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Lic**ense!** GLOBAL[®]

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE



BEST of the BRANDS

The 36th annual Licensing Expo, organized by UBM Americas and sponsored by the International Licensing Industry Merchandisers' Association, took place in Las Vegas, Nev., June 21-23, at the Mandalay Bay Convention Center and played host to more than 16,200 attendees from all leading markets around the globe.

Inside, find highlights from this year's event and the top news from the more than 5,000 brands represented by 489 exhibitors on the Expo show floor.

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FIND OUT WHAT'S IN STORE



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Nine Letters Deliver Powerful Message



by **TONY LISANTI**
global editorial director

One of the least publicized headlines over Licensing Expo 2016 perhaps represents one of the most important and influential news stories impacting the global brand licensing sector. Present at booth #G144 in the corporate brands section were nine letters that subtly identified

the company: TLC CAA-GBG.

These letters represent a joint venture announced June 15 between Creative Arts Agency and Global Brands Group, which previously acquired The Licensing Company in 2014.

The mega deal creates the largest brand licensing agency and management company in the world with nearly \$11 billion in retail sales of licensed merchandise, according to *License! Global's* 2015 Top Agents report.

But the real news is the inherent potential growth opportunities for celebrity and brand licensing that this new joint venture will quickly leverage.

As CAA moves to establish an office at GBG's headquarters in New York, and GBG sets up an office at CAA headquarters in Los

Angeles, Calif., the gears are in motion for this joint venture—known as CAA-GBG—to quickly expand its IP assets.

“This strategic partnership creates exciting new possibilities. Global Brands’ established international brand management operation, understanding of a brand’s DNA and in-depth knowledge of retail will be combined with CAA’s remarkable collection of talent and brands, and media and marketing platforms in the U.S.,” says Bruce Rockowitz, chief executive officer and vice chairman, Global Brands Group Holding Limited. “This is a powerful combination, and makes CAA-GBG the undisputed leader in brand extension platforms for clients across the lifestyle, corporate, celebrity and entertainment space.”

CAA-GBG, now with 24 offices in 20 countries, creates a powerhouse with expertise in all aspects of brand extension programs, including branding strategies, market targeting, product development, retail activations, licensee acquisitions and multi-territory franchising, combined with CAA’s extensive licensing, media and entertainment platform.

CAA has developed and managed more than 100 licensing programs on behalf of its clients, from Bethenny Frankel’s *Skinnygirl* and *Eva Longoria Home for J.C. Penney*, to *Kate Hudson’s*



Fabletics and *Kelly Ripa Home for Macy’s*.

Perry Wolfman, head of CAA’s licensing division, will serve as chief executive officer of CAA-GBG, and Jared Margolis, currently president of Global Brands’ brand management group, will be president of the joint venture.

“We have enjoyed a long-standing relationship with the leadership at Global Brands, having collaborated on behalf of our clients for many years,” says Wolfman. “With like-minded collaborative cultures and an innovative approach to global brand-building, the combination of these two companies, joining forces to provide best-in-class opportunities to our clients, is immensely exciting.”

The magnitude of this joint venture will have a far-reaching impact and create huge opportunities over the next several years.

Expo Honors Loyal Exhibitors

The Licensing Expo sales team and Jessica Blue, senior vice president, licensing, UBM Americas, recognized exhibitors that have been showcasing their brands at the show for 20 years or more with a commemorative ribbon and group picture in the lobby of the Mandalay Bay Convention Center exhibit hall. Licensing Expo is now in its 36th year.

“We are so honored to have such a large group of exhibitors who have been with Licensing Expo every year for more than 20 years,” says Blue. “It’s our constant goal to help ensure that they have a successful show year after year by keeping the Expo on the cutting edge of licensing, developing new show features and attracting the right audience, and it’s our pleasure to celebrate their tenure with the show at Licensing Expo 2016.”



Exhibitors include (not all of these were present at photo): Art Makers International—AMI!, Curtis Licensing, Authentic Brands Group, Scholastic, 4K Media, The Licensing Group, Sony Pictures Consumer Products, Mat-tel, The Joester Loria Group, Creative Licensing Corporation, Nelvana Enterprises, Rosenthal Represents, Suzanne Cruise Creative Services, Warner Bros. Consumer Products, LMCA, King Features, Beanstalk/Blueprint, Tinderbox, Benton Arts, Nickelodeon, Hasbro, Giordano Studios, Wild Wings, WWE, Sesame Workshop, Paramount Pictures, Patterson International, LoCoco Licensing, Vistex, I.M.P.S. and BBC Worldwide Americas

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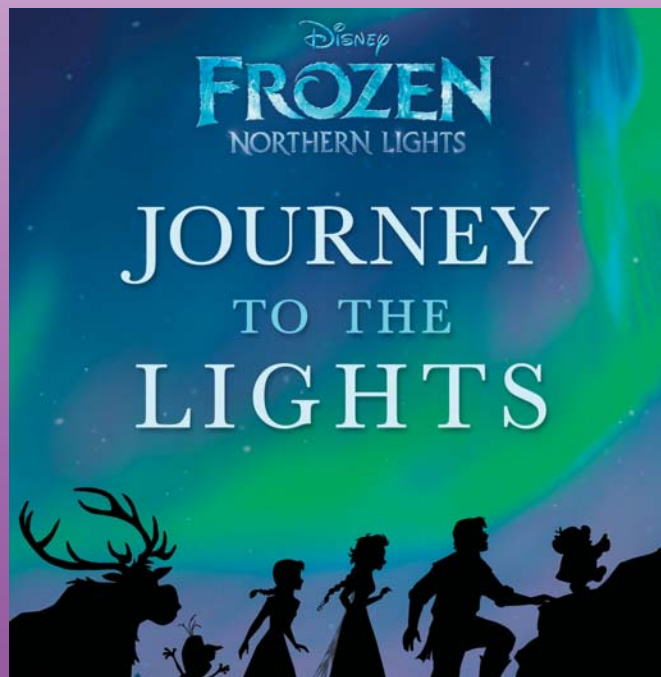
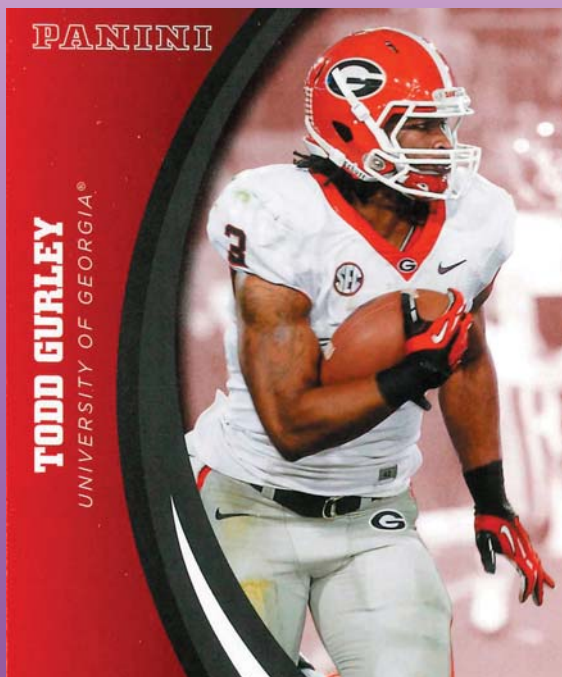
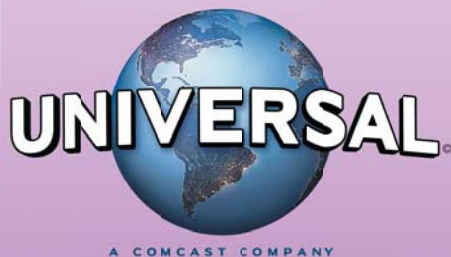


