholas Walker offer garden accessories, home furnishings and accessories with A&B Home Fashions, lighting and area rugs. Other categories include kathy ireland Weddings, wedding events and planning, real estate, vacation events, wedding program licenses, music and film licenses, publishing and greeting cards. kiWW entered into a multi-year licensing renewal with Pacific Coast Lighting for all indoor/outdoor lighting needs and accessories. kiWW and PPI International entered into a multi-year licensing renewal for women's intimate apparel and sleepwear. A wholly owned kiWW subsidiary manages licensing and entertainment for Janet Jackson, including her New York Times No. 1 best-selling book True You, which includes 30 recipes for healthy living developed by Chef Andre of ACafé. Key retail partners of kiWW continue to be more than 65,000 independent retail doors in 50 countries. Fine retailers include Macy's, J.C. Penney, Kohl's and Bed Bath & Beyond.com. kathy ireland Office can be found at retailers across the country including National Business Furniture and Staples. Kathy Ireland philanthropic work supports many non-profits including the Elizabeth Taylor HIV/AIDS Foundation, Feed the Children, Providence Educational Foundation, The American Israel Public Affairs Committee, The Anti-Defamation League, Jewish Defense League and 9-1-1 for Kids. In 2016, kiWW will also be expanding its show space at June's Licensing Expo.

26 RALPH LAUREN

\$2.5B (E) (NYSE: RL)

STEFAN LARSSON, PRESIDENT AND CHIEF EXECUTIVE OFFICER,
+1.212.813.7868

WWW.GLOBAL.RALPHLAUREN.COM

For more than 48 years, the company has expanded its portfolio of brands and premium lifestyle products in four categories—apparel, home, accessories and fragrances. Brands include Polo Ralph Lauren, Ralph Lauren Purple Label, Ralph Lauren Collection, Black Label, Lauren by Ralph Lauren, Double RL, RLX, Ralph Lauren Childrenswear, Denim & Supply Ralph Lauren, American Living, Chaps and Club Monaco.

27 MATTEL

\$2.3B (NASDAQ: MAT)

TANYA MANN, VICE PRESIDENT, NORTH AMERICA CONSUMER PRODUCTS, +1.310.252.2000; MICHELLE CHIDONI, SENIOR DIRECTOR, GLOBAL BRAND COMMUNICATIONS, +1.310.252.3921

WWW.CORPORATE.MATTEL.COM

The Mattel family of companies is one of the worldwide leaders in the design, manufacture and marketing of toys and family products. Mattel's consumer products organization expands the company's portfolio of brands into new categories and experiences in more than 200 territories and 40 languages. Programs are developed to expand its core franchises of Barbie, one of the most popular fashion dolls ever produced, Hot Wheels, Monster High, American Girl, Thomas & Friends and Fisher-Price brands. Additionally, there are consumer product programs supporting a wide variety of toy and games brands such as Magic 8 Ball, Rock em Sock em Robots, Uno and Scrabble. With its worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations.

28 CATERPILLAR

\$2.23B (NYSE: CAT)

KENNY BEAUPRE, RETAIL BUSINESS DEVELOPMENT, +1.309.675.8665
WWW.CAT.COM

Many of Caterpillar's long-term partnerships continue to supply great products in the lifestyle, children's and telecommunication categories. It has opened 14 new Cat monobrand retail stores throughout South and Central America, the Middle East and China. These stores continue to connect the lifestyle consumer segment to Caterpillar's brand. Key initiatives in 2016 include launches of Cat toolboxes, long-handled tools, striking tools, wheelbarrows and industrial fans.

29 THE POKÉMON COMPANY INTERNATIONAL

\$2.1B (PRIVATE)

MONIKA SALAZAR, DIRECTOR, LICENSING, AMERICAS, +1.425.229.6000
WWW.POKEMON.COM

Pokémon features a wide array of offerings from video games and accessories to the Pokémon Trading Card Game, animation and wide variety of licensed lifestyle products, making it one of the most diverse and beloved entertainment franchises in the world. With more than 21.5 billion Pokémon TCG cards shipped globally and more than 800 episodes currently in its animation library, Pokémon is a long-standing market leader and enjoyed an incredibly strong year at retail in 2015. Four new Pokémon TCG expansions were launched, surpassing record sales from the previous year, along with various incremental Pokémon TCG products including collectable tins and box sets. Additionally, the Pokémon Trading Card Game is currently available on PC as well as on Apple devices via the free Pokémon TCG online app. A full-length feature film, Pokémon the Movie: Hoopa and the Clash of Ages, aired on Cartoon Network and other broadcast partners across the globe in 2015, as well as the Pokémon animation series, Pokémon: XY: Kalos Quest, which debuted on Cartoon Network. Pokémon animation is also available via the free Pokémon TV app for Apple and Android devices, as well as on Roku and Amazon Fire TV. In addition, Pokémon animation is currently on Netflix, Hulu, iTunes and Amazon. Throughout the year, The Pokémon Company International partners with national retailers to distribute Pokémon characters to fans who own the video games. In 2015, Pokémon character distributions were held at different times at GameStop locations in the US, EB Games in Canada, and other retail partners across Europe. The Pokémon Company International also supported several key retailers with exclusive licensed items and various other cross-promotions that helped drive retail traffic throughout the year, including special promotions at Toys 'R' Us, Target and other retailers.

In June, a limited edition Pokémon fashion and accessories boutique was featured at JapanLA in Los Angeles, Calif, showcasing fun and fashionable product from various licensing partners. Pokémon is celebrating its 20th anniversary with a yearlong celebration of the past, present, and future of the iconic brand. Pokémon was first introduced in Japan in 1996, with the video games Pokémon Red and Pokémon Green for the Game Boy system. The Pokémon 20th anniversary kicked off with the brand's first ever Pokémon Super Bowl ad during Super Bowl 50, which was viewed by more than 110 million people during the game and watched more than 26 million times on YouTube. The spot encourages fans to Train On. Four Mythical Pokémon

video game character distribution events will take place at participating



GameStop locations throughout 2016, with one being distributed quarterly. TOMY International, Pokémon's master toy licensee, has also created special Mythical Pokémon figures and plush to celebrate 20 years of Pokémon. Pokémon TCG fans can celebrate 20 years of Pokémon with the Pokémon TCG: Generations expansion. Highly anticipated Pokémon video games launch in 2016, including the fast-action fighting game for the Wii U, Pokkén Tournament, which launched in March. Also, the seventh generation of Pokémon video games, Pokémon Sun and Pokémon Moon, will launch in time for holiday season for the Nintendo 3DS family systems.

30 CARTOON NETWORK ENTERPRISES/TURNER CN ENTERPRISES

\$2B (NYSE: TWX)

PETE YODER, VICE PRESIDENT, CONSUMER PRODUCTS, NORTH AMERICA; LISA WEGER, VICE PRESIDENT, CONSUMER PRODUCTS, LATIN AMERICA; MELISSA TINKER, VICE PRESIDENT, CONSUMER PRODUCTS, ASIA PACIFIC; JOHANNE BROADFIELD, VICE PRESIDENT, EMEA, +1.212.275.6535

WWW.CARTOONNETWORK.COM

During what was a historic year which, for the first time in its history, saw Cartoon Network end the year as television's No. 1 ad-supported network with kids, ages 6-11, the network's portfolio of animated brands continued to deliver another strong year at retail through its licensing business. Further establishing itself as the leading choice for this generation of kids, Cartoon Network's signature comedy series Adventure Time and Steven Universe continued to engage and inspire their legions of fans and expand on their consumer products programs. On the Adult Swim side of the business, the network's animated series Rick and Morty further established itself during its second season on the network, as well as through an expanding licensing program that introduced a series of new partners across apparel, toys, publishing and more. Further rounding out the licensing program are current and classic hits across both the Cartoon Network and Adult Swim libraries including The Amazing World of Gumball, Regular Show, Clarence, Johnny Bravo, Cow and Chicken, Dexter's Laboratory, Robot Chicken and more. Cartoon Network and its brands have long been and will continue to be widely placed at retail across all key retailers and all tiers of distribution around the world. With strong retail support throughout 2015, key brands were able to enjoy success thanks to a mix of yearlong retail and marketing programs. Numerous feature shops, direct to retail programs, end caps, circular support, and dedicated email blasts and sweepstakes throughout holiday 2015 and other key buying seasons helped to generate strong sales and awareness among the group's portfolio of brands and product lines. Cartoon Network is poised for tremendous growth and success in 2016 and beyond. The licensing group comes to market with its strongest, most diversified portfolio yet, anchored by this year's global launch of the re-imagined franchise, The Powerpuff

Girls. The original girl superheroes will make their debut this spring, and the brand has already secured a roster of more than 100 licensees worldwide comedy franchises Adventure Time and Steven Universe continue to tap into their fan bases that span kids, teens and young adults, and Adult Swim's original series Rick and Morty looks to transition its incredible popularity and momentum from the television screen to a fan-targeted consumer products program in 2016. Looking ahead to 2017, Cartoon Network's global team is gearing up for the re-launch of Ben 10, as well as the expansion of the network's original comedy series We Bare Bears into consumer products.

31 CHEROKEE GLOBAL BRANDS

\$2B (NASDAQ: CHKE)

HENRY STUPP, CHIEF EXECUTIVE OFFICER; HOWARD SIEGEL, PRESIDENT AND CHIEF OPERATING OFFICER; MARK NAWROCKI, EXECUTIVE VICE PRESIDENT, GLOBAL LICENSING; RANDI SPIEKER, EXECUTIVE VICE PRESIDENT, BUSINESS DEVELOPMENT, +1.818.908.9868

WWW.CHEROKEEGROUP.COM

Key properties available for license include the namesake Cherokee brand, Tony Hawk, Hawk Signature, Everyday California, Liz Lange, Sideout, Carole Little, ale by Alessandra, Point Cove and newly acquired Flip Flop Shops; a leading franchise retail chain. The Cherokee brand is an American family lifestyle brand offering classic casual comfort at great value. Founded in 1973, Cherokee offers an assortment of men's, women's and children's apparel, accessories, footwear and home products. The brand is licensed in more than 50 countries and sold in over 5,000 locations. The Tony Hawk and Hawk Signature brands, born in California and named after its founder Tony Hawk, is globally recognized as a premier board culture lifestyle brand, combining style and performance. Product categories include apparel, accessories, footwear and home décor. The Everyday California brand embodies all aspects of the active California lifestyle. Product categories include men's and women's apparel, footwear and accessories. Liz Lange is a maternity brand of fashionable, affordable and flattering styles. The Sideout brand represents a California beach volleyball heritage. Carole Little is a brand known for its colorful signature prints for women. The newly developed Point Cove takes inspiration from the spirit of California and features apparel, accessories and footwear. Flip Flop Shops is the authentic retail chain exclusively devoted to the hottest brands & latest styles of flip flops, casual footwear and accessories. Retail partners for the Cherokee brand include Target stores in the U.S.; Commercial Mexicana in Mexico; Tottus, a division of Falabella in Chile, Peru and Columbia; Argos in the U.K. and Ireland; Nishimatsuya throughout Japan; RT Mart



throughout China; Big C in Thailand; Megamart and Unlimited stores a division of Arvind in India; Pick 'N Pay in South Africa and certain North African countries; Max Store a division of The Landmark Group, throughout the Middle East, Sears Canada and Shufersal in Israel. For Tony Hawk, retail partners include Kohl's department stores in the U.S. and Walmart Canada. For Liz Lange, partners include Target stores in the U.S., Mom & Me in India and Sears Canada. The key retail partner for Carole Little is the Marmax Group. In 2016, Cherokee Global Brands will forge new strategic partnerships for the Cherokee brand. The company will also continue to grow and expand its portfolio of lifestyle brands through the development of new international territories, collaborating with retail partners on shop-in-shop presentations to enhance the consumer experience, growing e-commerce in conjunction with retail partners and expanding the overall capabilities of Cherokee Global Brands' proprietary 360-degree platform.

32 FORD MOTOR COMPANY

\$2B (NYSE: F)

GLOBAL ICONS, LICENSING AGENT, +1.310.820.5300

WWW.FORD.COM; WWW.GLOBALICONS.COM

33 WEIGHT WATCHERS INTERNATIONAL

\$2B (E) (NYSE: WTW)

JIM CHAMBERS, PRESIDENT AND CHIEF EXECUTIVE OFFICER, +1.212.589-2700

WWW.WEIGHTWATCHERS.COM

Weight Watchers is one of the world's leading commercial providers of weight management services, operating through a network of company-owned and franchise operations. The company offers a wide range of products, publications and programs through its website and major retailers.

34 BBC WORLDWIDE

\$1.9B (PRIVATE)

CARLA PEYTON, SENIOR VICE PRESIDENT, LICENSED CONSUMER PRODUCTS, +1.212.705.9300

WWW.BBCAMERICA.COM

BBC Worldwide has continued to grow its major brands—Doctor Who, Sherlock, Top Gear, BBC Earth, Dancing with the Stars and CBeebies—across the globe. Starting with the U.S. and Canada, BBC Home Entertainment titles continued to perform solidly at retail, with strong placement at major retailers including Costco, Best Buy, Walmart and Target. Its theatrical release schedule included Queen & Country, We Come as Friends, Last Night at the Proms 2015 and finally the Doctor Who Christmas special theatrical event. Doctor Who was once again the No. 1 licensed television brand in specialty U.S. with retailers including Hot

Topic hitting more than \$115 million in sales. The brand will be a focal point for growth, adding new product categories and growing consumer products at new and existing retail stores such as Hot Topic, Hastings, Transworld/FYE and more. Sherlock's North America licensing program continues to thrive with a range of apparel, collectible figures, gifts and accessories, as well. BBC Worldwide is also having continued success with its live events business. 2014/15 was a busy year with the Doctor Who Festival spanning the U.K. and Australia, and Frozen Planet in Concert in Germany. The Doctor Who Experience continues to welcome visitors in Cardiff as well as a Deadly 60 branded area at Longleat Safari Park. Top Gear continues to have a strong brand presence with the long standing global partnership with Forza 6 as well as the Top Gear track experience in the U.K. The ratings of local formats continue to flourish ahead of the highly anticipated new line up of the original Top Gear, due to air in the U.K. and U.S. in May. BBC Worldwide has sold the Strictly Come Dancing format license to more than 50 countries, and every week of 2015 a local version was in production around the world. This year, CBeebies Land will celebrate its third year and continues to do well at its U.K. home in Alton Towers. BBC Worldwide live events staged theater and arena tours, concerts, large-scale exhibitions and even themed cruises on Holland America Line in the U.S., titled Dancing with the Stars: At Sea. Growth over the next year will be driven by the extension of existing licensing properties both in the U.K. and internationally. BBC Worldwide expects to grow revenue with licensing programs around Doctor Who, Top Gear and preschool brands such as Go Jetters, Hey Duggee and Sarah and Duck.

35 TWENTIETH CENTURY FOX CONSUMER PRODUCTS

\$1.9B (NASDAQ: FOXA)

JEFFREY GODSICK, PRESIDENT, +1.310.369.1000

WWW.FOXCONSUMERPRODUCTS.COM

In 2015, Fox Consumer Products continued to thrive with a portfolio of top licensed properties in the television and film sector. Its TV portfolio includes The Simpsons, which is airing somewhere, every minute of the day. The Simpsons is seen in an unprecedented 180 countries worldwide, with The Simpsons merchandise available in each. Empire returned this season as the No. 1 series on broadcast television among viewers 18 to 49, averaging 21.2 million viewers. Other series include Bob's Burgers, American Horror Story, Sons of Anarchy and Family Guy. On the film side, major properties for FCP include The Alien film franchise; Ice Age, which is the No. 1 international animated franchise of all-time; Alvin & the Chipmunks; and the films of Marilyn Monroe. At retail, FCP launched Empire as a brand lifestyle with key collaborations with Saks, MCM and fashion designer Hood By Air. The Simpsons continued to take center stage across the globe—FCP partnered with Eland, a top apparel retail player in Korea with 4,700 stores, to create a casual apparel line; a cool streetwear program with Neff Headwear resulted in programs at Tilly's, PacSun and Zumiez; The Simpsons slot machine from WMS was launched at G2e; and The

Simpsons were also showcased in high-profile promotions with Apple and Google's YouTube. Various programs surrounded FCP's film properties—Ice Age debuted the X5 promotion in hundreds of supermarket chains across Russia; it achieved continued success with the Alien Isolation video game; there was a 25th anniversary celebration of Home Alone that included NECA dolls; the Sandlot expanded into Target; and Cartier licensed scenes from The Seven Year Itch and Gentlemen Prefer Blondes for advertising campaign. FCP's location-based entertainment division oversees arena shows, 4D attractions and touring exhibitions; construction is underway for first 20th Century Fox World theme park in Genting, Malaysia; The Simpsons land and AVP Maze opened at Universal Hollywood; Alvin Live (\$2BN) toured North America; and a highly-successful run of Ice Age—No Time For Nuts 4D ran at Madame Tussaud Shanghai (iWerks). Licensing initiatives that will drive growth in 2016 include for the EMPIRE lifestyle brand as it evolves from high-end to accessible with the launch of Defend Paris, which will be complimented by a new Cover Girl campaign that will feature the stars of the series. Initiatives around FCP's animated properties Bob's Burgers, Family Guy and The Simpsons remain a focus, as well. A Bob's Burger promotion with Hot Topic and Bob's Burger LIVE returns to the stage; while the first standalone store for The Simpsons is scheduled to open in Beijing, with more China stores following. Additionally FX Fearless, launched at FYE, will expand to more retailers. With the next film in Ice Age franchise releasing in July, FCP launched an unprecedented 10,000 store direct-to-retail promotion with LIDL across Europe and Ice Age Live (Stage Entertainment) will tour North America. This summer, Independence Day: Resurgence blasts into theaters and is accompanied by licensees Cepia and Titan, as well as a program in 4,000 Meters/Bonwe stores in China. Reebok, Titan and NECA are onboard for initiative around Alien franchise—the film Alien: Covenant releases in 2017. FCP ran SuperBowl 50 ads that featured Independence Day (Bud Light) and The Seven Year Itch (Snickers). Marilyn also took center stage in Australia with a major exhibit at Bendigo Art Gallery. Coming soon is the film War for the Planet of the Apes and latest chapter to the No. 1 movie of all time, Avatar—an Avatar exhibition by GES will open soon in Asia.

36 NFL PLAYERS INC.

\$1.55B (PRIVATE)

STEVE SCEBELO, VICE PRESIDENT, LICENSING AND BUSINESS DEVELOPMENT, +1.202.572.7472

WWW.NFLPLAYERS.COM

Through its group licensing program, the NFLPA provides its licensees with rights to create player identified products featuring more than 2,000 active NFL players across three categories: apparel, digital and hardlines. The retail sales figure is based on total overall sales of all licensed products from online and traditional retail outlets, as reported by more than 80 NFLPA licensees. Licensed products include mobile, digital and console video games, trading cards, men's, women's and youth jerseys and t-shirts, player murals, figurines, matted and framed photos, bobbleheads, drinkware, plush and collectibles, among others. In addition

to traditional licensed products available at retail, emerging growth in social commerce and direct-to-consumer sales of made-to-order products has contributed to more than \$10 million in sales. With over 2,000 current NFL players in the NFLPA group licensing program, licensees have diverse player personalities and attributes to incorporate into their product lines and marketing campaigns. Licensees leverage their player rights to create products with local, national and international appeal. NFLPA licensees report individual player sales on a quarterly basis. Based on licensed product sales, the Top 25 players for the 2015 season were Tom Brady, Russell Wilson, Aaron Rodgers, Dez Bryant, Peyton Manning, Odell Beckham Jr., J.J. Watt, Rob Gronkowski, Jason Witten, Colin Kaepernick, Richard Sherman, Tony Romo, Marshawn Lynch, Marcus Mariota, Andrew Luck, Clay Matthews, Luke Kuechly, Drew Brees, Antonio Brown, Cam Newton, Jimmy Graham, DeMarco Murray, Jordy Nelson, Calvin Johnson and Teddy Bridgewater. Top retail partners in 2015 were Academy Sports, Best Buy, Champs, Dick's Sporting Goods, Fanatics, J.C. Penney, Kohl's, LIDS, Modell's and Target. The mission of NFL Players Inc., the licensing and marketing arm of the NFLPA, is to connect businesses to the world's most powerful unifier, sports, via NFL players. NFL Players Inc. grants group licensing rights for over 2,000 current NFL players. With unparalleled player knowledge and direct access to the athletes, NFL Players Inc. creates customized business solutions for partners, including guidance on the creation of licensed products featuring players' likenesses, names, numbers and signatures, and integrating players into marketing and advertising campaigns. The retail power of the players is driven by their unique personalities, community influence and ability to connect with loyal fan bases. Heading into 2016, NFL Players Inc. is focused on a number of personality-driven licensing initiatives, including connecting players more deeply into their local markets by emphasizing the depth of rosters for partners of all sizes to feature NFL players in their marketing efforts. Custom, made-to-order product will be a focal point of growth in all categories. Additionally, NFL Players Inc. will focus on building NFL player product lines in the emerging areas of technology, collegiate co-brand licensing and international markets.



NFLPA

37 BLUESTAR ALLIANCE
\$1.5B (PRIVATE)

JOSEPH GABBAY, CHIEF EXECUTIVE OFFICER, +1.212.290.1370
WWW.BLUESTARALLIANCE.COM

This brand management company, founded in 2006, includes such properties as Michael Bastian, English Laundry, Kensie, Harve Bernard, Larry Levine, Catherine Malandrino, Limited Too and Nanette Lepore.

38 GIOCHI PREZIOSI GROUP
\$1.5B (E)

GRAZIANO DELMAESTRO, LICENSING DIRECTOR, +39.01.96.47.51
WWW.GIOCHIPREZIOSI.COM
Key properties include Gormiti, Puppy in My Pocket and Dinofroz.

39 THE HERSHEY COMPANY
\$1.5B (NYSE: HSY)

ERNIE SAVO, DIRECTOR, GLOBAL LICENSING, +1.717.508.3112
WWW.THEHERSHEYCOMPANY.COM

The Hershey Company is a global confectionery company known for its chocolate, sweets, mints and snacks. The company has more than 80 brands around the world that drive more than \$10 billion in annual revenues, including such brand names as Hershey's, Reese's, Hershey's Kisses, Jolly Rancher, Ice Breakers and Breath Savers. Its leading food and non-food licensing program extends Hershey's mission of bringing sweet moments of Hershey happiness to the world every day and generates \$1.5 billion at retail. In 2015, the Hershey's iconic brand portfolio showed continued strength in a wide range of product categories and retail channels. Licensed products are available in 600,000-plus retail doors worldwide, with continued rapid extension programs in Asia. In Japan, 54 Hershey's ice creams are sold each minute, while in Korea, 100 million units of Hershey's chocolate milk are consumed every year. Hershey's Soymilk was named Malaysia's 2016/17 Product of the Year and will be available in Oceania from this year onward. Taiwan will also follow with a specialized food and beverage extension program being planned for 2017. In addition to ice cream, beverages, cakes, cereal and baking, the North American food business continues to expand in new product categories. Consumers can now find Hershey's refrigerated puddings, Hershey's and Reese's frozen desserts, Hershey's and Reese's in-store bakery cakes, cookies and muffins, as well as Jolly Rancher frozen beverages. In the American non-food segment, Hershey's continues to introduce products that celebrate and complement its core and licensed food and beverage offerings, including a fresh tabletop collection by Fitz & Floyd, small kitchen Electrics by Focus Products Group, fun impulse products from Evriholder and s'mores grilling accessories by Blue Rhino. The Hershey health and beauty accessories program with GBG Beauty also continues to be the No. 1 confectionery license in-market with exciting new launches planned for 2016, including a platform inspired by Hershey's Kisses chocolates.



40 PLAYBOY ENTERPRISES INTERNATIONAL

\$1.5B (PRIVATE)

SCOTT KILLIAN, CHIEF BRAND OFFICER AND E-COMMERCE GENERAL MANAGER, +1.310.424.1800

WWW.PLAYBOYENTERPRISES.COM

Playboy expanded its \$500 million consumer products business in mainland China with a new 10 year partnership that expanded product distribution to 3,500 retail outlets. The partnership also gives the brand access to a new generation of Chinese consumers. Playboy Fragrances, powered by Coty, remains the No. 2 best-selling male and female fragrance brand in Europe, according to Playboy. 2015 was also a year of several global fashion collaborations, from Burton snowboards, Fleur Du Mal luxury lingerie and Supreme streetwear, to apparel collaborations with Dolce & Gabbana, Philipp Plein, Hysterie Glamour, GoodWorth&Co. and Schott. Playboy launched PlayboyShop.com a new e-commerce store featuring specially designed apparel, barware, accessories and one-of-a-kind handmade items. Playboy's gaming division added Fan Duel to its roster of partners, launched electronic blackjack tables with Scientific Games, and revealed a Pitbull/Playboy themed gaming franchise. Playboy's location-based entertainment business also thrived, with takeover events at Ibiza's Blue Marlin beach club and Las Vegas' Mandalay Bay, and the opening of Bar Fifty Three, a new Playboy bar in Los Angeles in partnership with the Lore Group. Other noteworthy product launches include a Blackheart Rum Playboy edition through Heaven Hill Distillery and Blitzway art toys. Between the re-launch of Playboy.com, which resulted in a 400 percent increase in traffic, and the re-designed non-nude Playboy magazine, which is on track to double newsstands sales, Playboy is reaching a bigger audience now than ever in its 62-year history. For the first time in 25 years Detroit auto manufacturers are advertising with the brand and Playboy is presenting a slate of new digital programming at this year's industry NewFronts in New York. This evolution of the brand's media business sets the stage for a re-introduction of consumer products as Playboy emerges as a powerful mainstream lifestyle brand in North America.



41 STANLEY BLACK & DECKER

\$1.5B (NYSE: SWK)

JOHN CUNNINGHAM, VICE PRESIDENT, LICENSING AND BUSINESS DEVELOPMENT, +1.410.716.7467

WWW.STANLEYBLACKANDDECKER.COM

Black+Decker has been a preeminent brand in the home and consumer DIY sector for more than 100 years. The brand has 98 percent brand

awareness and market share leadership in most categories. Black+Decker is a trusted, innovative brand that strives to make consumers' lives easier. Some licensed categories include small domestic appliances, gardening tools, 12-volt automotive products, safety gear, how-to books, cookware, bakeware and food prep. Stanley has been around for more than 170 years and is preferred with professionals and serious DIYers. It is the leading global manufacturer of tools, hardware and security solutions for consumer, professional and industrial use, and enjoys 98 percent of brand awareness. Some current licensed categories include welding equipment, storage solutions, wet/dry vacs, 12-volt automotive products, work lights, work gloves, industrial fans and heaters and jobsite mobile accessories. Dewalt is a 90-year-old brand known for quality, innovation and jobsite durability, and is the market leader for professional power tools and equipment. Licensed products include wireless alarm systems, professional trade reference books, worksite storage, pressure washers, jobsite safety equipment, footwear, generators and air compressors. Present in more than 90,000 doors worldwide, licensed products from Stanley Black & Decker's portfolio of brands can be found in almost every channel of trade including home centers, hardware retailers, industrial and commercial channels, mass, mid-tier and home specialty. Its existing retail partners are expected to continue to be strong, strategic partners of licensed products across all brands in 2016. Black+Decker will look to grow particularly in categories targeting the homeowner with the expansion of global small domestic appliance lines, compact appliance partners and additional licensees in the cleaning space. The Dewalt brand target categories utilized by Dewalt's existing professional user base, inclusive of concrete, metal working and dry wall. Stanley in particular, as well as the other brands, will be focused particularly around global expansion. Additional initiatives will be focused around the expansion of both Black+Decker and Dewalt's battery systems, which are currently being utilized across a number of licensed products to offer a more expansive range of products within each platform.

42 PGA TOUR

\$1.42B (PRIVATE)

LANCE STOVER, SENIOR VICE PRESIDENT, LICENSING AND NEW VENTURES; MATT IOFREDO, SENIOR DIRECTOR, LICENSING AND NEW VENTURES, +1.904.273.3269

WWW.PGATOUR.COM

PGA Tour continues to grow its brand portfolio and has positioned it as a top-of-mind golf and affinity lifestyle brand. Highlights from the PGA Tour in 2015 included the formation of a partnership in the tee time marketplace, release of an updated EA Sports video game to reflect the new generation of young talent on Tour and expansion of its licensed merchandise portfolio with new licensees in key categories and territories. One of the biggest focuses at PGA Tour is to grow the game and help broaden golf's reach. To help with this initiative, PGA Tour formed a new partnership in 2015 with EZLinks Golf to create TeeOff.com by PGA Tour, an online tee time website that connects millions of golfers with tee times worldwide. Another highlight in 2015 included longtime licensee, EA Sports, and the release of a new edition of the game,

which named four-time Major champion and top-ranked golfer in the world Rory McIlroy as the cover athlete and namesake of its golf franchise, EA Sports Rory McIlroy PGA Tour. In the branded fashion arena, PGA Tour launched its first fragrance with partner Tru Fragrance, named PGA Tour Passport. The scent debuted at The Players Championship 2015, and is sold at green grass golf shops and retailers across the country. Additionally, the Tour entered a new licensing relationship with New Venture Active Limited to produce a PGA Tour technical and lifestyle apparel line in the U.K. and Europe. PGA Tour looks forward to continued growth of its brand and licensed products globally with its newly appointed partner CAA Sports/Fermata Partners as the Tour's new exclusive trademark licensing representative beginning in 2016.

43 SUNKIST GROWERS

\$1.4B (PRIVATE) (AGRICULTURAL COOPERATIVE)

MARK MADDEN, MANAGING DIRECTOR, GLOBAL LICENSING,
+1.818.379.7262
WWW.SUNKIST.COM

Sunkist Global Licensing has more than 50 licensees operating and marketing the Sunkist brand in over 85 countries. Eighty percent of Sunkist's business is in beverages, primarily juice, juice drinks and soda. More than 730 different licensed products carry the Sunkist brand globally.

44 BEVERLY HILLS POLO CLUB

\$1.35B (PRIVATE)

S. HADDAD, PARTNER, +1.646.266.3024

The name Beverly Hills suggests luxury, elegance and comfort. The game of polo, known as the sport of kings, reinforces these aspirational characteristics with the added dimensions of both the challenge of competitive sport as well as individual physical strength. The company's focus is on international expansion with a new lifestyle shop concept. The company's performance as a consumer brand has been recognized by the international retail community in several major venues with its nomination as International Emerging Market Retailer of the Year for 2015 as well as New International Lifestyle Retailer.

45 NATIONAL HOCKEY LEAGUE

\$1.3B (PRIVATE)

DAVE MCCARTHY, VICE PRESIDENT, CONSUMER PRODUCTS
LICENSING, +1.212.789.2166
WWW.NHL.COM

The National Hockey League consists of 30 member clubs, each reflecting the league's international makeup, with players from more than 20 countries represented on team rosters. Every year the NHL entertains more than 250 million fans in-arena and through its partners on national television and radio, more than 10 million fans on its social platforms and more than 300 million fans online at NHL.com

46 SESAME WORKSHOP

\$1.3B (NON-PROFIT)

SCOTT CHAMBERS, SENIOR VICE PRESIDENT AND GENERAL
MANAGER, NORTH AMERICA MEDIA AND LICENSING, +1.212.875.6782
WWW.SESAMEWORKSHOP.ORG

Sesame Workshop partnered with apparel licensees PUMA, Mishka, Uniqlo, Bathing Ape, Pancoat and Peter Alexander to create new lines of Sesame Street clothing and accessories for the young and the young-at-heart. Sesame Place celebrated its 35th birthday by hosting a party all season long featuring fun and festive birthday decorations and a fantastic new Neighborhood Birthday Party Parade. Sesame Street: Let's Cook! cookbook, published by Houghton Mifflin Harcourt Press, was covered on Good Morning America, The Tonight Show and Rachael Ray. The book is now in its fourth printing. Sesame Street was a strategic partner for Google Play's launch of its Kids & Family platform. The brand was one of four selected featured at Google's NYC launch event summer 2015. In other digital news, Elmo Loves You won the Appy Award for 2015 Best Book App. Sesame Street's Heads Up! with Sesame Street App launched on The Ellen Degeneres Show in October 2015. Sesame Workshop ended 2015 with a bang. Amazon included Playskool Sesame Street Play All Day Elmo on its Holiday Toy List. Sesame Street launched on HBO with the boldest changes to date, including 30-minute episodes, new preschool-relevant themes, new show open and closing songs, and an updated set. Viewers can also expect to see spinoffs and new IPs. Sesame Street will continue to air on local PBS stations, and on the PBS KIDS video app. Sesamstraat, the Dutch co-production, is celebrating its 40th anniversary. Activities include an exhibition at the Kijkduin, where children can sit down in Tommie's race car and parents learn about the history of Sesame Street, a new touring theater show Bonte Avond in Sesamstraat and a Sesamstraat tulip at the Keukenhof. Sesame Workshop has partnered with Avocados From Mexico to help educate families about the importance of maintaining a well-balanced diet. Chef Pati Jinich of Pati's Mexican Table on PBS meets Sesame Street's Elmo, Cookie Monster and Rosita to share health benefits and fun facts about the avocado. The fun continues with Playskool's Love2Learn Elmo. With his silly laughs and his creative play, Elmo models a true love for learning. With its accompanying app, the toy delivers a customized play experience for children. Early reviews from Toy Fair promises to make this a hot holiday toy in 2016.

47 WWE

\$1.26B (NYSE: WWE)

CASEY COLLINS, EXECUTIVE VICE PRESIDENT, CONSUMER
PRODUCTS, +1.203.352.8600
WWW.WWE.COM

In 2015, WWE partnered with Toys 'R' Us, Walmart, Hot Topic and FYE for multiple cross-category retail promotions. In 2015, TRU and WWE partnered to create a unique marketing program to feature Mattel WWE

Action Figures. The program included a retail front of store fixture and four-way feature, live event sponsorship and a social media campaign. In 2015, Walmart also did a WrestleMania Vudu cross-category program, which featured an exclusive collection of WrestleMania action figures by Mattel. Last year, both Hot Topic and FYE did promotions around one of our top PPV events, SummerSlam. Both of these cross-category promotions featured in-store signage and significant social media activity. In 2016, WWE will be expanding its toy program offerings with key global partnerships with Jakks Pacific and Playmates. These new partnerships will complement WWE's master toy partnership with Mattel. WWE also has growth plans in the mobile gaming space. The mobile game WWE Champions allows players to collect more than 100 different Superstars and Legends that they can enter in the ring for intense 3D action, powered by fast and engaging puzzle play. The game will launch worldwide on Android and iOS devices in late 2016. On March 24, 2016, WWE Superstars will visit Family Guy's town of Quahog in Family Guy: The Quest for Stuff mobile game. Also, in 2016 WWE, with partner 2K, will release another video game, WWE 2K17.



that year alone. With more than 700 licensees supplying Peppa products globally, eOne significantly strengthened its global footprint by reaching into new territories and achieving deeper penetration in existing markets. By the end of the year, the licensor had built a strong retail presence for the brand in Australia, New Zealand, Spain, France, Greece, the U.S., Russia and throughout Asia. eOne increased revenue in the U.K. by expanding categories, widening retail channels and launching successful spin off and seasonal lines. Licensing accelerated in the U.S., with a 275 percent sales increase and 25 new licensees. Peppa also entered new markets in 2015. In June 2015, the series launched on China's CCTV and on demand platforms. eOne's U.K. theatrical release of The Golden Boots in February 2015 took \$3.3 million at the box office in 16 days. A Peppa theme park attraction opened at Leolandia in Italy, and the stage show played to major cities in sixteen countries. All major retailers in key territories stocked Peppa Pig merchandise in 2015, as well. The strategic expansion of Peppa Pig in China, Japan, Russia and the U.S. will be a key focus in 2016. In established markets across Western Europe and South America, eOne will expand product lines and retail channels through best-in-class partnerships. eOne continues to drive the global licensing program for Ben and Holly's Little Kingdom. The show is finding new audiences around the world as it launches on-air in new markets and establishing fanbases in the U.S., Russia, Italy and Spain. Joining eOne's preschool stable is PJ Masks. Launching to exceptionally strong ratings in the U.S. in 2015, broadcast rolls out globally this year on Disney Junior. Just Play is master global toy partner and a full licensing program will launch in the U.S. in fall 2016, followed by other territories in 2017. eOne's lifestyle division will be launching teen design brand SO SO Happy into the U.K. and South America in 2016 and building momentum for men's lifestyle brand Death Row Records—the iconic music label celebrating its 25th anniversary in 2016. The licensor also represents two highly anticipated movies for 2016—Steven Spielberg's adaptation of The BFG and the Ricky Gervais comedy, David Brent: Life on the Road.

