

Licensing Expo 2016 Opens its Doors

Licensing Expo has officially kicked off, and this year, the show promises to offer more opportunities to connect and properties to see than ever before.

The event will open with a keynote panel presentation, "Toys to Content: Where Do We Go From Here?," at 8 a.m. in Islander D that will feature Simon Waters, general manager and senior vice president,

entertainment and consumer products, Hasbro; Laura Zebersky, chief commercial officer, Jazwares; and Susie Lecker, chief brands officer, Toy Box division, Mattel. Marty Brochstein, senior vice president, International Licensing Industry Merchandisers' Association, will moderate.

With more than 400 exhibitors, 150 of those brand-new including Iconix Brand Group,



Cosmopolitan and Equity Management Group, the show will have a strong global focus, thanks to dedicated, country-specific international pavilions that will showcase a range of licensing activity from each region, led by the China ACG Group in the China Pavilion. Other countries that will be represented in dedicated pavilions include Taiwan, Brazil, Mexico, El Salvador, Korea and Malaysia.

Continued on Page 66

For today's full Licensing University schedule, turn to Page 58.

Dekel Grows 'Mystery Science Theater 3000'

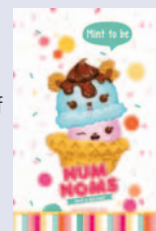
Elie Dekel has been tapped by Satellite of Love, in partnership with Shout! Factory, to act as the strategic brand advisor and global licensing agent for the TV series "Mystery Science Theater 3000."

At Licensing Expo, Dekel will be meeting with potential partners to discuss opportunities across publishing, gaming, apparel and accessories, collectibles, art and décor.

MGA Debuts Num Noms

MGA Entertainment is launching a consumer product program for its new Num Noms brand, a range of scented collectibles for girls.

Partners are signed to extend the brand to a multitude of categories.



Page 44

Events

- ALL DAY – SEGA's Sonic the Hedgehog photo opportunities (booth #F188)
- ALL DAY – Sports Activation Zone presented by NFL Players Association
- 8 a.m. – KEYNOTE: "Where Do We Go from Here?" with Simon Waters, Hasbro; Laura Zebersky, Jazwares; and Susie Lecker, Mattel. (Islander D)
- 9:30 a.m. – China Pavilion opening ceremony (booth #N236)
- 10 a.m. – Character Parade (main aisle red carpet)
- 11 a.m. – Grumpy Cat (booth #A208)
- 8:30 p.m. – Opening Night Party at The Tropicana Las Vegas

* Events and appearances are subject to change.

Chinese Buyers, Sellers Convene at Expo

This year's Licensing Expo will see the largest contingent of both buyers and sellers from China converging on Las Vegas this week.

On the sales side, there are several sponsored Chinese pavilions, anchored by the China ACG Group, which will host China-based IP holders looking to license their

brands to the rest of the world. On the buying side, two of the most important entertainment licensing companies in China—Mtime and Alibaba Entertainment—are visiting Licensing Expo to pitch their unique business models as licensees and retailers of entertainment product for the burgeoning Chinese market.

Continued on Page 66



Tune in at www.LicenseMag.com/LicenseTV



OR SCAN HERE TO WATCH NOW!

Teletubbies™

THEY'RE BACK!
BRAND-NEW SERIES
WEEKDAYS AT 8 a.m.
ON nickjr™

- Award-winning toy line from Spin Master launching Spring 2017
- Best-in-class licensees including Sony, Simon & Schuster, VTech, Amscan, Cardinal, Playtex and many more...

www.teletubbies.com



brands
dhx

For US licensing opportunities please contact Shane Mang shane.mang@dhxmedia.com +1 323 790 8842

The image features four Teletubbies characters in a vibrant, grassy field under a blue sky with a windmill in the background. A large circular graphic with a sunburst pattern is partially visible behind the characters. In the top right corner, a white circular callout contains the text 'Visit Booth #O236'.

Visit
Booth
#O236

editorial department

group publisher
Steven Ekstract **212.600.3234**
sekstract@advanstar.com

global editorial director
Tony Lisanti **212.600.3230**
tlisanti@advanstar.com

content and marketing manager
Amanda Cioletti **310.857.7688**
acioletti@advanstar.com

art department

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

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

advertising department

advertising manager
Sharon Weisman **917.727.1155**
sweisman@advanstar.com

audience development director
Kristina Bildeaux
kbildeaux@advanstar.com

content manager, digital and interactive
Nicole Davis-Silberstein **212.600.3278**
ndavis@advanstar.com

associate digital editor
Erica Garber **310.857.7689**
erica.garber@ubm.com

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

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

UBM Advanstar provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want UBM Advanstar to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from UBM Advanstar's lists. Outside the U.S., please phone 218-740-6477.

License! Global does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content.

So What's New?



by **TONY LISANTI**
global editorial director

From the mega brand franchises to the small, niche brands, Licensing Expo is truly the world's brand showcase. From the well-established iconic brands to new IP, it's all here on the exhibitor floor at Mandalay Bay.

And there is one common question that every attendee has: "What's new?" It is perhaps one of the most difficult questions to answer, as well, because the list just keeps getting longer every year.

With more than \$260 billion in retail sales of licensed merchandise worldwide generated by Top 150 Global Licensors, noted in *License! Global's* annual report, there continues to be a huge demand for licensed products among consumers worldwide. And with several thousand brands represented here this week at Licensing Expo, you can begin to

understand why there is no simple answer to that simple question. Oftentimes, the answer can be found by following the trends at the box office, social media, various brand studies or simply in the daily news headlines, because you just never truly know how, when, where or why the next hot licensed property will emerge.

Okay, so like with any major sports event when the burning question to sports editors is who's going to win, the pressure is still on for me to answer the question at Licensing Expo: "What's new?" Consider the following:

- **Hanazuki**—This new lifestyle brand from Hasbro is full of treasures and potential as it offers new characters and worlds targeted to tweens.
- **Hasbro films**—The new film universe from Hasbro and Paramount that will feature properties G.I. Joe, Micronauts, Visionaries, M.A.S.K. and ROM offers endless possibilities for licensing over the next several years.
- **Marvel's new characters**—The new characters from the Marvel universe such as The Black Panther and the new female superheroes Black Widow, She Hulk, Spider Gwen, Scarlet Witch and Squirrel Girl.
- **"PJ Masks"**—From Entertainment One, this new animation property brings superheroes to preschool.
- **Muhammad Ali**—With his recent death, this beloved icon is more popular than ever and the Authentic Brands Group has already begun to expand the licensing program.
- **Film properties**—And of course, there's more *Star Wars*, *Cars* and *Frozen*; more *Jurassic World*; more *Despicable Me*; more *Harry Potter* and more from DC with its *Justice League*, *Wonder Woman*, *Flash* and *Aquaman*.
- **Gaming**—There's Activision's "Skylanders Academy," Pokémon's 20th anniversary and "Sonic the Hedgehog's" 25th anniversary.
- **YouTube creators**—In the June issue of *License! Global*, read about 10 of the hottest new creators to watch that offer strong licensing potential.
- **Dekel Brands**—Elie Dekel, licensing veteran and former president of Saban Brands, has formed his own company and is exhibiting at Licensing Expo for the first time to showcase several new properties.
- **New exhibitors**—There are many other new exhibitors as well, many of which are highlighted in June issue of *License! Global*. They include Iconix Brand Group, *Cosmopolitan*, Pierre Cardin, J!nx and Loot Crate.

In addition, there are several niche brands, fashion brands and corporate brands to look out for on the show floor... This is what happens when you try to answer the question of "What's new?"—the list just keeps on getting longer and longer. So the best advice I can offer to every attendee is to get out on the exhibit floor and tweet out your answer to the question.



VISION • AGILITY • SCALE

CHEROKEE GLOBAL BRANDS



CHEROKEE[®]
AN AMERICAN STANDARD
— SINCE 1973 —



HAWK[®]



LIZ LANGE[®]
MATERNITY



EVERYDAY★**CALIFORNIA**

FOR MORE INFORMATION ON LICENSING, PLEASE CONTACT:

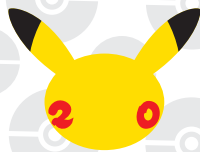
Mark Nawrocki • EVP Global Business Development • 818.908.9868 x 315 • markn@cherokeeglobalbrands.com

Randi Spieker • EVP U.S. Business Development • 818.908.9868 x 338 • randis@cherokeeglobalbrands.com

www.cherokeeglobalbrands.com | Nasdaq : CHKE

FLY ON OVER TO THE POKÉMON BOOTH!

COME VISIT BOOTH G188



Licensing inquiries for the Americas accepted by

Monika Salazar
Director of Licensing for The Pokémon Company International
m.salazar@pokemon.com

Licensing inquiries for Europe accepted by

Mathieu Galante
Senior Market Development Manager—Europe
m.galante@pokemon.com



Sony Features *Ghostbusters*, *Dark Tower* and *Smurfs* at Expo



Sony Pictures Consumer Products is gearing up for the long-awaited return of the *Ghostbusters* franchise with a licensing program that features more than 45 partners from around the world and across major licensing categories including digital and gaming, toys, apparel, fashion accessories, publishing, collectibles and more.

Thirty years after the original franchise debuted, director Paul Feig brings his fresh take on the supernatural comedy to theaters nationwide, July 15. The new film features some of the funniest actors working today including Melissa McCarthy, Kristen Wiig, Kate McKinnon, Leslie Jones and Chris Hemsworth; is produced by Ivan Reitman and Amy Pascal; and is written by Katie Dippold and Paul Feig, based on the 1984 film *Ghostbusters*, written by Dan Aykroyd and Harold Ramis and directed by Ivan Reitman.

The *Ghostbusters* licensing program roster features top-of-the-line partners including Mattel for action figures, die-cast vehicles, play sets and role play toys; LEGO for construction sets; Funko Pop! for vinyl figures; Underground Toys for plush, computer accessories and housewares; Activision for console and mobile games, handheld electronic games, mobile, PC and video games; IGT

for slot machines; Simon & Schuster Children's Publishing for print and e-book editions of junior novels, readers and handbooks; Hybrid for men's, juniors' girls', boys' and infant/toddler apparel; Fab Starpoint for backpacks, totes, messengers, lunch bags and more; New Era for lifestyle headwear; and Concept One for headwear, cold-weather accessories, swimwear and seasonal footwear.

The movie program is also supported by the *Ghostbusters* classic consumer product program.

But Sony Pictures Consumer Products has other film properties it will be exhibiting at Licensing Expo as well.

New on the horizon for Sony is the 2017 release of *Dark Tower*, a science fiction fantasy horror film based on Stephen King's book franchise of the same name; the fully computer-animated *Smurfs: The Lost Village* movie; and a new, as-yet-untitled Emoji movie, which will hit theaters next summer.

Other upcoming Sony Pictures' releases include *Underworld: Blood Wars* and a new animated television series based on the *Hotel Transylvania* franchise. Sony will also be featuring its *The Fifth Element*, *Easy Rider* and *Talladega Nights* properties at Licensing Expo.



'Ben 10' Makes a Comeback

Cartoon Network is reinvigorating its "Ben 10" franchise with the launch of an all-new, animated series based on the alien-powered kid hero.

To support the series, Cartoon Network is planning a global product launch this fall, anchored by toys from master toy partner Playmates Toys. The line includes figures, vehicles, role play toys and play sets.

The new "Ben 10" will be executive produced by Man of Action for Cartoon Network Studios and is set to debut globally this fall and into 2017.

Since its launch in 2006, "Ben 10" has been a top-grossing global franchise for Cartoon Network, the company says, with more than \$4.5 billion in global retail sales to-date, and is the network's signature action franchise. The show has aired in 178 countries and in 30 languages, reaching 312 million homes worldwide. The franchise has spawned four television series, totaling 230 episodes, and two live action movies.

ILLUMINATION PRESENTS
**DESPICABLE
ME 3**

SUMMER 2017

**STEVE
CARELL
IS**

**G
R
U
AND
D
R
U**



Visit Us At Booth N214

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067

International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446

Promotions: Michelle Hagen 818-777-8175

™ & © Universal Studios



Henson Homes in on Entertainment Properties

The Jim Henson Company is presenting a trio of new properties this year at Licensing Expo—"Word Party," "Dot." and "Splash and Bubbles"—as well as expanding its programs for "Dinosaur Train," "Fraggle Rock" and the 30th anniversary of *Labryinth*.

Vocabulary-building preschool series "Word Party" debuts this summer on Netflix in the U.S. and in territories around the world where Netflix is available. Henson is seeking partners across multiple categories for this property, which is produced by the Henson Digital Puppetry Studio, a proprietary CG-animation technology from Jim Henson's Creature Shop.

"Dot." brings tech expert and author Randi Zuckerberg's debut picture book of the same name to life in an animated series for 4- to 7-year-old girls. The show, which follows tech-savvy Dot as she embarks on adventures to satisfy her imagination, curiosity and latest passion, premieres in the U.S. on Sprout in September.



Also new for the Henson this fall is "Splash and Bubbles," an animated series for kids ages 4 to 7 that dives into the diversity and wonder of the natural undersea world. Co-produced with Herschend Enterprises and developed with the CG-animation technology of the Henson Digital Puppetry Studio, the 40-episode series will premiere this fall on PBS Kids in the U.S.

and on other platforms worldwide.

Meanwhile, with the fourth season of animated series "Dinosaur Train," which currently airs in the U.S. on PBS Kids and in more than 200 territories across the globe, Henson is pumping up the property with new products including figures, play sets and plush from master toy partner Jazwares, which are set



to debut this fall.

Other partners on board for the series include Buy Seasons for party goods in the U.S., California Costumes for Halloween costumes in the U.S., Papstar for party goods in Germany, Geda Labels for mealtime products in Germany, Evrika for chocolate eggs in Russia and Warm Up Industry for costume character live appearances in Italy. Henson is also planning to announce additional live appearances in other markets.

Created by Jim Henson himself, the classic "Fraggle Rock" continues to be a strong focus for the company, which has signed new partners for the brand in the U.S. including Super Impulse for novelty, Toy Factory for prize redemption and Funko for collectibles. They join Zen Monkey Studios for apparel and gifts and Trevco for print on-demand.

Finally, Henson is commemorating the 30th anniversary of the film *Labyrinth* with new consumer products. Insight Editions is releasing a book, *Labyrinth: The Ultimate Visual History*, which will feature rare artwork, interviews and on-set photos, in October; River Horse is rolling out Jim Henson's *Labyrinth: The Board Game* this summer; an apparel line will launch at retail this fall; and on-going *Labyrinth* anniversary screenings and local events are planned.

Discovery Heads to the Great Outdoors

Discovery will debut a line of travel products and experiences in the North American, European and Asia Pacific regions. Discovery Adventures will feature apparel, camping and sporting goods and accessories including travel cups, battery-operated fans and travel notebooks. Future plans for Discovery Adventures include expanding its line with travel experiences and services for its customers.

The brand has partnered with Sakar to produce a line of waterproof mobile accessories, waterproof cameras, waterproof Bluetooth speakers, lanterns, flashlights and binoculars. Discovery Adventures is seeking additional licensees in categories for apparel,



accessories, footwear, backpacks, travel luggage, camping and fishing gear, strollers, diaper bags, sunblock and bug repellent, as well as food and beverage items like energy drinks and bars.

"Fans of Discovery have a natural curiosity about the world around them and an affinity for adventure," says Robert Marick, vice president, licensing and global location-based entertainment, Discovery Communications.

"In launching the new Discovery Adventures lifestyle brand, we're providing the millions of people who enjoy our content with the perfect gear for a camping trip, a hike or a far away vacation."

ILLUMINATION PRESENTS
**DESPICABLE
ME 3**

SUMMER 2017



BRATT

**TREY
PARKER
IS**

Visit Us At Booth N214

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067

International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446

Promotions: Michelle Hagen 818-777-8175

™ & © Universal Studios





'Kate & Mim-Mim' Adds Licensees

FremantleMedia Kids & Family's preschool television property "Kate & Mim-Mim" has signed multiple new best-in-class North American licensees.

The added partners include The Bentex Group and its Dreamwave, Extreme Concepts and H.I.S. International divisions for girls' sportswear including sets, separates, dresses, tees and swimwear in the U.S.; Global Brands Group's AME for sleepwear in the U.S. and Canada; Cardinal Industries for games and puzzles; Jay Franco for bedding, bath and beach and JCP Live Productions for live events and costumed character appearances.

"With universally cherished themes such as girl power, creative play, imagination, humor, adventure and problem solving, 'Kate & Mim-Mim' has proven to be a huge success on television," says Andrea Brent, senior vice president, licensing and franchise management, FremantleMedia, North America. "We are excited to announce our new licensed partners and offer consumers more ways to engage with the brand."

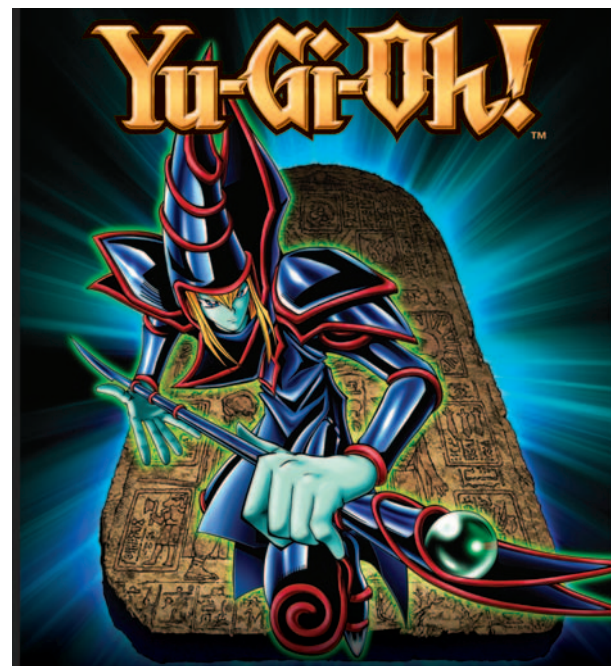
These partnerships join the growing list of "Kate & Mim-Mim" licensees including global master toy partner Just Play, who is rolling out plush, dolls, figure packs and role play products in the U.S. beginning this fall. Penguin Young Readers is the North American publishing partner for the brand, and its initial book lineup is also launching this fall with a variety of formats including storybooks, leveled readers, e-books and sticker books.

