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CAA-GBG A New Model

The exclusive story of how CAA-GBG became the world's largest brand management company and licensing agency, its impact on the licensing sector and its potential for growth.

Plus:

- Brand Licensing Europe Exhibitor Preview
- Top 20 Global Licensing Agents
- CPLG's Fashion Collabs



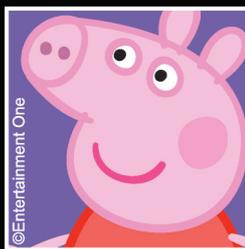




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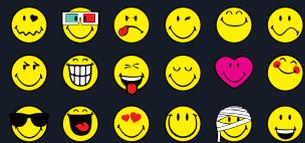
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TOP 20 LICENSING AGENTS: A GAME OF INITIALS AND INNOVATION

Over the past several years, mergers and acquisitions have had a decided impact not only on the ranking of the world's largest licensing agencies, but also on the fundamental business strategies that have characterized this sector for decades.

The balance of power noted within *License!* Global's Top 20 Global Licensing Agents report (page 34) has shifted to Global Brands Group (GBG) with its major acquisition of The Licensing Company (TLC) and its recent joint venture with Creative Artists Agency (CAA), thereby making it the world's largest brand management company and agency with a combined nearly \$12 billion in retail sales of licensed merchandise worldwide. (Be sure to read the cover story with CAA-GBG on page 26.) In the No. 2 spot is WME/IMG, reporting \$8.7 billion in retail sales of licensed merchandise. Beanstalk, Equity Management Inc. (EMI) and LMCA follow, with each reporting almost \$6 billion in retail sales, respectively.

In total, the top five licensing agents represent more than \$38 billion in retail sales of licensed merchandise across several hundred clients, which accounts for about 62 percent of the total \$61.5 billion in retail sales for the total Top 20 Global Licensing Agents.

Rounding out the top 10 are Global Icons, CPLG, Brand Central, Joester Loria Group (JLG) and Exim. In total, the top 10 agents represent \$51.6 billion in retail sales, or 84 percent of the total top 20 list.

Another key factor to consider is that the top 20 agents represent dozens of brands that do not appear in *License!* Global's annual Top 150 Global Licensors report for various reasons that range from non-disclosure of retail sales figures to retail sales volume falling below this year's cut-off of \$50 million. Another reason is that individual celebrities and sports figures are not listed within the Top 150, yet produce significant revenue from brand extensions.

Since 2010, total retail sales of the top five ranked licensing agents has more than doubled from \$22 billion to \$61.5 billion. In 2010, the largest licensing agency was IMG (including Collegiate Licensing Company, or CLC) with \$7 billion in retail sales of licensed merchandise. It was followed by EMI, which reported \$5.2 billion; LMCA at \$4.9 billion; Beanstalk, with a reported \$2.2 billion; and TLC with \$2.7 billion in retail sales. In 2010, CAA was ranked No. 21 with \$300 million in retail sales of licensed merchandise.

There's no question that not only has the balance of power and total sales changed significantly, but the role of the licensing agent, which has been evolving for some time, has also matured. The big are getting bigger, retail shelf space

is getting smaller and the competition is getting tougher.

Another interesting point is that, similar to how The Walt Disney Company dominates the Top 150 Global Licensors report with \$52.5 billion in retail sales of licensed merchandise worldwide, CAA-GBG dominates the Top 20 Global Licensing Agents list. And, just like there are numerous smaller licensors that have had a strong impact at retail, there are several smaller agencies that represent many extremely popular brands in key markets around the world.

The changing dynamics of the licensing agents' sector and the attributes of today's mega agencies has created a highly competitive model and an attractive package of benefits for IP owners looking to enhance the overall power, awareness and ROI of their brands in the marketplace. It's no longer just about the next deal.

Consider the following:

- **Global opportunities**—CAA-GBG boasts 24 offices worldwide and the mid-size agencies also realize the importance of international expansion. CPLG is expanding aggressively in the U.S. and other markets, and Brandgenuity recently opened a London office. Other companies are contracting with sub-agencies in local territories.
- **Collaborations**—Numerous unique, and oftentimes unlikely but effective, partnerships are in development by licensing agents, as CPLG exemplifies in the feature story on page 42.
- **Sponsorships**—Whether it's concerts, museum exhibitions, e-sports or corporate tie-ins, the world's leading licensing agents realize that the right event or partner can deliver brand value and new audiences.
- **Social media**—Today's agencies are becoming more proficient in every aspect of social media as brands want to reach their targeted audiences in very different ways.
- **Content**—Whether its branded, sponsored or event-driven content, licensing agents are looking to guide their clients and leverage a brand's DNA in different ways.
- **Retail connections**—The top agents are focusing more on forging strong retailer relationships that deliver the customers that brand owners want to reach.
- **Innovation**—This is perhaps the most important characteristic that every brand owner wants and the top agents—while facing greater challenges—are better prepared and have a greater propensity to deliver than ever before.

There's no doubt that there are many initials among the licensing agents, but the one to remember is CAA-GBG as this new powerhouse company is poised to change the dynamics of the business and will have a decided impact on the licensing sector over the next several years. ©



by **TONY LISANTI**
global editorial director



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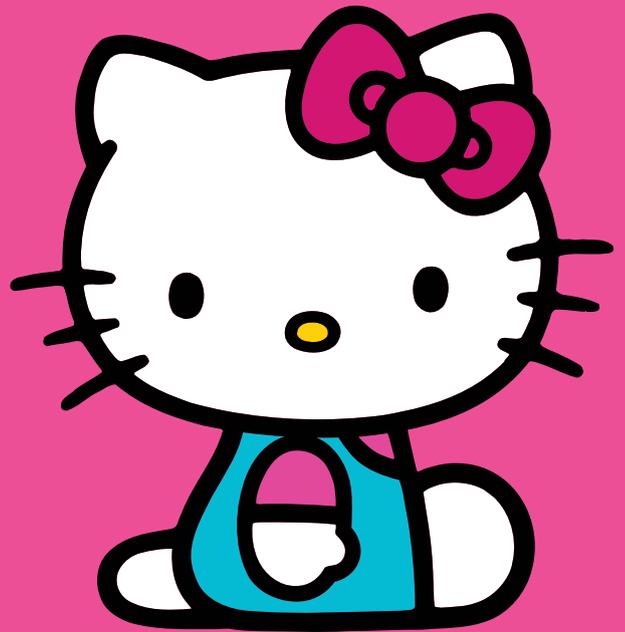
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MOVIES VS. THE CON

Comic-Con took place last month with less participation from the major film studios than in years past. Nonetheless, Comic-Con still remains the epicenter of pop culture and the place to be in July.



by **AMANDA CIOLETTI**
content and marketing manager

Comic-Con International: San Diego invaded the sunny Southern California city July 21-24 and, in an expected fashion, the event delivered the foremost in pop culture and “geek” properties.

On the show floor (and in the surrounding city streets), attendees and unwitting residents were treated to appearances and activations galore, from the perennial *Star Trek*, which is celebrating its 50th anniversary and a new feature film this year, to product exclusives and much, much more.

It seems that to accommodate the explosive growth of the show, Comic-Con is increasingly taking to the city’s streets, sprawling to areas in and around the San Diego Convention Center, making the event a completely immersive experience.

One such example is Mars Brands’ Snickers, which teamed with television network TBS for the TBS & Snickers Satisfaction Station at the Petco Park Interactive Zone. The massive, multi-use Petco Park also played host to a multitude of activations, from MTV and its Fan Fest, which hosted an awards show and band performances, to AMC’s “The Walking Dead” Escape experience, a horror-themed, run-for-your-life maze.

With a digital premiere, a booth presence and an outdoor activation, Sanrio debuted its latest brand, Hello Sanrio. The “kawaii” multi-character community bowed with a suite of apps, exclusive product and an appearance by the Hello Kitty Café truck.

And while these and other like-minded IP are now des rigneur for the comic fan festival, noticeably absent from Comic-Con 2016 were several of the major film studios, which arguably can be credited with growing the scale of Comic-Con to what it has become today.

Universal pulled out entirely this year, despite 2017 being a big year for its Comic-Con-friendly franchises such as *Fast 8*; and Disney, a cornerstone of the current geek movement thanks to the proliferation of its Marvel comic book properties, has scaled back its presence unabashedly, taking only a small handful of films to the famous Hall H panel sessions and eschewing the event entirely in favor of its own *Star Wars* Celebration held the weekend prior to Comic-Con.

Of the major studios, Warner Bros. did take its films *Suicide Squad*, *Justice League* (which debuted a well-received theatrical trailer), *Fantastic Beasts and Where to Find Them* and *Kong: Skull Island*, as well

as legacy property *Wonder Woman* (and debuted a replica of the invisible jet in honor of the character’s 75th anniversary) to the Con with big promotions and panel presentations, but their participation was the exception this year, not the rule.

Paramount premiered its new film *Star Trek Beyond* on July 20 in San Diego, but left its other major properties back in Hollywood; and Fox kept fairly quiet too, using the event to celebrate the 30th anniversary of *Aliens* and not much else.

But the TV networks definitely made their presence known at the event, both with their own properties and in turning their cameras back onto the event itself.

Over the course of the event, more than 60 television series participated in Comic-Con’s panel conversations and had a strong presence on the show floor, but they also took to the streets and made the actual event a story line for series’ episodes.

According to *Variety*, Syfy, Spike, TBS and AMC each filmed shows on the ground at Comic-Con. Syfy, whose presence at Comic-Con has always been splashy, staged a live show, “Syfy Presents Live from Comic-Con” hosted by Will Arnett that aired each night of the Con. AMC took its series “Geeking Out” with Kevin Smith and Greg Grunberg to the streets of San Diego; while Spike aired its special, “Anthony Anderson: Lost at Comic-Con,” July 26, and TBS’ “Conan” returned to film special episodes directly from the event at the Spreckles Theatre and employed AT&T Powers Conan360 VR, which is virtual reality content that was shown in the TBS booth. And *The Hollywood Reporter* premiered Comic-Con icon Stan Lee’s new animated series “Stan Lee’s Cosmic Crusaders” on July 19, airing a new episode each day of the event. The series, a collaboration between Lee’s Pow! Entertainment and Genius Brands International, was written by *Deadpool* co-creator Fabian Nicieza and stars Lee himself.

So the question is then: what is Comic-Con evolving into? Is it simply becoming a mirror to the entertainment industry on the whole, echoing the ways in which TV is growing its marketshare, or is the event morphing into a Disneyland-type experience that will soon find itself resembling its former self very little? And is that a bad thing? Or will it return to its true comic book roots? We shall see in coming years. In the meantime, don’t forget to get your exclusive merchandise online—that is, if it’s still available. ©



WE'RE NOT JUST A BRAND



Beanstalk Builds Icons Portfolio



Licensing agency Beanstalk is bolstering its portfolio of celebrity and historical personality representation with several recent signings as part of its newest service, Icon Representation. The division represents the personality rights of legendary icons for use in advertising, promotions and long-term brand associations.

Icon Representation launched in June and is helmed by Martin Cribbs, vice president, brand management.

“Featuring a legendary icon in a campaign is a wonderful and powerful way for brands to align themselves with renowned influencers to drive their underlying brand message,” says Allison Ames, president and chief executive officer, Beanstalk. “This is a powerful vehicle for brands aiming to capture our attention with the right message. Beanstalk’s Icon Representation offers trusted business expertise to the families, estates and foundations of these beloved icons, while streamlining access for agencies and brands as they create their advertising campaigns.”

In its first signing, the Estate of Humphrey Bogart has

appointed Beanstalk to represent the late actor for licensing.

Bogart is known for his roles in classic films such as *Casablanca*, *The Maltese Falcon*, *The Big Sleep*, *Key Largo*, *Sabrina* and *The Caine Mutiny*.

The Estate of Yogi Berra and Steiner Sports have appointed Beanstalk to represent the late baseball player. (Steiner Sports currently holds the exclusive licensing rights to Berra’s name and likeness, which it acquired in May.)

Berra played Major League Baseball for 19 seasons and managed teams such as the New York Yankees, New York Mets and Houston Astros. He was inducted into the Baseball Hall of Fame in 1972.

“Leveraging Beanstalk’s expertise in media and advertising complements our work and adds significant value to the Yogi Berra brand,” says Ed Schauder, executive vice president, licensing and general counsel, Steiner Sports.

And finally, Beanstalk has been tapped by the Estate of Mahatma Gandhi to represent the late political leader for licensing and brand extension opportunities.

“As one of the most revered leaders in history, Mahatma Gandhi’s legacy of non-violent resistance inspired civil rights leaders throughout the world,” says Ames. “We are honored to work with Arun Gandhi and represent his grandfather’s legacy.”

Gandhi is considered one of the greatest spiritual and political leaders of all time. By practicing non-violent civil disobedience, he led the Indian independence movement that gained the country freedom from British rule.

Bluestar Aligns with Fashion Retailer Bebe

In June, fashion retailer Bebe Stores formed a joint venture with brand management company Bluestar Alliance.

The 50/50 venture will see Bebe allowing use of its trademarks and IP in exchange for a \$35 million influx of cash that will enable Bluestar to leverage the brand and its infrastructure to develop a wholesale domestic and international lifestyle licensing business.

Bebe currently operates 147 retail stores, an online store and 39 outlet locations throughout the U.S. and Canada. Bebe also distributes branded product in 100 doors through its licensees in 20-plus countries.

The new joint venture has already secured new licensees including Gbg Usa for sportswear and denim, Mamiye Brothers for children’s apparel, PPI Apparel Group for intimates, Accutime Watch for watches, Gbg Sock for socks, American Traveler for luggage, Haskel Jewels for jewelry, Nyam for handbags and Miworld Accessories for travel accessories and will hit department stores next year. Categories such as dresses, activewear, outerwear and cold weather accessories are currently under negotiation.

The joint venture will also continue to expand Bebe’s presence internationally. Bebe is already established in the Middle East, and the joint venture will expand its retail footprint to Central and South America, Europe and Asia/Pacific, as well as secure new licensing deals in those regions for additional product categories.

“Working with Bluestar has confirmed our strategic decision to aggressively pursue a licensing strategy to capitalize on the value of our brand in all categories and channels on a global scale,” says Manny Mashouf, founder, chairman



of the board and chief executive officer, Bebe. Bluestar has seen significant demand from prospective licensees and expects to generate long-term, committed royalties.”

Finally, the joint venture will support the brand with an integrated omni-channel marketing strategy that will encompass print advertisements, POS marketing, public relations and digital and social media marketing.

“Bebe has built a robust and loyal customer base in core markets and continues to expand its presence in other markets,” says Ralph Gindi, chief operating officer, Bluestar. “We strongly believe there is long-term growth potential for Bebe as it has a unique position in the market, omni-channel distribution approach, dominant social media presence and unparalleled brand awareness. In a short period of time, since the formation of this joint venture, we have added new product classifications to capitalize on what Bebe has already established and further enhance it into a contemporary lifestyle brand.”



WE'RE A MOVEMENT



Hasbro Buys Boulder Media

Hasbro has acquired Irish animation company, Boulder Media.

As a wholly-owned subsidiary of Hasbro, Boulder will retain its brand and continue to produce animated series on behalf of third-party clients, in addition to producing animation projects for Hasbro's brands. Additional terms of the transaction were not disclosed.

"As one of the largest independent studios producing animation in Hollywood, the time is right for Hasbro to acquire its own animation studio, allowing us to expand our animation and storytelling capabilities even further," says Stephen Davis, executive vice president and chief content officer, Hasbro. "In Boulder, we have found one of the most progressive,



innovative and creative teams in the business. We are thrilled to partner with Rob Cullen, Pete Lewis, Jenni MacNeaney and the entire Boulder team as we

significantly enhance the execution of our story-led brand blueprint strategy."

Founded in 2000, Boulder has produced a variety of series for Cartoon Network, Nickelodeon, Disney and BBC.

"Boulder and Hasbro have ambitious plans for growth, and working together, we will substantially expand our team and our business," says Robert Cullen, creative director, Boulder. "We're thrilled to have the opportunity to bring to life the Hasbro stories and characters that mean so much to our team, and join a company that's emerging as an entertainment powerhouse."

Bryant Tops NFLPA Sales

The National Football League Players Association, via its licensing arm NFL Players Inc., has revealed its newest Top 50 Players Sales report for Q1 with a new player, Dez Bryant (Dallas Cowboys), topping the list.

The list is based on total sales of all officially-licensed NFL player merchandise through May 31.

This quarter's No. 1 top-selling player marks the first time a quarterback player has not topped the ranking since the results began in 2013. Bryant, who ranked No. 5 on last year's season-ending list, was joined by three Cowboys teammates—Tony Romo, Ezekiel Elliott and Jason Witten—in the top five. The only non-Cowboys player in the top five was Aaron Rodgers (Green Bay Packers).

Russell Wilson (Seattle Seahawks), Tom Brady (New England Patriots), Odell Beckham Jr. (New York Giants), Carson Wentz (Philadelphia Eagles) and Rob Gronkowski (New England Patriots) round out the top 10.

Other highlights from the list include:

- The Cowboys and Seahawks were represented most frequently with five players each. The Packers were next with four, while the Patriots, Pittsburgh Steelers and Oakland Raiders each had three players.
- Quarterbacks dominated the list with 17 players securing places among the top 50. Wide receivers followed with 11, while seven linebackers placed on the list.
- Nine players from the 2016 NFLPA Rising 50 made the jump to the Top 50 Players Sales report.
- Dallas fans helped Elliott, Romo, Bryant and Witten to the top sales spots, led in part by sales of their products via exclusive e-commerce partner, Fanatics.
- Brady was a fan favorite in tailgate games based on sales from Victory Tailgate and Wild Sports. He also claimed the No. 1 spot in collegiate co-branded sales.
- Cam Newton (Carolina Panthers) led sales in active drinkware.
- Wilson, Beckham and Rodgers were top performers in customized socks from FBF Originals and Freaker USA.
- Rodgers and Larry Fitzgerald (Arizona Cardinals) topped sales for Bleacher Creatures plush, while Wentz's No. 11 jersey from Outerstuff was a favorite among children.

Wanda Buys Mtime

Wanda Cinema Line Co., a division of Dalian Wanda Group, China's largest theater chain owner and mall development company, will purchase Mtime.com, a Chinese online media outlet and e-commerce platform, for \$350 million.



KELVIN HOU
chief executive officer, Mtime.com, and
JOHN MAOJUN ZENG
board director and president, Wanda Cinema Line

Since 2015, Wanda has been a partner with Mtime, utilizing Mtime's licensed movie merchandise in its theater retail kiosks.

Under the acquisition, Mtime will maintain its independent brand and operations. Kelvin Hou, who founded Mtime in 2006, will continue as chief executive officer.

According to Wanda, the companies will integrate the businesses through the creation of a new marketing platform as well as through further leveraging Mtime's film merchandise manufacturing and brand licensing model.

"Hou created Mtime with the goal of enabling Chinese consumers to learn about movies through film reviews and critic's ratings creating a massive database of film synopses dating back to 1905 all alongside the ability to buy movie tickets online," says Steven Ekstract, publisher, *License! Global*, in the magazine's June issue. "Hou built a database that now boasts 160 million active users per month."

Mtime was poised for significant growth in China based on two major market factors.

"The first is the fast-paced growth of the Chinese movie business, which by 2017 is projected to eclipse the North American box office in revenue," says Ekstract. "Second and most critical to its success, Mtime has the advantage of being first to market as both a master licensee and retailer for Hollywood film franchises and local Chinese films. Couple this with Mtime's ability to mine its database of users for movie-going preferences and purchasing patterns, and you have the recipe for a very successful retail business."

Wanda is also the owner of U.S. movie entities including film studio Legendary Pictures and theater chain AMC.

"The resources owned by Wanda Cinemas and Mtime.com can well complement each other," says John Zeng, president, Wanda Cinemas. "Wanda Cinemas is China's largest theater operator with more than 60 million members and numerous film IP from China and abroad. The online resources and technologies Mtime.com has can help Wanda further activate the potential and power of the 'ecological movie-going platform.'"



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WME/IMG to Buy UFC

WME/IMG has announced it will acquire UFC, a professional mixed martial arts organization, and will serve as UFC's operating partner.

Silver Lake Partners and KKR will join WME/IMG as new strategic investors, along with MSD Capital and MSD Partners, which will provide preferred equity financing. Terms of the transaction were not disclosed.

"We've been fortunate over the years to represent UFC and a number of its remarkable athletes," says Ariel Emanuel and Patrick Whitesell, co-chief executive officers, WME/IMG. "It's been exciting to watch the

organization's incredible growth over the last decade under the leadership of the Fertitta brothers, Dana White and their dedicated team. We're now committed to pursuing new opportunities for UFC and its talented athletes to ensure the sport's continued growth and success on a global scale."

Upon closing, Lorenzo Fertitta, chairman and chief executive officer, UFC, will step down from day-to-day operations but will retain a passive minority interest in the organization with his brother, Frank Fertitta III, owner, Zuffa, the company that currently runs UFC. Dana White,

president, UFC, will continue in his role.

"We're confident that the new ownership team of WME/IMG, with whom we've built a strong relationship over the last several years, is committed to accelerating UFC's global growth," says Lorenzo Fertitta. "Most importantly, our new owners share the same vision and passion for this organization and its athletes."

Founded in 1993, UFC produces more than 40 live events annually and is said to be the largest pay-per-view event provider in the world, broadcast in more than 156 countries and territories in 29 languages.

BLE to Offer Matchmaking Service

Brand Licensing Europe has launched a new online Matchmaking Service in anticipation of this year's show, which takes place Oct. 11-13 at London's Olympia.

The service launched at June's Licensing Expo in Las Vegas, Nev., and generated more than 2,500 meetings during the three-day event, more than 345,000 online user profile views, connected 1,000 licensors with licensees and generated \$200,000 worth of business from one user alone.

The BLE Matchmaking Service, which will be provided for free this year, will enable exhibitors and visitors to request meetings with one another through an online portal ahead of the show.