48 THE COCA-COLA COMPANY

\$1B (E) (NYSE: KO)

KATE DWYER, GROUP DIRECTOR WORLDWIDE LICENSING,
+1.404.676.2121
WWW.COCA-COLA.COM

The Coca-Cola Company is revamping many aspects of its marketing as part of its one brand strategy, including a new packaging design that will feature the iconic red trademark disc logo across all its individual brands. It is being rolled out in Mexico this month and then globally hitting the U.S. in 2017.

49 ENTERTAINMENT ONE

\$1B (OTC: ENTMF)

ANDREW CARLEY, HEAD OF GLOBAL LICENSING; HANNAH MUNGO, HEAD OF U.K. LICENSING; AMI DIECKMAN, HEAD OF INTERNATIONAL LICENSING; REBECCA HARVEY, HEAD OF MARKETING; JAYNE BEVITT, HEAD OF PRODUCT DEVELOPMENT; JOAN GRASSO, VICE PRESIDENT, LICENSING, NORTH AMERICA; CANDY HO, SENIOR TERRITORY MANAGER, ASIA; CON GOUTZOLUS, COMMERCIAL DIRECTOR, AUSTRALIA; TRISH PADOUIN, COMMERCIAL DIRECTOR, AUSTRALIA; NINA LEUNG, SENIOR VICE PRESIDENT, LIFESTYLE, +44.02.03.691.8600
WWW.ENTERTAINMENTONE.COM

Top licensed properties in 2015 included Peppa Pig, Ben and Holly's Little Kingdom and SO SO Happy. In 2015, Entertainment One achieved its goal of making Peppa Pig one of the top performing preschool properties around the world and the brand generated over \$1 billion in worldwide retail sales

50 FCA US

\$1B (NASDAQ: FCAU)

ROHENA DUA, GLOBAL LICENSING OPERATIONS, FCA US; KIM RAY, SENIOR VICE PRESIDENT, GLOBAL PROGRAM MANAGEMENT AND LEGAL COUNSEL, THE LICENSING COMPANY +1.248.712.6430
WWW.FCANORTHAMERICA.COM; WWW.TLC.INTERNATIONAL
Top licensed properties 2015 include in Jeep, Chrysler, Dodge/SRT, Ram and Fiat. The Jeep brand is currently placed in more than 4,000 retail locations in China, South East Asia, Korea, Australia, South Africa, Panama, Europe and Venezuela. In addition, the boutique Jeep Spirit t-shirt program with Lucky Brand expanded in 2015 to include placement of a popular style in Nordstrom, Lord & Taylor and Macy's in the U.S. In

the Dodge brand program, 2015 ushered in a line of garage cabinets and garage flooring, both of which were the featured prizes in the Brand's Garage Fit for a Dodge contest. Growth of the Jeep brand apparel and lifestyle program in the U.S., Brazil, India and the Middle East is planned for 2016/2017. Growth of the J is for Jeep Brand program in the U.S. will continue in 2016 as well. The continued popularity of the Dodge brand will be captured in the man cave categories in 2016. In addition, the Dodge Brothers campaign from the brand has transcended the 100th anniversary celebration and will continue to be celebrated in the licensing program, with an eye toward moving into the barware/glassware categories, home accessories and games in 2016. The growth of the Ram trucks brand with new models like the Ram Rebel and the Power Wagon has allowed the brand to hone its extension program for 2016, with planned expansion in the western lifestyle categories including apparel, footwear, accessories and leather bags; and also a strategy to enter the barbecue and related accessory category. The Chrysler brand has just launched the all-new Pacifica minivan, and with a strong presence in the market, new licensing categories that focus on the family are being explored for 2016 such as family travel essentials and organizational solutions for the busy mom. After its official launch of its North American program, the Fiat brand will expand its presence in the apparel category and will seek new licensees in fashion accessories, stationery/calendars, tabletop/textiles and coffee-related products.



53 NASCAR

\$1B (PRIVATE)

BLAKE DAVIDSON, VICE PRESIDENT, LICENSING AND CONSUMER PRODUCTS, +1.704.348.9613
WWW.NASCAR.COM

The New Era partnership is a great example of NASCAR aligning itself with world-class brands to bring quality products and better value to its fans. They made an even bigger splash in 2015, highlighted by its production of the 2015 Official Daytona 500 Champion hat, and a variety of other integrations in the sport including the creation of the New Era hat store in the Trackside Superstore that offers fans more than 10,000 hats. Lionel Racing expanded its NASCAR rights in 2015 to reach mass retailers with a re-invigorated line of NASCAR Authentics die-casts available in stores including Target, Walmart, Toys 'R' Us and more. Lionel's products can be found at the NASCAR.com Superstore and Trackside Superstore. In addition, because of the Trackside Superstore's new kid friendly shopping environment, 1:64-scale die-casts saw huge growth trackside in 2015. Fan favorite, NASCAR Classics embodies the heritage of NASCAR. More than 50 SKUs have been designed and are currently available for sale. The boutique-level brand is a callback to an era of unbreakable drivers, fast cars and scores that were settled on dusty ovals and hot asphalt. NASCAR Classics is guts, glory and go-for-broke attitude where nothing stands between a driver and his trophy. NASCAR introduced an all-new, innovative trackside retail model mid-2015, strengthening its commitment to making the at-track shopping experience best-in-class. The Trackside Superstore was developed with fans in mind, creating a 60,000-square-foot courtyard-style store allowing customers to interact with merchandise prior to purchase. Unlike anything before, this model provides more personal, organized and convenient shopping for fans. In only a few months, YOY sales increased by 20 percent, average transactions grew by 75 percent and maximum wait time was reduced to less than four minutes. The season finale alone experienced a 100 percent YOY sales increase. The Trackside Superstore truly elevated the customer experience. In addition, Sears and Kmart launched an exclusive NASCAR collection in more than 600 stores for holiday 2015, highlighted by styling from GIII and Delta. New this year, and exclusive to the NASCAR Trackside Superstore, is the customization area where fans have the opportunity to add a personal spin to their merchandise, enhancing the fan experience and bringing them to a new level of loyalty. In addition, Lucky Brand has teamed up with NASCAR to create vintage-inspired t-shirts and headwear. The NASCAR-licensed Lucky Brand tees evoke a feeling of authentic, all-American spirit, true to both Lucky Brand and NASCAR's heritage. The initial line of signature men's retro graphic tees is a nod to NASCAR's roots and the era that established them as the No. 1 form of motorsports in the U.S. The collection will expand throughout the year and is available in all Lucky Brand stores, as well as online. The Lucky Brand and NASCAR collaboration is a great example of two world-class brands working together to bring quality, value and a diversified offering to consumers and fans. Also new in 2016 is a partnership with Panini, the world's largest sports and entertainment collectibles company, now the officially-licensed trading card of NASCAR.

51 JARDEN CORPORATION

\$1B (E) (NYSE: JAH)

CARLOS COROALLES, VICE PRESIDENT, LICENSING, JARDEN CONSUMER SOLUTIONS; ROBERT MARCOVITCH, JARDEN OUTDOOR SOLUTIONS, +1.561.912.4511; JEFF LOTMAN, PRESIDENT, GLOBAL ICONS, +1.310.873.3560
WWW.JARDEN.COM

52 MARGARITAVILLE ENTERPRISES

\$1B (E) (PRIVATE)

DAN LEONARD, PRESIDENT AND CHIEF OPERATING OFFICER, +1.407.224.3213
WWW.MARGARITAVILLE.COM

This lifestyle brand inspired by Jimmy Buffet has expanded into various new categories including gaming with recently announced partner THQ. The company's merchandise empire now includes packaged foods, spirits and beer, blenders, apparel, footwear, outdoor furniture, pool supplies, audio, plus restaurants, hotels and themed resorts, casinos and cruises.

54 PERRY ELLIS INTERNATIONAL

\$1B (NASDAQ: PERY)

STANLEY SILVERSTEIN, PRESIDENT, INTERNATIONAL DEVELOPMENT AND GLOBAL LICENSING, +1.212.536.5424

WWW.PERRYELLIS.COM

Key licensed properties are Perry Ellis, Original Penguin and Laundry by Shelli Segal. Licensing partners include top market leaders in their respective product categories. PEI services all retail channels. A licensing initiative that will drive growth in 2016 and beyond is international growth.

55 PIERRE CARDIN

\$1B (E) (PRIVATE)

PIERRE CARDIN, FOUNDER, +33.1.40.06.00.68

WWW.PIERRECARDIN.COM

56 U.S. POLO ASSN.

\$1B (PRIVATE)

JIM SCULLY, VICE PRESIDENT, LICENSING, +1.859.219.2113

WWW.USPOLOASSN.COM

Key licensed categories for the company include men's, women's and children's apparel, accessories, luggage, watches and shoes. In addition to wholesale licensing, the company is also setting up retail license franchisees and is currently operating 450 retail stores worldwide.

57 DR. SEUSS ENTERPRISES

\$950M (PRIVATE)

SUSAN BRANDT, PRESIDENT, +1.858.459.9744

WWW.SEUSSVILLE.COM

Key categories are books, entertainment, apparel, costumes, bedding and décor, stationery and office supplies and collectibles. Top licensed properties in 2015 include The Cat in the Hat, Oh, the Places You'll Go!, How the Grinch Stole Christmas!, What Pet Should I Get?, Green Eggs and Ham, One Fish Two Fish Red Fish Blue Fish, Fox in Socks, Horton Hears a Who!, Top retail partners and licensing programs during 2015 include with Target, Walmart and Amazon for the Hats Off to Reading and Grinchmas programs; Barnes

& Noble for the Hats Off to Reading, Seuss Spectacular, Horton Dare to Care and Grinchmas programs; and BAM for the Hats Off to Reading, Horton Dare



to Care and Grinchmas programs. Licensing initiatives that will drive growth in 2016 are the What Pet Should I Get? book anniversary, New Learning Library Book release, Hats Off To Reading program, Oh, the Places You'll Go! graduation program, the Horton Dare to Care anti-bullying program and the Grinchmas: Grow Your Heart 3 Sizes campaign.

58 SABAN BRANDS

\$870M (PRIVATE)

MARCY GEORGE, VICE PRESIDENT, GLOBAL CONSUMER PRODUCTS, +1.310.557.5230

WWW.SABANBRANDS.COM

Saban Brands' top licensed properties included Power Rangers, Popples, Mambo, Piping Hot and Paul Frank. Saban's Power Rangers debuted its 22nd season, Power Rangers Dino Charge, in February 2015. The new season first premiered on Nickelodeon in the U.S., followed by a global rollout throughout 2015. To coincide with the season, Bandai America, global master toy licensee, created an all-new dinosaur themed toy line. In November 2015, Saban Brands launched Popples, a Netflix original series for kids. Based on the 1980's toy line and television series, Saban Brands has re-imagined the Popples characters for a whole new generation of kids. In January 2015, Saban Brands announced the acquisition of Mambo. First hitting the scene over 30 years ago, Mambo has grown into a highly influential Australian fashion and lifestyle brand with a passionate and dedicated fan base. Additionally, Saban Brands announced the acquisition of iconic Australian surf, fashion and lifestyle brand, Piping Hot, in March 2015. And finally, Saban Brands took the Paul Frank brand back to its roots with the launch of a kids' fashion collection, Paul Frank Industries, which is taking an unexpected approach to bringing quality apparel, footwear and lifestyle products to the marketplace. Saban Brands and Bandai debuted the Power Rangers Dino Charge toy line in 2015. The company also partnered with Fisher-Price for a new line of Imaginext preschool products inspired by the Mighty Morphin Power Rangers. Additionally, Power Rangers Halloween costumes were available at local Spirit Halloween stores and online at SpiritHalloween.com throughout North America. Popples plush debuted in 2015 in partnership with global master toy licensee Spin Master. Available on Walmart.com and in Walmart stores, the plush line launched with two feature talking plush and five basic transforming plush. In addition to a full range of men's, women's and children's apparel at Big W in Australia, Mambo launched two new fashion collaborations with local Australian artists and designers Emma Mulholland and Anya Brock, both of which were sold exclusively at Myer stores nationwide and Myer.



com. Piping Hot continued its exclusive retail partnership with Target Australia and featured products in more than 20 categories, including surf, swimwear, footwear, beach accessories and more. For Paul Frank, Saban Brands announced expansion in China through a strategic, long-term licensing agreement with Grand Union International Trading Co. During New York Fashion Week, the brand debuted a new spring/summer 2016 collection with a runway show. This marked the launch of the re-envisioned Paul Frank Industries, transforming the brand into a proper children's fashion brand with a fresh and unique point of view. The new Power Rangers Dino Super Charge toy line will drive growth throughout 2016. The company has also partnered with Boom! Studios to create a new series of Mighty Morphin Power Rangers comic books. And in addition to the television series product line, Saban Brands, Bandai and other partners will unveil products for the Power Rangers feature film in partnership with Lionsgate. Popples is expanding its consumer products program with Spin Master, debuting new plush, small dolls, collectible figures and play sets. Additional products will include girls' pajamas from Komar, girls' bedding, bath and beach goods from Jay Franco, and girls' room décor from Idea Nuova. Saban Brands leads on consumer products for the music-based reality series, La Banda, as well as the winning band, CNCO, from La Banda season one. Licensing partners currently include Jerry Leigh and Just Toys, with CNCO product launching throughout 2016. Paul Frank is returning to its roots with the launch of Paul Frank Industries by taking an elevated new approach and reinterpreting the Julius character from a fashion-centric perspective. Saban Brands also announced the appointment of artist and designer Paul Frank as Director of Creative Development for the company. Across all of Saban Brands' lifestyle brands, including Paul Frank, Macbeth, Mambo and Piping Hot, the company has plans for global expansion as well as new celebrity and influencer collaborations.

59 TECHNIColor

\$844M (PAR: TCH.PA)

MANUELE WAHL, SENIOR VICE PRESIDENT; MARIE-JOSEE CANTIN JOHNSON, VICE PRESIDENT; CLAIRE VILLENEUVE, VICE PRESIDENT, +1.323.817.6600

WWW.TECHNICOLOR.COM

Top licensed properties in 2015 include RCA, Thomson, Proscan, Victor and HMV (limited), Nipper & Chipper, NordMende, Saba and Ferguson. Key retail partners worldwide include Walmart, Best Buy, Amazon, K-Mart, Sears, Sam's Club, Carrefour, Media Markt, Darty, Jumbo, Staples and OfficeDepot. Beside its traditional brand licensing across all properties and categories, the programs provide support to the licensees via technology, design services, partnerships and alliances. The RCA and Thomson properties, among others, have seen continued expansion internationally with license agreements in North America, Latin America, BRIC and EMEA countries. The RCA brand launched its Made for Moments brand campaign at CES 2016 capitalizing on its strong American brand legacy and



affordable innovation. The licensed categories under the RCA brand include televisions, tablets, smartphones, appliances, laptop computers, home telephones and VOIP for both the retail and B2B markets. Thomson, a 120-year-old brand, has partnered with selected licensees in a large spectrum of CE categories including televisions, audio/video products and accessories, phones (GSM, DECT and smartphones), tablets, IT products, home automation, set-top-boxes, home appliances, green energies and lighting. In 2015, growth initiatives included expanded product categories such as LED lighting, more tablet and smartphone models in more territories, 4K televisions, new generations of tablets and laptop computers and innovative appliances through expansion of product placement across retail accounts and the introduction of new products through effective marketing strategies and product innovation. The brands are also expanding efforts to penetrate the Indian and Chinese market.

60 FOCUS BRANDS

\$794M (PRIVATE)

SARA HAYS, DIRECTOR, LICENSING AND NEW CPG, +1.404.255.3250
WWW.FOCUSBRANDS.COM

Focus Brands is a franchisor and operator of more than 4,000 ice cream shops, bakeries, restaurants and cafes in the U.S., the District of Columbia, Puerto Rico and 60 foreign countries under the brand names Carvel, Cinnabon, Schlotzsky's, Moe's Southwest Grill, Auntie Anne's and McAlister's Deli, as well as Seattle's Best Coffee on certain military bases and in certain international markets. Top partnerships include Rich Products, General Mills, Keurig Green Mountain, WhiteWave Foods, Wise Foods, Taco Bell and Sonic. Focus Brands is committed to its vision of being the world's best developer of unique limited-service food brands through franchising, licensing and foodservice operations.

61 TELEVISA CONSUMER PRODUCTS

\$780M (NYSE: TV)

MARY CARMEN ROTTER, MANAGING DIRECTOR, CONSUMER PRODUCTS, +1.786.265.2500
WWW.TELEVISA.COM

Key properties include El Chavo and Patito Feo, Club America and Hablando Sola (Talking to Myself).

62 LEGO GROUP

\$700M (E) (PRIVATE)

WWW.LEGO.COM

Key properties include LEGO Star Wars, LEGO Frozen, LEGO Classic, LEGO City, LEGO Duplo, LEGO Legends of Chima, LEGO Disney Princess, LEGO Marvel Super Heroes, LEGO DC Comics Super Heroes, LEGO Junior, The LEGO Movie, Mixels, Ninjago and more.

63 MOOMIN

\$678M (PRIVATE)

GUSTAV MELIN, GLOBAL LICENSING DIRECTOR, BULLS LICENSING;
ROLEFF KRÅKSTRÖM, MANAGING DIRECTOR, MOOMIN CHARACTERS,
+358.92311.3200
WWW.MOOMIN.COM

The Moomin brand has experienced steady growth over the past 11 years. In the Nordic countries alone, the brand has grown by 485 percent since 2004. More than 160 new licensing agreements were signed in 2015. The growth in sales was driven by a strong domestic market in the Nordic region, but also by development and demand in Asia. Moomin is one of the three largest brands in Japan and in China, Moomin was recently nominated as one of the country's most influential international brands. In 2015, Moomin Characters and Bulls Licensing focused their brand communication efforts on the Moomin 70 event, which celebrated the 70th anniversary of the release of the first-ever Moomin book published in English, The Moomins and the Great Flood. Moomin now has over 600 licensees around the world.

64 ENDEMOL SHINE GROUP

\$610M (E) (PRIVATE)

TAMAYA PETTEWAY, SENIOR VICE PRESIDENT, BRAND AND
LICENSING PARTNERSHIPS; KELLY C. HILL, VICE PRESIDENT,
LICENSING PARTNERSHIPS, +1.323.790.8285.
WWW.ENDEMOL.COM

The Endemol Shine Group last month formed a new licensing division. Key properties include MasterChef, MasterChef Junior and The Biggest Loser.

65 FREMANTLEMEDIA

\$600M (E) (FREMANTLEMEDIA IS PART OF RTL GROUP,

WHICH IS IN TURN 75.1 PERCENT OWNED BY BERTELSMANN)
RICK GLANKLER, EXECUTIVE VICE PRESIDENT AND GENERAL
MANAGER, FREMANTLEMEDIA KIDS & FAMILY ENTERTAINMENT;
ANDREA BRENT, VICE PRESIDENT, LICENSING AND LIVE EVENTS,
FREMANTLEMEDIA NORTH AMERICA; TRACY GRIFFITHS, VICE
PRESIDENT, LICENSING AND CONSUMER PRODUCTS, EMEA
AND AUSTRALIA, FREMANTLE KIDS & FAMILY ENTERTAINMENT;
HENRY OR, VICE PRESIDENT, ASIA, FREMANTLE KIDS & FAMILY
ENTERTAINMENT, +44.207.691.6000
WWW.FREMANTLEMEDIA.COM

FremantleMedia Kids & Family is a worldwide leader in family entertainment and one of a dynamic independent producer, licensor and distributor of engaging and ground breaking content in the sector. Kids properties include Danger Mouse, Classic Danger Mouse, Kate & Mim-Mim, and Tree Fu Tom. Other properties include American Gods, Family Feud, Celebrity Name Game and Baywatch.

66 DR PEPPER SNAPPLE GROUP

\$569M (NASDAQ: DPS)

MEGAN MAY, BRAND LICENSING MANAGER, +1.972.673.7000
WWW.DRPEPPERSNAPPLEGROUP.COM

Properties in the Dr Pepper Snapple Group include Mott's, Snapple, Dr Pepper, 7UP, Crush, A&W Root Beer, Yoo-hoo, Schweppes, Mr & Mrs T, Clamato and Hawaiian Punch. The focus will continue to expand these diverse, flavor-based trademarks into complementary food categories with both current and new partners.

67 DFB-WIRTSCHAFTSDIENSTE

\$560M (PRIVATE) (A SUBSIDIARY OF THE GERMAN

FOOTBALL ASSOCIATION)

HOLGER MARK, HEAD OF MERCHANDISING AND LICENSING,
+69.67.88.475

The German national team is the premium brand of the German Football Association (DFB).

68 POLAROID

\$550M (E) (PRIVATE)

SCOTT W. HARDY, PRESIDENT AND CHIEF EXECUTIVE OFFICER, PLR IP
HOLDINGS, +1.952.641.1020
WWW.POLAROID.COM

The company's range of products includes instant and digital still cameras, high-definition and mountable sports video cameras, tablets and flat-screen TVs, plus such new products as 3D printers and drones introduced at CES.

69 HGTV HOME

\$525M (NYSE: SNI)

RON FEINBAUM, SENIOR VICE PRESIDENT AND GENERAL MANAGER,
CONSUMER PRODUCTS AND HOME PROMOTIONS, SCRIPPS
NETWORKS, +1.865.560.4804
WWW.HGTVHOME.COM

HGTV's consumer products brand, HGTV HOME, more than doubled in volume from 2014 to 2015, achieving \$525 million in retail sales. HGTV, America's home and garden television network, has sustained a leadership position in the marketplace and is a benchmark for success in home licensing programs. In 2015, the program included 10 lines: HGTV HOME by Sherwin-Williams paint, wallpaper and accessories, HGTV HOME Furniture Collection, HGTV HOME Design Studio only at Bassett, HGTV HOME Baby Furniture at buybuy BABY stores, HGTV HOME Outdoor Living with HSN, HGTV HOME Plant Collection, HGTV HOME Flooring by Shaw, HGTV HOME Solar Lighting at Costco and HGTV HOME Decorative Fabric and HGTV HOME Decorative Trim.



The HGTV HOME program is larger than ever and 2015 marked a year of impressive organic growth for the brand. Partners continued to launch new products, introduce trendy designs and expand distribution. The HGTV HOME line was

sold in more than 8,500 doors across North America in 2015. This retail presence was driven by Sherwin-Williams, Lowe's, Bassett Furniture, buybuy BABY, Jo-Ann Stores and others. HGTV HOME by Sherwin-Williams initially launched exclusively at 3,000 Sherwin-Williams stores in 2011, then at Lowe's in spring 2015. Combining HGTV's design expertise with Sherwin-Williams' quality paints enables homeowners to achieve a professional designer look. Strong merchandising redefined expectations for paint at retail. Multi-platform marketing support highlighted new paint formulations and exclusive color palettes. Existing product was upgraded at Sherwin-Williams and Lowe's and a new premium line was implemented at Lowe's. Sixteen designer-inspired color collections and 1,100 shades are available. The launch at Lowe's brought the program to additional 1,700 doors, marking the first time Sherwin-Williams has extended its brand outside of its proprietary retail stores in over 40 years. HGTV HOME Design Studio gained increased visibility as Bassett opened additional U.S. locations, store formats and more custom upholstery pieces. Additionally, the HGTV HOME Outdoor Living program continued to be a strategic retail partner. HSN reaches 95 million viewers via on-air, online and mobile. The HGTV HOME program is undergoing continued expansion in 2016 and beyond with plans to grow and enhance product assortments and increase distribution. With a strategic vision in mind, HGTV will continue to focus multi-platform support on existing partners and identify new ways to help them to grow their businesses. The integrated marketing plan will leverage on-air promotional support via TV spots, product integration into HGTV and DIY shows and participation in HGTV sweepstakes (e.g., Dream Home, Smart Home); digital support via website and social media integration with licensed products featured on HGTV.com; dedicated HGTV HOME Instagram and Facebook pages with a target of doubling their followers year-over-year; and print via brand mentions and cross-partner ad placements in HGTV Magazine.

70 A+E NETWORKS

\$515M (PRIVATE)

KATE WINN, SENIOR VICE PRESIDENT, A+E NETWORKS CONSUMER PRODUCTS, +1.212.210.1400

WWW.AENETWORKS.COM

A+E Networks includes the flagship brands of HISTORY, Lifetime, A&E and its lifestyle network FYI. The broad-reaching portfolio provides a unique opportunity to target both men and women who have a passion for storytelling on and beyond the screen. Key properties include American Pickers, Ancient Aliens, Sons of Liberty, Texas Rising and Vikings.

71 DHX MEDIA

\$500M (TSE: DHX.A, DHX.B)

TOM ROWE, COMMERCIAL DIRECTOR, DHX BRANDS,

+44.0.20.8563.6400

WWW.DHXMEDIA.COM

Referred to as the industry's best kept secret, in less than two years DHX Brands has established a reputation for being one of the most pragmatic, forward-thinking and creative licensors in the industry,



winning numerous accolades along the way. Right out of the gate, it has injected momentum into its core properties including well-loved, globally recognized brands In the Night Garden and Teletubbies. The DHX Brands approach is exemplified by the speed in which Teletubbies has developed, from a new strategy through to a green-lit production with numerous best-in-class licensees on board. As the series is rolled out with global broadcasters, the consumer product campaign is in full swing in more than 50 key categories. In 2015, In the Night Garden continued its upward trajectory, becoming one of the fastest-selling preschool brands in the U.K. As the fourth biggest preschool toy license, according to NPD, it has proven success outside its domestic market, notably in China, where it's growing. The In the Night Garden U.K. live stage show has now been running for six years. DHX also launched the awaited Teletubbies in the U.K. and the U.S., and signed deals across key international territories, underscoring its position as one of the most recognizable properties worldwide. The U.K. toy range has been hugely successful at retail from the outset. DHX also launched the new Twirlywoos series, with CBeebies ordering a further 25 episodes of the show. DHX attracted a host of licensees across categories including master toy partner Golden Bear, whose line was one of the best selling in 2015, despite only launching mid-way through the year. Books have also proved popular, with the pocket library becoming a top five for 2015 only few months in the market. DHX Brands recently expanded, underpinning its global growth—Kaisa Nieminen was appointed senior brand manager, Dave Tovey as business development manager and Danielle Tanton is now in the new role of live events and attractions manager, global, following demand in this area. With some of the best-loved preschool IP on its roster, DHX is revving up for an even bigger and better 2016. Teletubbies is a key pillar of DHX's original content program and the response from broadcasters and licensees has been tremendous. The series has scored high ratings in the U.K., and with best-in-class global broadcasters confirmed and the global consumer products program rolling out at retail soon, 2016 is going to be a fantastic year. Production of a second season (60 episodes) of the new Teletubbies was just announced. In the Night Garden continues to go from strength to strength, and the company will be looking to consolidate its success and focus on global expansion, taking the property beyond the core territories of the U.K., Australia and China. DHX also announced the launch of a dedicated In the Night Garden baby product range, to hit retail in spring 2017. The award-winning property will enjoy its 10th anniversary next year.

New Twirlywoos demonstrated similar momentum as DHX quickly built a significant licensing program for this innovative series from Anne Wood, which is proving to be a success. A rich pipeline of exciting content from DHX Studios will deliver future brands to the portfolio.

72 IRONMAN

\$500M (PRIVATE)

BILL POTTS, VICE PRESIDENT, GLOBAL LICENSING AND PARTNER SERVICES, +1.813.868.5906; BILL MCCLINTON, SENIOR VICE PRESIDENT, LICENSING, GLOBAL ICONS, +1.310.820.5300
WWW.IRONMAN.COM; WWW.IRONKIDS.COM; WWW.IRONGIRL.COM;
WWW.GLOBALICONS.COM

The iconic IRONMAN triathlon, one of the largest participation sports platforms in the world, has five unique brands—IRONMAN, IRONMAN 70.3, 5150 Triathlon Series, Iron Girl and IronKids.

73 STUDIO 100 GROUP

\$500M (PRIVATE)

CHRISTOPHE DREVET, DIRECTOR, INTERNATIONAL CONSUMER PRODUCTS, +32.38.77.60.35
WWW.STUDIO100.COM

Maya the Bee continues to retain more than 300 licensees globally. In 2015, the global launch of its first CGI animation movie premiered in multiple countries, and the TV series now broadcasts in 172 countries. Maya the Bee also attracted more than 500,000 visitors in July/August 2015 to the brand-themed indoor activities situated at the indoor park in the Plopsaland theme park in Belgium. The first CGI TV series of evergreen brand Heidi launched internationally in 2015 and has already been sold to 138 countries and boasts the position of top broadcaster ratings. On France's TF1 network, Heidi is the No. 1 TV show in its slot, attracting 41 million viewers since premiering. In Latin America, Heidi is first place across all kid's content among Disney Channel's cable viewers. Studio 100's flagship music group, K3, continues to be a ground breaking phenomenon, holding the longest number one slot in Belgian music charts. The brand holds a 76 percent market share, and is a huge consumer product success in Belgium having sold more than 2.6 million products to-date. The Australian icon, Blinky Bill released its movie in September 2015 and showed good results in Australia (more than 305,059 viewers). Most notable for Studio 100's consumer products division in 2015 was the global premiere of the first Maya the Bee movie that reached over 1 million fans in France. Also in France in April 2015, a national Maya competition was set up with Geant Casino, which delivered a Unilever network multi-brand offer across 155 hypermarkets and 330 grocery stores. This was followed in August by a yearlong co-operation with Lidl in Belgium across 300 stores, which carried Maya packaging specifically produced for



fresh foods including fruit and vegetables. In 2016, Maya the Bee will celebrate a landmark 40th anniversary

with events throughout the year to recognize this achievement, in addition to the development of a second CGI movie and international premieres of a further TV series. In Slovakia the Lidl brand is rolling out a sponsorship program of Maya playgrounds where a store is operational; 1.5 million Slovaks have already voted for one in their community. In Summer 2016, experiencing Heidi's life will be possible thanks to an Heidiland Tourism program in Germany or a Heidi 4-star hotel in Austria. The Latin American region is proving to be particularly popular for the brand and a raft of new licensees will be confirmed throughout the first half of 2016, in addition to a live show opening in Argentina this spring. Adding to the success it has with licensed theme park attractions, a Heidi mountain village has been developed at the Studio 100 owned Plopsaland venue in Belgium. All the theme park licensed attractions drive brand awareness and prompt product purchase on-site. The new K3 band is ready to conquer new fans in 2016 with their Benelux Tour (more than 80 shows and 350 000 tickets sold already); and from Flying Bark Productions Blinky Bill is a brand-new series is under production.

74 WELCH FOODS

\$460M (PRIVATE)

GLENN HENDRICKS, HEAD OF GLOBAL LICENSING, WELCH FOODS, +1.978.371.3708
WWW.WELCHS.COM

Welch's, a trusted American icon and a worldwide leader in grape and fruit-based products, has extended their brand through a variety of products including fruit snacks, fresh fruit, frozen fruit, frozen fruit smoothie kits, juice freezer bars, frozen slushies, licorice, jelly beans, candy canes, sparkling juice cocktails, dried fruit, freeze dried fruit, trail mixes, in-home beverage concentrates and foodservice. Top in 2015 were fruit snacks, fruit and yogurt snacks, trail mix and frozen fruit. Promotion in Motion, the maker of the No. 1 fruit snack in the U.S., introduced a new look to Welch's fruit and yogurt snacks, sold nationally and innovating and leading the category and Robison Fresh introduced stone fruits and additional berries. Frankford Candy launched a holiday program of candy canes. Healthy Food Brands launched dried fruit and PB&J trail mix to a national audience with great success. In 2015, distribution of Welch's licensing program grew nationally with top retailers in the U.S. and Canada including Walmart, Costco, Stop & Shop, A&P, Albertsons, Shop Rite, Meijer, Associated Grocers, Kroger, Walgreens, Winn Dixie, Costco, BJ's, Jewel-Osco, Aldi, Loblaws, Sobey's and thousands more. Top licensing initiatives that will drive growth for Welch's licensing program in 2016 will be premium trail mix, yogurt and frozen novelties. The continued category expansion of Promotion in Motion's fruit snacks extensions and growth of Nature's Touch frozen fruit, release of in-home beverage concentrates from Soda Stream and release of sparkling juice beverages from Arizona Beverages, in-store bakery items from CSM, as well as several new initiatives in the food service sector solidifying further expansion of the Welch's brand and customer interaction.



75 ART BRAND STUDIOS

\$425M (PRIVATE)

KRISTEN BARTHELMAN, DIRECTOR, LICENSING, +1.408.201.5273
WWW.ARTBRANDSTUDIOS.COM

Art Brand Studios publishes the work of Marjolein Bastin, Thomas Kinkade and Thomas Kinkade Studios, with distribution of the art and related collectibles through a global network of corporate and independently owned galleries, direct response television, theme parks, cruise ships and specialty retailers. The company's primary products are canvas and paper reproductions that feature peaceful and inspiring themes. Thomas Kinkade's well-known images depict gardens, cottages, estates, cityscapes, plein air, holiday scenery, and commemorative American landmarks. Thomas Kinkade Studio continues in the path that Thomas Kinkade himself started and developed. Thomas Kinkade Studio Artists paint in the true Thomas Kinkade style with great attention to detail and an overwhelming appreciation of the way a picture can tell a great story. Marjolein Bastin is a welcome addition to Art Brand Studio's family of artists. Her work is currently enjoyed the world over. Drawing inspiration from nature, her artwork portrays large and small miracles found in the natural world. Through her art and words, Marjolein Bastin offers collectors a simple reminder to pause and enjoy nature and allow it to be a source of serenity, energy and healing. Art Brand Studios licensed products can be found in a variety of more than 16,000 retail locations such as mass, grocery, drug, book, toy, specialty, craft, gift and stationery stores in the U.S. Art Brand Studios' expansion plans include partnerships with artist talent while leveraging its roster of licensees and network of art galleries. Art Brand Studios is interested in expanding its licensing portfolio of home décor, gift, seasonal, collectible, garden and accessory products for new artists, as well as the Marjolein Bastin and Thomas Kinkade brands. These brands have recognition in the U.S. and further opportunities internationally will drive growth.