In addition, "Kate & Mim-Mim" DVDs are currently available in the U.S. from Public Media Distribution via its SkipRope label. The first DVD, "Flight of the Flowers," was released in March, and the second, "Balloon Buddies," came out in May. Additional DVD releases are planned for 2016 and include "The Mimiloo Zoo" in September and "A Christmas Wish" in October. Digital apps are also available from A.C.R.O.N.Y.M. Digital worldwide. The series has been sold to more than 100 major international broadcasters around the world.

The second season of "Kate & Mim-Mim" premiered in the U.S. earlier this year on Disney Junior and is also available on Netflix. The show follows the fantastical adventures of 5-year-old Kate, who, together with her toy rabbit, Mim-Mim, travels to the fantasy world of Mimiloo where Mim-Mim comes alive as a larger-than-life playmate.

Yu-Gi-Oh! Extends to Art Books

4K Media is teaming up with Udon Entertainment for a series of art books based on the Yu-Gi-Oh! trading card game series. The card art books will feature the more than 7,000 images that comprise the extensive Yu-Gi-Oh! trading card game.



"Yu-Gi-Oh! fans and collectors will appreciate the detailed imagery and drawings from the actual Yu-Gi-Oh! trading card game in the beautifully constructed art books published by Udon," says Jennifer Coleman, vice president, licensing and marketing, 4K Media. "Not only is this a wonderful way to admire the beautiful artwork and unique monsters that comprise the card game, but it will also serve to inspire fans and collectors to maintain and build their personal Yu-Gi-Oh! card collections."

"We are overjoyed to share our passion for Yu-Gi-Oh!'s inspirational artwork and designs as featured on the hundreds of trading cards published to date," adds Erik Ko, chief of operations, Udon Entertainment. "These art books are a stunningly detailed reference for collectors, and also provide fans with an exquisite compilation of the cards and characters they may aspire to own. More than anything, they are a tribute to the popularity, reach and longevity of the Yu-Gi-Oh! franchise."

The card art books are slated to hit book stores, independent comic and hobby shops, electronic book stores, small independent retailers and online outlets in the U.S., U.K., Canada and Australia later this year.

ILLUMINATION PRESENTS
**DESPICABLE
ME 3**

SUMMER 2017



ME 3

Visit Us At Booth N214

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067

International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446

Promotions: Michelle Hagen 818-777-8175

™ & © Universal Studios



Beanstalk Grows Food and Beverage Brands

Beanstalk is expanding Diageo's Baileys and Guinness alcoholic beverage brands into a wide array of lifestyle, gift and food categories, adding to its roster of more than 40 global licensees.

Original Irish cream liquor brand Baileys is enjoying success in categories including ice cream, chocolate and coffee creamers. The new Baileys sweet treats line includes collaborations with Unilever for Magnum ice cream and General Mills for Häagen-Dazs ice cream. Longtime Baileys coffee creamer licensee HP Hood has launched a new Hazelnut Caramel Blondie flavor in North America, which joins the 14 other flavors currently available year-round, as well as three seasonal holiday products.

Meanwhile, the Guinness program is extending into both sweet and savory food items, including confectionery, chips, nuts and meat products. North



American Guinness licensee High Liner Foods recently released Guinness BBQ-glazed Atlantic salmon fillets, which are being sold at Costco Wholesale locations across the U.S. In Europe, U.K.-based pie and pastries manufacturer

Holland's Pies is planning a hot version of its "Chilled

Steak Slice," which will hit store shelves throughout the U.K. in April; meanwhile international grocery manufacturer AB World Foods is bringing its Guinness table sauce condiment to additional U.K. stores later this year.

Beanstalk will further expand the beverage brands with food partners, and future categories for expansion include meats and cheeses for Guinness and desserts for Baileys.

As the exclusive global licensing agency for the got milk? brand since 2013, Beanstalk is growing its licensing program to include a broad range of food- and beverage-based products.

Licensee Got Snacks? has launched a milk-themed collection of packaged baked goods such as cookies, wafers, cereals, granola and breakfast bars, and is planning a line of milk modifiers including flavored powders and straws. The Got Snacks? products are currently distributed in supermarkets and convenience stores both in the U.S. and internationally, as well as online via Amazon. Additional got milk? products will launch in Ahold supermarkets and Circle K stores in July, and Walgreens retailers in August. Outside of the food space,



Beanstalk is teaming with licensee Card.com to create branded got milk? credit cards, and Veritas Gifts for gift sets, which will launch in later this year. The company is also looking to extend the got milk? brand into other categories such as glassware, home textiles, gift, novelty and publishing.

Finally, Beanstalk is continuing to focus on brand extensions for the casual dining restaurant TGI Fridays into complementary food and beverage categories with current and new licensing partners, as well as extend the brand into barware, glassware and small appliances.

Partners on board for the brand extension include Captivated Foods for a line of frozen desserts, Vita Foods for shelf-stable barbeque sauces and marinades, Kraft Heinz for frozen snacks, Inventure Foods for salty snacks and Mark Anthony Group for alcoholic beverages.



'World Of Winx' to Air on Netflix

Rainbow is set to debut "World of Winx," an original show based on its "Winx Club" series.

"World of Winx" will be shown on Netflix in English-speaking territories (the U.S.,

Canada, the U.K. and Australia), Latin America (Brazil and Mexico), Asia (China, Japan and Korea), France and Germany. The show will air on free-to-air TV elsewhere in the world.

This broadcasting agreement represents the first time in history that an Italian production company has developed original content exclusively for Netflix, says Rainbow.

In "World of Winx," the six fairies

of "Winx Club" travel around the world to act as scouts for talent a show. It is the Winx mission to find talented kids, but as they search, they come across the Talent Thief—a mysterious and evil villain who is capturing gifted children. The Winx must go undercover and hide their fairy identities to outfox the Talent Thief and protect the children of Earth.

ILLUMINATION PRESENTS
**DESPICABLE
ME 3**

SUMMER 2017



Visit Us At Booth N214

FOR MORE INFORMATION, PLEASE CONTACT:

Licensing: Cindy Chang 818-777-2067

International Licensing: Marc Low +44 203 618 8000

Digital Licensing: Bill Kispert 818-777-5446

Promotions: Michelle Hagen 818-777-8175

™ & © Universal Studios



‘Teletubbies’ Land Publishing Deal

DHX Brands, the brand management and consumer product arm of DHX Media, is teaming up with Simon & Schuster Children’s Publishing for a North American publishing program based on the beloved preschool property “Teletubbies.”

As part of the deal, Simon & Schuster is publishing a range of “Teletubbies” books under its Simon Spotlight imprint. The product line up will include an array of story, board and novelty books, with the first titles expected to launch in the U.S. and Canada in 2017.

The new “Teletubbies” television series debuted on Nick Jr. in the U.S. in May and is on-air on Family Jr. in Canada.

“Simon & Schuster Children’s Publishing is a perfect licensee for ‘Teletubbies,’ with a strong presence in North America and a fantastic reputation. Books are a significant segment of preschool consumer products, and we’re excited to work with one of the world’s leading publishers on high-quality innovative products as a core component of the ‘Teletubbies’ offering. Simon & Schuster joins a growing, world-class team of ‘Teletubbies’ licensees as we continue to rollout this iconic brand worldwide,” says Tom Roe, commercial director, DHX Brands.

“The original ‘Teletubbies’ show was a phenomenal hit that made Dipsy, Laa-Laa, Po and Tinky Winky instantly recognizable,” says Valerie Garfield, vice president and publisher, novelty and licensed publishing, Simon Spotlight. “Their colorful, charming and just-right, age-appropriate stories make them ideal entertainment for the preschool audience and, with the new series set to debut in North America, we knew that the time was right to bring the brand back with a new series of books. We couldn’t be more thrilled to be working with DHX Brands and helping to have a whole new



generation say ‘Eh oh!’”

Simon & Schuster joins a growing roster of North American licenses for the “Teletubbies” brand that includes Spin Master (North American master toy), Accessory Innovations (bags, backpacks and hats), SG Company (footwear), Franco Manufacturing (juvenile bedding), Betesh (toddler bedding) and VTech (electronic learning aids). So far, more than 65 licensing deals have been signed worldwide.

‘Candy Crush’ to Offer Free Shakes

King’s “Candy Crush Soda Saga” brand is teaming with restaurant Johnny Rockets to offer a shakes give-away. The promotion is running in 300 stores across the U.S. through July 10, and includes a stop at Licensing Expo.

The limited edition shakes come in two flavors—the Candy Crush shake, which is made with strawberry ice cream and topped with whipped cream and gummy candies, and a Candy Crush soda float, which is a Fanta orange soda with two scoops of vanilla ice cream topped with whipped cream and gummy candies.

Licensing Expo attendees can sample the shakes at King’s happy hour, taking place from 3 p.m. to 5 p.m. today, exclusively in the Mandalay Bay diner. Visit the King booth (#J236) to grab a voucher, and head down to Johnny Rockets to claim your free shake.



LAS VEGAS

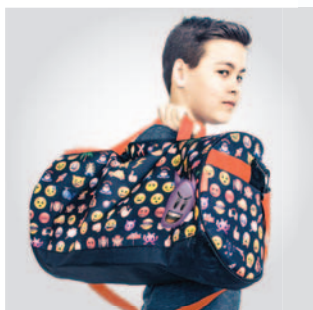
LICENSING EXPO 2016

MEET US AT THE SHOW BOOTH NO. A 122



emoji®

THE ICONIC BRAND



C3 Entertainment Shares Brands

C3 Entertainment has a robust lineup of licensing partners in place to support *The Three Little Stooges* movie, which is scheduled to begin production this summer, and the nine-part documentary television series “Hey Moe! Hey Dad!,” which premieres in August. Another *Stooges* movie and an animated series are also in development.

Partners on board for the comedy brand include Rocket Fizz Soda Pop and Candy Shops for The Three Stooges Wise Guy root beer and other products based on *The Three Little Stooges*; Fun Incorporated for prank and joke products; Polyslab Games for mobile games “The Three Stooges Zombie Defense” and “The Match: The Three Stooges Game,” as well as more on the way; Throw Boy for Larry, Moe and Curly pillow fighter plush toys; Comic Flix for digital and print comic books based on the 2012 film *The Three Stooges*; and Calendar Holdings for direct-to-retail trivia games and puzzles.

In addition, American Mythology Productions recently released The Three Stooges as a full-color, 32-page comic book, produced by a notable group including S.L. Gallant, Bill Galvan, Greg Larocque, Mark Wheatley, Brendon and Brian Fraim, Andrew Pepoy, S.A. Check, J.C. Vaughn and Mark L. Haynes.

C3 Entertainment is also highlighting several of its top entertainment properties at Licensing Expo including magician Michael Grandinetti, celebrity chef Jason Santos, musician the Big Bopper, artist Motor Marc Lacourciere and lifestyle brand Katz about Towne for licensing opportunities.

C3 is developing a series of network television specials for Grandinetti, who is currently a performer on the CW’s “Masters of Illusion” series.

It is also developing a licensing program for Santos, who has appeared on the TV series “Hell’s Kitchen” and is a proprietor



of Boston restaurants Back Bay Harry’s and Abby Lane Food & Spirits. Santos has also been featured in promotional campaigns for corporate brands

such as Cadillac, Hood, Famous Idaho Potatoes and Heluva Good. Licensee Buzzy Seeds is creating a line of growing kits for herbs and vegetables in high-end ceramic planters with recipes and cooking tips from Santos, which will hit North American retailers in 2017.

Disc jockey, singer and songwriter the Big Bopper, who coined the term “music video” and wrote classic songs which are still enjoyed today, is recognized as a pioneer of rock and roll, says C3. Licensee Realtime Gaming Suppliers released the Big Bopper online digital slot machine game in April, and C3 is looking to further extend the brand to additional categories.

Artist Lacourciere has gained international recognition for his paintings showcasing the exotic machines from the Discovery Channel series “American Chopper,” the Harley Davidson Road King 100th anniversary, NASCAR, The Three Stooges and notable fortune 500 companies including Easyriders, Indian Motorcycles and Fender Guitar. His latest work features musical artists including The Beatles, Carlos Santana, The Rolling Stones and Eric Clapton. C3 is working with longtime licensee Desperate Enterprises for tin signs featuring Lacourciere’s art, which will be available in select retailers and on the company’s website this fall. In addition, the company is exploring the artist’s potential for co-branding with brands such as Cobra, Harley Davidson, Corvette and Indian Motorcycle.

Finally, C3 is also touting lifestyle brand Katz about Towne. The concept, which celebrates diversity and all the things that make life unique, is from Barbi Sargent, creator of the Strawberry Shortcake franchise and the Poppysed and Gretchen characters, and Alan Jude Summa, creator of the *Interplanetary Lizards of the Texas Plains* comic book series.



TLC Marks Milestone with Fundraising

To celebrate TLC’s 20 years in business, the company is pledging to raise more than \$50,000 for Railway Children, an international children’s charity.

The promotion TLC20 sponsored a round-the-world interoffice bike-a-thon, April 20, that saw TLC’s international offices collectively cycle more than 1,240 miles in just 24 hours.

The bike race started at the crack of dawn at TLC Tokyo, moved through offices in Asia and Europe, before TLC London passed the virtual baton across the pond to the U.S. offices, finally finishing at TLC New York to complete the home stretch. The bike-a-thon raised \$62,000.

All TLC offices continue to raise money for Railway Children with events such as ticketed movie nights in London, a sponsored golf tournament in Tokyo, Karaoke night in Munich and international Come Dine With Me competitions.

In May, TLC founders Angela Farrugia, Daniel Avener and Regine Labrosse raised money for Railway Children by sky diving 15,000 feet in the Nevada desert.

TLC20 will culminate in October when the company will throw a 20th anniversary party at a landmark London venue for clients, partners and staff where Railway Children will be presented with the donation check.

LAS VEGAS

LICENSING
EXPO 2016

MEET US AT THE SHOW BOOTH NO. A 122



emoji®

THE ICONIC BRAND



- 🎯 emoji® is a registered trademark of the emoji company GmbH
- 🎯 More than 110 license partner worldwide and rising
- 🎯 Broad trademark protection in more than 20 classes incl. TV & Movie Production
- 🎯 Most impressive library of icons for cross category merchandising (3000+ icons)
- 🎯 More than 230 trademarks all over the world

Full Slate of New Movies for NBCUniversal at Licensing Expo

NBCUniversal has a full calendar of new releases and will focus on its new and core portfolio of franchises at Licensing Expo.

The lineup includes Illumination Entertainment's *Despicable Me 3*, the Universal and Illumination co-production *The Secret Life of Pets*, Universal Pictures' *Fast & Furious 8*, a sequel to *Jurassic World* and *Pitch Perfect 3*.

Despicable Me 3, due to release June 30, 2017, will reunite Gru, Lucy, their adorable daughters and the Minions in a new animated film from the team who brought audiences *Despicable Me*, *Despicable Me 2* and *Minions*, the No. 1 animated film of 2015 that grossed \$1.16 billion worldwide, according to NBCUniversal.

The company will also highlight *The Secret Life of Pets*, its fifth fully-animated feature film collaboration between Illumination and Universal Pictures, due in theaters July 8. The film is supported by a full line of consumer products with Spin Master tapped as global master toy partner, and a pet product collection



from exclusive retail partner PetSmart.

Also on the 2017 slate is the much-anticipated eighth chapter in the *Fast & Furious* saga. Vin Diesel leads the returning cast in the new chapter of one the most popular and enduring motion-picture serials of all time, set to release April 14, 2017.

The following year, NBCUniversal will keep the ball rolling with the June 22, 2018, release of Universal Pictures' and Amblin Entertainment's *Jurassic World* sequel, a follow up to one of the biggest blockbusters in cinematic history, says the studio. Steven Spielberg serves as executive producer on the project, which once again stars Chris Pratt and Bryce Dallas Howard, who will reprise their roles from *Jurassic World*.

NBCUniversal will also have offerings on the television side of the business, with a continued focus on the "The Biggest Loser" franchise, NBC and Esquire Network's "American Ninja Warrior" TV series and a host of new licensing opportunities from children's network Sprout.

Shoppies Expands Licensing Reach

The Licensing Shop is launching a licensing program for the new doll line, Shoppies from Moose Toys, a spin-off of the Shopkins brand. The Licensing Shop represents both properties for licensing.

Shoppies launched in October 2015 and sold out almost immediately.

The doll line expanded this year to include new characters Jessicake, Popette, Bubbleisha and Peppermint.

The Shoppies come with two exclusive Shopkins and accessories including a brush, purse and a "VIP" card which unlocks special rewards within the "Shopkins" app.

Shoppies and their Shopkins friends hang out together in Shopville. Each Shoppie doll has her own unique personality and is compatible with Shopkins play sets.

The brand is featured in webisodes and promoted on television. The characters will be featured in additional entertainment venues to be announced shortly.

The Licensing Shop is expanding the brand's reach through partnerships with licensees The Bridge Direct for construction play sets and Disguise for Halloween costumes.

Additional new licensees on board for that brand include KOBA for live entertainment, Kurt S. Adler for holiday ornaments and décor, Pangea Brands for small electric appliances and cook/bakeware and WonderForge for games.

The Shopkins licensing program has been a success with its U.S. licensed merchandise program on track to reach \$250 million in retail sales in 2016, says The Licensing Shop.

L!G to Fete 90th Macy's Parade

This fall, *License! Global* is planning a special commemorative tribute to honor the 90th anniversary of one of America's favorite holiday traditions—the Macy's Thanksgiving Day Parade.

The tradition was started in 1926 by Macy's employees, and in 1927, the parade introduced one of its most iconic elements—giant inflatable balloons. That inaugural balloon lineup included the first-ever character-based balloon, animated film star Felix the Cat.

Felix will return to the parade route again in November alongside some of today's most popular characters including Rovio's Red Angry Bird, Sanrio's Hello Kitty, Nickelodeon's SpongeBob SquarePants and "Sesame Street" in 17 giant character balloons, 27 heritage balloons and 27 floats.

Join them in celebrating one of country's most famed traditions and one of the most unique licensing opportunities in the world by participating in *License! Global's* exclusive tribute to the Macy's Thanksgiving Day Parade.

This commemorative salute is being developed in partnership with Macy's and will appear in *License! Global's* October issue, featuring an in-depth look at the parade and its impact on the licensing industry alongside tribute ads from the parade's top licensing partners.



