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brand
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Agents Build Out Their Rosters at BLE

Top agencies including Beanstalk, CPLG and Brandgenuity have signed on to represent a host of new brands at BLE.

Beanstalk has taken on a trio of new clients—Microsoft's video game console Xbox, adventurer and TV personality Bear Grylls and legendary comic duo Laurel & Hardy. The agency will build a lifestyle program for Grylls in Europe and North America, and will represent the Laurel & Hardy brand (owned by Larry Harmon Pictures) worldwide.

CPLG has signed on to represent the British Phonographic Industry's Parental Advisory brand worldwide (excluding North America), and was appointed by BBC Worldwide to

expand some of the network's properties including "Top Gear," "Doctor Who," "BBC Earth," "Hey Duggee" and "Go Jetters."

Brandgenuity showcased their new client, NFL Players Inc., the licensing arm of the National Football League Players Association.

Meanwhile, m4e took on the re-launched "Beyblade" franchise for German-speaking territories, in a deal brokered by Sunrights.



Breaking News

Moomin Grows Presence in Japan

The Moomin brand will continue to expand in Japan with a year of celebrations to coincide with the 100th anniversary of Finland's independence, followed by the opening of a new theme park.

See the full story on PG 8

Ministry of Defence Preps for Royal Air Force Centenary

Read more on PG 18

El Corte Inglés to Feature DreamWorks' Trolls

Read more on PG 26

Capcom Capitalizes on Top Games

Read more on PG 32

Rovio to Develop 'Kit^n^Kate'

Read more on PG 38

TODAY'S EVENTS

■ License This! Finale: The four finalists will present their concepts to a panel of licensing experts who will pick the winner live.

Licensing Academy at 12:30 p.m.

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

'Chelsea' Signs Duo of New Deals

The hit E4 show "Made in Chelsea" has signed two new deals for an app and a series of live events, enabled by NBCUniversal International Studios.

Following the launch of the new season, NBCUniversal International Studios, Channel 4 and Fanmoji have unveiled "MICmoji," which will provide users with 100 emoji stickers of their favorite 'Chelsea' faces.

In a separate deal, show producer Monkey and E4 have tapped Global Live for a series of live shows called "Made in Chelsea Presents." All shows will take place at the legendary music venue the 100 Club in London's Soho. The debut show took place last night.

Peter Rabbit Hops on Licensing

Penguin Ventures and Sony Pictures Entertainment Worldwide Consumer Products will collaborate on the licensing and consumer products program for the upcoming film *Peter Rabbit*.

Sony will launch a worldwide licensing campaign, including serving as Penguin Ventures' agency in the U.K. and Eire, Australia, New Zealand and Japan.

The *Peter Rabbit* film will be based on the series of books written and illustrated by Beatrix Potter, whose 150th anniversary is being celebrated this year. The film is currently slated for worldwide release starting in March 2018.



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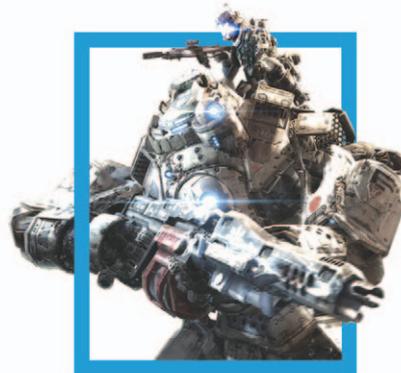
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Vladimir Gorbulya and Valentina Sotskova from Masha and the Bear



Perfetti van Melle showcases Chupa Chups fashion from the Rodnik Group



Andrew Carley and Olivier Dumont from Entertainment One



Alexis Venn, Iconic Images with Stephanie Freeman TSBA Group



Kerry Clarke, Lonely Dog, Tatiana J Whytelord, Intelligent Brand Extension and Ivan Clarke, Lonely Dog



Andrew Isalt, Mike Coles and Carol Cundiff of Cooneen by Design



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Moomin Grows Presence in Japan

The Moomin brand will continue to expand in Japan with a year of celebrations to coincide with the 100th anniversary of Finland's independence, followed by the opening of a new theme park.

The brand has partnered with a number of Japanese cultural institutions to host commemorative events throughout the year, including a concert from Tampere Philharmonic Orchestra and an exhibition of Finnish art and design.

There will also be a new Moomin puppet musical for children, developed specifically for the Japanese market, and in-store Moomin events and activations at department stores across the country.

"Moomin is so popular in Japan thanks to its unique positioning as a property from the world of Scandinavian art and literature," says Takumi Nakayama, director, Tuttle-Mori Agency,



Moomin's licensing agent in Japan.

"While the Moomins' values are universal, there is much in the brand's origins and in Finnish culture and way of living that is of interest to Japanese fans. It's this fascination with the cultural context of the creation of

the Moomins that led us to our strategy of maximizing opportunities around the Finland centenary and further educating fans about the life of Tove Jansson."

Additionally, the first Moomin theme park outside of Finland will open at Lake Miyazawa in the Greater Tokyo Area. Metsä, meaning forest in Finnish, will include two zones—a Moomin zone and a public zone. The Moomin zone will allow visitors to immerse themselves in the Moomin family world while the public zone will aim to replicate the Finnish atmosphere and environment.

"We're so proud that the themes of love, tolerance and adventure explored in Tove's work continue to resonate across the world and to be embraced by new countries and cultures, and are very excited for what the coming year has to bring," says Roleff Krakstrom, managing director, Moomin.

Atlantya Plans 'Bat Pat' Toys

Atlantya Entertainment has tapped Italian specialty toy and gift company Tema Promotion to produce a collection of 3D figurines based on the animated adventure comedy for kids, "Bat Pat."

Tema will debut 12 3D figurines in flow

packs and blind packs at kiosks across the U.K. in 2017.

"Bat Pat" is produced by Atlantya Entertainment and Imira with the participation of Rai Fiction and RTVE and has already been sold into Italy, Spain, Belgium, Sweden, Lithuania and the Middle East.

The series follows four best friends as they work to help the quirky Fogville town dwellers to unravel the mysteries of the scary creatures that lurk about their town, proving that the supernatural isn't always evil, just misunderstood.



Sony Strengthens CP Team

Sony Pictures Consumer Products has made two new appointments designed to bolster its growing consumer products division in support of its robust film portfolio *Emojimovie: Express Yourself, Smurfs: The Lost Village and Hotel Transylvania*.