The tool will allow users to create online profiles, identify key contacts based on area of interest and job type, build relationships and create business opportunities. A team of matchmaking professionals will also support the service, assisting with meeting arrangements and managing the show's new Matchmaking Lounge.

"The licensing industry has embraced this revolutionary service; the take-up rate at Licensing Expo was 50 percent higher than in any other industry currently using the tool," says Anna Knight, brand director, BLE. "In fact, 90 percent of exhibiting companies engaged with it, and we are delighted to now offer this opportunity to the European market. Users told us that the portal made their time at the show more efficient, opened up a network of new contacts and generated substantial amounts of new business. We would encourage anyone attending BLE to sign up today."

"The Matchmaking Service was a fantastic tool that helped me meet many new contacts," says John Larson, director, IMG Worldwide, following his experience at Licensing Expo. "Taking meetings in this format was very valuable and I took about 12 meetings via the service. Many solid leads were generated and many new contacts made."

Now in its 18th year, BLE is the largest and most prestigious licensing event in Europe. Organized by UBM and sponsored by the International Licensing Industry Merchandisers' Association, the show features more than 2,500 brands, characters and images available to license from more than 300 exhibitors.



JLo Steps Out with Giuseppe Zanotti

Singer and actress Jennifer Lopez and Italian shoe designer Giuseppe Zanotti have partnered to create an exclusive new capsule footwear and accessories collection.

Titled Giuseppe for Jennifer Lopez, the collection will feature a range of footwear including open-toe booties, wedge sneakers and gladiators, along with two styles of leather handbags.

"I think it goes without saying that like every other girl, I love a killer pair of shoes," says Lopez. "Whether I'm walking the red carpet or dressed casually, the right shoes complete my outfit to make me feel beautiful, sexy and fearless. The collection Giuseppe and I have created is everything you would expect from the both of us—bad ass high heels with shapes that are fierce, and of course, have some sparkle."

The collection is slated to launch in January 2017 in the U.S. at retailers Bergdorf Goodman, Saks Fifth Avenue, Neiman Marcus, Nordstrom and in Giuseppe Zanotti Design stores, as well as in selected retailers around the world and online.

"I've always been inspired by Jennifer and love the way she looks in my shoes—it was a natural evolution to collaborate together," says Zanotti. "The collection, like Jennifer, is sensual, sophisticated and modern, but also playful with a bit of edge."



CET Brings Licensing to Taiwan

Launched in 2010 by the Ministry of Culture as the Taiwan International Cultural and Creative Industry Expo, Creative Expo Taiwan, as it is known today, brings Taiwanese and Chinese lifestyle brands to the forefront and provides creative merchandise and service trade platforms, as well as bridges the gap between production, sales and distribution. The event is organized by MOC, Taiwan and executed by the Taiwan Design Center.

The event is unique in that it integrates the city of Taipei itself into the expo, more fully painting a picture of what true Taiwanese life and culture is like for attendees.

The 2016 event was held April 20-24 in three venues that covered more than 23,000-square-meters—the Huashan1914 Creative Park, Songshan Cultural and Creative Park and the Expo Dome, Taipei Expo Park. The event connected 154 cultural, creative and artistic areas with more than 615 domestic and overseas vendors in 1,408 booths that were viewed by nearly 180,000 visitors.



CNE Secures 'Rick and Morty' Licensees

Cartoon Network Enterprises has tapped five new licensees to create a line of products based on the Adult Swim original animated series "Rick and Morty."

First, following June's launch of two branded POP! vinyl figures, Funko will expand its offering with additional POP! vinyl figures, stylized plush and mystery mini collectibles.

Cryptozoic Entertainment will launch custom card and board games including Mr. Meeseeks Box of Fun, a dice and dares game, and a Total Rickall card game.

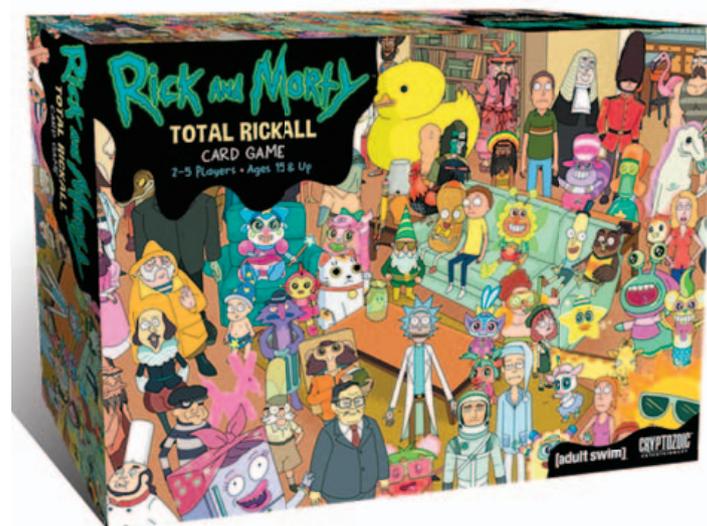
USAOpoly will introduce a range of themed games, puzzles and cards including a "Rick and Morty" puzzle this month and the Monopoly: "Rick and Morty" Edition in September. Additional games and puzzles are planned for 2017.

PhatMojo will create a range of adult Halloween costumes and accessories including masks, Rick's lab coat and a foam laser gun. The costumes will hit specialty stores in September.

Finally, Astro Gaming will launch custom tags for its wired and wireless gaming headphones.

"We have been thrilled with the immense success of 'Rick and Morty' and are excited to bring these top notch licensees on board to expand our consumer products offerings," says Pete Yoder, vice president, Cartoon Network Enterprises, North America. "Each new partner will provide fans with an even deeper connection to the series, as the offering now expands into collectible figures, exciting games and more."

Created and executive produced by Dan Harmon and Justin Roiland, "Rick and Morty" follows a sociopathic genius scientist and his timid grandson on insanely dangerous adventures throughout the universe. The series is currently in production for season three.





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Jurassic World Roars with Mattel

NBCUniversal Consumer Products has expanded its partnership with Mattel by appointing the toy company as the worldwide master toy licensee for the film franchise *Jurassic World*.

Beginning next year, Mattel will design, produce and distribute a variety of toys and consumer products inspired by the franchise and its multiple films, including the next *Jurassic World* sequel, which is set to be released in 2018.

Mattel's new toy lines will include action figures, play sets, vehicles, games, plush, role play, preschool and activity toys, among others.

"We are honored that NBCUniversal chose Mattel to help bring the *Jurassic World* brand to life, and we look forward to developing multiple new lines of innovative, engaging toys and products," says Chris Sinclair, chairman and chief executive officer, Mattel. "Spanning three decades of sustained worldwide popularity, few entertainment properties have so successfully captured the collective imagination of millions of fans around the world, and we are delighted to be a part of this truly evergreen franchise."

Furthermore, NBCUniversal will continue to expand its range of *Jurassic World* merchandise with additional partners, categories and updates.

"We are looking forward to collaborating with Mattel and broadening *Jurassic World* products worldwide. The appetite for the franchise globally is stronger than ever with consumers wanting more. Mattel's global support, creativity and category approach to expand our franchise makes them the best choice to partner with for this brand, bringing innovation, technology and a host of new ways to play," says Vince Klaseus, president, NBCUniversal Brand Development. "*Jurassic World* is more than awe-inspiring blockbuster films, it's a brand that has been reaching consumers for more than twenty years on everything from video games, toys and apparel, to theme park attractions and live events. Our focus for the franchise is to continue to collaborate with best-in-class partners as we build and expand this iconic property into a mega-brand across our Universal platforms."

Mattel's initial *Jurassic World* products will be available in early 2018.

NBA Nets First Spain Café

The National Basketball Association has tapped Spanish restaurant group AN Grup to open the first NBA Café in Europe, this fall.

NBA Café Barcelona, the first NBA location of its kind in Europe, will feature NBA imagery, memorabilia and merchandise as well as a menu offering American bar and grill favorites, Mediterranean dishes and local options.

The café will also feature multimedia displays including an arena-inspired, four-sided jumbotron over the bar area. Restaurant-goers will also be able to meet NBA stars, including current and former players, mascots and dance teams during key events throughout the year.

"NBA Café Barcelona is an amazing challenge for the AN Grup. We are excited to be working with the NBA, and look forward to creating a 'Wow!' factor as it relates to the interior design, branding, menu and merchandise in order to create an incredible experience for NBA fans," says Artemi Nolla Furriol, president and founder, AN Grup. "NBA Café Barcelona will be the city's go-to destination for all things NBA, providing fans with the ultimate sports, entertainment and dining experience."

NBA Café Manila, the league's first café outside the U.S., opened in April 2014. The new NBA Café Barcelona will open on La Rambla street in Barcelona, Spain.

"The NBA has a long-standing relationship with the fans and city of Barcelona," says Jesus Bueno, vice president, business and basketball operations, NBA EMEA. "NBA Café Barcelona will be a unique, fully immersive one-stop destination for fans of all ages and is another great way for fans to get closer to the NBA."





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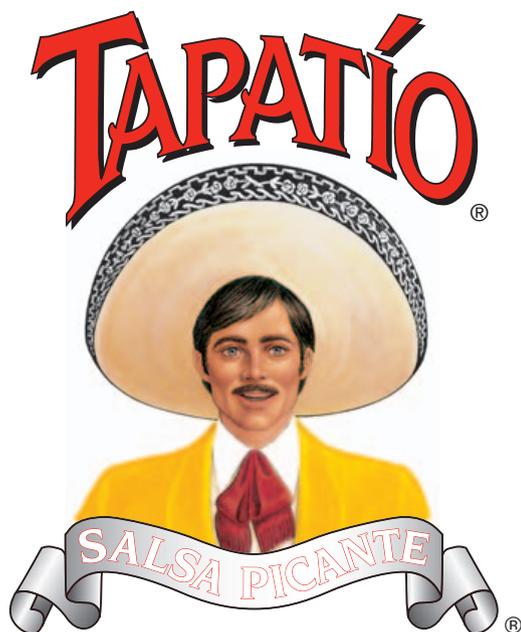
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Tapatio Spices up Licensing

Hot sauce brand Tapatio has tapped Brand Central to continue to develop its brand by launching into new product categories.

In addition to establishing new licenses, Brand Central will pursue partnerships for Tapatio in fresh and frozen meals, spirits, condiments, merchandise and more.

“We are thrilled with the success our brand is enjoying in a variety of product categories beyond hot sauce,” says Luis Saavedra, managing director, Tapatio. “Brand Central is helping us build a wide scale consumer products program from lifestyle products to food and beverage, which is providing the great taste of Tapatio on a variety of consumer’s favorite products.”

Current food partnerships for the brand include Frito-Lay Tapatio-flavored potato chips, Colorado Premium Tapatio-seasoned meat and poultry products, Thanasi Foods sunflower seeds, Express Trading Tapatio salsa and nacho cheese sauce and JelSert Tapatio powder spice packets.

“The demand we are seeing from food companies and retailers such as Walmart has been tremendous for this brand,” says Ross Misher, chief executive officer, Brand Central. “It’s one of those rare brands that has strong appeal to Hispanic consumers seeking authentic flavors but crosses over well to all consumers. Tapatio will be a full scale retail brand across several product categories in 2017.”

Firefly to Paint Bob Ross Program

The Bob Ross Company has appointed licensing agency Firefly Brand Management as the exclusive North American licensing agent for the late painter and TV personality.

Firefly will now seek to find licensing partners in all key categories for Ross-branded images and his likeness, paintings and iconic phrases.

“Bob Ross is certainly remembered for his paintings, but he was also highly recognized for his gentle demeanor, kind words, his great sense of humor and positive approach to life,” says Cynthia Modders, president, Firefly Brand Management. “A pop culture icon today, Bob Ross’ fans have an enduring love for the mellow enthusiasm he shared for his happy little trees, the freedom of the clouds and the nuggets of wisdom that rolled off his tongue, as effortlessly as the paint onto his canvas. Our licensing partners are sure to be excited about the vast opportunities that exist in bringing his works to the retail market. We are extremely excited and anxious to share his works with new and old fans everywhere.”

Known for his fast and easy “wet-on-wet” painting technique, Ross broadcast his tutorials via the TV program “The Joy of Painting.” Ross became known for his light humor and gentle demeanor, as well as his ability to complete a painting in 30 minutes.

Additionally, Netflix recently announced that the online streaming service would add Ross’ 1991 “Beauty is Everywhere” to its streaming lineup.



G-III to Acquire Donna Karan

G-III Apparel Group will buy Donna Karan International, the parent company of the Donna Karan and DKNY brands, from LVMH Moët Hennessy Louis Vuitton for \$650 million.

The transaction, which is subject to customary adjustments at closing, is expected to close in late 2016 or early 2017.

“Donna Karan International is an iconic global fashion company. Its lifestyle aesthetic resonates well with consumers throughout the world. We are excited to build upon its strong foundation as we seek to capitalize on a significant market opportunity,” says Morris Goldfarb, chairman, chief executive officer and president, G-III. “Donna Karan brings increased scale and diversification, while providing incremental growth on top of our portfolio of some of the best fashion brands in the world. We believe we are well

positioned to create and sustain additional value for our shareholders, partners and customers.”

G-III will not update its financial guidance to reflect the acquisition until the sale has closed. However, the company preliminarily expects the acquisition will bolster its earnings by late 2018.

“Donna Karan International has a deep heritage, global recognition and renewed energy. We believe the DKNY brand has a dynamic position in the market, and when G-III approached us about acquiring the brand, we concluded that the time was right and that G-III was the right steward going forward,” says Toni Belloni, group managing director, LVMH. “We are pleased to have reached an agreement with G-III, a company that has the expertise and capabilities to broaden the brand’s distribution and take it to its next level of success.”

Meredith Taps ‘Fixer Upper’ Stars for Mag

Media and marketing company Meredith has partnered with Joanna and Chip Gaines, owners of the Magnolia brand and hosts of HGTV’s show “Fixer Upper,” to create a new lifestyle magazine.

The new magazine will be a quarterly publication that covers a range of topics including entertaining, seasonal celebrations, gardening, outdoor living, family, food and healthy lifestyles. It will also include standing departments including what’s happening at the Magnolia Market, an essay from Joanna, a closing column from Chip, a photo essay quoting two generations on the same subject and a front-of-book section showcasing things Joanna loves and is inspired by including seasonal

products, recipes, quick ideas and timely topics.

“The magazine will help inspire readers to create their best homes, families and lives, while making every moment count,” says Joanna Gaines. “It will encourage readers to make the most of what they have and discover the inherent beauty all around them.”

Originally opened as a home accessory store, the Magnolia brand now includes a real estate company, construction company, design firm and residential subdivision. It also includes the Magnolia Market retail outlet in Waco, Texas, and an online store.

“We are thrilled to be teaming up with

Joanna and Chip on a new lifestyle magazine,” says Tom Harty, president, Meredith National Media Group. “They have a broad appeal to women across generations, including Millennials and Baby Boomers alike. We believe advertisers will jump at the opportunity to reach such a strong and passionate consumer.”

Meredith’s new lifestyle magazine will launch this October at newsstands and checkout pockets across the U.S. The magazine will also be available online and at the Magnolia Market in Waco, Texas.

The first issue of the magazine will carry a hospitality theme.

SmileyWorld Heads to China

SmileyWorld has joined forces with Bestseller Fashion Group China to launch a new apparel range in Bestseller’s Selected stores in China.

The new Selected x Smiley collection will feature the Smiley face with a minimalistic style and includes sweatshirts, graphic tees, patterned polos and Smiley-embossed dresses.

To complement the collection, Selected has also launched a

promotional video to be shared across digital platforms.

The Selected x Smiley collection will launch in Selected’s 1,600 retail locations this year.

Bestseller is one of China’s leading fashion retailers, operating more than 6,800 stores in more than 300 cities. The fashion retailer also hosts a range of brands including Jack & Jones, Only, Vero Moda and Selected.



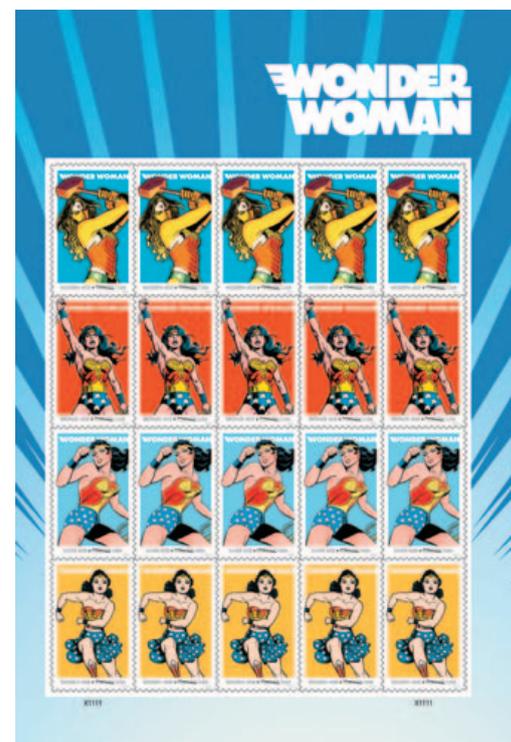
WBSCP’s Wonder Woman Soars onto Stamps

Warner Bros. Consumer Products, on behalf of DC Entertainment, has tapped the U.S. Postal Service for a range of Forever stamps commemorating Wonder Woman’s 75th anniversary.

The new stamps will showcase four different designs that depict Wonder Woman during four eras of her comic book history—Golden Age (1941-55), Silver Age (1956-72), Bronze Age (1973-86) and Modern Age (1987-present).

The text outside of the stamp images will also feature the current block-letter Wonder Woman logo.

In celebration of the new collection, a first-day-of-issue dedication ceremony will take place at New York Comic-Con, Oct. 7.





CAA-GBG

A New Model

The exclusive story of how CAA-GBG became the world's largest brand management company and licensing agency, its impact on the licensing sector and its potential for growth.

by TONY LISANTI

PERRY WOLFMAN,
chief executive officer, CAA-GBG;
DOW FAMILAK,
*president and chief operating officer,
Global Brands Group; and*
JARED MARGOLIS,
president, CAA-GBG

When the joint venture of Creative Arts Agency's licensing division and Global Brands Management Group was announced June 15, just in time to coincide with the company's release of final year results, it did so with a simple press release, little fanfare and select media coverage.

So while partly under the radar among the general

business media, the scope of the deal was huge news for the business of brand licensing—the joint venture created the world's largest brand management company and licensing agency, as it combined with The Licensing Company and three other agencies previously acquired by GBG.

The mega deal also established a new set of initials—CAA-GBG—that will forever be etched into the minds of licensing executives around the globe.

And most importantly, the deal will have a far-reaching impact on the licensing sector as CAA-GBG implements a new business model that leverages the synergies of its best-in-class global businesses and clients with a huge upside potential for growth.

CAA-GBG—which also includes TLC—is now the world’s largest licensing agency (or brand management company, which is the descriptive term its executives prefer), reporting \$11.8 billion in retail sales of licensed merchandise in 2015. (See the Top 20 Global Licensing Agents report on page 34.) Its client list is a balanced portfolio of entertainment, corporate, celebrity and lifestyle brands that includes Jennifer Lopez, David Beckham, Dwell Studio, Spyder, Ram/Dodge/Fiat, Jeep, Hershey, AB InBev, Coca-Cola, Discovery Channel, Jelly Belly, Iconix Europe/Middle East/China/Korea, Bethenny Frankel (Skinnygirl), Carrie Underwood (Calia), Cheesecake Factory, Eva Longoria, Gordon Ramsey and Kate Hudson, just to name a few.

CAA-GBG represents a blend of best practices, seasoned executive leadership and corporate cultures that may appear strikingly different on the surface, but are actually quite complementary, which is a characteristic that its executives credit as the impetus for 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 Perry Wolfman, chief executive officer, CAA-GBG, and former head of CAA’s licensing division. “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.”

For its executive team, it’s not really about being the largest agency or having the biggest list of clients or even doing a traditional licensing deal; rather, it’s about delivering brand value to its clients.

“The size and scope of the joint venture is not that important,” explains Dow Famulak, president and chief operating officer, Global Brands Group. “We believe at best that we are only scratching the surface and there’s a huge amount of room to grow. Size matters only because big companies like to deal with big companies. They know exactly what they are dealing with from royalty reporting to brand protection to looking after the IP, and that’s where size does matter. Size begets reputation.

“CAA makes us much stronger in the U.S. and much stronger in the celebrity space,” he adds. “The CAA deal completes the global mosaic in the parts of the world that we are really focused on: Latin America, North America, Europe and Asia.”

The addition of CAA offers the licensing division

of the well-known talent agency a much greater global presence and the ability to leverage internal resources for its clients as it is fully integrated into the day-to-day operations of GBG. Conversely, TLC will now be able to share the additional resources of CAA, including its celebrities and creative and design group, with its clients, expanding its potential offerings and opportunities.

Understanding the evolution of GBG and its controlled brands and licensed brand businesses underscores its strengths in product development, retail expertise, global influence and how it became interested in the licensing business.