76 MAJOR LEAGUE SOCCER

\$420M (PRIVATE)

MARIBETH TOWERS, SENIOR VICE PRESIDENT, CONSUMER PRODUCTS, +1.212.450.1200
WWW.MLSSOCCER.COM

Key properties include Major League Soccer Clubs and its players, United States Soccer Federation (men's and women's U.S. National Teams) and Federation of Mexican Futbol. Key licensing initiatives include expanded lifestyle and performance product assortments targeting Gen-Y consumers, expanded offering for women's and kid's accessory categories and name, number and new authentic on-field kits.

77 TELEFUNKEN LICENSES

\$418M (PRIVATE)

CHRISTIAN MAYER, MANAGING DIRECTOR,
+49.69.600.2000

WWW.TELEFUNKEN.COM

Founded in 1903,

Telefunken has been

synonymous with the art

of German engineering in consumer electronics, telecommunication, domestic appliances and innovative products in various industries. The invention of many landmark products such as PAL color television, the first TV camera and numerous others are attributed to the brand. Based on its excellent brand image and high brand awareness in most markets around the world (60-90 percent in most European markets), Telefunken initiated a global licensing program in 2008 which now comprises more than 30 licensees across four continents. Key licensed product categories include TV, audio, video, smartphones, tablets, security, and small and major domestic appliances, among others. Telefunken's licensing partnership with the Turkey-based Vestel Group, one of the largest TV manufacturers globally, has resulted in more than 5 percent market share in the TV segment in key European markets such as Germany and Italy. Partners include almost all leading consumer electronics retailers in Europe as well as in many other markets of the world (Media Markt, Saturn, Metro Cash&Carry, real, Conrad, Euronics, Expert, Carrefour, Auchan, Coop Italia and others). In addition to expanding its licensing program in its home market Europe in 2016, Telefunken is pursuing growth in Latin America, the Middle East and in Asia, as well as in new product categories such as smartphones. In line with the company's global expansion plans, Telefunken has teamed up with licensing agency LMCA to represent the brand in the U.S. and China.



TELEFUNKEN

78 ITV STUDIOS GLOBAL ENTERTAINMENT

\$400M (LSS: UK:ITV)

STEVE GREEN, EXECUTIVE VICE PRESIDENT, KIDS' CONTENT AND DISTRIBUTION; TRUDI HAYWARD, SENIOR VICE PRESIDENT AND HEAD OF GLOBAL MERCHANDISING, +44.20.7491.1441
WWW.ITVSTUDIOS.COM

ITV Studios Global Entertainment owns Thunderbirds Classic, The Gerry Anderston Supermarionation portfolio and the children's action adventure property Thunderbirds are Go!. In addition, ITVS GE represents third-party brands including Playmobil, Super 4, Cut the Rope, Oddbods, Poldark and Village People. In 2015, ITVS GE made significant investment across their whole brand portfolio, building licensing programs and raising the property profile of its properties both on TV and at retail in the U.K. and internationally. ITVS GE has successfully balanced the expectations of the brand's fan base while also appealing to a new generation of fans. ITVS GE has assembled a strong line up of licensing deals across key categories and 2015 saw the launch of many territories. In 2016, ITV GE will be appointing even more international agents once TV broadcasters are signed in more international territories.

79 ROVIO ENTERTAINMENT

\$390M (PRIVATE)

ALEX LAMBEEK, CHIEF CREATIVE OFFICER, +358.207.888.300
WWW.ROVIO.COM

In 2015, Rovio's classic Angry Birds range continued its fly. In addition of the classic range, sub-brands such as products for Angry Birds Go for boys and Angry Birds Stella for girls continued to delight the fans. Rovio continued to sustain Angry Birds across multiple platforms both physical and digital. It also geared up for its big movie year in 2016. In 2015, on the digital side, the new game Angry Birds 2 gained over 85 millions downloads. In addition, Rovio's own video channel, ToonsTV, which has previously been visible from the games, also got its own standalone application. ToonsTV hosts both original Angry Birds content as well as third party animation. In 2015, ToonsTV had on average 132 million monthly views. In the more traditional retail space, Rovio continued its licensing program with its existing partners in apparel, food and beverage products, toys and publishing. The Angry Birds Movie is being released in May 2016. Partners have already joined the movie hype and include LEGO, Pez, Spin Master, H&M and many others, both locally and globally. Rovio is also launching a new game along with the movie, and this brings interesting digital opportunities to more traditional consumer products partners. In 2016, Rovio is presenting BirdCodes, which are markers that can be placed on products that unlock new content and even give access to power-ups in the games. Digital offerings will be widespread across licensees and retailers. In addition to licensing programs, there will be multiple promotions taking place surrounding the movie launch.

80 HEARST BRAND DEVELOPMENT

\$350M (PRIVATE)

GLEN ELLEN BROWN, VICE PRESIDENT AND DIRECTOR, BRAND DEVELOPMENT, +1.212.492.1301
WWW.HEARST.COM

2015 marked another successful year for Hearst in home, fashion, gifting, spirits, automotive and experiential legacy brand extensions. The Metropolitan Home Collection continues to provide an array of elegant, enduring and affordable furnishings at national and regional furniture retailers and soft home designs at Bed Bath & Beyond. Esquire is growing in concert with the brand's reach and recognition among men and uber Millennials, strengthening its current fashion footprint with the Esquire Shirt & Tie Collection at Men's Wearhouse and expanding into other distribution channels with sportswear, grooming, jewelry and the potential for tailored clothing and formalwear. This achievement is toasted with the Esquire & Jefferson's Manhattan, a barrel finished cocktail. Other new and noteworthy programs include the Seventeen 360° Student Travel Fashion Experience, a two-week NYC tour that will show teens what it's really like to produce a magazine and work in the fashion industry, as well as The Edit by Seventeen, an innovative fashion collection

that's fully supported through a digital pop-up e-commerce shop and social media and influencer campaign. 2016 will see even more brand extensions such as Country Living Cruises, Popular Mechanics pre-certification college courses at UCLA and a collaboration between Harper's BAZAAR and Erté. Hearst Brand Development is also actively exploring a full category expansion under the Marie Claire and Town & Country brands for the first time.

81 ENERGIZER BRANDS

\$347M (NYSE: ENR)

KATHY SPENCER, MANAGER, ENERGIZER HOLDINGS GLOBAL LICENSING; LINDA MORGENSTERN, VICE PRESIDENT, BEANSTALK, +1.305.668.7000

WWW.ENERGIZER.COM; WWW.BEANSTALK.COM

The Energizer Brands global licensing program realized exceptional growth in 2015. By leveraging the positioning and marketing presence of the Energizer and Eveready properties, the licensing program was strategically expanded to include innovative consumer products that complemented the company's core line. The licensing program includes consumer electronic accessories; electronics; photographic and gaming accessories; LED, solar and specialty lighting; generators; inverters; automotive accessories; power products and portable chargers. In addition, there is also Energizer Bunny costumes and plush. The Energizer and Eveready licensing program made impact at retail in EMEA, LATAM, Asia and Australia/New Zealand in numerous categories, including a DTR relationship with B&M stores in the U.K., where an Eveready product is sold every four seconds. Energizer and Eveready's lines of licensed products are featured in thousands of retail doors across 70 channels such as Walmart, Target, Sam's Club, Costco, Best Buy, Game Stop, Home Depot, Lowe's, Kroger, Amazon, as well as Carrefour, Tesco and ASDA. Key licensing initiatives that will drive growth in 2016 and beyond include further global expansion of licensed product through current and new partners in supplementary and newly approved categories. The launch of new branded product lines will help Energizer to grow market share and increase brand awareness in both domestic and international markets.

82 TOMMY BAHAMA

\$342M (NYSE: OXM)

DOUG WOOD, CHIEF EXECUTIVE OFFICER; CHRISANN FURCIATO, SENIOR VICE PRESIDENT, LICENSING; ROB GOLDBERG, EXECUTIVE VICE PRESIDENT, MARKETING, +1.206.622.8688
WWW.TOMMYBAHAMA.COM

Tommy Bahama's top licensed properties in 2015 were Lexington Home Brands (outdoor and residential furniture) and Five Star Fragrances (launch of St. Kitt's fragrance for men and women). Top licensing programs during 2015 include home, with top retailers such as Baers, Louis Shank, Norris Home Furnishings and



Furniture Land South, just to name a few. Apparel and accessory categories include Belk, Dillard's, Macy's and Nordstrom. In 2016, Tommy Bahama will continue to focus on the growth of our home business with the launch of two new furniture groups—Twin Palms (residential furnishings) in April and Delmar (outdoor furniture) in July. Tommy Bahama also launched Lunada Bay Tiles this spring, and will be launching a women's handbag collection for the holiday season.

83 MARS RETAIL GROUP

\$340M (PRIVATE)

JOHN CAPIZZI, DIRECTOR, RETAIL BRAND ACVTIVATION,
+1.215.913.2277
WWW.MMS.COM

Mars Retail Group's key properties are iconic brands from Mars, Incorporated, including: M&M's characters, M&M's brand candies, Snickers bar, Starburst brand and Skittles brand. Top retail partners and licensing programs during 2015 include CandyRific (novelty and candy dispensers), ERE (master licensee), Mad Engine (apparel), Markwins (Bonne Bell Lip Smacker), Trends (calendars) and Star Candle (candles). Mars Retail Group specializes in bringing colorful chocolate fun to life in new and different ways, allowing customers and consumers to experience the thrill and excitement of its trademark M&M's World locations, now available in everyday retail stores. MRG can create themed displays that align with seasons, holidays, special events and sports. Key initiatives include implementing a Mars One Voice strategy that creates themed displays with candy and merchandise that can be customized and executed in many forms at various price points. The company's continued interest in exploring international opportunities and strategically adding categories to grow the current assortment bring the One Voice strategy alive at retail locations throughout the U.S. including mass, grocery, drug and club stores, as well as independent locations throughout the world.



84 MICHELIN LIFESTYLE

\$330M (PRIVATE)

CHRISTIAN DELHAYE, MANAGING DIRECTOR, +44.1.782.402000
WWW.MICHELIN.COM

Michelin's licensing business is managed by its U.K.-based division, Michelin Lifestyle. In 2015, Michelin licensed products fell in to two broad categories—automotive accessories (tools and accessories, cleaning and care, interior accessories, exterior accessories, winter motoring, safety and breakdown, tire care and garage equipment) and footwear (technical soles and branded shoes and boots).

Licensed properties include Michelin and the tire man, Bibendum, also known as the Michelin Man. In



2016, Michelin licensed products are sold in more than 90 counties, through more than 56,000 points-of-sale by a network of over 50 licensees. In 2016, growth will come from three areas; expansion of the automotive accessories business in Europe and Asia, licensing of the BF Goodrich brand in North America and collaborations with footwear brands in the technical soles category. 2016 will also see launches of Michelin licensed products in the urban mobility category. Furthermore, in 2016 Michelin will seek new licensees to work with on gifts, personal accessories and collectibles based on the heritage of the company and the brands.

85 THE GOODYEAR TIRE & RUBBER COMPANY

\$325M (NASDAQ: GT)

NANCY RAY, DIRECTOR, GLOBAL LICENSED PRODUCTS,
+1.330.796.7972

WWW.GOODYEAR.COM



Goodyear continues global expansion of its brand in the primary categories of automotive products, garage products, footwear and fashion. The key licensing properties were Goodyear (and winged foot design), Goodyear (vintage), Goodyear Racing and the iconic Goodyear Blimp. Top licensed properties in 2015 include wiper blades and car mats, which continue to lead as licensed properties followed by strong growth in footwear. Goodyear products can be found on major online shopping sites globally as well as in department stores, club stores and mass merchants. In 2016, Goodyear is adding new categories, yet to be disclosed.

86 41 ENTERTAINMENT

\$320M (PRIVATE)

ANNA KISLEVITZ, DIRECTOR, LICENSING, +1.203.717.1122
WWW.41E.TV

Top licensed properties in 2015 include Classic Pac-Man, Pac-Man and the Ghostly Adventures, Kong—King of the Apes, Edgar Rice Burroughs' Tarzan and Jane, Classic Tarzan and Super Monsters. Top retail partners and licensing programs/promotions in 2015 include Walmart, KMart, Target, Kohl's, Hot Topic, Spencer Gifts, Forever 21, Zulily, Calendar Club, Party City, a PesiCo promotion, a Budweiser commercial and a McDonald's promotion. Licensing initiatives that will drive growth in 2016 include Coach fashion, MGA Toys and more.



87 C3 ENTERTAINMENT

\$300M (PRIVATE)

ANI KHACHOIAN, EXECUTIVE VICE PRESIDENT, LICENSING,
MERCHANDISING AND DISTRIBUTION, +1.818.956.1337

WWW.C3ENTERTAINMENT.COM

Top licensed properties in 2015 include The Three Stooges, The Three Stooges movie, The Three Little Stooges movie, Motor Marc Lacourciere, celebrity chef Jason Santos, The Magic of Michael Grandinetti, The Winter Dance Party, The Big Bopper and Katz About Towne. Key Retailers are thousands of doors at all retail levels and include mass, mid-tier and specialty throughout North America and globally. Key retail partners include Walmart, Walmart.com, Target, Target.com, Johnson Smith Catalogs, Amazon, Hobby Lobby Stores, Hastings Books & records, Fred Meyer, F.Y.E., Sam's Club, Kmart, Transworld Entertainment, 80's Tees.com, Rocket Fizz Soda Pop & Candy Stores, Calendars.com and Diamond Comic Distributors. Licensing initiatives that will drive growth in 2016 include more direct-to-retail programs like C3 has with Rocket Fizz and Calendars.com. It will also expand its home goods licenses for The Three Stooges brand and gain additional placements for The Three Stooges arcade games. C3 will also add retail placement for the all-new Hey Moe! Hey Dad! DVD package detailing the history of The Three Stooges with a special Memorabilia Packet. The Three Little Stooges movie (with Larry, Moe and Curly as 12-year-old boys) is scheduled to begin filming this summer and creates a brand extension with new licensing opportunities. New Three Stooges mobile games have hit market in Q1, with additional games releasing throughout the year. Entertainment initiatives for other C3 represented brands will create additional licensing opportunities for current and future licensees. These initiatives include a biopic for The Winter Dance Party based on the legendary 1959 rock-n-roll tour by Buddy Holly, Ritchie Valens and The Big Bopper, a series of television specials for The Magic of Michael Grandinetti and a cooking TV series for celebrity chef Jason Santos. C3 will also expand home entertainment placement at retail for its 1,000-plus library of titles of family films, television series and documentaries. The titles also have extensive digital distribution globally including through Amazon and Hulu.



88 CBS CONSUMER PRODUCTS

\$300M (NYSE: CBS)

LIZ KALODNER, EXECUTIVE VICE PRESIDENT AND GENERAL MANAGER, +1.212.974.7795

WWW.CBSCONSUMERPRODUCTS.COM

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS Television Studios and CBS Television Distribution, as well as from the company's extensive library of titles including I Love Lucy, The Brady Bunch and Cheers, in addition to Showtime and CBS Films. Top licensed properties in 2015 include Star Trek, Penny Dreadful and The Twilight Zone. Licensing initiatives that will drive growth in 2016 is Star Trek's 50th anniversary, which will include an art program, expanded fan events and more.

89 TOEI ANIMATION ENTERPRISES

\$300M (E) (PRIVATE)

HIROYUKI KINOSHITA, CHIEF EXECUTIVE OFFICER, +81.3.5261.7619

WWW.TOEI-ANIMATION.COM

Key properties include Dragonball, One Piece, Pretty Cure, Saint Seiya, Sailor Moon, Digimon and Toriko.

90 BRIGGS & STRATTON

\$285M (NYSE: BGG)

JOHN MERRICK, PRESIDENT, LEMUR LICENSING, +1.770.794.1111

WWW.BRIGGSANDSTRATTON.COM

Top licensed properties are Briggs & Stratton, Snapper and Murray. Key categories are outdoor power equipment, air compressors, tools and accessories, fuel cans, oil, batteries and premium ethanol-free gas. Top retailers are Walmart, The Home Depot, Lowe's, Tractor Supply Company, Sears, Costco, Meijer, Advance Auto Parts, AutoZone and independent dealers. Licensing initiatives that will drive growth in 2016 include the launch of Briggs & Stratton air compressors, tools and accessories and the expanded distribution of Briggs & Stratton oil and premium ethanol-free gasoline.



91 NISSAN MOTOR COMPANY

\$280M (TYO: JP7201)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, EQUITY MANAGEMENT, +1.858.558.2500

The Nissan licensing program continued to grow in 2015 founded on its rich history of producing innovative, inspiring and exciting vehicles. The Nissan program experienced growth across key categories, and new licenses were developed in automotive accessories, software, bank cards, partworks and replicas, including a Nissan GT-R ride-on. Moving forward, EMI will continue to leverage the powerful brand equity of both new and classic Nissan and Infiniti vehicles, including the newly designed Nissan 2017 GT-R and NISMO motorsport vehicles, the Infiniti Q series and classic Datsun heritage vehicles, across categories such as automotive accessories, diecast, radio-control, ride-ons, software, consumer electronics, apparel and brand extensions.

92 SONY PICTURES CONSUMER PRODUCTS

\$280M (NYSE: SNE)

MARK CAPLAN, SENIOR VICE PRESIDENT, GLOBAL CONSUMER PRODUCTS, +1.310.244.6189

WWW.SONYPICTURES.COM

Sony Pictures Consumer Products manages licensing for Ghostbusters globally in all categories. Over the last year, Sony has seen a 35 percent increase in sales. The Smurfs brand is also big part of the company's global efforts and is a 365-day business. With more than 100 licensees around the world, Ghostbusters has evolved and expanded to include global mass-market retailers. Domestic and international distribution is in more than 15,000 doors across key retailers and each of their respective e-commerce sites including specialty (Toys 'R' Us, Best Buy, Hot Topic and Spencer's Gifts), e-tailers (Amazon, Generator and CafePress) and mass-market (Target and Walmart). In 2016, the new Ghostbusters movie (and classic) will continue to drive growth globally for Sony with strong retail partnerships with Walmart, Target and TRU. There are more than 100 global best-of-breed licensees covering all categories of merchandise for Ghostbusters and include Mattel as master toy licensee, LEGO, Activision, Hybrid Apparel, Rubie's Costume Co., IDW, Harper Collins, Anovos, Funko, Underground Toys, Diamond Select, Cryptozoic, Simon & Shuster, Tor, Playmobil, Factory Entertainment, Gemmy, Concept One, FAB Starpoint, Campfire Marshmallows and many more.



93 VOLKSWAGEN

\$280M (NASDAQ: VLKAY) (VOW3.DE)

MARKUS MÄHR, GENERAL LICENSING MANAGER, VOLKSWAGEN ACCESSORIES; SIMON GRESSWELL, VICE PRESIDENT, EUROPE AND INTERNATIONAL, IMG WORLDWIDE LICENSING

Top licensed properties include Classic Beetle, The Beetle, Camper Van/T1 Bus, Golf, Golf GTI, as well as Touareg, Jetta, Amarok and Polo R WRC. The company continues to explore lifestyle categories such as apparel, accessories, luggage, watches, eyewear, furniture, camping and outdoor, consumer electronics and location-based themes.

94 HI-TEC SPORTS

\$263M (PRIVATE)

CHRIS MOLE, GROUP LICENSING DIRECTOR, +31.20.711.84.00
WWW.HI-TEC.COM

Hi-Tec continues to be the company's top licensed property followed by Magnum, Interceptor and 50 Peaks. In 2015, Hi-Tec also signed the first licenses for the 'I-Shield' brand for use on footwear care products such as water repellent and anti-odor sprays, providing new opportunities to expand the company's retail coverage into supermarkets and drugstores. Hi-Tec's top retail partners and licensing programs during 2015 were food and petrol retailer loyalty programs in Western Europe; Interceptor-branded footwear at Walmart; Hi-Tec apparel, equipment and accessories across Eastern Europe; Hi-Tec Footwear at Canadian Tire in Canada; and Hi-Tec wearables in one of the U.K.'s largest outdoor retailers, GO Outdoors. Hi-Tec also continued to see growth in its long-term non-footwear licensees in Latin America and Asia Pacific. Growth in 2016 will be driven from the expansion

of Hi-Tec Loyalty programs worldwide, a new Hi-Tec Hosiery license in North America, Hi-Tec Outdoor electronics in Western Europe and I-Shield footwear care products in North America and Western Europe. The company will also continue to forecast growth in the Interceptor brand in North American on footwear at mass retail and in the Hi-Tec brand with our long-term non-footwear licensees in Latin America and Asia Pacific.



95 TEN: THE ENTHUSIAST NETWORK

\$260M (PRIVATE) (FORMERLY SOURCE INTERLINK MEDIA)
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TEN's portfolio includes automotive brands Motor Trend, Hot Rod, Lowrider, Super Street, Four Wheeler, Automobile and Roadkill; sports brands like Surfer, Surfing, Snowboarder, Powder, Bike, SUP, Transworld, Slam and Baseball America; as well as fast-growing outdoor brands Recoil and OffGrid. TEN has more than 50 publications, 60 websites, 50 events, one of the world's largest automotive VOD channels and one of the world's largest action/outdoor sports media platforms.

96 M4E

\$254M (ETR: MU4)

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WWW.M4E.DE

For m4e, its series Mia and me continued into 2016 with season two premiering in 80-plus territories, extending its television success. More than 160 licensees support the global licensing program. With Mattel as global toy partner, Mia and me is now established as an international top girl's franchise. October 2015 marked the launch of m4e's new production Wissper, which premiered on Milkshake! in the U.K. Aimed at preschool children, the series follows the adventures of a little girl with a very special talent—she is able to communicate with animals. This allows her to understand their problems and help them. Wissper is about to air in more than 30 countries in 2016 such as Germany (ZDF), the Netherlands (Telekids), the U.S. (Nick Jr.) and in Latin America (Discovery Kids). For licensing, m4e engaged early adopters Bastei Media, which will develop and distribute the publishing range, video games and apps, and is also co-producer. The German company Simba Dickie Group also joined at an early stage of production as master toy partner for EMEA, adding its toy expertise. Over the next years, m4e will be developing more own content, across different genres and attracting various target groups.



Mia and me was pushed very much by Mattel, the international master toy partner. Mattel reached high visibility for the brand at key retailers such as Toys 'R' Us and Müller. In addition to ongoing relationships with key retail partners such as Rossmann, Müller, mytoys, or Carrefour, various retail programs are planned for 2016 and beyond. On international terms, the Mia and me licensing program was further extended into key markets such as the U.K. and the U.S. in 2015. There will be more content for Mia and me by the end of 2016. Season four is already in development, as is a feature film. Wissper has launched in many key territories in 2016. The program was already sold to key markets such as Germany, the U.S. and LatAm. The licensing program is currently developed in many markets, led by master toy partner Simba Dickie Group. Season two of Tip the Mouse will be developed in 2016. Besides several animation series, m4e is producing a live action TV series Me, Mum & Mystery. In early 2016, m4e teamed up with Planeta Junior, joining forces in a strategic partnership for co-production, distribution and licensing. As part of this alliance, several rights from Planeta Junior's IPs and some of m4e's new developments will be co-produced. Planeta Junior will be focusing on France and Southern Europe, and m4e on Central and Northern Europe, Asia-Pacific, North America, Africa and the Middle East. Eastern Europe will be handled jointly. m4e and Planeta Junior are combining their teams to build a strong international network. This venture will offer a broad distribution and presence via offices in eight European countries. An expansion into other major territories is planned.

97 CARTE BLANCHE GROUP

\$250M (PRIVATE)

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WWW.CBG.COM.UK

Carte Blanche is best known for Tatty Teddy, the signature character of the Me to You brand. Tatty Teddy ranks consistently among the top traditional plush brands in the U.K.

98 CHURCH & DWIGHT

\$250M (NYSE: CHD)

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The Church & Dwight licensing program focuses on the Arm & Hammer, OxiClean and Kaboom brands in a variety of categories at retailers across every class of trade. The program spans 16 product categories, including pet care accessories, vacuum bags and accessories, waste bags, diaper disposal and baby care, air care and many more. These categories include more than 500 SKUs and can be found in more than 13,000 retail doors. Arm & Hammer, a 170-year old brand trusted for generations, focuses on solving real consumer problems in personal, home, air, pet and fabric care products. Arm & Hammer is also found in more aisles than any other brand. The Arm & Hammer licensing program featured products from licensees including Electrolux, Hefty, Munchkin, Petmate and Protect Plus—delighting millions of Arm & Hammer consumers with odor eliminating solutions to household problems. Key

highlights included the continued success of the LIMA award winning Hefty Ultimate with Arm & Hammer premium waste bag. Hefty Ultimate was cross-merchandised and co-promoted with Arm & Hammer laundry at a variety of retailers. Petmate's cat and dog waste management products found success as the complete in-home pet solution, including a joint endcap at Target with core products. Arm & Hammer boasts several more innovative and market-leading licensees including Electrolux for vacuum bags and filters, Munchkin for diapering accessories, Dutch Boy with Arm & Hammer for Refresh Paint, London Luxury for bedding and more. Kaboom found continued success at Home Depot with moisture removal products. Church & Dwight's brands were featured in key retailers across all channels of distribution including Walmart, Target, Kmart.com, Bed Bath & Beyond, Babies R Us, Home Depot, Lowe's, PetSmart, Delhaize, Menard's, Wakefern and many more. In 2016, Arm & Hammer, OxiClean and Kaboom will continue to grow licensed products into new categories across major retailers. The partnership with Reynolds/Hefty brand will expand while the brand will launch a line of laundry and soft storage products with leading licensee Ginsey. Protect Plus will launch Arm & Hammer refrigerator shelf liners while Petmate will extend into feeding and watering, as well as new product innovations in cat waste management. New Arm & Hammer licensee, Hopkins, will launch a line of automotive air fresheners at mass and automotive specialty retailers. OxiClean licensee Casabella will debut a new carpet cleaning stain removal tool at major retailers.

99 GENERAL MILLS

\$250M (NYSE: GIS)

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For nearly 150 years, General Mills has been nourishing lives. Its brands are known around the world for quality, starting with Gold Medal flour, which was launched in 1880 and, to this day, remains a top selling branded flour in the U.S. The company is one of the largest food companies in the world, marketing in more than 100 countries on six continents. General Mills brands are with you at the family dinner table, on a nature trail, or at a special celebration, and licensing plays a big role in connecting with consumers and supporting the brand message. Key licensed brands include Betty Crocker, Fiber One, Cheerios, Yoplait, Pillsbury, Old El Paso, Progresso, Nature Valley, Trix, Lucky Charms, Cocoa Puffs and Wheaties. Other valuable properties in the portfolio include Cinnamon Toast Crunch, Cookie Crisp, Golden Grahams, Kix, Totino's, Hamburger Helper, Fruit Roll-Ups, Gold Medal, Cascadian Farm, Muir Glen, Larabar, Bugles, Wanchai Ferry, Bisquick, Toaster Strudel and Chex Mix. Growth has come from Betty Crocker decorating and housewares products and Fiber One fresh bread. General Mills is looking to expand in both food and non-food categories in North America. Food licensing opportunities exist in fresh, frozen and refrigerated categories. Non-food opportunities exist across a number of categories with a focus on apparel and accessories, home and kitchen, seasonal celebrations and gifting, beauty, collectibles, toys and crafting.

100 JOHN DEERE

\$250M (E) (NYSE: DE)

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101 NATIONAL GEOGRAPHIC PARTNERS

\$250M (E) (PRIVATE)

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Top successes included the Toms and National Geographic Big Cats collection, a line of footwear, sunglasses and a backpack inspired by National Geographic's Big Cats Initiative. The collection was launched as part of Toms' Animal Initiative, which aims to drive awareness and funding for global animal protection, and was featured in Toms' fall catalogue and dedicated websites for Toms and National Geographic. National Geographic also served as a content launch partner for Mattel's View-Master virtual reality viewer, the toy company's new take on its classic toy. The National Geographic Wildlife Experience pack was sold alongside the View-Master, and allowed users to explore the African savannah, the Amazon rainforest and the Australian Outback. Animal Jam, a collaborative effort of National Geographic and WildWorks, increased its user base to more than 50 million registered users worldwide in 2015 and launched a mobile version in August. It has received one million downloads and was the number one downloaded iPad game for kids 9-11 in 35 countries, and the No. 1 top grossing iPad game for kids 9-11 in 54 countries. The game's reach will expand from online to offline with the launch of toys, accessories and apparel at retailers in 2016. During 2015, National Geographic continued to have a brand presence online and at PetSmart's retail locations in the U.S., Canada and Puerto Rico for its Specialty Pet line of branded products. In addition to PetSmart, National Geographic's partnership with Toms was a top program during 2015. Other major programs include the National Geographic Visa card with First Bankcard; National Geographic branded apparel with Craghoppers online and at select retailers and Jaipur's new line of National Geographic inspired rugs and textiles. In the digital space, National Geographic partnered with MiniMega for Bonza National Geographic, and with YETi CGI on National Geographic Puzzle Explorer. In the toy category, National Geographic continued its line of science kits with Thames & Kosmos and 4D CityScape puzzles, which found retail space at Toys 'R' Us, Walmart and Barnes & Noble. National Geographic also expanded its toy category with National Geographic Big Cat Week branded Matchbox cars with Mattel and a new line of National Geographic science kits in fall 2015 with Discover with Dr. Cool. Brain Games: The Game also



broke out as one of its top properties for holiday, occupying retail space at Target, Toys 'R' Us and Barnes & Noble. As part of its incorporation into National Geographic Partners, National Geographic's new joint venture with 21st Century Fox, National Geographic's Brand Licensing group will continue to maximize growth opportunities in its four key categories: travel and exploration, toys and gaming, home and gift and retail and services, but will also look to leverage its National Geographic Channel and Nat Geo Wild-focused properties at retail. A key focus for the division will be to expand its roster of licensees outside of North America, capitalizing on its relationships with more than 80 publishing partners and 171 channel affiliates.

102 TGI FRIDAYS

\$250M (PRIVATE)

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For well over a decade, TGI Fridays, America's most iconic bar and grill, has successfully leveraged its positioning and strong brand awareness among casual dining restaurants into a wide array of licensed food and beverage products sold in the grocery, mass market, convenience, drug and club channels. Fridays pioneered the concept of extending a restaurant brand into grocery and has generated over \$1 billion in retail sales since the inception of the program. It is one of the most successful restaurant brands licensed to date. Fridays licensed products can be found in nearly every grocery and mass market retail chain in the U.S. Retail sales in 2015 totaled over \$250 million, and the program generated nearly 2 billion consumer brand impressions. In addition to Kraft Heinz's widely successful line of frozen snacks, the brand has been extended into frozen desserts, refrigerated meats, salty snacks, dips, BBQ sauces/marinades and alcoholic beverages, all centered around popular menu items. Beanstalk will continue to focus on strategically expanding the Fridays brand into complementary beverages, refrigerated and frozen foods with current and new licensing partners both, domestically and internationally.



103 THE ERIC CARLE STUDIO

\$220M (PRIVATE)

DEBRA JOESTER, PRESIDENT; POLINA REY, VICE PRESIDENT; JACKIE
DEMAIO, LICENSING DIRECTOR, THE JOESTER LORIA GROUP,
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The World of Eric Carle is based on the author's publishing franchise consisting of 70 titles, which have sold more than 175 million copies worldwide. The centerpiece of the program, The Very Hungry Caterpillar, and the iconic art and characters from other popular titles including Brown Bear, The Very Busy Spider, Little Seed, Papa Get Me the Moon and The Grouchy Ladybug are brought off the pages with products and promotions.

The Very Hungry Caterpillar is one of the top-selling children's books of all time. The global consumer products program has experienced exceptional year over year growth, with 135-plus licensees in apparel, toys, games, home, apps and publishing that are in more than 35,000 doors in better retail channels in 15-plus countries. 2015 was a year of exceptional global licensing success for the property. Highlights included the launch global distribution of Very Hungry Caterpillar apps, which topped iTunes charts in Japan, Germany, Australia, the U.K. and US; the launch of infant apparel and sleepwear in over 600 Gymboree stores; the introduction of 9 cereal and 6 juice box SKU's at Whole Foods; the launch of the WEC Amazon brand page featuring over 200 licensed product with advertising support reaching over 11 million moms; and the Produce for Kids healthy recipe campaign in TOPS Market and Publix stores. In international markets, Eric Carle partnered with U.K. charity Action for Children for the second annual Giant Wiggle campaign in 940 children centers and nurseries reaching 54,000 children and raising over \$120,000; partnered for a collaboration with Hello Kitty in Puroland and all Sanrio stores in Japan; established multi-category sections including apparel and toys in Toys 'R' Us Japan; launched an infant program at Big W Australia and continued to build the Very Hungry Caterpillar live show around the world. Dynamic multi-platform marketing supports the consumer products program worldwide, with social media and blogger campaigns engaging moms, as well as traditional PR and media. 2016 will once again include dedicated retail promotions, promotional partnerships and in-store events. New categories/product includes health and beauty accessories, bedding, new apps and much more. Other priorities for the brand include a new buy buy Baby brand page supported by advertising, ongoing marketing and promotion on Amazon, a calendar of Zulily-branded flash sales, new product at Kohl's and Babies 'R' Us, dedicated sections at Design Store Graniph and Toys 'R' Us in Japan and expanded product ranges at Big W in Australia. 2016 promotional retail partnerships are off to a strong start with the ongoing Whole Foods promotion across 9 SKUs of its 365 Everyday Value cereal and six flavors of juices through 2017. The World of Eric Carle live show will continue its NYC residency in 2016, expand to key U.S. markets and begin its U.K. tour in London. Preparations are underway for the 50th anniversary of Brown Bear, Brown Bear, What Do You See?, which is kicking off in fall 2016.

104 GIRL SCOUTS OF THE USA

\$220M (PRIVATE)

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WWW.GIRLSGOUTS.ORG

Girl Scouts of the USA's top retail partners and licensing programs during 2015 include Walmart, Target, Albertson's, Kroger and Safeway. 2017 will be an exciting year for Girl Scouts of the USA as it celebrates the 100th anniversary of the Girl Scout Cookie Sale. As the largest girl-run business in the world, the Girl Scout Cookie Program teaches girls five essential skills: goal setting, decision making, money management, people skills and business ethics. Launched in 2014, Digital Cookie adds

a 21st century layer to the program which reinforces those skills while teaching exciting new e-commerce skills like online money management and the use of digital dashboards. The Girl Scout Cookie program will continue to play a major role in GSUSA's licensing activity, with new assets to be introduced to licensees in the next year. GSUSA also continues to find tremendous success in the licensed food and beverage category. Beyond food, GSUSA will build out other licensed product categories, and rounding out the toy category, will be initiatives for products that promote the fun, unique activities and experiences that are available through Girl Scouting, such as outdoor activities as well as STEM. The licensing program will also seek to reconnect with more than 50 million GSUSA alumnae through gift products and other keepsake, nostalgic items.