Roger Estrada has been appointed as senior vice president, creative; while Stacey Kerr joins the team as senior vice president of licensing.

In his new role, Estrada will lead the consumer products design and development team and oversee the initiation and execution of global consumer products strategies. Prior to joining Sony Pictures, Estrada was at NBCUniversal, and is also a veteran of Dreamworks Animation and Nickelodeon.

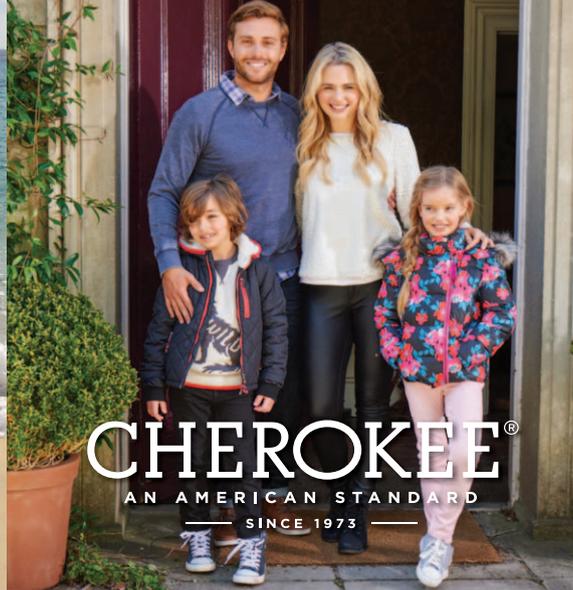
Meanwhile, Kerr will oversee the licensing strategy across SPCP's slate of entertainment properties with a strategic focus on retail development, category management, gaming,

location-based entertainment and product development. Kerr joins the company from Twentieth Century Fox Consumer Products where she most recently served as vice president, North America licensing and retail sales.

Both Estrada and Kerr will report in to the recently appointed executive vice president of worldwide consumer products, Jamie Stevens.

"We are committed to building global entertainment franchises by working with our partners to drive innovation that will bring our properties to life in the most enterprising and exciting ways," says Stevens.





For more information on licensing, please contact:

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

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

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editorial department

group publisher

Steven Ekstract **212.600.3234**
steven.ekstract@ubm.com

global editorial director

Tony Lisanti **212.600.3230**
tony.lisanti@ubm.com

content and marketing manager

Amanda Cioletti **310.857.7688**
amanda.cioletti@ubm.com

content manager, digital and interactive

Nicole Davis-Silberstein **212.600.3278**
nicole.silberstein@ubm.com

associate digital editor

Erica Garber **310-857-7689**
erica.garber@ubm.com

art department

art director

Shawn Stigsell **218.740.6443**
sstigsell@hcl.com

senior production manager

Karen Lenzen **218.740.6371**
klenzen@media.advanstar.com

graphic designer

Ramprabhu **714.845.0252** ext. 6055011
ramprabhu.v@hcl.com

advertising department

advertising manager

Sharon Weisman **917.727.1155**
sharon.weisman@ubm.com

reprint marketing advisor

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

audience development director

Kristina Bildeaux
kristina.bildeaux@ubm.com

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Early Man Leads for Aardman

Aardman is readying for its next major global theatrical release, *Early Man*, from BAFTA and Academy Award-winning director Nick Park in 2018.

The company, along with movie partner StudioCanal, has been steadily building excitement for the film with the reveal of lead cast member Eddie Redmayne earlier this year, as well as a number of key territory release dates. Both Aardman and StudioCanal are working closely on a licensing, publishing and promotional program for the film.



Meanwhile, the "Shaun the Sheep" franchise is still going strong with the global rollout of the fifth season of the television series on major broadcasters in more than 170 territories, along with original and re-issued content for VOD platforms. Following this summer's Championsheeps marketing and social media efforts, "Shaun the Sheep" is exploring the world of nature in 2017 with new designs, promotions and digital assets.

Finally, the classic clay hero "Morph" is set to return with a new season of short-form episodes on "Sky Kids" by the end of the year. Additionally, evergreen properties "Timmy" and "Wallace & Gromit" will see new promotions in 2017.

'Wissper' Inks International Broadcast Deals

German brand management and media company m4e has secured a number of international broadcast deals for its CGI-animated series "Wissper."

German public broadcaster ZDF has picked up the preschool comedy adventure, which will air later this year on its free-to-air kids' channel Kika, while in Austria public broadcaster ORF secured the series.

In the U.K, m4e has sold the pay television rights to Viacom International Media Networks Europe and its kids' channel Nickelodeon.

m4e has also expanded the property in Russia, where it will air this fall on leading kids' channel Karusel. Russian agency brand4rent has secured licensing partners, with a toy line from Simba Dickie to launch early next year.

Finally, m4e has closed deals for Asia by co-producer Discreet Art Productions, where ZooMoo Networks Asia has picked up the pay television rights for Indonesia, Philippines, Singapore, Thailand, Malaysia, Vietnam and Myanmar. Thailand's TIGA and Singapore's Mediacorp television network acquired free television rights and the show will air on OKTO.

"Wissper" follows the adventures of a little girl by the same name who has a very special talent of being able to communicate with animals, which allows her to understand their problems and help solve them.

Dan Good, known for the BBC series "Waybuloo," created the 52-episode series in a co-production between his London-based animation studio Absolutely Cuckoo and m4e AG, Telegael (Ireland), Discreet Art Productions (India) and German Bastei Media GmbH, which serves as a subsidiary of publisher Bastei Lübbe AG.



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Bulldog Brings Brands with Bite to BLE 2016

U.K.-based licensing agency Bulldog Licensing is presenting a mixture of brands at Brand Licensing Europe.

Moose Toys' Shopkins are characters that live and play in Shopville. There are hundreds to collect, and the statistics surrounding the brand are staggering, says Bulldog—more than 600 million characters have been produced, over 1 billion views have been recorded on YouTube and “Welcome to Shopkins World,” the property’s app, has been downloaded nearly 10 million times. A rapidly growing licensing program features more than 40 partners across a wide range of categories, including toys,

stationery, apparel, publishing, games, party goods, posters and homewares.

Also from Moose Toys is Grossery Gang, which builds on Shopkins with a brand-new range of collectible characters for boys, ages 5-plus.

The Grossery Gang range are stale, foul and putrid—from rotten eggs, to dodgy donuts and fungus fries, all the characters in the range are “shoppin’ gone rotten.” Season 1 of the collectibles is now on sale and is supported by a website, upcoming app and YouTube content.

