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October 11, 2016 | Day 1

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Let the Deal Making Begin

As the 18th Brand Licensing Europe event opens its doors this morning, for licensing executives there's nothing quite like the crisp autumn air, excitement around Olympia and the potential new deal that awaits them on the exhibition floor. This year's event, which is projected to be BLE's biggest yet, features various new features and opportunities.

From the famous character parade, which takes place down the main aisle at 11 a.m., to the Licensing Academy, which features more than 20 educational seminars, BLE will connect more than 7,000 licensing executives from more than 60 countries across the next three days.

Highlights of BLE include:

- Sports keynote panel at 12:30 p.m. today.

- The Brand & Lifestyle Theatre will feature various licensors' presentations and a product showcase.
- The Retail Licensing Club will launch this year as a special group designed to help retailers better understand the licensing business.
- The LIMA BLE Garden Party is a ticketed event sponsored by the International Licensing Industry Merchandisers' Association tomorrow evening.
- The License This! competition recognizes new creative licensing properties and will feature the finalists and announce a winner Thursday in front of a live audience. Let the deal-making begin!

Breaking News

Licensing Expo China Coming

UBM, the world's largest business-to-business events and trade show organizer, will bring a licensing exhibition to Shanghai, China, in 2017. Licensing Expo China will be held July 18-20 at the National Exhibition and Convention Center.

Rainbow Partners for 'Maggie & Bianca'

Rainbow has named Simba Dickie Group to launch the first products for the new live-action girls' series "Maggie & Bianca Fashion Friends."



The collection of toys is hitting retail across Europe now and includes fashion, arts and crafts, role play, musical toys and electronic items.

For more on the series, see page 6.

Sports Licensing Keynote Today

An exclusive presentation at 12:30 p.m. will feature speakers from the Rugby Football Union, FIFA and the NBA.

For today's full Licensing Academy schedule, turn to page 34.

Beanstalk to Rep Adventurer

Beanstalk has announced that it will represent Bear Grylls, the noted adventurer and global television personality. Beanstalk will work closely with Bear Grylls Ventures to build a lifestyle program in Europe and North America that will carry the brand's vision to "Inspire, Equip and Empower."

The licensing program, which will be designed to inspire and empower individuals



to embrace their adventurous personality, will include apparel, accessories and outdoor products.

Prominent Takes on TV Celeb

TV celebrity David Hasselhoff has appointed Prominent Brand+Talent as his exclusive worldwide licensing agent.

The multi-year agreement, which was negotiated by Larry Thompson Organization, gives Prominent exclusive rights to promote, market and license the Hasselhoff brand in categories including apparel, health, fitness, nutrition, automotive, digital and others.



Hasselhoff will appear at Brand Licensing Europe today at 3:30 p.m. at the Celebrities Entertainment stand (#E2), which is the sub-agent for Hasselhoff in Northern Europe.



NEW SERIES
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to 3 years

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2017



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across the
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digital
footprint**

**Award-
winning
toy lines**



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**Series 1:
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Game Changers



by TONY LISANTI
global editorial director

As Brand Licensing Europe kicks into action today for its 18th year with more than 300 exhibitors and 50 new companies, every attendee will be cruising the aisles of Olympia looking for the next hot property.

At the same time, there have been a series of announcements and developments that not only reinforce the continued globalization of the licensing sector, but that also will have a decided impact on the future of the licensing business, from creating potential new opportunities and new deals to opening and expanding new markets.

■ **Sports**—Today's exclusive keynote at 12:30 p.m. will focus on the globalization of sports and reflects the trend and popularity of various sports leagues and teams

expanding beyond their core markets and audiences. The panel, which I will be moderating, features speakers Vandana Balachandar, vice president, global merchandising, EMEA, National Basketball Association; Andy Ward, head of merchandising, Rugby Football Union; and Andreas Pletl, consumer retail manager, Asia Pacific, FIFA. In other recent news, NFLPA appointed licensing agency Brandgenuity, which last year established a London office, to expand its presence in Europe. Last month, Major League Baseball opened a pop-up store in London's Covent Garden. It was MLB's first stand-alone store in Europe and features merchandise from its 30 teams. And in July, the NBA opened its first café in Europe in Barcelona, Spain. Furthermore, American style football made its official debut Oct. 1 in Beijing as the China Arena Football League kicked off its six city, six team tour that will culminate with a championship game next month in Shanghai. And the NFL is also interested in bringing its game to China. The league, which previously targeted 2018 to make its debut on the continent, has this month backed off on that announcement for logistical challenges, but it is nonetheless pursuing its goal of playing games in China as it has done in Mexico and the U.K. over the past several years.

■ **Entertainment**—NBCUniversal's recent acquisition of DreamWorks Animation is just beginning to evolve as the integration kicks into high gear. In addition, the buying spree of Chinese entertainment conglomerate Dalian Wanda Group and its infatuation with Hollywood continues with its recently announced partnership with Sony Pictures Entertainment, its acquisition earlier this year of Legendary and its recent bid for Dick Clark Productions. These developments, among others, will impact the entertainment business, not only in the U.S. and China, but around the globe.

■ **China**—UBM, the trade show organizer and parent company of BLE, Licensing Expo and *License Global*, have announced two important deals in China. UBM is launching a new event, Licensing Expo China, which will be held July 18-20, 2017, at the National Exhibition and Convention Center in Shanghai, China. The company also announced a strategic partnership with the International Licensing Industry Merchandisers' Association and Alifish, the licensing and entertainment business unit of Alibaba, to work together "to support the development of China's content licensing industry through online training, events and education programs."

In closing, as the official publication and news source for Brand Licensing Europe, *License Global* has expanded its coverage significantly in print, digital and TV.

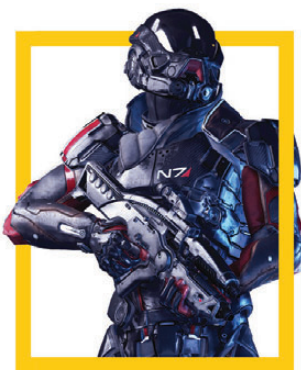
For the latest exclusive licensing news here at BLE—and every day throughout the year—watch for our Daily E-Newsletter, print *Show Dailies* and LicenseTV, which will be broadcast on screens throughout the exhibit floor.



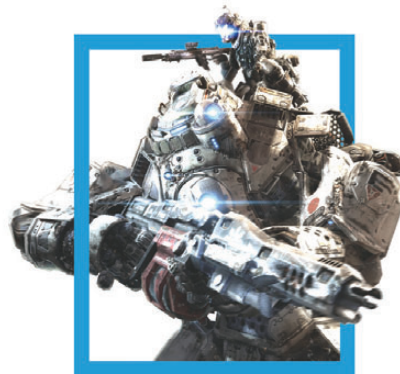
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eOne Pumps Up Preschool Properties

Entertainment One is presenting its strongest lineup of preschool properties to date, featuring “Peppa Pig,” “PJ Masks” and “Ben and Holly’s Little Kingdom.”

Established preschool property “Peppa Pig” reigns in numerous territories including the U.K., Spain, Italy, Greece and Russia, and is rapidly gaining momentum in countries such as France and China, which have seen recent products at retail. The brand now generates more than \$1 billion in worldwide retail sales per year, says eOne, with more than 800 licensees supplying products globally, more than 13 million app downloads, 11 million books and 10 million DVDs sold. Further initiatives for the company include a lineup of best-in-class partners; a live stage show that is touring throughout the year in the U.K., France, the Netherlands, Greece, Latin America and Russia; a partnership with Italian cruise ship company Costa Cruises; theme park attractions in the U.K. and Italy; and a new 52-episode season currently in production.

eOne’s CGI-animated TV series “PJ Masks” has become a ratings hit for the company since launching to audiences on Disney Junior in the U.S. last year and globally this year.

It is also now on-air in multiple territories including the U.K., France, Spain, Italy, Germany, Portugal, Canada and Australia, and a second season is greenlit for production.

A full licensing program is set to launch in the U.S. throughout the fall season, with consumer products rolling out internationally next year.

Rounding out eOne’s trio of preschool properties is the Emmy and BAFTA award-winning animated series “Ben and Holly’s Little Kingdom,” which comes from the creators of “Peppa Pig.”

eOne continues to build the series’ licensing program in the U.K. with marketing partnerships and updated toy lines from master toy partner Character Options.

The show is also finding new audiences as broadcast and licensing are gaining momentum in



Spain and Latin America, and plans are underway for a merchandise launch in the U.S. next year.

Rainbow Names Master Toy for ‘Regal Academy,’ Showcases ‘Maggie & Bianca’



Rainbow has named master toy partners for its girl-centric properties “Regal Academy” and “Maggie & Bianca Fashion Friends.”

Giochi Preziosi is on board as pan-European master toy partner for “Regal Academy” and is developing fashion dolls and accessories, play sets and role play items; while Simba is master toy partner for “Maggie & Bianca Fashion Friends.”

Animated series “Regal Academy” turns traditional fairy tales upside down, following Rose Cinderella, the granddaughter of Cinderella, as she enters the Regal Academy where she embarks on a series of adventures with her classmates, who also have fairy-tale heritage and belong to the school’s founding families.