105 JANE SEYMOUR DESIGNS

\$220M (PRIVATE)

MARK MATHENY, +1.310.990.6959

Top licensed properties in 2015 included Open Hearts by Jane Seymour, Jane Seymour Designs & Jane Seymour Home. Top retail partners and licensing programs include Signet, one of the largest specialty jewelry retailers with over 3,500 locations in the U.S., U.K. and Canada. For the Open Hearts by Jane Seymour jewelry collection, it is sold in the following stores KAY Jewelers, Zales Jewelers, Jared The Galleria of Jewelry, H. Samuel (the U.K.) and Peoples Jewellers (Canada). Other retailers for Jane Seymour products include AICO Furniture, Prestige Art (wall decor), JS Botanicals, StyleCraft (portable lighting), Victoria Classics (fashion bedding, window coverings and soft bath), MBI (handbags) and Guthy-Renker (skin care). Seymour's licensing business has increased 50 percent, when compared to 2014. Growth into additional categories is expected in 2016 in fragrance, fashion, social expression and additional home products; while growth for existing lines of business is expected, both in the U.S. and Canada, as well as internationally.

106 SMILEY COMPANY

\$210M (PRIVATE)

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Smiley Company's turnover grew by 5 percent in 2015, with growth split between its two brands. SmileyWorld, creators of the world's first graphical Smileys, capitalized on the emojicon trend and saw major growth with turnover at retail exceeding \$140 million. The company had successes in apparel, with 3.2 million units were sold in the calendar year, and in FMCG, with more than 10 major licensees signed to the brand's Taste Happiness concept, bringing distribution to some of the world's leading supermarket chains. Smiley Company also had success in the back-to-school and gifts categories, gaining significant retail exposure throughout Europe through major licensees including Nici, Herlitz and Lannoo. Publishing highlights in 2015 included licensee Dragon d'Or's parent company Grund signing a global distribution deal off the back of selling 500,000 books in France, and the

addition of book deals in Italy, the Netherlands and Australia. Evergreen hero brand Smiley enjoyed a year of fashion collaborations with brands including Moschino, Fendi and Anya Hindmarch. The brand's cult celebrity following continued to grow, with Katy Perry being outfitted in Smiley on her world tour, Nicki Minaj using designs in her Feeling Myself music video and the use of apparel by actor Robert Downey Jr. Top licensed properties in 2015 include SmileyWorld, which was launched by Nicolas Loufrani who saw the steep rise of people using emoticons in text and emails in 1997. To capitalize on this trend, he created the world's first animated Smileys and launched the brand SmileyWorld. Today, SmileyWorld provides a unique and innovative platform for self-expression, with billions of emoticons sent daily, millions of products sold annually and a turnover in excess of \$140 million across 13 product categories with global distribution and some of the best licensees in the world. Research shows that 70 percent of 18- to 34-year-olds associate the Smiley logo and name with happiness, which has given momentum to the growth of SmileyWorld in the food category. In addition to the happiness factor, the brand's success is also due to the fact that Smiley icons and the Smiley name increase a product's impact at retail. A 2015 research study found that mothers agree that SmileyWorld increases on-shelf stand out, improves positive perception and increases purchase intent. Also, as one of the few characters that lend itself naturally to creating shaped products, SmileyWorld is the perfect brand to bring happiness to food products. Top retail partners and licensing programs during 2015 include H&M, which distributed a Smiley collection in 61 countries and across 3,700 stores in 2015 and had year-on-year sales grow 17 percent over 2014. The Smiley Happy Collection at Etam sold in more than 3,500 stores and led to incremental sales of 10 percent between 2014-2015. One of the Middle East's largest fashion retailers, Splash, which has more than 200 stores across 13 countries, recorded sales of Smiley branded products increase by 114 percent between 2014-2015. Since 2010, Splash has sold 6.2 million units of Smiley products. In the publishing category, Les Livres du Dragon d'Or has sold more than 500,000 SmileyWorld books in France, increasing their sales by 400 percent and growing their catalog to 37 titles. In 2015, new licensee Giraudi sold out their initial test of SmileyWorld frozen range at Carrefour in just days. The success of this promotion led to the distribution being picked up by an additional 800 stores across France. Nici grew their business with Smiley by 3 times from 2014 and saw a growth in sales of 165 percent, with dozens of new products introduced during the course of the year. With no indication the happiness trend is slowing down, the success of recent SmileyWorld food launches and a range of new SmileyWorld products set to be released—FMCG represents genuine growth for Smiley in 2016. By adopting a new approach to marketing direct-to-retail partnerships, launching with French retailer Orchestra and leveraging Smileys unique heritage to create bespoke content such as create your own Smileys, augmented reality and promoted social media posts that align to retailers products. A major development for Smiley in 2016 will be the launch of its new digital keyboard app for iPhone and Android phones, which will bring to life a variety of icon styles and access to Smileys exclusive directory of icons. Smiley Company will also launch a viral marketing campaign with one simple message for 2016: to spread happiness. It will also launch a campaign to highlight the goodness in the world with one

sign and to hand out, pass on happiness materials and remind everyone to #BeSmiley. The Be Smiley activation team will visit events such as SXSW, Coachella and Burning Man 2016 and the campuses of Berkeley, Oregon State, UCLA, University of Texas, UCSC, University of Michigan, Florida State, NYU, San Francisco State and Arizona State Universities.

107 ANIMACCORD

\$200M (PRIVATE)

VLADIMIR GORBULYA, VICE PRESIDENT AND HEAD OF LICENSING;
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2015 became a key year for the Masha and the Bear property as this was the first time ever that the Russian brand successfully launched licensed products in various categories in the EMEA. Simba Dickie achieved more than €20 million in sales in Europe (2.6 million toys sold), Walcor sold 1.1 million confectionery goods in Italy, Clementoni sold 670,000 games and puzzles in Iberia, Egmont sold more than 1 million books and magazines throughout the E.U., Panini sold more than 1.8 million sticker packs in six months in Italy and La Gazette dello Sport sold 704,000 magazines. Warner Bros Italy called the Masha and the Bear Christmas screening their best event ever. Danone reported 13 percent sales growth over the previous year. Ferrero sold over 37 million Kinder Milk Slice co-branded with Masha in four months in Russia. The property is represented across EMEA in the party goods category, along with stationery, back-to-school, apparel and more. On the philanthropy side, a promotional philanthropic campaign that featured Masha at Burger King collected money for babies in need. A Masha and the Bear competition driven by Simba Dickie and The Entertainer attracted more than 2,500 participants in the U.K. Hamleys in Moscow made Masha a the flagship character of a number of events, including the stores' openings. Kauhoff reported a successful promotional campaign in Germany. In mid-2015, the brand partnered with Televisa, Spin Master, Crayola, Hachette, Ravensburger, Accademia and other worldwide companies and opened up new licensing opportunities and ventures for 2016 across EMEA, Latin America and the U.S. A Spin Master Masha toy line will debut exclusively at Toys 'R' Us this fall.

108 AT&T

\$200M (NYSE: T)

EILEEN KUCZKUDA, DIRECTOR, AT&T TRADEMARK LICENSING,
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Leveraging AT&T's premier positioning and marketing presence, AT&T licensed products strategically complement the brand with more than 200 SKUs. The product lineup includes corded and cordless telephones, business telephony products, answering machines, telephone accessories, mobile accessories, Bluetooth products, consumer electronic products and more. AT&T



licensed corded and cordless phones in 2015 that are sold in more than 16,000 retail stores and can be found in almost every major retailer. The top retailers that carry the AT&T-branded phones include Walmart, Best Buy, Costco, Staples and Sam's Club. In the business channel, the top trade partners include Jenne Distributors, Teledynamics, United Stationers, Ingram Micro and S.P. Richards. AT&T's strategy is to maintain or grow market share in each of its licensed product categories, as well as to expand brand awareness across new territories globally. The licensing program maintains strong partnerships with a wide array of retailers and distributors to maximize sales in the channel served, while simultaneously ensuring the continued development of new products to enhance the program.

109 FOOD NETWORK

\$200M (NYSE: SNI)

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The network's long-standing partnership with Kohl's, which offers more than 1,200 Food Network-branded housewares products, continues to be a strong initiative. Food Network's magazine, book publishing and festival events continue to expand.

110 SPORTS AFIELD

\$178M (PRIVATE)

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Sports Afield was founded in Denver, Colorado, in 1887 by Claude King as a magazine for rural, outdoor living and hunting and fishing. After WWII, it was bought by Hearst Publications, and since the early 2000s, it has been owned by a private investor group. The Sports Afield brand has been licensed since before WWII and today is licensed worldwide in the following categories: security safes, outdoor recreational real estate, Russian language edition of Sports Afield magazine, World of Sports Afield television show, Sports Afield log homes, Sports Afield home decorations, Sports Afield clothing, Sports Afield back packs, Sports Afield crystal dehumidifiers, Sports Afield books, and other outdoor related products. Top licensed properties in 2015 include outdoor recreational real-estate, security safes, World of Sports Afield television show, Sports Afield clothing. Top retail partners and licensing programs during 2015 include Costco, Amazon, Dunham and independent real estate agents. Further growth for the Sports Afield brand in 2016 will come from extensive further expansion of the real estate marketing entity Sports Afield Trophy Properties; the launch of an extensive camping gear line; light and heavy duty sleeping bags, lightweight tents, medium tents and full size tents, head lamps, flashlights, hiking poles, camping lanterns, camping furniture, ultra-light camping cookware, first aid kits, metal water bottles



and wilderness survival kits; in addition a new line of outdoor knives. Also to be launched are folded knives, fixed blade knives and multi-tools. 2016 will also see the Sports Afield lightweight camping BBQs that are powered by traditional charcoal or gas and a new line of upscale canvas and leather backpacks will be initiated for the casual and business traveler. Further clothing categories will debut including jackets, pants, t-shirts, traditional button shirts and outer shirts. Furthermore in 2016, Sports Afield will launch a line of high-end security safes with double steel walls and an inner layer of polyalloy cement which gives extended protection against fires and power tools. These safes are connectable to the electricity grid, have remote warning devices, and can store secure data via a USB interface without opening the safe.

111 WEIL LIFESTYLE

\$175M (PRIVATE)

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Dr. Weil is a world-renowned leader and pioneer in the field of integrative medicine. The mission of Weil Lifestyle is to provide consumers with a range of best-in-class products and services that enhance health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine. Dr. Weil donates all after-tax profits from royalties from sales of Weil Lifestyle licensed products directly to the Weil Foundation, a not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public and policy reform.

112 PARAMOUNT PICTURES

\$172M (NYSE: VIA)

LEEANNE STABLES, PRESIDENT, WORLDWIDE MARKETING PARTNERSHIPS AND LICENSING, +1.323.956.5677
WWW.PARAMOUNT.COM

Top licensed properties in 2015 included The Godfather, Mission Impossible, Top Gun, Mean Girls, Grease, Anchorman, Gladiator, Clueless, Up In Smoke and Ferris Bueller's Day Off. Top retail partners and licensing programs during 2015 included Dylan's for a Mean Girls confectionery program, Target for a Little Prince infant/nursery program, Pocket Gems for a Mean Girls episode game, Kohl's for a Mean Girls Chin Up athleticwear collaboration, Wet Seal for a Clueless cut and sew collection, Icing for a Clueless accessories program, Walmart for Up in Smoke tees from licensee ODM and Zumiez for an Up in Smoke Primitive skate collaboration. Licensing initiatives that will drive growth in 2016 for Paramount include expanding catalog properties into lifestyle categories such as health and beauty and food and beverage. Examples of this include a Breakfast at Tiffany's nail polish collection, a Zoolander vodka collaboration with Ciroc and a The Godfather vodka and Italian food and beverage range. Paramount is also developing consumer product programs to support its upcoming releases such as a Baywatch summer seasonal program and a Ghost in the Shell program that includes apparel, accessories and collectibles.

113 KAWASAKI

\$165M (TYO: JP7012)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, EQUITY MANAGEMENT INC., +1.858.558.2500
WWW.KAWASAKI.COM

The diverse Kawasaki product lineup includes their high-performance Ninja sportbikes, classic Vulcan cruisers, high-flying KX motocross bikes, rugged Brute Force and KFX ATVs, powerful Mule/Teryx side-by-sides and the Jet Ski watercraft. All of these powersports machines, along with the iconic Kawasaki brand, form the foundation for the company's core positioning of Let the Good Times Roll. The Kawasaki licensing program reflects the spirit of the brand by creating products that reflect the power, performance, style, innovation and the unbridled fun that is Kawasaki. In 2016, Kawasaki is celebrating its 50th year in the U.S., which will create opportunities for licensees to develop collectible merchandise across categories. In addition to replicas, software and toys, there will be focus in 2016 on brand extension opportunities as well lifestyle categories such as eyewear, watches, travel goods, apparel and accessories across the Kawasaki brands of Ninja, KX, Mule, Teryx, Vulcan, Brute Force and Jet Ski. These new opportunities, along with the existing licenses, will continue to successfully reinforce the affinity Kawasaki enthusiasts have for the brands while also attracting new consumers.

114 SMITHSONIAN ENTERPRISES

\$165M (NON-PROFIT)

BRIGID FERRARO, VICE PRESIDENT, CONSUMER AND EDUCATION PRODUCTS, +1.202.633.6080
WWW.SI.EDU

Founded in 1846, the Smithsonian is the world's largest museum and research complex consisting of 19 museums and galleries, the National Zoological Park and nine global research facilities. Approximately 28 million people from around the world visited the Smithsonian in 2014, with more than 175 million visits to the Smithsonian websites. The total number of objects, works of art and specimens at the Smithsonian is estimated at 138 million. Smithsonian draws inspiration from its world-renowned collections, groundbreaking research, and first-class educational expertise in support of creating dynamic, fun and meaningful learning experiences through its products with proceeds supporting its stated educational mission for the increase and diffusion of knowledge. Smithsonian's 2015 top retail and licensing programs included the launch of a new eco product line with master toy licensee NSI for science kits, and the expansion of its fine jewelry program based on the National Gems and Minerals collection to select stores nationwide. Partner The Great Courses continued to build its educational course roster and won a Silver Telly for Experiencing America: A Smithsonian Tour through American History. The birth of Smithsonian's National Zoo's baby panda was celebrated with the release of special edition baby panda Bao Bao collectible coin proofs with licensee GovMint. Apparel licensees The Mountain and C-Life also continued to release eye-catching designs for both

children and adults. New programs included the launch of the partnership with Penguin Young Readers—including 20 new titles—to enhance Smithsonian's ever-strong licensed publishing program, and two national promotions with partner Warby Parker for limited edition men and women's eyewear and with Frigo Cheese Heads brand featuring the National Museum of American History. Smithsonian will launch a new occasional furniture line at retail in spring 2016 along with additional home products throughout the year. Master toy licensee, NSI, will be introducing new and exciting Smithsonian branded science and activity kits that embrace the uncompromising quality, enduring value and ultimate authenticity of the Smithsonian Name. The upcoming launch of Spark!Lab Smithsonian Inventive creativity kits with licensee Faber-Castell is a new product release based on Smithsonian's own Spark!Lab invention learning labs located at its National Museum of American History and other museums across the US. Expanding the relationship with The Great Courses will continue to be a key focus in 2016 as well as launching products with publishing licensees Silver Dolphin and PIL. Other product launches include Playmind for puzzles, playsets and plastic figures, Karmin International for mosaic puzzles, themed classroom décor and posters with CSS Industries Eureka brand, and with Mattel for View-Master.

115 BROMELIA PRODUÇÕES

\$160M (PRIVATE)

JULIANO PRADO; MARCOS LUPORINI, +55.19.3241.5135
WWW.GALINHAPINTADINHA.COM.BR

Galinha Pintadinha is a Brazilian preschool brand, with 90-plus licensees, more than 2 million DVDs sold and 20 million app downloads in Brazil alone. It is considered a first character for Brazilian newborns. It was created as a video short on YouTube for pitching purposes that was never removed. After six months, the video silently and surprisingly reached 500,000 views. And while it was not intended to be viral, Galinha Pintadinha became a member of the family in virtually every Brazilian household. Today, with more than 3 billion views on its Brazilian YouTube channel, a milestone achieved by few, Gallina Pintadita has recently reached over a billion views on its Spanish YouTube equivalent, and the English YouTube channel is going on the same path. The videos are also available on Netflix in the U.S., Latin America and Canada. To expand its tremendous success, Gallina Pintadita, as it is commonly known in Spanish, has joined forces with four licensing agencies—Televisa (Mexico), CPLG (Spain), Character Mix (Argentina/Colombia) and P&L Global (Peru/Chile), covering all countries in South America, the Caribbean Islands, Mexico and Europe. The international program had its debut in Las Vegas, Nev., at the 2014 Licensing Expo and a strong participation at the 2015 show. Redibra, the licensing agency for Bromelia Produções, continues to work the brand in Hispanic territories. Galinha Pintadinha has a current musical play in Brazilian theaters. The musical has also been adapted to Spanish and was produced in Peru in 2015 and will be produced in Argentina and Mexico along 2016. Its goal in 2016 and beyond is to continue conquering other countries by adapting the video clips to new languages (Italian, French, German, Mandarin and Japanese) and launch a preschool series, Galinha Pintadinha Mini (Lottie Dottie Mini in U.S.), in three languages—Portuguese, Spanish and English.

116 **CONDÉ NAST**

\$150M (PRIVATE)

CATHY HOFFMAN GLOSSER, SENIOR VICE PRESIDENT, LICENSING,
+1.212.308.2100

Condé Nast is a premier media company renowned for producing content for some of the world's most influential audiences. Attracting 115 million consumers across its print, digital and video brands, the company's portfolio includes Vogue, Vanity Fair, Glamour, Brides, Self, GQ, The New Yorker, Condé Nast Traveler, Details, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, Style.com, Gourmet and House & Garden. Condé Nast has exclusive licensing partnerships with best-in-class manufacturers and retailers. Over the past 20 years, Condé Nast has increased its profits, tripling its topline growth and exponentially expanding its content distribution. During the same period, the company earned several editorial, design, digital, advertising, video and business awards including being recognized as one of the fastest-growing companies in the digital video business and was one of LinkedIn's Top 25 Most In-Demand Employers. The company has recently relocated to its new global headquarters at 1 World Trade Center in New York City, where it plays a role in the resurgence of Lower Manhattan.

117 **KISS**

\$150M (PRIVATE)

DELL FURANO, CHIEF EXECUTIVE OFFICER; LISA STREFF, EXECUTIVE
VICE PRESIDENT, LICENSING SALES, EPIC RIGHTS, +1.310.289.8220

The KISS Freedom to Rock summer tour will kick off on July 7 in Boise, Idaho, hitting more than three cities nationwide. The rock band continues to drive merchandise sales and develop new products and categories.

118 **RODALE**

\$150M (PRIVATE)

KEVIN LABONGE, +1.202.573.0348

WWW.RODALEBRANDS.COM

Top licensed properties in 2015 were Men's Health, Prevention, Women's Health, Runner's World and Bicycling. Top retail partners in 2015 were CVS, Walmart, Kmart, Barnes and Noble, Argos, Sainsbury's, Asda, Tesco, Rewe, DM, AS Watson and Amazon. Licensing initiatives that will drive growth in 2016 include expanding in food, nutrition, fitness, small kitchen electronics, home goods and apparel; and expanding in the Asian and Latin American markets.



119 **SKECHERS**

\$150M (NYSE: SKX)

STEVEN MANDEL, VICE PRESIDENT, GLOBAL BRAND LICENSING,
+1.310.406.0115

WWW.SKECHERS.COM

Top licensed brands in 2015 consisted of Skechers, Skechers Sport, Skechers

Kids, Skechers Performance Division and Twinkle Toes by Skechers. Its licensing program continued its strong growth momentum through sales of licensed apparel, watches, socks, bags and backpacks, eyewear and a variety of fashion accessories. Skechers sold its licensed collections to consumers in hundreds of Skechers stores worldwide, along with a growing network of retail channels which included mid-tier retailers/department stores; regional store chains; specialty stores such as toy retailers, sporting goods stores, footwear retailers and kids' stores; off-price retailers; Internet retailers; and military exchange stores. Skechers will continue to offer a segmented, tiered licensing program that consists of top-tier technical performance products, casual athletic sport products, and products with the sparkle, color, lights, glitter and bling of Twinkle Toes. This will include continuing to grow its licensed apparel programs for adults and kids; bags, backpacks, headwear and eyewear for all; watches for adults; fitness, running, yoga and workplace safety accessories for adults; and fashion accessories and do-it-yourself crafting for girls. Skechers will also continue to pursue additional growth opportunities within as-yet-unlicensed product categories. Finally, it still sees excellent opportunities overseas, and the continued development of targeted programs with many of the top retailers around the world.

120 **WOLFGANG PUCK WORLDWIDE**

\$148M (PRIVATE)

JOSEPH C. ESSA, PRESIDENT, +1.310.432.1541

WWW.WOLFGANGPUCK.COM

Austrian-born Wolfgang Puck opened his first restaurant, Spago, on Hollywood's Sunset Strip in 1982. Building on Spago's phenomenal success, he has become one of the most influential chefs in North America with an empire that includes a growing number of fine dining restaurants, catering venues and casual restaurants. Complementing Puck's fine dining restaurants, catering venues and casual restaurants are his licensed restaurant properties, Wolfgang Puck Express, The Kitchen by Wolfgang Puck, The Kitchen Counter by Wolfgang Puck and WPizza, which are located primarily at airports, grocery stores and various retail locations, as well as at major entertainment venues such as Universal Studios, Los Angeles, Calif. Wolfgang Puck also sells many licensed consumer products through various distribution channels. These include Wolfgang Puck Organic Soup, in partnership with Campbell's Soup Company; Wolfgang Puck whole and ground coffee bags, pods and K-cups for hotels, offices and retail distribution, as well as Internet sales, in partnership with WP Coffee Company; Wolfgang Puck Signature Wines, in partnership with California's Delicato Family Vineyards; branded housewares and appliances as seen on Home Shopping Network, in partnership with WP Productions and Appliances, for which Wolfgang Puck commits over 100 hours annually of personal on-air time; and seven cookbooks.

121 **AARDMAN ANIMATIONS**

\$140M (PRIVATE)

ROB GOODCHILD, HEAD OF LICENSING, +44.011.7984.8485

WWW.AARDMAN.COM

Aardman's top licensed properties are Shaun the Sheep, Wallace & Gromit, Morph and Aardman's Shaun the Sheep The Movie. The brand continues to expand its portfolio of live events, attractions and art exhibitions. The studio is also celebrating its 40th anniversary with plans for special events, exhibitions and commemorative merchandise ranges to mark the occasion.

122 ACTIVISION PUBLISHING

\$140M (NASDAQ: ATVI)

ASHLEY MAIDY, HEAD OF GLOBAL LICENSING AND PARTNERSHIPS,
+1.310.255.2058

WWW.SKYLANDERS.COM

The Skylanders brand is supported by a world-class licensing program that brings the magic of Skylanders to life. Global partners develop retail executions and new product extensions across key categories such as publishing, apparel, back-to-school, game accessories, costumes, color and activity, bedding and party goods. The franchise has generated more than \$3 billion in retail sales with more than 250 million toys sold worldwide. The Call of Duty franchise continues to drive pop culture with more than \$15 billion in total sales, including in-game content. The Call of Duty phenomenon drives sales of brand-enhancing merchandise such as apparel, collectible construction sets, mobile and electronic accessories, strategy guides and backpacks and messenger bags. Call of Duty: Black Ops III had the biggest entertainment opening weekend of 2015. The Destiny licensing strategy is focused on partnering with industry leaders and category experts that can reflect the game's rich universe from Bungie. The program includes apparel and accessories, publishing including art book and poster books, strategy guides, posters and figurines. With the launch of Destiny: The Taken King, the fan base now exceeds 25 million registered users who have logged nearly 3 billion hours playing the game. The Skylanders licensing program, supported by a roster of global partners, captures the brand's fun with best-in-class products and retail executions. Relationships with Crayola, General Mills and others continue to underscore the property's popularity and drive the merchandising program's growth. Fans at Toys 'R' Us enjoyed Skylanders Day with gameplay and exclusive offers. The Call of Duty licensing is focused on brand enhancing merchandise and partnerships for the blockbuster franchise. The Call of Duty: Black Ops III launch was supported by a tailored lifestyle merchandising program with partners like Dark Horse Comics, DXRacer Chairs, Astro Gaming headsets, Mega Brands/Mattel and KontrolFreek. For Destiny, Bungie, the IP holder, in collaboration with Activision, expanded the adventure for fans with partners such as MegaBrands/Mattel, BioWorld, Insight Editions, GB Eye, KontrolFreek, Trends, World of 3A and Insert Coin. In addition to retail support in North America, Activision secured international retail presence not only with accounts who are strong supporters of its games including Asda, Tesco, Game U.K., Big W, EB Games, Media Markt, Carrefour and Micromania, but also in non-traditional gaming outlets such as Smyths, WH Smith, The Entertainer, C&A, H&M, Chaussea and Kiabi. Activision's Licensing & Partnerships business, established in 2012, has created broad consumer touchpoints across key categories outside

of the video game aisle and traditional video game channels, which will expand to new platforms in 2016. This includes, the Call of Duty World League—a worldwide eSports league operated by Activision—which will bring competitive Call of Duty to new audiences and long-time fans alike. The program will be added to Activision's merchandising strategy in an effort to further excite our Call of Duty consumers. Activision also plans to expand future programs to include initiatives to support the upcoming Skylanders television series, as well other linear media content from Activision Blizzard Studios, creating impactful touchpoints for fans and driving significant benefits for its partners. Lastly, the newly-launched Activision Blizzard Media Networks celebrates players and their unique skills and will be focused on creating all-new ways to deliver best-in-class fan experiences across games, platforms and geographies.



123 LA-Z-BOY

\$140M (NYSE: LZB)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, EQUITY MANAGEMENT,
+1.858.558.2500

WWW.LA-Z-BOY.COM

Over the course of its rich history, the La-Z-Boy brand has established itself not only as a leading furniture brand in the U.S., but as a brand that is increasingly recognized globally. A track record of innovation and style combined with an unwavering commitment to comfort and quality has been foundational to La-Z-Boy. The La-Z-Boy licensing program reinforces these cornerstone elements through high quality products that deliver against the La-Z-Boy brand proposition and allow consumers to Live Life Comfortably. The Office Seating program offers a broad range of comfortable and stylish residential and small business office chairs. The business experienced significant growth in 2015 through expanded product offerings and added distribution across office specialty and club stores. The Outdoor Casual Furniture program extends La-Z-Boy comfort outdoors through attractive seating and dining collections. In its 10th year, the business remains strong with distribution in department and club stores and recently launched offerings for home shopping TV. The La-Z-Boy Spa program offers consumers the ultimate relaxation and comfort experience. The business continues to expand by building distribution through independent dealers across North America. In 2016, EMI will continue to pursue new opportunities to build and extend the La-Z-Boy brand.

124 ROTO-ROOTER

\$140M (NYSE: CHE)

HAL WORSHAM, MANAGING DIRECTOR, LMCA, +1.212.265.7474
WWW.ROTOROOTER.COM

The program, begun by LMCA in 2000, has evolved cautiously. Focused as an extension to Roto-Rooters' nationwide plumbing service, the primary licenses are for retail lines of chemical drain cleaners and

plungers that are positioned as precursors to a service call. Distribution encompasses supermarket, mass merchant and hardware channels and synergies between licensor and licensees have continued to grow.

125 EASTMAN KODAK

\$138M (NYSE: KODK)

STEVE PARSONS, DIRECTOR, BRAND LICENSING, +1.508.359.1091
WWW.KODAK.COM

The Kodak licensing program continues to grow. It has a breadth of licensed products spanning diverse categories such as digital cameras and action cams, video monitors, mobile phones, televisions, ink jet printers, paper, ink and toner cartridges, LED lighting, storage media, headphones and earbuds, binoculars, camera accessories, batteries, chargers and flashlights. Its licensees have a broad set of retail partners that include Walmart, Best Buy, Frys, Price Rite, Dixons, ASDA, KMart and Amazon, as well as many regional chains and local specialty shops throughout the world. Kodak is actively expanding our licensing program into new categories and geographies.

126 BEAM SUNTORY

\$135M (PRIVATE)

JEFF CHRISTENSEN, PRESIDENT, THR3E LICENSING, +1.630.809.1101
WWW.BEAMSUNTORY.COM

Owned by Suntory Holdings Limited, Beam Suntory has a dynamic portfolio with expertise in whisky, led by Bourbon and Japanese Whisky, and global strength across many key categories including tequila, vodka, cognac, rum and cordials. Top licensed properties in 2015 include Jim Beam Bourbon, Sauza Tequila, Canadian Club Whisky, Knob Creek Bourbon, Cruzan Rum, Courvoisier Cognac and Hornitos Tequila. THR3E Licensing, the brand's licensing agent, is building the Beam Suntory portfolio of brands into retail relationships and licensed products that enhance the consumption occasion for premium distilled spirits. Capitalizing on the growth and popularity of bourbon, new culinary partners were developed or expanded for Jim Beam in ready-to-eat proteins, ready-to-cook proteins, sandwiches, salty snacks, confections and food gift sets. THR3E will leverage Beam Suntory's distilled spirits innovation platform as the catalyst for developing new culinary and brand experiences in 2016.

127 JCB

\$135M (PRIVATE)

SAM JOHNSON, GENERAL MANAGER, WORLDWIDE LICENSING,
+44.0.18.89.593499
WWW.JCB.COM

The JCB Licensing program covers four master categories kids, DIY and trade, footwear, workwear and merchandise. The licensing program, managed in house in the U.K., is now in its 20th year. Top retail partners and licensing programs during 2015 include The Kingfisher Group rolled out next

generation JCB tools and power tool accessories across its U.K. and Polish stores, with a trade tools roadshow at multiple Tradepoint venues. New TV advertising for JCB batteries aired in the U.K. in October 2015, bolstering JCB's fourth largest U.K. battery brand position. Kids clothing growth continued with ongoing success in George (Asda) and Tesco. 2016 will see further tools, security and workwear growth across Europe, extension into Indian retail sector, new category development in both the kids and non-kids sectors and continuing leverage of the JCB brand's 70th anniversary.

128 KATHY DAVIS STUDIOS

\$135M (E) (PRIVATE)

SARAH VAN AKEN, VICE PRESIDENT, MARKETING, +1.215.444.9544
EXT. 106
WWW.KATHYDAVIS.COM

Kathy Davis Studios began 25 years ago with a greeting card range based on the artist's paintings and hand-written messages and has since evolved to include social expressions, gifts, fashion, homewares, stationery, books and more.

129 LAMBORGHINI

\$135M (E) (LAMBORGHINI IS A DIVISION OF AUDI AG)

ELISA MIGNINI, MANAGER OF LICENSING, +39.051.9597980
WWW.LAMBORGHINI.COM

The luxury automaker continues to expand its inspirational lifestyle brand into various categories including kids, women's, and accessories. The company also introduced a new car, Lamborghini Centenario, with a futuristic design that celebrates the centenary of founder Ferruccio Lamborghini's birth.

130 REYNOLDS CONSUMER PRODUCTS (HEFTY)

\$135M (PRIVATE)

GLEN KONKLE, CHIEF EXECUTIVE OFFICER, EQUITY MANAGEMENT,
+1.858.558.2500
WWW.HEFTY.COM

Foundational to the success of the Hefty licensing program is the brand's powerful equity of strength, durability, quality and convenient solutions. The Hefty program continued its upward trajectory in 2015 through the continued growth of existing licensed businesses and the introduction of new products. Hefty wastebaskets maintained its significant market share in mass and home improvement channels while the sales of Hefty home storage solutions grew significantly through new product offerings and expanded distribution. The Hefty permanent food storage container business expanded as well with new premium offerings and new distribution points in grocery and mass. The Hefty program will see growth in 2016 from the continued expansion of its existing licenses along with the targeted development of new categories inside and outside the home.

131 GOLD'S GYM

\$132M (PRIVATE)

BRIAN GUM, SENIOR VICE PRESIDENT, LICENSING AND BRAND STRATEGY, +1.214.574.4653
WWW.GOLDSGYM.COM



Gold's Gym-branded fitness equipment and accessories have great representation at mass retailers like Walmart and Sporting Goods retailers such as Dick's Sporting Goods. In 2015, Brand Sense Partners, Gold's Gym's brand licensing agency, embarked on rolling out a platform of lifestyle-oriented products that address consumer needs. New licensees were brought on in a number of key categories including athleisure, hosiery, headwear, flip-flops/slides, hydration bottles, food/snack containers, nutrition bars and publishing. These licensees will be key drivers of growth in 2016 as they gain placement at retail. In addition, Gold's Gym will continue to build out its platform of lifestyle-oriented products in 2016 by adding new licensees in several core areas—consumables (e.g., sports nutrition, healthy meals, snacks and beverages), activewear, footwear and consumer electronics. Finally, international growth continues to fuel Gold's Gym's expansion with over 700 gyms worldwide across 23 countries and presents the perfect opportunity for licensees who have international distribution.

132 4K MEDIA

\$120M (A WHOLLY-OWNED SUBSIDIARY OF KONAMI DIGITAL ENTERTAINMENT)

JENNIFER COLEMAN, VICE PRESIDENT, LICENSING AND MARKETING;
KRISTEN GRAY, SENIOR VICE PRESIDENT, OPERATIONS, BUSINESS AND LEGAL AFFAIRS, +1.212.590.2120
WWW.YUGIOH.COM

4K Media is the brand management company that oversees the Yu-Gi-Oh! franchise outside of Asia as well as Rebecca Bonbon in North America and Europe. In addition to brand management, the company is also responsible for the production and distribution of the Yu-Gi-Oh! television series internationally.

133 SNUGGLE (THE SUN PRODUCTS CORPORATION)

\$120M (PRIVATE)

ALAN KRAVETZ, PRESIDENT AND CHIEF OPERATING OFFICER, LMCA, +1.646.781.3167
WWW.SNUGGLE.COM

Sun licenses its Snuggle fabric softener brand on products that fit with its brand imagery seamlessly. Managed by LMCA since 2012, this licensing program includes home textiles, bedding, pillows, mattresses and mattress toppers as well as air freshener. The program is focused on key consumer categories. Program growth comes largely from new category expansions and market share gains.

134 MELITTA

\$110M (PRIVATE)

PHILIP RAI, LMCA, +1.212.265.7474
WWW.MELITTA.COM

LMCA's focus on this program has been oriented to the coffee experience and related products. Melitta's licensed line of consumer coffee makers has received industry recognition for being innovative (including the first in-pod technology) and stylish. The licensed products have continued to enjoy both distribution and share gains throughout North America. As the brand continues to innovate, it seeks licensees that are committed to quality coffee products that capture the European essence of Melitta.