Twozies is another offering from Moose Toys. Aimed at girls, ages 7 to 10, Twozies are 140-plus collectible babies and pets that need to be matched together.

“Miraculous, Tales of Ladybug & Cat Noir” is another new brand in the Bulldog line up. Created by Zag/Zagtoon and Method, the series is critically acclaimed, has No. 1 rankings in most key markets and global TV coverage with TF1 in France and Disney Channel throughout EMEA, Latin America and Korea, overall reaching 80-plus countries worldwide, says Bulldog. Seasons 2 and 3 are in production now.

An action doll, role play and plush range from Bandai

are set to launch exclusively in Toys ‘R’ Us in Q3, followed by a full market rollout next year.

Garfield is the cartoon cat featured in more than 2,100 newspapers across the globe. The portly feline holds the Guinness World Record for the most syndicated cartoon strip and is responsible for book sales in excess of 200 million copies to-date, two feature-length live-action films and three CGI-animated movies, as well as thousands of lines of licensed merchandise. Current licensees include Sambro (bags and stationery), Misirli (kids’ nightwear, socks and underwear), Ravette (publishing) and J. Fox (accessories). Garfield apparel is also strong for the brand with licensees Blues, Poetic Gem and BCI all on board.

“Angry Birds” is the mobile game that changed an industry and became a global phenomenon, says Bulldog. The various games in the franchise have been downloaded more than 3 billion times. The *Angry Birds Movie* reached No. 1 at the box office in 52 countries including the U.S., the U.K. and China, and has boosted the brand’s profile even further.

Finally, “Yo-Kai Watch” is the anime series that follows an average boy, Nate, who gets a special watch empowering him to discover mysterious beings, called Yo-Kai.

Cartoon Network airs the show every weekend; and a host of licensees are also on board for the property across apparel, bedding, toys, video games, greetings, stationery and more.



Sakar’s Nerf-Branded Drones Launch at Retail

Sakar International has teamed up with Hasbro for a Nerf Streaming Video Drone that will hit Target stores in the U.S. in the third quarter. The new Nerf Streaming Video Drone Cam Copter with Wi-Fi is a full-size drone with the built-in HD video camera, transmitter, a full-size controller and app-based camera view with hover, flip and inversion capabilities plus 32 built-in LED lights for easy night flying and longer and farther missions.

The Nerf Streaming Video Drone allows six minutes of flight time per charge and a 200-meter transmission range.

“The Nerf brand is all about creating fun and exciting play experiences for kids of all ages, and with the new Nerf Drone, we have found a way to amplify those play experiences,” says Michael

Ritchie, vice president, global marketing, Nerf franchise. “We are excited to be working with Sakar International to create this product, which is not only on-trend and exciting but will allow kids to take the excitement of Nerf to new heights this year.”

“We have been looking for an opportunity to add licensed drones to our portfolio, and the Nerf platform is the most natural brand with which to lead. Nerf is identified with outdoor activity, and has generations of true fans and followers,” says Liza Abrams, senior vice president, global licensing, Sakar. “The Nerf Drones not only exemplify Nerf’s power and performance, but

also provide fans with a new way to engage with the iconic brand.”

Sakar develops licensed products for other Hasbro brands including Nerf Rebelle, Littlest Pet Shop, My Little Pony, Transformers: Robots in Disguise, and Jem and the Holograms.

Those products are distributed throughout North America and EMEA.



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Tak Toon Seeks Partners for ‘The Forks with Spiky Hands’ Merch

Tak Toon Enterprise’s animated comedy “The Forks with Spiky Hands” continues to expand its reach with new licensing and distribution deals.

Based on the Korean web comic “Tilly the Spiky Hands,” which follows the adventures of a little girl with sharp, pointy hands who longs to become a heroine in a scary story, “The Forks with Spiky Hands” expands Tilly’s adventures to include her family, friends and neighbors.

Tilly’s dad, Mr. Fork, is a chainsaw-toting public official with a scary mask but kind heart. Mrs. Fork is a cupcake fiend and problem solver, and Tilly’s trouble-making younger brother, Chaby, can talk to animals.

“The Forks with Spiky Hands” has been described as an *Addams Family* meets “The Simpsons” mashup and features a unique character design that blends goth aesthetics with elements of everyday realism.

The series is targeted to viewers ages 12 and up.

With 260 two-minute episodes already completed, “The Forks with Spiky Hands” features enough content for two new episodes to be released each week for three years. Tak Toon Enterprise launched a “The Forks with Spiky Hands” YouTube channel in April after joining the Channel Frederator Networks.

The series can also be seen on South Korean cable provider SK Telecom’s BTV on-demand channel, as well as the Oksusu mobile platform.

The Seoul, Korea-based animation studio is now focusing on consumer product licensing for the brand, and Tak Toon recently signed licensing deals with partners for mobile phone cases as well as a collection of beauty mask packs in South Korea.

Tak Toon Enterprises also produces the stop-motion animated series “Galaxy Kids,” which began its second season on KBS in Korea in September.

JCB Digs for Success

Following its 70th anniversary celebration last year, as well as more than 10 million products sold, construction equipment brand JCB Consumer Products is gearing up for the future with its core brands, including the preschool-targeted My First JCB brand, the JCB Core brand for older children and the adult JCB range.

JCB is adding new partners to its licensing program in kids’ toy and apparel categories including the Stacking Stanley toy truck from Golden Bear, books from Igloo and apparel from M&Co. JCB is also expanding its workwear and safety footwear and tool offerings.

Built on a well-established profile for innovation, durability and quality in the construction and agricultural machinery sectors, JCB can extend into a wide range of consumer products, from baby sleep suits to ride-on diggers, drills and workwear.



The Saturday Evening Post Captures American Nostalgia

Curtis Licensing, the licensing arm of the *The Saturday Evening Post* magazine, is showcasing its archive of more than 6,000 images for the second year at Brand Licensing Europe and is introducing its new agents.

Curtis has been exhibiting at Licensing Expo in the U.S. for more than 30 years and is now growing opportunities in Europe to introduce new collections across fashion, accessories and homewares.

“Our licensing history in the U.S. has always been very strong. However, we see huge potential to grow our international presence even more. Partnering with experienced, qualified international agents is the key to that growth,” says Mike Waldner,



director, licensing, Curtis Licensing.

With its roots in *The Pennsylvania Gazette*, which was first published in 1728 and once owned by Benjamin Franklin, *The Saturday Evening Post* has a unique heritage in American society.