"Since our historic first march in 1924, Macy's Thanksgiving Day Parade has been a call to celebration. Over these past many decades, generations have gathered to enjoy the spectacle of high flying balloons, fantasy floats, incredible performers and the one-and-only Santa Claus. Our annual march is synonymous with the start of the holiday season," says Amy Kule, executive producer, Macy's Thanksgiving Day Parade. "And this year, as we celebrate 90 years of magical moments, we find ourselves humbled by the unique role the Macy's Thanksgiving Day Parade fills in the lives of millions worldwide.

We are thrilled to share and celebrate this significant milestone with our partners who help bring the Parade together, as well as the multi-millions who come to New York City to see the event live or tune in to NBC. A spectacular line-up filled with amazing new elements, as well as commemorative components, will showcase our storied legacy of unparalleled holiday entertainment during this year's milestone march."

Don't miss the chance to highlight your involvement in this iconic event and showcase the strength of your brands. Contact *License! Global's* group publisher Steven Ekstract today at 212-600-3254 or steven.ekstract@ubm.com for details on how to participate.



Pororo Store



Pororo Park



Pororo
The Little Penguin

© ICONIX / OCON / EBS / SKbroadband



ICONIX COME AND VISIT US AT BOOTH #J192 (Soozi Lee : +82-31-8060-2605 soози@iconix.co.kr)

GLOBAL SUCCESS THROUGH



RAINBOW

© 2016 Rainbow S.r.l. All rights reserved.



Rainbow • via Brece 60025 Loreto (AN) Italy • Tel. +39 071 750 67 500 • www.rbw.it • licensigdept@rbw.it

MAGICAL BRANDS



Come and Visit Rainbow **LICENSING EXPO LAS VEGAS Booth U242**

Licensing Builds for Fox's 'Bob's Burgers'

The Twentieth Century Fox animated series "Bob's Burgers" is going strong with an array of new licensing deals.

A book based on the series, *The Bob's Burgers Burger Book*, which was released earlier this year from Rizzoli Publishing, gives fans the chance to try Bob's beloved burgers with 75 original recipes. Inspired by the fan blog "The Bob's Burger Experiment" and written by series creator Loren Bouchard, the book highlights the show's blackboard specials as well as new content, injecting the show's humor on every page.

Fans have the chance to see "Bob's Burgers" come to life as part of "Bob's Burgers LIVE!," a comedy and musical live action extravaganza that brings together the cast and creator of the series. Produced by Bento Box Entertainment and

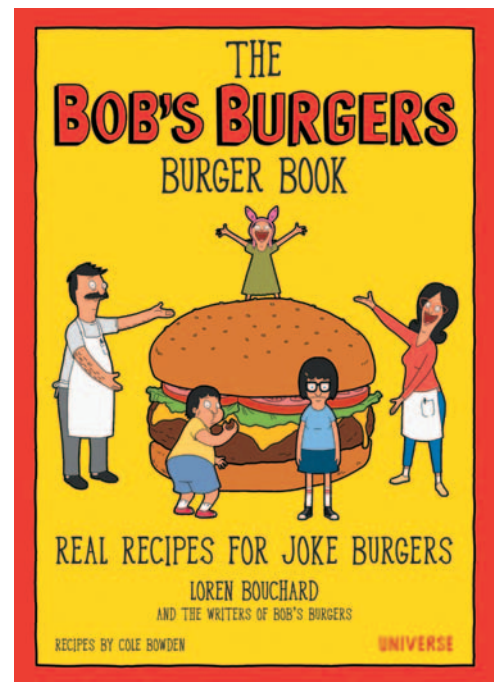


Wilo Productions in association with Twentieth Century Fox Consumer Products, the show averaged nearly 3,000 fans at each of its eight events in 2015, with more dates are slated this year.

NECA is introducing a collection of "Bob's Burgers" figures later this year that showcase the characters from the show. The Belcher kids, Tina and Gene are among the characters depicted in the 7-inch collection, while a 3.5-inch mini-character figure collection features 19 characters and looks from the series.

Also in the consumer products space, Funko Pop! has introduced a series of figures featuring Bob and Lina Belcher and their kids, Tina, Gene and Louise. Teddy and memorable character moments including Buttloose Tina, Burger Suit Gene and Beefsquatch round out this first collection. Funko Pop! has also released a mini pocket pop key chain of Tina.

Hot Topic, the largest retail supporter of "Bob's Burgers," recently wrapped a nationwide contest across 650 stores in which fans were asked to post a video on Instagram or Twitter



with an impersonation of their favorite Belcher family character using their favorite line from the show. The winners received an all-expense-paid trip to Los Angeles, Calif., to watch a "Bob's Burgers LIVE!" show.

Finally, a "Bob's Burgers"-themed exhibit opened in May at Gallery1988, a pop-culture art gallery in Los Angeles, that features original art inspired by the show.

Aardman Celebrates 40 Years

Aardman is commemorating its 40th anniversary this year with a focus on its biggest global property, "Shaun the Sheep," and the release of its latest feature film, *Early Man*.

With more than 6 million fans on Facebook and 39 million monthly views on YouTube, "Shaun the Sheep" continues to drive strong merchandise sales and brand promotions around the world. This year, following a successful global theatrical release and its first half-hour television special, Aardman is releasing the show's fifth season on major broadcasters in more than 170 territories, as well as original and reissued short-form content for video-on-demand platforms. The company has also partnered with Nintendo for an exclusive "Shaun the Sheep" level in the Wii U video game "Super Mario Maker."

Meanwhile, Aardman is readying its plans for *Early Man*, the latest stop-frame feature film by BAFTA- and Academy Award-winning director Nick Park, and produced with STUDIOCANAL. Set to premiere in early 2018, the film tells the story of how one plucky caveman sets off to unite his tribe against a mighty enemy and saves the day. Aardman is working closely with STUDIOCANAL on developing a strong licensing, publishing and promotional program for the film.

Aardman is featuring its classic characters prominently across a global activity and events plan that highlights its creative history as part of its 40th anniversary celebration, as well as continuing to grow "Wallace and Gromit" and "Morph," which will see new short-form content in 2017.





CHARISMA.



Candie's



PEANUTS



For Licensing inquiries, contact Carolyn D'Angelo
Executive Vice President, Brand Management and Marketing Services
cdangelo@iconixbrand.com

ICONIX
BRAND GROUP, INC.



NFL Players Association's Rising 50 List Identifies Future NFL Stars

The NFL Player Association's marketing and licensing arm, NFL Players Inc., has created a new marketing resource that indexes players' potential sales and marketing appeal for prospective business partners.

The rating tool, called NFLPA's Rising 50 list, aims to identify players best positioned to rank among the top sellers of all officially licensed merchandise and become retail stars of the NFL based on a number of factors. Among the criteria are on-field performance, early demand from sponsors and licensees, market size, social media presence and even fantasy football popularity.

Through early identification of players, the NFLPA provides its existing and prospective business partners, including licensees, retailers and sponsors, with vital insight to develop their product lines and promotional campaigns, while capturing the future marketing power of NFL players. Another aspect of the list is the ability for large and small brands to form early partnerships with players who may not have exploded into the mainstream markets yet. The list also allows players in smaller media markets the opportunity to build their brands as their mass-market appeal is still gaining traction.

"The Rising 50 list provides valuable sales and marketing insights and player knowledge to our partners as they plan for the upcoming season,"

says Steve Scebelo, vice president, business development and licensing, NFLPA. "We believe the list is a beneficial resource for evaluation going forward while stirring up debate about who is next."

The second annual NFLPA list of up-and-coming players was released on the heels of the 2015 season and the 2016 NFL Draft. Todd Gurley of the Los Angeles Rams heads up this year's list, following in the footsteps of Odell Beckham Jr. of the New York Giants, who topped last year's rankings then moved up to the NFLPA's Top 50 Player Sales list, a list that is the players' union's quarterly rankings based on total sales of all licensed NFL player-identified merchandise. Once players ascend to the NFLPA's Top 50 Player Sales list they will no longer be eligible to appear on the Rising 50, making way for the next group of promising NFL merchandising stars.

The number two rising star slot on this year's NFLPA list is held by Kirk Cousins of the Washington Redskins, followed by Thomas Rawls of the Seattle Seahawks and two top draft picks, Jared Goff of the Los Angeles Rams and Ezekiel Elliott of the Dallas Cowboys. Andy Dalton of the Cincinnati Bengals, DeAndre Hopkins of the Houston Texans, Josh Norman of the Washington Redskins, Allen Robinson of the Jacksonville Jaguars and Carson Wentz of the Philadelphia Eagles round out the top 10.

Brandgenuity Shows Growth

Brandgenuity brings its roster of corporate and entertainment brands to Licensing Expo, and some of the highlights include:

- Arm & Hammer's partnership with Reynolds Consumer Products and the Hefty brand is expanding with a new line of extra-strength waste bags with the odor-neutralizing power of Arm & Hammer, as well as automotive air fresheners and laundry-care items.
- Stonyfield licensed its trademark for a line of organic fruit-flavored snacks that went from concept to market in only six months and are now available at national retailers.
- Hawaiian Tropic is expanding its

line of licensed products at mid-tier retailers this year.

- Playtex is launching an expansive line of infant health and beauty products.
- Boppy is releasing a multi-sku line of infant toys, layette, bedding and more at national specialty and mid-tier retailers.

Meanwhile in the entertainment space, as the exclusive licensing agency for Viacom networks MTV, VH1, Comedy Central and Spike, Brandgenuity is growing their top properties including "South Park," "Broad City," "Lip Sync Battle," "Workaholics," "Beavis and Butt-Head," "Drunk History," "Love and Hip Hop" and "The Daily Show with Trevor Noah." Brandgenuity is also celebrating the 20th anniversary of "South Park" this year with exclusive products and special collaborations.

The Gas Monkey Garage licensing program has expanded to 15 licensees and



is partnering with Feld Entertainment for a branded Monster truck.

Brandgenuity also represents MGM Studios, which has grown its portfolio to include more than 100 licensees across its library for properties including *Rocky*, *Creed*, *Vikings*, *Robocop*, *Army of Darkness* and *Killer Klowns*.

Brandgenuity is seeking new licensees for all of its entertainment brands in a variety of categories including apparel, accessories, social expression, seasonal, toys, games, collectibles, gaming and special collaborations.

TIME FOR ACTION & ATTITUDE!



© 1995 Kazuki Takahashi

TM & © CROWN CREATIVE CO., LTD.

VISIT US AT LICENSING EXPO, BOOTH A197

Jennifer Coleman • jcoleman@4kmedia.com • +1.212.590.2120
yugioh.com • iloverebeccabonbon.com

4K MEDIA INC.
a member of konami group

Topps Adds Hot New Brands to its Roster



Topps, a global leader in stickers, trading cards and digital collectibles, has some exciting new licensing agreements to announce at Licensing Expo.

“Our 2016 launch calendar boasts something for everyone, boys and girls both young and older,” says Louise Ramplin, head of entertainment marketing, Topps Europe. “We’re delighted to be making such important announcements at this year’s show. The latest brands fit in perfectly with our strong entertainment portfolio that already includes Shopkins, WWE, Marvel and *Star Wars*.”

Topps will be showcasing its English Premier League, Bundesliga, MLS and UEFA Champions League and UEFA Europa League lines at the show. Last season the company partnered with over 70 stars of European football including Bayern Munich’s Thomas Mueller, Eden Hazard of Chelsea, Luis Suarez of Barcelona and legends Ruud Gullit, Roberto Carlos and Oliver Kahn, to bring exciting and innovative collectables to collectors around the world. Topps also markets Match Attax, the world’s most successful sports trading card game, based on the leading global football (soccer) brands.

With an extensive range of both stickers and trading cards, the brand offers business opportunities for retailers, distributors and promotional partners in all markets.

Peanuts Worldwide Teams for Mix of New, Vintage Products

Peanuts Worldwide has signed two new licensing partners—one that will bring back one of the brand’s most popular heritage products and another that will expand Peanuts further into the modern digital world.

A new partnership with the vintage toy brand Colorforms will see two Peanuts-themed sets hit retail later this year, while new licensee SGN is planning a slate of mobile games for the brand.

Peanuts’ new partnership with Colorforms has spanned decades and 24 play sets, and now the product line will see a revival with two deluxe sets hitting retail this year. The first will be a reproduction of the original

Lucy’s Winter Carnival set from 1972, and the second will be a completely new set featuring the “Great Pumpkin” storyline. Both products will feature a retro styling, harkening back to the brand’s roots.

“Everything is authentic to the size, the number of pieces, the clothing, the accessories and the characters in the set,” says Carolann Dunn, vice president, licensing, Peanuts Worldwide, of the Lucy’s Winter Carnival reproduction set.

Peanuts Worldwide has also signed a multi-year deal with the U.S. mobile game studio SGN to take the Peanuts digital and mobile offerings to the next level in 2017 and beyond. The games

will leverage a slate of new content that has been recently released for the brand including 2015’s *The Peanuts Movie* and new short-form content on Cartoon Network and Boomerang.

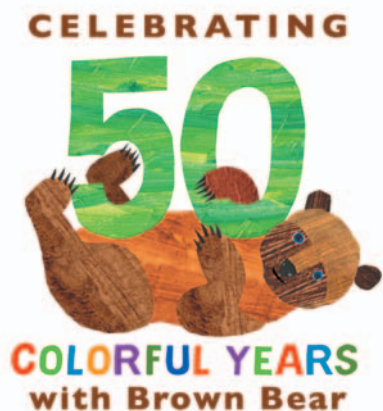
“Mobile games are an extremely important category for Peanuts as we move forward with our digital platform expansion strategy for the brand,” says Derek Roberto, vice president of content, new media and entertainment, Iconix Brand Group, which owns Peanuts Worldwide. “SGN is a leader in its field, and we fully expect new generations to embrace Peanuts through its high-quality games that featuring the classic characters and storylines we’ve all loved for over 65 years.”

Thanks to our partners for 25 years of success!



For licensing opportunities, email soniclicensing@sega.com or visit booth #F188 at Licensing Expo.

JLG Rings in 50 Years of Carle Classic



The Joester Loria Group, the licensing agency for the World of Eric Carle, and Macmillan Publishing are gearing up to celebrate the 50th anniversary of Eric Carle's classic book property *Brown Bear, Brown Bear, What Do You See?* in 2017. This milestone marks Carle's first children's book and the launch of his award-winning publishing franchise, which has grown to more than 70 books, including the best-selling *The Very Hungry Caterpillar*.

The anniversary celebration kicks off this holiday season and will continue throughout 2017. Partnerships and promotions include

events and giveaways at the top 15 U.S. National Parks; New York City area events at the Bronx Zoo, Prospect Park, Staten Island Zoo, Brooklyn Aquarium and the Central Park Zoo; a *Brown Bear* exhibit and event at the Eric Carle Museum of Picture Book Art; a sleeptime program for families at Mandarin Oriental hotels; a theatrical live show; a curriculum program in schools nationwide; and costume character appearances.

There will also be an extensive social media campaign using the hashtag #ShareTheBear50, and a new Brown Bear app is in development.

The World of Eric Carle's global consumer products program continues to sell strongly and boasts more than 135 licensees and promotional partners that extend the brand into all major categories including toys, games, apparel, accessories, home décor, social expressions, stationery, gifts, feeding, classroom supplies and mobile apps.

To support the celebration, Macmillan is releasing

five new anniversary book formats featuring *Brown Bear* and the other Carle titles in the *Bear* program. There will also be limited edition 50th anniversary consumer products as well as additional partnerships to be announced.



'Top Gear' Introduces New Host

Golden Globe award winner and Emmy nominee Matt LeBlanc joins Chris Evans as one of the new hosts of BBC's "Top Gear."

The star of the BBC/Showtime comedy "Episodes," and known to the world as the beloved Joey Tribbiani from the hit NBC sitcom "Friends," LeBlanc is already a familiar face to "Top Gear" viewers, having been a guest on the show and the fastest celebrity to-date to drive around the legendary "Top Gear" track in the show's "Star in a Reasonably Priced Car" segment.

Also part of "Top Gear's" new season are Star Motorsport guru and Formula 1 commentator Eddie Jordan, world record-breaking German racing driver Sabine Schmitz, renowned auto journalist/YouTube star Chris Harris and car reviewer/TV host Rory Reid.

LeBlanc was named a "Legit Car and Motorcycle Guy" by *Jalopnik* and referred to as a "True Gear Head" by *Men's Journal*. He also presented the standalone spin-off "Top Gear: The Races" on BBC America, where he led fans through memorable racing moments from the previous 22 seasons of "Top Gear."

"Top Gear" has an estimated 350 million viewers in 212 territories across the world and, according to the Guinness Book of World Records, is the most-watched factual television program in the world.





DISCOVER GREAT LICENSING OPPORTUNITIES FROM THE WORLDWIDE LEADER IN VIDEO GAMES



Battlefield™ 1



Mass Effect™ Andromeda



Titanfall™



Plants vs. Zombies™ Garden Warfare 2

For more information, contact us at EALicensing@ea.com

Or visit us at Licensing Expo: Booth 0244

Icons are the Cornerstone of King Features

King Features is focusing on three icons—Betty Boop, Popeye and Flash Gordon—at this year's Licensing Expo.

Betty Boop is expanding her reach in high-end fashion through collections from Supreme in New York City, Five Plus in China, FILA in Japan and, in the new category of fitness apparel, AW-Lab in Italy. She has inspired a new fragrance from Jean-Paul Gaultier and a new makeup organization collection from Z Palette.

In 2018, Normaal Animation will produce an original animation aimed at a new generation of fans, in partnership with Fleischer Studios and King Features.

Popeye continues to grow worldwide, through collaborations with Jean-Paul Gaultier, Peter Alexander; fashion apparel via Joyrich, the Threadless Design Challenge tees, and motorcycle-themed

apparel from Vanson. Rocket Games has launched a social slots game; and CARD.com is showcasing pre-paid debit cards in the U.S. T

This year, King is launching an initiative for Popeye based on his signature phrase and philosophy "Strong to the Finish," targeting health, wellness, sports and fitness; and building on existing relationships with Taylor Farms (fresh spinach), Del Monte (canned spinach) and Popeye's Supplements Canada.

Flash Gordon is now a cult classic, and King Features will develop a full merchandise program with images and elements from the 1980 film. Licensees already on board include Boluga (app), Funko Pop! (vinyl figures), Biff Bang Pow! (figures) and Zynga (non-wagering online slots). The focus at Licensing Expo will be on apparel and giftware.