135 PERFETTI VAN MELLE GROUP

\$100.9M (PRIVATE)

+34.93.773.92.00

WWW.PVMLICENSING.COM

Perfetti van Melle has experienced significant growth of its licensing programs over the past year and has exciting plans for 2016. The company is working with Beanstalk, a global brand extension agency, for food and beverage extensions for Airheads in the U.S. and Mentos and Chupa Chups in Europe. Additionally, leading agencies specializing in lifestyle products represent Chupa Chups, Airheads, Mentos and Frisk across the globe for agreements that include apparel, cosmetics and accessories. For the first time in its history, Chupa Chups is taking its exciting flavor profile to the frozen novelty sector with Unilever, the first strategic partner to launch a Chupa Chups ice cream in Europe. Chupa Chups Calippo Shots, in flavors cherry banana and cola lemon, are set to launch at out-of-home distribution channels across Western Europe in spring 2016 and will leverage the brand's unique popularity with fans across the globe. Additionally, Beanstalk will focus on expanding the Chupa Chups flavor profile into additional food and beverage categories. Beanstalk also helped launch an assortment of Airheads ice cream in the U.S. in Q1 2015 by facilitating a partnership with Koldwave Foods. Airheads fans will be able to experience their favorite candy in new water-based frozen novelty products that capture all the flavors of Airheads available in all food, drug and mass distribution channels. Through a partnership with Jel Sert, Airheads will launch ice pops in Q4 2016 and is in the process of developing a new, unique product concept with innovative textures. For over fifteen years, Chupa Chups has been licensing its iconic logo and amazing artwork to an array of lifestyle collections across Europe and Asia. In Q3 2014, the brand partnered with H&M for a limited edition fashion collection for kids and teens worldwide. Additionally, a highly successful product line has been home air fresheners inspired by the authentic fruit flavors of the brand. With its proven track record as an art-based lifestyle brand, and after a successful lifestyle product launch in IT'Sugar stores across the U.S., Chupa Chups presents a great opportunity

for further brand extensions in the U.S. Lisa Marks Associates have already signed on the first licensees for cosmetics and accessories to hit the shelves this summer. In 2016, Airheads is celebrating its 30th anniversary with the launch of new frozen beverages across the U.S. Through collaborations with a leading convenience store and a leading fast food chain, as well as promotional events, Airheads will enjoy increased visibility. These initiatives will strengthen the opportunity to potentially expand the Airheads flavor and texture profile into baking and beverage products. The fun and color of Airheads can also be found in lifestyle products featuring vibrant designs, which will be placed this summer in a dedicated space in all IT'Sugar stores. One year after entering the licensing arena, Perfetti's global mint brand, Mentos, is lending its fresh aroma to several personal care and air care agreements across the globe and is getting geared up for exciting collaborations in 2016 to be announced shortly.

136 ANHEUSER-BUSCH INBEV

\$100M (NYSE: BUD)

TRACY NEIER, LICENSING MANAGER, +1.314.577.4259

WWW.ANHEUSER-BUSCH.COM

Key properties include beer brands Budweiser, Bud Light, Bud Light Lime-A-Rita, Stella Artois, Natural Light, Rolling Rock, Michelob ULTRA and Busch. Anheuser-Busch InBev's robust consumer product portfolio ranges across fashion apparel and accessories, gift and novelty items, drinkware and food products. The ABI brands are supported by more than 45 licensing partners in over 10 core markets. The programs have a reach of 160,000-plus retail doors across all channels and enjoy placement year round at retailers such as Amazon, Walmart, Kohl's, Target, Meijer and Bed, Bath & Beyond, with programs occurring frequently at specialty retailers including Urban Outfitters and Nordstrom's. The breadth of distribution and depth of product has continually grown within all major channels, including mass, specialty, high-end, mid-tier, e-commerce and grocery. Over the course of 2015, ABI expanded its licensing program to assist in its humanitarian efforts of providing clean water to women in developing nations by utilizing distinct, limited edition chalices (drinkware) to signify and highlight campaign awareness. ABI also worked on growing its fashion footprint and developed an apparel collaboration with Chubbies Shorts via a social media outreach and sweepstakes offering. 2015 also saw the signing of 10 new partners for ABI in multiple areas of the store, spanning apparel and accessories, wall art/décor, electronic accessories, food gift sets, refrigeration and outdoor grilling/accessories. Major manufacturers in each space have successfully partnered with ABI to begin development on state-of-the-art items across numerous innovative categories. ABI leveraged 2015 as a growth year to develop its brand impact and footprint with a multi-faceted licensing approach. In 2016, the program will continue its systemic approach to growth by developing its newly acquired partners in their respective categories. From a global aspect, the program will also shift from a top-down approach to a local market-driven approach by focusing on localized international beer brands. The global ABI program has also enjoyed pockets of recent success in the U.K., Germany and Brazilian markets, while focusing on developing Italy and Australia as a next tier for success.

137 MOOSE TOYS

\$100M (PRIVATE)

DIANNE BELLCHAMBERS, HEAD OF LICENSING, +61.03.9579.7377.

WWW.MOOSETOYS.COM

Moose Toys' Shopkins brand experienced significant growth in 2015 and retail sales are projected to double in 2016. Moose Toys has sold more than 207 million Shopkins characters worldwide. According to the company, Shopkins was No. 1 in the small doll category, No.2 in the super doll category and the No. 1 item across all toys during certain periods over the year. A one-of-a-kind Gemma Stone Shopkins character made from carefully crafted glass sold for \$21,500 in a charity auction. Shopkins was a finalist for 2016 Property of the Year by the Toy Industry Foundation, and the Shopkins Scoops Ice Cream Truck was the winner of the 2016 Girl Toy of the Year.

138 NELVANA/CORUS ENTERTAINMENT

\$100M (TSX: CJR.B)

ANDREW KERR, CO-HEAD, NELVANA ENTERPRISES; ANTOINE

ERLIGMANN, CO-HEAD, NELVANA ENTERPRISES +1.416.479.7000

WWW.NELVANA.COM

Nelvana is one of the world's leading international producers and distributors of children's content. With a robust portfolio spanning preschool to boys' action, Nelvana's library features more than 4,000 half-hour animated episodes which air in over 160 countries. As a key force in developing popular global brands such as Beyblade, Babar, and Franklin, Nelvana has expertise in optimizing commercial opportunities by offering short- and long-form animated content development and production, broadcast sales and distribution, merchandise licensing, digital media, art asset development, brand assurance, PR and brand marketing. In 2015, Nelvana continued to bring brands to life with the launch of Little Charmers. A co-production between Nelvana and Spin Master, Little Charmers debuted in January 2015 in the U.S. and Canada and quickly became a chart topping series for girls, ages 2-5. The brand will continue to charm its audiences throughout 2016 with its expansion into the international markets starting this fall. Last year, Nelvana announced their new partnership with Cepia to re-launch the multi-billion dollar brand ZhuZhu Pets, and in fall 2016, a brand-new animated television series, Polly and the ZhuZhu Pets will debut in North America. Additionally, Nelvana Enterprises will oversee the global merchandising of the brand.

139 PEPSICO NORTH AMERICA

\$100M (E) (NYSE: PEP)

JOANNE LORIA, EXECUTIVE VICE PRESIDENT AND CHIEF OPERATING OFFICER, THE JOESTER LORIA GROUP, +1.212.683.5150

WWW.PEPSI.COM

Key licensed brands for Pepsi North America include Pepsi, Mountain Dew and Aquafina.

140 U.S. ARMY

\$94M (PRIVATE)

PAUL JENSEN, DIRECTOR, ARMY TRADEMARK LICENSING PROGRAM, +1.703.325.5868

www.goarmy.com; www.defense.gov/trademarks

The U.S. Army licensing program leverages the brand values of pride, performance and personal development to build positive brand awareness and create multiple touch points for Americans to show support for the U.S. Army. In 2015, the program consisted of 280-plus licensees across categories including gift and novelty, personal accessories, consumer electronics, headwear, footwear, collectibles, cutlery, fragrance, toys, digital and interactive platforms, tailgating and cake decoration. The three largest categories in the program were apparel, gift/novelty items and sporting goods. U.S. Army licensed products are found at every channel of trade in the U.S., including mass merchandisers, mid-tier retailers, off-price channels, travel centers, sporting goods stores, toy stores, craft stores, grocery stores, dollar stores, and tourist/museum centers. The program has gained success online with licensees Cafepress.com, Zazzle.com and Amazon.com, among others. Several key initiatives drove growth for the U.S. Army program in 2015. Gift and novelty became a leading category and Army's apparel program, ranging from loungewear to infant and toddler, was a huge success in 2015. Products continued to be found on the wall at Walmart, while a new range of loungewear/sleepwear was introduced in channels like Kohl's Off Aisle, TJ Maxx and Ross Stores. The U.S. Army strengthened its co-brand initiatives with new licensees including Jansport (apparel and accessories) and Bridgestone Golf (performance golf balls and golf accessories). Other notable program highlights included new category penetration into 3D printing and cake decoration, allowing the U.S. Army to diversify its product offering to consumers. The U.S. Army launched a new hologram program in 2015, which helps fight infringement at retail and educates consumers on purchasing officially licensed products. For 2016, the U.S. Army program will focus on growing the existing licensees' businesses organically while working with various retailers to implement U.S. Army/patriotic themed in-store promotions surrounding various holidays such as Veteran's Day, 4th of July, Memorial Day, Flag Day and Father's Day. It is recruiting additional licensees for co-brand opportunities in various new categories is also a focus for the program in 2016.



141 V&A ENTERPRISES

\$91M (E) (PRIVATE)

LAUREN SIZELAND, DIRECTOR, LICENSING AND BUSINESS DEVELOPMENT, +44.20.7942.2981

WWW.VANDALICENSING.COM

The V&A is one of the world's leading museums of art and design. The Decorative, the Glamorous, the British and the Exotic are the four key aesthetics in its collections that resonate with consumers offering a unique framework with which to develop and promote the treasures through merchandise ranges.

142 AGFAPHOTO

\$90M (PRIVATE)

RAY UHLIR, MANAGING DIRECTOR, LMCA, +1.212.265.7474

This German-based photography brand has extended into camera accessories, memory, optics, film cameras, batteries, tablet computers, smartphones and others. Distribution extends from Europe to Asia, the Middle East, Africa and North America, with plans for further expansion.

143 MGA ENTERTAINMENT

\$85M (PRIVATE)

JULIE BOYLAN, VICE PRESIDENT, LICENSING +1.818.894.2525

WWW.MGAE.COM

Key franchises include Little Tikes, Lalaloopsy, Bratz and Project Mc2. Top retail partners in 2015 were Walmart, Target, Toys 'R' Us and Asda. Licensing initiatives that will drive growth in 2016 include promotional programs at major retailers and limited edition product ranges through direct-to-retail programs.

144 BLACK FLAG

\$75M (NYSE: SPB)

ALAN KRAVETZ, PRESIDENT AND CHIEF OPERATING OFFICER, LMCA, +1.212.265.7474

LMCA has extended Black Flag into high-tech bug zappers and, as a co-brand, into landscape lighting and into caulks and sealants, each of which also incorporate Black Flag technology. Distribution is focused largely on North American mass merchant and hardware channels.

145 MACK TRUCK

\$75M (OTCPK: VOLVY)

ALAN KRAVETZ, PRESIDENT AND CHIEF OPERATING OFFICER, LMCA, +1.646.781.3167

WWW.MACKTRUCKS.COM

The company is pursuing domestic and global initiatives in consumer, commercial and B2B categories.

146 AMERICAN GREETINGS ENTERTAINMENT

\$74M (PRIVATE)

JANICE ROSS, HEAD OF GLOBAL LICENSING, +1.818.426.8608

WWW.AGPBRANDS.COM

For more than three decades, the Care Bears brand has provided engaging, character-driven, fun-meets-fantasy storytelling with wholesome themes. Owned by American Greetings Entertainment, the intellectual property, entertainment and outbound licensing division of American Greetings Corporation, Care Bears first appeared on greeting cards in 1982, and has since become a strong evergreen

brand loved by kids, parents and grandparents alike. Care Bears entertainment is distributed to 450 million-plus households and 50 languages worldwide. The Netflix original series Care Bears & Cousins launched in November 2015. With more than 180 licensees worldwide, Care Bears licensed goods can be found in nearly every product category under the rainbow including home entertainment, toys, publishing, digital, apparel and accessories, domestics, pet products and more. Due to its longevity in the marketplace, the brand also currently spans several demographics, including preschool, tween, teen and young adults. At the core of the brand is a line of toys from Just Play. The line includes many styles of plush—some that sing, dance or glow—that are brightly colored, huggable and collectible. A 2015 blind bag program continually sold out in major retailers nationwide, selling up to 17,000 units per week and amassing more than 15.5 million YouTube views of Care Bears blind bag openings. In addition, the Walmart 2015 Easter-themed Care Bears plush sold out. Care Bears are also staying relevant with today's tech savvy audience launching new apps in 2015 with partners Ubisoft, Plumzi, Budge Studios, Ruckus, PlayDate Digital and more. The nine current apps in market have more than 20 million downloads collectively. The Create and Share app with partner Budge Studios ranked in the Top 10 Games for Kids (iPad) in more than 30 countries. 2016 will also see eight more app releases with partners including PlayDate Digital Night & Day Studios and more. In addition to supporting licensing programs with 180 licensees worldwide, American Greetings Entertainment has placed an emphasis on co-brands and collaborations globally. A collaboration with Build-A-Bear Workshops in 20 countries extends an existing plush program with a unique in-store experience and personalization while apparel collaborations. Boy Meets Girl and Sanrio partnerships connect Care Bears to a trendy, fashion-forward audience. American Greeting Entertainment will soon be sharing additional co-branding collaborations product programs for 2017 in advance of Care Bears' 35th anniversary.

147 MINOR LEAGUE BASEBALL

\$65.1M (PRIVATE)

SANDRA HEBERT, DIRECTOR, LICENSING, MILB; ELIOT RUNYON, DIRECTOR, LICENSING, THE MINOR LEAGUES, MLB PROPERTIES, +1.727.822.6937

WWW.MILB.COM

The Minor League Baseball licensing program oversees licensing efforts for 160 Minor League Baseball teams in the U.S. and Canada. Some of the top selling properties in 2015 included (in no particular order) are the Durham Bulls, El Paso Chihuahuas, Nashville Sounds, Oklahoma City Dodgers and Toledo Mud Hens. Baseball caps and apparel are MiLB's top retail properties. The top-selling licensees include 47 Brand, Bimm Ridder Sportswear, Gear For Sports, Majestic Athletic, New Era Cap Company, Nike and OC Sports Headwear. Major League Baseball Properties serves as the licensing agent of Minor League Baseball, giving clout and name recognition to the MiLB brand and its teams' brands and logos. Top retail partners and licensing programs during 2015 include MiLB.com and MiLBStore.com—The MiLB online store platform hosted 143 live sites in 2015, which included both team and league sites. Fans can shop the online store for

apparel, caps, collectibles, novelties, MiLB logo products and publications and more. Top retail programs include the Little League institutional program, in which Minor League Baseball and Major League Baseball Properties offer youth leagues the opportunity to brand their local teams with MiLB names and logos. OC Sports produces the headwear, while Majestic Athletic produces jerseys, uniforms and shirts. This additional exposure among youth groups and parents brings further recognition to Minor League Baseball and its logos. There was also a Star Wars and Marvel Comics co-branding program at retail. Minor League Baseball, in conjunction with Lucasfilm and Major League Baseball Properties, created a co-branded team/Star Wars retail program with New Era Cap Co. (caps), Gear for Sports (t-shirts) and Wincraft (novelty items). This program is available for the upcoming season, with a number of MiLB teams holding Star Wars Nights, usually on May 4. MiLB and MLB also created a team/Marvel Comics retail program with Majestic Athletic for apparel. These programs will continue into the 2016 season. Licensing initiatives that will drive growth in 2016 include the MiLB retail promotion in which Teams receive a rolling slatwall four-way pinwheel merchandise display fixture. The kiosk can be used in the team store or rolled anywhere in the stadium, optimizing both merchandise presence throughout the ballpark and allowing for a consistent repositioning of retail displays. Other programs include the Stars & Stripes on-field and retail cap program that will see Minor League Baseball teams wearing and selling custom-made Stars & Stripes headwear produced by New Era Cap Co. during Fourth of July weekend. Some clubs will auction off the game-worn caps with proceeds going to a charitable cause/organization of their choice. One hundred twenty-eight MiLB teams are participating (up from 120 in 2015), with royalties going to Welcome Back Veterans. In 2016, there are also new markets and team re-brandings. A new MiLB team in Columbia, South Carolina, revealed its identity as the Columbia Fireflies. A glowing yellow-green firefly on the night sky is the centerpiece of their brand. The New Britain Rock Cats relocated to Hartford, Connecticut, and are now known as the Hartford Yard Goats. A fiercely friendly goat holding a chewed bat in its mouth is featured on the primary and cap logos, while a goat-horned H and a script YG are featured on its blue and green-themed alternate caps.

148 JELLY BELLY CANDY COMPANY

\$65M (PRIVATE)

VU MYERS BABCOCK, LICENSING MANAGER, +1.707.428.2800
WWW.JELLYBELLY.COM

With over 14 billion Jelly Belly jelly beans enjoyed across the globe every year, Jelly Belly Candy Company manufactures one of the world's most famous and loved jelly beans. Its strategic, 10-plus year licensing program brings to life the unique bean shape, along with the fun, flavor, scents and colors of the brand. Numerous product categories include fashion accessories and apparel, candles and home fragrances, kitchen appliances and accessories, bath and body products and uniquely flavored and scented food/beverage products. Important initiatives in 2015 for the Jelly Belly licensing program included the launch of Jelly Belly scented pillows nationwide in the U.S., as well as a re-launch of scented health and beauty aid products across mass and specialty accounts.

2015 saw two new licensees launch in the U.K.—a frozen ice-lollies partner, along with a cupcake range, both of which launched in two of the U.K.’s leading supermarkets. With nearly 40 best-in-class partners in 49 territories globally, Jelly Belly’s licensed products are available in more than 40,000 retail doors across all channels including food, drug, mass, convenience and specialty. Top retail partners include Target, Walmart, Rite-Aid, Kroger, Safeway, Fred Meyer, Ahold, Costco, Kohl’s, Bed Bath and Beyond, Meijers and Michael’s in the U.S.; and Costco, HBA, Tesco, Sainsbury’s, Primark, ASDA, Halfords, Boots and ASOS internationally. 2015 was an incredibly strong development year for the Jelly Belly licensing program with a total of 12 new partners launching across North America, Asia and the U.K. The Jelly Belly licensing program continues to expand its food and beverage, fragrance, home and gift, electronic and automotive accessory presence through quality partnerships and geographic expansion. Top licensing initiatives in 2016 and beyond will include sparkling beverages and ice cream programs, alongside fashion accessories and further developed tech and car accessories internationally. The U.S. will see the continuation of multi-faceted fragrance offerings and health and beauty products, while focusing on expanding its food and beverage space with frozen dessert innovation and high-profile in-store-bakery products.

149 GENIUS BRANDS INTERNATIONAL

\$50.9M (OCQB: GNUS)

STONE NEWMAN, PRESIDENT, GLOBAL CONSUMER PRODUCTS,
+1.310.273.4222

WWW.GNUSBRANDS.COM

Genius Brands International’s top licensed properties for 2015 include Baby Genius, which was re-launched last year with fresh characterizations, new entertainment content and more than 40 new products available on Amazon.com; the adventure comedy series Thomas Edison’s Secret Lab, available on Netflix, public broadcast stations and GBI’s Kid Genius channel on Comcast’s Xfinity on Demand reaching 21 million households; the animated movie Stan Lee’s Mighty 7, which is the first project from Stan Lee Comics, a joint venture with Stan Lee’s POW! Entertainment, and features an all-star voice cast led by Lee; and Warren Buffett’s Secret Millionaires Club, created with and starring investor Buffett himself. Additionally, GBI’s wholly owned subsidiary A Squared Entertainment, a brand management and licensing company that represents third-party properties across a broad range of categories in territories around the world, represented From Frank, a humor greeting card and product line; and Celessence Technologies, a microencapsulation company. GBI prides itself on its broad and diverse range of licensing and retail partners, each of which add a unique dimension to the overall licensing efforts of the company and its brands. Among the most significant brand retail partnerships are the Baby Genius partnership with Amazon and the A Squared subsidiary division that has developed retail partnerships for Celessence with Stride Rite and which introduced an innovative solution to combat malodor in children’s shoes; developed its partnership with Build-A-Bear Workshop, adding yet another innovative dimension to personalizing plush toys with scent for Valentine’s

Day; and a co-branded partnership with candy brand Jelly Belly that introduced scented pillows that were available at Costco during Easter. Genius Brands has also developed relationships for Celessence with big box retailers such as Target, Walmart, Costco, Toys ‘R’ Us and AutoZone. Growth in 2016 will be driven by Llama Llama, based on the children’s book series; and SpacePOP, an original new music and fashion-driven brand for tween girls developed by GBI featuring original music produced by Ron Fair, Han Lee’s original character designs and stories from Steve Banks. Anna Dewdney’s Llama Llama book series has sold more than 9.4 million units, has been translated into eight languages and earned the No. 1 spot on the New York Times best-sellers list. NCircle Entertainment is launching GBI’s Llama Llama animated series on DVD to coincide with licensed product launches including toys from Kids Preferred, along with games, apparel, accessories, bedding and healthy snacks and meals. Producing 100-plus animated music videos for SpacePOP, GBI is distributing content digitally to align with tweens mobile-driven world. Global master publisher, Imprint, part of Macmillan Children’s Publishing Group, will launch Not Your Average Princesses, a novel with graphic novel inserts in July 2016, in addition to products from Jaya Apparel, H.E.R. Accessories, Bare Tree Media emoticons, Canal Toys craft and activity kits and a line of bedding and room décor from Franco Manufacturing.

150 BOY SCOUTS OF AMERICA

\$49M (PRIVATE) (NON-PROFIT)

GREG WINTERS, MANAGER, LICENSING PROGRAMS, +1.800.323.0732
WWW.LICENSINGBSA.ORG

The Boy Scouts of America offers different licensed properties, both values and lifestyle driven, each with a different demographic focus. One of the key licensed properties for retail in 2015 was Pinewood Derby. This property targets youth and skill building. The Boy Scouts of America has achieved tremendous success in growing the Pinewood Derby program at major craft, hobby, book, and hardware retailers. In 2015, the BSA launched a co-branded Ford F-150 SVT Raptor and 2015 Ford Mustang GT Pinewood Derby kits with Revell. Among the newest properties launched is Be Prepared, which is the motto of the Boy Scouts of America. The target audience for Be Prepared licensed products encompasses every age group and product categories where readiness and preparedness are important considerations. In the outdoor sporting goods category, licensed products such as Medline Industries (Curad) Be Prepared first aid kits, Bug Band Be Prepared insect repellent and Polar Bottle Be Prepared water bottles have all been introduced online and through regional specialty and sporting goods retailers. The Boy Scouts of America has more than 50 million living alumni in the U.S. Its goal is to create or develop new licensed products to reconnect with alumni and those with an affinity for the Boy Scouts of America in relevant ways through their daily activities. Continued expansion of the Be Prepared and Pinewood Derby brands will be at the core of expansion initiatives in the near-term. Long term, the Boy Scouts of America will look to expand into other licensed product categories with emphasis on skill building, outdoor play and other active lifestyle opportunities that may fit well with the mission of the organization.

What would your tax return look like if there was no IRS?

It would look like *fiction*! Royalty statements, like tax returns, require people to prepare them according to a non-fiction set of rules. When oversight is nonexistent or sporadic, human nature causes lines to blur. Aggressive positions are taken, diligence and care suffer, and mistakes occur. When you combine the issues that stem from a lack of oversight with all of the other complexities associated with preparing accurate royalty statements, chances are your royalty statement will be fiction! The U.S. uses the IRS to ensure compliance. Who do you use?

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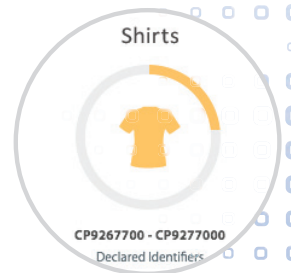
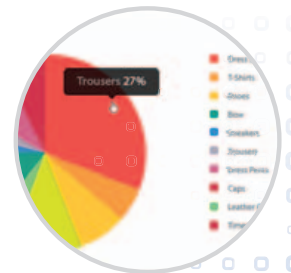
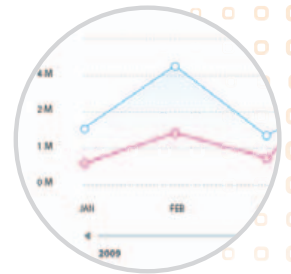
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Now in its 36th year, Licensing Expo is heading into next month's Vegas event with more features than ever before, which translates to more opportunity for exhibitors and attendees.

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Las Vegas is set to become the epicenter of the licensing industry next month as Licensing Expo again returns to the Mandalay Bay Convention Center. Kicking off June 21, the industry's largest and most influential annual three-day event will bring together more than 16,000 retailers, licensees, manufacturers, distributors and licensing agents from around the world.

Highlights for the 2016 show are many and include an innovative matchmaking service, a spotlight on international and niche companies, educational opportunities, unique industry insights, immersive activations and even some good old-fashioned fun via the Opening Night Party.

"Licensing Expo will be filled with exciting features for show veterans and first-timers alike," says Jessica Blue, senior vice president, licensing, UBM. "From the debut of our free matchmaking service, to the continued growth of international brands' presence and the stunning new venue for the opening night party sponsored by the International Licensing Industry Merchandisers' Association, there's so much more to experience at this year's show."

Matchmaking

New to the Expo this year is a matchmaking service, hosted by UBM Licensing, organizers of Licensing Expo. The service connects attendees and exhibitors to each other via a searchable online platform that opens the door to new contacts and creates opportunities that may not have been considered.

The service, which is fee-based but free to all attendees and exhibitors of Licensing Expo 2016, will be complemented by hands-on matchmaking professionals who will be available both on-site and ongoing throughout the year.

Targeted Pavilions

To truly represent the increasingly global scope of brands today, Licensing Expo will represent several target markets on the show floor in specially designated pavilions.

Two new Asian pavilions will join the show floor this year—the Hong

Kong Pavilion, which will house several region-specific companies; and the Taiwan Pavilion, organized by the New Taipei City Computer Association—and China's influence will again reflect its growing presence in the marketplace.

China ACG Group will oversee the China Pavilion this year and has promised several can't-miss events throughout the show including an opening ceremony as well as a seminar on Chinese animation and licensing.

"The China Pavilion is organized by China ACG Group and operated by ACG-IP Trading Centre. The pavilion focuses on enhancing the value of famous Chinese ACG original brands and characters in the international market. With an on-site team in place to assist, the China Pavilion staff will provide consultation at Licensing Expo for exhibitors and attendees who are interested in learning more about the growing licensing opportunities in China," says Tuo Zuhai, chairman, China ACG Group.

Stay tuned for more news on even more international companies joining the Expo.

Expo will also play host to a Geek Culture Pavilion, which is a designated floor space for like-minded companies in the cult film, horror, monster and comic-adjacent space. Companies participating in the brand-new pavilion include Synthesis Entertainment, Lugosi Entertainment, Lon Chaney Estate and Famous Monsters of Filmland.

Licensing University

For newbies to the licensing industry or those looking to deepen their category expertise, Licensing University, presented by LIMA, will offer 27 sessions on topics ranging from retail strategies to the legal implications of licensing, all led by the industry's leading minds.

Licensing University will open on June 20 and run through June 23. The conference sessions cost \$175 for general admission and \$150 for LIMA members. For more information or to register, visit LicensingExpo.com/LicensingUniversity.

Digital Media Summit

To help navigate and take advantage of

new, existing and emerging opportunities in brand extensions, Licensing Expo will again host the Digital Media Licensing Summit, a day-long panel of seminars that will take an in-depth look at online content creators and how to leverage for licensing the success brands are experiencing on YouTube.

The program for the 2016 Digital Media Licensing Summit will focus on how to measure the success of these types of brands and will examine real-life success stories. It will be broken down into two tracks—Defining the Landscape and Evaluating Digital Properties.

Speakers will be announced soon, so stay tuned.

One-Time Only Activations

Sports licensing accounts for more than \$30 billion in retail sales worldwide, according to *License! Global's* Top 150 Global Licensors report, and set to represent a piece of the industry at Expo is the NFL Players Association, via its licensing and marketing arm NFL Players Inc., in the brand-new Sports Activation Zone.

The immersive activation is designed to connect licensees with NFL players and give attendees the chance to join in the fun and compete for prizes by going head-to-head with professional athletes in a variety of competitions, photo opportunities, video game challenges and more.

Connect off the Floor

While the foundation of Licensing Expo is signing and closing deals, you have to blow off a little steam, right?

The Licensing Expo 2016 Opening Night Party is the place to celebrate the kick-off of the annual industry event while networking in an open-air venue.

Sponsored by LIMA, this year's party will take place June 21 at the Tropicana Las Vegas at its recently renovated Havana Room and Sky Beach Club. The evening will also feature entertainment by Winter Dance Party, a tribute show that commemorates the 1959 tour of rock legends Buddy Holly, The Big Bopper and Ritchie Valens, all courtesy of C3 Entertainment. ©

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41 Entertainment
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41E is a global animation company engaged in production and distribution of animated television properties for Kong-King of the Apes, Tarzan & Jane and Super Monsters. 41E holds an exclusive global license for PAC-MAN and the Ghostly Adventures and acts as a licensing and merchandising agent for Classic PAC-MAN and Classic Tarzan.



4K Media
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Jennifer Coleman, vice president, licensing and marketing
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 4K Media, a brand management company and wholly owned subsidiary of Konami

Digital Entertainment, currently manages the licensing, production and distribution of the Yu-Gi-Oh! franchise outside of Asia. 4K Media is also expanding its licensing and production to incorporate other brands, including the recently announced representation of Rebecca Bonbon.

A+E Networks
www.aenetworks.com
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Diana Abehssera, director, brand licensing
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The A+E Networks portfolio includes HISTORY, Lifetime, A&E and FYI and offers a unique opportunity to reach male and female audiences with a passion for great storytelling, on and off the screen. Its branded products give viewers a 360 experience, extending their relationship with the shows and characters they love.



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Aardman Rights are renowned for developing and building enduring character brands across all media. The company specializes in marketing and realizing the commercial potential of their properties in a way that celebrates and respects its intrinsic creative values. They have recently acquired third party representation for a number of top children's brands.



GP ACG-IP Trading Centre
www.acglicensing.com
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ACG-IP Trading Centre (Animation Comic Games) is a trading section of ACG comprehensive service platform. ACG-IP is committed to establishing a standard ACG-IP trading environment to help its members settle disputes in IP related business and assist their development of all kinds of companies in this industry.



Act III Licensing
www.actiiilicensing.com
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Act III Licensing has been building brands and taking clients into creative product lines and revenue streams for more than 10 years. Clients include entertainment and music properties, iconic brands, book authors, personalities and corporate brands. Act III's management includes licensing, marketing and financial expertise with worldwide representation in key territories.



GP Activision
www.activision.com
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More than a global supplier of printing and packaging products, Akey Group is a trend-spotter, helping clients envision and select design and finishing that complements their brand promise of aesthetically stunning and functionally superior products.



Alchemy Licensing

www.alchemylicensing.com

Booth: H61

Georgia Phillipson, licensing manager; Geoff Kayson, chairman designer

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Alchemy, established for over 37 years



includes designers, artists and manufacturers and is one of the only recognized worldwide brands in Gothic, fantasy and alternative culture. It offers a vast library of Alchemy's complete works.



American Greetings Entertainment

www.agpbrands.com

Booth: N204

Janice Ross, head of licensing

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Entertainment is

the intellectual

property, entertainment and outbound licensing division of American Greetings Corporation and develops multi-platform entertainment franchises across media channels with extensive consumer merchandising programs that immerse children and adults in brands they love. AGE's portfolio of brands includes Care Bears, Madballs, Holly Hobbie and more.



American Mensa

www.americanmensa.org

Booth: H95

John McGill, national marketing director

T: 817-607-0060

E: johnm@americanmensa.org

American Mensa

is the high IQ organization that

partners with

smart brands, products and initiatives that celebrate intelligence. Working with American Mensa is pure genius!



Art 2 License

www.art2license.com

Booth: G76

Renee Spencer, agent

T: 336-689-7621

E: renee@art2license.com;

larry@art2license.com

Art 2 License is the link between the artist and the manufacturer. Manufacturer's need brilliant art to assist in creating cutting-edge products that sell to the masses. Clear communication is imperative. Art 2 License both has a job to



do in creating successful product lines and reaching shared goals.



Art Brand Studios

www.artbrandstudios.com

Booth: D134

Kristen Barthelman, vice president, licensing

T: 408-201-5273

E: k.barthelman@artbrandstudios.com

Art Brand Studios publishes and distributes the work of Marjolein Bastin and Thomas Kinkadee through a global network of galleries, direct response television, theme parks and cruise ships.

Art in Effect

www.artineffect.com

Booth: G79

Maurice Middendorf, president

T: 386-785-3712

E: mauruarend@gmail.com

Art in Effect is a small interactive art production company based in Orlando, Florida. It specializes in concept designs transcending a variety of products. It offers illustration services to the gaming, medical, film, and television industries, meeting a wide variety of industry needs.



Art Makers International-AMI!

www.amifineartlicensing.com

Booth: G87

Leslie Brewin, president

T: 727-343-2800

E: les@artmakersintl.com

Art Makers International has over thousands of designs available for licensing. AMI! represents Vicky Howard, Designs by Current, Morehead, Susan Heuer, Gina Jane, Working Girls and Patty Krizan. Art



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ranges from traditional to fun graphics plus adorable children and animal designs.

Atlantya Entertainment

www.atlantya.com

Booth: L241

Marco Piccinini, licensing manager

T: +39 02 43001013

E: marcopiccinini@atlantya.it

Atlantya Entertainment is Italy's premiere trans-media entertainment company. Atlantya maintains production and distribution of the TV series, and this year established new division Atlantya Live. The licensing division manages the international licensing initiatives for all the Geronimo Stilton and Bat Pat brands and any character spin-offs.

GP Automobili Lamborghini

www.lamborghini.com

Booth: C118

Elisa Mignini, licensing manager

T: +39 051 6817980

E: elisa.mignini@lamborghini.com

Automobili Lamborghini is not only supersports cars like Aventador, Huracán and Veneno—it's much, much more. A wide range of trendy articles branded with the Raging Bull developed under license with major international market leaders exemplifying the key values of Lamborghini—lifestyle, hyper technologic, absolute and pure.



The Awkward Yeti

Booth: C105

Nick Seluk, owner and creator

T: 248-231-5957

E: theawkwardyeti@gmail.com

The Awkward Yeti are webcomics about life and science, featuring the New York Times best-selling Heart and Brain. It creates unique products with an emphasis

on medical themes, including organ character ID badge reels and plushies.

GP Bandai Namco Entertainment

www.bandainamcogames.co.jp/english

Booth: A204

Michiko Kumagai, chief

E: Maiko_Azuta@

bandainamcogames.co.jp;

intl-licensing@rd.bandainamcoent.co.jp

BANDAI NAMCO

Entertainment, a part of BANDAI NAMCO Holdings, is a leading global publisher and developer of interactive content for platforms including all major video game consoles, PC and mobile, with marketing and sales operations worldwide.



GP BBC Worldwide

www.bbcworldwide.com

Booth: O192

Deborah Schonfeld, director, publicity

T: 212-705-9498

E: deborah.schonfeld@bbc.com;

Shannon.Cuthbert@bbc.com

BBC Worldwide

North America is the main commercial arm and wholly owned subsidiary of the British Broadcasting Corporation operating in the U.S. and Canada. The company operates four businesses in the territory—linear and digital content sales and co-productions, consumer products, BBC.com and two production divisions.



GP Beanstalk/Tinderbox/Blueprint

www.beanstalk.com

Booth: G156

Debra Restler, vice president, business development

T: 212-303-1146

E: debra.restler@beanstalk.com; beanstalk@beanstalk.com

Beanstalk, a global brand extension licensing agency, offers services including brand representation, manufacturer representation, retailer partnerships, creative services, approvals management, legal and financial services and royalty auditing. Its consultant division is Blueprint—Powered by Beanstalk. Tinderbox is its digital media entertainment and gaming division.