By 1821, it grew to be the most widely circulated magazine in America with its depiction of everyday American life and its coverage of major events in U.S. history. It was most well-known for commissioning illustrations from Norman Rockwell and more than 500 others, which are all now retained in *The Saturday Evening Post* archives in Indianapolis, Ind.

Curtis’s nostalgic images, stories, photographs and articles from *The Saturday Evening Post* have been licensed to publishing companies, advertising agencies and film studios around the world, appearing on thousands of products from apparel to gifts and collectibles to home décor for more than 30 years.

“People love our nostalgic artwork for several reasons. I think the main thing is that this type of artwork has the power to transport you to an easier, simpler time. This is especially important in our modern world which is so fast-paced and filled with technology and consumerism that it is sometimes hard to feel truly connected,” adds Waldner.

As it expands its offerings for *The Saturday Morning Post*, Curtis has also announced several new agency partnerships for Europe including Brand Reach International in the U.K. and Eire; The Brand Residence in Germany, Austria and Switzerland; Les Fees Existent in France and Notorious Brands & People in Spain.



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Ministry of Defence Builds Offerings

The Ministry of Defence is ramping up its search for licensing partners as it prepares to celebrate the Royal Air Force's centenary in 2018.

The MOD's licensing program, which is managed by IMG, is building on categories such as outdoor, footwear, eyewear and food promotions, and looking for new partners to join long-time

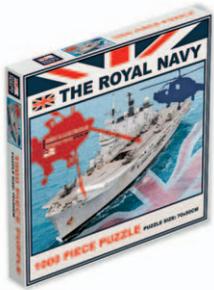
licensees Revell, Haynes and Citizen.

"As a brand the MOD is part of everyday life and touches the hearts of many people, giving it a wide consumer appeal," says Gabrielle Sims, licensing director at IMG. "Now is the perfect opportunity to partner with the U.K. Armed Forces as it gears toward the RAF centenary."

The MOD's three key areas—the Royal Navy, British Army and the Royal Air Force—are heritage brands recognized worldwide. The MOD's licensing strategy centers upon heritage, education and activity, celebrating the brand's traditions while including the advanced technology and physical



endurance that appeals to is consumers. The program's partners reach China, Japan and Brazil across a wide variety of categories including apparel, watches, accessories, collectibles, toys, publishing and simulators.



TLC Touts Preschool Property 'Bing'



The Licensing Company and Acamar Films are teaming up to bring preschool property "Bing" to Brand Licensing Europe.

Produced by independent studio Acamar Films and Dublin-based partners Brown Bag Films, "Bing" boasts more than 18 licensees, including global partners Fisher-Price and HarperCollins, and Acamar is continuing to secure best-in-class partners. El Ocho is on board as the licensing and merchandising agent in Spain and Portugal, and other key licensees include Egmont, Studiocanal, Rainbow Productions, HTI Group, Dreamtex, Blueprint, Spearmark, TDP Aykroyds, Roy Lowes, TVM Fashion Lab, Immediate Media, Ravensburger and Woodmansterne.

Acamar also recently launched the first app based on the series. Produced by Acamar and co-developed with the digital team at Aardman, "Bing Baking" is a game-based format designed and animated by Aardman's digital team which encourages creativity and curiosity through play.

Adapted for television from the books by award-winning author and illustrator Ted Dewan, "Bing" is topping the animation charts with its episodes on the U.K.'s iTunes store and more than 102 million views on the BBC's iPlayer. The series won the International Emmy Award in the Kids Preschool category this year, as well as a Writer's Guild Award, a BAFTA nomination for Best Preschool Series and is a ratings hit on CBeebies in the U.K. and on ABC in Australia, says TLC.

TLC and Acamar are seeking partners to further grow the children's property.



PUCCA

FUNNY LOVE



Lil' Ledy Steps Out with New Offerings

Manu's contemporary women's lifestyle brand Lil' Ledy is continuing to blossom and bloom with new floral collections targeting young women. These collections, which feature flower motifs and sophisticated color palettes, are well-suited for a wide variety of products for women including fashion, home décor, gift items, premium stationery and cosmetics. The graphics are accompanied by the inspiring words, "Bloom in your own time" and "Blossom and open up to the wonders of life."

Manu is also presenting a second Lil' Ledy picture book called *Dreamcatcher*. Like the first book, *Grow Positive Thoughts*, which launched earlier this year, *Dreamcatcher* further expands the brand's storytelling potential and delivers an empowering message for young women. Manu is seeking publishing partners to support the books.

Elsewhere in the publishing space, Lil' Ledy is extending into greeting cards and coloring pages for adults. The greeting cards cover many occasions from holidays to birthdays to encouragement and other big and small moments in life. They come in different shapes and concepts and with characters from existing collections and special editions. The coloring pages feature black and white line art in the brand's sophisticated yet cute style with many intricate details.

Created by designer Antonija Majstorovic with the help of friend and business partner Sonja Stahor, Lil' Ledy merges the aesthetics of Japan and Sweden.

Kellogg Leverages Vintage Appeal

The Kellogg Vintage Licensing program, which has been running since 2010 and is managed by Pink Key Consulting in the U.K., is extending the cereal brand's archive of iconic art and imagery into consumer products. Pink Key works closely with the Joester Loria Group, Kellogg's licensing agent in the U.S. and Canada, and draws inspiration from the U.S. program.

Kellogg's existing licensing program in the U.K. is focused on adult consumers and lifestyle products, with Portmeirion at the helm since the beginning for a line of ceramics and kitchen textiles that have been widely distributed in U.K. department stores such as John Lewis and BHS, as well as a large number of independent retailers.

Kellogg's character images like Tony the Tiger are utilized by many apparel licensing partners and retailers and appear on men's and women's apparel in all major high-street fashion outlets, as well as globally with retailers Zara and Pull & Bear. Other U.K. licensees include Shang Hai Huge Scents Company and the German-based Nostalgic Arts, who are also in the market with tin storage boxes, glassware and kitchen stationery items.

Kellogg is also adding new products

to its growing offerings. The brand is teaming up with fashion designer Anya Hindmarch for Kellogg character-based clutch bags and totes, which debuted at London Fashion Week, as well as more luxury goods including handbags, clutches, cosmetic cases and stickers to follow in later seasons. Hindmarch is also designing packets of Kellogg cereal for Waitrose.