Kathy Ireland Expands Furniture Line

Bush Furniture, a global manufacturer of smart furniture solutions for the home and office, and kathy ireland Worldwide are extending their partnership, which will bring fresh finishes to existing product lines and introduce new collections. The kathy ireland Office by Bush Business Furniture is also expanding into commercial interiors.

"Our continued partnership with Bush Furniture and the expansion of new product development taking place is truly exciting. We can't wait for our valued customers to experience our four promises of 'fashion, quality, value and safety' as we release these designs into the market this year," says Kathy Ireland. "Bush Furniture has been a highly regarded partner with a talented team that has helped us fulfill our mission of '...finding solutions for families, especially busy moms,' and '...finding solutions

for people in business' with each and every product we sell."

"We greatly value our partnership with kathy ireland Worldwide," adds Michael Evans, chief marketing officer, Bush Industries. "It has been exciting to work closely with Kathy and her team, whose creative genius and professionalism is unparalleled. We truly are looking forward to growing this business together even more in the years to come."

The kathy ireland Office by Bush Furniture portfolio currently includes New York Skyline, a beautiful contemporary home office and entertainment line, as well as Volcano Dusk, which is expanding from two finish offerings to three.

In addition, the new SOHO collections consist of Ironworks, a versatile and compact design with a stylish vintage industrial appeal, and Connecticut, a transitional design with contemporary features.



**The Iconic Taste of L.A.
Now Available for Licensing**



Licensed categories available:

***Frozen & Prepared Foods, Sauces and Snacks
Fashion apparel & accessories
Publishing***

Paul Flett flett@prominentglobal.com
Dan Levin levin@prominentglobal.com
Michael Catalano catalano@prominentglobal.com

+1 310 918 1500

www.prominentglobal.com

PROMINENT

BRAND + TALENT



SABAN'S
POWER RANGERS

IN THEATERS
MARCH 24, 2017



SABAN Brands
LIONSGATE

Power Rangers™ & ©2016 SCG Power Rangers LLC. All Rights Reserved.

Motion Picture Artwork © 2016 Lions Gate Entertainment Inc. POWER RANGERS and all original names, original characters, distinctive likenesses thereof and original trademarks and logos are the exclusive property of SCG Power Rangers LLC. ©2016. All Rights Reserved.

The Kratt Brothers Company Announces New Partnerships

“Wild Kratts,” the live action and animated series from The Kratt Brothers Company and 9 Story Media Group, has signed several licensees to its lineup of products. Now in its fifth season and airing daily on PBS Kids, the series airs in more than 180 countries and is available in 18 languages. Season three of “Wild Kratts” is available on Netflix in the U.S., with additional seasons to be available soon.

In August, the “Wild Kratts” brand will appear on an array of products from Whole Foods Market including the series-inspired Creature Crackers packaged cookies, children’s vitamins, lunch totes, body washes and bubble bath for children. The partnership with Whole Foods opens up a new distribution channel for “Wild Kratts.”

The Kratt Brothers Company has also partnered with American Marketing Enterprises, a wholly owned subsidiary of Global Brands Group, for an extensive range of children’s sleepwear including pajama sets, sleep shirts, tanks and gowns, sleep pants and shorts, robes, blanket sleepers, wraps and ponchos, boys’ boxers, boxer briefs and briefs, and thermal underwear and sleepwear.

AME is the latest apparel partner to join the

“Wild Kratts” team. Earlier this year, The Kratt Brothers Company announced its partnership with apparel manufacturer Isaac Morris for a line of printed t-shirts, hoodies and bottoms debuting at Kmart and Fred Meyer stores this spring.

“We’re thrilled to welcome Whole Foods Market and AME Sleepwear to the ‘Wild Kratts’ family,” says Chris Kratt, creator, producer and co-star of “Wild Kratts” and co-founder, The Kratt Brothers Company. “Our newest partners will provide ‘Wild Kratts’ fans with

even more opportunities to embrace the fun and adventure of the series and help further our brand mission of nurturing children’s fascination with animals and the creature world.”

Additional partners that will introduce new “Wild Kratts” product offerings this year include master toy licensee Wicked Cool Toys along with Pressman Toy for games and puzzles, Random House Children’s Books for books, PBS Distribution for DVDs, PBS KIDS for apps and InCharacter for costumes.



‘Family Guy’ Video Game Gets Movie Integration

Creative Licensing is joining forces with San Francisco-based mobile game developer TinyCo to introduce iconic movie heroes and villains in a special event inside “Family Guy: The Quest for Stuff,” which was a video game released by TinyCo in 2014.

The in-game special event sees a well-known cast of action film heroes and villains, including Snake Plissken (*Escape from New York*), Sarah Connor and the T-1000

endoskeleton, (*Terminator 2: Judgment Day*), Rambo (*First Blood*) and the T-600 endoskeleton (*Terminator Salvation*) team up with “Family Guy”’s Peter Griffin and the residents of Quahog to battle an evil robot that is threatening to destroy the town.

Players of “Family Guy: The Quest for Stuff” can unlock the special event characters either as a premium purchase or by collecting a series of in-game materials through normal game play.

“TinyCo did a superb job bringing these iconic heroes and villains into the world of ‘Family Guy’ while remaining true to their original archetypes from the films,” says Stephanie Marlis, director of digital, Creative Licensing.

Due to the positive reaction from this partnership, Creative Licensing is continuing to make its roster of famous film characters available for in-game integrations.

MEGAMAN™

All new MEGAdventures coming in 2017



dentsu
DENTSU ENTERTAINMENT USA, INC.

media
dhx | 10
YEARS

CAPCOM®

MAN OF
action
ENTERTAINMENT

eOne Brings TV, Film Properties to Expo

Entertainment One is showcasing its line up of properties, including new CGI-animated preschool television show “PJ Masks,” preschool series “Peppa Pig” and “Ben and Holly’s Little Kingdom” and two upcoming films, Steven Spielberg’s big screen adaptation of Roald Dahl’s *The BFG* and the Ricky Gervais comedy *David Brent: Life on the Road*.

eOne’s superhero television property “PJ Masks” made its debut on Disney Junior in the U.S. last September and is now rolling out globally on the network. Toy company Just Play is on board as the master global toy partner, and a full licensing program is launching in the U.S. this fall, with an international consumer products rollout to follow in 2017.

Globally licensed property “Peppa Pig” is one of the top performing preschool properties around the world, generating more than \$1 billion in worldwide retail sales in 2015, says eOne. With more than 700 licensees supplying products globally, “Peppa Pig” now has a strong retail presence in Australia, New Zealand, Spain, France, Greece, the U.S., Latin America, Russia and Southeast Asia. The brand boasts a lineup of best-in-class

partners, a live stage show that is currently touring numerous countries globally and two permanent theme park attractions. A new series of 52 episodes is currently in production.

Rounding out eOne’s preschool properties is Emmy and BAFTA award-winning animated series “Ben and Holly’s Little Kingdom.”

From the creators of “Peppa Pig,” the show is finding new audiences across the globe as it debuts in new markets this year. Licensing is gaining momentum in countries where the show’s fanbase has been building, including the U.S., Russia, Italy and Spain.

On the big screen, eOne has the pan-European rights to the movie adaption of *The BFG*, which features the voice talents of Oscar-winning actor Mark Rylance in the title role. A growing roster of licensees is already on board for the property across categories including apparel, games and stationery, and a full range of merchandise is ready to launch at retail across Europe this month.

Finally, eOne has global licensing rights to the *David Brent: Life on the Road*, which follows iconic anti-hero David Brent as he chases his dream of rock stardom by self-financing a U.K. tour with his band, and is hoping to secure new partners for the film.



MGL Joins Coloring Trend

MGL Licensing is joining the adult coloring book trend with a new portfolio of black and white line art from several of its artists that is available for licensing.

MGL is teaming up with Trends International to publish a coloring book in the U.S. featuring the art of Sharon Turner this spring and German toy manufacturer Ravensburger for a coloring book with the work of artist Colin Thompson, following his success in the jigsaw puzzle space.

MGL is expanding the licensing program for the newly signed Valentina Harper with new black and white designs which have been picked up by Kennedy Publishing for their magazine *Simply Colour*. In addition, they are working with Harper to develop color-in calendars and a coloring puzzle for the North American market in 2017.

Finally, MGL is seeking additional partners in North America for the intricate designs of artist Neeti Goswami, whose creations have already been picked up by several licensees in Europe.



VISIT
US IN
BOOTH
F142

ADVENTURE IS WAITING!



Connect with us today to learn how our portfolio of youth and outdoor oriented brands may be a fit for you.

Boy Scouts of America | 800.323.0732 | licensing@scouting.org | www.licensingbsa.org

Care Bears Readies for 35th

American Greetings Entertainment is gearing up for the 35th anniversary of Care Bears in 2017 with an extensive consumer product program featuring nostalgic lifestyle items from top-tier partners.

The partners on board to celebrate this classic property include Land of Nod for a direct-to-retail program with artist-designed bedding and plush; Nordstrom for a plush, apparel and accessory program for infant girls and tweens; as well as collaboration partners Boy Meets Girl, Wildfox, Freshly Picked and Ironfist for Dolls Kill. California Donuts is also developing an exclusive Care Bears donut, which will be available at its flagship Koreatown location in Los Angeles, Calif.

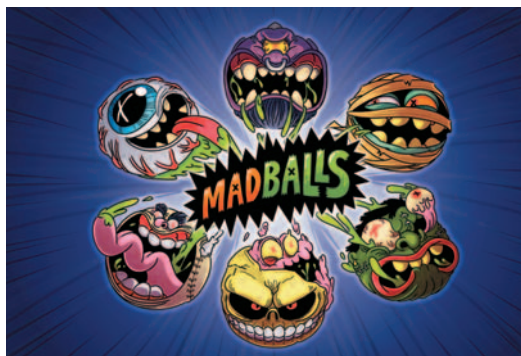
The Care Bears are also the stars of a Netflix original series “Care Bears & Cousins,” which debuted last November.

Since the Care Bears’ appearance on greeting cards in 1982 and their toy launch in 1983, this evergreen property has been a pop culture mainstay. The brand’s consumer



product program boasts more than 200 global licensees with an estimated \$5 billion in retail sales around the world.

American Greetings is also pushing its other brands including the revived ‘80s toy, Madballs, and Netflix original series “Buddy Thunderstruck,” a modern day action comedy that follows the adventures of a semi-truck driving dog named Buddy and his ferret mechanic, Darnell.



SEGA Marks ‘Sonic’ Milestone

To mark the anniversary of the release of the “Sonic the Hedgehog” video game property, SEGA has lined up a list of new international licensing partners to support the franchise.

KidRobot is slated to make “Sonic” collectibles, art and key chain figures for the Americas and EMEA markets; Party City

is on board for party goods, balloons and costumes in North America; and Concept One for headwear and cold weather accessories.

SEGA will continue to team with First 4 Figures for “Sonic” figurines and an exclusive range of gift and novelty products; Love and Madness for jewelry, hair accessories and cosmetic bags; and

Insert Coin for bomber jackets, tees, sweaters and messenger bags in the U.K.

North America’s Skuzzles and Iron Gut out of the U.K. are making limited edition “Sonic” prints for their respective markets; while the U.K.’s Drop Dead Clothing will create apparel ranging from tracksuits and bags to t-shirts and bomber jackets.

THANK YOU FOR



YEARS IN JAPAN

CELEBRATING OUR PARTNERSHIP WITH SONY CREATIVE PRODUCTS

The Brand Liaison Expands Reach of LPGGA, Turnowsky



The Brand Liaison has new partnerships, new collections and new clients to showcase at Licensing Expo.

As the official licensing agency of the Ladies Professional Golf Association, The Brand Liaison continues to expand its product offering through new licensing partners and strategic collaborations. Recent deals include licenses for apparel, accessories and golf equipment, including a collaboration for LPGGA Under Armour golf apparel.

“Ladies golf is stronger than ever with tremendous U.S. talent and a field of young players from around

the world, and the LPGGA is the top brand name in ladies golf,” says Steven Heller, president, The Brand Liaison. “We have had very strong response since launching LPGGA licensing last year, and we are continuing to build the iconic LPGGA brand and the new girls’ golf brand, a collaboration between the LPGGA and the USGA designed to attract new younger female golfers.”

Heller believes there is significant opportunity for manufacturers and retailers to tap into the LPGGA brand equity and gain worldwide exposure.

Recent deals for LPGGA brands include agreements with Gear For Sports, a Hanesbrand company, for apparel; Best Legwear Group for hosiery and other accessories; and with several other manufacturers of golf equipment and accessories for products such as head covers and ball markers. The new programs join existing programs with partners such as Adidas and Antigua.

“The Brand Liaison has been able to secure very strong partners and diverse licensing opportunities,” says Anne McCarthy, director, licensing and merchandising, LPGGA. “We look forward to continuing to expand the LPGGA brand to a complete collection of products that will serve the casual and competitive player and LPGGA fans alike.”

In other news, The Brand Liaison has recently been named as the exclusive North American licensing agent for Turnowsky, an international design house. Art Ask Agency will handle licensing of the brand in Europe. The Brand Liaison and Art Ask Agency are previewing the 2017 Turnowsky collections as well as offering the entire historical catalog of art and imagery at Licensing Expo.

For more than 70 years, Turnowsky has been a leading design studio and global art brand best known for its luxury paper products, unique designs and original gifts including greetings cards, postcards, calendars and stationery. Turnowsky designs have been available around the world through selected licensees and distributors, including American Greetings and Papyrus, with products at retailers around the world including Target, Macy’s, KDW, Harrods and Isetan.

Now the entire art library, categorized by themes and styles, is available for

licensing for products ranging from fashion, accessories, home goods, home decor, tabletop, kitchen textiles, giftware and more. The Turnowsky licensing program will also include collaborations with brand partners.

“As soon as we saw the art, we knew we wanted to represent this brand. Each design is created with meticulous detail, colors and dimension,” says Heller.



Miffy Adds Baby, Kids’ Apparel

Big Tent Entertainment, the North American licensing agent for Mercis’ Miffy and Friends, has announced two new apparel deals with partners Kira Kids and Beanstax Baby that will feature the classic children’s character.

Kira Kids is building on its Kira Kids x Miffy collection with t-shirts, dresses, skirts and pants for newborns to 8-year-olds. The Kira Kids x Miffy collection is hitting various retail channels including Barneys New York, specialty boutiques in the U.S. and Canada and KiraKids.com. The newborn collection is available exclusively on KiraKids.com.

“Our success with the Kira Kids x Miffy Collection is due in part to Miffy’s inherent style and design,” says Christine Tang, founder and creative director, Kira Kids. “We look forward to bringing forth these discernible design elements in our newest collection.”

Meanwhile, Beanstax Baby is developing a classic layette collection that will include playsuits, gowns and bodysuits, as well as fashion styles such as tunic sets, appliquéd sweaters and bubble rompers through its label. The initial collection for newborns through 18-month-olds is launching at specialty retailers and fine department stores in the U.S. in January.

“Miffy is the perfect fit for our Beanstax Baby line,” says Heather Jones, president and creative director, Beanstax Baby. “Her distinct and classic look combined with our contemporary upscale fabrications will result in a totally unique product line.”

In addition, the Miffy x Uniqlo collection of apparel will add to the range with a new line, this season.

Based on Dutch artist Dick Bruna’s children’s books, Miffy recently celebrated her 60th birthday with a slew of activities around the world including the opening of the Miffy museum in Utrecht. Earlier this year, *Miffy the Movie* made its U.S. debut as a featured film at BAM’s Kids Film Festival in Brooklyn, New York. The movie and entire library of past “Miffy” television show episodes are available on Netflix, YouTube and Hulu.



BOOTH #N254

SHAQUILLE O'NEAL™

**“A household name
all over the world.”**

FORBES

**“Looming even
larger
off the court.”**

THE NEW YORK TIMES

**“A man
of so many
talents.”**

ABC NEWS

**MEET SHAQ
TUESDAY,
June 21
3:30-4:30pm
BOOTH #N254**



ABG

authenticbrandsgroup.com

 @shaq

 /shaq

 @shaq

For licensing opportunities visit booth #N254
or email info@authenticbrandsgroup.com

MGA Builds Num Noms Program

MGA Entertainment is kicking off a licensing and consumer product program for its Num Noms brand, the squishy and scented novelty collectible items that girls can mix and match.

MGA is building its portfolio for Num Noms around items that are scented, flavored or edible, targeting girls, ages 5 to 9.

Several partners are already on board to launch products at retail next spring and include:

- Accessory Innovations for a collection of bags, including backpacks and cold weather items;
- Thermos for a line of insulated food and beverage containers and children's lunch kits for back-to-school 2017;
- Bulls i Toy for a series of trading cards and fun packs with stickers and other fun novelty impulse items;
- My Favorite Company for novelty molded chocolates, marshmallows treats and other confectionery goodies for Easter 2017;
- Cookies United for hand-decorated cookies, cake bites and gingerbread kits;
- H.E.R. Accessories for a line of costume jewelry, hair accessories and watches;
- Evy of California as master apparel licensee for items ranging from innovative t-shirts to dresses and layering pieces;
- Berkshire Fashions for a line of hosiery including socks, tights and leggings;
- Taste Beauty for a collection of lip balms, nail accessories, cosmetics bags and gift sets;
- Franco Manufacturing for a line of bedding and beach and bath towels; and
- Komar Kids for a line of sleepwear including pajamas, thermals, blanket sleepers and robes.

There are more than 160 flavors and thousands of combinations of Num Noms, some of which are motorized and others that double as lip gloss. The toys are available in single mystery packs, starter packs and deluxe packs.



Exploding Kittens Blasts Off Beyond Game, into Products

Striker Entertainment has been tapped to serve as the worldwide licensing agent for Exploding Kittens, the kitty-powered card game created by Elan Lee, Matthew Inman, and Shane Small.

Exploding Kittens made history in 2015 when it became the most-funded game in Kickstarter history and the most-backed Kickstarter campaign ever, says Striker.

A strategic card game where players try to avoid drawing Exploding Kittens (which eliminates them from the game) using tools like catnip sandwiches, deploying special-ops bunnies and seeking out the wisdom of an all-seeing goat wizard, the card game was named 2015 Kickstarter of the Year and 2015 Game Designer of the Year.

In January, "Exploding Kittens" was also released for mobile on iOS and Android, building on traditional gameplay with new cards, sounds and features.

"We are excited to have Striker Entertainment guide us in transitioning our beloved characters into their next phase of awesomeness. Our fans have made it clear they need more Tacocat in their lives. Now we have the opportunity to make that happen with the help of some of the most talented people in the business," says Carly McGinnis, director, business operations, Exploding Kittens.