Beijing Hutoon Animation Ltd. Company

www.donghuabang.com

Booth: G95

Si Shuolu, manager

T: +86 10 59789145

E: ssl@hutoon.com



Beijing Hutoon Animation Ltd. Company offers a full range of platforms for the content, business and operation of Internet brands. The company is committed to creating animation brands with influential market power. It will provide creative capital, professional guidance, media promotion, market operation, brand agency and other services for young and energetic animators.



Benton Arts

www.jimbenton.com

Booth: J67

Kristen LeClerc, coordinator

T: 248-312-8713

E: kristenleclerc@yahoo.com;

jkbenton@aol.com

Jim Benton is an author, artist and creator of licensing hits. His It's Happy Bunny has generated over \$775 million dollars at retail,

and he is a five-time LIMA award winner. His books are New York Times best-sellers.

Big Blue Bubble

Booth: A100

Cindy Chau, licensing manager

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E: cindych@bigbluebubble.com

Big Blue Bubble one of Canada's largest independent mobile gaming companies, founded in 2004 and headquartered out of London, Ontario, Canada, with its U.S. offices based in San Francisco. With 100-plus games in its portfolio, the company is best known for top-grossing game franchise and original IP My Singing Monsters.

Big Tent Entertainment

www.bigtent.tv

Booth: E226

Rich Maryyanek, chief marketing officer

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E: richm@bigtent.tv;

info@bigtent.tv

Big Tent Entertainment

is a marketing agency

specializing in licensing, management and product development for intellectual properties and consumer brands.

Established in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising.



Billboard + The Hollywood Reporter

www.billboard.com; www.

billboardmusicstore.com; www.

hollywoodreporter.com

Booth: F114

Francisco Arenas, senior vice

president, business development and licensing

T: 212-493-4197

E: francisco.arenas@billboard.com

Billboard is one of the world's most trusted and iconic music brands that defines industry trends with an authoritative voice and brings experiences to life for brands and fans everywhere. The Hollywood Reporter is one of the most influential and definitive voices in high-end entertainment with unprecedented access to Hollywood's news, fashion and lifestyle.

Blaylock Originals

www.blaylockoriginals.com

Booth: H85

Harold Blaylock, sales and licensing

T: 480-834-5092

E: haroldb@blaylockoriginals.com

Ted Blaylock is a nationally known wildlife and western artist and is known as one of the premier eagle and train artists of this day. Blaylock's originals are in private collections as well as licensed to top companies such as The Bradford Exchange, Mead, Masterpiece Puzzles and more.

Blizzard Entertainment

www.blizzard.com

Booth: M226

Matthew Beecher, vice president, global business development

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E: mbeecher@blizzard.com;

pr@blizzard.com

Blizzard Entertainment is a premier developer and publisher of entertainment

software. After establishing the Blizzard Entertainment label in 1994, the company quickly became one of the most popular and well-respected makers of computer games. Blizzard Entertainment has maintained an unparalleled reputation for quality since its inception.



Boy Scouts of America

www.licensingbsa.org

Booth: F142

Greg Winters, manager, licensing programs

T: 800-323-0732

E: greg.winters@scouting.org; licensing@scouting.org

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship and develops personal fitness.



Brand Central

www.brandcentralgroup.com

Booth: D124

Ross Misher, chief executive officer

T: 310-268-1231

E: info@brandcentralgroup.com

Brand Central is a premier global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation and brand creation to some of the world's most recognized brands.



BRANDCENTRAL

THE BRAND LIAISON
OPENING DOORS. CLOSING DEALS.

The Brand Liaison

www.thebrandliaison.com

Booth: E154

Steven Heller, president

T: 954-433-2833

E: steven@thebrandliaison.com

The Brand Liaison is a top tier licensing agency representing both licensors and licensees. Clients include Stephen Joseph, Felina/Jezebel, Jazwares' Tube Heroes, Rooster Teeth, RWBY, Route 66, Robert

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Irvine, David Tuter, Tom Bury, Jordan Maron, Captain Sparklez, Loudmouth, iGeneration, Debra Valencia, Assaf Frank Photography and Synergy Licensing showing Laura Ashley.

Brand Sense Partners

www.bsp.com

Booth: C124

Monica Hallinan, president

T: 310-867-7222

E: mhallinan@bsp.com; hello@bsp.com

Brand Sense Partners is a full-service boutique licensing and marketing agency based in Santa Monica, Calif. BSP works hand-in-hand with clients from diverse industries, from entertainment to sports to consumer products, and it tailors its approach to each.



Brandgenuity

www.brandgenuity.com

Booth: A154

Rachel Humiston, senior brand director

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Brandgenuity is a leading independent brand licensing agency, ranked among the top 15 licensing agencies worldwide. Brandgenuity extends iconic brands into new categories, building awareness and generating incremental revenue. Licensing services include strategic planning, prospecting, legal support, contract negotiation, retail development and assisting manufacturers in strategic acquisition of licenses.

Bravado International Group

www.bravado.com

Booth: Q244

Jaison John, director, licensing

T: 212-445-3534

E: jaison.john@bravado.com; licensing@bravado.com

Bravado is the leading global, full service merchandising company that develops and markets high quality licensed merchandise to a worldwide audience, with offices in 45 countries with over 400 employees worldwide.



Brazilian Brands

www.brandsbr.com

Booth: S234

Bianca Padilha, project manager

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E: bianca@abral.org.br

The Brazilian Licensing Association (ABRAL) is a non-profit entity which brings together all business platforms in Brazil—licensors, agents, licensees, manufacturers, distributors and retailers among other sectors directly or indirectly involved with the brand licensing market, image or intellectual and artistic property trademark.



BroadTeck (Dong Guan) Co.

www.broadteck.cn

Booth: A137

Ak Lai, marketing director

T: +86 769 28565299

E: ak.lai@broadteck.cn

Buffalo Works

www.thebuffaloworks.com

Booth: E108

Joanne Olds, president

T: 612-910-4057

E: jolds@thebuffaloworks.com

The Buffalo Works is the 30th largest global licensing agency with 25-plus years experience on all three sides of the retail business—



buying, manufacturing and licensing. This 360-degree experience allows the company to deliver effective results. Last year, its clients sold more than \$244 million in retail sales.



C3 Entertainment

www.c3entertainment.com

Booth: C226

Ani Khachoian, executive vice president, licensing, merchandising and distribution

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C3 Entertainment is a worldwide licensor of classic, contemporary, celebrity and iconic brands. C3 is also in the motion picture and TV production business and is a worldwide content distributor for 1,000-plus titles. C3 is brand owner of The Three Stooges.

Candlewick Press

www.candlewick.com

Booth: E105

Mary McCagg, director, licensing

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E: mary.mccagg@candlewick.com; licensing@candlewick.com

Candlewick publishes outstanding children's books



for readers of all ages, including books by award-winning authors and illustrators such as New York Times best-selling author, Kate DiCamillo, the widely acclaimed Judy Moody series and favorites like Guess How Much I Love You and Maisy. Candlewick is part of the Walker Books Group,

CAPCOM

www.capcom.com

Booth: F62

John Diamonon, director, licensing and consumer products

T: 650-350-6533

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Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PC's, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises Resident Evil, Street Fighter, Mega Man and Devil May Cry.

Capital One Spark Business

www.capitalone.com/tradeshows

Booth: C71

Gayle Kukorlo, senior manager, trade shows

T: 804-366-4778

E: spark.tradeshow@capitalone.com

Capital One Spark business card offers unlimited 2 percent cash back. Apply at the Spark booth and earn a one-time bonus of \$500 after spending \$4,500 on qualified purchases in the first three months.

GP Capsubeans

www.capsubeans.com

Booth: B133

Ricky Lai, director

T: +85 2973 34497

E: rickylai@rikkimobile.com; hello@capsubeans.com

Its cartoon character Capsubeans was officially launched in May 2015, mainly focusing on funny social media contents, short animations and in-house product design.

Capsubeans are shaped like beans and they are born from what we know as capsule machines, and therefore they are called the Capsubeans.



GP Cartoon Network Enterprises

www.cartoonnetwork.com

Booth: D170

Lauren McCabe, director, PR

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E: lauren.mccabe@turner.com; licensinginfo@cartoonnetwork.com

Cartoon Network Enterprises is the global branding and merchandising arm of Cartoon Network and Adult Swim. The division is responsible for building consumer products and merchandising programs for the networks' award-winning original programming, brands and characters.



Cat Create anew thing

Booth: G77

Linda Tenn, co-founder/imaginor;

Larry Mudersbach, manager

T: 928-274-1003

E: linda@createanewthing.com

Be dazzled by Cat Create anew thing's new art, designs and illustrations of the imaginor because you can discover mysteries and treasures for beloved felines, earthlings and more. Guaranteed to feel out of this world cat cute. ^..^

Caterpillar

www.cat.com

Booth: J98

Lesley Godby, program manager

T: 309-494-4776

E: godby_lesley_m@cat.com

For 90 years, Caterpillar Inc. has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. Caterpillar has embarked on ambitious licensing efforts throughout its history to help the brand grow beyond its roots.



CBS Consumer Products

www.cbsconsumerproducts.com

Booth: S202

Bill Burke, vice president, marketing

T: 212-975-7537

E: bill.burke@cbs.com; liz.kalodner@cbs.com

CBS Consumer Products leads worldwide licensing for more than 200 properties. The diverse portfolio offers multi-generational opportunities across categories, from the iconic Star Trek franchise to primetime series NCIS, The Good Wife and Penny Dreadful, and classics such as The Twilight Zone, Cheers and Mighty Mouse.

GP Centa IP

Booth: B204

Colin McLaughlin, vice president, licensing and sales

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E: colin.mclaughlin@centaip.com; kelli.corbett@centaip.com

Centa IP is a premier global licensing company representing new and exciting children's entertainment and design, lifestyle and luxury properties that delivers innovative, world-class licensing solutions. Its industry expertise includes retail sales/merchandising, franchise planning, marketing, product development, new media activation, analytics and licensing.

Cherokee Global Brands

www.cherokeeglobalbrands.com

Booth: J140

Deven Travelstead, senior vice president, marketing

T: 818-908-9868

E: devent@cherokeeglobalbrands.com

Cherokee Global Brands is a global brand marketing platform that manages a growing portfolio of fashion and lifestyle brands across multiple



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consumer product categories and retail tiers. The company currently maintains license and franchise agreements with leading retailers and manufacturers in more than 50 countries in over 7,000 retail locations.



中国动漫集团

CHINA ANIMATION COMIC GAME GROUP

China ACG Group

www.acgnet.cn

Booth: N236

Cui Wen, director, international business department

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E: isabelcui0621@163.com

China ACG Group is committed to serve the R&D incubator, investment and financing, intellectual property exchange, marker space, exhibition service, think tank consult and international promotion.

China Art and Cultural Properties

www.culturetrade.com.cn

Booth: J84

Feng Lan, vice president

T: +86 21 58697777

E: fenglan@soict.com.cn;

renyibiao@soict.com.cn

Authorized by the Ministry of Culture of the People's Republic of China in 2011, The National Base for International Cultural Trade is established as the country's first base at the national level for international cultural trade, and the only entity that provides public services to operate in the China (Shanghai) PilotFreeTradeZone.

Contract Jewelry Manufacturer

www.licensed.jewelry

Booth: H93

Scott Janiak-Ross, jeweler

T: 562-436-7237

E: skinydogdesign@gmail.com;

matthew@edco.net

Contract Jewelry Manufacturer is a U.S. owned and operated jewelry



design and manufacturing company with more than 50 years experience in the industry. Whether you're a licensee, licensor, artist or agent, the company can help you with the development of a licensed jewelry or accessory line. Five pieces to 5 million—no job is too big or too small.

Cosmopolitan

www.cosmopolitan.com

Booth: G108

Adam Cooper, licensing director

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Reaching an audience of 120 million touch points each month and published in more than 60 countries, Cosmopolitan is the handbook for millions of fun, fearless females all over the world.

CPLG North America

www.cplg.com

Booth: O236

Phyllis Ungerleider, senior manager, product development

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CPLG is one of the world's leading entertainment, sport and brand licensing agencies with offices in the U.K., Benelux, France, Germany, Italy, Spain, Sweden, Poland, Middle East, Greece, Turkey and the U.S. Owned by DHX Media, CPLG has more than 40 years of experience in the licensing industry.

Crayola Properties

www.crayola.com

Booth: F53

Eric Karp, general manager

T: 914-486-1285

E: ekarp@crayola.com

Crayola is the world's leading creator of art and stationery products. Create, dream, draw!

GP Creative Licensing Corporation

www.creativelicensingcorporation.com

Booth: C187

Stephanie Marlis, director, digital media

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E: stephanie@creativelicensingcorporation.com

creativelicensingcorporation.com

Creative Licensing

is a full service independent merchandise

licensing agency

that specializes in long-term brand development. Founded in 1982, Creative Licensing currently represents a large catalogue of iconic 1980's and 1990's films for worldwide partnerships.



GP Curtis Licensing

www.curtislicensing.com

Booth: L214

Cris Piquinela, business development director

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E: cris@curtislicensing.com;

mwaldner@curtislicensing.com

Curtis Licensing

is the licensing arm for The Saturday Evening Post magazine and its family of

publications including Jack and Jill, Country Gentleman and many others. It owns an archive of more than 10,000 illustrations, articles, photographs and children's stories that it licenses yearly for merchandise publishing and promotional programs worldwide.



Danita Delimont Stock Photography

www.danitadelimont.com

Booth: F84

Savanah Plank, office manager

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danita@danitadelimont.com

Danita Delimont Stock Photography represents



more than 300 world-class photographers and several international agencies. Many of its photographers are universally recognized as specialists in specific geographic locations or subject matter, providing extensive breadth and depth within the agency's areas of focus. Specializing in travel, landscape, wildlife and fine art photography.

Danken Enterprise Co.

www.danken.com.tw

Booth: B90

Julie Huang, sales representative

T: +886 2 28883070

E: gsox@danken.com.tw

Danken Enterprise Co. is a professional



OEM and

ODM manufacturer in the hosiery field established in 1985. Its product range includes socks, supporters, pantyhose and gloves. To upgrade socks and meet different purposes, it is also devoted to using various functional yarns as material.

GP DeLiSo: Sophie la Girafe

www.sophielagirafe.fr

Booth: L230

Maude-Sophie Guerret, licensing coordinator

T: +33 0 4 50 01 0620

E: maudesophie.guerret@vulli.fr;
info@deliso.fr

Founded in 2011 following consumer

demand for Sophie la girafe licensed products, DeLiSo, development licensing for Sophie la girafe, is in charge of the worldwide licensing rights of one of the most famous baby toys in the world. To stay close to Sophie's history, the office is located directly in Vulli's factory in France.



Dependable Solutions

www.dependablerights.com

Booth: M236

Samantha Gunther, marketing coordinator

T: 424-277-5191

E: sgunther@dependablerights.com;
sales@dependablerights.com

Dependable Solutions provides contract management, royalty processing, product approval, contract workflow and reporting tools to licensor, agents and licensees worldwide, with offices in the U.K. and the U.S. Its web-based systems consolidate all your brand information, associated financials and creative approval transactions into an easy to use, secure system.

Design Plus

www.dplicensing.com

Booth: E107

Carol Janet, chief executive officer

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E: carol@dplicensing.com

Design Plus is a licensing boutique, headquartered in the U.S. with associates worldwide. Design Plus builds brand awareness and consumer loyalty for brand owners through carefully designed licensing programs, best-of-breed manufacturers and select product categories that strengthen the brand at retail.



DHX Brands

www.dhxmedia.com

Booth: O236

Liz Thompson, director of marketing

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dhxbrands@dhxmedia.com

DHX Brands is the dedicated brand management and consumer products arm of DHX Media, specializing in creating, building and maintaining high profile global entertainment brands within the children's and young adult markets.

Dimensional Branding

www.dimensionalbranding.com

Booth: F134

Larry Seidman, chief executive officer

T: 415-595-5610

E: larry@dimensionalbranding.com

Dimensional Branding Group is a brand extension agency that specializes in licensing, promotion and business development services with expertise in the digital and interactive categories. By fusing extensive licensing experience, marketing research, promotional expertise and fresh ideas, DBG creates high-impact initiatives that bring together the right people, companies and brands.



GP Discovery Consumer Products

www.discoveryglobalenterprises.com

Booth: U234

Holly Bone, vice president

T: 240-662-4293

E: holly_bone@discovery.com

Discovery Consumer Products builds strong alliances with the world's most respected manufacturers and retailers to create compelling products and

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experiences across the portfolio of Discovery Communications' brands and properties. Discovery Consumer Products brings the brands of the world's No. 1 pay TV programmer to consumers around the world.

Distroller

www.distroller.com

Booth: C188

Gabriela Pavon, licensing director

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E: gaby.pavon@distroller.com;

contacto@distroller.com

Distroller communicates with anyone from 1- to 102-years-old with a unique and innovative graphic style, all in a world full of color. Distroller finds the extraordinary in the ordinary and invites you to take life with attitude and have fun with your day-to-day monotony.

GP Dorna Sports

www.motogp.com

Booth: D142

Phaedra Haramis, licensing manager

T: +34 934738494

E: phaedraharamis@dorna.com

Dorna Sports is a sports management company and is the exclusive rights holder of the FIM Road racing World Championship Grand Prix, known as MotoGP.



Dr. Krinkles

www.drkrinkles.com

Booth: M245

Josh Jay Fields, president

T: 770-238-6786

E: krinkleslaboratory@gmail.com

Dr. Krinkles is full of some of the most innovative and creative properties. Enjoy its unique brands filled with iconic characters.



Dr. Seuss Enterprises

www.seussville.com

Booth: K236

Susan Brandt, president, licensing and marketing

T: 858-459-9744

E: licensing@drseuss.com

Dr. Seuss Enterprises manages the classic literary-based children's property that celebrates reading, self-confidence and the wonderful possibilities of a child's imagination. Dr. Seuss is considered the world's best-selling children's book author who wrote and illustrated 45 books. Over 650 million books have been sold in 95-plus countries and in more than 17 languages.



DREAMWORKS

GP DreamWorks Animation

www.dreamworksanimation.com

Booth: U200

Matt Lifson

T: 818-695-6576

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pr@dreamworks.com

DreamWorks Animation creates high-quality entertainment, including animated feature films, television series and live entertainment properties for audiences around the world. The company has released 32 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss in Boots and The Croods.

Edge Americas Sports

www.edgeamericassports.com

Booth: D62

Jeffrey Whalen, chief executive officer

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E: jwhalen@edgeamericas.com

Edge Americas Sports' focus is football or soccer and its aim is to create the most inspired consumer products available—products that add to the celebration and emotion of that one moment, beautifully designed and abundantly available. It licenses consumer products for championship football teams. Its founders built the marketplace for these products.

Eduwear

www.eduwearonline.com

Booth: E85

Nikki Mace, owner

T: 216-288-1157

E: nikki.mace@eduwearonline.com

Eduwear provides educational clothing



designed to focus on the child's intellectual, social and emotional development. Its shirts work in conjunction with interactive patches, a lesson plan to guide the parent, worksheets, manipulatives and games to take learning to a new level.

Electronic Arts

www.ea.com

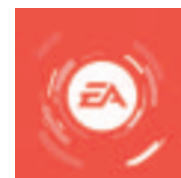
Booth: O244

Nancy Stimson, licensing coordinator

T: 650-628-7846

E: nstimson@ea.com

Electronic Arts has been driven by a deep passion for making the world's best games and putting its players first in everything it does. Its unique portfolio of rich game franchises includes Battlefield, Mass Effect, Titanfall, EA Sports, Need for Speed, Plants vs Zombies and many more.



The Elf on the Shelf

www.elfontheshelf.com

Booth: C220

Helen Bransfield, executive director, licensing

T: 203-557-0310

E: helen@elfontheshelf.com

Approaching 10 million books sold. The Elf on the Shelf has captured the hearts of children everywhere who have embraced the magic of adopting their very own scout elf sent by Santa Claus.



El Salvador Pavilion

www.proesa.gob.sv

Booth: B104

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E: cmendoza@proesa.gob.sv; exportaciones@proesa.gob.sv

Proesa is the leading institution for exports and investment promotion and for public-private partnerships in El Salvador.

GP Emoji—the Iconic Brand presented by Global Merchandising

www.globalmerchservices.com

Booth: A122

Mary Kean, director, licensing

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E: mary@globalmerchservices.com

Global Merchandising Services are music artist, celebrity and brand merchandise experts. Headquartered in London and Los Angeles, Global executes and delivers business through all channels of retail distribution, live events, web stores, pop-up stores, brand origination and development, sponsorship, endorsements and third-party licensing.

EndemolShine NorthAmerica

Endemol Shine North America

www.endemolshine.us

Booth: O252

Ilona Runge, licensing coordinator

T: 323-790-8122

E: ilona.runge@endemolshine.us

Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe.

ENS Global Marketing

www.b-duck.com

Booth: B135

Polam Kwok, licensing executive

T: +852 246 99599

E: polam.kwok@ensgm.com; info@ensgm.com

ENS is an experienced licensing agent that provides comprehensive licensing services including consultation, brand searching, negotiation and program monitoring. With its aggressiveness and good performance in the licensing field, it has been invited by the Hong Kong Government, Trade and Development Council to be a speaker at licensing workshops and seminars.



EPIC RIGHTS

Epic Rights

www.epicrights.com

Booth: B170

Meghan Mernin, director, licensing

T: 310-424-1909

E: megan@epicrights.com; contact@epicrights.com

Epic Rights is a full service, global branding, marketing and rights management company dedicated to establishing next-generation partnerships between brands and entertainment-based intellectual properties. The company has expertise in global consumer product licensing, corporate brand building, sponsorship and endorsements, worldwide e-commerce management and social media marketing

Ergo Gamerz

www.ergogamerz.com

Booth: D77

Shayne Beimborn, owner

T: 808-386-0249

E: ergogamerz@gmail.com

Patented apparatus that attaches to the armrests of a computer chair to provide an ergonomic platform for the mouse and keyboard.

Etermax

www.etermax.com

Booth: G236

Sebastian Coppola, head of commercial operations

T: +54 011 45413229

E: sebastian.coppola@etermax.com; licenses@etermax.com

Etermax is a mobile app game development company responsible for the popular, chart-topping Trivia Crack. With more than 200 million users worldwide and 800,000 downloads daily, the addicting trivia game that has taken the world by storm has become one of the most played app games in the world.

GP Evolution

www.evomgt.com

Booth: C204

Travis Rutherford, president

T: 512-828-6362

E: travis@evomgt.com

Evolution is a full service licensing, brand management, product development and sourcing firm, focused on identifying and monetizing all forms of intellectual property. It provides the platform that enables property/brand owners to monetize their IP by managing the entire licensing life cycle, from initial concept through to the retail shelf.

Fantawild Animation Inc.

www.fantawild.com

Booth: N236

Brought to you by



Eva Lan, licensing project manager

T: +86 755 8610 9920
E: eva@fantawild.com

Fantawild Animation Inc., a subsidiary of Fantawild Holding, is generally considered as the No. 1 animation company in China. It is named as a National Key Animation Enterprise and one of the China's top 10 animation companies. Its brand, Boonie Bears, has become the No. 1 Chinese original animation brand.



Feld Entertainment

www.feldentertainment.com

Booth: A214

Maya Kobray, director, licensing

T: 646-354-7557

E: mkobray@feldinc.com

Feld Entertainment is a worldwide leader in producing and presenting live touring family entertainment experiences that lift the human spirit and create lifelong memories. There are 30 million people in attendance at its shows each year in more than 75 countries and on six continents.



Fourideal Tech.

www.fourideal.taiwantrade.com.tw

Booth: C87

Adele Sung, PM

T: +886 975635581

E: adele@fourideal.com;

service@fourideal.com

The LED equipment, clothes and accessories of sport, fitness and outdoors. All products are combined with the company's patented LED strip that is waterproof, high impact resistant, portable and bendable.

FREMANTLE MEDIA



GP FremantleMedia

www.fremantlemedia.com

Booth: C196

Valerie Taylor, publicity consultant, kids and family entertainment

T: +207 691 5255

E: valerie.taylor@fremantlemedia.com;

tracy.griffiths@fremantlemedia.com

FremantleMedia Kids & Family builds global franchises for its varied portfolio that includes action comedy Danger Mouse, Kate & Mim-Mim and Tree Fu Tom. FremantleMedia North America manages licensing for Family Feud, Celebrity Name Game, Deadliest Catch and its new scripted series American Gods, an adaptation of Neil Gaiman's fantasy novel.



Frida Kahlo

www.fridakahlocorporation.com

Booth: B188

Beatriz Alvarado, public relations

T: 305-865-7199

E: balvarado@dpsns.com;

info@fridakahlocorporation.com

Frida Kahlo Corp. owns the rights to the name, image and likeness of Frida Kahlo worldwide.

Frombies

www.frombies.com

Booth: C101

Ken Litvack, vice president

T: 561-317-3839

E: ken@frombies.com;

adam@frombies.com

Frombie has been nominated for best collaboration figure in the Designer Toy Awards 2013, has



worked with some of the best talents in the industry and is now available in Walmarts nationwide with their back-to-school line. Frombie's mobile-app is available now on iOS, Google and Amazon.

Fulanitos

www.fulanitos.com

Booth: D204

Albert Rose, vice president, licensing

E: albertrose@fulanitos.com;

licencias@fulanitos.com

Gaby is the creator of the brand, and



started drawing the Fulanitos characters at age 9. Fulanitos is a 100-percent Mexican brand with more than 20 years in the market, and it is considered a classic in the country.

Fuller Brush Company

www.fuller.com

Alex Meisel, licensing agent

T: 707-266-5500; 805-212-4907

E: alex@alexmeisel.com;

mcurameng@fullerbrush.com

In 1906, a young Alfred C. Fuller began the enterprise known worldwide as The Fuller Brush Company. From the beginning, Fuller established three basic rules: make it work, make it last and guarantee it no matter what. Today, over a century later, these words still guide The Fuller Brush Company.

Gallina Pintadita

www.gallinapintadita.com

Booth: S234

Miguel Moreira, manager

T: +55 19 32415135

E: miguel@bromeliafilmes.com.br;

contacto@gallinapintadita.com

Gallina Pintadita (The Lottie Dottie Chicken)



is a musical cartoon that has reached more than 4.5 billion views on YouTube (in Portuguese and Spanish) and sold millions of DVDs and licensed products, becoming one of the biggest cross-media phenomenon for preschoolers through YouTube, apps and VOD platforms. It is also available in English on www.youtube.com/lottiedottiechicken.

Garfield/Paws, Inc.

www.garfield.com

Booth: B220

Kim Campbell, director, PR

T: 765-287-2364

E: kim@pawsinc.com; jan@pawsinc.com

Paws, Inc. handles the business and creative affairs for world-famous fat cat Garfield. An evergreen property with 38 years in the limelight, Garfield entertains 200 million fans with his popular comic strip, 17 million fans on Facebook and 25 million fans of The Garfield Show, currently airing in 211 territories.

Genius Brands International

www.gnusbrands.com

Booth: A196

Stone Newman, president, global consumer products

T: 310-273-4202

E: stone@gnusbrands.com;

info@gnusbrands.com

Headquartered in Beverly Hills, Calif., Genius Brands International is a publicly traded global brand



management company that creates and licenses multimedia content for toddlers to tweens. Led by award-winning creators and producers, GBI creates content and products with a purpose, providing enrichment as well as entertainment.

GP Gici Toys

Booth: A116

Natalia Capusotto, marketing director

T: +54 9114 1985730

E: naticapusotto@gc-properties.com;

andres.verdier@gmail.com

Gici Toys is dedicated to the creation, design, development and manufacture of toys, premiums, gadgets and novelties. It works in promotional marketing for all consumer products companies, satisfying customer's requirements. Its products are tailor-made. It likes to reinvent and create permanently.

Giordano Studios

www.giordanostudios.com

Booth: F89

Bob Giordano, managing partner

T: 631-423-6593

E: funbobbydesign@optonline.net

Since 1980, Giordano Studios has been known as a reliable source for traditional illustration with an archive of more than 2,500 designs. A family owned business, it specializes in custom design and partnerships with licensees worldwide. It is a turnkey operation for all your design needs.

Globalcons ELEVATE YOUR BRAND

Global Icons

www.globalicons.com

Booth: G134

Mike Gard, chief operating officer

T: 310-820-5300

E: mike.gard@globalicons.com;

info@globalicons.com

Global Icons generates new business opportunities through strategic brand licensing, which elevate a brand's potential by reaching consumers in new channels. Select clients include BMW, Fatburger,

Ford, IRONMAN and Qdoba. It is a full-service agency headquartered in Los Angeles, Calif., with offices in Detroit, New York, London, Munich and Hong Kong.

GLOBAL REBELS INC. A STRATEGIC PARTNERSHIP GROUP

Global Rebels

www.globalrebelsshowroom.com

Booth: E118

Lena Hermansson, president and director of design

T: 877-370 1313

E: lenah@globalrebels.com;

info@globalrebels.com

Global Rebels feels the current licensing model is not for today's market. It offers a strategic partnership in sales and design. It has contacts and sales possibilities worldwide.



GoldieBlox

www.goldieblox.com

Booth: G231

Brenae Leary

T: 212-691-2800

E: goldieblox@sunshinesachs.com;

press@goldieblox.com

GoldieBlox is on a mission to disrupt the pink aisle with empowering toys designed to get girls interested in science, engineering, technology and math. Founded in 2012 by Debbie Sterling, GoldieBlox offers more than 15 story-driven engineering toys that are all intercompatible, making the building opportunities endless for young engineers.

Good Work(s) Make a Difference

Booth: D88

Alyssa Ramirez, director

T: 213-620-0001

E: alyssa@

Brought to you by



goodworksmakeadifference.com

Good Work(s) Make a Difference has been determined to deliver some of the most fashion-forward, uplifting and inspirational bracelets and accessories. It contributes 25 percent of net proceeds to charitable organizations in order to make a meaningful impact in our neighbor's communities and lives.



Green Kids Club

www.greenkidsclub.com

Booth: A92

Melissa Biggs, comptroller

T: 208-881-5184

E: melissa@greenkidsclub.com;

contactus@greenkidsclub.com

The Green Kids Club teaches the importance of environmental stewardship at an early age, this is



by virtue of children (Green Kids) who can speak to animals by the powers given to them from a magic spring. Together, the children help to save the world and environment they live in.

Grimm

www.grimm.ca

Booth: H69

Ileana Grimm, chief executive officer

T: 416-686-4511

E: igrimm@grimminc.com

Ileana Grimm is the slightly off-kilter Canadian artist behind thousands of



designs that have generated more than

\$100 million at retail. Grimm, an established international gift company, is adding licensing to their dance card.

Grumpy Cat

www.grumpycats.com

Booth: A208

Bryan Bundesen, chief executive officer

T: 419-569-6090

E: admin@grumpycat.com

Grumpy Cat—the grumpiest cat in the world! With nearly 8.5 million fans on Facebook, 1.2 million followers on Instagram, 315,000 Twitter followers and 34 million views on YouTube, Grumpy Cat has an extensive fan base that covers all demographics.

Guangzhou Liuhua Fashion Wholesale Market

www.liuhuafashionwholesale.com

Booth: E96

Donna Li, marketing manager

T: +0208667201

E: donnalee@

liuhuafashionwholesale.com;

infor@liuhuafashionwholesale.com

Guangzhou Liuhua Clothing Wholesale Market has invested ¥250 million to build Guangzhou Liuhua Fashion Wholesale Market, which is one of the largest upscale indoor clothing wholesale markets in Guangzhou, China.



Gumby–Prema Toy Company

www.gumby.com

Booth: F232

Joan Rock-Clokey, director, marketing

T: 805-528-8103

E: joan@premavision.com

Prema Toy Company is the rights holder for the Gumby brand, and Premavision is Gumby's production studio. For licensing

inquiries, please contact Prema Toy. Gumby, the world's original clayboy, is an international icon and TV star, providing entertainment, timeless adventures and limitless fun for generations.



Hale'iwa North Shore

www.haleiwanorthshore.com

Booth: F78

Carole Beller, owner

T: 530-277-4307

E: granitesculpture@yahoo.com;

haleiwasign@gmail.com

The North Shore of Hawaii is the most famous surfing spot in the world. The area is marked by two popular



iconic surfing signs—Google Haleiwa sign. Hundreds of people stop everyday to photograph the signs. Hale'iwa North Shore can license that global excitement and recognition for your products.



Hallmark Cards

www.hallmarklicensing.com

Booth: J98

Ashley Chavez, marketing manager

T: 816-274-7779

E: ashley.chavez@hallmark.com;

john.nens@hallmark.com

Founded in 1910, Hallmark helps you celebrate all of life's special occasions. It is best known for greeting cards, ornaments and television programming, but what it's really about is relationships and the emotional connections its products and experiences represent.

Happy Art

www.happy-art.us

Booth: H73

Lana Titarenko, artist/designer

T: 646-286-4153

E: info@happy-art.us

Happy Art is a design studio that creates fine art images and designs for babies, kids and their parents, including greeting cards, room decor, tableware, party accessories, soft toys and design-repeats for fabric and paper.



GP Hasbro

www.hasbro.com

Booth: F170

Erin Pearce, manager,
global communications

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E: erin.pearce@hasbro.com;

hasbro_new@custhelp.com

Hasbro is committed to creating the world's best play experiences. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the need for play with families around the world. Hasbro Studios and Allspark Pictures create entertainment brand-driven storytelling.



GP HCA

www.hcacreation.com

Booth: G94

Herve Chiquet, general manager

T: +33 608224471

E: h.chiquet@hcacreation.com;

hca.creation@wanadoo.fr

HCA is an exciting and timeless iconic French brand founded by Hervé Chiquet 18 years ago. Its design studio team creates innovative concepts. HCA develops some graphic style guides every year for its best properties. HCA has a portfolio with more than 3,000 design samples and eight unique property collections.

HealthyLivinG Magazine

www.healthylivingmagazine.us

Booth: G101

Aida Poulsen, chief editor

T: 650-296-1014

E: aidapoulsen@healthylivingmagazine.us;

licensing@healthylivingmagazine.us

HealthyLivinG is one of the most recognizable health brands in the country. The lifestyle brand's elasticity expands to a wide range of consumer, medical, children's and home products. Visit its booth to enjoy HL's exceptional art direction, which explodes the boring granola-veggies prejudice and empowers intelligent and fashionable healthy living.

The Henry Ford Museums

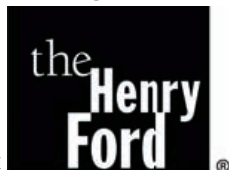
Booth: J85

Terri L Anderson, director, national
retail sales and licensing

T: 313-982-6141

E: terria@thehenryford.org

The Henry Ford Innovation Nation is more than an Emmy-winning television show, it's a movement inspiring a greater appreciation for innovation and a greater interest in making or building something. Brand your product leveraging America's museum of innovation and its Innovation Nation TV series.