Somberbond, Trademark and Poetic Gem are adding new apparel offerings in the U.K., while Sodirep and Sunset are adding products at large retailers such as Primark and El Corte Ingles elsewhere in Europe.

Outside of apparel, Mad Beauty is manufacturing a collection of bath products and lip balms, and Kimm & Miller are introducing an expanded line of holiday products, including food, at Debenhams this Christmas season. The Kimm & Miller products are also being extended in Europe and Australia.



Kukuxumusu Hones Global Focus

Design brand Kukuxumusu is setting its sights on global expansion after product launches in Spain and France.

The brand, which features animal characters in everyday situations, offers a fun, interesting outlook on life and lends itself to products and companies that want to stand out.

Recent partnerships include stickers for Facebook, a mini-collection of t-shirts for Greenpeace and FC Barcelona and the Fringe Festival, as well as with famous faces such as the mountaineer Reinhold Messner, the ethologist Jane Goodall and the Dalai Lama. With more than 6,000 designs, Kukuxumusu characters appear on t-shirts, stationery, umbrellas, towels, bedding, baby care items and more.

Kukuxumusu is beginning to roll out its presence globally, with plans to expand across Europe and the American continent, especially in countries such as Italy, Germany, the U.K., the U.S. and Mexico, where it has just opened its first official store in the capital.





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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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‘Yo-Kai Watch’ Lands New Deals

Level-5 abby’s “Yo-Kai Watch” franchise is expanding its consumer products offering with two new deals with A&A Global Industries and DGL Toys/Aww Industries.

A&A Global Industries is on board for vinyl balls, hi-bounce balls, flying disks, disk shooters, plasma lights, party lights, stickers, temporary tattoos, novelties, small toys, slap bracelets and other items designed for amusement, vending and redemption distributing only.

The vending machine items will be available from \$.50 for stickers and temporary tattoos to \$.75 and \$1 for collectible toys. Amusement and redemption center items will be accessible for a wide range of ticket/point values, while crane machine, merchandiser machine and skill machine items will be available for a variety of costs-to-play.

A&A Global’s items will focus on fun, classic toys built around character art for Jibanyan, Whisper, Komasan, Komajiro, Robonyan, Shogunyan, Blazion, Venoct, Kyubi, Walkappa and Wiglin, Steppa and Rhyth.

Meanwhile, DGL Toys/Aww Industries, a division of DGL Group, is launching several items in 2017, including remote control vehicles, talking banks, flying figures, mini-drones and solar racers.



Trolls Star in Spanish Store Promotion

As part of a collaboration between European children’s entertainment company Planeta Junior, Spanish retailer El Corte Inglés and DreamWorks Animation’s upcoming *Trolls* film, the *Trolls* will star in the retailer’s 8 Golden Days campaign during the month of November.

In addition to being featured in the 1.5 million copies of the “8 Golden Days” catalog and in El Corte Inglés’ digital communications, website and social media pages, *Trolls* will have dedicated spaces within the stores themselves and fans will have the opportunity to have their photos taken with their favorite characters. Four versions of Hasbro’s *Trolls* toy will also be available exclusively at El Corte Inglés stores, and customers who purchase *Trolls* products worth more than €20 will receive one free ticket to see the film in theaters.

Trolls’ presence in the stores will also set off 1,600 “Troll-ified” alarms at all Spanish stores beginning Nov. 2, as well as announcements at 80 ECI stores.



Snowdog Film Comes to Life as Art

Penguin Random House’s Snowdog Enterprises and creative event producers Wild in Art have joined forces to bring Snowdog art trails to several cities in Britain.

“The Great North Snowdogs” features 50 Snowdog sculptures placed across locations in Tyne & Wear; while “Snowdogs by the Sea” features 40 sculptures in Brighton and Hove. Both sculpture trails were unveiled last month.

Inspired by the animated film *The Snowman and the Snowdog*, the sequel to Raymond Brigg’s classic story *The Snowman*, the trails provide public sculpture and unite businesses, residents and visitors to the cities. They’ll also help raise vital funds for St. Oswald’s Hospice and the Martlets Hospice when the sculptures are put up for auction at the end of this year.

“We’re absolutely delighted to see ‘Snowdogs by the Sea’ come to life in Brighton & Hove following the celebrated unveiling of the ‘Great North Snowdogs.’ Not only will the trail raise much-needed funds for a very worthy cause in The Martlets Hospice, but it also offers locals and visitors alike the opportunity to engage in a creative,

dynamic and inclusive public event,” says Damian Treece, brand manager, The Snowman, Snowman Enterprises.

Both events are happening in partnership with Wild in Art, which has famously presented similar events in cities across the U.K. including *The Big Hoot* in Birmingham, *Gromit Unleashed* in Bristol and *Go Superlambananas* in Liverpool. The Snowdog will sit in Wild in Art’s existing portfolio of sculptures inspired by animals, mythical creatures and books.

“We’re delighted to be working with Snowdog Enterprises to bring the much-loved Snowdog character to life through a 3D canvas. The partnership is a great endorsement of the cultural benefits of our events, which bring fun, free art galleries to communities and unique opportunities for brands and artists,” comments Charlie Langhorne, director, Wild in Art.



Art Ask Trends with Turnowsky

Art Ask Agency is presenting Tel Aviv-based design house Turnowsky for the first time for licensing opportunities.

Fashion forward and trend-conscious, Turnowsky is known for its innovative and diverse designs that include textiles, fashion, ceramics and art. The designs are all developed in-house and products can be found at retailers such as Macy’s, Saks 5th Avenue, KDW, Harrods, Isetan and many other retailers in more than 40 countries.

Art Ask is also showing Italian artist Salvatore Benintendes, who creates interpretations of modern society and trends under the brand TV Boy for an aesthetic that combines pop culture and street art; Lannoo Graphics’ *Gingerbread*, a colorful and fresh back-to-school collection; and Anne Stokes’ *Age of Dragons*, a new line from the established and popular fantasy artist.

Art Ask is also bringing its other strong properties including *Pets Rock*, *Anne Stokes Collection*, *iStyle originals*, *Brandalised*, *Studio Pets* by Myrna and *Frida Kahlo*.



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**NPD Euro Toy & Game report (July 2016)

***Nintendo.co.jp: biggest-selling games for Nintendo 3DS

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Brandgenuity Boasts Growth

Following its expansion of operations into a London office last year to better serve its global clients, Brandgenuity is growing its licensing programs for several of its sports, entertainment and corporate brands.