Characters and Entertainment

Licensing Expo 2016 brought together the top character and entertainment brands from across all media platforms—TV, film, music, digital gaming and online—for this year’s event.

There were 297 entertainment companies that participated in Licensing Expo, with companies such as Hasbro, Warner Bros., Twentieth Century Fox, Mattel, Activision, CBS, MGA Entertainment and NBCUniversal taking center stage of the Characters and Entertainment zone of the show floor.

To take advantage of the more than 16,000 attendees from all over the world (in fact, the show has grown its global attendees by 8 percent over the past three years and upped its International Pavilion participation this year), several entertainment companies hosted licensing summits including Disney, Cartoon Network Enterprises and DreamWorks Animation, which brought celebrity Justin Timberlake, star of the upcoming animated feature film *Trolls*, to the event.



MGA Builds Num Noms Program

MGA Entertainment kicked 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.

'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.



New Movies a Push for NBCU

NBCUniversal has a full calendar of new releases and focused 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 also highlighted *The Secret Life of Pets*, its fifth fully-animated feature film collaboration between Illumination and Universal Pictures, which hit 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 also presented 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.



NFLPA Names EA, Panini, 500 Level Licensees of the Year

EA Sports, Panini America and 500 Level have been named winners of the second annual NFL Players Association Licensee of the Year Awards. The NFLPA, via its licensing and marketing arm NFL Players Inc., launched the awards in 2015 to honor licensees that have demonstrated the most successful use of group player rights.

EA Sports was named Digital Licensee of the Year. The company had a record-setting year by leveraging NFLPA group player rights and including more than 2,300 players in the “Madden NFL 16” game across multiple platforms, including console, mobile and digital content. Among EA Sports’ highlights was a partnership with Discovery Education for the launch of a Madden-inspired math and science educational program, as well as a promotion with Uber that saw NFL players deliver advanced copies of “Madden” to fans in 32 NFL markets.

This year’s winner in the hardlines category was Panini America, which is also the exclusive trading card partner of the NFLPA. Highlights of the partnership included expansion of Panini America’s business through college-specific card sets featuring active NFL players, the launch of the Panini “Gridiron” app to engage fans and collectors and the release of the inaugural Trading Card Index to rank top rookies and veterans based on overall trading volume and collectability.

The Apparel category honoree, 500 Level, is known for its sports apparel such as t-shirts with likenesses of more than 500 players. Deals that made an impact for the NFLPA include co-branding partnerships with fantasy football expert Matthew Berry and the 150th anniversary of the FDNY, supporting players’ football camps through custom t-shirts and utilizing player-branded storefronts and e-commerce websites to push products.



‘The Simpsons’ Expands in China

Twentieth Century Fox Consumer Products and HerChain Clothing Company have joined forces to open additional retail locations for “The Simpsons” store.

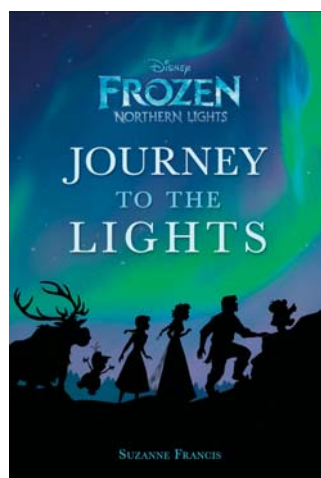
The first “The Simpsons” store is located in Taikooli Sanlitun in Beijing, China, and opened its doors in May.

The new store locations are scheduled to open during the second half of 2016, beginning in Shanghai’s Grand Gateway 66, Xi An Wu Huan Department Store, with a second location slated for Beijing at Joy City.

The stores will also feature more than 125 specially curated items based on the animated TV series.

“The new locations—in high traffic city centers and department stores—position ‘The Simpsons’ store to attract a wide and diverse composition of consumers,” says Peter Leeb, vice president, worldwide brand marketing, strategy and partnerships, Twentieth Century Fox Consumer Products.

Additionally, the new locations coincide with the unveiling of a replica “The Simpsons” store at the Twentieth Century Fox Consumer Products booth at Licensing Expo.



Disney Announces More *Frozen*

The Walt Disney Company has much more *Frozen* in store.

Disney has partnered with Random House and the LEGO Group to debut an original story, *Frozen Northern Lights*.

Frozen Northern Lights will span a collection of books, animated shorts and digital extensions.

The first book, titled *Disney Frozen Northern Lights: Journey to the Light*, published by Random

House, will launch next month ahead of an extended collection of books featuring characters from the movie, as well as a new protagonist named Little Rock.

The storyline will be further reimagined by the LEGO Group with four new animated shorts and a full compilation that will air on Disney Channel this fall.

To support the new story, the website Frozen.Disney.com will be updated with new activities and

Disney will launch a *Frozen*-inspired Instagram account (@DisneyFrozen).

In addition, in development is a *Frozen 2* feature film as well as a holiday special that will air on the ABC network based on the Olaf character.

Other major announcements from Disney include a third film in the *Cars* franchise, a live action *Beauty and the Beast* movie and the new CGI-animated Pixar film *Coco*.

Sony Unveils Animated Line Up

Sony Pictures Animation has unveiled its slate of productions through 2018 that includes a mix of original productions and franchises.