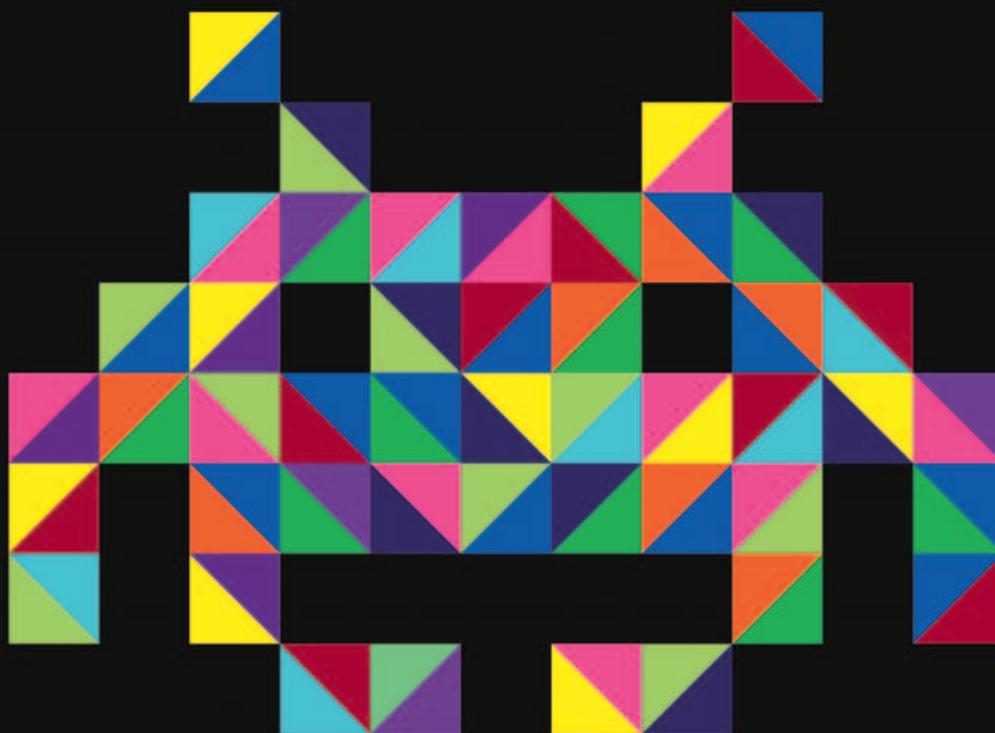


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GBG was formed as a division of Li & Fung in 2005 and spun-off as a separate company traded on the Hong Kong Stock Exchange in July 2014.

For GBG, the vision of building a brand management business that brought together key agencies began in 2011 when Jared Margolis, now president of CAA-GBG, was tasked with building a distribution network throughout Asia.

“I was very impressed with the local licensing agencies,” Margolis recalls. “I thought if GBG were to get into this business, we could do it better.”

And the company is indeed doing it better, growing into the largest brand management company in just a few years. In 2012, GBG established its brand management business with the acquisition of The Mint Group, which specialized in children’s character licensing in Southeast Asia. In 2013, GBG acquired RM Enterprises Group, a character licensing agency in Asia. In 2014, GBG further expanded its brand management business with the acquisition of TLC, one of the top licensing agencies in the world, founded by Melvin Thomas and Angela Farrugia in 1996 and which is celebrating its 20th anniversary this year. That same year it also acquired Cocaban Co., a licensing agency

in Korea, and entered into a joint venture with Iconix Brands Group to provide brand management services for Iconix’s fashion and lifestyle brands in Europe and Korea.

Now in June, GBG announced the joint venture with CAA’s licensing division. GBG holds approximately 73 percent interest, while CAA holds 20 percent and CAA-GBG’s Wolfman holds 7 percent.

Last month, CAA-GBG culminated its first three-year strategic planning meeting and the action plans can be summed up in one simple word: potential.

While the company will not disclose its specific brand initiatives, it will focus on building the business of existing brands and celebrities in key categories, key global markets and with key retailers.

“Our goal is to truly create a best-in-class global brand management company,” says Famulak.

“The key to this is to have the strongest character, lifestyle, corporate and celebrity business, and to truly be a full-service model that is beyond transactional licensing and actually about brand building,” says Wolfman.

“Another key part of the joint venture is Brand Studio, a separate creative group within CAA that runs creative in-house to help build retail platforms and design all aspects, from logo to products providing an added value that most licensing businesses don’t have.”

“TLC called themselves a licensing company but they were for all intents and purposes a brand management company,” says Famulak. “A licensing company just goes out and does deals and moves on. TLC started the concept of best-in-class brand strategy and development.”

“Another element we bring to the table that most other companies don’t is activation on retail sales and marketing,” says Margolis. “It’s about having that expertise and boots on the ground to make

sure activation is done and day-to-day operations are being

managed to the level that our clients expect



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their brand to be.”

“Licensing is just one component of a much greater brand management solution,” Famulak adds.

“Our view has always been that licensing is just a contract between two companies,” says TLC’s Melvin Thomas. “It’s what you build around it that’s important.”

This differentiation between traditional licensing and true brand development and partnership is one of the key factors that CAA-GBB will further develop and expand in the future.

“It’s about how we build strategy, implement creative design, how we penetrate retail, use our geographical reach and focus on market management, because

our clients want a well-controlled program,” adds Thomas.

Wolfman says that a key part of the CAA business approach is to build brands like Skinny Girl, rather than a brand under just a celebrity’s name, such as Bethenny Frankel.

“There are many different ways to build or utilize the celebrity,” he says. “CAA now has an entire international platform that we really didn’t have. We used to be a domestic agency that used to do some international deals. Now we can offer our current clients a more global reach, and the TLC business can expand their reach into the relationships that CAA already has or utilize its celebrities within their businesses.”

“We are focusing on the core opportunities for each of the core vertical businesses—entertainment, lifestyle, corporate and celebrity, providing a true global platform,”

says Famulak. “We have taken the best in the business from three well-established organizations and their management teams and melded them together to cover the world. We are not just sending people out from the home office like many companies tend to do.”

Wolfman says that CAA-GBG can now offer clients “the opportunity to be region-specific, which the connectivity of the companies enables us to do.”

Jennifer Lopez is clear example of how CAA-GBG has been able to leverage synergies of the company and build a global brand, such as with her recent footwear and accessories collaboration with Giuseppe Zanotti. (For more on this deal, see page 18.)

“Fashion is always going to be important, but there are significant opportunities in other lifestyle categories including food, beverage, insurance and banking,” says Wolfman. “It’s not just about a client saying ‘I want an apparel line or shoe line or accessory line,’ it’s about ‘I want to reach this type of consumer because this is something I am passionate about.’”

Famulak says that the company will continue to look at acquisitions, but will focus more on maximizing its existing business platforms while sticking to the agency model rather IP ownership.

“We would rather have a large portfolio of brands rather than own two or three,” says Famulak.

CAA-GBG is certainly well-positioned for future growth considering both existing and potential new clients, and retail sales of licensed merchandise will likely grow considerably over the next several years further impacting the landscape of brand licensing.

“We want to build a new paradigm and be the best at it in every aspect of the business, from strategy to execution,” says Famulak.

“When I look at our three-year plan and everything that is in the pipeline, we really are just scratching the surface of the brand management business.” ©



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TOP 20 GLOBAL LICENSING AGENTS

Consolidation, change and challenges define the state of the world's largest licensing agents.

by TONY LISANTI

The landscape of the Top Global Licensing Agents has changed dramatically over the past year as the big get bigger, established players continue to build their client rosters and others are re-defining global initiatives.

In June, Creative Arts Agency and Global Brands Group came together to form a joint venture that not only now creates the largest licensing agency in the world, but also creates huge potential for the CAA's client roster of sports figures and celebrities. Coupled with GBG's acquisition of The Licensing Company in January 2014, CAA-GBG reports almost \$12 billion in retail sales of licensed merchandise worldwide for its clients. CAA-GBG now have a combined base of more than 100 clients comprised of sports and entertainment personalities and brands that will only continue to grow given the popularity of licensed merchandise around the globe and the heightened awareness among IP owners that licensing is a bona fide incremental source of revenue.

The world's second largest licensing agency, WME/IMG, which joined forces more than two years ago, reports \$8.7 billion in retail sales of licensed merchandise worldwide.

Clearly, like in most other industry sectors, scale and size matter in this highly competitive global business of licensing and the field is open for additional acquisitions and consolidations—a very real possibility in the future.

Beanstalk, Equity Management and LMCA round out the Top 5, each reporting close to \$6 billion in retail sales of licensed merchandise worldwide based on their active client rosters.

CPLG, which celebrated its 40th anniversary in 2014 and has embarked on a major growth and re-branding strategy, continues to expand its U.S. operations as well

as its presence around the world. The agency, owned by DHX Media, is No. 7 on the Top Global Licensing Agents list, reporting retail sales of \$2.7 billion.

Several other established agencies continue to grow and expand their client rosters.

For example, Seltzer Licensing Group, which reported \$700 million in retail sales of licensed merchandise reflecting the growth of its clients which include Unilever and Scott's Miracle-Gro, broke into the Top 20 this year at No. 19.

And while this report represents the Top 20, there are certainly other licensing agencies out there with potential to crack the list soon enough.

Another example is full-service agency Earthbound Brands, which continues to create innovative programs for its clients. (See story on page 38).

London-based The Specialist Brand Agency (self-described as the "industry's best kept secret") has added eight clients to its roster over the past several months including The British Museum, BabyTV, Kingfisher, AA (U.K.'s automobile association), F2 Freestylers, Gumball 3000, Iconic Images and TVR. These brands, together with its long-established relationship with Shell, give TSBA the edge to creep into the Top 20 in the near future.

The composition of the licensing agents sector is similar to that of the world's leading licensors, reflected in *License! Global's* annual Top Global Licensors report, in which several key companies are generating a significant portion of the retail sales revenue. But while a few agencies may dominate, numerous others continue to expand and innovate.

For a continued list of the Top Global Licensing Agents, visit LicenseMag.com. ©

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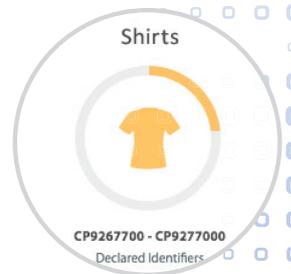
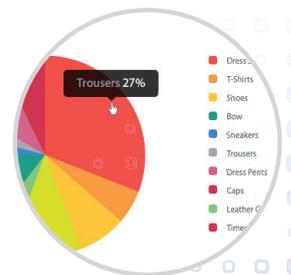
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License! Global Top 20 Global Licensing Agents

Rank	Agency	Retail Sales*	Key Clients/Brands
1	CAA-BGB	\$11.8B	Jennifer Lopez, Jeep, David Beckham, Dwell Studio, Spyder, Ram/Dodge/Fiat, Hersheys, Ab inbev, Coca-Cola, Discovery Channel, Mercedes Benz, US Polo Association, Jelly Belly, NDK, Jane Packer, Iconix Europe/Middle East/China/Korea, Adam Levine, Bethenny Frankel (Skinnygirl), Bob Marley (House of Marley), Britney Spears, Brooke Burke, Bruno Mars, Carrie Underwood (Calia), Cheesecake Factory, Cindy Crawford, Cirque du Soleil, Dr. Oz, Drew Barrymore (Flower), Dwayne Wade, Eva Longoria, Eva Mendes, Fred Segal, Funny or Die, Gordon Ramsey, Habitat for Humanity, Halle Berry (Scandale), Hewlett Packard, Jimmy Fallon, Julianne Hough, Kate Hudson, Kate Perry, Kelly Ripa, Lady Antebellum (Heartland), Little League Baseball, Liverpool FC, Manchester City FC, Marchesa, Matthew McConaughey (Just Keep Livin), Penelope Cruz, Property Brothers, Selena Gomez, Shaun White, Tim McGraw, Toms, Tottenham Hotspur FC, University of Kentucky, University of Notre Dame, Waffle House and Zooney Deschanel.
2	WME/IMG	\$8.7B	Collegiate Licensing, FGA (NFL Football Greats Alliance), PGA TOUR, The Open President's Cup, UEFA EURO 2016, 24 Hour Le Mans, Wimbledon, Royal Ascot, MLB International, Professional Bull Riders (PBR), European Football Clubs (various, Asia), Playboy, Cosmopolitan, Esquire, Harper's Bazaar, National Geographic, Billboard (Asia), Miss Universe, TASTE, World's Strongest Man, Sesame Street (Asia), 20th Century Fox (Asia), STP, Armor All, Chevron, Texaco, Goodyear, Dole, Jarritos, Pepsi (International), The Laughing Cow, GNC, Pfizer, Vail Resorts, One World Trade Center, Ferrari, Aston Martin, Volkswagen, Chris-Craft, Ducati, Yamaha, BEEN TRILL, Karen Kane, American Freshman, Joyrich, French Bull, Sergio Tacchini, Dylan's Candy Bar, Royal Armed Forces, Arnold Palmer, Richard Petty, Wayne Gretzky, John Wooden, George Best, Randy McGovern, Claudia Schiffer, Rachael Ray, Norman Rockwell, Brigitte Bardot, IMG Models, IMG Athletes and WME Talent.
3	Beanstalk	\$5.9B	AT&T, Airheads, Baileys, Black+Decker, Chewits, Chiquita Brands, Chupa Chups, Coby, Coppertone, DeWalt, Energizer Brands, Forza, Genevieve Gorder, got milk?, Grill Mates, Guinness, HGTV Home, Halo, Honda, Jack Daniel's, Jaguar, Killer Instinct, La Tasca, Land Rover, Matthew Williamson, Mindy Weiss, Old Bay, Procter & Gamble, Paris Hilton, Pennzoil-Quaker State, Salma Hayek, Stanley, Snob Essentials, Subaru, TGI Fridays, The Hummingbird Bakery, U.S. Army, Volvo and Wolfgang Puck.
4	Equity Management Inc.	\$5.9B	General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Nissan, Goodyear Tire and Rubber Company, Textron (Bell & Cessna), French's, Frank's RedHot, American Airlines, Dr Pepper Snapple Group, Lookheed Martin, Freightliner, Torani and Whirlpool/Maytag.
5	LMCA	\$5.8B	Agfa Photo, Black Flag, Mack Trucks, Melitta, Roto-Rooter, Snuggle, Sun Products Corp., Westinghouse, AT&T, Craftsmen, DieHard, Kenmore, Eastman Kodak, Fisher, Ingersoll Rand, PepsiCo International, Telefunken, Trane, Uniden and Winchester.
6	Global Icons	\$5.2B(E)	BMW, Crock-Pot, Dairy Queen, Q'doba Mexican Eats, Fat Burger, Ford Motor Company, Hollywood, Humvee, Ironman, Pop Secret and Sunbum.
7	CPLG	\$2.7B	Universal (Minions, Despicable Me, Jurassic World and Fast & Furious), Sesame Workshop, St Andrews Links, England Rugby, MGM (Pink Panther), CBS (Star Trek), Cherokee Global Brands (Cherokee, Tony Hawk and Everyday California), Square Enix (Space Invaders), Ubisoft (Rabbids), DHX Brands (Teletubbies, In the Night Garden, Twirlywoods and Caillou), Iconix (Peanuts and Strawberry Shortcake) DreamWorks Animation (Dragons and Dinotrux), Nickelodeon (Paw Patrol, Shimmer & Shine, Dora the Explorer and SpongeBob SquarePants) and American Greetings (Care Bears).
8	Brand Central	\$2.3B	Synders-Lance, Krispy Kreme, Tapatio, Angry Birds (food & beverage only), MasterChef, Beekman 1802, Rube Goldberg, Pantone, Drybar, This Old House, Blazing Samurai and Dwell Magazine.
9	The Joester Loria Group	\$1.9B	Pepsi-Cola North America (Pepsi, Mountain Dew, Aquafina and SOBE), Constellation Brands Beer portfolio (Corona Extra, Corona Light, Modelo, Especial, Negro Modelo, Pacifico and Victoria), Kellogg's cereal and snack brands (Pop Tarts, Pringles, Frosted Flakes and Froot Loops), Entenmann's, Eggland's Best, Jack Link's, Margaritaville, Aimee Song/SongofStyle.com, Amy Coe, The World of Eric Carle, Defy Media (SMOSH), Dena Designs (Happi), Waste Management and Hearst Corporation (Car and Driver, Road & Track and Popular Mechanics).
10	Exim Licensing Group	\$1.5B(E)	Breaking Bad, Discovery Kids, Mia & Me, Lalaloopsy, How to Train Your Dragon, Jelly Jam, Matt Hatter, Rabbids, Assassin's Creed, Copa America 2015, Peppa Pig, Despicable Me and Minions.
11	Striker Entertainment	\$1.5B	AMC's The Walking Dead, AMC's Fear The Walking Dead, Five Nights at Freddy's, Preacher, Ash vs Evil Dead, Ghost in the Shell, Candy Crush, The BFG, Valerian and The City of a Thousand Planets, House of Cards, The Shannara Chronicles, Teen Wolf, Orphan Black, Super Mansion, Powers, It's Happy Bunny and Tom DeLonge's Poet Anderson.
12	P&L Global Network	\$1.5B	Kimmidoll Collection, Trump, Hello Kitty, Jeep, Chupa Chups, Harvard University, Tokidoki, PlayStation, Saban Brands, UCLA, Garfield, Gallina Pintadita, Hallmark, David & Goliath and Paramount.
13	Tycoon Group	\$1.35B	Crayola, Electronic Arts/PopCap, Global Merchandising, King, King Features, Rovio Entertainment, Sanrio do Brasil, Sesame Workshop, Twentieth Century Fox, Universal Pictures and Zuffa International.
14	Broad Street Licensing	\$1B	BIC USA, Playboy, Tony Roma's Restaurants, Steak 'n' Shake Restaurants, O'Charley's Restaurants, Culinary Institute of America, Vista Coffee, Partner Business Importacao, 99 Restaurants, Village Inn Restaurants and VuQo Spirits.
15	Brandgenuity	\$900M	Viacom Music and Entertainment Group, Stonyfield, Arm & Hammer, Pella, Bananaboat, Boppy, Gas Monkey Garage and MGM Studios.
16	Plus Licens	\$900M(E)	Universal (The Secret Life of Pets, Sing and Despicable Me), Zag (Miraculous), Hasbro (My Little Pony and Transformers), Sanrio (Hello Kitty), Yo-Kai Watch, Iconix Entertainment (Peanuts and Strawberry Shortcake), Entertainment One (Peppa Pig), Bratz, Talking Tom and Friends, Garfield, Route 66 and Curious George.
17	Brand Licensing Team	\$750M	The Coca-Cola Company, Hasbro, MillerCoors, General Mills, Cold Stone Creamery and Hickory Farms.
18	Redibra	\$750M	Coca-Cola, Twentieth Century Fox, Saban Brands, Nintendo, Lottie Dottie Chicken, Capricho, Earth to Luna and Artestar.
19	Seltzer Licensing Group	\$700M	Good Humor, Klondike, Breyers, Popsicle, Suave, Unilever, Scotts, Miracle-Gro, Del Monte and Milk Bone.
20	Global Trademark Licensing	\$570M	Universal (The Secret Life of Pets, Sing and Despicable Me), Zag (Miraculous), Hasbro (My Little Pony and Transformers), Sanrio (Hello Kitty), Yo-Kai Watch, Iconix Entertainment (Peanuts and Strawberry Shortcake), Entertainment One (Peppa Pig), Bratz, Talking Tom and Friends, Garfield, Route 66 and Curious George.

* Retail sales are based on numbers reported from FY 2015.

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EXPLORING EARTHBOUND

Earthbound Brands is re-defining branding and licensing through its approach to high-profile partnerships with big name brands.

by BARBARA SAX

Earthbound Brands is helping corporate brands find new ways to cross over to consumer product categories they never dreamed of entering before.

Founded in 2000, the New York-based company made its mark early on by facilitating a breakthrough partnership between designer Isaac Mizrahi and mass retailer Target. Since then, Earthbound has harnessed its in-house design capabilities to help powerhouse companies such as DuPont and Time Inc. forge partnerships and create new licensing opportunities for some of their key brands.

Jeffrey Cohen, co-founder and chairman, Earthbound Brands, says the company has two very specific divisions: a direct-to-retail division that brings brands and retailers together and a more traditional licensing division.

"Retailers appreciate the exclusivity direct-to-retail programs offer. They provide a great way for retailers to differentiate themselves in a competitive marketplace," says Cohen. "What makes us stand apart from other agencies that operate in this space is our ability to combine a world-class in-house product design studio with a full-service licensing agency."

Cohen says the division continues to grow with new partnerships and innovative ideas.

The company has an exclusive partnership with retailer Walmart for the *Better Homes and Gardens* brand which has been extended to include bedding, bath, window, home décor, outdoor furnishings, lighting

and, most recently, children's furniture and bedding.

"We leverage the power of the magazine's editorial insights with our seasonal marketing assessment to develop thousands of *Better Homes and Gardens* products and refresh their assortment continuously," says Cohen.

Cohen attributes the success of the program to Earthbound's focus on design.

"More than 75 percent of our employees are designers, so we bring something very special to our partnerships," he says.

That focus on product design allows the company to expand its reach to more traditional licensing.

"We feel we can apply our unique experience to identify innovative licensing opportunities for brands that haven't considered licensing before," says Cohen.

Earthbound added DuPont Kevlar to its stable of brands three years ago and developed a groundbreaking program for the world-renowned brand known for its strength and durability. Best known for its use in ballistic and stab-resistant body armor, Kevlar has been used in a variety of products from firefighter and industrial protective clothing to vehicles, fiber optic cables, mining belts and commercial aircraft.

"DuPont wanted to leverage Kevlar's enormous brand equity to develop a collection of consumer products to advance the innovation legacy of the brand," says Cohen.

Earthbound worked closely with the DuPont in-house licensing team to develop a strategy and timeline for the program and



JEFFREY COHEN
co-founder and chairman,
Earthbound Brands



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collaborated with Ogilvy & Mather to create a new logo and brand positioning that emphasized Kevlar.

The result was an innovative product line

that married Kevlar with footwear and fitness brand Reebok.

“We knew we wanted to co-brand with best-in-class partners to create premium products. Working with Reebok on the Reebok CrossFit line of apparel and footwear is a great example of how we are able to advance the innovation legacy of Kevlar forward,” says Cohen.

For its CrossFit collection of premium priced performance apparel and footwear, Reebok strategically engineered Kevlar into key abrasion zones to make products that were durable enough to withstand the toughest of workouts.

The product line was presented at the 2015 Reebok CrossFit Games and was supported by a video that illustrated the unique partnership of the two powerful brands. Kevlar also received additional exposure through a series of marketing pieces and displays tied to the X Games.

“We wanted to make Kevlar interesting and relevant for younger consumers,” says Cohen.

Earthbound also brokered a partnership between Adidas and DuPont for Kevlar performance cleats and is working on new partnership agreements for the Kevlar brand.

“There’s unbelievable interest in Kevlar in many consumer categories but partners need to be carefully vetted because Kevlar is such a specialized material that not every

manufacturer has the capabilities to work with the material properly,” says Cohen. “We understand the challenges of working with a highly-specialized material and can identify partners who are qualified to work with the product.”