With three regular-season games in London already sold out this year, the NFL is growing its European fan base, and Brandgenuity, the exclusive licensing agent for all current NFL players in Europe, is developing apparel and hardlines that connect NFL fans to their favorite players.

Brandgenuity is also extending its Gas Monkey Garage program in Europe with three new licensees in apparel and accessories, while in North America the program boasts more than 20 licensees and more than 250 SKUs with broad distribution across several different retail channels including Walmart, J.C. Penney and AutoZone.

In the television space, Brandgenuity is working with Viacom Music & Entertainment Group to develop U.K. programs for top properties including “South Park,” which is celebrating its 20th anniversary this year with exclusive products and special collaborations, “Broad City,” “Geordie Shore” and “Ex on the Beach.”

The company also extended the Hawaiian Tropic brand with a line of body mists at Superdrug in the U.K. in May, with more personal care extensions to follow, as well as travel products including luggage, beach gear and personal accessories.

Finally, they are adding Bravado to the Winnebago licensing program as the first European apparel partner for the American motor homes company. Bravado is developing apparel based on Winnebago’s vintage style guide that celebrates life on the open road. Brandgenuity is also planning to add partners across accessories, social expression, collectibles and gifts for the brand.

Chupa Chups Struts for Fashion Show

Perfetti Van Melle’s Chupa Chups brand is teaming up with London-based art fashion label The Rodnik Brand for a special art exhibit and fashion project at Brand Licensing Europe that commemorates the creation of the Chupa Chups logo by painter Salvador Dali.

Revisiting Chupa Chups’ origins, The Rodnik Band, led by designer Philip Colbert, is unveiling a Chupa Chups’ booth on the show floor this week.

The collaboration features ready-to-wear dresses alongside art pieces and bold colorful prints created by Colbert, which were shown off during a fashion show yesterday on the show floor. The pieces will be available for exclusive apparel collections and for premium licensing projects.



“Philip’s unique humour and fun approach to pop art with positive vibes are a natural fit with Chupa Chups, and just perfect for partners who are looking for a different creative proposal that blends fantasy and fun,” says Christine Cool, area licensing manager, Perfetti Van Melle.

“I am very excited to collaborate with Chupa Chups. They are the ultimate pop brand. After visiting the factory I was blown away by the world of Chupa Chups. I love the fact that this brand connects Pop Art and surrealism with Dali having created their logo. I was very interested to explore this connection and further develop it with my work,” says Colbert.

Chupa Chups is not only synonymous with the world’s most yummy lollipops but also known for its quirky design style.

Chupa Chups will present a special art exhibit and fashion project that commemorates the creation of its logo by the famous painter Salvador Dalí.

Krispy Kreme Taps Brand Central for Expansion

Krispy Kreme Doughnut Corporation is looking to expand its licensing programs overseas and is teaming up with its worldwide licensing agency Brand Central to select sub-agents around the world.

“We have had great success in the U.S. and are looking for strategic global agency partners around the globe,” says Ross Misher, chief executive officer,

Brand Central.

“We are looking forward to empowering Krispy Kreme fans with exceptional food and merchandise,” says Mark LaBrecque, vice president and general manager, consumer packaged goods and licensing, Krispy Kreme.

The doughnut corporation has more than 1,100 retail locations globally and has been in business since 1937.



FASHION



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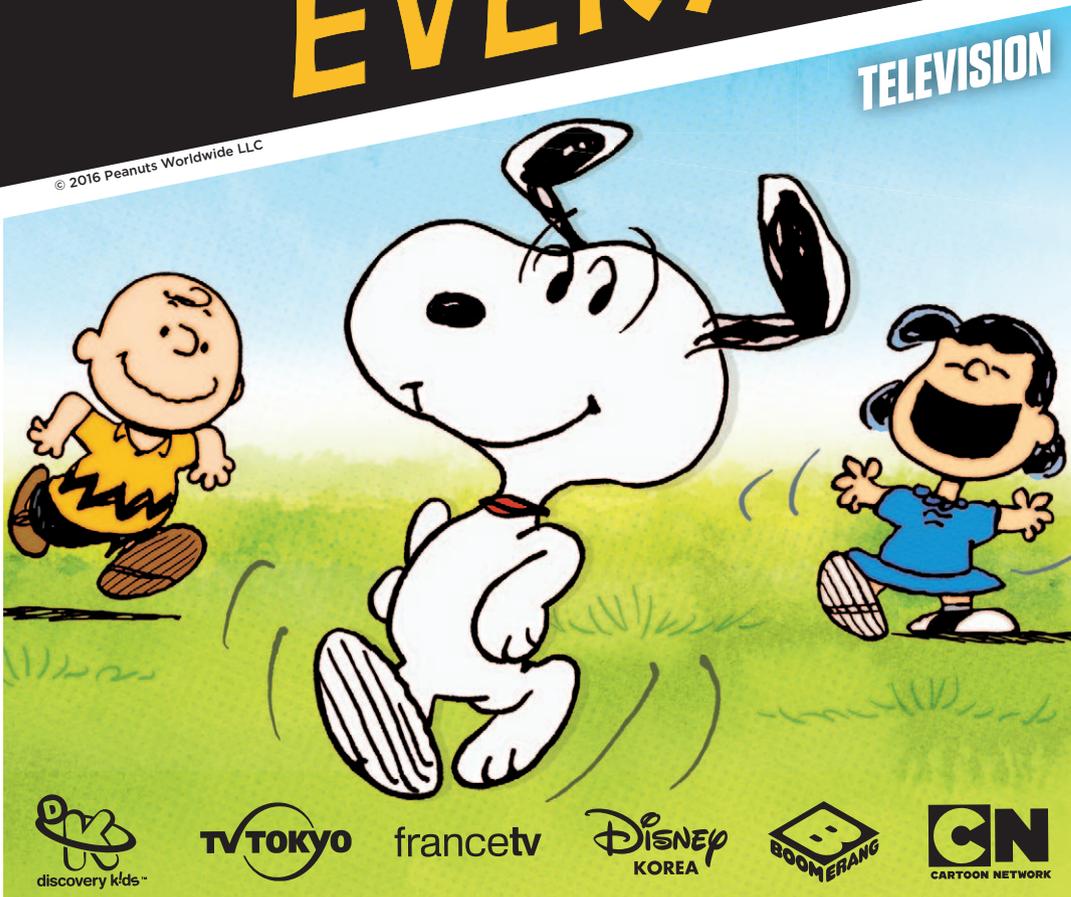


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Nelvana Flies High with 'Super Wings' Deals

Corus Entertainment's Nelvana, an international producer and distributor of children's content, has lined up a slew of consumer products partners in France for the animated series "Super Wings," including AD Global for toys and Canal Toys for arts and crafts.