Sony's animated theatrical line up includes the following:

- *Smurfs: The Lost Village*—In theaters April 7, 2017, this fully-animated comedy will deliver another film to the *Smurfs* franchise.
- *Emojimovie: Express Yourself*—This movie will offer a comic take on the secret world of our phones and the characters that have become daily necessities for communication—emojis. The feature is targeted to be released in August 2017.
- *The Star* (working title)—Scheduled for Dec. 8, 2017, this computer-animated feature will follow a small, but brave, donkey and his animal friends as they become the unsung heroes of the greatest story ever told, the first Christmas. Sony Pictures Animation will produce the feature in association with The Jim Henson Company.
- *Hotel Transylvania 3*—This follow-up to Sony's highest grossing film in the U.S. is scheduled to hit theaters Sept. 21, 2018, and will follow the adventures of Dracula, his vampire daughter Mavis and her human husband Johnny.
- *Spider-Man*—This animated feature is slated to hit theaters Dec. 21, 2018, and will offer a new story surrounding the superhero.

Sony's animated lineup also includes the new animated TV series "Ghostbusters: Ecto Force," which will further expand the *Ghostbusters* cinematic universe. The series is slated for an early 2018 debut.

In other TV news, Sony has also unveiled "Hotel Transylvania: The Television Series," set to air next year on Disney Channel worldwide.

Sony will also release the TV series "Cloudy with a Chance of Meatballs" in 2017. The 2D animated series will air on Teletoon in Canada, Cartoon Network in the U.S. and on Turner channels across EMEA, APAC and Latin America.

Finally, Sony will release *Surf's Up 2: Wavemania* as a direct-to-video feature next spring that will feature WWE Superstars.

Mattel Reveals 'Star Trek' Anniversary Collection

Mattel and CBS Consumer Products have unveiled the 50th anniversary "Star Trek" Barbie collection featuring characters Captain Kirk, Mr. Spock and Uhura dolls dressed in their respective uniforms from the original TV series.

Each doll is sculpted in the actors' likeness and has a fully articulated body. The dolls are sold separately and subject to availability. The collection hit retail last month.



Nintendo Reveals 'Mario' Collab with Moschino

The Super Moschino project was created with Nintendo to celebrate the 30th anniversary of the Mario character from the "Super Mario Bros." video game series.

The collection includes printed t-shirts and knitted sweaters similar to the graphic of the video game's star, along with a series of bags and accessories in leather ranging from backpacks to bucket bags, wallets and belts, all featuring images of characters Luigi, Princess Peach, coins, stars and mushrooms that appear during Mario's numerous adventures.



The Super Moschino collection will be available Dec. 5 on Moschino.com, at Moschino's boutiques in Milan, Rome, Paris, New York and Los Angeles, and at prestigious stores worldwide.

WBCP Shows New Content at Expo

Warner Bros. Consumer Products showcased a slate of franchises and properties to drive its global licensing, merchandising and retail businesses in 2016 and beyond at Licensing Expo.

First, WBCP highlighted its growing slate of DC Entertainment properties including *Wonder Woman's* global licensing and merchandising program, which features fashion-focused products. WBCP also brought "DC Super Hero Girls" to Expo, which is due to roll out its merchandising program this month, along with its DC television programming including animated shows such as "Justice League Action" and "Teen Titans Go!," as well as live action programs "Gotham" and "The Flash."

Next, WBCP announced that the world of *Harry Potter* will expand to include new characters, creatures and locations with the debut of *Fantastic Beasts and Where to Find Them*, set to hit theaters Nov. 18. To celebrate the debut, WBCP will roll out an all-new program that extends the Wizarding World to fans through a publishing program, inspired-by apparel, toys, collectibles, housewares, stationery and more. WBCP also says it will deliver more global immersive experiences, building on its inspired theme parks in Florida, Japan and Hollywood, Calif.

WBCP and the LEGO Group will also continue to build on their partnership by offering two new movies—*The LEGO Batman Movie* and *The Ninjago Movie*. Each film will be supported by a range of key products that will bring the characters and worlds to fans throughout the world.

The company has also announced that three of its animated franchises—"Looney Tunes," "Scooby-Doo" and "Tom and Jerry"—will each see new series this year, all of which will be supported by WBCP's licensees.

Finally, WBCP showcased properties that are new to its entertainment collection such as *Willy Wonka and The Chocolate Factory*, as well as the Stanley Kubrick collection.

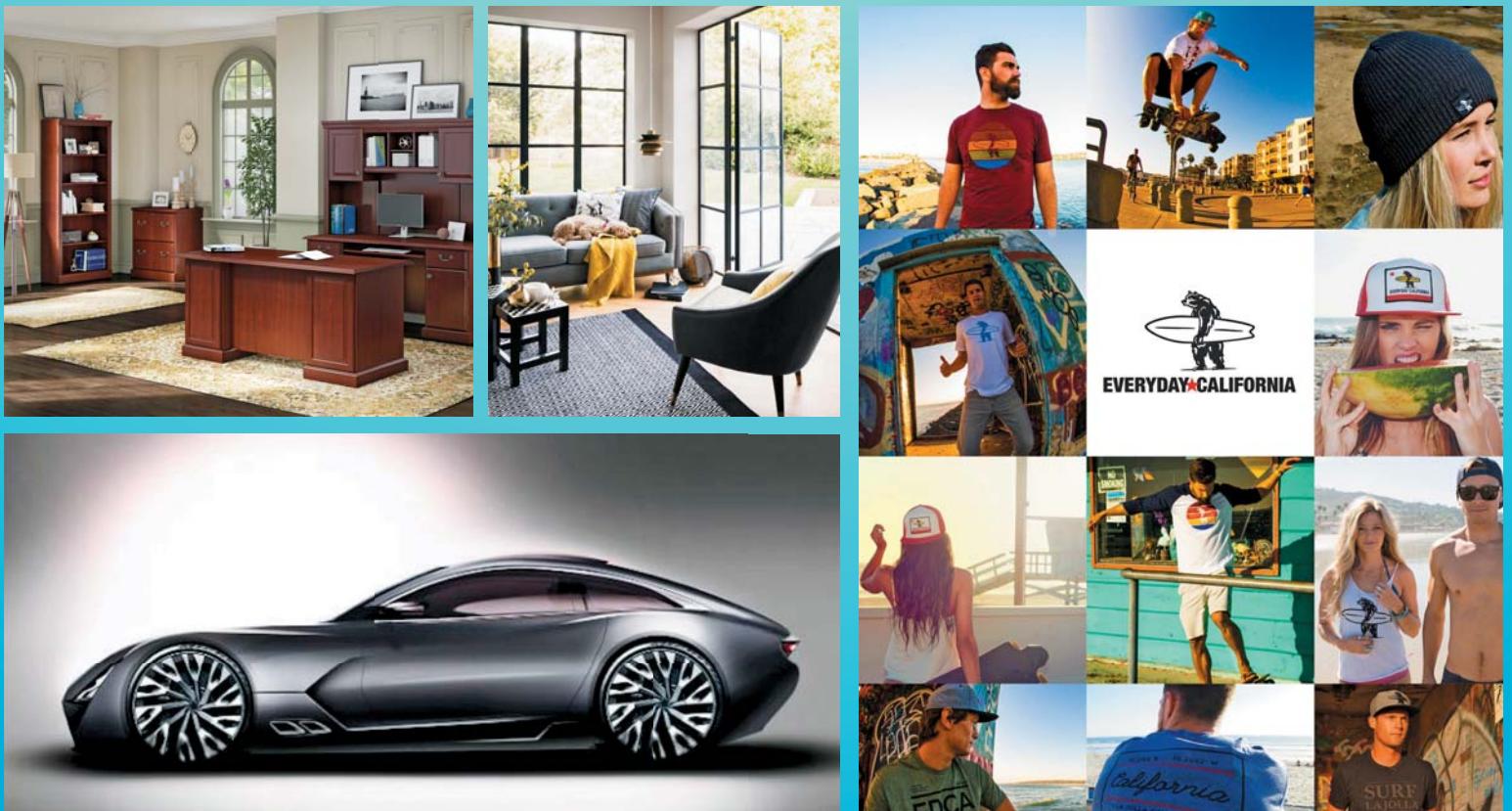
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Brands and Agents