For the publishing brand *Cooking Light*, Earthbound has expanded the licensing program, working with parent company Time Inc. for the past three years.

According to Earthbound, *Cooking Light* is the No. 1 food magazine in the U.S., reaching more than 11 million consumers monthly.

“There is tremendous interest in healthy eating, and the *Cooking Light* brand is perfectly aligned with current consumer eating trends,” says Cohen.

In a first partnership, Earthbound teamed with best-in-class licensees to develop a line of high-quality foods that originally launched at BJ’s Wholesale Club. Using editorial insights from *Cooking Light* coupled with seasonal market assessments and food trends, Earthbound developed a branded program across multiple food and non-food categories. Partners include Cuisine Solutions, Soda Stream, Fastrak Foods, Town & Country and Epoca.

The *Cooking Light* program has since been rolled out to Target, and will be expanded to include additional categories such as dry goods, frozen foods, condiments, dressings, as well as food prep and utensils.

“We started out in food categories and will expand in that arena, but we are also looking to extend the brand’s reach into housewares categories,” says Cohen. “We are looking for partners who can deliver high quality and strong execution. Our goal is always to maintain the integrity of the brands we represent through long-term commitments with our partners.”

And that’s not all for Earthbound—the company is also working with well-known brands such as Cover Girl, Haute Hippie, Portico and Under the Canopy on a number of new and existing programs. ©



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CPLG CARVES OUT FASHION COLLABS

From Felix the Cat to “Space Invaders,” this global licensing agency is focusing on unique collaborations to build brands and create buzz for its roster of clients.

While a supermodel donning a Felix the Cat outfit may not be the first image you think of strutting down the high fashion runway, it’s this exact type of designer collaboration that is working for this iconic character and numerous other brands.

U.K.-based global licensing agency CPLG, with offices in 10 countries including the U.S., is bullish about the potential of such deals that have become one of the key growth initiatives for the agency that ranks No. 7 among the world’s Top Global Licensing Agents, according to *License! Global’s* annual report, with a reported \$2.7 billion in retail sales of licensed merchandise worldwide.

“For CPLG, collaborations are an integral part of the overall licensing mix,” explains Ted Larkins, senior vice president and general manager, CPLG North America. “While the entertainment properties we represent are likely backed by a significant marketing spend to help drive box office or TV ratings, this isn’t always the case within the brands in our portfolio, and so collaborations and halo partnerships help to raise the profile of these brands among opinion-forming consumers, generate publicity and drive interest at both the licensee and retail levels on our core licensing program.”

For Felix the Cat, the iconic character that first appeared in silent movies in 1919 and was acquired by DreamWorks Animation in 2014, building awareness

through high-profile halo partnerships as well as other brand extensions has been a priority for CPLG, which has the rights to the brand across EMEA and North America.

“Felix the Cat really is one of life’s great pop icons, and aside from an ongoing high-profile collaborations program, we are also working with key licensees and retailers to establish Felix the Cat within fashion aimed at teens and young adults,” says Elliot Lederman, vice president, licensing, hardlines and retail development, CPLG North America. “We have an archive dating back almost 100 years as well as trend-driven style guides available each



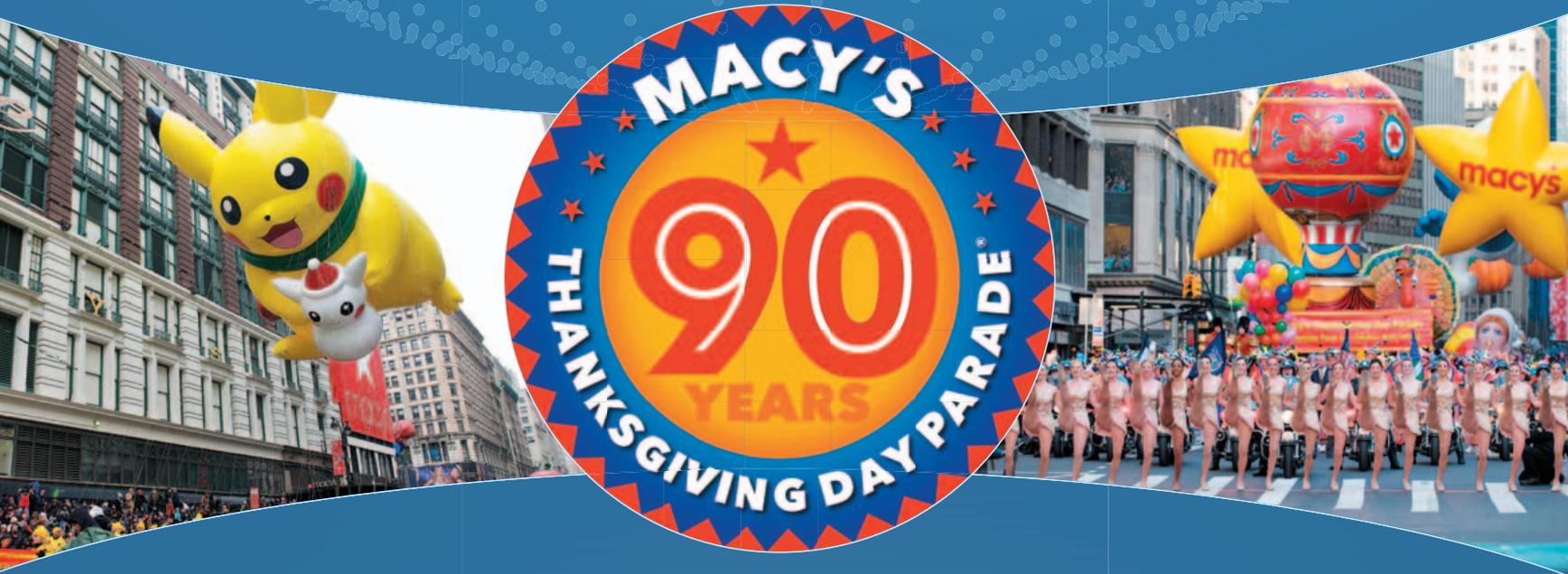
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season, so there's no shortage of assets to work from. We will be driving a cohesive licensing program across all of our markets which will follow the already successful licensing program underway in the Far East.

"We recognize that our Millennials and Generation Z consumers spend a lot of time online, so our online retail presence will form an integral part of our overall retail strategy as well as our traditional brick-and-mortar retailers. The Cat is definitely back," Lederman adds.

Key partners for Felix the Cat include Joyrich for apparel; Bait for a range of limited edition Diadora sneakers, pins, t-shirts and figures; and licensees Castelbajac, Pearly Gates and A Bathing Ape for apparel.

In addition, several more collaborations are set to debut this year with more out-of-the-box fashion partners that will generate buzz for the brand among consumers and broaden reach and retail distribution. Partners include Coach, The Elder Statesman and United Arrows.

"When we look to work with other brands or designers, we look for partners that make complete sense or are so off the wall that no one sees it coming," says Larkins. "While collaborations tend to be short term they have a long term effect on the brand."

CPLG is also working to develop and expand collaborations for the classic

video game property "Space Invaders" from Square Enix/Taito. Partners include Outdoor Products for a range of "Space Invaders" backpacks, Sanrio's Hello Kitty for a range of accessories, Fred Perry for fashion and accessories and Romain Jerome for watches.

"We are lucky to work with some really proactive licensors who also share our vision on collaborations," says Erin Dippold, vice president, licensing, softlines and publishing, CPLG North America, who recalls a recent partnership between Square Enix/Taito and Anya Hindmarch that saw "Space Invaders" travel down the London Fashion Week catwalk as part of the designer's fall/winter 2016 collection.

"This created a real media buzz with fashion titles including *Vogue* and many influential fashion bloggers. We have seen a significant increase in interest from prospective licensees and retailers off the back of this and other recent collaborations that the licensor has worked on," Dippold says.

"We are really looking to capitalize on the collaborations that Square Enix/Taito have introduced and the trend towards retro gaming properties," adds Lederman. "Building our presence in some key fashion and specialty retailers within fashion and accessories, both online and on the high street, will be aimed at both consumers who have grown up with the brand as well as a whole new generation of consumers who are discovering 'Space Invaders' for the first time."

Larkins believes that social media has been an integral part of the success for the brands





CPLG represents particularly within the Millennials and Generation Z consumers where the ability to engage is paramount.

“This is most relevant to classic properties where many of our consumers have grown up with the brands including Felix the Cat, ‘Space Invaders’ and those that we represent in European markets such as *Pink Panther*, Miffy, Care Bears and ‘Sesame Street.’”

In addition to collaborations, Lederman points out that CPLG works very strategically with all of its partners. “Brands can take time to build, and as such the onus is with working with like-minded partners who really understand the brand, appreciate great design, innovative product and working collaboratively,” he says. “The aim is to find the right home for the brands we represent and build a long-term, year-round presence with retailers who help build and support the brands.”

Collaborations can help expand the reach of brands by taking them into new points of distribution, new markets or reaching a different type of consumer. On top of this, the partner that we work with can also give their own spin or interpretation of the brand, which allows consumers to see it in a new light. All of this serves to help expand the reach and demand for the brand beyond the more traditional licensing platforms.

In the future, Larkins says that CPLG will continue to add to its collaborations program across the brands portfolio within each CPLG office. Some recent examples include:

- CPLG Italy, in addition to the collaborations that MGM have been doing on *Pink Panther* such as with Supreme, also executed several collaborations including Monnalisa for a range of childrenswear and Iceberg for a range of adult apparel.

- CPLG U.K. worked on a Care Bears collaboration with Ichiban, which was available at retailer ASOS.

- CPLG Iberia developed a Care Bears collection with Kristia Robustella.

- CPLG Germany will launch the second collection of “Sesame Street” x Puma range.

“Collaborations are absolutely integral to the CPLG strategy moving forward and we look forward to announcing more deals in the very near future,” says Larkins. ©



MAKING

UBM's MAGIC marketplace proves to be the most prominent fashion event in the U.S. Here are the most up-to-date details on new shows, new locations and new opportunities. by AMANDA CIOLETTI

Change in the fashion world is welcome and celebrated—constantly shoppers are looking for the next big thing, and fashion houses and retailers are quick to deliver, pushing the envelope to find fresh and innovative must-haves. Change is manifesting itself at retail now with fundamental shifts in how shoppers purchase items, as brick-and-mortars continue to re-invent the shopping experience, both in-store and online. And change is certainly afoot in the business-to-business world as the way the retail industry shops for customer's wearables.

This August 15-17 at the Las Vegas and Mandalay Bay Convention Centers in Las Vegas, Nev., MAGIC will host 15 curated shows with the latest fashion trends in men's, women's, children's, footwear and sourcing categories.

The MAGIC Structure

MAGIC is comprised of the shows PROJECT, THE TENTS, MRket, THE COLLECTIVE, POOLTRADESHOW, PROJECT WOMENS, STITCH, AccessoriesTheShow,

CURVENV, WWDMAGIC, FN PLATFORM, WSA@MAGIC, Children's Club MAGIC, SOURCING at MAGIC and Footwear SOURCING at MAGIC. The impressive (and growing!) list of shows under the MAGIC Las Vegas umbrella represents a major shift for the overall show—the joining of two major event companies to form one comprehensive fashion trade experience.

In April, UBM plc, North America's No. 1 events company and the owner of the MAGIC marketplace, purchased Business Journals Inc., a producer of fashion trade shows in New York and Las Vegas, for \$69 million.

With the acquisition, UBM Fashion Group, the united unit that now houses all fashion-related trade events, gained access to BJI shows such as AccessoriesTheShow, Edit, Fame, Moda, MRket and STITCH. The shows, which ran multiple times a year and in many cases in the same venues as UBM's fashion shows, combine with the MAGIC suite of events to create a total and complementary fashion portfolio.

The acquisition follows on the heels of UBM's purchase of Advanstar in 2014, which first brought fashion into the UBM fold thanks to its ownership of MAGIC as well as Advanstar's 2012 consolidation with ENK International, a fellow fashion trade show competitor.

"We are delighted to have acquired BJI," says Tim Cobbold, chief executive officer, UBM plc. "This transaction is very much in line with our Events First strategy. It adds to our presence in North America and also in the fashion sector, both of which were already strong following UBM's acquisition of Advanstar at the end of 2014. We see excellent opportunities to deliver an improved experience for customers and to realize the operational benefits which scale will bring."

New Shows and Collabs

New is the mantra for UBM, and new is what is happening.



MAGIC



Launching in Vegas this year is Children's Club MAGIC, a west coast version of the New York trade show Children's Club, which takes place four times a year.

Serving as an evolution of UBM Fashion's playground event, Children's Club MAGIC will continue to build and grow the kids' apparel marketplace by combining both events' roster of contemporary fashion brands. The bi-annual event will run alongside the August and February MAGIC Las Vegas events.

"We are always looking for ways to better serve the needs of our brands and buyers," says Lee Rosenbaum, director, Children's Club. "The launch of Children's Club MAGIC will allow us to give the growing children's fashion market much needed access to the most influential players in the industry on both coasts."

Shows are coming as well to create a more user-friendly experience, as UBM and EuroVet Americas join forces to co-locate a swimwear and lingerie trade show, now called CURVENV Hosted by PROJECT WOMENS within the MAGIC Marketplace.

"This is excellent news for our exhibitors and visitors who will be immersed in one of the best—if not *the* best—of the trade shows happening during Las Vegas' fashion week, showcasing only the best contemporary brands and creating incredible business opportunities," says Pierre-Nicolas Hurstel, chief executive officer, EuroVet Americas/CurvExpo. "This was the logical evolution in our collaboration with UBM and

MAGIC and I am thrilled that we made it happen."

The goal is two-fold: maximize the buying experience for retailers and brands, surely, but also to address the continually blurring lines between the apparel categories that ultimately create a one-stop-shop for ready-to-wear, swimwear and initiate apparel. PROJECT WOMENS houses women's contemporary collections, denim and accessories.

Fashionable Japan

Marketshare is continuing to grow as UBM has also announced the launch of IFF MAGIC Japan, a new joint venture between MAGIC and JFW-International Fashion Fair, Japan's longest running, bi-annual fashion business trade show organized by Senken Shimibun. The first co-venture will take place April 26-28, 2017, at the Tokyo Big Sight exhibition center.

The event will serve as the cornerstone of Japan Fashion Week and will feature a re-merchandised show floor that covers all categories, from men's, women's and children's apparel to footwear and sourcing, as well as a new social media presence. Currently, the show's exhibitors are all Japanese brands, but UBM says that some of the U.S. fashion customers are very likely to use the show as an entry point to the Japan market.

Licensing + MAGIC

Licensing Expo will also bring its expertise to MAGIC attendees with a limited-availability seminar that will include fashion industry executives as they discuss the unique business models and growth opportunities for fashion brands and their partners around the world.

Vincent Nesi, senior vice president, Iconix Brand Group; Rick Platt, division president, Sequential Brands Group; Henry Stupp, chief executive officer, Cherokee Global Brands; and moderator Marty Brochstein, senior vice president, industry relations, International Licensing Industry Merchandisers' Association, will be on hand Aug. 16 at 4 p.m. at the Las Vegas Convention Center, North Hall, Level 2, Room N251, for the don't-miss conversation. ©



FIVE REASONS TO HEAD TO BLE

With a number of new initiatives for visitors, educational seminars and more, Brand Licensing Europe is ready for October.

by ERICA GARBER

Now in its 18th year, Brand Licensing Europe is planning to continue the momentum from last year's show, which welcomed more than 7,200 visitors including retailers, manufacturers and licensees from 63 countries and 315 exhibitors that represented more than 2,500 properties. With a focus on global properties and advance show features that will improve attendee experience, Brand Licensing Europe is already gearing up for another exceptional year.

Organized by UBM EMEA and sponsored by the International Licensing Industry Merchandisers' Association, Brand Licensing Europe will take place Oct. 11-13 at London's Olympia.

This year's show will feature the brand-new Matchmaking Service, the widest range of brands from the U.K. and around the world, educational seminars and expanded initiatives for retailers, all while highlighting the growing European market.

"I'm delighted to welcome the licensing community to BLE 2016. We've worked hard to develop this event to

ensure that it's representative of the thriving sector it serves," says Anna Knight, brand director, customer technology and licensing, UBM EMEA. "With that in mind, we look forward to launching new elements to the Brands & Lifestyle Zone including a cross-category product showcase and the new and improved Retail Lounge. The Matchmaking Service, which saw huge success at Licensing Expo earlier this year, will also be available to all BLE exhibitors and attendees. From a personal perspective, I'm really excited to deliver my first BLE—here's to a fantastic and productive show."

Meet Someone New

A new addition to Brand Licensing Europe this year is the launch of the Matchmaking Service, which will enable exhibitors and visitors to request meetings with one another through an online portal ahead of the show.

The service will also allow users to create online profiles, identify key contacts

brand
licensing
europe
2016
11-13 October
Olympia, London

based on areas of interest and job type, build relationships and create new business opportunities. The platform is complemented by a team of experienced matchmaking professionals who will assist with meeting arrangements and managing the show's new Matchmaking Lounge.

Launched at Licensing Expo in June, the service generated more than 2,500 meetings, more than 345,000 online user profile views, connected 1,000 licensors with licensees and generated \$200,000 worth of business from one user alone during the three-day event.

The Matchmaking Service will be offered for free to all visitors and exhibitors in 2016.



visitors to the show, Brand Licensing Europe will aim to not only bring even more retailers to the event, but will make this group a priority for 2016.

A key initiative for Brand Licensing Europe is the Retail Licensing Europe is the Retail Mentoring Programme, which gives junior retailers a deeper understanding of the licensing industry. This year's Programme will bring together

more than 50 buyers from Europe and the U.K.'s leading retailers including Sainsbury's, Asda, Argos, Blackpool Pleasure Beach, Claire's Accessories, Halfords, The Entertainer, Tesco and Marks & Spencer for nine months of training and education on the licensing industry, how to make deals and pitfalls to avoid.

The Programme will then culminate with a visit to Brand Licensing Europe where junior retailers will be able to put their learning to practice.

Meanwhile, Brand Licensing Europe will also launch a new initiative for retailers of all levels and across multiple categories that will provide year-round content, learning and networking opportunities that enable retailers to stay up-to-date on trends in licensing. The Retail Licensing Club will be formally launched at an exclusive champagne reception for retailers during Brand Licensing Europe.

Finally, the Brands & Lifestyle Zone will include a new in-store feature that showcases a selection of licensed products like they would appear on shelves. Product categories will include apparel, homewares, health and beauty, stationery and gifts. Participating brands will hail from various licensing sectors including sports, heritage, automotive, fashion and charity brands, among others.



Something for Everyone

Boasting more than 2,500 brands, characters and images on the show floor from a raft of brand owners, visitors will have access to Europe's largest collection of properties across all key licensing sectors.

This year's exhibitors include Nickelodeon

Viacom Consumer Products, Activision and Pokémon, among many others, in the Character & Entertainment Zone; the Chelsea Football Club, the Natural

History Museum and the National Basketball Association and more in the Brands & Lifestyle Zone; and MGL Licensing, Manu and Paper Rose, in addition to many more, in the Art & Design Zone.

The show will also showcase a number of unique, European-based properties that aren't showcased anywhere else.



A Growing Market

With 25 percent of the global licensing industry located in Europe, according to LIMA, Brand Licensing Europe has experienced significant growth over the last decade. Last year, the show hosted visitors from 63 countries, with 80 percent of those hailing from Europe.

Additionally, last year year's show was the most well-attended show in the event's history and boasted a total of 7,203 visitors—66 percent of which were decision makers—and 315 exhibitors. This year, Brand Licensing Europe has already secured more than 200 companies, or 80 percent of its 8,000-square-meters floor space, and is on track to attract record numbers.

Retailers Welcome

With retail buyers accounting for 12 percent of all

Educational Seminars

In addition to hosting a raft of licensors, licensees, manufacturers and retailers, Brand Licensing Europe will also offer a range of free education programs in partnerships with the show's sponsor, LIMA.

The Licensing Academy will include panels, workshops and presentations designed to advance visitors' knowledge as well as keep them up-to-date with the newest and hottest industry trends.

There's also the Brands & Lifestyle Theatre, which will include presentations from specialists in the categories of lifestyle, sports, fashion and heritage licensing. More details on the content for the Brands & Lifestyle Theatre will be provided at a later date.