“Maggie & Bianca Fashion Friends” is Rainbow’s first-ever live-action production and chronicles the tale of two cultures colliding when young American girl Maggie and Italian princess Bianca meet and become friends at the Milan Fashion Academy. The show has music, fashion and the power of friendship at its core.

Rainbow is also showcasing “World of Winx,” a spin-off of “Winx Club,” which follows the Winx fairies as they travel to Earth in search of talented kids but soon uncover the Talent Thief, a villain who captures gifted children.

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Rovio Extends 'Angry Birds' Universe

Rovio Animation is producing a new 30-episode series of animated shorts in the "Angry Birds" universe starring the trio of bluebirds known as the Blues and their Hatchling sidekicks. The episodes are slated to premiere in February and will air for 30 consecutive weeks on Toons TV, Rovio's multi-platform video-on-demand family entertainment service, which also airs "Angry Birds Toons" and "Piggy Tales."

"The Blues have long been some of our most mischievous characters, and telling their stories along with those of the younger Hatchlings expands the Angry Birds story world in an exciting and fun way with our key audiences of younger people and their parents," says Alex Lambeek, chief commercial officer, Rovio. "The Hatchling videos shared online have already garnered more than 40 million views and counting in social media, and fans have been asking when we might see more of these ultra-adorable characters in new content."

Rovio is also developing another mobile game starring the Hatchlings, who are a focus for the company's consumer products licensing program over the next year.

Rovio's book publishing arm, Kaiken Publishing, is also creating new titles around the Blues and Hatchlings.

The Blues and Hatchlings series further explores the adventures of the manic blue triplets, known to fans of Angry Birds since the original game release in 2009, and the Hatchlings, who were first introduced in a collection of short animations leading up to the theatrical release of *The Angry Birds Movie*.

The Hatchlings also starred in *The Early Hatchling Gets the Worm*, a short film shown on the big screen before select screenings of *The Angry Birds Movie* and included with the film's in-home release.

Pokémon Announces New Partners in France

The Pokémon Company International has signed four new deals with major licensees, extending Pokémon's reach in France, further celebrating the brand's 20th anniversary.

Partners Marketing Licensed Products, Ravensburger, Textiss/Freegun and RJ-Romain Jerome are all on board.

"The momentum behind Pokémon's 20th year is showing little sign of letting up, and the brand continues to go from strength to strength as it delights and engages loyal fans of all ages. This collection of fantastic new licensing deals with best-in-class partners further strengthens Pokémon's consumer products program in France and Europe, and bodes extremely well for continued success into 2017," says Mathieu Galante, senior market development manager, The Pokémon Company International.

Marketing Licensed Products will launch a range of apparel at retail at the end of this year, with a more extensive line planned for next summer across a variety of specialist and mass-market outlets.

Ravensburger is coming out with two kids' Pokémon puzzles this fall with additional lines planned for 2017.

Textiss is also launching a co-branded line this fall with Freegun, their mass market streetwear brand for boys' and men's underwear and accessories, with a fuller collection following in 2017.

Finally, RJ-Romain Jerome is celebrating 20 years of Pokémon with an exclusive collection of 20 timepieces, which will be available this fall in selected retailers.

These latest signings add to the growing slate of new European licensees and complement Pokémon's existing roster of products already in the market throughout the continent.





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Cartoon Network Expands ‘The Amazing World of Gumball’

Cartoon Network’s animated comedy “The Amazing World of Gumball” has quickly become a fan-favorite with nearly 48 million viewers regularly tuning in across EMEA to watch the misadventures of Gumball Watterson and his best friend, goldfish Darwin.

Cartoon Network expects 2016 to be a big year for the brand, particularly in Spain, Portugal and Central and Eastern Europe where a stream of new merchandise has begun rolling out.

In Iberia, toys are the driving category and products from licensees Simba, Play by Play, Comansi and Fournier all recently hit shelves across the region. In the publishing category, Norma launched its *Amazing World of Gumball* comic in May across Spain, while Devir and Goody have recently released their publishing ranges in Portugal.

For the back-to-school season in Iberia, Cartoon Network worked closely with its licensees to launch an array of “Gumball” products that featured bold prints and the series’ characters. Karactermania launched bags and stationery, and a number of additional new licensees unveiled their first “Gumball” products including Cife (stationery), Continente (accessories) and Erik Group (stationery). These back-to-school launches were supported with catalog placements, POS and retail promotions.

Growing the brand’s fashion offering, department store El Corte Inglés is debuting a line of kids’ nightwear and apparel, and kidswear store Zippy recently introduced its boys’ apparel collection. Also new this year is Astro Europa’s collection of accessories and the consumer packaged goods category will be kicked off by an array of products from popular supermarket chains Continente and Dekora.

In Poland and Romania, Cartoon

Network has recently launched fashion, housewares and back-to-school products this fall, with more to come in 2017.

In Romania, licensee Total Office launched its back-to-school “Gumball” lineup supported by promotional events in Carrefour. Kicking off the apparel category for Poland, LLP SA launched a line at Reserved Kids and E Plus M unveiled its “Gumball” collection at Auchan. In addition, Verte recently debuted its stationery line and Carbotex launched its “Gumball” bed linen.

Beginning this month, “The Amazing World of Gumball” will also be featured in Cartoon Network’s partnership with Perfetti Van Melle on its Fruitella confectionery product, which will be supported by digital, social media and in-store branding.

“The Amazing World of Gumball” now has a presence in the dedicated Cartoon Network zone at IMG Worlds of Adventure in Dubai that includes a branded ride, café and retail store.

“The ratings for ‘The Amazing World of Gumball’ and engagement across digital platforms continues to climb, with audiences of all ages being drawn to its fabulous characters, original style and extraordinary stories. It’s a brand with so much potential and we’re delighted to be kicking off the EMEA merchandise program and bringing the show’s much-loved aspects to life. We’re also excited to see Gumball come alive at IMG Worlds of Adventure,” says

Johanne Broadfield, vice president, Cartoon Network Enterprises EMEA.



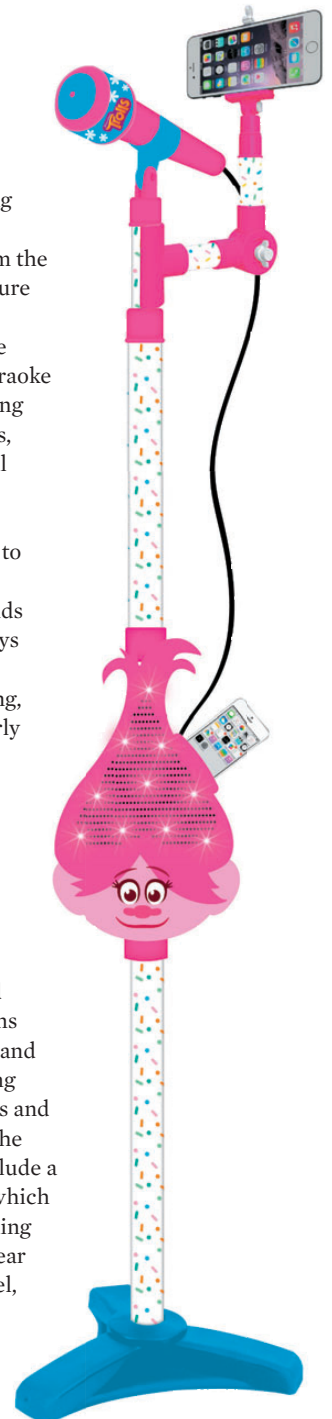
DreamWorks Adds *Trolls* Toys

DreamWorks Animation and Sakar International are teaming up for youth electronics featuring characters from the upcoming animated feature film *Trolls*.

The products include CD+G and sing-along karaoke machines, volume-limiting headphones, boom boxes, walkie-talkies and digital cameras.

“Sakar’s new line of *Trolls* electronics is sure to lengthen the experience from the film, keeping kids excited and engaged,” says Liza Abrams, senior vice president, global licensing, Sakar. “We identified early on that products like the karaoke and kid-safe headphones are organic to the brand and will keep kids singing long after they see the film.”

The *Trolls* CD+G karaoke comes packaged with two karaoke versions of songs from the movie and will hit retailers including Argos, Tesco, Asda, Boots and Amazon in November. The kid-safe headphones include a built-in volume limiter which optimizes a child’s listening experience, providing clear sound at a safe noise level, as well as lightweight ear cups and adjustable headband.





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NEXT



Sweet Deals for King's 'Candy Crush'

Mobile interactive entertainment company King Digital Entertainment is expanding its digital offerings and adding new partners for its "Candy Crush" property.

With "Candy Crush Saga" and "Candy Crush Soda Saga" mobile skins for Android already in the market, licensee Air Themes is working on a new "Candy Crush Jelly Saga" skin that is set to launch later this year.

Bare Tree Media is also developing "Candy Crush Jelly Saga" emojis and stickers.

Adding to its cosmetic product offering, Amber House will launch "Candy Crush" lip balms at Primark stores in the U.K.

next month, while new partner Keep Me Cosmetics is creating "Candy Crush"-inspired makeup accessories for release next spring.

At Brand Licensing Europe, "Candy Crush" fans can stop by the "Candy Crush" Café at the King booth to check out the company's baking-themed products and utensils, bake-at-home kits and new baking book.

King has also inked a new global deal with Caerux for Line for a collection of stickers and emojis that will debut later this year, and is showcasing its growing list of products across several categories including apparel, electronics, health and beauty, publishing, confectionery and promotions.