More than 1,800 brands from consumer and lifestyle categories and 30-plus licensing agencies made their mark on Las Vegas at this year's Licensing Expo, the world's largest and most influential licensing industry event. Brands such as AT&T, *Cosmopolitan*, Crayola, Ferrari, The Hershey Company, Kellogg's, Krispy Kreme Doughnuts and many more each had a presence on the show floor, alongside the world's biggest licensing agencies such as Beanstalk, Iconix Brand Group, The Licensing Company, Brand Central, Global Icons and Joester Loria Group.

Making a massive splash in the Brands and Agents area was the NFL Players Association, which hosted the Sports Activation Zone, an interactive activation that allowed attendees to go head-to-head with NFL players and other professional athletes in fun competitions. NFL superstars such as Kelvin Beachum of the Jacksonville Jaguars and DeAndre Hopkins of the Houston Texans made appearances at the Mandalay Bay Convention Center as they competed in sports ability tests, classic tailgating games and more.



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.



JLG Steers *Car and Driver* to HSN

Joester Loria Group has brokered a deal for Hearst Brand Development's *Car and Driver* magazine property that will bring product exclusively to Home Shopping Network.

Licensee Mobile Power will create a line of *Car and Driver*-branded automotive power products and multi-functional work lights that includes a rechargeable, waterproof work light system for garages, homes, boats and more.

The line will launch in September on HSN.

ABG Takes Vision to Forever 21

Vision Street Wear, a skate and streetwear apparel brand, will soon be available in fast fashion retailer Forever 21.

Authentic Brands Group, owner of the Vision Street Wear brand, launched the 17-piece capsule collection of bodysuits, bomber jackets, cropped t-shirts, shorts, tanks and loungewear for men and women to U.S. and Japan Forever 21 stores last month.

"Forever 21 is renowned for connecting today's fashion trend-seeking audience, and Vision Street Wear has been associated with creating its own trends since the inception of U.S. skate culture, making the collaboration the perfect marriage," says Nick Woodhouse, president and chief marketing officer, ABG.



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Cherokee Expands Everyday California

Cherokee Global Brands has tapped Saliluz, a division of Cobian footwear, to create a collection of casual footwear under the Everyday California brand.

The new collection will be co-developed by Cobian and Flip Flop Shops, a subsidiary of Cherokee, and will include branded men's and women's casual footwear and flip-flops.

"We acquired Flip Flop Shops last fall with plans to identify and pursue innovative licensing opportunities that synergize our portfolio. The Everyday California footwear collection created by Cobian will be the first of many partnerships that leverage our brand assets and relationships with respected category leaders," says Howard Siegel, president and chief operating officer, Cherokee Global Brands. "Everyday California and Flip Flop Shops are lifestyle brands that are known for quality, comfort and living life to the fullest. Cobian is the perfect partner to deliver on that promise."

The footwear range will launch next spring and be distributed in Flip Flop Shops stores.

"Focusing on our retail relationships by providing our partners with a competitive edge in the marketplace has always been at the core of Cobian's mission. Cobian's private label division, Saliluz, can deliver further on this commitment by providing custom footwear solutions with increased margin

potential at retail while still maintaining Cobian's value, comfort and quality to which our partners are accustomed," says Aubrey Kuepper, vice president, sales and marketing, Cobian. "We appreciate the opportunity to work hand in hand with Cherokee



Global Brands and Flip Flop Shops to design and manufacture the best possible sandal line for Everyday California, while providing retailers of the brand a product with a great value proposition that is right on trend."

Kathy Ireland Builds Furniture Line

Bush Furniture and kathy ireland Worldwide are extending their partnership to 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.



Motörhead Adds Consumer Products

Global Merchandising Services is rocking out with new licensing agreements for the iconic rock band Motörhead.

Paying tribute to the band's legendary late frontman, Lemmy Kilmister, Funko is producing Pop! vinyl figures of the singer, which will launch worldwide this month.

LoveHoney, which won a LIMA International Licensing Excellence award for its Motörhead adult line, released the second collection of its Pleasure Tools that Rock adult toys this month.

Finally, as an extension to Motörhead's already successful beverage range, U.K. manufacturer Celtic Marshes is producing an alcoholic cider called Snaggletooth, which will be carried exclusively by retailer Morrison's this summer. The cider adds to the existing Motörhead alcohol line of wine, beer and vodka.



TLC to Rep Christiane Lemieux

Licensing agency TLC, a division of Global Brands Group, has signed on to represent homewares and lifestyle designer Christiane Lemieux for licensing.



With a booming online business and in-store presence at U.K. department store House of Fraser, TLC says Lemieux's collections mix heirloom quality with modern luxury trends and take inspiration from nature, art deco and mid-century style.