For more information on Brand Licensing Europe, or to register for free, visit BrandLicensing.eu. ©



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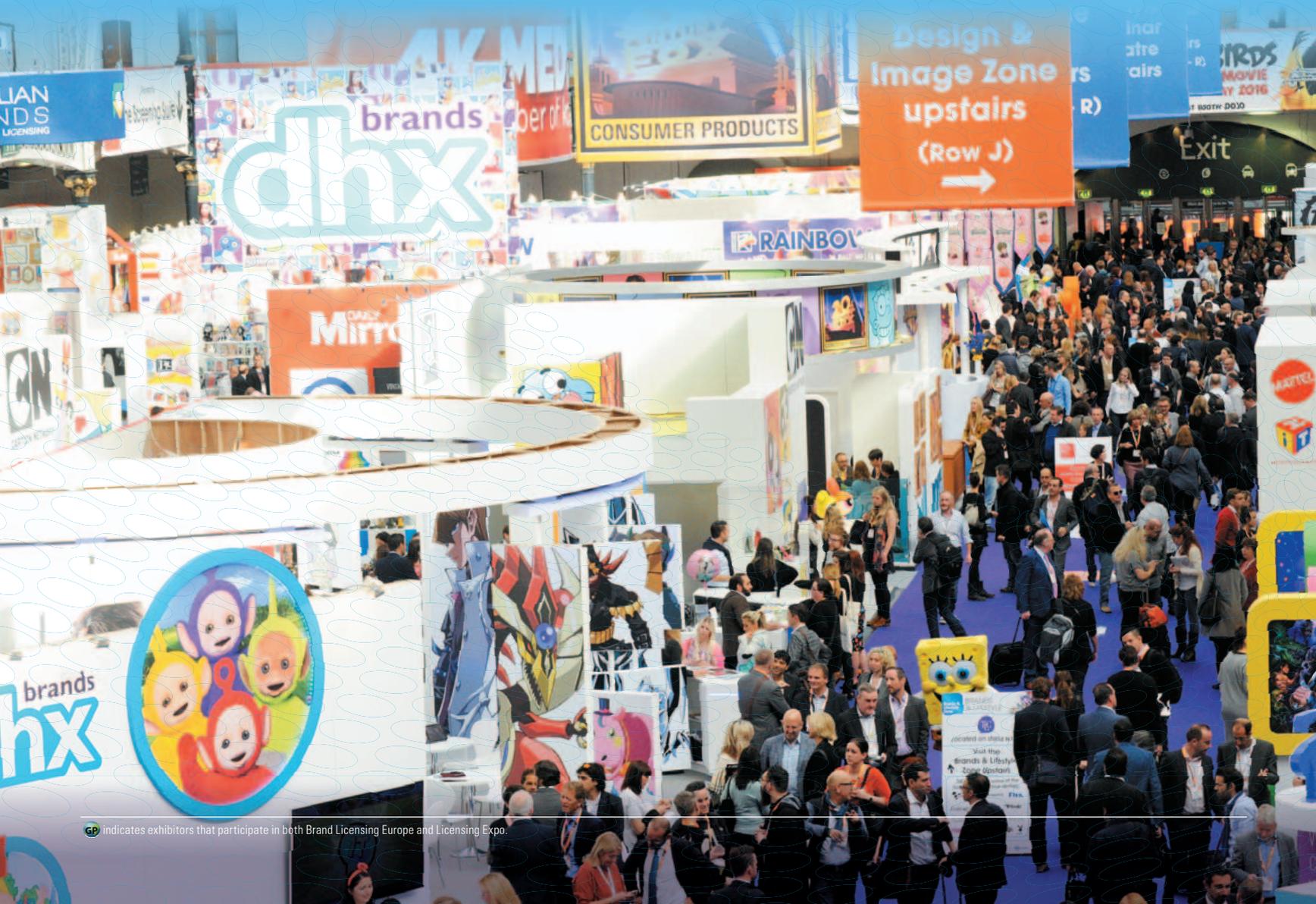
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2016 Brand Licensing Europe EXHIBITOR PREVIEW

The 2016 Brand Licensing Europe event will take place Oct. 11-13 at London's Olympia. *License! Global* has gathered together many of the exhibitors that attendees will find at this year's event, surely making for the most engaging and comprehensive BLE yet.



O+ Media

www.0plusmedia.com

Stand: B32

E: sales@0plusmedia.ru

O+ Media is a Russian company whose strategy is based on the promotion of services for kids and their parents. The strategy involves advertising opportunities and special project sponsorships on Russian family TV channels, licensing offers for animation brands and leading on digital services for kids and parents.

GP 20th Century Fox Consumer Products

www.foxmovies.com

Stand: E30

Kirsty Southgate, brand director, EMEA

E: kirsty.southgate@fox.com

A recognized industry leader, 20th Century Fox Consumer Products licenses and markets properties worldwide on behalf of 20th Century Fox Film Corporation, 20th Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with 20th Century Fox Television, one of the top suppliers of prime time entertainment programming to the broadcast networks.



GP Aardman Animations

www.aardman.com

Stand: F15

Hannah McFarlane, marketing and licensing coordinator

T: 0117 307 1318

E: hannah.mcfarlane@aardman.com

Aardman, based in Bristol, England, co-founded and run by Peter Lord and David Sproxton, is a world leader in animation. It produces feature films, television series, advertising and digital entertainment for both the domestic and international market. Their multi-award winning productions are novel, entertaining, brilliantly characterised and full of charm that reflects the unique talent, energy and personal commitment of the very special people who make up the Aardman team.

The studio's work is often imitated and



yet the company continues to lead the field producing a rare brand of visually stunning and amusing independent and commercials productions.

GP Activision Publishing

www.activision.com

Stand: B60

Ashley Maily, vice president, licensing and publishing

T: 001 310 255 2058

E: ashley.maily@activision.com

Activision Publishing is one of the leading global producers and publishers of interactive entertainment. Some of its most successful and beloved entertainment franchises include Call of Duty, the No. 1 best-selling console video game franchise of all time; Skylanders, which has more than \$3 billion in retail revenue life-to-date; Destiny, the largest new video game franchise launch in history; and Guitar Hero, the No. 1 music game of all time. Activision maintains operations throughout the world and is a division of Activision Blizzard, an S&P 500 company.



Adidas-A.C Milan

www.adidas.co.uk/ac_milan

Stand: P12

Irene Zarini, licensing specialist

T: 0039 (0) 39 271 5316

E: irene.ernesta.zarini@adidas-group.com;

irene.ernesta.zarini@adidas-group.com

Adidas, a leading multinational company, is exhibiting at BLE to expand the licensing business of A.C. Milan football Club, and F.I.R. National Rugby Team.



GP Alchemy Licensing

www.alchemylicensing.com

Stand: R38

Georgea Phillipson, licensing manager

T: 01162 824 828

E: licensing@alchemygroup.com

Alchemy was established in England more than 37 years ago (1977) and is a recognized worldwide brand name in Gothic, fantasy and alternative cultures. Alchemy Licensing was formed circa 2002 to manage



the demand for the Alchemy brand and artwork. The seeds of its licensing, however, were beginning to be sewn back in the early 80's with a t-shirt license issued to a London company that was actually owned by one of the U.K.'s leading pop groups. Since then, demand has increased for the Alchemy brand and new products to now include more than 40 licensees worldwide.

Alex Underdown Art

www.alexunderdownart.co.uk

Stand: J6

Winnie Underdown, manager

T: 00353 8709 15907

E: winnie@alexunderdownart.co.uk

A family run greeting card publishing company that is now looking to license its ever expanding design ranges to other companies.



Allsorts Licensing

www.allsortsmedia.co.uk

Stand: C84

John McInnery, managing director

T: 0123 421 2411

E: john@allsortsmedia.co.uk

Allsorts Licensing is an independent licensing agency that represents some of the worlds leading brands, not just in the United Kingdom and Republic of Ireland, but also in some Eastern European territories. Also known, in some cases, for marketing quirky art brands. Allsorts Licensing brings many years experience to the table.



GP American Greetings Entertainment

www.americangreetingsentertainment.com

Stand: E4

Megan Buettner, head of creative and digital

T: 001 216 252 4476

E: mbuettner@ag.com

American Greetings Entertainment is the intellectual property, entertainment and outbound licensing division of American Greetings Corporation, which was built upon the re-launch of Care Bears and other iconic kids' entertainment brands including

Holly Hobbie and Madballs, as well as Packages from Planet X, Twisted Whiskers and its newest IP, Buddy Thunderstruck. American Greetings Entertainment develops multi-platform entertainment franchises across all media channels and extensive consumer merchandising programs that immerse children and adults in brands they love.

Animaru

www.animaru.co.uk

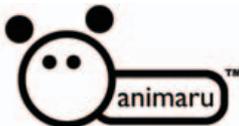
Stand: J3

Noel Hinton, managing director

T: 0126 371 5515

E: noel@animaru.co.uk

Animaru is an award-winning range of characters with proven sales success in the greetings card and publishing markets. All 400-plus animal characters have a vibrancy and natural appeal that makes them relevant for a wide range of products and audiences.



Ardea-Wildlife Pets Environment

www.ardea.com

Stand: J23

Paul Brown, managing director

T: 020 8318 1401

E: paul@ardea.com; ardea@ardea.com

Images of wildlife, pets and scenics from top photographers, perfect for merchandise of all types, especially greetings cards and calendars. Ask Ardea-Wildlife Pets Environment about its bespoke service for creating the perfect pet image or series of images for you.

Art + Science International

www.artistsandscientists.com

Stand: A85

Kiri Turnill, international product manager

T: 0190 388 5669

E: kiri@artistsandscientists.com

Art + Science is an International brand licensing and marketing agency comprised of brand building, marketing and licensing

professionals. With a breadth of experience in launching and marketing brands, whatever the project, the company respects it like it is yours but takes care of it as if it were theirs.



Art Ask Agency

www.artaskagency.com

Stand: P50

Maria Strid, managing director

T: 0034 936 452 225

E: maria@artaskagency.com

An internationally established licensing agency based in Barcelona, Spain, that offers full services to licensees and brand owners around the world including lifestyle brands, designers, character lines and pop culture brands. Art Ask Agency creates unique concepts together with established or emerging properties. It prides itself on maintaining direct personal relationships with all parties.



GP Art Brand Studios

artbrandstudios.com

Stand: K20

Kirsten Barthelman, vice president, licensing

T: 001 408 201 5273

E: k.barthelman@artbrandstudios.com

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



Assaf Frank Photography Licensing

www.bs-factory.com

Stand: J10

Assaf Frank, owner

T: 0127 668 3123

E: info@bs-factory.com

Visit Assaf Frank Photography Licensing agency to see its wide collection of new, vibrant, high-quality photographic images for licensing onto wall art and prints, greetings, gifts, calendars, stationery, puzzles and other products. Its collection

includes cityscapes, flowers, nature and beaches, humorous, seasonal and more.

Atlantya

www.atlantya.com/en/about_us

Stand: B22

Marco Piccinini, licensing manager

T: 0039 (0)243001013

E: marcopiccinini@atlantya.it

A trans-media entertainment company, Atlantya Entertainment maintains production and distribution, licensing, publishing, foreign rights sales divisions and, this year, has expanded into the development and production of live stage events with the establishment of its newest division, Atlantya Live.

GP Automobili Lamborghini

www.lamborghini.com

Stand: P10

Elisa Mignini, licensing

T: 0039 051 959 7980

E: elisa.mignini@lamborghini.com

Collezione Automobili Lamborghini is the established merchandise and licensing arm of Automobili Lamborghini, which produces some of the world's most sought-after super sports cars. AL's vision is to excite its clients through the most desirable Italian supersport luxury brand, bringing to the market products able to convey AL lifestyle—absolute, visionary and pure. The Collezione Automobili Lamborghini is developed in collaboration with partners that are leaders in different fields with a worldwide reputation.



GP Bandai Namco Entertainment Europe

www.bandainamcoent.eu

Stand: E75

Mio Kaneko, manager, overseas content licensing

T: 0081 367 445 360

E: intl-licensing@rd.bandainamcoent.co.jp

Bandai Namco Entertainment Europe, a part of Bandai Namco Holdings, is a leading global publisher and developer of interactive entertainment for all major video game consoles, iOS, Android and

online platforms. The company is known for creating and publishing many of the industry's top video game franchises including Pac-Man, Galaga, Tekken, SoulCalibur and Ace Combat. Bandai Namco Entertainment Europe is among the premier publishers in the Western hemisphere for anime-based video games including Naruto Shippuden, Dragon Ball Z and One Piece.



Barfoot + Duggan

www.barfootandduggan.co.uk

Stand: J35

Lucy Duggan, director

T: 0781 4094 227

E: lucy@barfootandduggan.co.uk;

lucy@barfootandduggan.co.uk

Vibrant and playful patterns that ping and "let fun in!" Barfoot + Duggan's versatile patterns are suitable for stationery, gifts, textiles, kid's stuff, wallpaper and more. Expect to see designs inspired by dragon fruit, birds in flight, people dancing the conga and word play.



GP BBC Worldwide

www.bbcworldwide.com

Stand: E20

Susan Palmer, licensing coordinator

T: 0208 433 1288

E: susan.palmer@bbc.com

BBC Worldwide is the main commercial arm and a wholly-owned subsidiary of the British Broadcasting Corporation. BBC



Worldwide exists to support the BBC public service mission and to maximize profits on its behalf. It does this through investing in, commercializing and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also builds the reach and reputation of the BBC brand overseas and champions British creativity.

Beano Studios

Stand: B90

Allison Watkins, executive vice president, global consumer products

E: licensing@beano.com

A new creative company that is building a multi-platform children's entertainment offering. Beano Studios will create, curate and deliver entertainment for kids, ages 7 to 10, across multiple touch points including new film and TV, digital platforms, theater, consumer products and the much-loved comic and annual. Focus brands are Beano, Dennis & Gnasher-Unleashed! and Jackie.



GP Beanstalk

www.beanstalk.com

Stand: Q100

Coralina Dashwood,

associate director, business development

T: 44 (0) 207 572 0850

E: coralina.dashwood@beanstalk.com

Beanstalk, a global brand extension agency, works closely with its clients to unlock brand equity and create many of the world's most recognisable products and services. It has more than three decades of experience in helping leading brands, celebrities, media properties, manufacturers and retailers creatively find ways to strengthen relationships with their most important stakeholder—the consumer. Beanstalk offers a breadth of services including brand licensing, direct-to-retail programme management, license acquisition for manufacturers, consulting and royalty auditing. Beanstalk's Europe and Asia business is headquartered in London, with offices across North America and affiliate partners throughout the world.



Biplano

Guillem Rey, managing director

Stand: B56

T: 0034 934 526 000

E: grey@biplano.com

With 25 years of experience in southern Europe, Biplano represents some of the best



licensors in the world such as Sanrio, King Features, Rovio, WWE, I.M.P.S., Animaccord, Paramount and MGA, among others.

Blue Zoo Animation

www.blue-zoo.co.uk

Stand: C2

Daniel Isman, finance director

T: 0207 434 4111

E: daniel@blue-zoo.co.uk

Blue Zoo

Animation is a BAFTA winning animation



production company based in London, that crafts creative CG character animation for all digital media platforms with a fresh quirky edge. From long-form children's TV series to striking commercials, short films and apps, it has the in-house skills to carry all sizes of projects

Bonus Marketing Productions

www.bonusmp.com

Stand: F37

Francesco Orlando, head of international

T: 0034 938 722 405

E: forlando@bonusmp.com;

jporras@bonusmp.com

Bonus is a global producer of licensed premiums located in Spain.



It creates differential premiums from its headquarter offices in Barcelona, producing them in its own facilities located in Toledo, Spain, that houses more than 6,000-square-meters and the latest packaging machines. Bonus is a solution for high-quality licensed premiums.

brandgenuity

GP Brandgenuity Europe

www.brandgenuity.com/global.php

Stand: P60

Teri Niadna, managing director

E: teri@brandgenuity.com

Brandgenuity is an award-winning boutique licensing agency with offices in New York, New York and London.

Brands with Influence

www.brandswithinfluence.com

Stand: F38

Dom Wheeler, director
T: 07909975891

E: dom@brandswithinfluence.com; info@brandswithinfluence.com

Brands with Influence helps its clients unlock their potential by developing the right brand strategies, delivering the right communication, creating the right products and ensuring that they get to market at the right time for the right price.

GP Bravado International Group

www.bravado.com

Stand: B40

Alex Mitchell,
licensing and
partnership manager

E: alexander.mitchell@bravado.com

Bravado is a leading global full-service music merchandising company that develops and markets high-quality licensed merchandise to a worldwide audience, with offices in 25 countries and more than 300 employees worldwide.



BRB Internacional

BRB Internacional

Stand: B30

Javier Biern, licensing director

T: 34917711400

E: jbiern@brb.es; licensing@brb.es

BRB Internacional

is an international company with more than 40 years

of experience in high-quality content production, distribution and licensing. In the area of licensing, BRB manages an ample catalog worldwide that also includes the properties Pac-Man (41 Entertainment), Geronimo Stilton (Atlantya Entertainment) and The Hive (Space Entertainment) for Spain and Portugal.



The British Library

www.bl.uk

Stand: K25

Rebecca Nuotio, head of commercial brand development and sales

T: 44 (0)20 7412 7532

E: rebecca.nuotio@bl.uk

With an unrivalled treasure-trove of content, The British Library continues to

seek visionary, innovative licensing partners who are excited by the potential of the brand and who have the commitment and capability to work with The British Library to bring the brand alive in the retail world.

Bulls Licensing

Bulls Licensing

www.bullspress.com/licensing

Stand: C62

Jeanette Eklund, project manager

T: 0046 722 312 118

E: jeanette eklund@bulls.se

Bulls Licensing is part of Bulls Press, which was established in 1929. Since then, Bulls has represented world-renowned brands for licensing, syndication and publishing. With headquarters in Stockholm, Sweden, and a worldwide agency network of more than 450 active licensees including Uniqlo, Finnair and UNICEF, Bulls Licensing offers a Nordic focus with international flair.

GP Capcom

www.capcom.com

Stand: B115

Michele Pearce, licensing consultant

T: 44 (0) 7949118876

E: michele.pearce@capcom.com; michele.pearce@capcom.com

Capcom is a leading worldwide developer, publisher and distributor of gaming interactive entertainment. The company has created groundbreaking franchises including Resident Evil, Street Fighter, Monster Hunter, Mega Man and Devil May Cry. Capcom maintains operations in the U.S., Canada, the U.K., France, Germany, Tokyo, Osaka, Taiwan, Hong Kong and Korea.

GP Capsubeans

www.capsubeans.com

Stand: B105

Ricky Lai, director

T: 008 529 733 4497

E: ricky lai@rikkimobile.com;

hello@capsubeans.com

Capsubeans, a newly discovered species of creatures from outer space, are born from toy capsule machines. They are born with a bean-shaped body. When they roll out from the machine during birth, they all suffered



concussions that caused damage to their brain, therefore they act silly and funny all the time. Capsubeans first appeared in May 2015 on social media with content such as funny 2D animations and pictures to express the creator's thinking. Capsubeans have been working with two hotels in Hong Kong to hold Capsubeans themed parties for kids.

Carbon 12011 Licensing

www.carbon12011licensing.fr

Stand: L9

Fleuridas Pascale, executive manager

T: 0033 663 718 108

E: fleuridas@carbon12011licensing.com;

licensing@carbon12011licensing.com

Carbon12011 Licensing is an agency offering licensing programs. Its expertise focuses on extending brands into licensed products for a strategic development. According to the brand identity and marketing positioning, it builds a consistent licensing program. Its core fields are automotive brands in their sportive and corporate aspects.

Caroline Mickler

www.carolinemickler.co.uk

Stand: A60

Sarah Gilbert

T: 0208 392 2439

E: sarah@carolinemicklerltd.co.uk;

caroline@carolinemicklerltd.co.uk

Caroline Mickler is an award winning, dynamic licensing agency that specializes in creating and implementing licensing programs for a diverse portfolio of brands including The Beatles and Moomin. It has a clear understanding of a brand's DNA and how to translate it seamlessly onto merchandise. Caroline Mickler transforms beautiful brands into beautiful merchandise.



Carte Blanche

www.cartelanchegreetings.com

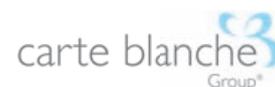
Stand: D95

Sarah Quigley, head of licensing

T: 0124 379 2600

E: sarah.quigley@cbq.co.uk

Carte Blanche Greetings was founded in October 1987



with a small portfolio of greeting cards. The company enjoyed rapid growth and success, launching its hero brand Me to You in 1995. This year, Me to You is celebrating its 21st anniversary.

Casterman

www.casterman.com

Stand: P20

Sophie Levie, licensing director

T: 003222098369

E: s.levie@casterman.com

Casterman is a major publishing company based in Brussels, Belgium, and Paris, France. Founded in 1780, it is now part of Madrigall, the third largest publishing group in France. Casterman's assets include a high quality list with children books and graphic novels as well as licensed characters such as Martine, Emilie, Ernest & Célestine and much more.

Celebrities Entertainment

www.celebrities-entertainment.com/site

Stand: E2

Ulf Vespermann, director

T: 0049 617 227 1820

E: vespermann@celebrities-entertainment.com

Celebrities Entertainment

focuses on brands, trademarks and entertainment properties that are primarily targeted at teenagers and young adults. Celebrities Entertainment helps its clients license their famous trademarks, copyrights and images and work with leading European consumer products companies, creating state-of-the-art licensed products.



Chelsea Football Club

www.chelseafc.com

Stand: L22

Mark Bell, merchandise licensing manager

T: 0207 565 1484

E: mark.bell@chelseafc.com

Chelsea Football Club were founded in 1905 and boast more than 400 million fans worldwide. Chelsea

FC's global popularity increases year-on-year, with licensing agencies already appointed in territories including Poland



and Brazil. Chelsea FC are looking for new opportunities to expand its brand and licensing program in the global market.

Claire Louise

www.clairelouise.eu

Stand: J9

Claire Hill, owner

T: 07715 373344

E: info@clairelouise.eu

Graduating with a first class honors degree in fashion textiles, Claire Louise creates a wide variety of designs using a mixed media of water colors, pastels, inks, fabrics and machine embroidery. Her art has been licensed onto bone china mugs, wall art, candles, picture frames, accessories, homeware, gifts and fashion.



Consumer Product Connection

Stand: B30

E: info@cpconnection.es

Consumer Product Connection was born from the necessity for brand owners to reach the global branding, licensing and merchandising world, collaborating with experts in the industry but without assuming the high costs and complexity of an internal department.

Coolabi

www.coolabi.com

Stand: E35

Anna Ball, licensing manager

T: 0207 004 0980

E: anna.ball@coolabi.com

Coolabi is a leading independent, international media group and rights owner specializing in the creation, development and brand management of children's and family intellectual property rights. All of its intellectual property rights are developed to excite, engage and sustain appeal to consumers across all media in every major market.



Cooneen By Design

Stand: C100

Mike Coles, director

T: 0161 273 5213

E: mike.coles@cooneen.com

Coneen By Design is a European licensed clothing design and manufacturer that supplies merchandise to all major retailers.

The Copyrights Group

www.copyrights.co.uk

Stand: F35

Polly Emery, brand and marketing director

T: 0203 714 1184

E: pollyemery@copyrights.co.uk

Copyrights is a full-service international agency offering strategic brand development and licensing expertise. Committed to long-term development, the Copyrights' portfolio includes Paddington Bear, The Snowman, Father Christmas, Fungus the Bogeyman, Greenwich Polo Club, The Country Diary of an Edwardian Lady, Bunnies by the Bay and Shinzi Katoh.