'Thunderbirds Are Go' Heads Outdoors with Regatta

ITV Studios Global Entertainment is teaming up with outdoor clothing company Regatta Great Outdoors for a kidswear collection based on its action-adventure series "Thunderbirds Are Go."

The partnership, which marks Regatta's first-ever licensed clothing deal, is bringing "Thunderbirds Are Go"-branded outdoor clothing for boys to retail. The line, aimed at boys ages 3 through 12, includes a t-shirt, long-sleeve tee, pullover fleece, zippered fleece, body warmer, waterproof jacket, quilted jacket and a neck warmer, and is set to land in Regatta stores across the U.K. and Ireland, as well as independent retailers in time for the 2017 back-to-school season.

"Regatta is recognized by parents and families as one of the U.K.'s most trusted outdoor clothing brands and therefore felt like a natural fit to expand our apparel offering while also promoting 'Thunderbirds Are Go's' values of action and exploration. We can't wait to see young fans wearing the new range as they embark on their very own adventures," says Trudi Hayward, senior vice president and head of global merchandise, ITVS GE.

"We are delighted to announce that we are working with ITV Studios Global Entertainment, producing a 'Thunderbirds Are Go' kidswear collection that will be available in both the U.K. and Ireland. It seems only fitting that Regatta are signed as the outdoor apparel partner, as we

share the 'Thunderbirds Are Go' core values of action and exploration," adds Graham Rickard, managing director, Regatta Great Outdoors.

ITVS GE has sold "Thunderbirds Are Go" into more than 40 markets across Europe, Japan, the U.S., Canada, Brazil, Australia, New Zealand and the Middle East, and has signed more than 80 licensees internationally. Season two is set to



hit TV screens later this year, with a third season slated for release in 2017.



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Hasbro Brings New, Time-Tested Franchises to BLE

Hasbro will highlight its established franchises, including the My Little Pony and Transformer brands, and one of the company's newest properties, Hanazuki, at Brand Licensing Europe.

According to Hasbro, the My Little Pony brand drives more than \$1.2 billion in retail sales and has a presence in 71 countries across all major consumer products and promotional categories.

In October 2017, Hasbro will debut the brand's first full-length animated film, *My Little Pony: The Movie*. The film will feature two new characters voiced by Kristin Chenoweth and Emily Blunt, as well as a star-studded cast that includes Taye Diggs, Andrea Libman, Tara Strong, Ashleigh Ball, Liev Schreiber, Tabitha St. Germain, Cathy Weseluck, Uzo Aduba and Michael Peña. Singer/songwriter Sia has signed on for the film as well and will contribute two new original songs to the soundtrack.

Meghan McCarthy, the writer and producer for the "My Little Pony: Friendship is Magic" animated series, will write the screenplay, and the film will be produced by Hasbro's Allspark Pictures and distributed and marketed globally by Lionsgate Films.



The franchise Transformers delivers a "More than Meets the Eye" experience to generations of fans across the globe with entertainment, immersive location-based experiences, mobile gaming, publishing, fashion and innovative toys.

The brand has delivered over \$10 billion in retail sales since 2014, says Hasbro.

This year, the Autobots and Decepticons returned in an all-new season of the animated show "Transformers: Robots in Disguise" and "Transformers: Rescue Bots" targeting preschoolers. For older fans, in partnership with Machinima, the all-new digital series "Transformers: Combiner Wars" was released around the world.

In 2017, with Michael Bay at the helm and Mark Wahlberg starring, the next chapter of the Transformers cinematic universe rolls out with *Transformers: The Last Knight*. The film is slated for release in June 2017 and will feature Anthony Hopkins, Isabela Moner and Josh Duhamel.

The movie is the start of three consecutive years of Transformers on the big screen. For 2018, Paramount Studios and Hasbro are already hard at work

on a new story for character Bumblebee, and in 2019, Hasbro will release *Transformers VII*.

New to Hasbro is Hanazuki, a franchise brand in the making that will be supported with an entertainment series, digital app and robust consumer products and toy offering.

Hanazuki is a heroine who learns that her power comes from expressing her truest self and treasuring her many colorful moods.

"Hanazuki," a series of mini-animated features, produced by Hasbro Studios and Titmouse Studios, will debut on YouTube, marking the first time a Hasbro series will debut on a digital platform. More than 300 minutes of short-form storytelling will be released weekly on YouTube beginning January 2017.



Movie and TV Properties Set for Release from NBCUniversal

NBCUniversal Brand Development is showcasing an expanding roster of properties from the company's film and television creative partners at Brand Licensing Europe.

The company has a number of new films in the pipeline.

Premiering in the summer of 2017, Illumination Entertainment and Universal Pictures bring *Despicable Me 3*, the follow-up to *Despicable Me* and *Despicable Me 2*, as well as *Minions*, the animated film that grossed \$1.16 billion worldwide in 2015.

NBCUniversal is also looking to create programs for Universal Pictures and Illumination Entertainment's upcoming feature *The Secret Life of Pets 2*.

For upcoming live-action films, NBCUniversal will highlight *Fast 8*, the eighth

chapter in Universal Pictures' *Fast & Furious* franchise, set for a theatrical release in April 2017. According to NBCU, the franchise has earned more than \$3.8 billion worldwide. NBCUniversal will debut a new toy line with global master toy licensee Mattel, as well as an extensive cross-category merchandising program for the film.

In June 2017, Tom Cruise headlines *The Mummy*; while in 2018, the division is teaming up with its new global master toy licensee Mattel to roll out a wide variety of toys and consumer products inspired by *Jurassic World 2*.

Following the recent corporate acquisition of DreamWorks Animation, NBCUniversal Brand Development now manages the DreamWorks Animation portfolio of properties for consumer and digital products globally and will showcase

a vast portfolio of new and classic properties for film, television and digital platforms at BLE. Headlining the roster is *Trolls*.

For DreamWorks Television, Noddy continues to celebrate the success of his all-new original series, "Noddy, Toyland Detective." Another classic, Voltron, also returns to the small screen with the series "Voltron: Legendary Defender." DreamWorks' *How to Train Your Dragon* breathes fire with the TV series "Dragons: Race to the Edge"; while fans have embraced the original series "Dinotrux" both on screen and at retail, and will soon engage with the upcoming series "Spirit Riding Free." In the digital space, "AwesomenessTV," the multi-platform media company, continues with short- and long-form content, led by an ever-expanding roster of more than 90,000 content creators.



SUPER WINGS



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Mondo Re-imagines Heidi for Television

Mondo TV, a European producer and distributor of animated content, has announced the first foray of its subsidiary company Mondo TV Iberoamerica into the creation and co-production of live-action entertainment. “Heidi, Bienvenida a Casa,” a modern re-imagining of the classic children’s novel, is now in production for launch in 2017.

This new 60x45 series is the result of a partnership between Mondo TV Iberoamerica and Alianzas Producciones, a multimedia content producer for TV, cable and the Internet.

Mondo TV Iberoamerica, which manages the licensing rights for the series around the world (excluding Argentina, Paraguay, Uruguay and Chile), is positioning the TV series as a top property with major licensing opportunities.

“Heidi is one of the most successful books ever written, with timeless values and one of the most endearing protagonists in literature. The special and very talented team behind this new production have brought the story up to date while retaining its universal appeal. I am sure it will be a big hit with viewers around the world,” says Matteo Corradi, chief executive officer, Mondo TV.

“Heidi, Bienvenida a Casa” is based on a concept by Argentinian writer and producer Marcela Citterio, whose portfolio of TV shows includes a number of international series such as “Yo Soy Franky,” “Chica Vampiro” and “Patito Feo.”

‘ReCore’ Ups Licensing Game

RECORE

Tinderbox, the digital division of global brand extension agency Beanstalk, has announced new licensing partners for the recently launched Microsoft Studios’ action-adventure Xbox One and Windows 10 game “ReCore.”

Collectible licensee TriForce is releasing an official “ReCore” limited collector’s edition statue, featuring a premium hand-finished and painted figure of the main character, Joule, and one of her robot companions, Mack.

Gaya Entertainment, a European specialist in gaming merchandise, is launching “ReCore”-branded apparel and gift items, while collectibles manufacturer Ultimate Source is currently developing an

exclusive collection of figures featuring Joule and three of her main robot companions that are set to hit stores next spring.

Finally, U.S. publisher Dark Horse Comics is coming out with *The Art of ReCore*, an art book that dives deep into the artwork and inspiration behind the game’s dynamic world. The book showcases hundreds of never before seen pieces of artwork and features commentary from the game’s creators.

Developed by Keiji Inafune and Armature Studio, the team behind the video game “Metroid Prime,” “ReCore” brings together action and platform gameplay with incredible visuals, a unique art style and an emotionally engaging story.





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FUNNY LOVE

‘Talking Tom and Friends’ Tackles Television



The animated TV series “Talking Tom and Friends” is gaining momentum in Asia, Australia and Europe. The series was recently named the Best Animated Series for 2016 by the Cablefax Program Awards, and additional television deals are being signed. Networks in Australia, Asia and Europe are signing on to join Cartoon Network in the U.K. and Asia Pacific.