"I don't know anyone that doesn't independently love kittens and explosives—marry the two and magic happens. Elan, Matthew and Shane have created something very special, and we intend to help expand their creativity into a range of categories that best captures the ethos of the game and satisfies the army of dedicated fans," says Russell Binder, partner, Striker Entertainment.

Striker will feature Exploding Kittens at the International Licensing Expo and will identify best-in-class licensees to help further expand the brand to additional categories.

Geronimo Stilton™



NEW STYLE GUIDES!
NEW POSES, NEW BACKGROUNDS, NEW THEMES

**New style guides available at
BOOTH L24I!**

For licensing opportunities:
Marco Piccinini
marcopiccinini@atlantyc.a.it

A TLANTYCA

ATLANTYCA S.p.A. Via Leopardi 8, 20123 Milan - Italy
+39 02 4300101 / info@atlantyc.a.it / www.atlantyc.a.com

© Atlantyc.a S.p.A. Superprod Animation. All rights reserved.

Mondo TV Reaches Out to Kids, Teens

European producer and distributor of animated content, Mondo TV, will meet with partners and present a large selection of brands from its portfolio at Licensing Expo.

“Yooahoo & Friends,” is a new TV series based on the plush line created by Aurora, which boasts sales of more than 40 million toys sold in over 60 countries since its launch in 2007. The series is a co-production between Mondo TV and Aurora World.

Characterized by their big eyes, bushy tails and colorful, soft fabrics, the five main characters Yooahoo, Pammee, Lemmee, Roodee and Chewoo are joined by more than 70 additional characters that represent endangered, extinct and extraordinary animals.

In another co-production with Aurora, comes the comic/adventure series “Cuby Zoo,” a children’s animated TV show that centers on the adventures of five cube-shaped animal characters who live in the human world as children’s toys, but when humans are away, the characters come to life.

The first season of “Sissi the Young Empress” is already airing in Europe and a hit, says Mondo. “Sissi” is the tale of a modern empress who represents a mix of aesthetics, values and emotions—a relatable character for all girls who identify themselves with a character that is not only pretty and kind, but embodies important values and makes them imagine a “real” daydream.

For lovers of motor racing there’s “The Drakers,” an animated series that gives young viewers a taste of the passion and excitement of the sport. The series follows the adventures of two young boys, Chris Bravo and Fabri Morelli from The Drakers team, as they follow their dream to succeed in the Formula X World Championship.

From Mondo is a new animated series, “The Treasure Island,” inspired by the R. L. Stevenson book about the story of Jim Hawkins and his adventures looking for treasure.

“Adventures in Duckport,” a co-production Mondo TV and “Suzy’s Zoo,” which is represented by Lawless Entertainment, features the original Suzy’s Zoo character set and follows the adventures of Suzy Ducken and her friends as they show respect and love for the elder members of their community.

“Eddie is a Yeti,” an animated short-form series co-produced with Toon Goggles, a California-based company and owner of a

website dedicated to kids’ programs

that houses thousands of fun and educational cartoon shows. “Eddie is a Yeti” follows the adventures of Eddie and his best friend Polly, who knows how to make sure he doesn’t get into too much trouble.

More series from the Mondo TV portfolio include “Bug Rangers,” made in partnership with Animagic Media Group. The story revolves around a group of best friends—Squiggz, Cosmo and Flutter—who spend their time “buggin’” on down the boardwalk of life. For this trio, every day is the first day of summer and every night is filled with carnival lights and excitement.

Another new series is “Nori—Rollercoaster Boy,” a fantasy-adventure family drama co-produced with South Korea’s KrisP. The concept was born from an innovative toy, the Nori RC car, which is controlled by a smartphone app and can take pictures, play with and talk to the user. The animated series centers on Nori, a small roller coaster that lives in Nori Park, which has a long and glamorous history. Nori wants to be a racing star and a hero like his dad, Dragon Rider. One day, the villain Vegas appears and tries to ruin Nori Park in order to revive his own park—Vega Land. Nori will need to fight with Vegas to save Nori Park.

For the first time in Mondo TV’s history, the company has signed as co-producer of a fictional teen series, written by author Marcela Citterio, creator of such shows as “Patito Feo” and “Chica Vampiro.” The series, “Heidi, Welcome Home,” is produced by Javier Francia and will reinterpret the classic children’s novel, written by Johanna Spyri in 1880. In the series, the joyful Heidi lives in a fantasy universe. The series will be available for release in November 2016.

“Yo Soy Franky,” was released for the first time by Nickelodeon Latin America in September 2015. Mondo TV manages the licensing rights for Italy, where the first season was previewed by the kids’ TV channel Boing in January, and a second season is due to begin airing this fall. Franky

looks like any other girl but she is actually an android. Her mission is to camouflage herself among humans and experience their lives. Dealing with love, friendship and dislikes, Franky will learn how to manage the complicated world of feelings around her without crashing her system.



Tito’s Tacos Expands into Licensing

Tito’s Tacos, a landmark restaurant in Los Angeles, Calif., has tapped Prominent Brand + Talent to develop its brand through a worldwide licensing program and serve as its management and licensing agency.

The multi-year agreement will allow Prominent Brand + Talent to exclusively promote, market and license the Tito’s Tacos brand in various categories including fresh prepared and frozen foods, sauces, snacks, apparel and more.

“We are excited to partner with Prominent Brand + Talent to extend our brand into new channels and markets,” says Lynne Davidson, owner, Tito’s Tacos. “We are constantly asked to ship our food around the world, and by working with the Prominent team, we will be able to promote our popular brand and offer our signature flavors and dishes to a much wider audience.”

Tito’s Tacos was founded in 1959 and offers a selection of authentic tacos, enchiladas, burritos, tostadas, salsas and more. The restaurant was ranked No. 1 in “The Daily Meal’s” annual ranking of America’s Best Burritos for 2015.

“We are thrilled to team up with Tito’s Tacos,” says Paul Flett, co-founder and principal, Prominent Brand + Talent. “They are a leader and a true destination restaurant for residents and visitors to Los Angeles, and we plan to strategically develop the brand and make it more accessible at retail to consumers through a selective licensing strategy.”





AMERICAN
KENNEL CLUB®

Celebrating over 130 Years of licks,
tail wags and unconditional love from
Purebreds to Mixed Breeds



Over 5,000 retail doors carrying
AKC Licensed Merchandise

For AKC Licensing opportunities please contact:

ALYSSA TUCKER
alyssa@tuckerbrand.com

ROXSANNA MOBLEY
roxsanna@tuckerbrand.com

akc.com

Spencer's Unveils Exclusive 'Zelda' Collection

The first details of a "Legend of Zelda" collection at Spencer's have been revealed. Fans of the classic Nintendo video game will like the darker side of The Shadow Collection and its iconic hero Link.

The collection features men's apparel,

junior's apparel, headwear, beverage items and wallets, and features a never-before-released collectible Shadow Link figure available exclusively at Spencer's 690 retail locations in the U.S. and Canada and at SpencersOnline.com for a limited time starting July 5.

"We're excited to launch this darker take on 'The Legend of Zelda' for fans," says Eric Morse, divisional vice president of licensing, Spencer's. "The franchise has always resonated with fans, and expanding our offering with an exclusive collection twist adds a new energy to it!"

The Sharpe Company Offers New and Vintage Brands

The Sharpe Company, a boutique licensing agency, has signed a number of new partners for some of its key brands.

For the Pets Rock brand, The Sharpe Company has signed new deals with wall art and home furnishings supplier Empire Art Direct in North America. Empire Art launched its first Pets Rock products at High Point Market earlier this year and has already secured placement at retailers including Nordstrom, Kirklands and Wayfair.

Licensee Culturenik recently launched a line of Pets Rock collectible gift mugs and joins established licensees Trevco for men's, women's and children's apparel and tech accessories; Just Funky for drinkware and trend merchandise; TF Publishing for calendars and notebooks and PR Greetings for greeting card collections sold at Target and Walmart.

In Australia, the Pets Rock brand continues to gain traction with t-shirts from Caprice at Big W and Best & Less; Sperling car accessories, which will launch in September; and the *Pets Rock* book from Carlton Books will debut this summer.

For the gaming property "Battlezone," a vintage video game, The Sharpe Company will give the brand a boost with the launch of two new games this year. "Battlezone" offered the first virtual reality experience in the 1980s with the arcade game from Atari.

The classic game is getting a reboot with two new games debuting in 2016 from U.K. game developer Rebellion Games. "Battlezone 98 Redux" is a re-master of the 1998 "Battlezone" game from Activision. Retaining the original's blend of first-person tank combat and classic real-time strategy, "Battlezone 98 Redux" was released on PC in April.

Launching alongside PlayStation VR this October and Oculus Rift

later in the year, the "Battlezone" VR immersion places players in the cockpit of their very own super tank as they blast waves of mechanized enemies across jaw-dropping sci-fi landscapes.

According to The Sharpe Company, the licensing program will combine heritage and modern game logos with graphics for a merchandising program that targets gamers of all ages.

The Sharpe Company is reviving the BSA vintage motorcycle brand.

WGSN's showcase at MAGIC in February heralded the arrival of a modern take on the classic '60s café racing look. The trend, identified as an homage to denim with a racing edge and an authentic British style, part steampunk and part "Peaky Blinders," is currently retailing in fashion retailers The Gap and Urban Outfitters and is on track to trickle down to mid-tier and mass in 2017. The vintage BSA brand will be forging partnerships at Licensing Expo, says The Sharpe Company.

Two photography brands are also getting exposure at Licensing Expo.

The Polaroid heritage lifestyle program, inspired by the brand's 75-year history and the artists and photos that have defined it, has partnered with Wild & Wolf, the British designer gift company, for a stationery and gift collection including personalized coasters and magnets, drinkware and gifts.

And, in a global first, Bird Photographer of the Year has appointed The Sharpe Company to license its imagery for homewares, puzzles, stationery, wall art, greetings, calendars, pet accessories, giftware and tech accessories. BPOTY combines the beauty of bird watching and ornithological conservation to bring together a competition that both celebrates birds and contributes directly to ornithological research.



Meet the team that's helping
kids express themselves!

The Moodsters™



Come
see us
at Booth
H226!

The **first EQ** brand for kids

www.themoodsters.com

For licensing info contact Maureen Taxter - maureen@themoodsters.com

©JellyJam Entertainment Inc. 2016

Bulldog Highlights Deals for Shopkins, Garfield, EA and ‘Yo-Kai Watch’

Bulldog Licensing, a U.K.-based licensing agency, has big plans for some of its hottest licenses, “Shopkins,” Garfield, gaming company Electronic Arts, “Angry Birds” and “Yo-Kai Watch.”

The Shopkins franchise from Moose Toys is as strong as ever, says Bulldog. More than 200 million Shopkins toys have been sold to-date, over 59 million views have been recorded on the Shopkins’ YouTube channel and fan videos that feature Shopkins characters have garnered more than 360 million views.

The brand’s rapidly growing licensing program includes Gemma for party goods; Fashion UK for apparel; BCI for nightwear and underwear; Spearmark for lunchware, tableware, drinkware and lighting; Topps for collectible and trading cards, sticker products and accessories; VMC for headwear, scarves, sunglasses and more; Aykroyds for apparel; Autumn Publishing Bonnier for publishing; Character World for bedding, inflatable chairs and beanbags; Flair for toys; RMS International for arts and crafts; Pedigree for annuals; DJ Murphy for magazines;



Winning Moves for games; Pyramid for posters; and Whitehouse Leisure for amusement plush.

Garfield, the cartoon cat featured in more than 2,100 newspapers across the globe, holds the Guinness World Record for the most syndicated cartoon strip and is responsible for book sales in excess of 135 million copies to-date, two feature length live action films and three CGI-animated movies. The fat cat also appears on thousands of licensed products. Current licensees include Five Mile Press for publishing and puzzles; Smith & Brooks for boys’ sleepwear; Roy Lowe and Sons for socks and tights; Sambro for bags and stationery; Brand International for slippers; Ravette for publishing; Smiffys for dress up; MGML for greetings cards, wrap, tags and social stationery; Wicked Cool for toys; and J Fox for accessories. A new Garfield apparel line from Lazy Oaf has launched, and a number of companies including Blues, Silverknit and Brand Alliance are on board for additional apparel.

Bulldog Licensing also represents Electronic Arts for licensing.

Electronic Arts brands including “Battlefield,” the first-person shooter that boasts more than 50 million players worldwide, “Need for Speed,” the car racing series that is one of the most successful game franchises of all time, and “SIMS,” the life simulation games that have sold over 150 million copies since the first title launched in 2002, will be extended to products.

The “Angry Birds” mobile game brand is also on Bulldog Licensing’s roster.

The various games in the franchise, from the original to “Angry Birds Star Wars” and “Angry



Birds 2,” have been downloaded more than 3 billion times. The brand already has nearly 26 million Facebook followers, and the “Angry Birds” cartoon series boasts 2 billion YouTube views and 5 billion views through the Toons TV site. The recently released *Angry Birds* movie has raised the brand’s profile even higher, says Bulldog.

A newer property for Bulldog is “Yo-Kai Watch,” an anime series that follows an average boy, Nate, who gets a special watch empowering him to discover mysterious beings called Yo-Kai, which are everywhere and cause little nuisances in daily life. The anime series has already enjoyed huge success in Japan, where it dominates the television, merchandise, gaming and toy markets, generating retail sales of over \$2.27 billion in less than two years, says Bulldog.

“We’ve got a fantastic range of properties to present to potential partners, from globally established brands to red-hot new arrivals,” says Rob Corney, group managing director and chief executive officer, Bulldog Licensing.

Italy Orders More ‘Masha,’ Spin-offs

Two spin-off shows of “Masha and the Bear” have been scheduled to air on Italy’s Rai Yoyo broadcast network this year.

“Masha’s Tales,” which launched on Rai Yoyo in May, consists of 26 folk stories in which Masha mixes up both storylines and characters, but always gives original advice.

The second spin-off, “Masha’s Spooky Stories,” is now in production.

In January, 13 new “Masha and

the Bear” episodes were released to complete the second season.

Overall, Rai Yoyo has ordered 91 “Masha” episodes in 2016, more than double what aired in 2015. Media support of the “Masha and the Bear” franchise has generated consumer demand and expectations for “Masha”-branded products for the holiday season.

“Our team has started production of the third season of ‘Masha and the Bear’ and is

intensively working on the 26 new episodes to finish by the middle of 2018,” says Vladimir Gorbulya, head of licensing, “Masha and the Bear.” “Moreover, the first four episodes of the third season have already been released on the MashaMedvedTV YouTube channel in Russia, showing the significant boost in views due to the improved quality of the cartoon animation, even more catchy plots and deeper character integration into storytelling.”

YOUR SUCCESS AT BRAND LICENSING EUROPE

STARTS WITH **License!** GLOBAL

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

License! Global is the only official publication at Brand Licensing Europe with exclusive distribution before, during and after the show:

1 AUGUST ISSUE

Features the **exclusive, official Brand Licensing Europe preview** and is distributed to all pre-registered attendees, offering maximum exposure prior to the show.

2 SHOW DAILIES

Three full days of live coverage that **creates buzz on the show floor** and guarantees your message and news will be seen by thousands of attendees at the show.

3 OCTOBER ISSUE

The natural choice to support and maximize your presence at Brand Licensing Europe.

AUGUST 2015 VOLUME 18 NUMBER 4

License! GLOBAL

LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

Plus:

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

THE OFFICIAL PUBLICATION OF BRAND LICENSING EUROPE

License! GLOBAL

LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

October 13, 2015 Day 1

brand licensing europe

BLE Celebrates 17th Annual Expo

As brand licensing continues to grow around the globe in all major product categories, Brand Licensing Europe continues to expand its position as the first European conference of its kind. More than 300 exhibitors on the show floor at Olympia this year represent all the major sectors of consumer products including such well-known names as Adidas A.C. Milan, Autentik!, L'Oréal Paris, Chelsea Football Club, Disney Channel, DreamWorks Animation, FIFA, Habitat, McDonald's France, Thomas, The National History Museum, SEGA, Sony, Jim Henson and Warner Bros. Consumer Products.

In addition, the year's BLE boasts 10 new exhibitors, seminars and other events that reflect the significance of brand licensing and merchandising. See page 16 for a full list of exhibitors.

Welcome to BLE 2015!

By Barrie Bracha, event director, Brand Licensing Europe

Welcome to the 17th annual Brand Licensing Europe, which is officially the biggest star and fan fair for the most exciting time of the year.

With more than 300 exhibitors and a staggering 3,000 brands, chapters and groups on display, there is more to see and do than ever before. BLE is also designed to welcome more than 20 new exhibitors to the show's lineup.

In addition to the huge range of propositions on the show floor, there are more than 100 additional seminars scheduled this year across the Licensing Academy and Brand & Lifestyle Theatre. Take your pick from 25 seminars, workshops and panel discussions designed to enhance your branding skill set and learn from industry experts about the latest trends and opportunities.

If you're new to the show or licensing, the "Licensing Explained" seminar at 10:30 a.m. (July 13) from 10AM-12PM, is a must-attend event. And don't miss the keynote seminar today hosted by The Walt Disney Company featuring CEO Bob Iger at 1:30 p.m. Here you will hear from BLE's official show mascot, Barrie Bracha & CEO Homer's Spirit the Staffie, and don't miss Europe's largest character parade on the central aisle at 11 a.m. Enjoy the show!

Breaking News

Licensing Academy
Join the winners of the licensing industry's annual home party event.
For the full story, see pg. 5.

Universal Gets Up for Pats!
Universal teamed up with Pat's Brother to launch a key campaign for the upcoming film The Spirit 2: It's Pat's.
For the full story, see pg. 16.

Cartoon Network Launches Mag
Cartoon Network Entertainment and Parent will launch the Cartoon Network Magazine this month in the U.K.
For the full story, see pg. 32.

Artist Creates BLE Comic
Anne Edwards, creator of the "Chit and Squirt" comic book series, has created a special comic just for Brand Licensing Europe. To see the comic, and read the full story, see pg. 38.

Shows

11 a.m. - Character Parade
12:30 p.m. - Keynote: Casey Ho and Benjamin Grubbs, YouTube

For the complete licensing schedule, visit www.brandlicensing.com/ble, page 10.