CPLG

www.cplg.com

Stand: C30

Danielle Brosnan,

marketing coordinator

T: 0208 563 6400

E: dbrosnan@cplg.com; cplginfo@cplg.com

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



GP Creative Licensing

www.creativelicensingcorporation.com

Stand: F68

Rand Marlis, president

T: 001 310 479 6777

E: rand@creativelicensingcorporation.com;

rand@creativelicensingcorporation.com

Creative Licensing is a full-service independent merchandise licensing agency that specializes in long-term brand development. Founded in 1982, Creative Licensing represents a large catalog of iconic films for worldwide partnerships.

GP Curtis Licensing

www.curtislicensing.com

Stand: F10

Mike Waldner, director

T: 001 317 634 1100

E: mwaldner@curtislicensing.com

As the licensing arm of The Saturday Evening Post, Curtis Licensing has been licensing its wide range of images to companies around the world for more than 30 years. Curtis's collection was originally comprised of cover illustrations from The Saturday Evening Post and Country Gentleman magazines by artists such as Norman Rockwell, J.C. Leyendecker, Stevan Dohanos and many others. Recently Curtis added thousands of copyrighted inside illustrations, articles, children's stories and activities from their children's publications Jack & Jill, Child Life, Humpty Dumpty and Turtle, bringing their archive of images to more than 8,000 illustrations, stories and activities.



Danken Enterprises Co.

www.danken.com.tw

Stand: B110

Anna Chen, sales

T: 0088 622 888 3070

E: sd@danken.com.tw

Danken, a professional hosiery manufacturer with more than 30 years in this field, specializes in infant, kid's, men's and ladies' socks, sports socks (running, hiking, cycling, skiing), compression socks, sublimation socks, tights and more. Danken socks are made with functional yarn such as wicking yarn, thermo yarn, anti-bacterial yarn and deodorizing yarn. Danken passes factory auditing for branding companies.

Deepmere

www.deepmere.com

Stand: J29

Phillip Day, director

T: 0788 762 2206

E: deepmere@gmail.com

Deepmere is a new company started by former lighting designer Phillip Day. He uses stage lighting techniques to produce unusual and intriguing images, usually in a small space and with one shot on a small digital camera.



Discovery Consumer Products

www.discoveryconsumerproducts.com

Stand: C82

Helen Round, marketing manager

T: 0208 811 3950

E: helen_round@discovery.com

Discovery Consumer Products



builds strong alliances with some of the world's most respected manufacturers and retailers to create compelling products and experiences across its portfolio of Discovery Communications brands and properties. From series-based fan gear and DVD's distributed through direct-to-consumer platforms to strategic third-party merchandising partnerships, Discovery Consumer Products brings the brands of the top global pay-TV programmer to consumers around the world.



Dorna Sports

www.dorna.com; www.motogp.com

Stand: P21

Phaedra Haramis, licensing manager

T: 0034 639 702 658

E: phaedraharamis@dorna.com

Licensor and commercial and licensing rights holder of the MotoGP brand worldwide.



Dot Dash Studio

Stand: J7

Paula Taylor, commercial director

T: 01509410353

E: paula@dotdashdesign.uk.com

With beautiful patterns and quirky characters, Dot Dash Studio will be returning to BLE with a plethora of exciting new artwork. Influenced by seven years of professional design experience working with some of the UK's top brands, the 2016 collection combines humor with a variety of art styles.

Dracco

www.dracco.com/home

Stand: D5

Rancy Wong, in-market operations manager

T: 852 21575988

E: rawong@dracco.com.hk



Dracco is a global corporation headquartered in Hong Kong with a significant commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionery, as well as brand development and product manufacturing. Dracco is the owner of a top girls' license in Germany—Filly. The company is dedicated to product development, internal design, manufacturing and emerging trends, as well as extensive worldwide distribution. It is an established licensee and licensor with more than 20 years in business.



DreamWorks Animation

www.dreamworksanimation.com

Stand: D60

Richard Hollis, head of consumer products, U.K.

E: richard.hollis@dreamworks.com

DreamWorks Animation is a global family entertainment company with business interests that span feature film and television production; licensing and consumer products; location-based entertainment; and new media properties, including the company's controlling interest in AwesomenessTV. The company's feature film heritage includes many of the world's most-beloved characters and franchises including Shrek, Madagascar, Kung Fu Panda and How to Train Your Dragon, while its 32 feature film releases have amassed more than \$13 billion in global box office receipts. DWA's television business has quickly become one of the world's leading suppliers of high-quality family programming.

DRI Licensing

www.drilicensing.com

Stand: F30

Alicia Davenport

T: 0203 757 2171

E: alicia@drilicensing.com



DRi Licensing is an independent licensing and marketing company specializing in the management of long term, high-quality characters and brands. It is an experienced full-service agency with a portfolio of brands in the children's publishing and

greetings sectors including Miffy, Roald Dahl, Madeleine Floyd and Boofle.

Dynit

www.dynit.it

Stand: F66

Alessia Marzadori,
manager assistant

T: 0039 (0) 51 602 0915

E: a.marzadori@dynit.it; info@dynit.it

A toys and stationery manufacturer and distributor, Dynit develops ideas for loyalty programs and customized items. It is a licensee of international brands.



Edebé Licensing

www.edebeaudiovisual.com

Stand: B30

David Recasens, licensing director

T: 34 93 206 31 54

E: drecasens@edebé.net

Brands are alive at Edebé Licensing because it chooses only the ones that inspire its team and drive its motivation higher. It is a full-service licensing agency within the entire scope of licensing and merchandising. Its aim is to develop new brand business opportunities and possible sources of revenue for clients.

Edis

www.edis.it

Stand: F65

Katia Valentini, sales manager

T: 0039 348 0704 505

E: katia.valentini@edis.it

Edis is a manufacturing industry expert in the production of made-to-order sticker collections, trading cards, collectibles and in-pack premiums for publishers, marketing and loyalty agencies worldwide, as well as mass retailers and the FMCG industry.

Edutainment Licensing

www.edutainmentlicensing.com

Stand: G25

Denise Deane, owner

T: 44 (0) 20 7985 0310

E: denise@edutainmentlicensing.com

Edutainment Licensing is an independent licensing agency specializing in brands that are both educational and



entertaining, especially those intended for children in their early years. "Learning through play" is the company's focus.

El Ocho Licencias y Promociones

Stand: B30

Maria Sanguino, international coordinator

T: 0034913504090

E: maria@el-ocho.com

El Ocho Licencias y Promociones is a Spanish licensing agency that manages properties for mainly the Spanish, Portuguese and Italian markets. From preschool TV shows to fashion brands and much more, El Ocho takes care of the brands and turns them into long term properties



Entertainment One

www.entertainmentone.com

Stand: C50

Alinie Chanthapanya, marketing coordinator

T: 0203 714 7984

E: AChanthapanya@entonegroup.com

Entertainment One builds long term, sustainable licensing programs on a global basis. eOne Licensing manages the creation and development of consumer products and associated marketing and promotional campaigns for some of the most high profile film, TV and lifestyle properties.

ETS

www.etslicensing.com

Stand: C80

Piero Piacentini, general manager

T: 0039 336 742 359

E: piero.piacentini@etsitaly.com

European Television Service is a family company in the business of creative industries for more than 50 years. The company has two offices—the headquarters based in Rome, Italy, (ETS post production services and ETS Production) and another office in Milan, Italy, (ETS Licensing and ETS Toys).

Fashion UK

www.fashions-uk.com

Stand: A50

E: natalie@fashions-uk.com

Fashion UK is an established licensed merchandising company, set up to supply multiple products across multi-territories that is based in Leicester, U.K. As children's apparel specialists, Fashion UK also covers boys', girls', ladies' and menswear, from socks, underwear, nightwear to a full range of outerwear.



FIFA

www.fifa.com

Stand: M25

Dominique Boyer, head of retail and licensing

T: 41432227992

E: dominique.boyer@fifa.org;

fifaretail@fifa.org

The Fédération Internationale de Football Association (FIFA) is an association governed by Swiss law founded in 1904 and based in Zurich, Switzerland. It has 211 member associations and its goal, enshrined in its statutes, is the constant improvement of football.



Fluid World

www.fluidworld.co.uk

Stand: A55

Claire Slight, personal assistant to the chief executive officer

T: 0780 886 1856

E: claire@fluidworld.co.uk

Founded by Andrew Lane in 2008, Fluid World is an independent brand management agency that represents brands on a global level such as Pusheen, the character made famous as an emoticon on Facebook messenger; Jourdan Dunn, an international supermodel; Goose, which are preschool stories; Sanrio's Hello Kitty; and Virgin Galactic, the commercial space line by Richard Branson.



francetv distribution

www.francetv.fr

Stand: F70

Aude De La Villarmois,
head of licensing

T: 0033 156 229 019

E: aude.delavillarmois@francetv.fr



francetv distribution works with producers and licensors to maximize revenues from their programs across all media platforms, including digital. Acting as the rights distributor and brand manager, francetv distribution offers an overall sales strategy encompassing video, VOD and music publishing, merchandising, games, magazines, book publishing and events, as well as French, international distribution and fund-raising.

GP FremantleMedia Kids and Family Entertainment

www.fremantlemedia.com/our-content

Stand: E55

Gemma Machin, acting vice president, events

T: 0207 691 5264

E: gemma.machin@fremantlemedia.com;

FMEvents@fremantlemedia.com

FremantleMedia

Kids & Family

Entertainment is

one of the most dynamic independent producers, licensors and distributors of engaging and ground breaking content in the sector. FMK's distinctive portfolio includes preschool properties such as Tree Fu Tom and Kate & Mim-Mim, the pioneering new engineering show Bitz & Bob and animated remake Danger Mouse.



Funtik Entertainment

www.funtikentertainment.com

Stand: B32

Igor Shulzhik, chief executive officer

T: 7 495 980 52 20

E: igor@funtikentertainment.com;

jacqueline@funtikentertainment.com

Funtik Entertainment is one of the oldest licensing agencies in Russia. It provides boutique services in licensing, consulting and production and manages a large portfolio of iconic Soviet cartoons. Funtik's motto is "classics stand the test of time" because it specializes in traditional entertainment based on evergreen and classic brands.

Gallimard Jeunesse

www.gallimard-jeunesse.fr

Stand: P20

Claire Jeunesse, licensing

T: 0033 149 544 214

E: claire.jeannin@gallimard-jeunesse.fr

Founded in 1972, Gallimard Jeunesse is

**GALLIMARD
JEUNESSE**

a leading French publisher for children's books. With more than 250 million books sold, Gallimard Jeunesse develops worldwide merchandising for its characters, brands, intellectual properties and authors such as Trotro, Pj Masks, Penelope, My Sound and Picture Dictionary, My First Discoveries, Prince de Motordu and more.

Gateley Plc

Gateley

www.gateleyplc.com

Stand: F76

Leah Moy, Marketing

T: 0161 836 7962

E: leah.moy@gateleyplc.com

Gateley is a leading national commercial law firm. With 10 U.K. offices and one in Dubai, Gateley is a full-service law firm that promotes the commercial interests of companies, individuals and organizations across the U.K. and beyond. It provides clear, pro-active legal advice and a pragmatic, partner-led service.

GP Gici Toys

www.gicitoys.com

Stand: E103

Andres Verdier, creative director

T: 0111547562169

E: averdier@gc-properties.com

Gici Toys are dedicated to the creation, design, development and manufacturing of toys, premiums, gadgets and novelties. The company works in promotional marketing for all consumer products companies, satisfying all customer's requirements. Its products are tailor-made. Gici Toys likes to re-invent and create permanently.



Gingerbread House

www.lannoographics.com

Stand: J13

Vanessa Demaeght, licensing and marketing

T: 0032 514 242 52

E: vanessa.demaeght@lannoo.be

Gingerbread, a premium design-led



brand, was created by the design studio Gingerbread House and is all about bringing positive messages to life. Gingerbread's mix and match designs work for a wide variety of product categories and are loved by a broad audience.

Giochi Preziosi Group

www.giochipreziosi.it

Stand: F55

Gianluca Petruzzelli, licensing

T: 0039 (0) 296 475 369

E: petruzzelli@giochipreziosi.it

Giochi Preziosi Group is one of the world's leading companies in the toy market sector and a leader in the Italian market. The company's success is based on research and development, carefully tuned sales and marketing policies and an effective communications strategy.



GP Glory Innovations

www.glory-world.com

Stand: G30

Anita Kuan, account manager

T: 886 2 22901155

E: Anitakuan@glory-world.com

Glory Innovations is a premiums company that can do OEM.

GP Hasbro Brand Licensing & Publishing

www.hasbro.com/en-gb

Stand: D40

Katherine Buckland, senior licensing director, Europe

T: 0208 569 1234

E: Katherine.Buckland@hasbro.com

Hasbro is committed to leveraging its beloved brands including Transformers, My Little Pony, Monopoly, Littlest Pet Shop, Nerf, Play-Doh,



Magic: The Gathering and its newest franchise Hanazuki to “create the world’s best play experiences.” At Brand License Europe 2016, Hasbro will continue to bring its stories to life across multiple mediums including entertainment, publishing and branded experiences. Hasbro will also showcase its range of high-end fashion from industry tastemakers, as well as a broad range of consumer products including toys and games, back-to-school and apparel and accessories at this year’s show.



HCA

www.hcacreation.com

Stand: B34

Herve Chiquet, managing director

T: 0033 608 224 471

E: h.chiquet@hcacreation.com

HCA is a French brand founded by Hervé Chiquet 17 years ago. HCA’s design studio team of illustrators and graphic designers creates innovative concepts for teenagers and adults. HCA develops new a graphic style guide every year for its properties inspired by fashion and contemporary trends. With a portfolio of more than 3,000 design samples and eight unique property collections, HCA keeps expanding its presence globally with over 30 worldwide licensees. Properties include Catsline, Dogs&Shapes, Kate-Rose Berry, Charming Day, Miss Dolly, Tedinours, Little Charlie, Amiko-Shi.

History & Heraldry

Stand: J4

Allison Myers, licensing manager

T: 01709730700

E: allison.myers@historyheraldry.com

Pain in the Sass started life as a couple of sketches across social media, however positive engagement prompted History & Heraldry to create more imagery and think about licensing. Designed in a bright pop art style with unique, hilarious and witty quotes about female life, the brand’s target market is adults, age 18 to 35 and beyond.



I.M.P.S

www.smurf.com/en

Stand: B50

Philippe Glorieux, head of marketing and

communications

T: 0032 497 570 707

E: philippe.glorieux@smurf.com

IMPS (LAFIG Belgium) are the official licensors of “The Smurfs.” The company works with agents worldwide to develop successful licensed merchandising, promotions and retail activities, publishing and broadcasting deals. The brand now expands its reach through initiatives such as an international live stage show and the opening of theme parks.



Imperial War Museum

www.iwm.org.uk

Stand: R10

Anne Buky, brand licensing manager

T: 0207 091 3072

E: abuky@iwm.org.uk

Imperial War Museums is comprised of five museums with large collections that tell people’s stories through objects and art. A recent collaboration with Hemingway Design and others have re-imagined the collections with the iconic Spitfire, Churchill–Wordsmith, Sew and Save and Turn over a new Leaf collections.



Intellectual Property Office

www.ipo.gov.uk

Stand: F78

Gary Townley, business outreach

T: 0163 381 4345

E: gary.townley@ipo.gov.uk

The Government agency responsible for protecting intellectual property (trade marks, copyright, designs and patents) in the U.K.



International Brand Management & Licensing

www.ibml.co.uk

Stand: P100

Adrian Davie, brand manager

T: 44 (0) 8451641727

E: adavie@ibml.co.uk

IBML is a global brand owner with offices



in London, New York, Hong Kong and Shenzhen. It licenses the use of its world-class sport, fashion and lifestyle brands to partners around the world. IBML offers a unique combination of brand management, marketing, commercial, legal and IP expertise.



ITV Studios Global Entertainment

www.itvstudios.com

Stand: C20

Anna Hutchinson, project manager

T: 0207 157 3728

E: anna.hutchinson@itv.com

ITV Studios is one of the U.K.’s largest commercial production companies and among the largest independent non-scripted producers in the U.S. ITV also has production offices in Australia, France, Germany and the Nordics. ITV Studios Global Entertainment is the international distribution, consumer products and licensing arm of ITV Studios. ITVS GE represents more than 40,000 hours of award-winning, prestigious and top-quality programming across all genres 3,000-plus broadcasters around the world.



J!NX

www.jinx.com

Stand: Q10

Matthew Cabatingan, events coordinator

T: 8885469266

E: matthew@jinx.com; cullen@jinx.com

J!NX is a leader in gaming products and currently produces apparel, toys and accessories for more than 35 different licensees. Complete with an in-house J!NX brand, the company has been rapidly expanding in the gaming market since being its in 1999.



Jazwares

www.jazwares.com

Stand: C104

Sam Ferguson, senior director, licensing and retail

T: 44 203 384 4991

E: sferguson@jazwares.com;
mherrera@jazwares.com

With its focus on creativity, innovation and function, Jazwares has established itself as a well-respected leader in the licensed products industry. Delivering diverse lines of toys and consumer electronics, its portfolio includes Peppa Pig, Tube Heroes, Minecraft, Terraria, Animal Jam, Panda-a-Panda, RWBY and more.

JCB

www.jcb.com

Stand: F50

Caroline Potter, licensing executive

T: 0188 959 4182

E: caroline.potter@jcb.com

JCB is one of the world's leading construction manufacturers with 12,000 employees and 22 factories around the world. In 2016, JCB celebrates its 70th anniversary making it a British success story that has extended around the globe.

JELC

www.jelc.co.uk

Stand: Q25

Jane Evans, joint managing director

T: 0122 581 9030

E: jane@jelc.co.uk; jane@jelc.co.uk

JELC is an independent U.K.-based licensing agency that represents its clients on a global basis. The company has an experienced management team with varied a portfolio that works with heritage, art and design, corporate brands, children's TV development and greetings properties. JELC's sister company is Berussia, which is based in Moscow and represents a different portfolio for the Russian market.

The Jim Henson Company

www.henson.com

Stand: A35

Erica Steveson, licensing associate

T: 001 323 802 1705

E: esteveson@henson.com

The Jim Henson Company has remained an established leader in family entertainment for 60 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Henson has received more than 50 Emmy awards and nine

Grammy awards. Recent credits include the Emmy-nominated series Sid the Science Kid, Dinosaur Train and Pajanimals, as well as the CG-animated preschool series Doozers, the upcoming preschooler series Dot., and the Netflix series for preschoolers Word Party. Top titles currently in production include the groundbreaking series Splash and Bubbles for PBS Kids and the Netflix Original preschool show Julie's Greenroom, starring actress Julie Andrews.

Kate Mawdsley

www.katemawdsley.com

Stand: J21

Kate Mawdsley, artist

T: 0198 678 5444

E: kate@katemawdsley.com;

kate@katemawdsley.com

Kate Mawdsley is a British illustrator well known for cat and dog images, as well as Christmas. Mawdsley's work is licensed worldwide on all products, from mugs to stationery.

Kidsout UK

www.kidsout.org.uk

Stand: P72

Julian Margolin, chief ambassador

T: 0796 767 6869

E: julian.margolin@kidsout.org.uk

KidsOut is a children's charity founded in 1989. It delivers a range of U.K. children's services including support for U.K. children who have escaped domestic violence. KidsOut supports more than 50,000 children each year.

King

www.king.com

Stand: C87

Joanne Lewis, marketing manager

T: 0753 938 9412

E: joanne.lewis@king.com

King Digital

Entertainment is a leading interactive entertainment company for the mobile world. As of Q4 2014, King has a network of 318 million monthly unique users and has developed more than 200 exclusive games that are offered in more 200-plus countries. King was acquired



by Activision Blizzard in February 2016. King offers licensing opportunities for its three Candy Crush franchise brands—Candy Crush Saga, Candy Crush Soda Saga and Candy Crush Jelly Saga.

KING FEATURES
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King Features

www.kingfeatures.com

Stand: E65

Cathleen Titus, vice president, international licensing

T: 001 212 969 7537

E: ctitus@hearst.com

King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is a premier global distributor of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most experienced organizations in merchandise licensing and entertainment, King Features represents classic properties such as Popeye, Olive Oyl, Betty Boop, Hagar the Horrible, Flash Gordon, The Phantom, Mandrake the Magician and Prince Valiant.

Kino-Mo

www.kino-mo.com

Stand: G70

Art Stavenka, founder

T: 0203 0868 627

E: art@kino-mo.com

Kino-mo developed the technology that allows 3D videos to appear floating in the air and are the new holograms for mass market. The holograms can be changed remotely on-demand. The technology was named a top three British invention of 2015, and named among the world's 10 best technologies by Yahoo and Inc magazine.



KOCCA (Korea Creative Content Agency)

www.kocca.kr

Stand: E25

Hye Jin Catherine

Kim, manager

T: 0082 61 900 6217

E: catherine@kocca.kr; catherine@kocca.kr

The Korea Creative Content Agency



(KOCCA) is one of South Korea's leading government agencies that oversees the advancement of Korean creative content, both domestically and internationally. KOCCA covers a wide range of Korea's creative industries including gaming, animation, character licensing, music, fashion and broadcasting. KOCCA actively advances these industries via production support, marketing and promotion, global expansion abroad, human capital development and cultural technology implementation.

Koko Rose Media

www.deerlittleforest.com
Stand: J27

Lisa Hryniewicz, managing director
T: 44 203 652 5629
E: lisa@koko-media.com

Created by Jo Rose, Flora of the Forest is a preschool brand about an animal loving, tree hugging, universe exploring adventurer who lives with her research scientist mom in a treehouse, and her furry friends. The TV series was developed by multi-BAFTA and Emmy winning team of executive producer Karen Fowler and King Rollo.

Lemon Ribbon

www.lemonribbon.com
Stand: J22

Edward Weale, business director
E: info@lemonribbon.com

Lemon Ribbon creates little packages of imagination—unique, on-trend designs that children, parents and retailers love. From its studio in London, Lemon Ribbon's team of designers produce prints and graphics that sell around the world.