The franchise’s popularity has grown since 2010 when Outfit7 Limited launched the characters as an entertainment app. More than 4.7 billion app downloads and 270 million consumers use the app monthly in 230 different countries and territories. AppAnnie, a business intelligence and analyst firm, named the “Talking Tom” app one of the most downloaded games of all time for Android. The latest mobile app, “Talking Tom Gold Run,” became the No. 1 gaming app in 137 countries within the first month of launch, says TT&F Licensing, the brand’s exclusive licensing partner.

“Talking Tom and Friends: The Series” is a CGI-animated series streamed on YouTube with more than 820 million views since its premiere in April 2015. Season two of “Talking Tom and Friends: The Series” is set to premiere in 2017 with its all-star voice cast returning to the small screen for 52 brand new episodes.

TT&F has secured licensing agreements with more than 70 licensing partners for more than 1,000 “Talking Tom and Friends” consumer products in all major categories.

A McDonald’s “Talking Tom” Happy Meal promotion launched in South and North America; while confectionery company Perfetti Van Melle Group created a food and beverage program in Russia.

Master licensing partner Grandi Giochi for Europe and the Middle East and NovaBrink for Brazil produce “Talking Tom and Friends” toys, and Chen produces apparel in Asian and European markets. Stationery and home goods partners have also been signed.

“We make sure that we are on top of our game so that our partners can be on top of theirs. From new formats and outstanding content to unique collaborations and rich style guides, our focus is to create and innovate further, so that our agents and licensing partners can stay innovative as well,” says Melita Kolbezen, chief executive officer, TT&F Licensing Company.

Rocket Licensing Expands U.K. Retail Footprint for *The Very Hungry Caterpillar*

Rocket Licensing represents the publishing property *The Very Hungry Caterpillar* from The World of Eric Carle in the U.K. on behalf of the brand’s U.S. agent The Joester Loria Group.

Rocket has assembled a cross-category merchandise program and is expanding licensing partnerships for the brand around the world.

The Very Hungry Caterpillar’s U.K. licensing program currently boasts more than 30 partners across a number of categories including publishing, toys, gifts, stationery, homewares, fast-moving consumer goods and promotions. Rocket is continuing to strengthen the brand’s retail footprint and a raft of existing licensees are adding new VHC products to their offerings.

Long-standing nursery licensee Rainbow Designs is introducing new products including stackable building blocks, a playmat and an arts and crafts range that will be available at key retailers including Argos, Toys ‘R’ Us and Waterstones.



FMCG partner Cawston Press is debuting a new range of branded juice drinks at U.K. grocers, and Paul Lamond has recently bolstered its *The Very Hungry Caterpillar* offerings by unveiling new games including a floor puzzle and a 4-in-1 games cube at Waterstones and other independent retailers.

Robert Frederick will soon debut its new stationery and gifting range, and, adding to its collection of 18 *The Very Hungry Caterpillar* styles, licensee Paul Dennici has just added new SKUs to its babywear range that is stocked at Mothercare and Boots.

Dreamtex will also be growing its offering and introducing two new bedding sets that utilize *The Very Hungry Caterpillar’s* new alphabet style guide.



‘Yo-Kai Watch’ Maintains Momentum with 2017 Deals

Paris-based VIZ Media Europe is showing off its growing roster of deals for Japanese animated series “Yo-Kai Watch” at BLE.

With the series going strong on leading kids’ television networks and master toy partner Hasbro’s products at retail, Viz Media Europe is looking ahead to 2017 with more than 100 licensees on board and additional negotiations in the works.

“We are happy about the strong partnerships we have already closed in Europe. We believe our licensees will deliver quality and fun products in line with the brand’s DNA. We are also very much talking to major promotional partners, as the brand gives endless opportunities,” says Aâdil Tayouga, licensing and retail manager at VIZ Media Europe.

New offerings for the brand include a second season of the television series with 50 episodes, video games from Nintendo, more toys from Hasbro, a digital app and a movie.



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1 According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including toys and accessories. 2 According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including in-game content sales. 3 NPD franchise sales based on physical unit sales. 4 Based on Bungie internal estimates.



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Topps Adds 'Miraculous' Stickers

Topps has added Zag Heroez' "Miraculous: Tales of Ladybug & Cat Noir" as its latest entertainment license deal for a sticker collection.

Launching in October across the EMEA region, the "Miraculous" sticker line consists of a 40-page album with 200 stickers of characters from the TV series including superheroes Ladybug and Cat Noir.

"We've seen the 'Miraculous' brand growing in popularity Europe-wide since its launch in 2015," says Chris Rodman, vice president, Topps Europe. "We're delighted to be adding this sticker collection to our entertainment portfolio, and look forward to seeing products go into stores across Europe in October."

"We can't begin to tell you how absolutely thrilled we are to have Topps on board, furthering our mission to positively empower girls worldwide. We know Topps' fun and engaging experiential sticker products will bring joy to our avid 'Miraculous' Ladybug fans throughout Europe," adds Andre Lake Mayer, president, global brand strategy and consumer products, Zag.

"Miraculous: Tales of Ladybug & Cat Noir," which launched in France in 2015 on TF1 and throughout the rest of Europe on the Disney Channel in February, follows the adventures of Marinette Dupain-Cheng and her classmate and crush, Adrien Agreste, who both secretly and magically transform into their superhero personas, Ladybug & Cat Noir, when evil arises.

4K Media Teams with The Wish Factory

New York City-based 4K Media recently announced a licensing agreement with product development company The Wish Factory.

The pact will bring "Yu-Gi-Oh!" versions of The Wish Factory Kawaii Cubes, collectible and stackable products replicated in plush, plastic and vinyl, as well as magnetic, bendable figures outside of Asia. The holiday retail launch marks the first time that "Yu-Gi-Oh!" SD, or Super Deformed, figures and plush toys will be available.

"The artwork for 'Yu-Gi-Oh!'s' Chibi-styled characters creates an adorable and highly stylized twist on fan favorites in The Wish Factory's new line of innovative products," says Jennifer Coleman, vice president, licensing and marketing, 4KMedia. "'Yu-Gi-Oh!' fans throughout the world will enjoy these fresh new products."

"The steady popularity of 'Yu-Gi-Oh!'s' community of characters coupled with this fun artwork offers The Wish Factory a unique opportunity to share a different take on an already exciting collectable toyline," says Scott Bachrach, chief executive officer, The Wish Factory. "We're very excited to debut the 'Yu-Gi-Oh!' Wish Factory Kawaii Cubes this holiday, and will be working with our mass market and specialty retailers around the globe to ensure we meet the anticipated demand for these highly collectable toys."

In addition, 4K Media recently announced plans to celebrate the 15th anniversary of the "Yu-Gi-Oh!" anime franchise in 2017.



DHX Showcases Preschool Properties

DHX Brands, the dedicated brand management and consumer products arm of DHX Media, is bringing three of its properties to BLE—"Teletubbies," "In the Night Garden" and "Twirlywoos."

Originally created in 1997, Teletubbies was named the U.K.'s No. 1 new preschool property in May following its re-launch on CBeebies last year, says DHX. Season one of the show is currently airing around the world on networks including Nick Jr. (U.S.), Family Jr. (Canada) and ABC Kids (Australia). A 60-episode second season is now in production.

As the property readies for its 20th anniversary in 2017, DHX is growing its global licensing program with more than 75 licensees on board in core categories—including Character Options as master toy partner, with distribution in North America and Northern Europe by Spin Master and Southern Europe by Giochi Preziosi; Sony Pictures Home Entertainment for DVD and digital; Egmont for global publishing rights (excluding North America and China) and Simon & Schuster for publishing in North America. Recent partners in the U.K. include Alligator for car travel accessories; Euroactive for cots, Moses baskets, bouncers and

toddler beds; Finsbury Foods for celebration cakes; Sambro International for arts, crafts and outdoor games; Solutions EU for baby kitchen accessories; Spemark for lighting; Ultimate Products Global Sourcing for wet wipes, tissues and other kitchen supplies; Vivid for Crayola Kids; Walltastic for wall stickers; and William Lamb for footwear.

Preschool series "Twirlywoos" is gaining momentum with a new 25-episode season premiering this fall on CBeebies in the U.K.

DHX has secured licensees across key categories including master toy partner Golden Bear. Products launched in Australia earlier this year. In addition, "Twirlywoos" entered the live event space with their first show at the Big Festival in August.

Preschool series "In the Night Garden" is also going strong as a result of a re-designed website and branding, an integrated social media and marketing plan, high-profile events and a new style guide, says DHX. This summer, the "In the Night Garden" live stage show entered its seventh consecutive year in the U.K. and sold 50,000 tickets in its first week.

The property is also gearing up for its 10th anniversary celebration in 2017 with the launch of the first-ever dedicated "In the Night Garden" baby product collection that will hit stores next spring.



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‘Rainbow Ruby’ Inspires Girls

CJ E&M, the Seoul, Korea-based content and media company, is debuting a new CGI-animated preschool series “Rainbow Ruby.”

The series, developed by CJ E&M’s in-house producer Narae Ha and based on her own childhood experiences, follows the adventures of 6-year-old Ruby, a resourceful little girl who goes on a magical journey in every episode to Rainbow Village, a whimsical land where her toys come to life.

Ruby faces a different challenge in each of the 52 11-minute episodes. When the magical heart of Ruby’s beloved teddy bear Choco begins to glow, Ruby knows someone needs help in Rainbow Village. Once there,

Ruby can transform herself and assume any professional role to help to save the day.