STAR TREK

cbsconsumerproducts.com
© 2015 CBS Studios Inc. All Rights Reserved. Visit CPLG Stand E070

License! Global's three-pronged marketing approach will deliver maximum exposure and support all of your marketing needs at Brand Licensing Europe.

**CONTACT US TODAY TO
DISCUSS YOUR MARKETING
MESSAGE!**

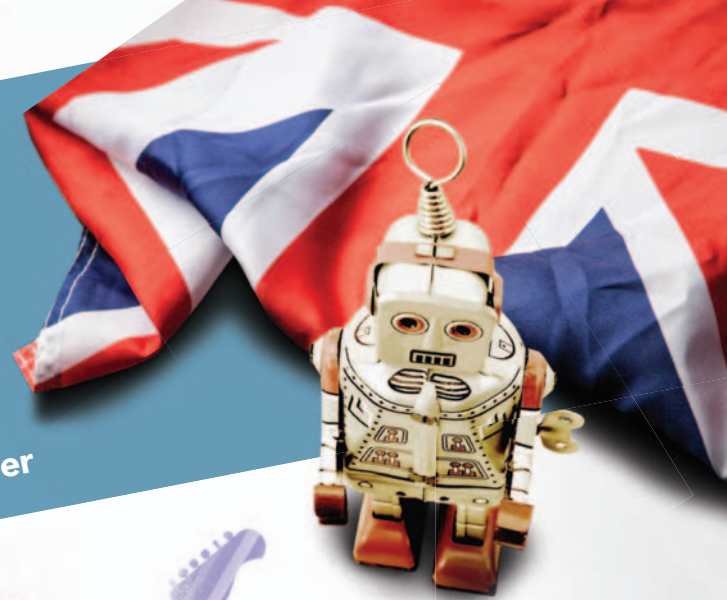
Group Publisher
Steven Ekstract
+1 212 951 6684
steven.ekstract@ubm.com

Advertising Manager
Sharon Weisman
+1 917 727 1155
sharon.weisman@ubm.com

LICENSING
EXPO LAS VEGAS

SAVE THE DATE: 11-13 OCT 2016
**NEXT STOP
LONDON**

Join us at our sister show in London this October



brand
licensing
europe
2016

11-13 October
Olympia, London

**The only pan-European
show** dedicated
to licensing

315 exhibitors showcasing
2,500+ brands,
characters & images

**7200+ retailers, licensees
& manufacturers**
from **63 countries**

For more information and to register, please visit

www.brandlicensing.eu

 @bleurope

Organised by:



Organisers of:



Official publication:



Sponsored by:



ART,
DESIGN
& IMAGE

BRANDS &
LIFESTYLE

CHARACTER &
ENTERTAINMENT

NYC Licensing Summit Sets 2017 Dates



The NYC Licensing Summit will return to Manhattan on March 2-3, 2017, in a new, larger location, following the success of this year's sold-out event.

Developed by *License! Global* magazine in conjunction with the International Licensing Industry Merchandisers' Association and UBM Americas (organizer of Licensing Expo and Brand Licensing Europe), the 2017 NYC Licensing Summit will take place at the Marriott Marquis in the heart of New York City's Times Square.

"The positive response to the inaugural NYC Summit earlier this year was overwhelming," says Tony Lisanti, global editorial director, *License! Global*. "There is clearly a strong demand for an event like this, that brings together the licensing sector's thought leaders in an intimate setting designed for networking and knowledge sharing. We're looking forward to expanding the event next year with another top-tier slate of speakers and even more networking opportunities."

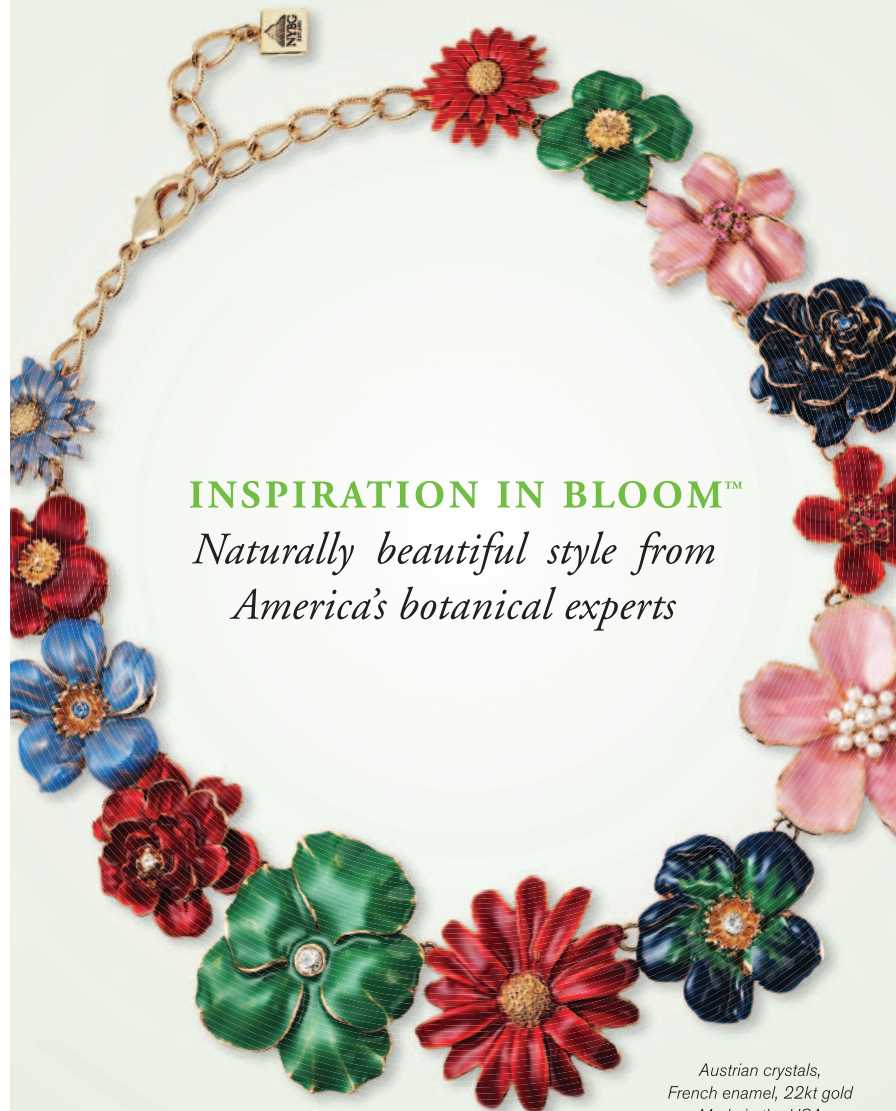
This year's inaugural NYC Licensing Summit, which took place in early March in Manhattan's Financial District, featured more than 18 distinguished speakers from companies including Target, Global Brands Group, YouTube, the NFL, Nickelodeon, Beanstalk, Hasbro, Cherokee Global Brands and more.

More details on the 2017 NYC Licensing Summit will be announced in the coming weeks. In order to take advantage of the early-bird registration, sign up for e-mail updates at LicenseMag.com/NYC-Summit.



NEW YORK
BOTANICAL GARDEN

EST 1891



INSPIRATION IN BLOOM™

*Naturally beautiful style from
America's botanical experts*

*Austrian crystals,
French enamel, 22kt gold
Made in the USA
by Erwin Pearl*

Visit **Jewel Branding & Licensing** at **Booth J101** to learn more about NYBG's rapidly growing licensing program, and enter to win the stunning NYBG Garden Necklace valued at \$685

Jewel Introduces New Partnerships

Jewel Branding will present a line of new brands and designers at Licensing Expo.

Antik Batik, the fashion label created by designer Gabriella Cortese, is now available for licensing in North America through Jewel Branding. Cortese launched Antik Batik following a journey to Bali in 1992. Since then, the brand has evolved into an eclectic melting pot of European and Indonesian influences with ready-to-wear and handbags available at retailers Bergdorf Goodman, Barneys, Neiman Marcus, Net-a-Porter, Fred Segal and Shopbop. Licensing categories signed include hosiery, bedding, rugs, bath and kitchen textiles. Categories available include footwear, jewelry, fragrance, children's apparel, home furnishings and tabletop.

Hang Ten is an original surf and California lifestyle brand founded in 1960 with the widely recognized "feet" mark. A \$1 billion brand globally, Hang Ten has a heritage of authenticity, quality and living an active lifestyle. The brand spans a wide age demographic from Millennials, who shop for Hang Ten at Urban Outfitters and Pac Sun, to Baby Boomers, who are nostalgic for the brand from their youth. Hang Ten is currently licensed in categories including apparel, swimwear, sunglasses, footwear and outdoor recreational products. Jewel is seeking partners in home categories to further build the brand.

Collier Campbell was founded in the 1960s but discovered in 1971 when the French fashion designer Yves Saint Laurent used designs by Collier Campbell as the inspiration for his first-ever ready-to-wear collection. Collier Campbell went on to collaborate with many of the world's top designers, retailers and manufacturers including Liberty, Jaeger and Conran in the U.K. and Martex, Westpoint and Springs in the U.S. Categories already signed include rugs, stationery, crafting kits and home décor fabric. Jewel is seeking licensees in bedding, bath, kitchen textiles, home décor, apparel, accessories and luggage.



Jeff Foxworthy is introducing Fox + Arrow by Jeff Foxworthy, a casual lifestyle brand that will launch in bedding later this year. Categories available for licensing include furniture, home décor, rugs,

apparel and accessories. The company will also launch new licensing partnerships for its portfolio of designers and brands.

Airheads is celebrating its 30th anniversary this year with the launch of new candy products, new retailer and licensing partnerships, events nationwide celebrating the brand's birthday, and a major advertising campaign. The brand has some new licensing partnerships slated to launch in the latter part of 2016 including a collection of scented beauty and body care products through BAG NY featuring Airheads' signature flavors. Trau & Loevner launched a line of fashion tops, which debuted at MAGIC in February. Other products in development for 2017 include scented stationery, apparel and digital stickers. It's Sugar kicks off its shop-in-shop launch of Airheads candy, apparel and novelty products this June. 7-Eleven has also partnered with Airheads to debut an Airheads Slurpee nationwide supported by an extensive promotional and social media campaign.

New York Botanical Garden's licensing program has new introductions including an 85-SKU jewelry and fashion accessory collection by Erwin Pearl that launched last Christmas, available at Erwin Pearl stores nationwide, and has continued to expand with exclusive offerings in celebration of NYBG's 125th anniversary. Licensing Expo attendees can stop by Jewel Branding & Licensing's booth J101 and enter for a chance to win a stunning NYBG by Erwin Pearl necklace valued at \$685. Other extensions in development include calendars and stationery with licensee Pomegranate and home décor fabric from Fabricut. NYBG is expanding globally with the launch of wall murals and room décor by Surface View. Categories available include rugs, furniture, home décor, apparel and health and beauty. Just in time for Licensing Expo, NYBG will be opening its archives to offer an extensive collection of rare works available for licensing.

2016 has been a banner year for Los Angeles-based celebrity designer Nikki Chu. Her line of rugs, pillows and poufs with Jaipur Living hit retail, and her fashion bedding and basic bedding collections recently debuted. Her bath collection and wall décor line will launch later this year. The Nikki Chu Home collection displays Chu's signature style of modern globalism in an assortment of on-trend neutral shades. Major collaborations with the likes of Pepsi and Lowe's have kept her busy. Categories available for licensing include furniture, home décor

accessories, tabletop, fabric and lighting.

Kendra Dandy's brand, Bouffants and Broken Hearts, has partnerships with brands like Anthropologie, Nike, and Bobbi Brown, and has a slew of new product releases including cosmetics, apparel, accessories, footwear, home decor and stationery launching later this year and in 2017. Italian fashion label Lazzari partnered with Dandy for a collection of shirts and dresses. F+W will be releasing a coloring book featuring the illustrator's designs and Trimcraft is developing a collection of crafting products to be released globally in 2017. Robert Kaufman will introduce a fashionable collection of fabric.



Fab and DENY Designs developed a collection of home decor products, accessories and apparel. Barnes & Noble launched playing cards with the designer's art through Andrews Blaine. Categories available for licensing include apparel, handbags, home, and health and beauty.

Wanderlust by Tracy Porter is a lifestyle brand in home furnishings, tabletop, home décor fabric and upholstered furniture with retail placement including Nordstrom, Neiman Marcus, Bloomingdale's, Bed Bath & Beyond, Dillard's and Macy's. In 2016, the brand launched into glassware and decorative accessories through a partnership with The Jay Company. Categories available for licensing include apparel, footwear, fashion accessories and health and beauty.

Catalina Estrada's program is expanding in the U.S. with bedding and bath collections that debuted at Market through Baltic Linen. Hallmark partnered with Catalina Estrada on an extensive stationery and gift program to include note cards, scarfs, frames, mugs, trays, umbrellas and other products slated for launch on Mother's Day 2017. Hallmark's Catalina Estrada coloring book launched earlier this year, and a 2017 wall calendar featuring her stunning images will be released in the fall. Bradford Exchange has also collaborated with the illustrator to launch figurines and accessory products slated for release later this year.

MONSTER JAM

25

CELEBRATING 25 YEARS AND MILLIONS OF FANS!

1992-2017



LICENSING AVAILABLE

FROM FELD ENTERTAINMENT, INC.

Maya Kobray
mkobray@feldinc.com
Booth A214
(646) 354-7557



ENTERTAINMENT®

SmileyWorld Shines with Apparel, Promotions

SmileyWorld, the brand that created the world's first digital Smileys, will be showcasing opportunities for potential licensing partners at Licensing Expo.

With billions of emoticons sent globally each day, millions of SmileyWorld products sold annually and 2015 retail sales reaching \$140 million, SmileyWorld brand emojis provide long-established retail successes in the market and complete brand strategy trademark enforcement and protection, says the company.

SmileyWorld has a directory of more than 3,000 exclusive and expressive Smileys supported by a London-based design studio that tailors a unique strategy and approach for every partnership and every product created. The studio creates seasonal collections so product offerings can continue to evolve over time. The approach has led to long-lasting partnerships with manufacturers across a variety of categories.

Smiley provides professional, experienced support to licensees and retailers through its

dedicated global specialist brand teams made up of professionals with licensee-specific backgrounds that understand the needs of each and every licensee. Smiley provides best-in-class marketing support from in-store activations to social media promotion.

Key product categories for the brand include apparel, food and beverages, toys, back-to-school, gifts and lifestyle home décor.

In the apparel category, Smiley has a range of collections at retailers including Etam, Jules Lidl, Prenatal, Cool Cat, Undiz, Joshua Sanders, Anya Hindmarch, Topshop, Splash, Lifestyle, Bossini and Best Seller. The brand recently launched an exclusive line of kids' and baby apparel at French retail chain Orchestra, which was supported by a 360-degree promotional program from Smiley.

Fast moving consumer goods continues to be an area for major growth with more than 10 licensees signed to the brand's "Taste Happiness" concept last year. Distribution is through a number of leading global retail chains including

FNAC, Aldi, Lidl, Carrefour, Leclerc and Auchan.

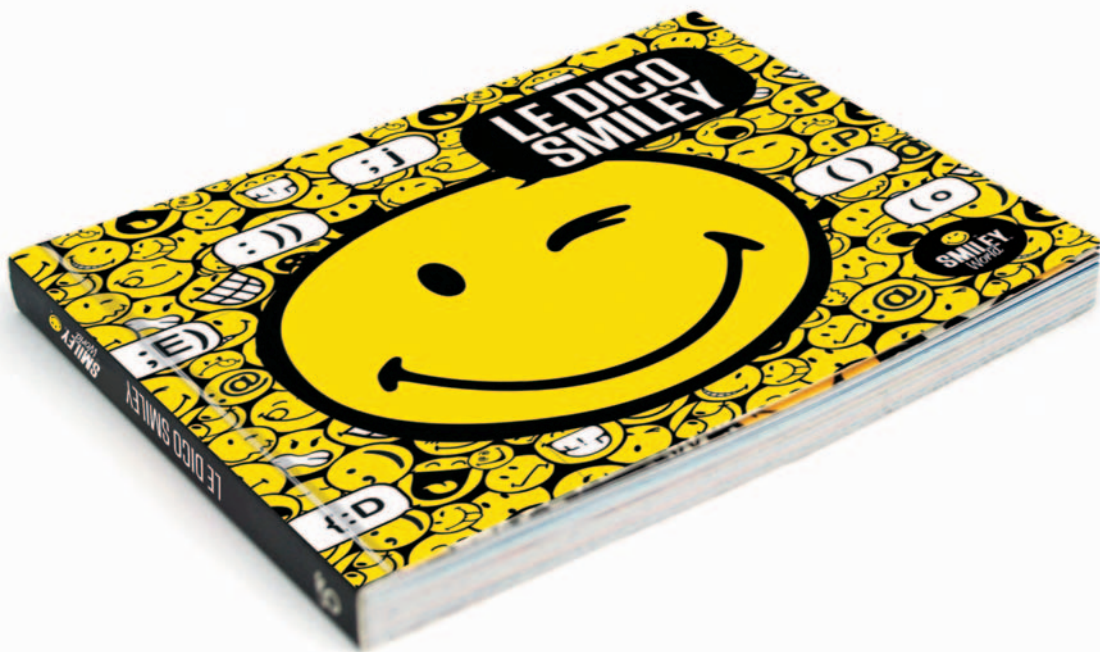
Five licensees showcased their latest Smiley collections at the recent edition of MDD in Paris, where SmileyWorld also launched a brand new food concept, "Smiley Kitchen." New partnerships in food licensing for 2016 include Dunkin' Brands for Smiley to be the face of Dunkin' Donuts' new Global Donut Day promotion. Smiley will be featured on donuts and appear in marketing and in-store point-of-sale materials across 3,200 franchise outlets in 40 countries worldwide.

Smiley also joined forces with one of Europe's leading quick-service chains, Quick, on a promotional campaign for kids' meals across Europe and Africa including France, Belgium, Luxembourg, Turkey, Tunisia, Algeria and Morocco.

In the back-to-school and gifts category, SmileyWorld has partnered with European licensees Nici, Trends International, Pyramid, Lannoo, Herlitz, Probuco, Alpa, Stationery Team and Franco Cosimo Panini. With those partners, SmileyWorld launched dozens of new products into the market and renewed existing licensees with additional territories.

SmileyWorld also continues to increase its presence within the toy and game market, with licensees Multiprint, Noris Spiele and Creativamente showcasing their latest collections designed in conjunction with Smiley's state-of-the-art London design studio, which develops thousands of new emoticons and continually creates a lifestyle brand for licensee products.