Hexbug

www.hexbug.com

Booth: F101

Darrin Jones, director

T: 903-453-0839

E: darrin_jones@innovationfirst.com;

licensing@hexbug.com

The Hexbug brand was launched into the toy industry in 2007 and is now an internationally recognizable brand. Hexbug is designed to give children a positive

experience with robotics at a young age. People are drawn to Hexbug for its products' fascinating behavior, intelligent bug-like attributes and eye-catching packaging.

GP Hong Kong Trade Development Council

www.hktdc.com

Booth: A136

Teresa Hung, business development
officer

T: 213-622-3194

E: teresa.m.hung@hktdc.org;

los.angeles.office@hktdc.org

A statutory body established in 1966, the Hong Kong Trade Development Council is the international marketing arm for Hong Kong-based traders, manufacturers and services providers. The HKTDC also organises business mission and international exhibitions including the Hong Kong International Licensing Show.



Howard  Robinson

Howard Robinson & Associates

www.howardrobinson.info

Booth: G70

Howard Robinson, proprietor

T: +44 014 29 824021

E: robinson.h@lineone.net

Featuring the world renowned images of Howard Robinson, described as the artistic master of adorable animals, both wild and tame that brim with personality. Robinson is looking to expand his new Selfies concept into new product categories and territories.

Iconix Brand Group

www.iconixbrand.com

Booth: G124

Brought to you by



Anastasia Caridi, brand management coordinator

T: 212-819-2085

E: acaridi@iconixbrand.com

Iconix Brand Group is one of the world's premier brand management



companies and owner of a diversified portfolio of strong global consumer brands across fashion, sports, entertainment and home. Iconix specializes in marketing, merchandising and licensing its brand portfolio and has more than 1,100 licenses with leading retailers and manufacturers worldwide.

IMG Worldwide

www.imgworld.com

Booth: G114

Katie Berman

T: 646-558-8354

E: katie.berman@img.com;

americaslicensinginfo@imgworld.com

com

WME | IMG Licensing is the largest independent licensing agency in the world with \$8-plus billion in retail sales. The WME | IMG Licensing global reach and capabilities support its wide portfolio of brands, trademarks and personalities. Client brands include Yamaha, Playboy, National Geographic, Ducati, Cosmopolitan, Volkswagen and Arnold Palmer.

Inflatable Party Masks, Visors & More

www.inflatablepartymask.com

Booth: D73

Michael Lenis, marketing

T: 954-643-3317

E: m.lenis@innovationsmg.com

One size fits all—its products are reusable and



feature a self-sealing valve that allows easy inflation and deflation. IMG's investment in patents, trademarks, R&D and marketing has earned a worldwide licensing right. Competitors will never have a similar product. The company is interested in expanding through licensing opportunities.

GP International Brand Management and Licensing

www.ibml.co.uk

Booth: J110

Adrian Davie, licensing manager

E: adavie@ibml.co.uk;

info@ibml.co.uk

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



Inventor Process

www.inventorprocess.com

Booth: F94

Kristen Ayres, vice president

T: 702-912-2600

E: kristen@inventorprocess.com;

info@inventorprocess.com

Inventor Process is a professional marketing firm dedicated to assisting independent inventors in patenting and marketing their innovations. It bridges the gap between innovators and licensees looking for their next big hit. If you have an idea or are looking for new products to license, it can help.

GP ITV Studios Global Entertainment

www.itvstudios.com/merchandise

Booth: R226

Sarah Baines

E: sarah.baines@itv.com; global.kids@itv.com

Booth: R226

ITV Studios offers a catalog of more than 40,000 hours of unmissable television and film. Its global licensing team travels the world, representing some of today's best-loved brands and building partnerships with licensees, retailers and agents to bring licensed products to consumers wherever they are.

Jast Company

www.jastcompany.com

Booth: M241

Steve Chen, managing director

T: +85 2280 52186

E: stevec@jastcompany.com;

info@jastcompany.com

Jast Company (est.1995) is a reputable gift and toy manufacturer that provides manufacturing of consumer products, including paper and plastic products with embedded electronics technology such as sound, light/fiber and moving mechanisms for various patented products, as well as musical pens, musical bags, musical boxes, musical stationery items, musical cards and musical mugs.

Jazwares

www.jazwares.com

Booth: E142

Marisabel Herrera, senior marketing manager, events and trade

T: 954-306-9633

E: mherrera@jazwares.com;

mherrera@jazwares.com

With its focus on creativity, innovation and function, Jazwares has established itself as a well-respected leader in the licensed products industry. Delivering diverse lines of toys and consumer electronics, the

portfolio includes Peppa Pig, Tube Heroes, Minecraft, Terraria, Animal Jam, Star Wars and more.



JD Shultz Artwork

www.jdshultz.com

Booth: H79

JD Shultz, artist and owner

T: 323-839-5560

E: theartofjd@gmail.com

The art and design of JD Shultz boasts a unique, vibrant, and futuristic style with a contemporary and universal appeal in home decor, apparel, accessories, bed and bath, sports, music and everything under the sun requiring a modern design that pops off the surface like nothing you've ever seen before.



Jenny Foster

www.jfosterstudio.com

Booth: H67

Jenny Foster, designer

T: 602-300-6493

E: jenny@jfosterstudio.com

Jenny Foster creates unique fun characters, animals and graphic images that are charming, bold and whimsical. Her style is happy and appeals to both children, teens as well as adults. These happy, colorful illustrations can be used for textile designs, tabletop, giftware, animation and more.

Jewel Branding & Licensing

www.jewelbranding.com

Booth: J101

Tiffany Cullinan, office manager

T: 404-303-1872

E: tiffany@jewelbranding.com;

julie@jewelbranding.com

Jewel Branding & Licensing represents a diverse portfolio of brands, designers



and artists. Some are well established in the marketplace and others are up and coming. Each one is hand selected because of the unique style and approach they bring to the marketplace.

Jill's Wild (Tasteful!) Women

www.jillnealgallery.com

Booth: G88

John Neal, business manager

T: 541-588-0932

E: john@jillnealgallery.com; info@jillnealgallery.com

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

Jill's art exaggerates the feminine, expressing the joyfulness and spirit of women as a whole. In addition to her established and popular fine art, her images are currently sold on ceramics, clothing and greeting cards.

GP The Jim Henson Company

www.henson.com

Booth: D196

Erica Steveson, licensing associate

T: 323-802-1705

E: esteveson@henson.com;

consumerproducts@henson.com

The Jim Henson Company has remained an established



leader in family entertainment for more than 60 years and are recognized worldwide as innovators in puppetry, animatronics and digital animation. It is currently looking to secure additional business for its new properties Word Party, Dot and Splash, along with Dinosaur Train, Doozers, Fraggles Rock and Labyrinth.

Joan Marie Art

www.joanmarieart.com

Booth: G85

Joan Marie, owner

T: 314-223-0255

E: joanmarieart@charter.net

Joan Marie creates art that celebrates.

Vibrant positive energy transports the viewer into



a state of pure joy and fun. Joan Marie Art is launching new designs featuring owls, kittens, unicorns, angels, wild cats and women. Licensing is Joan's passion, creating art that raises the world's happiness quota one product at a time.

The Joester Loria Group

www.joesterloriagroup.com

Booth: C154

Christine McAuliffe, senior vice president

T: 212-683-8545

E: cmcauliffe@tjlggroup.com;

info@tjlggroup.com

The Joester Loria Group develops strategic



brand extensions with a focus on exceptional product and fully integrated licensing programs. Clients include Pepsi, Mountain Dew, Aquafina, SoBe, Corona, Modelo, Pacifico, Kellogg's, Pringles, Entenmann's, Car and Driver, fashion blogger Aimee Song/SongofStyle.com, designer Amy Coe, chef Fabio Viviani and The World of Eric Carle.

JoJo Siwa Entertainment

www.itsjojosiwa.com

Booth: B214

Caryn Sterling, talent manager and

Brought to you by



licensor

T: 805-657-9202

E: caryn.sterling99@gmail.com

JoJo Siwa is a TV celebrity and social media influencer with millions of views and followers.



She is a leading star on Dance Moms, Lifetime's No. 1 show that reaches more than 114 countries. Siwa is also a content creator—JoJo's Juice and KnowItAllPaul_LA (weekly episodes on YouTube: @itsjojosiwa), as well as a singer/songwriter/dancer/designer, entrepreneur and Tedx speaker. Siwa is the founder of Siwanatorz, an anti-bullying initiative. Find her on Instagram/Twitter/Facebook/YouTube at @itsjojosiwa or on Snapchat at dancerjojosiwa.

GP JPatton

www.jpattonondemand.com

Booth: J226

Eric Paul, vice president, sales and marketing

T: 404-207-1412

E: eric@jpattonondemand.com; sales@jpattonondemand.com

JPatton is a global provider of brand protection solutions, specializing in patented holographic



security technologies and digital asset management. Its products and solutions are designed to authenticate, enhance and manage brands. JPatton works with domestic and international partners in various industries such as brand licensing, sports marketing, software, government agencies and manufacturing.

JQ Licensing

www.jqlicensing.com

Booth: F80

Jon Wright

T: 218-547-4885

E: jq@jqlicensing.com



Specializing in licensed (outdoor, wildlife, cycle/ auto, horse and man cave) art. JQ Licensing has more than 24 years of experience in creating innovative, custom design for specific product shapes and the markets they will be sold into. It represents more than 43 talented artists and designers and thousands of top selling custom PSD designs.

K Laser Technology

www.klaser-usa.com

Booth: G93

Lyn Michaels, sales support

T: 714-897-3978

E: sales@klaser-usa.com

K Laser Technology develops custom



image holographic labels for brand protection, authentication and promotion that cannot be duplicated by conventional printing or photo-reproductive processes. Its labels are used on packaging, certification cards, promotional materials and other security sensitive applications. It can work directly with you to create a unique label.

K9 Garage Door Kennel Net

www.k9kennelnet.com

Booth: C84

Rod Carter, president

T: 702-400-3848

E: rod.carter@k9kennelnet.com

K9 Garage Door kennel Net is an industrial-strength nylon net that serves as a barrier for any one or two car garage door system, creating an immediate safe and secure outdoor space for dog owners. The net is featured in red or black with doggy door secured exit.

kathy ireland Worldwide

www.kathyireland.com

Booth: J132

Claude Ergas, international marketing and branding

T: 310-871-1104

E: cergas@kathyireland.com

Named among the most powerful brands globally by License! Global magazine and with annual merchandise sales of \$2 billion, according to Forbes Magazine, the success of kathy ireland Worldwide is the result of teamwork and dedication. According to Fairchild Publications, Kathy Ireland is one of the 50 most influential people in fashion.



GP King

http://about.king.com

Booth: J236

Joanne Lewis, licensing marketing manager

T: +44 0 7539389412

E: joanne.lewis@king.com

King Digital Entertainment is a leading interactive entertainment company for the mobile world.



It has a network of 318 million monthly unique users, as of Q4 2015, and has developed more than 200 exclusive games that are offered in more than 200 countries. King was acquired by Activision Blizzard in February 2016.

GP King Features

www.kingfeatures.com/licensing

Booth: D154

Britney Hager, art coordinator

T: 212-969-7573

E: bjhager@hearst.com; kfs-public-relations@hearst.com

King Features Syndicate, a member of Hearst Entertainment and Syndication

Group, is one of the world's premier distributor of comics, columns, puzzles



and games to print and digital outlets worldwide. King Features properties include Popeye, Olive Oyl, Betty Boop, Beetle Bailey, Hagar the Horrible, Flash Gordon, The Phantom and Mandrake the Magician.

Knockout Licensing—A CopCorp Partnership

www.knockoutlicensing.com

Booth: F108

Ken Wong, director, marketing

T: 212-947-5958

E: info@copcorp.com;

info@knockoutlicensing.com

Knockout

Licensing is a full service

boutique

licensing

agency that creates customized, innovative and strategic merchandise programs for a varied portfolio including entertainment, digital media, fashion/trend, publishing, corporate brands, characters, and children's properties.



Kokonuzz Limited

www.kokonuzz.com

Booth: K244

Alexis Bautista, chief executive officer

T: +85 2 358 68587

E: gonuts@kokonuzz.com

Kokonuzz

Media Group is a transmedia

entertainment

developer

and licensor

headquartered in Hong Kong, China. It



builds global entertainment and licensing franchises such as Kokonuzz and Luke & Mary, which it develops over digital and traditional media targeting different audiences including baby and toddler, younger kids, preteens and teens.

GP Korea Pavilion

www.kocca.kr

Booth: J192; J206

Hye Jin Catherine Kim, Manager

T: 82619006217

E: catherine@kocca.kr

Korea Creative Content Agency

is an agency

dedicated to

promoting all areas for content. It has

established a comprehensive support

system to nurture the content industry, and

aims to develop. KOCCA conducts various

support businesses to help Korea's content

industry grow into a global leader in the

creative economy.



Kristina Vardazaryan

www.kristinavart.com

Booth: E76

Kristina Vardazaryan, artist

T: 818-331-6307

E: kristinavardazaryan@gmail.com

Kristina Vardazaryan is a

visual development artist

and an illustrator living

in Los Angeles, Calif.

Besides creating beautiful

scenes for feature

animation projects, she loves creating

unique and modern designs for products

and wall art. Vardazaryan looks forward to

meeting new clients at Licensing Expo.



Kung Food-Yi Animation

www.kungfood.tv

Booth: Q252

Hao Chen, overseas licensing

manager

T: +86 1375 1768749

E: hao@yianimation.com;

yidongfx@163.com

Yi Animation is a leading digital entertainment company for creating and producing original animation works. The company mission is to create adorable and appealing animation characters and it has been dedicated to providing the positive, happy, high-quality and creative animations to families worldwide.

Kween Kwest

www.kweenkwest.com

Booth: G68

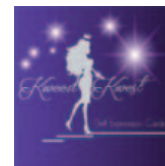
Christine Hicklin, business liaison

T: 510-220-9807

E: christinehicklin@powerstrive.com;

kenya@kweenkwest.com

Kween Kwest is a self expression company dedicated to helping consumers to express their feelings to others in difficult



situations including addiction, absent parents, homosexuality, infidelity, weight loss and miscarriage. Our cards will touch on the subjects that traditional greeting card companies shy away from.

Last Frontier Outdoors

www.lastfrontieroutdoors.com

Booth: D71

Jonathan Roberts, owner

T: 970-590-4632; 855-875-2980

E: lfo@lastfrontieroutdoors.com

Last Frontier Outdoors is a brand of outdoor apparel that is a very unique and versatile brand created by a true outdoorsman. Last Frontier Outdoors is a passionate brand through unique designs and quality products to catch the consumers attention.

Lawless Entertainment

Lawless Entertainment

Booth: L241

Sondra Contino, vice president,

Brought to you by



sales and marketing

T: 949-419-6156

E: sondra@lawlessent.com;

info@lawlessent.com

Lawless Entertainment handles licensing



and merchandising campaigns for its clients as well as creates, co-produces, distributes and markets animated and live-action programming throughout the world for film and television. It works with content providers and has relationships with top film, television, digital, home video, online and mobile distribution entities worldwide.

The Licensing Group

www.tlgla.com

Booth: F95

Carey Simon, vice president

T: 323-653-2700

E: carey@tlgla.com

For more than 20 years, The Licensing Group has created licensing programs for entertainment, lifestyle and corporate properties domestically and internationally. It also consults for manufacturers for the acquisition of licenses and provide worldwide licensing consulting services to property owners, manufacturers and government entities.



Licensing Innovations

www.licensinginnovations.com

Booth: G80

Sandra Louchard

T: 305-775-6371

E: sandra@licensinginnovations.com;

info@licensinginnovations.com

Licensing Innovations is a licensing agency representing



sought after names like Francisco Ceron, Nora Said, Giovanni Castro, Jim Steck and Paul Thomas Martin, among others. It offers an eclectic mix of properties in its portfolio encompassing various styles including neo pop, impressionist, fantasy, modern retro and urban street photography.

Licensing Management International

www.lmiofla.com

Booth: E102

Jim Rippin, managing director

T: 949-582-7879

E: jrippin@lmiofla.com

Founded in 1998, Licensing Management International is a full service strategic licensing and consulting firm. LMI offers turn-key programs and consulting services. It represents Nestle Confections including Nerds, SweetTARTS, Laffy Taffy, Butterfinger, Crunch and many others. It also represents Nestle Toll House, Skinny Cow, Pan Am, Bloomers! and Surf Ratz.



Licensing Works!

www.licensingworks.us

Booth: F124

Leslie Levine, owner

T: 702-485-5677

E: leslie@licensingworks.us;

info@licensingworks.us

Licensing Works! is a licensing and promotions company that represents creators and owners of intellectual property for merchandise licensing and promotions including: Zorro, Lost Worlds of Edgar Rice Burroughs, Puppy in My Pocket, Kewpie, Moulin Rouge, Once Upon A Time, Zou, Mundo Lanugo and The Little Prince/Le Petit Prince.



LIMA

www.licensing.org

Booth: C128

Christina Jordan, marketing director

T: 646-744-3741

E: cjordan@licensing.org;

info@licensing.org

LIMA—the International Licensing Industry Merchandisers' Association—is the leading trade organization for the global licensing industry. LIMA maintains offices in New York, London, Munich, Tokyo, Hong Kong, Mexico City and Melbourne. Members enjoy access to an array of benefits, including extensive educational programming and worldwide networking events.



Lingualinx

Booth: C81

Nicole Savage, sales

T: 518-388-9000

E: nsavage@lingualinx.com

Translation services are at the heart of what we do at Lingualinx. But it's not all we do. Licensing is a widely used marketing and brand extension tool. Make sure your brand speaks the same language in markets all over the world with the help of its multilingual solutions.

LIONSGATE®

Lionsgate Entertainment

www.lionsgate.com

Booth: S242

Randy Shoemaker, senior vice president, consumer products

T: 310-255-5026

E: rshoemaker@lionsgate.com

Lionsgate is a premier next-generation global content leader with a strong and diversified presence in motion picture



production and distribution, television programming and syndication, home entertainment, digital distribution, channel platforms and international distribution and sales.

Lisa Frank

www.lisafrank.com

Booth: F61

Laura Crawford, licensing coordinator

T: 520-547-1535

E: lcrawford@lisafrank.com

Lisa Frank has been a leading brand among children and preteens for more than 30 years. The brand's bright color



palette, fashionable patterns and adorable characters give it a distinct look and feel. The brand is looking to expand into new licensing categories and exploring opportunities in the entertainment sector.

Lisa Marks Associates

www.lma-inc.com

Booth: H108

Laura Mangan, marketing manager

T: 914-933-3900

E: lmangan@lma-inc.com;

info@lma-inc.com

LMA brings clients strategic, innovative and breakthrough licensing and marketing



expertise from some of the world's leading entertainment and communications companies, consumer brands and marketing service companies including Disney, Nickelodeon and Omnicom, combined with the know-how, track record and industry relationships necessary to put together powerful, cohesive, turnkey licensing programs.



GP Live Nation Merchandise

www.lnmlicensing.com

Booth: K214

Joe Lawrence, artist relations manager/retail coordinator

T: 818-613-4016

E: joelawrence@livenation.com;

lnmlicensing@livenation.com

Live Nation Merchandise is the merchandise and licensing division of Live Nation Entertainment and represents more than 150 top music and concert artists worldwide.

LMCA

www.LMCA.net

Booth: D146

Margie Smith, office manager

T: 212-265-7474

E: msmith@lmca.net; info@lmca.net

LMCA is the leader in strategic brand licensing with a successful 28-year track record of helping the world's largest brands expand their reach and create new revenue. As one of the only agencies dedicated exclusively to brand extension licensing, LMCA's 400-plus licensing agreements deliver \$6.5 billion per year in licensed product sales around the world.



GP LoCoco Licensing

www.lococolicensing.com

Booth: L198

Julie Lo Coco, vice president

T: 770-481-0720

E: julielococo@mindspring.com;

lococolicensing@mindspring.com

LoCoco Licensing is an established licensing agency specializing in the art and design category since 1994. It is a

boutique agency that is focused on creating mass appeal art that stands above the competition.



Lon Chaney Estate

lonchaney.com

Booth: A125

Jaclynn Chaney, secretary/

licensing

coordinator

T: 760-324-8322

E: jaclynn@lonchaney.com

Chaney Entertainment is the legal licensing representative for Lon Chaney and Lon Chaney Jr.



LONELY DOG

www.lonelydog.com

Booth: H80

Edouard Beasley, chief executive officer

T: 917-751-0475

E: ebeasley@ibrandx.com

The Lonely Dog is an art-based character brand based on a humanized dog character living in Port Alveridge, a seaside port town with a 50's vibe.

Lugosi Enterprises

www.belalugosi.com

Booth: A123

Lynne Lugosi Sparks, chief operating officer

T: 818-370-8678

E: lynne@lugosienterprises.com;

info@lugosienterprises.com

Celebrating the icon that will forever be Dracula, Lugosi Enterprises strives to associate the Bela Lugosi brand with quality products that exemplify the great style and distinction with which Bela

Brought to you by



Lugosi approached life. Lugosi Enterprises enters into selective licensing agreements in advertising, merchandising, publications and entertainment projects.

GP **Manu**

www.lilledy.com

Booth: G97

Antonija Majstorovic, creative director

T: +38 598 230225

E: antonija@manucreative.com; hello@manucreative.com

Lil' Ledy is a character-based lifestyle brand for the female market.



With its sophisticated cute style, it targets the young women's market. The Lil' Ledy brand won the One to Watch award 2015 from License! Global magazine, which was handed out to the best new brand at Licensing Expo in Las Vegas, Nev.



Marjorie Sue

www.marjoriesue.com

Booth: C95

Rebecca Morgan, author and president

T: 516-991-4782

E: rm@marjoriesue.com

Marjorie Sue is both sporty and girly, all rolled up into one fun-lovin' package. Parents of K-3 will appreciate her spirited look at the world through the eyes of a third grader. It includes lessons about life and social values, with age appropriate STEM (science, technology, engineering and math) topics.

Mars Retail Group

www.mms.com

Booth: F68

Robin Posten, product development

T: 973-398-2744

E: robin.posten@effem.com

Mars Retail Group develops world-class, centralized licensing programs for Mars that builds its brands and drives candy/food sales around the globe



GP **Masha and the Bear**

www.mashabear.com

Booth: S226

Daria Katiba, PR manager

T: +74 952 300180

E: katiba@animaccord.com; info@animaccord.com

Masha and the Bear is

a global phenomenon based on the award-winning family show.

The brand partners with companies such as Spin Master, Simba Dickie, Ferrero, Netflix, Televisa, Ravensburger, Toys 'R' Us and Hamleys. The show gained more than 12 billion views on YouTube in five years with only 55 episodes released.



GP **Mattel**

www.mattel.com

Booth: R180

Erin Stephenson, project manager

T: 310-252-2589

E: erin.stephenson@mattel.com; tanya.mann@mattel.com

Mattel has an array of best-selling brands including Barbie, Hot Wheels, Monster High, American Girl, Thomas & Friends, Fisher-Price brands and Toy Box. With worldwide headquarters in El Segundo, Calif., Mattel's companies sell products in more than 150 nations.



Mauricio de Sousa Producoes Eireli

www.monicaandfriends.com

Booth: C214

Enio Kuruma, International Business Manager

T: +55 113613 5163

E: enio.kuruma@turmadamonica.com.br; licenciamento@turmadamonica.com.br

Mauricio de Sousa Produções is a Brazilian entertainment company. It is currently in charge of Monica and Friends and more than 300 other characters that can be found in animated series for both TV and the Internet, magazines, books, apps, movies, live-action works, theme park and with 3,000-plus consumer products.

Maxim

Booth: E134

Dana Lombardi, international licensing and publishing manager

T: 646-824-6563

E: dlombardi@maxim.com; maximlicensing@maxim.com

Maxim is the undisputed leader in men's magazines. The brand reaches more than 10 million men each month and is the home for men's lifestyle content and conversations. In addition to its U.S. publication, Maxim publishes 11 international print editions and is distributed in 67 countries worldwide

MB-Mary Beth

www.pinklightstudio.com

Booth: F102

Mary Beth Freet, agent

T: 206-200-8324

E: marybeth@pinklightdesign.com

MB-Mary Beth is a lifestyle brand for the free spirited. MB-Mary Beth creates fun and bright patterns that bring happiness and style to your life.

me!Humanity

www.mehumanity.com

Booth: A96

Sebastian Cubas, partner

T: +59 899 204000
E: sebcubas@gmail.com;
info@wholelabels.com

me!Humanity is a collection of characters whose main purpose is to make kids and young people aware of the value of humanity. Its proposal is to socialize the prestige of social habits and values, as well as the individual creation and expression that each individual has as a human being.



Mercis
www.miffy.com
Booth: L204

M.A.M. Kerkhof, general manager
T: +31 206 721640
E: info@mercis.nl

Mercis is the global rights owner for all of Dick Bruna's work, including the well-known classic character Miffy & Friends (since 1955). A brand-new CGI animation series, Miffy's adventures Big and Small, has just been released and will be airing worldwide in 2016.



Meredith Brand Licensing
www.meredith.com/media_portfolio/brandlicensing.html
Booth: E64

Sondra Newkirk, senior director
T: 515-284-3521
E: sondra.newkirk@meredith.com;
brandlicensing@meredith.com

Meredith Brand Licensing's brands connect with 100 million consumers and speak to women about what matters the most: her family and the life she creates at home. See how Better Homes and Gardens, Parents, EatingWell, Allrecipes, Traditional Home, Shape, FamilyCircle and Successful

Farming can amplify your product sales/services.

MerryMakers
www.merrymakersinc.com
Booth: F226
Emily Clark, sales/marketing
T: 510-451-2254

E: emily@merrymakersinc.com;
merrymakers@merrymakersinc.com

MerryMakers licensing list in 2016 features the groovy and fun-loving Pete the Cat, celebrates Biscuit the golden retriever's 20th anniversary with 20 million books sold and offers Rosemary Wells' world of characters. Established in 1994, MerryMakers offers a specialty gift line based on bestselling children's books, museum collections and historical sites.



GP MGL Licensing
www.mgllicensing.com
Booth: F88

Alex Rodriguez, image coordinator and licensing assistant
T: +44 208 392 8004
E: studio@mgllicensing.com;
info@mgllicensing.com

MGL is one of the world's leading art licensing agencies that represents the work of more than 70 artists in a portfolio of over 25,000 images, covering categories such as wildlife, floral, patterns and vintage. MGL also offers a customized service to either adapt existing imagery or create new, bespoke designs

MHS Licensing
www.mhslicensing.com
Booth: F85

Marty Segelbaum, president
T: 952-544-1377
E: marty@mhslicensing.com

MHS Licensing & Consulting is one of the nation's leading licensing and consulting agencies specializing in representing popular artists and advising manufacturers in the search, evaluation and acquisition of new properties and personalities. Collectively its properties generate roughly \$120 million in annual sales through their licensee partners.



MNS Creative
www.whatifmonster.com
Booth: C103

Michelle Nelson Schmidt, owner
T: 678-437-8279
E: whatifmonster@gmail.com

MNS Creative is a company owned and operated by author and illustrator Michelle Nelson-Schmidt. She creates character-driven books with messages that resonate with children and adults alike. Michelle travels the country visiting children in schools. She retains all her own merchandising and publishing rights.



GP Mondo TV
www.mondotv.it
Booth: G214
Roberta Puppo, international marketing manager
T: +39 02 49526690
E: roberta.puppo@mondotv.ch;
valentina.lamacchia@mondotv.it

Mondo TV is a dream factory with more than 50 years of expertise. It is leader in Italy and one of the largest European producers and distributors of animated content. It creates meaningful

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entertainment for family and kids worldwide. The company also works actively in licensing and merchandising activities.



Moxie & Company

www.moxieco.com

Booth: D118

Arlene Scanlan, managing partner

T: 203-259-2729

E: ascanlan@moxieco.com

Moxie represents intellectual property on a worldwide basis, including consumer and packaged goods brands, entertainment, literary, trademark and art and design brands for merchandise licensing, publishing, interactive technologies and promotions. The company's mission is to create, develop and execute long-term programs that promote and protect its clients' valued intellectual properties.

mrpuppy.com

www.mrpuppy.com

Booth: B103

Mike Lee, owner

T: 203-962-3197

E: mike@mrpuppy.com

mrpuppy.com is a fun fashion and accessories brand that features Mr Puppy, a cool dog with a classic name. The company is moving into performing arts with a new musical: Mr Puppy-The Musical. mrpuppy.com supports the arts and the protection of animals everywhere.



GP MyMediaBox

www.mymediabox.com

Booth: L226

Emilee Feldman, marketing manager

T: 214-646-8880

E: emilee@mymediabox.com;

marketing@mymediabox.com

MyMediaBox, a leader in providing online solutions for digital asset management, product approvals and contract/royalty management, is used daily by more than 115 licensors and 40,000-plus licensee end users in over 120 countries.

National Base for International Cultural Trade (Shanghai)

www.culturetrade.com.cn

Booth: J84

Feng Lan, vice president

T: +86 21 58697777

E: fenglan@soict.com.cn;

renyibiao@soict.com.cn

Authorized by the Ministry of Culture of the People's Republic of China in 2011, The National Base for International Cultural Trade is established as the first base at the national level for international cultural trade and the only entity that provides public services in this field to operate in the ShanghaiPilotFreeTradeZone.



National Breast Cancer Foundation

www.nbcf.org

Booth: H90

Brooke Walford, sponsor coordinator

T: 972-248-9200

E: bwalford@nbcf.org;

info@nbcf.org

Recognized as one of the leading breast cancer organizations in the world, National Breast Cancer Foundation's mission is to help women now by providing help and inspiring hope to those affected by breast cancer through early detection, education and support services. For more information, please visit www.nbcf.org.

GP NBCUniversal Brand Development

www.nbcuniversal.com

Booth: N214

Darice Murphy

T: 818-777-9998

E: darice.murphy@nbcuni.com

The NBCUniversal Brand Development Group drives expansion of the company's IP across the corporation. This unit oversees Universal Kids & Family TV productions, digital products and gaming, consumer products and franchise management, developing titles into sustainable brands in business areas including television, digital, gaming, consumer products and live events, among others.



GP NECA

www.necaonline.com

Booth: Q228

Jon Bizzarro, director of sales

T: 908-986-3300

E: jonb@necaonline.com;

sales@necaonline.com

NECA is constantly innovating to produce the hottest licensed consumer products across all categories including toy hard lines and soft lines, collectible tabletop games through WizKids and designer urban vinyl and lifestyle accessories through Kidrobot. Select licenses are Marvel, DC Entertainment, Teenage Mutant Ninja Turtles, Alien, Predator, Major League Baseball, Five Nights at Freddy's, Elvis Presley, A Christmas Story and more.

GP Nelvana Enterprises

www.nelvana.com

Booth: H214

Lily Yan, brand director

T: 416-479-6771

E: lily.yan@corusent.com;

nelvanalicensing@ corusent.com

Nelvana is a world-leading producer and distributor of children's animated content.

Nelvana's library of more than 4,000 episodes includes award-winning programs that air in over 160 countries. Nelvana will be showcasing its latest portfolio of brands including Mysticons, ZhuZhu Pets, Max & Ruby and Trucktown.



New Taipei City Computer Association

www.ntca.org.tw/webmaster

Booth: B86; B88; C85

Julie Wei

T: +88 697 2257960

E: juwei@ntca.org.tw;

darren@ntca.org.tw

The association was established Feb. 23, 1987 by the related information technology companies in Taipei county. Its members have gradually expanded from the initial hardware manufacturers to software development, telecommunications and digital contents providers.

NFLPA

www.nflplayers.com

Booth: C62

Jenna Sobray, integrated marketing manager

T: 202-572-7458

E: jenna.sobray@nflpa.com;

connect@nflpa.com

The NFL Players Association, through its licensing and marketing arm NFL Players Inc., connects businesses to one of the most powerful unifiers—sports—via NFL players. NFL Players Inc. creates customized business solutions for partners, including products featuring likenesses,

names, numbers and signatures, and by integrating players into marketing and advertising campaigns.



GP Nickelodeon

www.nick.com

Booth: O180

Michele Gotay, director, convention and special events

T: 212-258-8959

E: michele.gotay@viacom.com;

nickdomesticcp@nick.com

Nickelodeon, in its 36th year, is among the leading entertainment brands for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the U.S. and around the world, plus consumer products, online, recreation, books and films.



Nintendo of America

www.nintendo.com

Booth: S249

Brian Stearns, marketing events manager

**T: 800-633-3236; 425-882-3585;
(425) 785-0286**

E: merchlicense@noa.nintendo.com;

brian.stearns@noa.nintendo.com

Since 1985, when it launched the Nintendo Entertainment System, Nintendo has sold more than 4.2 billion video games worldwide. Nintendo's iconic character franchises such as Mario, Donkey Kong and Zelda are beloved by millions and have become household names.

Nitro Circus

www.nitrocircus.com

Booth: D68

Peter Maule, head of consumer

products

T: 949-429-8333

**E: peter@nitrocircus.com;
peter@nitrocircuslive.com**

Nitro Circus is one of the world's leading action sports and entertainment brands.



Co-founded by Travis Pastrana, it exploded to popularity with multiple TV series, a 3D movie and now an original content partnership with NBC. Nitro Circus has a huge digital following and events that have blown away more than 2 million fans.



GP Octane5

www.octane5.com

Booth: C134

Jim Kucia, vice president

T: 770-877-0331

E: jim@octane5.com;

info@octane5.com

BrandComply.com, by Octane5, protects a brand's licensing ecosystem by managing compliance throughout the licensing lifecycle. Brands use its intuitive web-based portal to manage all key functions including product approvals, contracts, royalties, digital assets, compliance, brand protection and much more. Visit them to learn why more brands choose Octane5.

Old Guys Rule

oldguysrule.com

Booth: D96

Don Garrison, global brand manager

T: 949-395-4491

E: dgarrison@oldguysrule.net

Created to serve a new breed of older men (ages 35 to 90) who have lived life well, but still see their best years ahead of them. Old Guys Rule is a



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worldwide lifestyle label offering products ranging from t-shirts and caps to watches, metal signs and other gift accessories.

One Entertainment

www.one-entertainment.com

Booth: C94

David Gebel, managing partner

T: 310-409-7791

E: david@one-entertainment.com;

info@one-entertainment.com

One Entertainment is a fully integrated brand management agency, offering licensing, creative and retail support to select brands in the worlds of sports and entertainment.

OpSec Security

www.opsecsecurity.com

Booth: K230

Brandy Spence, director, corporate communication

T: 443-371-0073

E: bspence@opsecsecurity.com;

info@opsecsecurity.com

OpSec is a market leader in protecting, authenticating and



Secure · Enhance · Protect

enhancing brands, services and revenues. It provides cost-effective, integrated solutions to many of the world's top licensed properties to help them gain valuable brand intelligence and protect their revenue streams, product integrity and brand reputation.

PAN AM

www.panam.com

Booth: E101

Stacy Beck, vice president, brands and licensing

T: 603-516-0802

E: sbeck@panam.com;

licensing@panam.com

Pan American World Airways is proud to

work with licensees both new and old to continue a tradition of placing quality products and services into the market utilizing its more than 80 years of imagery and logos.



Paramount Pictures

www.paramount.com

Booth: U188

Bil Bertini, senior vice president, worldwide licensing

T: 323-956-5371

E: bil_bertini@paramount.com;

drew_levinson@paramount.com

Paramount

Consumer

Products manages worldwide licensing rights for all Paramount properties including classics like The Godfather, Top Gun and Grease. Upcoming opportunities include Baywatch, Ghost in the Shell, Jack Reacher 2 and Paramount Animation.