The series focuses on the magical world and emotional bond between a little girl and her toys, and stresses key themes of friendship, problem solving, imagination, magic and adventure, diversity and aspiration. “Rainbow Ruby” storylines promote positive values for girls and highlights the unlimited opportunities open to them in education and work.

HX Media is the appointed television distributor of the series in the U.S., Canada and EMEA (excluding France), and CPLG will represent the property for licensing across all categories globally

(excluding Asia and Latin America).

The series’ positive messages have already led to a partnership between CJ E&M and UNESCO to support the organization’s Girls’ Education Global Campaign.

“Rainbow Ruby’ was created to inspire children with dreams and to bring them hope,” says Dongsik Shin, senior vice president, CJ E&M Animation. “Throughout the series, Ruby takes on a variety of professions, introducing the concept of a dream job. This is one of the distinct features about this series and we will develop our toy and licensing businesses based on this concept. Please stay tuned for details on this highly anticipated property.”



m4e to Rep ‘Beyblade’ Franchise

With the “Beyblade” franchise set to re-launch later this year in the U.S. and Canada as “Beyblade Burst,” brand management and media company m4e has been appointed as its agent for broadcast, home entertainment and merchandising rights for German-speaking territories.

The deal was brokered by Sunrights, which handles the distribution of all rights for “Beyblade Burst” outside of Asia.

As part of the deal, m4e is looking to attach a German broadcasting partner to the series in order to develop a broad licensing program.

Master toy partner Hasbro, who was the toy partner for the first two generations of “Beyblade” toys, is introducing a line in North America by the end of the year, with a broader distribution of products to follow in most major international markets in 2017. The “Beyblade Burst” toys include a dynamic burst feature that allows for more interactive play as well as a digital component.

“We are very proud of our trustful and long-lasting partnership with D-Rights and press information

Sunrights. We know the brand and all involved partners very well and can’t wait to breathe new life into this cult franchise,” says Peter Kleinschmidt, senior vice president of group marketing and brand management at m4e.

“I am very excited about this partnership and to watch ‘Beyblade Burst’ grow globally in the Western markets,” adds Daizo Suzuki, president, Sunrights.

The original “Beyblade” brand was launched in 1999 and became a global phenomenon with two generations to date, including seven television series, two movies and three spin-off series. The brand has been a massive hit with broadcasters and retailers in more than 80 countries. The re-imagined “Beyblade Burst” series debuted in Japan on TV Tokyo in April with new storylines and characters and themes of sports, competition and friendship aimed at young boys.

The Tomy Company was the original toy developer of “Beyblade,” a modern battling top system inspired by traditional Japanese battling tops called “Bei-Goma.”



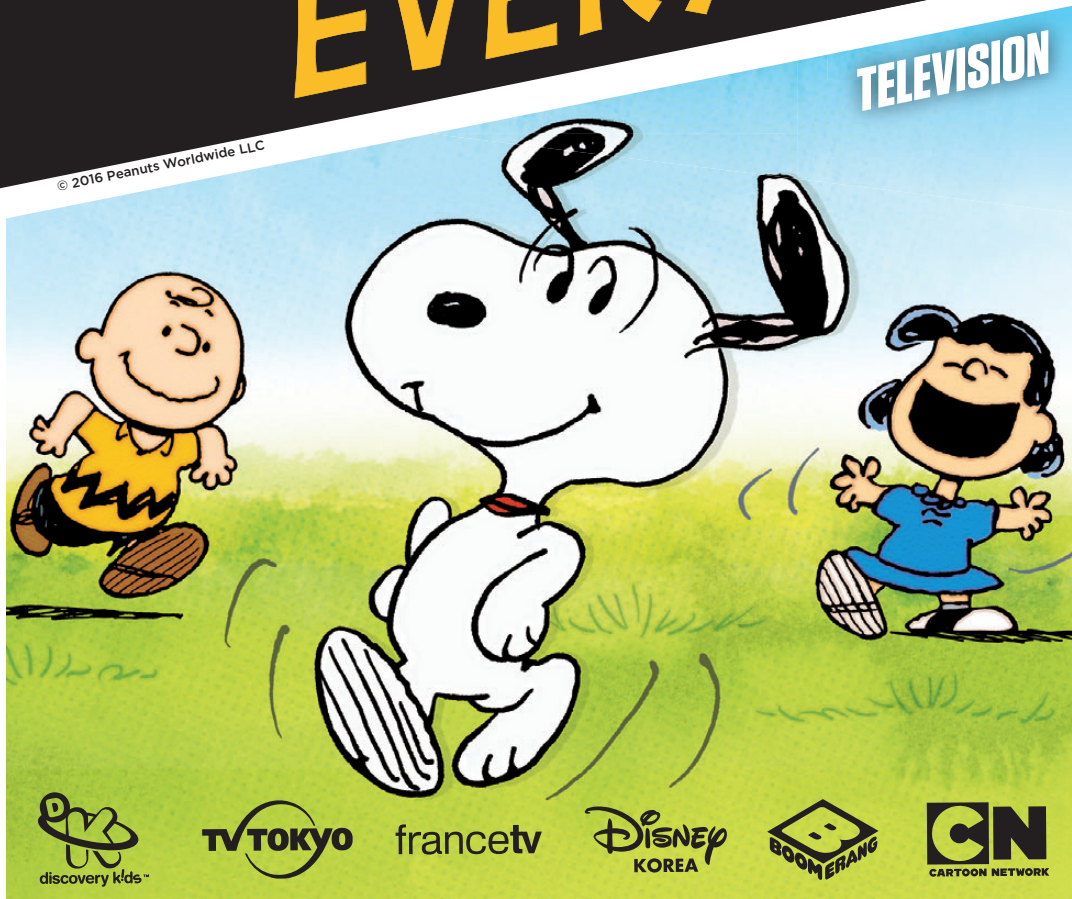
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WBCP Announces *Fantastic Beasts* Program

Warner Brothers Consumer Products is joining forces with licensees across multiple categories to create a merchandising program for the upcoming film *Fantastic Beasts and Where to Find Them*.

Leading the program are movie tie-in books from publishing partners Scholastic, HarperCollins and Insight Editions.

The all-new book programs inspired by the film include children's movie tie-in books from Scholastic based on the original eight *Harry Potter* films and adult tie-in books from HarperCollins that will delve into the making of the movie and

include details about the process of art and design, interviews with the cast and filmmakers, and interactive formats such as coloring books and postcard collections.

Other licensees include The Noble Collection with a high-end offering of collectibles including replica and interactive character wands, plush and other prop replicas; Funko with an assortment of stylized vinyl figures; Bioworld with a collection of apparel and accessories; and Elope with a high-end line of costumes and accessories. More products across stationery, fine collectibles, gifts and

novelties, home goods, apparel, accessories and costumes are also in the works.

Fantastic Beasts and Where to Find Them marks the screenwriting debut of J.K. Rowling, whose *Harry Potter* books were adapted into the top-grossing film franchise of all time. Her screenplay was inspired by the Hogwarts textbook *Fantastic Beasts and Where to Find Them*, written by character Newt Scamander.

The film is slated for worldwide release in 2D and 3D in select theaters and IMAX on Nov. 18 from Warner Bros. Pictures, a Warner Bros. Entertainment Company.

Imperial War Museums Explore Vintage Fragrances

Scent historian Lizzie Ostrom, also known under the stage name Odette Toilette, recently demonstrated authentic vintage perfumes worn by women during the 1940s as part of a promotion at the Imperial War Museums stand.

Hailed as "the Heston Blumenthal of perfumes" by *Daily Mail YOU*, Ostrom also gave a seminar called "A Good Vintage: Licensing the 1940s" with Imperial War Museums in the Brand Licensing Europe Brands and Lifestyle Theatre. The seminar covered the history of perfumes during the 1940s through an exploration of IWM's collections and also looked at the many ways that museum collections can inspire contemporary lifestyle products.

Ostrom's first book, *Perfume: A Century of Scents*, a cultural history of the 20th century through fragrance, was published last October.



'Paprika,' 'Oggy' Lead for Xilam



Paris-based animation production company Xilam is exhibiting at Brand Licensing Europe for the first time this year along with two of its key properties, "Paprika," and "Oggy & the Cockroaches."

"Our focus for the show is to extend the business' brand awareness and to drive a successful international licensing program across all our major properties, especially the soon-to-launch preschool series 'Paprika,'" says Marie-Laure Marchand, senior vice president, global licensing, Xilam. "We also hope to build on the increasing footprint and continuing growth of our flagship animation property, 'Oggy & the Cockroaches.'"

Preschool animated comedy series "Paprika," which chronicles the adventures of twins Olivia and Stan Paprika, is currently in production and is slated to debut on France Télévisions

and Disney Junior in the EMEA region with 26 half-hour episodes. The show is ideal for licensing across both boys' and girls' categories and Xilam is looking to meet a potential EMEA master toy partner and publishers to extend the brand.

Another core focus for Xilam throughout the show is "Oggy & the Cockroaches," which has been ordered for three more seasons by Gulli in France and Cartoon Network in Asia, Africa and South America, with the next season due to air in fall 2017. With four seasons under its belt and distribution in more than 160 countries, Xilam is looking to expand the show's licensing program into other territories to coincide with the upcoming seasons.