Leoni

www.leonispaspa.it
Stand: F67

Alice Gasparini, fair coordinator
T: 0039 (0) 59 907 288
E: alice.gasparini@leonispaspa.it

Leoni is a leading company in the study, development and production of promotional items of any kind. From OEM/licensed toys to die-cast models, partwork collections

and loyalty campaigns, Leoni can meet the requirements of even the most demanding customers with unique products, all in compliance with relevant regulations.



Licensing Management International

GP Licensing Management International

www.lmiuk.com

Stand: F85

Nicola Danson, general manager

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E: nicola@lmiuk.com;

enquiries@lmiuk.com

Established in 1982, LMI works in partnership with brand owners to develop and implement licensing programs. Understanding a brand's strategic objectives and its business and social values is key to the company's work. Affiliate company Bradford License Europe handles the European licensing for HBO's acclaimed series Game of Thrones.

Lil Critter Workshop-Giggle Garage

www.lilcritterworkshop.tv

Stand: C105

Walid Omar, managing director

T: 603 7732 9155

E: walid@lilcritterworkshop.tv

Lil Critter

Workshop and Giggle Garage animation

studios in Malaysia create characters and animated kids' content that is entertaining, unique and available for licensing internationally.



LIONSGATE®

GP Lionsgate Entertainment

www.lionsgate.com

Stand: E52

Sheila Clarke, senior vice president, consumer products

T: 001 310 255 3955

E: licensing@lionsgate.com

Lionsgate is a premier next generation

global content leader with a diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, international distribution and sales, branded channel platforms, interactive ventures and games and location-based entertainment.

Lisle International Licensing

www.lislelicensing.com

Stand: A20

Francesca Lisle-Grimshaw, partner

T: 0193 758 6237

E: francesca@lislelicensing.com

lislelicensing.com

Established in 2010,

Lisle International has a unique combination of experience and youth which, when amalgamated together with extensive research capabilities and local market knowledge across all sectors of licensing, creates a fresh, innovative and proficient licensing agency.



GP LoCoco Licensing

www.lococolicensing.com

Stand: E3

Julie LoCoco, vice president

T: 001 770 481 0720

E: julie@lococolicensing.com;

info@lococolicensing.com

LoCoco Licensing is an established licensing agency specializing in the art and design category since 1994. LoCoco is a boutique agency focused on creating mass appeal art, such as its Keith Kimberlin brand, kitten and puppy photography and its newest artist, P.D. Moreno. Brand collections include Animal Club International, Dinosaur Play Club, Fast Wheels Club and Fish@School. "LoCoco Licensing stands above the competition."

m4e

www.m4e.de/en

Stand: B15

Joe Hofer, senior marketing and PR manager

T: 0049 8102 994 5355

E: hofer@m4e.de; hofer@m4e.de

The m4e Group is an international brand management company for kids and family entertainment, managing all business aspects from production up to merchandise

products in order to roll out brands worldwide. Its library of 2,300 episodes features recognizable brands such as Mia and me, Tip the Mouse and Wissper.

Manchester City FC

www.mancity.com

Stand: R18

Miles Gardiner, licensing manager

T: 44 207 874 5514

E: miles.gardiner@cityfootball.com

Manchester City Football Club are part of the City Football Group which includes New York City, Melbourne City and The Yokohama Marinos. It is looking to engage with licensees who are keen to be part of its continued growth, delivering great products to its global fanbase.

GP Manu

www.lilledy.com

Stand: J1

Antonija Majstorovic, creative director

T: 385 98 230 225

E: antonija@manucreative.com;

hello@manucreative.com

Lil' Ledy is a character-based lifestyle brand for the female market launched in 2014 in London. It's a contemporary styled brand that combines cute and sophisticated design. Lil' Ledy is a lifestyle icon promoting a positive attitude towards life. The real meaning of being yourself and unique is summed up in the brand's slogan, "Not perfect, just special!" In 2015, the brand won License! Global's One To Watch award Licensing Expo. In 2016, the first Lil' Ledy story and coloring book was created, branching the brand out into the publishing category.



Marcrom Licensing

www.marcrom.com

Stand: B30

Ivan Marco, chief executive officer

T: 34 93 639 71 45

E: ivanmarco@marcrom.com

Marcrom is a licensing and promotions agency that represents a portfolio of fashion, design, entertainment, sports,

lifestyle and celebrity brands. Its team has experience in licensing, promotions and retail. The main markets for Marcrom are Spain, Portugal and Latin America. The company has brands for all targets.



GP Marvel Press

www.marvelpress.co.uk

Stand: N17

Doug Hall, director of marketing

E: dhall@marvelpress.com

Marvel Press is a global leader of mass customized and personalized products with a minimum order quantity of one. The company specializes in dye-sublimated products on metal, wood, glass, ceramic and textiles. It is a B2B manufacturer that offers more than 150 products and end-to-end fulfillment, with production facilities in the U.S. and the U.K. It also offers e-commerce solutions, website integration via API and marketplace and social media integration.

GP Masha and the Bear

www.mashabear.com

Stand: C70

Daria Katiba, PR manager

T: 7495 230 0180

E: katiba@animaccord.com;

info@animaccord.com

Masha and the Bear is a globally expanding animation by Animaccord that is proving its ability to entertain families globally, says the company. Based on a Russian animated TV series produced in 2009, Masha and the Bear has achieved a strong position with an ever-growing licensing program. According to Animaccord, it is the top three most popular brand in EU (BrandTrends 2016), a Kidscreen Awards winner, a License! Global 2016 Top 150 Global Licensor Licensor, Top 10 production (Kidscreen), LIMA Award nominee 2016, and more. Today the brand is supported by partners



such as Simba Dickie, Spin Master, Netflix, Warner Bros., Sony, Ferrero, Penguin, Egmont, Panini, Crayola and others.

GP Mattel Brands Consumer Products

www.mattel.com

Stand: E10

Rebecca Harris, consumer products manager, retail and communications, EMEA

T: 01628 500130

E: rebecca.harris@Mattel.com

Mattel is a creations company that inspires the wonder of childhood. Its mission is to be the recognized leader in play, learning and development worldwide. Mattel's portfolio of global consumer brands includes Barbie, Fisher-Price, Hot Wheels, Monster High, Thomas & Friends, Fireman Sam and Bob the Builder, among many others. Mattel also creates a wealth of lines and products made in collaboration with leading entertainment and technology companies. Driven by great content, toys and games, these much loved brands are being brought to life across multiple consumer product categories.



Maui and Sons

www.mauilandsons.com

Stand: Q12

Blake Harrington, licensing director

T: 44 208 563 9131

E: blake@mauiandsons.com

Maui and Sons is an action sports lifestyle brand established in Newport Beach, Calif., in 1980. Today the brand's Cookie logo and iconic Sharkman character are recognized trademarks by many fans all over the world.

MEDIATOON

LICENSING

Mediattoon Licensing

www.mediattoon.com

Stand: F20

Johanna Moreau, licensing manager

T: 0033 153 263 220

E: johanna.moreau@mediattoon.com

Mediatoon Licensing is the in-house licensing agent of Media Participations, a publishing, press and audiovisual production group. Its properties come from the animation and publishing of world famous characters such as Garfield, Spirou, The Magic Roundabout, Lucky Luke, Yakari, Marsupilami, Bobby & Bill and more.

Melnitsa Animation Studios

www.melnitsaagency.ru

Stand: B32

Kristina Siliverstova, international projects and licensing manager

T: 007 906 067 5113

E: kristina@melnitsaagency.ru

Melnitsa Agency manages the rights and licenses for all projects produced by one of Russia's largest animation studios, Melnitsa Animation Studios. Its award winning properties include titles such as Moonzy, The Pooches, Three Bogatyrs and many more. Melnitsa also provides services that support licenses such as copyright protection, production promotions, cross-promotional and online activities.



Metrostar

www.metrostarmedia.co.uk

Stand: B58

Claire Potter, managing director

T: 0203 784 2796

E: claire@metrostarmedia.co.uk

Metrostar is both a brand licensing agency and a literary agent.



It represents

The Scout Association, Alice Tait, Little House on the Prairie, Elmer the Patchwork Elephant, Toot the Tiny Tugboat, Boj, Dear Zoo, Toby's Travelling Circus, Chloe's Closet, Little Suzy's Zoo and Wuzzywat.

GP MGL Licensing

www.mgllicensing.com

Stand: J0

Alex Rodriguez, image coordinator

T: 0208 392 8004

E: studio@mglart.com

MGL is one of the world's leading art licensing companies and prides itself on representing stunning imagery for an array of merchandise ranging from greeting cards, calendars and stationery, to jigsaws, apparel, bedding and home décor. The work of more than 50 artists and designers is represented within a growing portfolio of over 10,000 images, covering a variety of categories including wildlife, floral, landscapes, patterns and vintage. As well as providing existing artwork, MGL also offers a customized service to either adapt existing imagery or create new, bespoke designs.

The Ministry of Defence

Stand: N40

E: charlotte.hayward-cook@img.com

The Ministry of Defence and the three trademarks that drive its licensing program—the Royal Navy, British Army and the Royal Air Force—are the pillars to the U.K. Armed Forces. They are true classic brands, given their cultural importance, history and relevance both today and for the future.

Monday2Friday

www.monday2friday.net/en

Stand: P52

Blanca Diaz-Aguado, artistic director

T: 0034 617 017 051

E: admin@monday2friday.es

Monday2 Friday is an international boutique licensing agency from Barcelona, Spain, that represents contemporary artists and emerging brands. Monday2Friday has 20 years of experience and a presence in London and China.

GP Mondo TV

www.mondo-tv.com

Stand: D70

Valentina La Macchia, director

T: 0039 02 495256690

E: valentina.lamacchia@mondotv.it; consumerproducts@mondotv.it

Mondo TV Group is made up of four companies with the main office based in Rome, Italy. It is one of the leaders in Italy and among one of the primary European operators in the production and distribution

of animated cartoon series as well as full-length feature films for TV and film markets. Mondo TV specializes chiefly in the creation and worldwide distribution of animated cartoons, and the group also distributes some of the best-known Japanese animated series in Italy as well as in several Spanish-speaking countries. The consumer products division represents the Mondo TV's merchandising, licensing and publishing rights and for third parties properties as well.

Moomin

www.moomin.com/en

Stand: C60

Jeanette Eklund, project manager

T: 0046 722 312 118

E: jeanette.eklund@bulls.se

The Moomins were created by Tove Jansson (1914-2001), painter, illustrator, author and artist. The first book was published in 1945. Jansson wrote and illustrated novels, picture books and comics about the Moomins. Today, her works have been translated into over 50 languages. The Moomins have a very successful licensing program worldwide.



GP MyMediaBox

www.MyMediabox.com

Stand: B80

Nicole Ducleroir, marketing and training manager

T: 678-509-6930

E: nicole.d@mymediabox.com

MyMediabox, a leader in providing online solutions for digital asset management, product approvals and contract/royalty management, is used daily by more than 100 licensors and 54,000-plus licensee end users in over 125 countries.

National Basketball Association (NBA)

www.nba.com

Stand: Q15

Eduardo Gueiros, licensing account manager

T: 44 20 74208915

E: egueiros@nba.com

The NBA is a global sports and media business. The league has established an international presence with games and programming in 215 countries and territories in 49 languages, and with NBA merchandise for sale in more than 125,000 stores in 100 countries on 6 continents.



National Museum of Royal Navy

www.nmrn.org.uk

Stand: L20

Giles Gould, head of commercial

T: 0239 272 7583

E: giles.gould@nmrn.org.uk

The National Museum of the Royal Navy is now the third biggest tourist attraction outside of London, covering seven sites with ships, submarines, planes and millions of artefacts and documents in its collection.

National Portrait Gallery

www.npgimages.com

Stand: K30

Hattie Clarke, marketing and sales executive

T: 020 7312 2443

E: hclarke@npg.org.uk;

mbailey@npg.org.uk

The National Portrait Gallery holds more than 300,000 portraits of interesting and inspiring people, allowing you to choose from its large but carefully curated collection. Alongside images on its website, National Portrait Gallery also has a vast archive and will help you search and arrange licences for the use of images in your projects.

NBCUniversal Brand Development

www.nbcuniversal.com

Stand: E45

Marc Low, senior vice president, international consumer products sales

T: 44 44 203 618 ext. 8645

E: marc.low@nbcuni.com;

darice.murphy@nbcuni.com

The NBCUniversal Brand Development Group drives expansion of the company's IP across the corporation. This unit

oversees Universal kids and family TV productions, digital products and gaming, consumer products and franchise management, developing titles into sustainable brands in business areas including television, digital, gaming, consumer products and live events, among others.



GP NECA

www.necaonline.com

Stand: B25

Rachel Spring, director of international sales

T: 001 908 686 3300 ext. 5310

E: rachels@necaonline.com

NECA is the leading designer, marketer and worldwide distributor of licensed consumer goods based on some of the world's most established and beloved entertainment properties. NECA spans all consumer categories and distribution channels, providing an end-to-end solution to elevate each property while protecting the creator's vision. From action figures to apparel, giftware and beyond, the company's mission is to deliver superior products at affordable prices.

GP Nelvana Enterprises

www.nelvana.com

Stand: E50

Antoine Erligmann, co-head, EMEA

T: 0033 142 710 828

E: antoine.erligmann@corusent.com

With more than 4,000 episodes in its library, Nelvana, a Corus Entertainment company, is one of the world's leading international producers and distributors of kids' animated content. The merchandising team develops and promotes a portfolio of various brands such as Ranger Rob, ZhuZhu Pets, Little Charmers and Shopkins in



EMEA. Nelvana is the representative licensing agent of Thunderbirds, Power Rangers, Super Wings and Beyblade Burst in France, as well. Thanks to its know-how, Nelvana secures new partnerships in broad categories for all its brands.



GP Nickelodeon and Viacom Consumer Products

www.nick.co.uk

Stand: D10

Tom Gunn, brand director

T: 0203 580 2474

E: tom.gunn@vimmn.com

Nickelodeon Viacom Consumer Products will spotlight plans to reach multiple demographics with its iconic, evergreen properties including Teenage Mutant Ninja Turtles and SpongeBob SquarePants, announce new initiatives for established preschool hits and new series including Paw Patrol, Blaze and the Monster Machines and Shimmer & Shine, continue to expand its core adult offering with MTV and South Park and develop its new infant offering, Nickelodeon Baby.

GP Octane 5

www.brandcomply.com

Stand: G40

Jim Kucia, vice president, business development

T: 001 770 877 0331

E: jim@octane5.com;

info@octane5.com

Protect your licensing ecosystem and manage compliance throughout the licensing lifecycle. BrandComply.com delivers the only true contract to consumer licensing solution. The principals of Octane5 pioneered the enterprise approach to managing a licensing business and continue to lead the industry. As one of the fastest-growing technology companies in the space, Octane5 continues to innovate and the lead the market with our products, services and thought leadership.

OiDroids

www.oidroids.com



Stand: A70

Jonathan Klemenz, founder

T: 01293 776468

E: jonathan@lunarlime.com

The company is the creators of OiDroids, a unique collectible series of pop out and build robot characters that come printed on postcard-sized cards. OiDroids are pre-cut and creased, so no cutting or sticking is needed—just pop out, fold and join.

On Entertainment

www.onkidsandfamily.fr

Stand: F45

Veronique Philibert Philbois, licensing and marketing director

T: 0033 180 480 479

E: v.philibert@onentertainment.fr

Founded in 2013, On Kids & Family is a leading global entertainment company with a strong and diversified presence in television and motion picture production, home entertainment and family entertainment, including CGI-animated feature films and television series meant for audiences around the world.

Paper Rose

www.paperrose.co.uk

Stand: J2

Farhana Ahmed, licensing coordinator

T: 0115 986 0115

E: farhana.ahmed@paperrose.co.uk

Paper Rose and The Art Group have a range of more than 1,500 cards which include styles to suit every taste. Paper Rose will be showing existing ranges from both Paper Rose and The Art Group, including stunning new styles.



Paramount Pictures

www.paramount.com

Stand: B72

Bill Bertini, senior vice president, worldwide licensing

T: 323-956-5371

E: bil_bertini@paramount.com

Paramount Licensing handles worldwide licensing and consumer products for all Paramount properties including classics such as The Godfather, Mean Girls, Grease

and Top Gun, as well as upcoming theatrical releases including Mission: Impossible 6, Baywatch, Ghost in the Shell and Sherlock Gnomes.



The Partnership

www.thepartnershiplimited.com

Stand: N10

Jonathan Townsend, director

T: 0207 731 3233

E: jonathan@tplicensing.com

The Partnership is an agency specializing in lifestyle brands, with a blue-chip team providing full-service international licensing, franchising and distribution into all sectors. The Partnership is an energetic company with a wide reach (80 percent of rights are worldwide), retailer links and brand management service.



Penguin Random House

www.penguinrandomhouse.com

Stand: B47

Sarah Hulands, licensing assistant

T: 0207 010 3448

E: penguin.ventures@penguinrandomhouse.co.uk

Stories have always been at the heart of Penguin Random House, and now it's telling these stories in new and exciting ways. Across licensing, consumer products, TV production and live events, Penguin is finding new ways to expand the worlds of some of the world's favorite books.

Perfetti Van Melle

www.pvmlicensing.com

Stand: M10

Christine Cool, licensing area manager

T: 0034 937 739 200

E: christine.cool@es.pvmgrp.com

Looking for a sweet and fresh licensing opportunity? Check out Perfetti



van Melle's brands Mentos, Chupa Chups, Airheads and Frisk. In addition to the candy fun, they offer amazing art which combines the essence of the brands with trends that are great to take to apparel, personal care, food and beverage and more.

PGS Entertainment

www.pgsentertainment.com

Stand: E104

Soline Bagnariol, sales coordinator

T: 33183643463

E: sbagnariol@pgsentertainment.com

PGS is an international brand management company focused on kids and family content and targeting the entertainment fields of broadcast, home entertainment, digital, licensing and merchandising.



Pink Key Consulting

www.pinkkey.co.uk

Stand: P22

Richard Pink, managing director

T: 44 1279 505455

E: nancy@pinkkey.co.uk;

richard@pinkkey.co.uk

Pink Key Consulting is the European licensing agent



for Kellogg's Vintage, Pringles and SLUSH PUPPIE and global licensing agent for Jane Asher. It is looking for licensees in all categories and in all European territories.

Planeta Junior

Stand: B15

Carmina Díaz, international marketing

E: cadiaz@deaplaneta.com

Planeta Junior, one of Europe's leading companies providing entertainment for preschool, children and family audiences, is focused on producing and distributing animated series and the rights derived from these IPs. It also manages TV rights, licensing and merchandising for DreamWorks Animation and recently joined forces with m4e in a strategic alliance.



GP The Pokémon Company International

www.pokemon.com

Stand: C45

Alanna Spencer, event planner

T: 425-229-6207

E: a.spencer@pokemon.com

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing, marketing, the Pokémon trading card game, the animated TV series, home entertainment and the official Pokémon website.

PowerStation Studios

www.powerstation-studios.co.uk

Stand: B92

Dave Collins, founder and chief executive officer

T: 0203 637 6364

E: info@powerstation-studios.co.uk

PowerStation Studios generates creatives for brands.

Most brands burn bright for a while, but to keep burning, they need deep reserves of

energy and that is where PowerStation Studios comes in. It knows what it takes to remain relevant at retail. In short, it will keep your phenomenon phenomenal.



Pursuit NHA International

www.pursuitnha.com

Stand: F84

David Evans, senior consultant

T: +44 118 940 5100

E: davide@pursuitnha.com;

pursuit@pursuitnha.com

Pursuit NHA

delivers resourcing for the toy and licensing markets.

It adds value to its clients by using an innovative approach designed to deliver results, where you can dial up the support you need.



GP Rachael Hale

www.rachaelhale.com

Stand: B62

Sally McIntosh, product manager

T: 0064 9309 6363

E: sally@disserobrand.com;

david@disserobrand.com

Rachael Hale's images and merchandising opportunities have had tongues and tails wagging over the brand for the last 21 years. With collections that continue to grow in both range and popularity, it remains dedicated to creating and marketing delightful photographic imagery. Rachael Hale—the world's most lovable animals.

GP Radio Days

www.radio-days.info

Stand: B20

Liza Acuna, licensing agent

T: 001 877 787 4855

E: licensingagent@bmsg.com

The Radio Days brand deals in iconic vintage artwork and personalities. Its images can be found in all retail tiers and products, from apparel, homeward, gift and novelty and stationery to electronic accessories. Vintage retro is the one trend that never goes out of style and stays consistent in the industry as every generation gets introduced to classic Hollywood glamour and legendary music.

GP Rainbow

<http://www.rbw.it/en>

Stand: C10

Denise Bracci, Head of Design

T: 0039 071 7506 7500

E: denise.bracci@rbw.it; denise.bracci@rbw.it

Rainbow Group is one of the biggest animation studios in the world and a global leader in kids' entertainment. The company comprises several different divisions including Rainbow CGI, Rainbow Entertainment, Tridimensional, Witty Toys and Rainbow Media. Rainbow's distribution of its content through TV, theater and

the on Internet, as well as via consumer products, makes it one the world's biggest licensors. Rainbow's brands include Winx Club and Mia and me, as well as new properties Royal Academy (working title) and My American Friend. The company is headquartered in Italy, with subsidiaries in Moscow, Hong Kong and Singapore.



Raydar Media

www.raydarmedia.com

Stand: B54

Chris Rayson, director

T: 0781 088 3610

E: chris@raydarmedia.com;

pindy@raydarmedia.com

Managed by Alison Rayson and a small core team of rights professionals, Raydar Media is a new independent media rights business that helps content producers and other IP owners realize commercial and creative ambitions for their IP across all programming genres.



Rocket Licensing

www.rocketlicensing.com

Stand: F5

Megan Wain, licensing coordinator

T: 0207 207 6243

E: megan@rocketlicensing.com

Rocket Licensing is an independent licensing and brand development company committed to a select portfolio of brands which enables it to really focus its expertise. Launched in 2007, the company specializes in strategic marketing plans, brand building and ensuring maximum long-term performance for brands.