The other partners on board to support the show include Chauss Europ for shoes, Clementoni for puzzles and board games, D'Arpèje for wheeled toys, Famosa for ride-ons, Hemma for publishing, Pik and Roll for bicycles, Sahinler for bedding and Sun City for apparel and gifts.

"Super Wings' is a huge hit in France, and we're thrilled to be working with market-leading consumer products companies to bring the series' adventures and characters to life in exciting new ways for fans," says Antoine Erligmann, co-head, Nelvana Enterprises. "We look forward to continuing to expand the merchandise program to keep 'Super Wings' soaring to new heights with kids and families."

In addition to France, Nelvana holds the merchandise licensing rights for the series in North America, where it represents "Super Wings" in all categories except toys, which are distributed by Auldey Toys in the U.S. and Imports Dragon in Canada. Auldey also distributes "Super Wings" toys in France.

"Super Wings" follows the adventures of Jett, a confident jet plane who travels around the world delivering packages to children with his group of airplane pals, the Super Wings. The show is co-produced by FunnyFlux Entertainment, Little Airplane Productions, Qianqi Animation, EBS, and CJ E&M and airs on Piwi+ in France.

Ink Brings Animation, Toy Brand to BLE

Ink Group will be presenting a range of projects at Brand Licensing Europe.

"Masha and the Bear" centers on the tales of a little girl and the bear who becomes her reluctant playmate. The animated series is broadcast in almost every country in the world via both pay and free-to-air channels. The newly released third season is adding to the show's catalog, while "Masha" continues to have a presence on YouTube and will further get a theatrical release across key European markets.

"Mojicons" is a new show that delves inside the Internet to reveal the hidden world of the Mojicons, the emoticons that populate our emails and text messages. The show is produced by renowned Russian creators Alexander Romanetz and Viacheslav Marchenko.

"Zafari" is the creation of David Dozoretz and tells the

story of a group of friends who inhabit a land where all the resident animals have been born with an amalgamation of varying skins, patterns and characteristics, making each individual truly unique. A host of broadcasters have already come in on the project on a pre-buy level and include France TV, Lagardere TIJI, SRC Radio Canada and SpaceToon. NBC Universal has picked up the global distribution rights, and the first season will be delivered soon.

The toy brand Brio has a presence in more than 30 countries. Brand awareness is particularly strong in the four Nordic markets, the U.K., the U.S., Germany and France, says Ink.

Finally, Ink brings "The Fixies," a new animation that reveals the little creatures who are hard at work maintaining our machines and devices.



Royal Armouries Debuts at BLE

The Royal Armouries, Britain's national museum of arms and armour, is exhibiting at Brand Licensing Europe for the first time.

"We're excited to be exhibiting for the first time at Brand Licensing Europe to raise awareness of the national collection of arms and armour and our brand licensing capabilities. We hope to encourage potential licensors to think about creative and interesting ways in which our pieces can provide inspiration for their brand licensing portfolios," says Katie Machin, sales and licensing manager, the Royal Armouries.

Machin says that while The Royal Armouries licensing portfolio is still in its infancy, there is untapped potential housed within the collection of 75,000 items which span several thousand years

of history.

"Our selection of objects, which demonstrates craftsmanship and design at its finest, has already inspired several successful collaborations. We hope by exhibiting at Brand Licensing Europe we can enhance our existing profile with new and exciting brand licensing projects inspired by the history and beauty of our collection," she says.

The Royal Armouries' origins lie in the Middle Ages and have been assembled over many centuries at the Tower of London. The museum's site in Leeds houses a major part of the national collection of arms and armor and displays over 8,500 objects throughout its five themed galleries. The museum also has a branch in Fort Nelson in Hampshire.

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Capcom Capitalizes on Game Brands

Capcom is focusing on its leading gaming brands “Resident Evil,” “Street Fighter” and “Monster Hunter” throughout the coming year.

The company is building on its survival horror franchise “Resident Evil” with the release of “Resident Evil 7” on Jan. 24. More than 2 million people globally have downloaded the announcement trailer for the title and buzz is brewing across consumers, media and retailers, says Capcom.

Meanwhile, Capcom is gearing up for the 30th anniversary of the classic fighting brand “Street Fighter” with ongoing free content updates including additional characters and extra game modes to support its latest release “Street Fighter V” throughout 2017. In addition, eSports league Capcom Pro Tour, now in its third season, is continuing to rollout as players compete for the title of Capcom Cup Champion and the chance to win their share of a spectacular \$500,000 prize pool.

On the heels of the latest release in the Japanese gaming world of “Monster Hunter Generations” in Europe this year, Capcom is hosting regular hunting sessions across Europe while aiming to attract new players.

With new modes to make the game more accessible than ever, hundreds of weapons to play with and the most customizable gameplay experience to-date, Capcom is going strong with the “Monster Hunter” franchise, the company says.

Capcom is also touting its other flagship gaming brands including “Dead Rising,” “Mega Man” and “Ace Attorney.”

The company has a number of licensees for these brands across fashion apparel and accessories, posters, prints and gifting, plush, as well as a Pop! Vinyl collection from Funko. Capcom is seeking additional licensing partners while at Brand Licensing Europe.



Art Brand Touts Kinkade, Bastin

Art Brand Studios is featuring its long-standing Thomas Kinkade and Thomas Kinkade Studios brands, as well as its latest addition, writer and illustrator Marjolein Bastin, to expand the licensing portfolios for both properties.

The work of Thomas Kinkade Studios, which depicts images of gardens, cottages, estates, cityscapes, plain air, holiday scenery and commemorative landmarks on canvas and paper reproductions, is currently distributed through a global network of independently owned galleries, direct response television, theme parks and cruise ships. With more than 50 licensees, Kinkade-licensed products are carried at mass, club, department, specialty, gift, book, stationary, grocery, drug and toy retailers in the U.S., and Art Brand is seeking to extend the brand’s product reach to European markets with partners in the home décor, gift, seasonal, collectible and accessory categories.