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Metrostar Highlights Key Properties

Brand licensing agency Metrostar is showcasing the licensing programs for its portfolio of properties, some of which are new to Brand Licensing Europe this year. The highlights include:

- New apparel licenses for boys, girls and baby apparel, and a tie-in with a major retailer for spring 2017 for David McKee's *Elmer the Patchwork Elephant* book series.
- A second season of Milkshake's preschool program "Toby's Travelling Circus" will premiere next fall in different time slots on Tiny Pop.
- CBeebies series "Boj" is getting its own visitor attraction at West Midlands Safari Park in the U.K. next spring, which celebrates the arrival of the first bilby (the Australian animal on which Boj is based) at the park. Metrostar is seeking new licensees to join partners Paul Lamond, Sega, Redan, Blues and Misirli.
- "Wussywat and the Clumsy Cat," a CBeebies series, will be a focus for Metrostar as it looks to secure partners in publishing, toys and children's apparel.
- British artist Eloise Hall is appearing at BLE for the first time to discuss opportunities in homewares; while Alice Tait is adding a new children's brand to her line of licensed giftware.

Metrostar is also showing its other properties including Dear Zoo, Toot the Tiny Tugboat, Little House on the Prairie, the Scout Association and Little Suzy's Zoo.

'Tee & Mo' Signs Zodiak

Zodiak Kids is coming on board as the consumer products agent for CBeebies preschool series "Tee & Mo."

"Tee and Mo' is such a lovely concept for a preschool TV series highlighting the love, warmth and fun in the relationship between monkey mum Mo and her adorable son, Tee. It's exciting to be taking a brand which has already proven to be hugely successful with the CBeebies digital audience out to a wider audience," says Claire Shaw, vice president, licensing, Zodiak Kids.

BAFTA-winning U.K. production company Plug-in Media and Canada's Radical Sheep Productions, a division of Boat Rocker Studios, are developing the 50 x 7 2D animated series for CBeebies in the U.K, and Canadian broadcasters TVOKids and Knowledge Kids are also on board. Serious Lunch's Genevieve Dexter brokered the deal.

"Tee and Mo," which follows a monkey named Tee and his mother Mo as they go about the ups and downs of jungle life, has been doing well online for CBeebies with games, music videos and shorts, the latter of which won the Prix Jeunesse, a prestigious children's television award, for Best Interstitials earlier this year.



Emojimovie and More from Sony Pictures

Sony Pictures Consumer Products is heading to Brand Licensing Europe with a lineup of film licenses featuring new properties as well as enduring franchises. The company will also announce and create partnerships with licensees and retailers around the world.

Sony Pictures Consumer Products' forthcoming tentpole theatrical release *Emojimovie: Express Yourself* leads the presentation slate this year along with *Smurfs: The Lost Village*, a new live-action/CG adaptation of the classic *Peter Rabbit*, *The Star* and the newest additions to the *Hotel Transylvania* franchise—a

third installment of the film and an all-new TV series.

Among the featured live-action properties is *Jumanji* starring Dwayne Johnson, Kevin Hart and Jack Black, and *Dark Tower*, a new film based on Stephen King's book franchise that stars Matthew McConaughey and Idris Elba.

Rounding out the lineup is Sony Pictures Consumer Products' classic brand portfolio that features *Ghostbusters* classics, *Karate Kid*, the *Men In Black* franchise, the *Underworld* franchise and *Easy Rider*, among others.



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OCTOBER 11

The Essentials of Licensing, Presented by LIMA

9:30–10 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

License to Thrill—Understanding Your Markets

11:30 a.m.–12 p.m.

Speaker: Max Templeman, senior account manager, GfK
License to Thrill will offer a detailed look at current market data and significant trends in licensed product categories with a focus on homewares and gaming, as well as general consumer spending behavior, identifying areas of growth and opportunity.

Streaming Success in Licensing

12–12:30 p.m.

Speaker: Sam Tuch, associate director, GfK
This session will explore the consumption of content across Netflix, Amazon and NOW TV during Q2 2016. The session will focus on top titles viewed, levels of consumption, share of viewing by distributor/rights holder and the impact of original programming.

Sports Licensing Keynote

12:30–1:30 p.m.

Speaker: Vandana Balachandar, vice president, global merchandising, EMEA, National Basketball Association; Andy Ward, head of merchandising, Rugby Football Union; and Andreas Pletl, consumer retail manager, Asia Pacific, FIFA

OCTOBER 12

The Essentials of Licensing, Presented by LIMA

9:30–10 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Kids' Licensing in 2016: Fragmentation or Concentration

10:30–11:30 a.m.

Speaker: Frederique Tutt, global industry analyst, toys, The NPD Group
In this session, The NPD Group will provide insights on the latest trends in kids' licensing, with a focus on the European toy market, a focus on the U.K. kids' market across multiple categories and final thoughts on what to expect for the next 6 to 12 months.

Roundtables Facilitated by LIMA (New to BLE)

2:30–4:15 p.m.

The roundtables will be focused discussions on a wide range of topics. Each table of 10 to 12 participants will meet for 30 minutes, then switch. There will be enough time for visitors to participate in three

discussions of their choice. Conversations are: **Ins and Outs of Celebrity Licensing**—Saphia Maxamed, head, entertainment division, Rights Management International; **Is Your Property Ready for Licensing**—Ian Downes, founder, Start Licensing; **Creating and Working with Style Guides**—Dave Collins, co-founder, PowerStation Studios; **Revitalizing Classic Brands**—Tim Collins, director, The Brand Director; and **How to Negotiate a Licensing Deal**—Trevor Jones, licensing director, Danilo Promotions.

More Sessions to Be Announced

OCTOBER 13

The Essentials of Licensing, Presented by LIMA

9:30–10 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Keynote II

11:30 a.m.–12:30 p.m.

Speaker: TBA

License This! Finale & Presentation

12:30–1:30 p.m.

The License This! competition will culminate on the last day of the show where the shortlisted concepts will be presented to a panel of judges and the winner will be announced. Kelvyn Gardner, managing director, LIMA U.K. will chair the panel. He will be joined by Tom Gunn, senior international brand director, Nickelodeon & Viacom Consumer Products; Jane Evans, director, JELC; Sam Ferguson, senior director, licensing and retail, Jazwares; Pat Reading, licensing director, UU Ltd; Max Lister, senior licensing manager, Natural History Museum; and Clare Piggot, director, licensing and merchandising, Larkshhead Media.

Brands & Lifestyle

Theatre 2016

OCTOBER 11

Licensing for Growth: Can Food & Beverages Be a New Growth Driver?

1:30–2:30 p.m.

Presenter: Bruno Schwobthaler, author, *Licensing for Growth*

Panelists: TBA

Brand Jam Trend Watch: What's Hot in the Lifestyle Licensing Business?

2:30–3:30 p.m.

Presenter: Paolo Lucci, Brand Jam

All the lifestyle branding vibrations found in major trade fairs in Europe are dissected, analyzed and compiled once a year by Brand Jam. Five major branding trends have been selected for this session so that visitors can see sneak peek pictures as well as examples of products on the shelves currently or coming soon.

A Good Vintage: Licensing the 1940s with Imperial War Museums

3:30–4:30 p.m.

Presenter: Odette Toilette

Speakers: David Fenton, head, retail and admissions, publishing and brand licensing, IWM; and Anne Buky, licensing consultant

Fragrance specialist, Odette Toilette, will take visitors back to the sights and scents of the 1940s in this interactive session. Looking at material from IWM's vast collections as well as their toiletries range for Marks & Spencer, visitors will see how museum archives can be reinvented for contemporary lifestyle products.

OCTOBER 12

Managing a Successful Brand Licensing Program

1:30–2:30 p.m.

Chair: Richard Pink, managing director, Pink Key Consulting

Panelists: Julie McCleave, global licensing director, Unilever; Elaine Ashton, director, licensing and publishing, Cath Kidston; Lauren Sizeland, head, business development and licensing, Victoria and Albert Museum; and Ian Joynson, associate vice president, brand development, Beanstalk

This session will look at successful long-term brand licensing programs and will cover the essential things that need to be done to ensure longevity. It will also highlight how to manage a brand program within a licensee portfolio that may also contain entertainment and other kinds of licenses.

Collaboration Generation: How Lifestyle Licensing Helps to Develop Remarkable Products

2:30–3:30 p.m.

Speakers: Gavin Brown, Crescendo Brands; and Paolo Lucci, Brand Jam

Licensed collaborations and co-branded activities have become a platform where lifestyle brands are able to develop remarkable products, reaching their consumer more frequently and organically. Some brands are "power users" of these techniques such as Moleskine, Coca-Cola, Nike, Vans and Dr. Martens. This session will highlight the best practice examples of what works and what doesn't.

Ten Rules of Successful Sports Licensing

3:30–4:30 p.m.

Speaker: Simon Gresswell, vice president, licensing, Europe, IMG

OCTOBER 13

Intro to Law in Licensing

10–10:30 a.m.