ROI Visual

www.roivisual.com

Stand: D85

Brian Cho, international business manager

T: 82 70 4640 3984

E: wj-cho@roivisual.com

Founded in 1999, ROI Visual designed and produced properties Woobi Boy,

Chiro, Inner Ranger and Robocar Poli. The company works with international global media and those in Korea to spread its contents. Through merchandising its characters, ROI Visual has gained a reputation as a comprehensive entertainment enterprise.

GP Rovio Entertainment

www.rovio.com
Stand: B10
Aino Greis, marketing manager
T: 00358 50 463 7727
E: aino.greis@rovio.com

Rovio is an entertainment media company and the creator of the global Angry Birds franchise. Rovio was founded in 2003 as a mobile game development studio, and the company has expanded into animation, licensing and more. The Angry Birds Movie was released in 2016 and reached No. 1 at the box office in more than 50 countries.



Royal Armouries Museum

www.royalarmouries.org/home
Stand: P71
Adam Lumb, head of commercial development
T: 0113 220 1922
E: adam.lumb@armouries.org.uk

The Royal Armouries is Britain's national museum of arms and armour and one of the most important museums of its type in the world.

Run Smart

www.runsmart.co.uk
Stand: K70
Kunal Bhardwaj
T: 0116 248 9333
E: kunal@runsmart.co.uk

Run Smart specializes in supplying a wide range of garments and providing trade-only embroidery and screen printing services on behalf of blue chip companies,



fashion brands, schoolwear suppliers across the U.K. It offers a complete in-house branding service as well as an excellent turnaround for garments to be decorated.

GP Saban Brands

www.sabanbrands.com
Stand: E15
Deidre Manna-Bratten, project manager, marketing
T: 310-557-5230
E: dmanna@sabanbrands.com;
info@sabanbrands.com

Saban Brands acquires and develops a world-class portfolio of properties in the entertainment and lifestyle sectors. The company applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and retail to markets worldwide and consumers of all ages.

Sagoo

www.sagoo.fr
Stand: B86
Veronique Pichon, chief executive officer
T: 0033 140 549 642
E: veronique.pichon@sagoo.fr

Sagoo is an independent agency that represents licensing and merchandising rights of brands and properties in France, Europe and worldwide. Sagoo showcases a high-profile portfolio of licenses, offering brands strong content, visibility and great opportunities of business development in various product categories such as brand promotion and marketing operation, textiles, toys, fashion accessories, homewares and in the car industry. Because each property is unique, Sagoo uses an alternative approach and provides a tailor-made program for each one. Sagoo—a unique blend of passion, creativity and expertise for the benefit of premium brand's licensing programs.



GP Sanrio
www.sanrio.eu
Stand: B35

Giuliana Spaggiari, marketing manager
T: 0039 348 782 2623

E: gspaggiari@sanriolicense.com
 Best known for global icon Hello Kitty, Sanrio offers a portfolio of more than 400 characters able to fulfill every need positioning and target. Sanrio's brands include My Melody, Little Twin Stars, Bad Badtz-Maru, Gudetama and Mr. Men and Little Miss. Sanrio collaborates with the most respected companies worldwide.

Santoro Licensing

www.santoro-london.com
Stand: F14
Jo Campbell, general manager
T: 0208 781 1104
E: jcampbell@santorographics.com;
jcampbell@santorographics.com

Santoro, the London design house known for its art collections including Gorjuss, Mirabelle and Kori Kumi, is a worldwide lifestyle fashion brand. Today, more than 4,000 Santoro-branded products are on sale in over 70 countries via 50 international licensees, in both major shopping locations and thousands of premium retailers.

Sarah Hurley

www.sarahhurley.com
Stand: J17
Sarah Hurley, director
T: 0208 502 3568

E: info@sarahhurley.com
 Sarah Hurley is a creative lifestyle brand packed full of imagination, charm and fun. Established in 2010, the eponymous brand has grown from strength to strength and is now home to a number of story and character backed brands and encompasses an extensive product range.



Science Museum Group

www.sciencemuseum.org.uk
Stand: L15
Gemma Woodward, group licensing manager

Representing the licensing program for the Science Museum, National



Railway Museum and Flying Scotsman, Science Museum Group will showcase its new brand, Little Flying Scotsman. Built on the success of the adult brand, this interpretation aims to inspire a new generation with the story of the world's most famous locomotive.



GP SEGA Europe

www.sega.co.uk

Stand: C40

Jason Goonery, licensing coordinator

T: 0208 996 4438

E: jason.goonery@sega.co.uk

SEGA Europe is the European distribution arm of Tokyo, Japan-based SEGA Games Co. and a worldwide leader in interactive entertainment, both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe.

The Shakespeare Birthplace Trust

www.shakespeare.org.uk

Stand: K18

Adam Sherratt

T: 01789 201819

E: adam.sherratt@shakespeare.org.uk;

business@shakespeare.org.uk

The Shakespeare Birthplace Trust is a leading charity in promoting the works, life and times of William Shakespeare.



The Shakespeare Birthplace Trust offers a unique Shakespeare-centered experience with collections, literary programs and the five Shakespeare houses.

Sinigaglia

www.sinigaglia.eu

Stand: G60



Stefano Gnan, sales

T: 0039 393 990 5168

E: stefano@sinigaglia.eu

Founded in 1993 as a paper and cardboard conversion business, Sinigaglia is now one of Italy's main producers of stickers and trading cards. It specializes in the conception, design and manufacture of a wide range of collections and promotions including trading cards, collectible cards, card games, collectible stickers and 3D gadgets. It also produces collection albums, binders, starter packs and a wide range of packaging such as display boxes, flow packets, four-sealed packets and much more. Sinigaglia manages the complete production cycle from the initial idea to the final product including all the relevant stages from proofing to printing to packaging.

GP Smiley

www.smiley.com

Stand: E70

Margherita Vecchio, international licensing manager

T: 0207 378 8231 Ext 220

E: margherita@smiley.com

Smiley, the world's happiest brand, was founded by Franklin Loufrani in 1971 through a newspaper promotion to spread happiness. In 1997, his son Nicolas invented and trademarked the world's first digital emoticons, revolutionizing digital communications. Today, Smiley is one of the Top 150 licensing companies, with more than 230 licensees globally and selling over 13 million products each year. Smiley Company is also the master licensee for the 1980s pop culture icon Rubik's Cube, the best-selling toy in history, with over 400 million Rubik's cubes sold. Smiley has introduced a new brand extension strategy to grow the Rubik's brand across multiple categories.



GP Sony Computer Entertainment Europe

www.playstation.com/en-gb

Stand: D20

Claire Coopland, licensing executive

T: 0207 859 5056

E: claire_coopland@scee.net

Sony Interactive Entertainment Europe, based in London, is responsible for the distribution, marketing and sales of the PlayStation4 computer entertainment system, PlayStation Vita portable entertainment system, PlayStation 3 computer entertainment system, PSP handheld entertainment system and PSN software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SIEE also develops, publishes, markets and distributes entertainment software for these formats. Properties available for licensing include the PlayStation brand, Uncharted, Horizon Zero Dawn, God of War, The Last of Us, The Last Guardian, LittleBigPlanet, Tearaway, Ratchet & Clank, Lemmings and many more.



GP Sony Pictures Consumer Products

www.sonypictures.com

Stand: A10

Daniela Ramunno, international promotions and licensing coordinator

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E: daniela_ramunno@spe.sony.com;

consumer_products@spe.sony.com

Sony Pictures Consumer Products is the licensing and merchandising division of Sony Pictures Entertainment, a subsidiary of Sony Entertainment Inc., a subsidiary



of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies.

Sophie La Girafe

www.sophielagirafe.fr/en

Stand: B68

Maude Sophie Guerret, licensing coordinator

T: 0033 450 010 620

E: maudesophie.guerret@vulli.fr

Sophie La Girafe, a one of a kind international icon. After more than 50 years of existence and over 50 million products sold, Sophie La Girafe, the first baby's toy and a must at birth, is now a license. DeLiSo is a contraction of Development Licensing Sophie La Girafe, the company in charge of the worldwide licensing rights of Sophie La Girafe. DeLiSo was founded in 2011, following consumer demands for Sophie La Girafe licensed products. The DeLiSo office is located in Vulli's factory in France, where Sophie is made.

Spain Licensing Pavilion

www.icex.es/icex/es/index.html

Stand: B30

Silvia Barraclough, head of sector, ICT and digital content

At the Spanish Licensing Pavilion, some of the most important Spanish licensing companies are represented, mainly from the animation and games sectors. The following companies will be exhibiting within the Pavilion: BRB Internacional, Consumer Product Connections, Edebe Audiovisual, El Ocho Licencias y Promociones, Marcrom Licensing, Maya Studio and Univers Paloseco.

SPOOK SQUAD
Adventures too Scary for Boys

Spook Squad Productions

www.spook-squad.moonfruit.com

Stand: J25

E: p-r@dircon.co.uk

Spook Squad Productions is a company that has been formed to develop innovative ideas with a Gothic twist for adventure loving boys and girls.

Stanfords

www.stanfords.co.uk

Stand: L21

Tony Maher, managing director

T: 0207 759 7120

E: tony.maher@stanfords.co.uk

Iconic British travel company Stanfords is licensing the use of its Signature brand and vast historic map archive. Stanfords is the UK's leading map and travel writing specialist. Over its 163 years, it has supplied maps to explorers from Ernest Shackleton to Michael Palin. Rocket Licensing are appointed agents.

Start Licensing

www.startlicensing.co.uk

Stand: B66

Ian Downes, director

T: 0208 337 7958

E: ian@startlicensing.co.uk

Start Licensing is a results orientated, bespoke licensing agency. It represents brands including Asterix, Bananaman, The Beano, Britvic, Chewits, Chef & Sue, Monty Bojangles, Rachael Hale, The Land of Lost Content and Jacqueline Wilson.

STUDIO 100

Studio 100

www.studio100.com/be/nl/algemeen/home

Stand: G15

Karine Zaire, international licensing

T: 0031 765 245 394

E: karine.zaire@studio100.tv

Founded in Belgium in 1996 by Gert Verhulst and Hans Bourlon, Studio 100 has gone international with offices now in the Netherlands, France, Germany, Hong Kong and Australia. With global brands such as Maya the Bee, Heidi, Blinky Bill and Tashi, as well as iconic local properties, the global family entertainment company has built a truly 360-degree approach. Studio 100

integrates these character-based contents into film, theater, music, digital platforms, publishing, merchandising, theme parks, live action and animation to ensure multiple consumer touch points.

StudioCanal

www.studiocanal.com/en

Stand: F12

Caroline Langoulant, licensing assistant

T: 0033 171 350 474

E: caroline.langoulant@studiocanal.com

StudioCanal is one of Europe's leading film companies for co-production, acquisition and distribution of films and TV series, and owns one of the biggest libraries. StudioCanal handles licensing rights for several properties including Paddington (through Copyrights, which is now a StudioCanal company), Early Man, Ernest & Celestine, Son of Big Foot, Terminator 2 and more.


SUNRIGHTS

 **Sunrights**

www.sunrights-inc.com

Stand: D90

Emiko Takeda, regional sales director

T: 0758 141 0030

E: emiko.takeda@sunrights-inc.com; sales@sunrights-inc.com

Sunrights is an entertainment rights management company backed by one of the top advertising agencies in Japan, Asatsu DK, and the trading conglomerate Mitsubishi Corp. Located in New York City, Sunrights directly manages the development of intellectual property globally outside of Asia.

Teddy's

www.teddysinc.com

Stand: J12

Deborah McPhilemy, Owner

T: 0741 109 3577

E: deborah@teddysinc.com

Teddy's mission is to help children around the globe to understand feelings, build emotional intelligence and practice mindfulness. Its Bears of Blueberry Forest,

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aimed at children ages 3 to 5, teaches children to identify and deal with their feelings while building courage, emotional resilience, emotional literacy and self esteem.

Tempting Brands

www.temptingbrands.com

Stand: N15

Lidia Furnica, director licensing and new business

T: 0040 721 334 935

E: lfurnica@temptingbrands.com;

info@temptingbrands.com

Tempting Brands owns some of the world's most intriguing and enticing brands, and licenses its brands to leading retailers

and manufacturers worldwide. With innovative websites and creative brand books, Tempting Brands supports its licensees to market its brands easily and consistently.



Feel the Freedom™



Teo Jasmin

www.teojasmin.com

Stand: R16

Turkia Mamia, licensing manager

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E: turkia@teojasmin.com

Angeline Bailly created the company in 2003. It specializes in digital printed products such as canvasses, bags and fashion accessories, cushions and more. The brand is now represented by Téo, a dog born from Bailly's imagination. Téo boasts values and ethics and his mission is to take a stand for causes. He has the strength to federate people and set up projects for adults, children, senior citizens, people with illness or disabilities all over the world. The Teo Jamsin brand is for all ages and, depending on his look and universe, he can easily fit into all forms of products. He has 37 identities, which are growing to 101.

This Is Iris

www.thisisiris.co.uk

Stand: J37

Sarah Lawrence, licensing

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E: hello@thisisiris.co.uk

This Is Iris is a creative licensing agency. It works alongside a variety of established artists and IP developers to extend its ever-growing international licensing programs.



TINDERBOX



Tinderbox

www.tboxagency.com

Stand: Q100

Coralina Dashwood, associate director, business development

T: 44 (0) 20 7572 0844

E: coralina.dashwood@beanstalk.com

Tinderbox, a division of global brand licensing agency Beanstalk, is dedicated to working with digital brands to realize their potential in the world of consumer products. Tinderbox specializes in extending digital properties, from social networks to interactive gaming and all categories of apps including games, entertainment and lifestyle.



CAA-GBG
GLOBAL BRAND MANAGEMENT GROUP

GP **TLC | CAA-GBG**

www.tlc.international

Stand: L100

Francesca Cragie, U.K. brands, team coordinator

T: 02082226127

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hello@tlc.international

TLC | CAA-GBG is among the world's largest brand management companies, generating more than \$11.8 billion in retail sales. With 24 offices in 20 countries, TLC | CAA-GBG manages all aspects of brand extension programs including branding strategies, market targeting, product development, retail activations, licensee acquisitions and multi-territory franchising.

Clients include many of the world's leading corporate, entertainment, celebrity and lifestyle brands.

GP **Toei Animation**

www.toei-animation.com

Stand: F58

Isabelle Favre, marketing and communications manager

T: 0033 175 001 552

E: isabelle@toei-animation.com

Toei Animation is a leading Japanese animation studio managing worldwide



TOEI ANIMATION
Since 1956

properties such as Dragon Ball, One Piece and Sailor Moon. The European office handles TV, video, film and merchandising rights for EMEA, as well as represents third party IP in France.



tokidoki

Tokidoki

www.tokidoki.it

Stand: B64

Emily Brough, director, business development

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E: emily@tokidoki.it

Tokidoki, is an internationally recognized lifestyle brand based on the vision of Italian artist Simone Legno and his partners, serial entrepreneurs Pooneh Mohajer and Ivan Arnold. Since debuting in 2005, Tokidoki has amassed a cult-like following for its larger-than-life characters and emerged as a sought-after global lifestyle brand.

GP **Topps Europe**

www.toppsdirect.com

Stand: G57

Louise Ramplin, head of marketing, entertainment brands

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marketing@topps.co.uk

The Topps Company manufactures and markets a wide range of sports and entertainment collectibles based on a simple philosophy of entertaining children. Topps are one of the longest serving Premier League licensees and have produced a sticker album every season since 1993.



GP Turner Cartoon Network

www.cartoonnetwork.co.uk

Stand: D50

Emily Unsworth, executive assistant

Cartoon Network returns with a colorful portfolio that is original, irreverently funny and a bit unpredictable. The original ambassadors of girl power, The Powerpuff Girls will spearhead the line-up alongside the fresh take on Ben 10 that will re-introduce the energetic, fun-loving, 10-year-old Ben Tennyson to a new generation of boys. The playfully anarchic Adventure Time will feature alongside the multi award-winning The Amazing World of Gumball, and new shows We Bare Bears and Mighty Magiswords. Cartoon Network prides itself on placing its fans at the center of everything it does.

GP Ubisoft

www.ubisoft.com

Stand: E40

Claire Besson, EMEA licensing manager

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Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands.



Univers Paloseco (Kukuxumusu)

www.kukuxumusu.com

Stand: B30

Reyes Massa, international licensing manager

E: reyes@kukuxumusu.com;

info@kukuxumusu.com

Kukuxumusu has more than 27 years of history as a lifestyle brand (since 1989). It is known as the factory of ideas and drawings, offering humor using animals to show many of humankind's follies. The company has more than 25 licensees in Spain covering all categories (some since 2002 that sell in 98 countries).



Uprosa

www.uprosa.com

Stand: J18

Nikolaus Wenzl, chief executive officer and co-founder

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E: nik@uprosa.com; hello@uprosa.com

Uprosa offers unique scientific images for commercial/design applications. At BLE 2016, Uprosa will present licensing opportunities for a unique range of images sourced from individual scientists. Its portfolio is tailored to scientific images that have commercial potential, and as a proof-of-concept, it developed a tech-accessory brand using microscopy images.

Victoria & Albert Museum

www.vam.ac.uk

Stand: K10

Lauren Sizeland, director, licensing

T: 0207 942 2981

E: l.sizeland@vam.ac.uk

The Victoria & Albert Museum is one of the world's leading museums of art and design. It continues its founding principle



to inspire designers and manufacturers. By promoting a contemporary design interpretation of the archives, V&A licensed products compete across the global marketplace. Categories include homeware, apparel, jewelry, accessories, stationery and gifts.

GP Viz Media Europe

www.vizeurope.com/en

Stand: A25

Wael Oueslati, EMEA brand manager

T: 0033 144 083 830

E: wael.oueslati@vizeurope.com

VIZ Media Europe Group specializes in managing the development, marketing and distribution throughout



Europe of Japanese animated entertainment and licensing graphic novels (manga). It handles some of the most popular Japanese manga and animation properties from initial production, through television placement and distribution to merchandise licensing and promotions for consumers of all ages.

Volkswagen

www.imglicensing.com/brands-and-clients/volkswagen

Stand: N20

Hauke Wilkens, licensing manager

T: 49 5361 9 16313

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The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and among the largest carmakers in Europe. The group comprises 12 brands from seven European countries—Volkswagen Passenger Cars, Audi, SEAT, ŠKODA, Bentley, Bugatti, Lamborghini, Porsche, Ducati,



Volkswagen Commercial Vehicles, Scania and MAN.

GP Warner Bros. Consumer Products

www.warnerbros.com

Stand: D30

Aisha White

Warner Bros.

Consumer

Products, a

Warner Bros.

Entertainment

Company, is

one of the

leading licensing and retail merchandising

organizations in the world.



GP Wearable Intelligent German

www.swissdigital.de

Stand: C86

Fran Tsoi, brand manager

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E: swissgear@swissgearsarl.com;

fran@swissdigital-shield.com

Wearable Intelligent German is among the first brands to focus on the intelligent wearable equipments that create an easy/convenient life for people. The company's motto is: "Buy the future now!"

Withit Studios

www.withitworld.com

Stand: F22

Dolph Zahid, managing director

T: 07796 064886

E: dolph@withit.co.uk

Established 1991, Withit Studios creates, develops and promotes its own brands. Crossing all ages and demographics and with extensive knowledge of licensing and DTRs, Withit is perfectly placed to assist in develop full retail strategies including product development, design and online marketing. The company celebrates 25 years in business.

GP WWE

www.WWE.com

Stand: E60

Warwick Brenner, vice president, consumer products

T: 0207 349 1749

E: warwick.brenner@wwecorp.com

WWE, a

publicly traded

company, is

an integrated

media

organization

and recognized

leader in global

entertainment.

The company

consists of a portfolio of businesses

that create and deliver original content

52 weeks a year to a global audience.

WWE is committed to family friendly

entertainment on its television

programming, pay-per-view, digital

media and publishing platforms. WWE

programming reaches more than 650

million homes worldwide in 35 languages.

WWE Network, the first-ever 24/7 over-

the-top premium network that includes

all 12 live pay-per-views, scheduled

programming and a massive video-on-

demand library, is currently available in

more than 170 countries.



WWF UK

www.wwf.org.uk

Stand: R35

Vivian Nutt, head of licensing and retail

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E: vnutt@wwf.org.uk

WWF is one of the world's leading

independent conservation organizations.

WWF wants a world with a future, where

people and wildlife can thrive, so it is

creating solutions to the planet's biggest

environmental challenges. The WWF

can't do it alone, but together with its

supporters, it's possible.



Yellow House Art Licensing

www.yellowhouseartlicensing.com

Stand: J33

Sue Bateman, director

T: 44 127 370 5752

E: hello@yellowhouseartlicensing.com

Yellow House is a U.K. art licensing agency with a reputation for exceptional art. Representing contemporary artists, leading brands and rising stars, Yellow House is the perfect choice for design-led clients looking to find unique images for licensing. In short, it offers great art, simply licensed.

GP Zodiak Kids

www.zodiakkids.com

Stand: F40

Alice East, head of brand marketing and publicity

T: 0207 013 4368

E: alice.east@zodiakkids.com;

contactus@zodiakkids.com

Zodiak Kids is a global independent

leader in kids entertainment, combining

Banijay Group's dedicated kids consumer

products, international sales division

and production arm Zodiak Kids Studios.

Zodiak Kids boasts one of the largest,

high-quality

kids catalogs

in the world,

which

includes

properties

LoliRock,

Mister

Maker,

Totally Spies!, Get Blake! and Floogals.



GP Zolan Company

www.zolan.com

Stand: L30

Jennifer Zolan, president

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E: jennifer@zolan.com

The Zolan Company is a boutique, full-

service licensing agency representing

the international kids' art brands, Donald

Zolan and Valerio Berruti. Nostalgic and

contemporary, both artists transform their

heart warming interpretations of kids

into treasured

memories.

A legendary

brand, Zolan

celebrates

39 years in

the licensing

industry.





We've got you covered.



WWE apparel and accessories have cornered the market with innovative, on-trend designs, utilizing Superstars and Legends from WWE's rich history. For more information on licensing opportunities, please contact Jess Richardson: jess.richardson@wwecorp.com / 203.328.2539



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