Building on the success of its partnership with French licensee Dragon d'Or, which has sold over 500,000 books in France since 2013, Smiley has signed new partners in Italy, the Netherlands and Australia, including Italian publisher Gruppo Edicart Edizioni, who will be launching its first SmileyWorld line this spring. The brand has expanded to home décor with new deals and renewals signed with Gers, Zak, T&F, Leifheit and Pengo and has added three new publishing licensees.



THE

NYC SUMMIT

THE BUSINESS OF BRAND LICENSING

**WILL RETURN
IN 2017**

New York's premiere executive-level conference and networking event

More Content
More Networking Opportunities
A New, Larger Venue



NYC Licensing Summit 2017
March 3 & 4, 2017

New York Marriott Marquis
1535 Broadway in the heart of Times Square

Stay tuned at LicenseMag.com/NYC-Summit for more details in the coming months

Brought to you by

License! GLOBAL



LICENSING UNIVERSITY 2016

JUNE 20

Basics of Licensing

9–11:15 a.m. – Tradewinds F

Moderator: Stuart Selzter, president, Seltzer Licensing. Speakers: Julie McCleave, global licensing director, Unilever; Liz Kalodner, executive vice president and general manager, CBS Consumer Products; and Will Thompson, vice president, licensing, Changes.

Basics of International Licensing

11:30 a.m.–1:15 p.m. – Tradewinds F

Moderator: Teri Niadna, managing director, Brandgenuity Europe. Speakers: Tracey Bleczynski, senior vice president, Global Licensing, UFC; Michael Hermann, director, licensing, The Andy Warhol Foundation for the Visual Arts; Rachel Wakley, head, licensing, Tesco; and Mark Kingston, general manager and senior vice president, Nickelodeon and Viacom Consumer Products EMEA and International Promotions & FMCG, Viacom International Media Networks.

Basics of Licensing Law

2–3:45 p.m. – Tradewinds F

Moderator: Jed Ferdinand, senior managing partner, Ferdinand IP/24IP Law Group. Speakers: Greg Battersby, managing member, The Battersby Group; Allison Hobbs, director, legal and business affairs, Big Tent Entertainment; and Alan Kravetz, president and chief operating officer, LMCA.

JUNE 21

Toys to Content: Where Do We Go From Here?

8–9 a.m. – Islander D

Moderator: Marty Brochstein, senior

vice president, industry relations and information, LIMA. Speakers: Simon Waters, general manager and senior vice president, entertainment and consumer products, Hasbro; Laura Zebersky, chief commercial officer, Jazwares; Susie Lecker, chief brands officer, Toy Box division, Mattel.

What You Need to Know About Licensing in India and China

9:30–10:45 a.m. – Tradewinds F

Moderator: Rutika Malaviya, principal, Rooh Entertainment. Speakers: Rohit Sobti, principal, Brand Monk Licensing; Grace Gu, customer manager, international, Shanghai Huayou Capital; Darshan Trivedi, chief executive officer, Varmora Infotech; and Figo Yu, chief executive officer, Dream Castle.

The Basics of Art Licensing

9:30–10:45 a.m. – Islander E

Moderator: John Mavrakakis and Melissa Schulz, co-founders, Ideaologie. Speakers: Ana Davis, artist; and Susan January, vice president, product management, Leanin' Tree.

Working with Agents and Consultants

11:15 a.m.–12:30 p.m. – Tradewinds F

Moderator: Ira Mayer, consultant and former publisher, The Licensing Letter. Speakers: Gary Caplan, president, Gary Caplan; Ilana Wilensky, vice president and partner, Jewel Branding & Licensing; and Carole Postal, co-president, Knockout Licensing, and president, CopCorp Licensing.

The Rising Power of Gaming Communities

and their Potential in Consumer Products

11:15 a.m.–12:30 p.m. – Islander E

Moderator: Daniel Amos, head, new media, TinderBox, a division of Beanstalk. Speakers: Sean Gailey, co-founder and chief executive officer, J!nx; Andy Dudynsky, community manager, Halo franchise, 343 Industries–Microsoft Studios.

Licensed Products and Digital Marketing: Making It Work

1–2:15 p.m. – Tradewinds F

Moderator: Stephen Reily, managing director and chairman, IMC. Speakers: Elise Contarsy, vice president, brand licensing, Meredith Corp; and Debbie Bookstaber, president, Element Associates.

Targeting Specialty Retail: Hidden Opportunities

1–2:15 p.m. – Islander E

Moderator: Melissa Fraley Agguini, executive director, products retail and licensing, Colonial Williamsburg. Speakers: John Jankowich, senior buyer, licensed merchandise, Cracker Barrel Old Country Store; Polina Rey, vice president, licensing, The Joester Loria Group; and Eric Flanigan, vice president, parks division, Aramark.

Crowdfunding: A How-To for Licensors and Licensees

2:45–4 p.m. – Tradewinds F

Moderator: Karen Raugust, president, Raugust Communications. Speakers: Erik Dahlman, founder, Albino Dragon; and Dan Goodsell, writer/artist.

From the licensing industry's leading news source

License! GLOBAL[®]

Comes a new, cutting edge platform:

Introducing

License!TV

A new, FREE, on-demand video platform
bringing you exclusive content from licensing leaders including



HOT TOPIC



nickelodeon.



sequential
brands group

Tune in now for free, on-demand episodes
www.LicenseMag.com/LicenseTV
and check it out on screens throughout Licensing Expo

Scan Here to
Watch Now!



MARK YOUR CALENDAR FOR 2017!

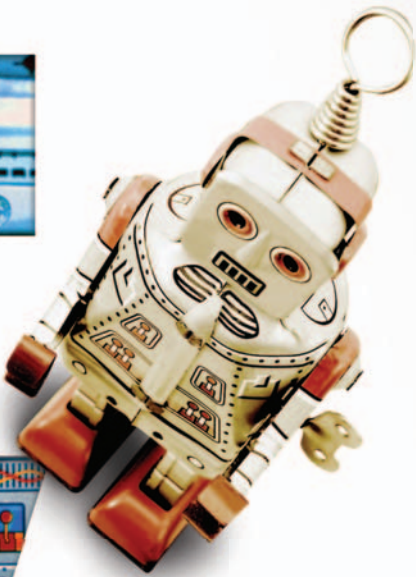
We're moving to a
NEW DATE!

LAS VEGAS
**LICENSING
EXPO 2017**

MAY 23-25, 2017
MANDALAY BAY CONVENTION CENTER

We're moving to a new date to help attendees and exhibitors better leverage the time of year and maximize opportunities for UBM Licensing customers globally. We're excited to see you there!

FROM TOYS TO TV AND EVERYTHING IN BETWEEN



Spot the **next big thing**
Explore **licensing partnerships**
Connect with **global brand owners**

WWW.LICENSINGEXPO.COM

ORGANIZED BY



OFFICIAL PUBLICATION



EVENT SPONSOR



ORGANIZERS OF



How Licensees can Vet Licensors, and Vice Versa

2:45–4 p.m. – *Islander E*

Moderator: Marty Brochstein, senior vice president, industry relations and information, LIMA. Speakers: Andy Friess, president and senior vice president, global marketing, Toy State; and Kenny Beaupre, brand advocacy and licensing manager, Caterpillar.

JUNE 22

Roundtable–Session 1

8–9:45 a.m. – *Tradewinds F*

Speakers: Scott Sellwood, Source3; Stephanie Pottick, Pottick Law; Danny Simon, The Licensing Group; Jim Benton, Benton Arts; Sara Nemerov, Envy Branding; Stan Madaloni, Studio 2pt0; Christian Fortmann, 24IP Law Group; and Janna Markle, consultant.

Roundtable–Session 2

10:15 a.m.–12 p.m. – *Tradewinds F*

Speakers: Andrew Koski, Miller Kaplan Arase; Joanne Loria, The Joester Loria Group; Careen Yapp, consultant; Jim Sachs, Harris Sachs; Laurie Marshall, Marshall Law Group; Ted Curtin, LMCA; Mike Slusar, Brandar Licensing; Randy Malone, MarketWise Consumer Insights; Allison Grand, Grand Communications; and Roz Nowicki, Peanuts Worldwide.

The Ten Most Important Do's and Don'ts of Licensing

12:30–1:45 p.m. – *Tradewinds F*

Speakers: JJ Ahearn, managing partner, Licensing Street; and Woody Browne, president, Building Q.

Basics of Fashion Licensing

12:30–1:45 p.m. – *Islander E*

Speaker: Carolyn D'Angelo, executive vice president, brand management and marketing services, Iconix Brand Group.

The Art and Science of Competitive Shopping

2:15–3:30 p.m. – *Tradewinds F*

Moderator: Leigh Ann Schwarzkopf, principal, Project Partners Network. Speakers: Michelle Lamb, co-founder, Marketing Directions; Annalisa Ciganko, senior director, global retail, Iconix Brand Group; and Elisha Gordon, vice president, licensing, Jay Franco and Sons.

The Art and Business of Licensed App Development

2:15–3:30 p.m. – *Islander E*

Moderator: Germaine Gioia, founder, PlayLife Media. Speakers: Tim Walsh, partner, Interactive Studio Management; Andy Koehler, vice president, business development and licensing, GameMill Entertainment; Josh Austin, vice president, licensing, Paramount Pictures; and Justin Berenbaum, vice president, business development and strategic relations, 505 Games.

Protecting the Brand

4–5:15 p.m. – *Islander E*

Moderator: Pamela Deese, partner, Arent Fox.

Strategic Stewardship: Building a Long-Term Licensing Program

4–5:15 p.m. – *Tradewinds F*

Moderator: Tamra Knepper, president, Knockout Licensing. Speakers: Dominic Burns, senior vice president, brand management and commercial, NBC Universal International Studios; Marissa Durazzo, director, partnerships and promotions, Cost Plus World Market;

Veronica Hart, senior vice president, licensing, CBS Consumer Products; and Alison Wallace, vice president, licensing, Hot Topic, Torrid, Box Lunch.

JUNE 23

Everything You Need to Know About Royalty Rates

9–10:15 a.m. – *Tradewinds F*

Moderator: Debra Joester, president and chief executive officer, The Joester Loria Group. Speakers: Derrick Baca, executive vice president, licensing and business development, Hybrid Apparel; Paul Brachle, president, Licensing Financial Services; Ramez Toubassy, president, brands division, Gordon Brothers Group; and Cindy Levitt, senior vice president, merchandise and marketing, Hot Topic.

Global Toy Licensing 2016 and the Star Wars Effect

9–10:15 a.m. – *Islander E*

Moderator: Matthew Hudak, research analyst, Euromonitor International.

Planning—and Executing—Your Social Media Strategy

10:45 a.m.–12 p.m. – *Tradewinds F*

Speaker: Natalie Cupps DiBlasi, co-founder and executive director, strategy, marketing and media, Laced Agency.

Licensing to Re-Establish a Legacy Brand

10:45 a.m.–12 p.m. – *Islander E*

Moderator: Alan Kravets, president and chief operating officer, LMCA. Speakers: Federico de Bellegarde, principal, SE&A Consulting; Michael Lee, co-founder and managing partner, JMM Lee Properties; and Mark Matheny, chief executive officer, Retail & Marketing Solutions.

COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
1st PLACE	A94	ByronTalbot	U249	Electronic Arts	O244	Council	A136
24IP Law Group	B115	C3 Entertainment, Inc	C226	emoji - THE ICONIC BRAND		HooplaKidz	U249
3D Light Innovations Inc.	C127	Cafe	J48	Presented by Global Merchandising	A122	HOPING JONES	B86
41 Entertainment LLC	U226	Candlewick Press	E105	Endemol Shine North America	O252	Howard Robinson & Associates	G70
4K Media Inc.	A197	CAPCOM	F62	ENS Global Marketing Ltd	B135	I.M.P.S s.a	M214
A+E Networks	Q249	Capital One Spark Business	C71	eone	G196	IAMERICAN LLC	H101
Aardman	G226	Capsbeans	B133	Epic Rights	B170	Iconix Brand Group	G124
Act III Licensing, LLC	H94	CardConnect	F96	Equity Management Inc.	J98	ICONIX Co., Ltd	J192
Activision	S214	Cartoon Network Enterprises	D170	Ergo Gamerz	D77	IMG Worldwide Inc	G114
Agency GONET	J192	Cat Create anew thing	G77	ETERMAX	G236	Inflatable Party Masks, Visors, & More	D73
Akey Group	C78	Caterpillar Inc.	J76	EVOLUTION	C204	Ink A/S	F204
Alchemy Licensing	H61	CBME	B114	Expo Licencias y Marcas Mexico	E226	Inspidea	A86
ALEGRETTO	D214	CBS Consumer Products	S202	FADEL	A106	International Brand Management and Licensing	J110
AliBABA GROUP	J84	Centa IP	B204	Famous Monsters of Filmland	A117	INTERNATIONAL FREELANCE SERVICES	B104
All American Licensing	H74	Character Arts	A220	Fantawild Animation INC.	N236	Intime Knits Pvt. Ltd.	J61
Alpha International, Inc	C113	Character Change Room	V242	Feld Entertainment	A214	Inventor Process, Inc	F94
Amazon Studios	H226	Cherokee Global Brands	J140	FICO	S234	ITV Studios Global Entertainment	R226
American Greetings Entertainment	N204	China ACG Cultural Inc./ China ACG		FIEC International Exhibition& Commerce Co.,Ltd.	E204	J Lloyd International, Inc	C115
American Mensa	H95	Cultural & Tourism Inc.	N236	Fifth Dimension	B85	JINX	J96
Anheuser Busch Beer Garden	B56	China Art & Cultural Properties	J84	Fingernails 2 Go	H62	JAST Company Limited	M241
Animal Jam	L236	China Pavilion/ ACG-IP		Fourideal Tech. Ltd.	B86	Jazwares	E142
Animasia Studio Sdn Bhd	A86	Trading Centre	N236	FremantleMedia	C196	JD Shultz Artwork	H79
Animation Magazine	A104	China Pavilion/ China ACG Group	N236	Frida Kahlo	B188	JEISHA CO., LTD.	J192
ANYZAC CO., LTD.	J206	China Toy & Juvenile Product Association	N236	Frombies	C101	JENNY FOSTER	H67
Appu Series	U249	Chotoonz TV	U249	Fujian Animation&Game Industry Association	E204	Jewel Branding & Licensing, Inc.	J101
Art 2 License	G76	CJ E&M Corporation	B134	Fujian International Exhibition & Commerce Co, Ltd	E204	Jill's Wild (Tasteful!) Women	G88
Art Brand Studios LLC	D134	ClothesEncounters	U249	Fulanitos	D204	Jim Henson Company, The	D196
Art in Effect	G79	Club Santos Laguna	D214	Full Moon Features	B116	Jinjiang Xiexin Bags Co. Ltd.	H70
Art Makers International, Inc.- AMI!	G87	CMG Worldwide	C114	Fuller Brush Co.	H64	Joan Marie Art	G85
Art Pudong(Shanghai)		Contract Jewelry Manufacturer	H93	Gallina Pintadita	U233; U249	Joester Loria Group, The	C154
Artwork Co.,Ltd.	J84	CoolSchool	U249	Games Workshop	B111	JoJo Siwa Entertainment	B214
Art.Peace.Imagine	H86	Cosmic Kids Yoga	U249	Garfield/Paws	B220	JPatton	J226
Asiana Licensing Inc	J192	Cosmopolitan	G108	Genius Brands International	A196	JQ Licensing	F80
Atlantya Entertainment	L241	CPLG North America	O236	Get Down Art	G62; H58	K Laser Technology	G93
Aurora World Corp	J192	Crayola Properties Inc	F53	Gici Toys	A116	K9 Garage Door Kennel Net	C84
Authentic Brands Group	N254	Creative Factory Imagine Maru	J206	Giordano Studios, LLC	F89	Kandee Johnson	U249
Automobili Lamborghini S.p.A.	C118	Creative Licensing Corporation	C187	Global Icons	G134	Kasmanas	S234
BANDAI NAMCO Entertainment Inc.	A204	CrowdT	B128	Global Rebels, Inc.	E118	kathy ireland Worldwide	J132
BBC Worldwide	O192	Crunchyroll, Inc.	C117	Global Innovations, Inc.	L242	Keyring	J192
bCreative, Inc.	J66	Curtis Licensing	L214	GoldieBlox	G231	Kidrobot	Q228
Beanstalk/ Tinderbox/ Blueprint	G156	Daewon Media Co., Ltd.	J192	Good Work(s) Make a Difference	D88	Kids tv	U249
Beijing Dream Castle Culture Co.,Ltd	N236	Danita Delimont Stock Photography	F84	Green Kids Club	A92	King	J236
Beijing Hutoon Animation Ltd. Company	G95	Danken Enterprise Co., Ltd.	B86	Grimm	H69	King Features	D154
Benton Arts	J67	DEKEL Brands, Inc.	B154	Grumpy Cat	A208	Knockout Licensing - A CopCorp Partnership	F108
Big Blue Bubble	A100	dELIA*s	G96	Guangzhou Liuhua Fashion Wholesale Market	E96	Kokonuzz Limited	K244
Big Tent Entertainment	M228	DELISO SAS: SOPHIE LA GIRAFE	L230	Gumby - Prema Toy Co.	F232	Korea Creative Content Agency	J192; J206
Billboard + The Hollywood Reporter	F114	Dependable Solutions, Inc.	M236	Hale'iwa North Shore	F78	Korea Pavilion	J192; J206
Blaylock Originals Inc.	H85	Design Plus	E107	Hallmark Cards, Inc.	J76	Kratt Brothers Company Ltd. / Wild Kratts	M242
Blizzard Entertainment	A205	DESIGNSEOL	J192	Happy Art	H73	Kristina Vardazaryan	E76
blue whale pictures	J206	DHX Brands	O236	HAPPYUP Co., Ltd.	J206	Kung Food - Yi Animation Inc.	Q252
Bottled Joy Creations	G75	Dimensional Branding	F134	Hasbro	F170	KungFu Animation (China) Co.,Ltd.	E204
Bounce Patrol Kids	U249	Discovery Consumer Products	U234	HashtagDécor	J68	Kween Kwest	G68
Boy Scouts of America	F142	Distroller	C188	HCA	G94	LaLune Light Studio	A86
Bradley Beard	G64	Dorna Sports, S.L.	D142	HealthyLivinG Magazine	G101	Larva TUBA	U249
Brand Central LLC	D124	Dr. Krinkles	M245	Henan York Animation Studios Co., Ltd.	G81	Last Frontier Outdoors	D71
Brand Liaison, The	E154	Dr. Seuss Enterprises	K236	Heroes of the City	U249	LaurDIY	U249
Brand Sense Partners	C124	Dreamworks Animation	U200	HEXBUG	F101	Lawless Entertainment	L241
Brandgenuity LLC	A154	drizzle studios!	G55	Hi-5world	U249	LET'S CREATE	B86
Bravado International Group	Q244	DUPONT KEVLAR	J76	High Times	F107	Licensing Innovations	G80
Brazilian Brands	S234	Dynamic Drinkware	D80	HONG DANG MOO	J206	Licensing Letter, The	D102
BroadTeck (Dong Guan) Co., Ltd.	A137	Edge Americas Sports Inc.	D62	Hong Kong Trade Development		Licensing Liaison	F86
Brother International Corporation	B91	EDUWEAR	E85			Licensing Management Intl	E102
Buffalo Works	E108	El Reino Infantil	U249				
BuyEnlarge.com	C74	El Salvador Pavilion	B104				