Speaker: John Burns, partner, Gateley

More Sessions to Be Announced



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EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
0+ Media	B32	DHX Brands	C30	Lil Critter Workshop - Giggle Garage	C105	Royal Armouries Museum	P71
20th Century Fox Consumer Products	E30	Discovery Consumer Products	C82	LIMA	R100	Run Smart	K70
24IP	F72	Dodreams Ltd	D117	LINE FRIENDS	E25	Saban Brands	E15
4K Media Inc	C35	Doodling Around and Veronica Dearly	J16a	Lionsgate Entertainment	E52	Sagoo	B86
Aardman Animations	F15	Dorna Sports	P21	Lisle International Licensing	A20	Sanrio GmbH	B35
Activision Publishing	B60	Dot Dash Studio	J7	Live Nation Merchandise	B52	Santoro Licensing	F14
Adidas - A.C Milan	P12	Dracco	D5	LMAH Distribution & Licensing	L37	Sarah Hurley Ltd	J17
Adidas - Real Madrid	P14	DreamWorks Animation	D60	LoCoco Licensing	E3	Science Museum Group	L15
AGMA	D117	DRI Licensing	F30	Lonely Dog	P61	Screening Agency	D117
Aiara Co. Ltd	E25	Dynit S.r.l	F66	Longboard	P51	SEGA	C40
Alchemy Licensing	R38	Edebe Licensing	B30	Ludorum	A105	Sinigaglia	G60
Alex Underdown Art	J6	Edis	F65	LuvLuvPig	F90	Smiley	E70
Allsorts Licensing	C84	Edutainment Licensing	G25	m4e AG	B15	Sony Interactive Entertainment Europe	D20
American Greeting Entertainment	E4	El Ocho Licencias y Promociones SL	B30	Manchester City FC	R18	Sony Pictures Consumer Products	A10
Animal Jam	E80	Entertainment One	C50	Manu	J1	Sophie La Girafe	B68
Animaru	J3	ETS	C80	Marcrom Licensing SL	B30	Spain Licensing Pavilion	B30
Ardea - Wildlife Pets Environment	J23	Euro Lizenzen	G55	Marvel Press	N17	Spook Squad Production	J25
Arsenal Football Club	Q20	FADEL	L68	Mary Evans Picture Library	J20	Stanfords	L21
Art + Science International	A85	Fantawild Animation Inc	D100	Masha and the Bear	C70	Start Licensing Ltd	B66
Art Ask Agency	P50	Fashion UK	A50	Mattel Brands Consumer Products	E10	Studio 100	G15
Art Brand Studios	K20	FIFA	M25	Mau and Sons	Q12	Studio Canal	F38
Asiana Licensing Inc.	E25	Fluid World Limited	A55	Max Publishing	G65	SUNRIGHTS INC	D90
Assaf Frank Photography Licensing	J10	francetv distribution	F70	Maya Studio SL	B30	Tak Toon Enterprise	E25
Atlantyc	B22	FremantleMedia Kids and Family Entertainment	E55	Mediatoon Licensing	F20	Teddy's Inc	J12
Aurora World Corp	E25	Funtik Entertainment	B32	Melnitsa Animation Studios	B32	Tempting Brands AG	N15
Authentic Brands Group	G74	Gallimard Jeunesse	P20	Mercis bv	F30	Teo Jasmin	R16
Automobili Lamborghini SPA	P10	Gateley Plc	F76	Metrostar	B58	Tezuka Productions	A100
BanBao Hands	C94	Gici Toys	E103	MGL Licensing	J0	TF1	F45
BANDAI NAMCO Entertainment Europe S.A.S	E75	Gigglebug Entertainment Ltd	D117	MK Studio	E25	The British Library	K25
Barfoot + Duggan	J35	Gingerbread House	J13	Momot Global	E90	The Copyrights Group	F35
Bavaria Sonor	N12	Giochi Preziosi Group	F55	Mondo2Friday	P52	The Ink Group A/S	C70
BBC Worldwide	E20	Global Icons	N100	Mondo TV	D70	The Ministry of Defence	N40
Beano Studios	B90	Global Merchandising Services Ltd	A45	Moomin	C60	The Natural History Museum	M69
Beanstalk	Q100	Global Trademark Licensing	M12	MyMediaBox	B80	The Partnership	N10
Benesse Corporation	E100	Globetrade / beetosee	G35	Napa Arts & Licensing Agency	D117	The Shakespeare Birthplace Trust	K18
Biplano	B56	Glory Innovations Inc	G30	National Basketball Association (NBA)	Q15	The Sharpe Company Holdings INC	F86
B.J.A Design	B113	Gola	N30	National Museum of Royal Navy	L20	This Is Iris	J37
Blizzard Entertainment	D107	Golden Goose	M18	National Portrait Gallery	K30	Tinderbox	Q100
Blue Zoo Animation	C2	Grani & Partners	F55	NBCUniversal Brand Development	E45	TLC CAA-GBG	L100
Bonus Marketing Productions	F37	Grupo Sunfair SL	Q14	NECA	B25	Toei Animation	F58
Boxfish Entertainment	E25	Hasbro Brand Licensing & Publishing	D40	Nelvana Enterprises	E50	Tokidoki	B64
Brand Central / Krispy Kreme	K54	HCA	B34	Nickelodeon and Viacom Consumer Products	D10	Topps Europe	G57
Brandgenuity Europe	P60	Hong Kong Trade Development Council	A108	Nintendo of America	G76	Total Licensing	G27
Brands Media	F110	HoriPro Inc	C90	Nitro Circus	A20	Töttöröö Networks	D117
Brands with Influence	F12	Howard Robinson & Associates	J5	Octane 5	G40	Tour de France	L55
BRANDS&RIGHTS 360	B30	I.M.P.S	B50	ÖDroids	A70	TSBA Group	M15
Bravado International Group	B40	Iamerican LLC	J8	Oma Design	D117	TT & F, Licensing Company, Limited	F32
BRB Internacional SA	B30	IFLSource	M20	On Entertainment	F45	Turner Cartoon Network	D50
Bulldog Licensing Limited	F2	Image Source	J14	ON Kids & Family	F45	Ubisoft	E40
Bulls Licensing	C62	Imperial War Museum	R10	One Target SA	B45	Univers Paloseco SL (KUKUXUMUSU)	B30
Capcom (CE Europe Ltd)	B115	Ink Group	C70	Otava Publishing Company Ltd	D117	Uprosa Ltd	J18a
Capsbeans	B105	Intellectual Property Office	F78	Pain in the Sass	J4	Vicki Thomas	J19
Carbon 12011 Licensing	L9	International Brand Management & Licensing	P100	Paper Rose	J2	Victoria & Albert Museum	K10
Caroline Mickler	A60	ITV Studios Global Entertainment	C20	Paramount Pictures	B72	Viz Media Europe	A25
Carte Blanche	D95	J Patton	M30	Paris Saint-Germain (PSG)	L55	Volkswagen	N20
Casterman	P20	JINX	Q10	Pea & Promoplast	A65	VOOZ	E25
Celebrities Entertainment	E2	JCB	F50	Penguin Random House	B47	VOOZ Co. LTD	F95
CENTA IP	D87	JELC	Q25	Perfetti Van Melle	M10	Walker Books	G20
Chelsea Football Club	L22	Kate Mawdsley	J21	PGS Entertainment	E104	Warner Bros Consumer Products	D30
Circus Image Works Co. Ltd	E25	Kazachok	F80	Pink Key Consulting	P22	Wearable Intelligent German GmbH	C86
CJ E&M Corporation	C90	Keen Advisory	F74	Planeta Junior	B15	Withit Studios	F22
Claire Louise	J9	Keksi Agency	D117	Pokémon	C45	WWE	E60
Consumer Product Connection SL	B30	KidsOut UK	P72	Posh Graffiti	J26	WWF UK	R35
Coolabi	E35	King	C87	PowerStation Studios	B92	Xilam	E105
Cooneen By Design	C100	King Features	E65	Pursuit NHA International	F84	Yellow House Art Licensing	J33
CPLG	C30	Kino - Mo	G70	Rachael Hale	B62	Young Toys Inc.	E25
Creative Licensing	F68	KOCCA (Korea Creative Content Agency)	E25	Radio Days	B20	Zag Toon	F45
Crush Creative	J5a	Koko Rose Media	J27	Rainbow	C10	Zepetto Co.	E25
Curtis Licensing	F10	Lemon Ribbon	J22	Raydar Media	B54	Zodiak Kids	F40
Danken Enterprises Co., Ltd	B110	Leoni S.P.A	F67	Redrover	E25	Zolan Company	L30
Danny Flynn Moon	J16	Licensing Expo China	D119	Rocket Licensing	F5		
Deepmere	J29	Licensing Management International	F85	ROI Visual	D85		
Dependable Solutions, Inc	L35	Licensing Biz	F105	Rovio Entertainment Ltd	B10		

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Licensing Awards Names Best in Biz

The Licensing Awards were held Sept. 13 at London's The Grosvenor House and honored the best in the business in the U.K. markets. Hosted by comedian Tim Vine, organized by

Max Publishing and sponsored by Brand Licensing Europe and the International Licensing Industry Merchandisers' Association, the awards ceremony recognized 27 different categories.