"Christiane is an undisputed exceptional designer talent of our time," says Angela Farrugia, group managing director, TLC. "Her handwriting and approach speak to consumers in a way that creates excitement in the industry."

Epic Rights Promotes Rock Music Legends

Epic Rights brought its portfolio of music legends including AC/DC, KISS, John Lennon, Billy Joel and the Woodstock festival to potential partners at Licensing Expo.

For AC/DC, Epic Rights and Perryscope Productions have signed more than 80 licenses across all product categories and distribution channels, with products already hitting retail.

KISS is heading out on a 40-city tour this summer and Epic Rights is continuing to expand the band's licensing program. With 100 global licensees already secured in all categories and distribution channels, Epic is focusing on the digital media, audio, virtual and augmented reality and gaming categories, in addition to consumables and spirits. Epic Rights is also launching an all-new KISS style guide that includes retro and iconic assets not seen in years, which are slated to hit retail this fall and next spring.

Epic Rights has developed three programs for the John Lennon brand and continues to expand its program globally—The John Lennon classic program, which is based on images of Lennon's likeness, photographs of Lennon and recognizable album covers and designs; the Artwork of John Lennon adult collection, which is based on images from Lennon's rare, archival sketches; and Real

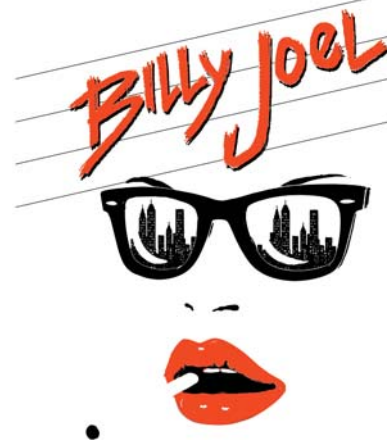
Love, which is a Lennon kids' program based on whimsical drawings Lennon created for his son Sean.

For all, Epic Rights is building programs with best-in-class licensees and is looking to expand the programs to new and innovative categories.

Epic Rights is developing a global licensing program for six-time Grammy award winner Billy Joel with a focus on lifestyle products in the categories of apparel, accessories, home goods, electronics and spirits. The program supports his Billy Joel: In Concert tour that runs through the end of the year.

Finally, Epic Rights, which manages the global licensing program for Woodstock in partnership with Perryscope, is celebrating the music event's 50th anniversary in 2019, and plans are already underway for a Woodstock 50th musical festival and a series of marketing and promotional initiatives.

Epic Rights and Perryscope are seeking licensees and retailers to help develop and support the Woodstock 50th program worldwide at retail.



Perfetti Bites into Candy Brands

Perfetti van Melle has big plans in store for its Airheads, Chupa Chups and Mentos brands in 2017.

Airheads, the candy with mouth-blasting unique fruity flavor profiles, celebrates its 30th anniversary this year, and to bolster the event, new launches and promotions are planned. The brand is expanding its licensing program beyond food and beverage products into several new categories including apparel, cosmetics, stationery and digital games, among other categories. Perfetti will open its first Airheads in-store shop in IT'SUGAR retail locations with an exclusive line of new apparel, pillows and accessories, as well as candy; while Perfetti has teamed up with 7-Eleven for an Airheads Xtremes Slurpee, and with licensing agency Beanstalk for an assortment of Airheads ice cream products. Koldwave Foods will launch new water-based frozen novelty products this year, and Jel Sert will launch freezer bars in 2017.

For Mentos, licensing agency Lisa Marks Associates has been tapped to expand the brand in North America, while Jewel Branding & Licensing further represents Airheads.

TSBA's Gumball 3000 has High Octane Profile

TSBA Group brought its car-centric brand to Licensing Expo.

The company is the master global licensing agent for Gumball 3000, an aspirational lifestyle brand tied to the The Gumball 3000 Rally, a week-long supercar rally.

"The Gumball 3000 brand represents a unique opportunity to work with a lifestyle brand which has appeal to both the difficult to reach male demographics and kids and teens," says Ian Mallalue, chief executive officer, TSBA. "We are very excited to be working with such a unique lifestyle and entertainment brand that offers something new to retailers in a range of product categories. Gumball 3000 has an incredible archive of

images featuring the world's coolest cars, people, music and places, and we can't wait to start sharing with brand partners, licensees and consumers."

TSBA Group recently partnered with licensee TVR, the British manufacturer of high-end sports cars. TVR, known for its lightweight sports cars with powerful engines, has created iconic cars, from coupés to convertibles.

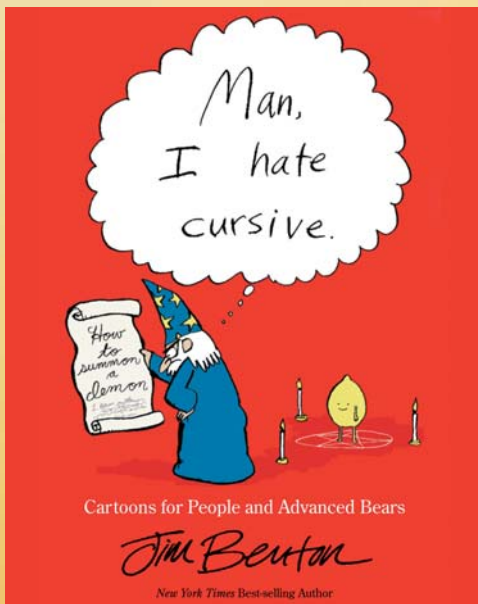
"TVR is an iconic and loved British brand with an incredible heritage and we could not be more thrilled to have the opportunity to make new TVR products available to consumers," says Mallalue. TSBA Group will be seeking licensing opportunities for multiple product categories including apparel, cases, games, memorabilia and toys.



Art and Design

If you're looking for a hot new property for merchandising opportunities, look no further than the Art and Design Zone within Licensing Expo. The designated area is the place for artists and designers to showcase the latest in contemporary and traditional imagery available for licensing. This year, the Art and Design zone offered an assortment of features including a live painting demonstration by Robert Holton from drizzle studios! and performance art by Stephen Fishwick, represented by Get Down Art, who painted to live music several times per day.

A true success for the overall event and a new feature to the show is Licensing Expo's new Matchmaking Service, which helped book 2,659 meetings between brand owners and licensees and retailers. Thirty-seven percent of all Licensing Expo exhibitors participated in the inaugural service.



Brand Liaison Expands Programs

The Brand Liaison has been named to lead Stephen Joseph licensing, the licensing arm of children's gift and accessory company Stephen Joseph, known for its bright and colorful artwork featured on an expansive collection of close to 1,000 SKU's.