SETTING THE STAGE FOR A GLOBAL BRAND ROLLOUT



billboard × *FASHION*

BOOTH: F114

AVAILABLE BUSINESS CATEGORIES:

Apparel and Accessories, Bags/Backpacks, Electronics/Tech Accessories, Music Compilations, Publishing, Content/Media, Games, Stationery/Gifts/Party Goods, Beauty, Home Decor, Bars/Venues, Promotions

Francisco Arenas, **SVP Licensing & Business Development** | francisco.arenas@billboard.com

Asia: IMG
Miki Yamamoto
miki.yamamoto@img.com

Korea: Infiniss
Jason Lee
jason.lee@infiniss.com

Europe & UAE: CPLG
Libby Grant
lgrant@cplg.com

Canada: Segal Licensing
Stuart Pollock
stuart.pollock@segallicensing.com

India: Bradford Licensing
Chitra Johri
chitra.johri@bradfordlicenseindia.com

COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)	COMPANY NAME	BOOTH(S)
Licensing Street, LLC / Jet Propulsion, LLC	M242	National Breast Cancer Foundation	H90	Sales Office	A131	The Henry Ford Museums	J85
Licensing Works!	F124	National Wildlife Federation	E62	Sandy Dollar and The SeaBabies	A108	The Licensing Company, a member of Global Brands Group	G144
LIMA	C128	NBCUniversal Brand Development	N214	Sanrio	A175	The Licensing Group Ltd	F95
LIMA Members Lounge	A103	NECA	Q228	San-X Co Ltd	A142	The Moodsters	H226
Lingualinx, Inc.	C81	Nelvana Enterprises	H214	Scholastic Inc.	M204	The Ohio State University	J87
Lionsgate Entertainment	S242	New Dimensions/Manic Merch	C79	Scripps National Spelling Bee & Moxie Co.	E87	The Palace Museum	J84
Lisa Frank Inc.	F61	New Taipei City Computer Association	B86	Sean Danconia	E86	The Sharpe Company	C80
Lisa Marks Associates, Inc. (LMA)	H108	NFLPA	C62	SEGA of America	F188	The SockKids	C125
Little Baby Bum	U249	Nickelodeon	O180	Seltzer Licensing Group	F134	The Stonebot Studio	B104
LittleMissMatched	H226	Ninja Division Publishing	E79	Sentai Filmworks LLC	A112	The Swan Princess	C107
Live Nation Merchandise	K214	Nintendo of America Inc.	S249	Sequential Brands	J122	The Walt Disney Company - Disney Consumer Products and Interactive Media	
LMCA	D146	Nitro Circus	D68	Sesame Workshop	R242	South Pacific & Islander Ballroom	
LoCoco Licensing	L198	Notion Games	A102	Shaftesbury	E228	THE WEIRDS	A114
Lon Chaney Estate	A125	Ocon Inc	J192	Shanghai Happy Zone Information Technology Co.,Ltd	N236	Timothy Raines Studios	E84
Lone Mountain Printing	E63	Octane5	C134	Shishi Fengxiang Watch Co.,Ltd.	E204	TIRALBA, Inc	L244
LONELY DOG	H80	Oddbods	U249	Shopkins by Moose Toys	E214	Toei Animation	G230
Loot Crate	B99	Okwang Studio	J206	Show Daily Office	K134	Toon Studio of Beverly Hills	R202
Lugosi Enterprises	A123	Old Guys Rule	D96	Show Office	K93	Topps Company, Inc., The	D74
LUNCH MEDIA	D214	One Entertainment	C94	Sinking Ship Entertainment / Odd Squad	M242	Tottenham Hotspur Football Club	C66
LyeeArt Co. Ltd.	J84	ONIX	D214	Skechers	F154	TSBA Group	A170
Macbby11	U249	OpSec Security	K230	Smiley	C108	TT&F Licensing Company Ltd	B196
MAGIC	F93	ORCA	J206	SNOTES	B108	TUBA n Co., Ltd	D188
Magic Factory Limited	A134	Out of the Blue Enterprises	H226	Sony Computer Entertainment America	Q236	turmadamonicaTV	U249
Manu	G97	PAN AM	E101	Sony Pictures Consumer Products	O214	TuTiTuTV	U249
Marjorie Sue	C95	PANACEA S.A.	B104	SoulPancake	U249	Twentieth Century Fox Consumer Products	O200; Q192
Marketplacer	C68	Panda Kid Animation Co.Ltd.	E204	SOUND TEAM ENTERPRISE CO., LTD.	B86	Ty Inc.	F214
Mars Retail Group	F68	Paramount Pictures	U188	Source3	B105	Tycoon Enterprises, S.A. de C.V.	D214
Marvelpress	G102	Patterson International	G90	Spiffy Entertainment LLC / Nature Cat	M242	Ubisoft Entertainment	Q214
Masha and the Bear	S226	PBS KIDS	M242	SPIN! Screen Play Interactive Network	B154	UboxTherapy	U249
Matchmaking	A85	Peanuts Worldwide	G204	SpiritHoods	F98	UDC	C102
Mattel, Inc.	R180	Photo Real Embroidery	A118	SPLICE Lounge	J76	Uglydoll/Pretty Ugly LLC	L218
Maui and Sons	D67	Pierre Cardin	E124	Sport Club Corinthians Paulista	S234	UPS	C65
Mauricio de Sousa Producoes Eireli	C214	Pink Light Studio	F104	Sports Activation Zone, presented by NFLPA	D49	Uyoung Entertainment	
Maxim, Inc.	E134	PINKFONG (Kids Songs & Stories)	U249	SPORTS AFIELD	E94	International, Inc.	B154
MB-Mary Beth	F102	Pixels.com	A143	Steak N Shake	E134	VERSALICENSING, S.A. DE C.V.	D214
McIlhenny Company	J76	Pokémon Company Int'l, The	G188	Striker Entertainment	H236	Vidorra Group	D75
MDEC	A86	Polaris Industries	C86	Studio Pets by Myrna Sunrights Inc.	L192	Vistex	M198
Me!Humanity	A96	Pollywog Pond!	L245	Super Simple Songs	U249	Viz International	A86
Media Prima	A86	PPI Worldwide	A188	Susanne Kasielke	E75	VIZ Media	K226
Members Only	D114	Precious Moments, Inc.	D108	Suzanne Cruise Creative Services, Inc.	E106	Waldoodles	K242
Mercis bv	L204	Press Office	A95	Swagatrons	B102	Warner Bros. Consumer Products	N186
Meredith Brand Licensing	E64	PRG Enterprises	C75	Swissdigital Brand	B142	Wild Apple Licensing	F79
Merrell Twins	U249	Princess Plie & Friends	C93	Synchronicity	D79	Wild Wings Licensing	H87
MerryMakers, Inc.	F226	Productions on SeaSpeed LLC	C77	Synergy Media Inc.	J192	Wildflower Group LLC	C142
Mexican Pavilion	D214	PROMARCA LIMA MEXICO	D214	Taiwan Pavilion	B86	Wildstar Tempest	E88
MEXICANITOS AL GRITO	D214	Pulse Evolution	J174	Tak Toon Enterprise	J192	Women In Toys	H88
MGA Entertainment	R212	Rachael Hale	H102	TapuTapu the Panda	B96	WWE	J214
MGL Licensing	F88	RachelTalbot	U249	Techstorm Dynamics	D101	XANTHUS(SHANGHAI)CULTURE MEDIA CO.,LTD	N236
MHS Licensing	F85	Radio Days	E196	Televisa Consumer Products	F196	Xiamen Bailian Industry&Trade Co.,Ltd.	E204
Mila Wholesale	C123	Rainbow	U242	Tezuka Productions	C97	Xiamen Blue Bird Cartoon Co.,Ltd.	E204
MMA Holding Group Inc	D64	Red Nose	S234	The Awkward Yeti	C105	Xiamen Domoko Animation Co.,Ltd.	E204
MNS Creative	C103	Redibra	S234	THE BRAND LICENSING ENTERTAINMENT	D214	Xiamen X Tone Animation Co.Ltd.	E204
Mondo TV	G214	Rediks Graphics	J192	The Brands Club	D106	XrisP	J192
MONO PLAN	J206	Redrover	J192	The Elf on the Shelf	C220	YAH!	L246
Morphle TV	U249	Retailer Lounge	J60	The Fred Rogers Company / Peg + Cat	M242	YG PLUS / YG USA	J192
Moxie & Company	D118	Rinaldi	S234			Young Toys Inc.	J192
Mr. Baron Gordon	E78	RiverLights Originals	F77			YouTube	U249
mrpuppy.com	B103	RockLove Jewelry	E98			Zag Inc.	A185
Multiple Link Co., Ltd	B86	ROI VISUAL	J192			Zeptolab	D226
Mundo Seedys, SAPI de C.V.	D214	Rosenthal Represents	H63			Zolan Company, LLC	D94
MyMediabox	L226	Rovio Entertainment Ltd	C170			Zoonicorn	K246
Mystery Science Theater 3000	B154	RoyaltyZone	E93				
National Base For International Cultural Trade(Shanghai)	J84	RSG Media Systems	G225				
		Russna Kaur Fine Art + Design	G86				
		Saban Brands	A159				

Masha and The Bear[®]

**NOW IN
NORTH
AMERICA!**

- Season 2 release on Netflix



- Toys Soft launch, Christmas 2016

- Wide release with key retailers, Spring 2017



© Animaccord LTD, 2008 - 2016 www.mashabear.com

Come see the family show at Licensing Expo, Booth S226
For licensing and media queries please complete the form:
animaccord.com/license/contact
www.mashabear.com

Crayola® x kidrobot®



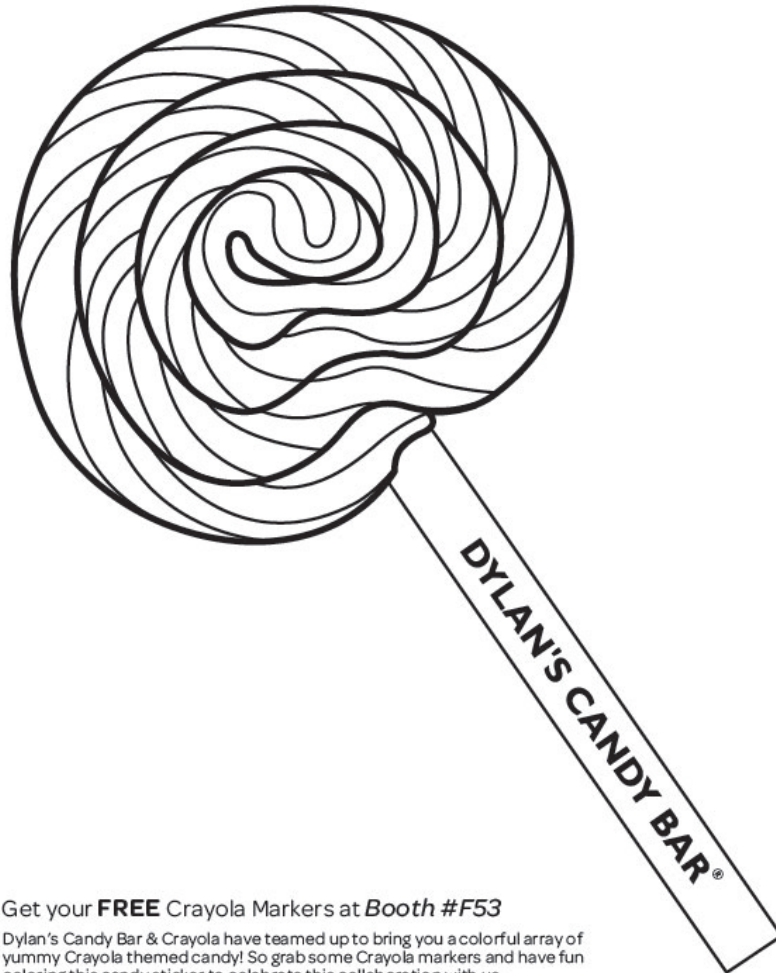
Get your **FREE** Crayola Markers at *Booth #F53*

Kidrobot & Crayola have teamed up to bring you some awesome Crayola themed collectible toys! So grab some Crayola markers and have fun coloring the sticker to celebrate this collaboration with us.

 **Walls360**
AMAZING WALL DECORATIONS

Kidrobot inquiries: arichardson@kidrobot.com
Crayola licensing inquiries: ekarp@crayola.com

©2016 Crayola



Get your **FREE** Crayola Markers at *Booth #F53*

Dylan's Candy Bar & Crayola have teamed up to bring you a colorful array of yummy Crayola themed candy! So grab some Crayola markers and have fun coloring this candy sticker to celebrate this collaboration with us.



Dylan's Candy Bar inquiries: lmills@dylanscandybar.com
Crayola licensing inquiries: ekarp@crayola.com

©2016 Crayola

Licensing Expo 2016 continued from page 1.

As Licensing Expo is all about making connections and closing business deals, the show has implemented the inaugural Matchmaking Service, which will connect attendees and exhibitors via a searchable online platform. The free service has already booked more than 2,000 meetings to take place over the course of the show, and a dedicated team is available in the Matchmaking Lounge (booth #A85) to assist exhibitors and attendees book additional appointments or answer any questions.

Tonight, do not miss the Opening Night Party, sponsored by LIMA and in association with the NFL Players Association, at the Havana Room and Sky Beach Club at the recently renovated Tropicana Las Vegas at 8:30 p.m. Jump on the free shuttle from Mandalay Bay's Tour and Travel lobby for an evening of networking that will include entertainment by Winter Dance



Party, courtesy of C3 Entertainment.

And do not forget to take advantage of Licensing University, brought to you by LIMA. The industry's leading licensing professionals

will conduct more than 25 different seminars and panels that are designed to help all within the business at every stage in their career. For the full schedule of seminars, see page 58.

China Buyers, Sellers continued from page 1.

Kelvin Hou, chief executive officer, Mtime, which is the leading movie merchandiser in China, arrives in Vegas this week to reinforce the company's position as the leading licensee and retailer of movie merchandise in China.

Mtime was founded 10 years ago to be the Fandango/IMDB/Rotten Tomatoes of China, and in the past two years, it has become the most established movie licensing company in China. Hou plans to meet with all of the major studios at Licensing Expo to discuss Mtime's unique business model and exclusive audience of 160 million Chinese movie-goers per month who's pent up demand for legitimate licensed movie merchandise has enabled Mtime's rapid expansion.

In 2014, Mtime announced its plan to become the leading licensed merchandise retailer in China through a combination of high-quality and affordable merchandise, in-theater retail kiosks and online retail sales to their 160 million monthly online visitors. In December 2015, Mtime launched its actual merchandising business.

Hot on Mtime's heels is Alibaba Entertainment, which announced last month that it is entering into the global IP licensing market and is sending a

group of buyers to Licensing Expo to shop for licenses looking to get into the difficult, but lucrative Chinese market.

The movie box office in China has experienced explosive growth in the last few years, with estimates that the Chinese box office will overtake North America by early next year.

Currently, 80 percent of China's film-related revenue comes from movie ticket sales, while in North America, that number is just 30 percent. The other 70 percent of revenue is made up of licensing, including merchandise sales and brand extensions into theme parks. For example, consider the blockbuster success of *Star Wars: the Force Awakens*. The movie is estimated to produce over \$9 billion in revenue worldwide in the first year of release. Over half of that is from sales of movie merchandise, doubling its box office revenue.

Last year, the Chinese film business experienced two major steps forward in its goal of monetizing movie merchandising opportunities. The first was the move of China Film Group, the country's dominant state-backed film enterprise, which created a research institute for movie merchandising in collaboration with the Beijing Film Institute, which in turn added a movie merchandising major to its film studies programs. Second,

Mtime partnered with Dalian Wanda Group, the largest movie theater owner in China and owner of the U.S.-based Legendary Pictures, in China to launch over 50 brick-and-mortar stores and cinemas in 10 Chinese cities, laying the groundwork for a cross-country, online-to-offline merchandise service. Mtime also released a mobile app in December, making it possible for cinema chains to order licensed film goods directly to their theaters.

Mtime's unique ability to mine its database of 160 million monthly movie-goers provides it with the current advantage against Alibaba Entertainment, which just recently entered the business. Mtime's data includes 10 years of Chinese consumer movie preferences with their movie buying habits, giving it a significant advantage in the marketing of licensed movie merchandise.

With major Chinese players like Mtime and Alibaba Pictures getting behind movie merchandise in China, expect to see significant government cooperation on crackdowns on counterfeit movie merchandise.

The Golden Age of Entertainment Licensed merchandising in China has finally arrived and all global entertainment licensors should pay heed and move swiftly to insure their piece of what will be the most lucrative entertainment licensing market in the world.



SUCCESS IS
LEGENDARY

Over 600 million Facebook fans
and Twitter followers across over
125 official accounts

WWE® Legend
**STONE COLD
STEVE AUSTIN®**

Austin
3:16™

**VISIT US AT
BOOTH #J214**



™ & © 2016 WWE. All Rights Reserved.

Kate & Mim-Mim



COME JOIN OUR CLUB!

**NEW SEASON ON AIR
TOYS FALL '16**

**KATE IN OZ TENTPOLE
(THANKSGIVING '16)**

Our partners:



Visit us at booth C196