Best Licensed Adult Apparel Range—“Adventure Time” boots from Dr. Martens: 20th Century Fox's Sandra Vauthier-Cellier with Darren McKoy, Airway International, and Turners Johanne Broadfield, Sona Agarwal, Jan McDonough, Leila Loumi and Graham Saltmarsh



Best Film Licensed Property—Star Wars: The Force Awakens: Pyramid International's Mordy Benaiah with The Walt Disney Company's Mike Stagg, Alan Russell, Dan Scott, Ian Shepherd, Claire Terry, Simon Philips, Francesca Ganesin, Aysha Kidwai, Craig Bonner and Liz Shortreed



Best Preschool Retailer—Argos: Entertainment One's Hannah Mungo with Argos' Emma Bennett and Paul Kinge



Best Music or Celebrity Licensed Property—The Beatles, Caroline Mickler: Danilo's Trevor Jones with Caroline Mickler's Caroline Mickler and Apple Corps.' Paul Cole



Best Licensed Dress-Up or Partyware Range—DC Super Heroes for Sainsbury's from Rubie's Masquerade: The Walt Disney Company's Mike Stagg with Rubie's Masquerade's Tracey Devine



Best Retailer of Adult Licensed Products—Tesco: Warner Bros. Consumer Products U.K. and Ireland's Preston Kevin-Lewis with Tesco's John Driscoll and team



Best Sports Licensed Property—England Rugby, Rugby Football Union: Art & Science International's Peter Rooke with Rugby Football Union's Jane Barron and Emma Oliver and Tri Distribution's Simon Skene

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Best Children's or Tween Licensed Property—Shopkins, Bulldog Licensing: Misrli U.K.'s Kim Brown with Moose Toys' Stephanie Moore and Bulldog Licensing's Sole Puerto, Vicky Hill, Rob Corney, Helena Mansell-Stopher, Sophie Yates, as well as Flair's Nic Aldridge



Best Licensed Children's Apparel Range—DC Comics Swimwear for Sainsbury's from Aykroyd & Sons: Saban Brands' Tim Juckes with Aykroyd & Sons' Louise Moore, Adam Robson, Roseanne Edwards, David Aykroyd, Ffion Aykroyd-Davies and Sion Aykroyd



Best Classic Licensed Property—Peter Rabbit, Penguin Random House: BB Designs' Alison Graver with Penguin Ventures' Susan Bolsover, Sarah Hulands and Melissa Minty, as well as Beatrix Potter's Jen Cooper



Best Licensed Giftware Range—The Simpsons x Skinnydip Krusty the Clown Range: NBCUniversal's Adam Steel with Skinnydip's James Gold and Richard Gold, as well as 20th Century Fox's Richard Woolf, Sandra Vaultier-Cellier and Lindsey Chester



Honorary Achievement Award—Ian Downes, Start Licensing: Sambro's Nikki Samuels with Start Licensing's Ian Downes



Best Licensed Toy or Game Range—"Paw Patrol" from Spin Master: BBC Worldwide's Rikesh Desai with Spin Master's Jacqueline Taylor-Foo and Charlotte Jones



Best Licensed Food or Drink Range—Minions Banana Tic Tacs from Ferrero: Rainbow Productions' Simon Foulkes with Ferrero U.K.'s Fiona Hartley and Universal's Nicky Laslett



Best Licensed Home Décor, Tableware or Housewares Range—Peter Rabbit 150 Nursery Range for Mothercare from Suncrest Trading: Spring Fair's Nick Davison with Suncrest Trading's Rachael Bradshaw and Mothercare's Kirsti Lynch and Chiu Yik



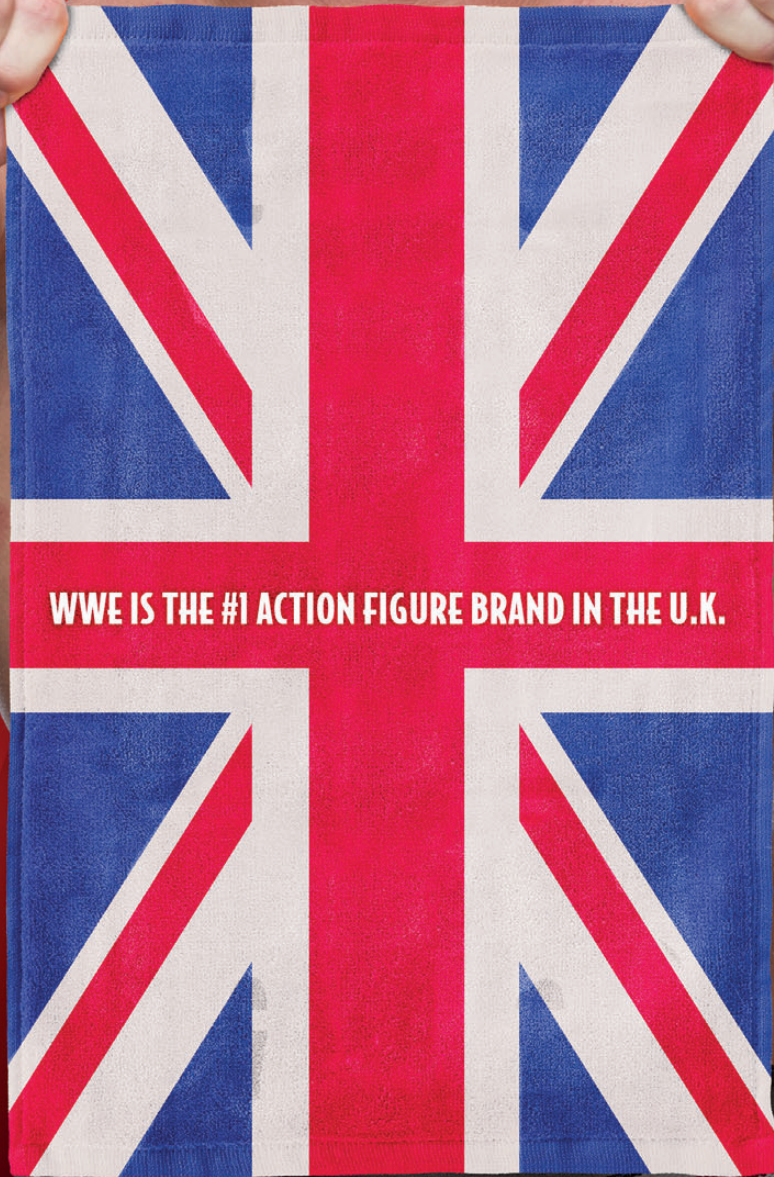
Best Kids' Retailer of Licensed Products—Tesco: DreamWorks Animation's Richard Hollis with Tesco's Chris Barnett, Rebecca Watkins, Jennifer Judd, Natasha Collinson, Rachel Wakley, Rob Hattrell, Rachael Flowers and Anita Serradimigni



Innovation Award—Star Wars Bluetooth Speakers from ACWorldwide: Tuner's Graham Saltmarsh with ACWorldwide's Karl Grimsey and Catherine Callow, LIMA's Kelvyn Gardner and Steve Jones



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Best Licensed Preschool Apparel Range—Star Wars Babywear for Tesco from Paul Dennicci: Nickelodeon’s Marianne James with Paul Dennicci’s Laura Southgate, Clare Raven, Charlotte Robinson, Andrew Farrow, Sarah Pinkney and Tania Bines, as well as Tesco’s Jo Roberts and Rachel McGurk



Best Teen or Adult Licensed Property—“Adventure Time” by Cartoon Network: TVM Fashion Lab’s Andrew Webster with Cartoon Network’s Julia O’Brien, Graham Saltmarsh, Leila Loumi, Johanne Broadfield, Ian McDonough, Annabel Rochfort, Marla Rosaria Milone, Sona Agarwal, Benoit Montaigne, Tasmyn Knight and Victoria Saint



LIMA U.K. Rising Star Award—Sarah Patel, Nickelodeon Consumer Products, U.K. and Ireland: LIMA’s Kelvyn Gardner with Patel



Top Retailer Award—Tesco: Mattel’s Simon Price with the Tesco team



Best Licensed Marketing and Communications Award—Roald Dahl’s Messy Adventure with Persil: Brand Licensing Europe’s Anna Knight with DRI Licensing’s Alicia Davenport



Best Licensed Written, Listening or Learning Range—Winnie the Pooh 90th Anniversary from Egmont Publishing: Carte Blanche’s Sarah Quigley with Egmont Publishing’s Nicole Pearson and Pritty Ramjee, as well as Disney’s Kate Bellamy and Curtis Brown’s Norah Perkins



Best Licensed Retail Execution—Minions Summer Takeover from Asda: Those Licensing People’s Russell Dever with Asda’s Ruth Golightly, Emma Pacey and Steph Strike, as well as Gig Retail’s Gal Shvitiel and Sarah Crennell



The Radar Award—M&Co: DHX’s Tom Roe with M&Co’s Laura Jolley, Kerry Wratten, Charlotte Denton, Julia Redman, Vicky Briscoe, Victoria Galt and Lara Singer



Best Preschool Licensed Property—“Paw Patrol” from Spin Master and Nickelodeon and Viacom Consumer Products: Character World’s Danny Schweiger with Nickelodeon’s Anna Chan, James Luce, Marianne James, Ashley Holman, Adam Reed, Jess Brown, Sarah Patel, Charlotte Boyce and Sofia Frode, as well as Spin Master’s Jacqueline Taylor-Foo



Best Licensed Paper Products or Stationery Range—Star Wars Stamps from Royal Mail: ITV Studios Global Entertainment’s Natalie Harvey with Royal Mail’s Stewart Tyson and David Gillespie

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