Patterson International

www.pattersonlicensing.com

Booth: G90

Sean Patterson, president

T: 310-456-6864

E: sean@pattersonlicensing.com

The company represents cartoonist Gary Patterson, which is a brand with more than 45 years of sustained success. It offers thousands of hilarious images that help people appreciate and laugh at the lighter



side of life. The Gary Patterson property, its proven retail success and global appeal will compliment any product range. Smiles guaranteed.

PBS Kids

www.shop.pbskids.org

Booth: M242

Alisa Dixon, associate

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E: acdixon@pbskids.org;

acdixon@pbs.org

PBS Kids is among the leading educational media brands committed to making a positive impact on the lives of children through curriculum-based entertainment. PBS Kids consumer products extend this mission with educational, innovative toys that inspire children to discover who they are and what they can do.

Peanuts Worldwide

www.peanuts.com

Booth: G204

Hannah Guy, associate manager, marketing

T: 212-819-2079

E: hguy@peanuts.com;

info@peanuts.com

The Peanuts characters and related intellectual property are owned by Peanuts Worldwide, a joint venture owned 80 percent by Iconix Brand Group and 20 percent by members of the Charles M. Schulz family.

Pink Light Studio

www.pinklightdesign.com

Booth: F104

Mary Beth Freet, creative director

T: 206-200-8324

E: marybeth@pinklightdesign.com

Pink Light Studio is a licensing and design studio that represents 20 talented artists worldwide. It offers fresh, happy, bright artwork that will help your product shine.

Pixels.com

www.pixels.com

Booth: A143

Sean Broihier, owner

T: 630-606-6412

E: sbroihier@pixels.com;

info@pixels.com

Pixels.com is a worldwide marketplace for artists, photographers and global licensing partners. From wall art and home decor to apparel and accessories, it is where art lives and comes to life.



GP The Pokémon Company International

www.pokemon.com

Booth: G188

Alanna Spencer, event planner

T: 425-229-6207

E: a.spencer@pokemon.com

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing of the Pokémon trading card game.

Polaris Industries

www.polaris.com

Booth: C86

Mark Boswell, licensing manager

T: +44 791 728725

E: mark.boswell@polaris.com;

licensing@indianmotorcycle.com

Polaris Industries is a global powersports leader. Polaris fuels the passion of riders with its Ranger, RZR and Polaris General side-by-side off-road vehicles; its Sportsman and Polaris Ace all-terrain off-road vehicles; Victory and Indian Motorcycle midsize and heavyweight motorcycles; Slingshot moto-roadsters; and Polaris RMK, Indy, Switchback and Rush snowmobiles.

PPI Worldwide

www.ppiworldwide.com

Booth: A188

Victor Audouard, director

T: +34 93 745 7180

E: victor@mongraphic.com

PPI Worldwide is a world leading loyalty promotion company, collectible toys designer and producer, as well as a novelty promotional supplier for some of the biggest FMCG clients. With branches and teams located all over the world, PPI uses its vast international experience bringing successful campaigns to its customers.

Precious Moments

www.PreciousMoments.com

Booth: D108

Patrice Paglia, vice president, licensing

T: 847-725-9445

E: patrice.paglia@

preciousmoments.com

Rediscover the power of Precious Moments, one of the world's most recognized inspirational brands. As the company nears its 40th anniversary, now is the time to become a successful licensee in the brand's continued worldwide growth. It is collaborative, creative and customer service oriented. Come a little closer to Precious Moments.



Princess Plié & Friends

www.princessplie.com

Booth: C93

Mary Dressendofer, founder and chief executive officer

T: 908-419-1154

E: info@dancerspointenj.com

Princess Plié & Friends teach life skills

through dance. The characters and stories take every child into a magical world where they will create adventures, explore dance and have lots of fun.



GP Rachael Hale

www.rachaelhale.com

Booth: H102

Sally McIntosh, product manager

T: 6493096363

E: sally@disserobrand.com;

david@disserobrand.com

Enchanting images and merchandising opportunities have had tongues and tails wagging over Rachael Hale for the last 21 years. With collections that continue to grow in both range and popularity, Rachael Hale remains proudly dedicated to creating and marketing delightful photographic imagery. Rachael Hale—the world's most lovable animals.

GP Radio Days

www.radio-days.info

Booth: E196

Liza Acuna, licensing agent

T: 877-787-4855

E: licensingagent@bmsg.co;

info@radio-days.info

Radio Days is a licensing agent that represents a vast image collection of Hollywood and music

nostalgia. Radio Days' brand collection spans more than 100 years of Hollywood's history, now iconic in pop culture. It is one of the most extensive resource providers tailored to meet your retailer's needs for showcasing the vintage trend.



Brought to you by



Rainbow

www.rbw.it

Booth: U242

Lorena Vaccari, marketing director

T: +39 071 7506 7500

E: lorena.vaccari@rbw.it;

info@rbw.it

Rainbow Group is one of the biggest animation studios in the world and a leader in kids' entertainment, employing more than 1,000 people worldwide. Rainbow works across TV and theatrical feature production and distribution, consumer products, theme parks, live shows, publishing, interactive and toys.



RiverLights Originals

Booth: F77

Kathy Partak, artist

T: 530-308-1448

E: kdpatak@yahoo.com

Unique images to inspire and excite your soul. Original designs by Kathy Partak.



RockLove Jewelry

www.rocklove.com

Booth: E98

Allison Hourcade, owner

T: 314-604-5008

E: info@rocklove.com

Handcrafted in New York City, RockLove crafts clever sophisticated jewelry allowing men and women of all ages to promote their favorite fandom while retaining fashion and professionalism. A jeweler and fan herself, designer Allison Hourcade creates

collections with Star Trek, The Hobbit, Warcraft, Vikings, Outlander, Assassin's Creed, Skyrim, Fallout and more.



Rosenthal Represents

www.rosenthalrepresents.com

Booth: H63

Neil Sandler, vice president

T: 818-692-1458

E: neilsandlerdesigns@gmail.com;

eliselicenses@earthlink.net

Specializing in artists and designers who create products for the home and heart, Rosenthal Represents strives to make appealing designs that will make your products fly off the shelves. It is proud to work with a variety of talented, professional artists who create products for all rooms in the home.



Rovio Entertainment

www.rovio.com

Booth: C170

Nora Helenius, executive assistant

T: +358 207 888 300;

+358 0 40 561 3124

E: nora.helenius@rovio.com

Rovio Entertainment is a global entertainment media company and the creator of Angry Birds, the casual mobile game that changed an industry and became an international phenomenon. Today Angry Birds is a renowned entertainment brand that has branched out into animation, books, licensing and more.

RoyaltyZone

www.royaltyzone.com

Booth: E93

Lou Ellman, chief executive officer

T: 512-289-2320

E: lou@royaltyzone.com; sales@royaltyzone.com

royaltyzone.com



Licensors, agents and licensees use web-based software from RoyaltyZone to manage rights, contracts, invoices, royalties, product approvals, digital assets, accounting and more. Increase revenue, save time and make better decisions. Schedule a 30-minute meeting at the show: <http://royaltyzone.com/licensingexpo/>.

RSG Media Systems

www.rsgmedia.com

Booth: G225

Daniella Singer, marketing manager

T: 646-839-4208

E: daniella.singer@rsgmedia.com

RSG Media's RightsLogic software and experienced licensing consultants help licensors manage contracts, rights and financials for consumer products, sponsorship and content deals. It helps you automate forecasting, accrual and royalty processing, and gives you easy-to-run reports so you can analyze brand performance, highlight opportunities and remove administrative headaches.

Russna Kaur Fine Art + Design

www.russnakaur.com

Booth: G86

Russna Kaur, artist

T: 416-561-5962

E: info@russnakaur.com

Fine artist and surface designer Russna Kaur bridges the gap between art and design, believing that one always inspires the other. She plays with color and form to anchor certain parts of her patterns, allowing other areas to continue the flow within her dynamic designs.



Saban Brands

www.sabanbrands.com

Booth: A159

Kelsey Lynch, director, public relations

T: 310-557-5230

E: info@sabanbrands.com

Saban Brands acquires and develops a world-class portfolio of properties in the entertainment and lifestyle sectors. The company applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and retail to markets worldwide and consumers of all ages.

Sandy Dollar and The SeaBabies

www.seababies.com

Booth: A108

Brien Arone, chief executive officer and co-founder

T: 941-724-1368

E: brien.arone@seababies.com;

brien.arone@seababies.com

Join Sandy Dollar and The SeaBabies on their mission to inspire young children around the world to globally warm their hearts and change the climate of our souls. These uniquely adorable and diverse characters will promote the message Save Today for Tomorrow through dolls, music, entertainment and books.



Sanrio

www.sanrio.com

Booth: A175

Chanel Fojas, senior manager, licensing

T: 310-896-3275

E: cfojas@sanrio.com;
licensing@sanrio.com

Sanrio is the global lifestyle brand best known for pop icon Hello Kitty. Home to many endearing characters including Chococat, My Melody, Badtz-Maru and Keroppi, Sanrio was founded on the small gift, big smile philosophy—that a small gift can bring happiness and friendship to people of all ages.

San-X Co.

www.ingram.co.jp

Booth: A142

Tomo Kainuma, manager

T: 949-278-2371

E: tomkainuma@ingram.co.jp

San-X Co. creates unique and fun characters that are adored by fans around the world. Based in Tokyo, it is one of the largest character manufacturing companies in Japan and specializes in stationery, plush and accessory goods.



Scholastic

www.scholastic.com

Booth: M204

Gary Hymowitz, vice president, consumer products

T: 212-389-3934

E: gymowitz@scholastic.com;
licensing@scholastic.com

Scholastic has been creating kids' content for 90-plus years, publishing best-selling series including Harry Potter, Hunger Games and Clifford the Big Red Dog, plus a robust licensed publishing program and producing award-winning television such as The Magic School Bus, WordGirl and Astroblast, as well as feature films The

Golden Compass and Goosebumps.

Scripps National Spelling Bee and Moxie Co.

www.spellingbee.com

Booth: E87

Corrie Loeffler, program manager

T: 513-977-3040

E: bee@scripps.com

As one of the nation's largest and longest-running educational promotions, Scripps National Spelling Bee provides teachers and parents inspiring tools to help students achieve in spelling and learn the words they need to be the listeners, speakers, readers and writers of their dreams. Find out how you can Bee involved with this iconic competition.

Sean Danconia

www.seandanconia.com

Booth: E86

Rebecca Hilton, PR manager

T: 213-260-1278

E: info@popsean.com

Sean Danconia has built an enthralling, eye-popping universe by marrying cult cinema, comics and animation to a wild pop art aesthetic. Danconia's creative arsenal integrates hand painting, illustration and photography with 3D and digital mediums, culminating in his signature stylization. Brands include SupaPop and Super Pulp.



SEGA of America

www.sega.com

Booth: F188

Michael Cisneros, licensing coordinator

T: 747-400-2410

Brought to you by



Represented by The Licensing Shop in North America.



Skechers

www.skechers.com

Booth: F154

Jennifer Clay, vice president, corporate communications

T: 310-318-3100

E: jennc@skechers.com; patt@skechers.com

Skechers USA is an award-winning global leader in the lifestyle footwear industry which designs, develops and markets lifestyle footwear that appeals to trend savvy men women and children.



www.smiley.com

Booth: C108

Sandra Nistor

T: +44 0 20 737 88231

E: sandra@smiley.com; margherita@smiley.com

The Smiley Company is among the 150 biggest licensing companies in the world. The trademark is registered in more than 100 countries and in 12-plus product categories.

It has significant exposure through licensees in sectors such as clothing, home decor, perfumery, plush, stationery, publishing and more.



Snotes

www.snotes.com

Booth: B108

Jeff Pickett, managing member

T: 314-306-6507

E: jeffpickett@snotes.com; licensing@snotes.com

E: michael.cisneros@sega.com

As one of the leading interactive entertainment companies, SEGA cultivates creative talent worldwide with offices in America, Japan and Europe. SEGA's mascot, Sonic the Hedgehog, is a true global brand crossing over from video games into all licensing categories.

Sentai Filmworks

www.sentaifilmworks.com

Booth: A112

David Del Rio, vice president

T: 505-400-9416

E: david@sentaifilmworks.com; info@sentaifilmworks.com

Sentai Filmworks is a global leader in anime entertainment, managing one of the world's largest anime libraries with thousands of hours of content across traditional and digital media platforms. As a premier strategic partner, the company offers industry-leading expertise in all facets of production, development, localization, licensing, marketing and distribution.



Sequential Brands

www.sequentialbrandsgroup.com

Booth: J122

Dan DiMezza, director, marketing

T: 646-564-2586

E: ddimezza@sbg-ny.com; newbusiness@sbg-ny.com

Sequential Brands Group owns, promotes, markets and licenses a portfolio of consumer brands in the fashion, home, active and lifestyle categories. Sequential seeks to ensure that its brands continue to thrive and grow by employing strong brand management, design and marketing teams.

Sesame Workshop

www.sesameworkshop.org

Booth: R242

Beatrice Chow, associate vice president, publicity

T: 212-875-6586

E: beatrice.chow@sesame.org

Sesame Workshop is the non-profit organization behind Sesame Street, the pioneering television show that has been helping kids grow smarter, stronger and kinder since 1969. Today Sesame Workshop is a global educational force for change, with a mission to reach the world's most vulnerable children.

The Sharpe Company

www.sharpeco.com

Booth: C80

Alyssa Gourlay, licensing director

T: 310-545-6839

E: alyssa@sharpeco.com; info@sharpeco.com

The Sharpe Company is a boutique licensing agency that specializes in bringing the best in pop culture intellectual properties to the U.S. and the rest of the world. It develops licensed properties by creating focused lifestyle brands that resonate through strategic partnerships, licensed merchandise and new media development.

Shopkins by Moose Toys

www.shopkinsworld.com

Booth: E214

Mallory VanLaeken, brand manager

T: 416-322-7300 ext. 203

E: mallory@thelicensingshop.com

Shopkins by Moose Toys are the cutest, collectible characters from your favourite shops! There's cute fruits, sweet treats, party foods and more. So grab your shopping cart and start—because once you shop, you just can't stop.





Snotes are words crafted with care, hidden in shapes with an artistic flair. The Snotes brand is a registered trademark of Fleur de Lis Group and can be licensed to engage, entertain, educate and inspire. Please visit the licensing opportunities section of www.snotes.com to see samples and learn more.

GP Sony Computer Entertainment America

www.us.playstation.com

Booth: Q236

Stephanie Fradue, licensing specialist

T: 650-655-3611

E: stephanie_fradue@playstation.sony.com; licensing@playstation.sony.com

PlayStation is all about rich and powerful entertainment that takes people to unexpected places. It gives players the



freedom to express their creativity and share their experiences with the entire world. It is always evolving, offering depth and choice for all ages and all tastes.

GP Sony Pictures Consumer Products

www.sonypictures.com

Booth: O214

Mark Caplan, senior vice president, consumer products

T: 310-244-6189

E: mark_caplan@spe.sony.com

Sony Pictures Consumer Products is the licensing and merchandising division of

Sony Pictures Entertainment. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies.

Sound Team Enterprise Co.

www.soundteam.com.tw

Booth: C89

Wendy Lee, sales manager

T: +88 62 282 76312

E: sound.team@msa.hinet.net

Sound Team was founded in 1987, manufacturing winter earmuffs, headphone earmuffs, headphone knit hats and all kinds of winter accessories in its own factory located in Taiwan. It is an ODM, OEM manufacturer, producing many kinds of chacater earmuffs for customers. Its foldable, adjustable earmuffs is patented worldwide.



SOURCE3

Source3

Booth: B105

Tom Simon, director, marketing

T: 917-658-5832

E: tsimon@source3.io; info@source3.io

Source3 enables creators and commerce through identification and licensing. It connects creators, marketplaces and brands through content identification, scalable IP licensing and rights administration.

SpiritHoods

www.spirithoods.com

Booth: F98

Tasha Hanes, director, operations/

R&D

T: 213-542-5550

E: tasha@spirithoods.com; help@spirithoods.com

SpiritHoods brings the adventurous spirit of the wild into everyday life while helping to protect endangered animals. It encourages creating new experiences, giving back and community interaction through self-expression. All authentic Spirithoods are made in Los Angeles, Calif., with the highest quality faux fur (fake fur).



SPLiCE Lounge

www.SPLiCEonline.com

Booth: J98

Kimberly Kociencki, chief executive officer

T: 716-698-2247

E: kimberly@spliceonline.com

SPLiCE is a trade organization founded as a best practice think tank for trademark brand licensors. Founded in 2004 with the vision to continuously improve brand licensing, its mission is to act responsibly as a community of licensors who share best practices for protecting, promoting and enhancing brand integrity.

Sports Afield

www.sportsafield.com

Booth: E94

James Reed, director, licensing and sales

T: 714-373-4674

E: jreed@sportsafield.com; advertising@sportsafield.com

Sports Afield, founded in 1887, is the oldest outdoor magazine in North America and has been promoting its cherished outdoor traditions for



Brought to you by



129 years. This venerable brand has a well-established licensing program that features an extensive line of products for the outdoor-minded consumer including safes, clothing, luggage, camping gear and more.



Striker Entertainment

www.strikerentertainment.com

Booth: H236

Marc Mostman, partner

T: 818-225-9355

E: marc@strikerent.com;

info@strikerent.com

Striker Entertainment is a full-service global licensing agency dedicated to maximizing licensing opportunities and building brand equity. Striker's roster includes AMC's The Walking Dead, Ash vs Evil Dead, Candy Crush, Fear The Walking Dead, Five Nights at Freddy's, Orphan Black, Powers, Preacher, Shannara Chronicles, Super Mansion, Valerian and more.

GP Sunrights Inc.

www.sunrights-inc.com

Booth: L192

Natasha Gross, marketing director

T: 646-284-9806

E: natasha.gross@sunrights-inc.com; licensing@sunrights-inc.com

Sunrights Inc. is a dynamic and fast growing entertainment rights management company that markets, promotes and licenses popular hit Japanese branded animated content outside of Asia. Sunrights is backed by a strategic partnership between one of the top advertising agencies in Japan, Asatsu DK and Mitsubishi Corp.



Susanne Kasielke

www.susannekasielke.com

Booth: E75

Susanne Kasielke, owner, designer and artist

T: 202-288-2676

E: info@susannekasielke.com

It's your journey. Remember. Dream. Live. And laugh! Susanne Kasielke is a German artist, illustrator and surface pattern designer. She creates digital collages that combine multiple mediums and techniques, from abstract paintings to realistic pencil drawings. Her art opens the door to a fantasy world that leaves room to escape reality.

Suzanne Cruise Creative Services

www.cruisecreative.com

Booth: E106

Ellen Seay, director, licensing

T: 850-258-4111

E: ellen@cruisecreative.com

An established art licensing agency with more than 25 years of experience, Suzanne Cruise Creative Services represents a variety of artists and trend-forward styles for licensing across multiple product categories.

Swaggatrons

www.swaggatrons.com

Booth: B102

Lyndon Morgan, chief operating officer

T: 210-387-8739

E: info@swaggatrons.com

Swaggatrons is an animated satire series about swag culture—but instead of taking a critical direction, the company has made it appealing by taking this concept and making it more humorous, outrageous and bizarre with a colorful cast of unique characters that younger and more mature audiences can enjoy.

The Swan Princess

www.myswanprincess.com

Booth: C107

Laura Young, executive vice president

T: 801-540-1885

E: odette123@aol.com; syoung@nestvillage.com

Swan Princess Partners has collaborated with Sony to produce six animated films in The Swan Princess series, including the 1994 classic. The sixth film will be released this fall. This exciting brand is currently licensing its fun princess products.



Synchronicity

www.synclicensing.com

Booth: D79

Cynthia Hall Domine, president

T: 207-985-8815

E: cynthia@synclicensing.com

Synchronicity represents anime universes SupaPop and Super-Pulp by Disney artist Sean Danconia and the world famous New Jersey Turnpike and Garden State Parkway. They join the Tootsie Roll candy brands, Wham-O toy brands, artist Holly Ross and the mid-century modern Erhard holiday collection. All this and Tootsie Candy hot cocoa at D79.

Synthesis Entertainment

www.synthesisentertainment.com

Booth: A119

Derek Thielges, director, licensing and marketing

T: 323-769-4001

E: derek.thielges@prometheuspix.com

Kevin Burns and Jon Jashni formed Synthesis Entertainment and, along with managing licensing and merchandising

opportunities, began developing and producing remakes and sequels of Irwin Allen properties, notably an updated version of The Time Tunnel (2002) and the feature film versions of Poseidon (2006) and Voyage to the Bottom of the Sea.

TapuTapu the Panda

www.futabanenga.com

Booth: B96

Soichiro Ichikawa, deputy director

T: +81 52 882 1671

E: s-ichikawa@futabanenga.co.jp;

koketsu@futabanenga.co.jp

TapuTapu the Panda is a very charming panda that gives us heartfelt words that make people happy and smile based on what Taputapu says.



The animation has been on broadcast since 2012 and Taputapu is widening its appeal through tie-up and commercialization campaigns with various companies.

Techstorm Dynamics

www.o2onote.com

Booth: D101

Elly Chua, finance manager

T: 656-538-1402

E: elly.chua@techstormtech.com

Techstorm Dynamics is a technology company based in Singapore.



It has been developing the O2O app and services, in collaboration with its books, since 2014.

Tezuka Productions

www.tezukaosamu.net

Booth: C97

Yuriko Fukazawa, licensing director

T: +81 3337 16411

E: yuriko_fukazawa@tezuka.co.jp

Tezuka Productions are engaged in management of Osamu Tezuka's manga and animation works including Astro Boy, Black Jack, Kimba the White Lion, Princess Knight, The Phoenix and Buddha, and licensing those characters in the field of merchandising, filmmaking and publishing.



The Licensing Company, a member of Global Brands Group

www.thelicencingcompany.com

Booth: G144

Jake Avdiev, brand manager

T: 646-582-6802

E: jake.avdiev@thelicencingcompany.com

thelicencingcompany.com

The Licensing Company, with offices in eight of the world's top economies (the U.S., U.K., France, Germany, China, South Korea and Japan), is an award-winning global brand extension agency that represents some of the best global brands including Jeep, Jelly Belly, Anheuser-Busch, The Hershey Company and Coca-Cola.



THE OHIO STATE UNIVERSITY

The Ohio State University

<http://trademarklicensing.osu.edu>

Booth: J87

Becky Bradshaw, licensing program coordinator

T: 614-292-1562

E: bradshaw.121@osu.edu

The Ohio State University is a top 20-ranked university located in Columbus,

Ohio, with more than 64,000 students, 500,000 living alumni and 2 million fans that follow the Buckeyes on Facebook. It ranks third in brand equity nationally among public universities, and has the No. 1 revenue producing collegiate licensing program.

Timothy Raines Studios

Booth: E84

Tim Raines, artist

T: 512-731-9636

E: tim@timothyraines.com

Visual artist of brands and icons, expressed in a dynamic, abstract, yet brand loyal style. Clients include MLB, Aston Martin, IndyCar, ABC, HGTV and more. Artwork unlike anything you have seen that is ideal for products but also entertainment and live, upscale brand-centric events.



Bald Brothers

Tiralba

www.baldbrothersbaldsisters.com

Booth: L244

Al Ndreu, owner

T: 347-342-6918

E: tiralba2005@aol.com

The newest cartoon characters on the market for kids and adults alike. Tiralba is bringing a new idea and a refreshment in the Licensing Expo with the cooperation of feature partners, which in return will bring joy to everyone, specially for the little ones.

Toon Studio of Beverly Hills

www.thetoonstudio.com

Booth: R202

Billy Phillips, president

Brought to you by



Secure · Enhance · Protect

T: 310-859-3536

E: billy@thetoonstudio.com

Toon Studio is your fairy tale headquarters for the largest



selection of Snow White, Tinker Bell, Cinderella, Peter Pan, Sleeping Beauty and other iconic characters to super charge your brands. From vintage to classic, zombie and even teenage renditions, Toon Studio of Beverly Hills is your source of iconic characters.

GP The Topps Company

www.topps.com

Booth: D74

Louise Ramplin, marketing manager

T: +44 19 088 00163

E: louiseramplin@topps.com;

marketing@topps.com

Founded in 1938, Topps is the leading creator and marketer of collectable sports and entertainment products worldwide, including collectable stickers, cards and games, digital apps and distinctive confectionery.



TSBA Group

www.tsbgroup.com

Booth: A170

Jack Stokes, licensing category manager

T: +442036918153

E: jstokes@tsbgroup.com;

licensing@tsbgroup.com

Visit the world of TSBA to discover BabyTV, an entertainment property with 70 million viewers; The British Museum, an iconic institution with more than 10 million

artifacts; Shell, one of the world's largest single-branded retailers; TVR, selling out its new car before anyone has seen it; and Gumball 3000, an aspirational automotive lifestyle brand.



GP TT&F Licensing Company

www.outfit7.com; www.

talkingfriends.com

Booth: B196

Melita Kolbezen, managing director

T: +38 6309 98224

E: melita.kolbezen@ttflicensing.

com; info@ttflicensing.com

TTF&F Licensing Company is an exclusive global licensing partner of Outfit7 Limited.

Tuba n Co.

www.tubaani.com

Booth: D188

Euddum Park, deputy general manager

T: 8225122550

E: tuba_ed@tubaani.com; tuba_

chang1@tubaani.com

Tuba n Co. is an animation studio based in Korea and is well known for its skillful techniques on 3D CGI productions since 2003. Larva was fully produced on its own and is a TV animation that has three seasons that were globally launched in more than 150 countries.

GP Twentieth Century Fox Consumer Products

www.foxconsumerproducts.com

Booth: O200; Q192

Stacey Kerr, vice president, North America licensing sales

T: 310-369-1000

E: fcp@fox.com

A division of 21st Century Fox and recognized industry leader, Twentieth

Century Fox Consumer Products licenses and markets award-winning and blockbuster properties

worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines.



Ty

www.ty.com

Booth: F214

Karen Grunauer, show coordinator

E: kgrunauer@tymail.com;

tlundeen@tymail.com

Ty is the manufacturer of one of the fastest selling collections of soft toys in the world. In addition to providing unsurpassed customer service and support to its licensees and retail partners, its globally recognized red heart hangtag tells the consumer that they are getting the highest quality and value possible.



GP Ubisoft Entertainment

www.ubisoft.com

Booth: Q214

Andrew Heitz, manager, PR

T: 415-571-4045

E: heather.pond@ubisoft.com;

ConsumerProductsNCSA@ubisoft.com

Ubisoft Entertainment is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands including Assassin's Creed, Just

Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's studios and business offices are committed to delivering original and memorable gaming experiences.



UDC

www.udclicensing.com
Booth: C102
Albert Sargsian, director
T: +38 09 7917 2696
E: a.sargsian@udclicensing.com

UDC Licensing Agency is a licensor of the Gapchinska brand. Being happy is very simple—that's the essence of Gapchinska. Gapchinska communicates to its audience something very special and deeply private: love, happiness, kindness, tenderness, care, dreams...



Uglydoll/Pretty Ugly

www.uglydolls.com
Booth: L218
Kathy Caldas, director, operations
T: 908-620-0900
E: kathy@uglydolls.com

The Uglydoll brand was launched in 2002 by Pretty Ugly of Green Brook, New Jersey. The award-winning Uglydoll characters appear in a variety of toys, books, apparel and other licensed products that are available in thousands of stores worldwide. For more information, please visit www.uglydolls.com.

Vistex

www.vistex.com
Booth: M198
Ron Roscoe, senior marketing manager
T: 847-490-0420
E: ron.roscoe@vistex.com;
info@vistex.com

Vistex Solution License Maestro is an end-to-end software solution that facilitates all aspects of running a licensing business: rights management, royalty processing, reporting, sub-ledger accounting, financial management and analysis, product approvals and licensee relationship management.



Viz Media
www.viz.com
Booth: K226
Jane Lui, public relations and events senior manager
T: 415-546-7073
E: jane.lui@viz.com;
animelicensing@viz.com

Over its 30-year history, Viz Media has pioneered new paths in publishing, animation and entertainment licensing of Japanese content in North America. Blockbuster properties are One-Punch Man, Naruto Shippuden, Jojo's Bizarre Adventure and Doraemon and are available as a variety of consumer products for audiences of all ages.

Waldoodles

www.waldoodles.com
Booth: K242

Walter Sayers, owner
T: 519-681-0091
E: waldoodles@hotmail.com;
walter@iwaldoodle.com



Waldoodles are little art monsters with big imaginations. They can be found everywhere, but first you need to learn how to see them. Waldoodles has concepts for apparel, stationery, publishing, art kits and more. Visit booth K242 and collect your free hand-drawn Waldoodle monster from the artist. #Waldoodles



The Walt Disney Company—Disney Consumer Products and Interactive Media

www.disneyconsumerproducts.com
Booth: South Pacific and Islander Ballroom
E: dcpi.licensing.update@disney.com

Disney Consumer Products and Interactive Media is the business segment of The Walt Disney Company that brings the company's stories and characters to life through innovative and engaging physical products and digital experiences across more than 100 categories, from toys and t-shirts to apps, books and console games.



Warner Bros. Consumer Products

www.warnerbros.com
Booth: N186
Victor Allen, vice president
T: 818-954-3391
E: victor.allen@warnerbros.com

Warner Bros. Consumer Products, a

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Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in



the world. It licenses the rights to names, likenesses, and logos for all intellectual properties in Warner Bros. Entertainment's film and television library.

Wild Apple Licensing

www.wildapple.com

Booth: F79

Francine Franich, licensing sales

T: 802-457-3003 ext.239

E: francine.franich@wildapple.com; licensing@wildapple.com

Wild Apple Licensing works with designers and artists creating amazing collections of art. A full-service art licensing agency, it develops extraordinary connections with its clients. From helping them pick the best artwork to match their products, exchanging ideas on trends and mocking-up products, the company believes that collaboration is key to success.



Wild Wings Licensing

www.wildwingslicensing.com

Booth: H87

Kelly Dittrich, licensing manager

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E: kelly.dittrich@wildwings.com; info@wildwings.com

Wild Wings Licensing is one of today's leading producers and distributors of wildlife, sporting and nostalgic/Americana art. It grew out of a love for the great outdoors and a desire to share that interest with others. It offers artwork that inspires others to be at home with nature.



Wildflower Group

www.thewildflowergroup.com

Booth: C142

Michael Carlisle, principal

T: 212-924-2322

E: michael@thewildflowergroup.com; licensing@thewildflowergroup.com

thewildflowergroup.com

As a 15-year-old, full-service brand licensing agency and consultant, The Wildflower Group offers a suite of licensing solutions for brand owners, manufacturers and retailers that enhance their brands, build their company profile and add significant revenue.

WildstarTempest

www.wildstartempest.com

Booth: E88

Alexander Edwards, president

T: 858-576-7141

E: alexander@wildstartempest.com; alexander@wildstartempest.com

WildstarTempest consists of a group of artists, illustrators and writers who often produce for science fiction and fantasy properties



including Disney and Lucasfilm. Founded by president Alexander Edwards, who produces, writes for and has been an actor in the science fiction industry since 1994.



WOMEN IN TOYS
TOYS · LICENSING · ENTERTAINMENT

Women In Toys

www.womenintoys.com

Booth: H88

Mary Kay Russell, executive director

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Women in Toys is one of the leading global networking organizations for professional women working in the toy, licensing and entertainment industries. It is a collaborative community dedicated to providing connections, resources, support and opportunities to help its members achieve personal and professional success.



www.wwe.com

Booth: J214

Scott Halpern, senior coordinator

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WWE has three weekly television shows including Raw, SmackDown and Total Divas, which combine for 13 million-plus weekly viewers. WWE programming reaches more than 650 million homes worldwide in 35 languages. WWE has global distribution with a wide range of



consumer products manufactured by more than 170 licensees.

**XANTHUS (SHANGHAI)
CULTURE MEDIA**

www.xanthusmedia.com

Booth: N236

Cavan Wang, general manager

T: +86 2156 333822

E: cavan_wang@xanthusmedia.com;

info@xanthusmedia.com

Xanthus is a leading animation and derivatives development company in Shanghai, China. With its mission to create exceptional entertainment experience for children and parents, Xanthus is bringing an original TV animation series Dragmon, an adventure story of Dragon King's nine sons, originated from an ancient Chinese book in 2017.



YAH!

www.Y-A-H.com

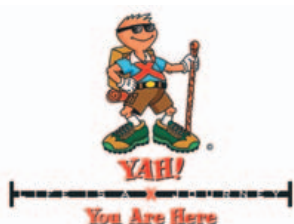
Booth: L246

John Fox, partner

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E: johndfoxjr@aol.com

YAH! has been created to be a very positive representative. He's a timeline traveler, he's a placeholder and he inspires. The character conveys that any venture will conclude more successfully with goals and planning. This concept is not limited to age groups or challenges. YAH! is a cheerleader for all.



YouTube

www.youtube.com

Booth: U249



**Jamie Reichstein, YouTube creator
business/operations**

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E: jamieberkowitz@google.com;

press@youtube.com

Launched in May 2005, YouTube allows billions of people to discover, watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Zag Inc.

www.zag-inc.com

Booth: A185

Andre Lake Mayer, president

T: 714-686-9741

E: amayer@zag-inc.com

ZAG is a private firm specializing in kids and family entertainment. Its multiple divisions include production companies and animation studios—located in the U.S., Asia and Europe—that develop TV series, movies and games.

Zeptolab

www.zeptolab.com

Booth: D226

Manaf Hassan, head of licensing

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E: manaf@play.com.ru

ZeptoLab is dedicated to the science of fun. Redefining gaming with unique gameplay, Zag released the series of



Cut the Rope games, which have been downloaded over 800 million times and related animated series viewed over 2 billion times. The portfolio also includes other games like King of Thieves and Pudding Monsters.



Zolan Company

www.zolan.com

Booth: D94

Jennifer Zolan, president

T: 203-300-3290

E: jenniferzolan@yahoo.com

The Zolan Company, a boutique licensing agency, represents Zolan's legendary children's art brand since 1977 and is launching its new kids' division in 2016. The company's vision is to expand its international licensing programs and to focus on cause licensing that support children's projects worldwide, inspiring hope, joy, and imagination.



Zoonicorn

www.zoonicorn.com

Booth: K246

Mark Lubratt, managing member

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Developer of the Zoonicorn brand. Zoonicorns are special creatures that visit the dreams of young animals to help them through life lessons.

ADVENTURE IS WAITING

For over 100 years, the Boy Scouts of America has been a cornerstone in connecting with millions of families to help build foundational skills and positive experiences among young people they can carry for a lifetime.

**VISIT US IN
BOOTH F142 AT
THE LICENSING
EXPO.**



BOY SCOUTS OF AMERICA®
LICENSING PROGRAMS

Connect with us today to learn how our portfolio of youth and outdoor oriented brands may be a fit for you. Currently exploring licensing opportunities in the youth-oriented education and imagination products, toys and games, outdoor and preparedness product categories. Contact us below to schedule an appointment at the Licensing Expo.

MOJO LIFE

ARTIST COLLECTION

Keith Haring
BY MOJO


JEAN-MICHEL BASQUIAT
BY MOJO

BARON VON FANCY
x Mojo



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