For more than 30 years, Stephen Joseph products have been available at specialty and better department stores. Now the Stephen Joseph brand and artwork are available for licensing on a variety of products including apparel, sleepwear, outerwear and accessories, home goods and home décor for infants through children, ages 2 to 10.

The Brand Liaison also debuted new collections by designer Debra Valencia at Licensing Expo. New designs include floral, geometric, animal, coastal and ethnic themes for dinnerware, home textiles and accents, wall décor, social stationery, paper goods, craft, apparel, fashion accessories, beauty products and more. Debra Valencia's newest endeavor is in the art of Shibori designs, which combine traditional Japanese techniques with a modern twist.

The Debra Valencia brand is successful in the adult crafts and coloring book categories. In 2015, Fox Chapel Publishing released Debra Valencia's crafting book entitled *Sewing Pretty Bags*, which features a dozen DIY accessory projects, followed by four Debra Valencia coloring books, which were featured as an endcap program at Michaels craft stores. The designer's desk pad calendars and planners from licensee Plan Ahead will be featured at Walmart and other retail outlets. Licensee Norcard is producing complete

Debra Valencia coloring kits in a custom tin with colored pencils at Costco and Calendar Club stores both in the U.S. and internationally.

New products hitting retail shelves include quilt and sham sets from Duke Imports; eyewear from Nouveau Eyewear; cell phone cases from Winner Wireless; over-the-counter fabrics from Fabric Editions; and an expanded holiday collection of bath and body lotions designed by Valencia exclusively for Aromanice that has been a staple for holiday shoppers at Walmart for four consecutive years.

Building on the success of Debra Valencia licenses in stationery, fabric, cosmetics, bath/body products and home accents and personal accessories, The Brand Liaison is working with major manufacturers and direct retailers on unique collaborations and will look to grow partnerships across all categories.



NY Botanical Garden Blooms with New Partners

Jewel Branding's licensing program for the New York Botanical Garden is blossoming with introductions across a wide variety of categories.

The brand's latest offering is a jewelry and fashion accessory collection developed in partnership with Erwin Pearl. The multi-SKU line, which launched last holiday season, is available at Erwin Pearl stores nationwide and at the NYBG Shop.



The collaboration continues to expand with a new assortment inspired by Robert Tyas's Victorian-era book on floriography, *The Language of*

Flowers. The collection includes 10 necklaces including Jonquil (desire), Red Rose (beauty), Hepatica (confidence), Ivy (friendship) and Blue Bell (kindness).

The NYBG is also creating a line of 2017 calendars with Pomegranate, and a just-launched collection of paper napkins, stationery and gift wrap from Caspari.

It is also expanding globally with Surface View for a collaboration that brings to life a carefully curated selection of botanical, architectural and horticultural works of art from the rare book collections of the Garden's Mertz Library. Using floral imagery taken from hand-drawn studies and aged seed packets, this collection allows access to artwork rarely seen by the public.

Lastly, the NYBG is also opening its archives to offer an extensive

MGL Adds New Artists

MGL Licensing has added new artists and collections to its portfolio.

Painter Russel Cobane, whose work includes landscapes, wildlife and bird paintings, is joining the agency, which is planning to expand his existing licensing program across many product categories.

Artist Neeti Goswami, who is known for her meticulously designed line drawings inspired by the Indian art of the Mandala, is also joining MGL. Her designs are already attracting interest in the publishing and stationery categories, says MGL.

MGL is also now representing wall décor specialist Bon Art's extensive collection of art for licensing in all categories. Bon Art's collection comprises more than 16,000 images across more than 100 artists and includes a wide variety of styles, techniques and subject matter well-suited for products such as gift, homewares or stationery.





Art Brand Looks to Expand Portfolio

Art Brand Studios showcased its portfolio of art brands including Thomas Kinkade, Marjolein Bastin and Ron DiCianni at Licensing Expo.

Thomas Kinkade's well-known images depict gardens, cottages, estates, cityscapes, plein air, holiday scenery and commemorative American landmarks, and the Thomas Kinkade Studio continues in the path that Kinkade himself started and developed. Thomas Kinkade Studio artists paint in his signature style with meticulous attention to detail.

Marjolein Bastin, a new addition to Art Brand Studios, draws inspiration from nature and portrays the large and small miracles found in the natural world in her work.

Self-dubbed "a Christian cleverly disguised as an artist," Ron DiCianni has won numerous awards for both his work as an author and as an artist, and the response from the Christian and secular markets has been overwhelmingly positive, says Art Brands Studios. Honored with the R.H. Love and Visitor's Choice Award for multiple years at the Sacred Arts Show, Ron's art continues to impress fans.

Art Brand Studios is also expanding its licensing portfolio of home décor, gift, seasonal, collectible, garden and accessory products for its existing and new artists.

Zolan Company Creates Kids' Division

The Zolan Company's brand of children's art is celebrating its 39th anniversary this year with the creation of a new kids' division.

The brand includes 13 collections and 300 original oil paintings and is licensed to 25 companies in North America, the European Union, Russia, South America, Australia and South Africa. Licensed products include specialty gifts, puzzles, checks, children's books, stationery, collectibles, prints, throws and blankets, children's melamine plates, crafts and hobbies, fabrics and calendars.

Zolan is also continuing the expansion of its licensing programs worldwide that today includes 25 international licensees and is developing and organizing museum and gallery shows throughout North America and Europe.

Furthermore, Zolan is expanding its children's characters into animation and has added new licenses, artists and retail partnerships throughout Europe which expanded the brand's reach into new categories, including crafts, prints, stationery, children's blankets, games, backpacks and coloring books in Europe and Asia.

This year, the company also created a new co-branded art program with the Goodyear Blimp and launched cause-related licensing projects that support children's social causes worldwide.

Precious Moments Updates with New Markets, Partners

Precious Moments, a 40-year-old brand, is reinvigorating through an aggressive global product development and licensing initiative.

The brand's growth strategy will focus on new markets and an increase in product categories, with an emphasis on markets such as Hong Kong, South Korea and other parts of the globe. These markets join current licensees marketing Precious Moments products throughout the U.S., Latin America and Mexico, among other markets.

In less than a year, Precious Moments has renewed or signed more than 24 licensees in categories including baby clothing, plush, dolls, mass market programs, calendars, journals, balloons, seasonal gifts, personal care, apparel and more.

"We are excited to showcase the power of inspiration behind the Precious Moments brand at the upcoming Licensing Expo," says Steve Kosmalski, chief executive officer of Precious Moments. "We have established a strong foundation for growth, including bringing industry veteran Patrice Paglia on board as vice president of licensing. She is driving a global strategy to add new licensees in key categories from infant accessories to dolls to plush and beyond. Our renewed commitment to maintaining our timeless appeal while stretching to bring this treasured brand to a new generation of consumers is evident in the new licensees we have brought on board and will expand as we continue on our growth trajectory."

A number of new licensed products will come to market this year including Precious Moments plush by new worldwide licensee Aurora World. The new plush is based on Precious Moments characters such as Charlie Bear and Raffie Giraffe. It was recently introduced at key gift shows

and the International North American Toy Fair in New York. Each style in the line has an inspiration tag that communicates both the character's name and a special message. The line includes more than 30 styles across three collections—Everyday Plush, Precious Baby and Precious Girl. A spring launch is planned.

MonCheri Baby, a newborn and infant apparel company that specializes in packaged and hanging layettes as well as newborn and infant playwear, is bringing Precious Moments to baby products to the U.S. this year. The line includes layettes, blankets and clothing.

For holiday 2016, an expanded holiday mass market retailer program is planned from Kiu Hung Industries, a manufacturer and seller of a broad range of giftware, toys and home and garden décor products. That line will include

Precious Moments-branded Christmas ornaments, trim, gift and décor.

"At Precious Moments, we are committed to creating updated and modern looks that resonate with consumers today, while maintaining our focus on loving, caring and sharing—sentiments that never go out of style," says Paglia. "An already sought-after brand, we're reaching out to new licensees, showing how our brand is relevant to their products and markets while underscoring the year-round appeal of Precious Moments. The response since implementation of our new strategy has been tremendous and is reflected in the products hitting market in 2016."

Paglia says the brand is seeking additional licensing partners for other product categories, including décor, pillows, infant bedding, nursery accessories, stationery products, phone covers, apps, consumables, children's and adult publishing, back-to-school and more.

"We're looking for licensees who can bring these and other product categories to current countries we're sold in and to emerging markets," she says.



MNS Creative is the One to Watch

MNS Creative's character brand Whatif Monster is the winner of *License Global's* One to Watch contest for new Licensing Expo exhibitors.

"*License! Global* is thrilled to award the One to Watch property at this year's Licensing Expo to Whatif Monster from MNS Creative," says Steven Ekstract,

group publisher, *License! Global*. "Whatif Monster is a perfect example of creating a property that incorporates the imagination of early childhood combined with emotional storytelling to create a truly evergreen property."

The Whatif Monster is a character in the children's book *Jonathan James and the Whatif Monster* and is a small green creature that fills Jonathan's head with worry and doubt. However, the book and the Whatif Monster aim to provide a message that will resonate with children and adults alike.

Created by author and illustrator Michelle Nelson-Schmidt, this is the company's first time exhibiting at Licensing Expo, and recently the brand launched its first licensed products that include headband headphones from Halo Acoustic Wear.

"I'm so overwhelmed right now—it took 15 years to get to this point and I couldn't be more thrilled," says Nelson-Schmidt. "I'd like to thank *License! Global* and Licensing Expo for this amazing opportunity to get my Whatif Monsters in front of as many children as possible by finding new partners to license my brand."

MNS Creative was selected from among 45-plus submissions and four finalists for the top honor.

The other finalists include:

- The Awkward Yeti's **Heart and Brain**
- **The Weirds**
- TSBA Group's **The British Museum**



Whatif Monster's Michelle Nelson-Schmidt with Jessica Blue, senior vice president, licensing, UBM Americas, and Steven Ekstract, group publisher, *License! Global*.

MHS Intros New Artists

MHS Licensing is introducing artists Darren Gygi and Rebecca Stoner for licensing opportunities.

Darren Gygi began his career as a freelance illustrator, creating award-winning artwork and expanding his fine art offerings to include a wide scope of subjects, styles, and markets. His paintings have emerged as fine artwork filled with boldness, flair and vivid expression. Today, Gygi owns and operates his own production company specializing in high-quality yet affordable canvas wrap wall decor as part of the Darren Gygi Home Collection. His entire portfolio of unique, recognizable artwork is now available for licensing on additional home décor products as well as giftables, stationery, kitchen textiles, bedding and bath.

U.K.-based artist Rebecca Stoner has been working professionally as a designer since 2005, creating patterns, illustrations and artwork for a wide variety of products such as fabric, homewares, stationery and laser cut metal sold throughout the U.K. Stoner's work lends itself to products ranging from stationery and giftables to wall covering and home décor.

MHS is also showcasing new images from its existing art properties, which collectively generate more than \$121 million in annual sales through their licensee partners.

Benton Announces New Licensee, Pub Deals

Happy Bunny creator and author Jim Benton has announced a new licensee and several publishing deals.

Benton is partnering up again with one of his first licensees, Ripple Junction, for It's Happy Bunny pins, stickers and buttons in a deal facilitated by Striker Entertainment.

Benton is also continuing his Dear Dumb Diary kids' series with *Dumbness is a Dish Best Served Cold*, a deluxe, four-color special edition book from Scholastic, which is being supported with in-store displays, YouTube advertising, social media and placement on kids' reading websites.

Also coming from Scholastic is *Where Did All The Dino's Go?*, Benton's latest search-and-find board book, and Victor Shmud, a new illustrated kids series.

In addition, Benton is working on *Man, I Hate Cursive*, the sequel to his Eisner-nominated cartoon book, *Dog Butts and Love. And Stuff like That. And Cats.*, which is being published by Andrews McMeel due this fall.





LIMA Awards

Hot Topic, *Star Wars* Win Big at LIMA Awards

The International Licensing Industry Merchandisers' Association held its annual awards ceremony June 21. The evening also inducted Danny Simon, president, The Licensing Group, into the LIMA Licensing Hall of Fame.

The complete list of winners are:

Licensed Program

- **Art/Design:** *The Very Hungry Caterpillar*/The World of Eric Carle—owned by Eric Carle Studio, represented by Joester Loria Group
- **Celebrity/Fashion:** Cupcakes and Cashmere—represented by Brand Central
- **Character/Toy Brand:** Shopkins—owned by Moose Toys, represented by The Licensing Shop
- **Corporate Brand:** Girl Scouts of the USA—represented by The Wildflower Group
- **Digital:** “Candy Crush Saga”—owned by King Digital Entertainment, represented by Striker Entertainment
- **Film/TV/Entertainment—Animated:** “Peppa Pig”—Entertainment One
- **Film/TV/Entertainment—Live Action:** *Star Wars: The Force Awakens*—Disney Consumer Products & Interactive Media
- **Food & Beverage/Restaurant:** Corona, Constellation Brands—represented by Joester Loria Group
- **Licensed Promotion:** *Star Wars: Force Friday*/unboxing program—

Disney Consumer Products & Interactive Media

- **Location-Based or Experiential Initiative:** AMC and Parque de Atracciones de Madrid—AMC’s “The Walking Dead”, represented by Striker Entertainment
- **Retailer:** Hot Topic—“Doctor Who” licensing program
- **Sports:** NFLPA

Licensed Product

- **Apparel/Footwear/Accessories:** Peter Alexander for “Sesame Street” (sleepwear, outerwear and accessories)
- **Appliances/Automotive/Electronics/Hardware/Housewares/Paint:** The Sherwin-Williams Company for HGTV HOME paint
- **Digital:** Story Toys for *The Very Hungry Caterpillar*/The World of Eric Carle (apps)
- **Food/Beverage:** The Republic of Tea for “Downton Abbey”
- **Health & Beauty Aids:** Lovehoney for Motörhead official pleasure collection
- **Home Decor:** Pottery Barn for *Star Wars* Millennium Falcon bed
- **Publishing/Social Expression/Back-to-School:** Moleskine for Batman limited edition collection
- **Toys/Games/Novelties/Role-Play:** Sphero for *Star Wars* BB-8 app-enabled Droid



Publishing/Social Expression/Back-to-School: Igor Salmi, Moleskine, and Stefano Salis, Warner Bros.



Appliances/Automotive/Electronics/Hardware/Housewares/Paint: Charles Riotto, LIMA, and Rachel Terrace, Beanstalk



Health & Beauty Aids: Barry Drinkwater and Mary Kean, Global Merchandising Services



Digital—Product: Gavin Barrett, StoryToys; Motoko Inove, The World of Eric Carle; and Debra Joester, Joester Loria Group



Food/Beverage—Product: Tamra Knepfer and Carole Postal, Knockout Licensing, with Todd Rubin, The Republic of Tea



Apparel/Footwear/Accessories: Gisela Abrams, Sesame Workshop, and Yvonne King, Haven Licensing



Sports: NFL Players Association



Celebrity/Fashion: Erika Meltzer, Ross Misher and Lexi De Forest, Brand Central



Digital-Program: Marc Mostman and Russell Binder, Striker Entertainment



Home Decor: Gina Dean and Paul Guzzetta, Pottery Barn



Film/TV/Entertainment-Animated: Joan Grasso, Andrew Carley and Hannah Mungo, Entertainment One



Food & Beverage/Restaurant-Program: Debra Joester and Joanne Loria, Joester Loria Group, with Jenny Calcara, Corona, Constallation Brands



Art/Design: Motoko Inove, The World of Eric Carle, with Debra Joester and Joanne Loria, Joester Loria Group



Character/Toy Brand: Nicole Hardiman and Brent Bell, Moose Toys



Corporate Brand: Brian Crawford, Girl Scouts of the U.S.A., and Michael Carlisle, The Wildflower Group



Licensed Promotion: Charles Riotto, LIMA, Derek Stothard, Disney Consumer Products and Interactive Media



Retailer: Andrea Lewis and Ed LaBay, Hot Topic



Film/TV/Entertainment-Live Action: Derek Stothard, Disney Consumer Products and Interactive Media



Location-Based or Experiential Initiative: Marc Mostman and Russell Binder, Striker Entertainment, with Kristen Chung and Theresa Beyer, AMC

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Licensing Heads to Japan

UBM, organizers of Licensing Expo and Brand Licensing Europe, and the International Licensing Industry Merchandisers' Association are partnering to bring a licensing and brand extension networking and education event to Tokyo, Japan, in 2017.

"Our long-standing successful partnership with LIMA will enable us to deliver an event that meets the needs of the market in Japan as no one else truly can," says Jessica Blue, senior vice president, licensing, UBM Americas.

More details about the event will follow in the coming weeks.



UBM America's Howard Gelb, global sales director; Jessica Blue, senior vice president, licensing; and Sarala Govindan, sales director; with Charles Riotto, president, LIMA; Yukari Takeuchi, chief executive officer, Seven Seas; David Buckley, president, Copyrights Asia; Nobuaki Nito, general manager, UBM Japan; and Kaori Taniguchi, general manager, LIMA Japan.

Chinese Buyers, Sellers Convene at Expo

This year's Licensing Expo saw the largest contingent of both buyers and sellers from China converge on Las Vegas during the show.

On the sales side, there were several sponsored Chinese pavilions, anchored by the China-ACG Group, that hosted 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—visited Licensing Expo to pitch their unique business models as licensees and retailers of entertainment product for the burgeoning Chinese market.

Kelvin Hou, chief executive officer, Mtime, which is the leading movie merchandiser in China, arrived in Vegas 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 met with all 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 of 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, to create 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, 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 licensed entertainment merchandising in China has finally arrived and all global entertainment licensors should pay heed and move swiftly to ensure their piece of what will be the most lucrative entertainment licensing market in the world.



Leigh Anne Brodsky and Robert Marick, Discovery Communications



Mike Bowling, inventor of Pound Puppies, and Ryan St. Peters, Shaftsbury



Francisco Arenas and Erica Daul, Billboard/The Hollywood Reporter



Liz Kalodner, CBS Consumer Products



Caren Chacko and Lisa Reiner, Beanstalk



Frank Caruso, Carla Silva and Rocky Shepard, King Features, with Mark Fleischer, Fleischer Studios



Ashley Maily, Activision



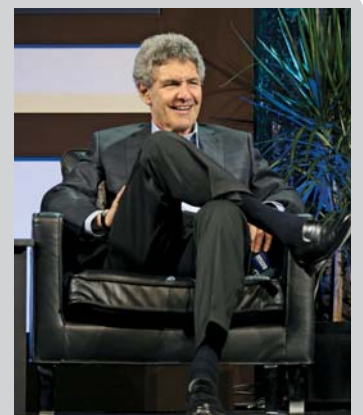
Vladimir Gorbulya, Animaccord and "Masha and the Bear"



Deana Duffek and Kristen Ferriere, National Wildlife Federation



Josh Silverman and Jimmy Pitaro, Disney Consumer Products & Interactive Media, with Alan Horn, The Walt Disney Studios



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