A more recent addition to Art Brand’s



roster of artists, Marjolein Bastin’s work portrays the large and small miracles found in nature and offers collectors a simple reminder to pause and enjoy the outside world. Bastin, who also wrote and illustrated the *Vera the Mouse* series of children’s books, already boasts a partnership with Hallmark Cards and provides ongoing contributions to a leading women’s magazine in the Netherlands as well as a variety of product partners in Europe and North America. Art Brand is planning to expand Bastin’s designs into home décor, gift, seasonal, collectible and accessory products.

Alchimie Expresses with ‘Oggy’ Emojis

French animation production company Xilam is teaming up with digital and technology company Alchimie to create emojis and stickers for its flagship brand “Oggy & the Cockroaches” as part of a three-year deal.

Alchimie is developing collections of “Oggy” stickers and emojis that will be available as digital downloads via the Google Play and Apple stores, as well as Alchimie platforms, for use on both mobile devices and tablets. The digital products launched in France in September and are releasing in Germany, the U.K., Portugal, Australia and Mexico this month.

“Alchimie has been working in the digital content distribution business for many years. We are pleased to support the

Xilam studio to digitize its content and offer an alternative distribution network with emojis,” says Franck Tuil, vice president of content and licensing, Alchimie.

“We are very delighted to be partnering with Alchimie, which has worldwide expertise on delivering content to digital platforms. We look forward to bringing to our fans ‘Oggy’ emojis and stickers which can be shared and enjoyed across the globe,” says Marie-Laure Marchand, senior vice president, global licensing, Xilam.

“Oggy & the Cockroaches,” which airs globally in more than 160 countries, has seen phenomenal growth online in the past 18 months with more than 3 billion videos viewed on YouTube and a fan base of 3 million on Facebook, says Xilam.

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Licensing Academy 2016

Licensing Academy 2016

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, Larkshead Media.

Brands & Lifestyle Theatre 2016

OCTOBER 13

Intro to Law in Licensing

10–10:30 a.m.

Speaker: John Burns, partner, Gateley

More Sessions to Be Announced

‘Super Geek Heroes’ Makes Licensing Debut

Edutainment Licensing is teaming up with Yellow Spot Productions to represent the character-based YouTube brand Super Geek Heroes worldwide.

Super Geek Heroes boasts a library of 3D animated episodes on YouTube, and the English-speaking characters are aimed at boys and girls ages 2 through 5 and intend to educate and entertain children while enhancing their early years of development. Each video focuses on curriculum areas

such as health, literacy, numeracy, creative arts and social-emotional development, encouraging children to interact with the content as they watch.

The brand is looking for licensees in key categories.

“Our partners will benefit from our creative and child development

expertise offering them the opportunity to engage children with compelling, meaningful content,” says Denise Deane of Edutainment Licensing.



New Deals for ‘Halo’ Franchise

Tinderbox, the digital division of global brand extension agency Beanstalk, is continuing to grow its consumer products licensing program for blockbuster science-fiction franchise Halo with five new deals:

- Global plastic model kit manufacturer Revell is launching a line of model kits based on iconic vehicles from the Halo universe next summer.
- AC Worldwide, a U.K.-based company specialising in character-themed Bluetooth speakers, is developing 30-centimeter-tall Bluetooth speakers in the form of Halo characters, beginning with Master Chief and Spartan Athlon helmets, which are available to order in Europe, North America and Canada.
- European fashion licensee BIOWORLD Europe B.V. is designing high-quality and trend-driven branded apparel and accessories, which is set to hit high street and independent stores by the end of the year, with more products to follow in time for the release of “Halo Wars 2.”
- In a deal secured by Beanstalk partner agency G.L.A.M., pop culture and music apparel retailer E.M.P. Merchandising is doing a line of men’s and women’s t-shirts and hoodies, which will be available in E.M.P.’s fall catalog, website and stores.
- U.K.-based gaming specialist and gift and apparel partner Rubber Road is releasing a Halo-themed Christmas sweater to be distributed in gaming retail stores for the 2016 holiday season.

These licensees join Halo’s master toy partner Mattel, who is currently working on a new collection set to launch in U.K. stores this fall, featuring Mega Bloks construction toys and, for the first time in the U.K., action figures and Boom Co. blasters.

Exclusively published by Microsoft Studios and developed by 343 Industries, the Halo franchise is an award-winning collection of properties with more than \$5 billion in worldwide sales to date that has transcended video games and grown into a global entertainment phenomenon. The studio most recently launched “Halo 5: Guardians” in 2015 and is currently developing “Halo Wars 2,” which is coming on Feb. 21.

With more than 64 licensees to-date extending beyond the game, Halo is looking to further expand its presence across a range of categories in lifestyle, home and kids.



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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	Marcom 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	Monday2Friday	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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Rovio to Develop 'Kit'n'Kate' Program

Toonbox Animation and Rovio Entertainment have joined forces to create a consumer products program for the animated series "Kit'n'Kate," which airs on Rovio's ToonsTV.



In addition to showing the series on its VOD platform, Rovio already serves as the property's master publishing licensee through its publishing arm Kaiken Publishing. The company will also now act as "Kit'n'Kate's" master licensee globally (excluding Russia and China) across a range of categories including apparel and toys, and will develop a program that builds and enhances the brand's storyworld.

"Kit'n'Kate" is the first IP outside of the "Angry Birds" franchise in Rovio's consumer products portfolio.

"Through Kaiken Publishing and ToonsTV, we have already gained valuable experience working with the 'Kit'n'Kate' brand, and it was the logical next step to expand our cooperation with Toonbox to consumer products licensing,"

says Alex Lambeek, chief commercial officer, Rovio. "The 'Kit'n'Kate' series has steadily built up a loyal fan base around the world, and we see healthy demand for high-quality, meaningful products that can contribute to 'Kit'n'Kate's' playful, teaching mission."

"Kit'n'Kate' has a timeless quality and—as we have seen with the show's performance on ToonsTV and other digital and terrestrial broadcasts—proven appeal in many different countries," says Pavel Muntyan, chief executive officer, Toonbox Animation. "We felt that Rovio, with its franchising expertise, long-term outlook and global network, was a natural partner to work with as we commit to raising the profile of the franchise and building a new fixture of children's television."

Kellogg's Cereals to Feature Rainbow's 'Regal Academy'

European animation studio Rainbow has partnered with Kellogg's to feature the new animated series "Regal Academy" on cereal boxes from Oct. 31 to Feb. 7.

The promotion encourages fans to enjoy a "regal breakfast" with Rice Krispies, Miel Pops and Frosties.

The promotion will also feature a competition in which consumers can win a Magic Regal weekend and prizes such as fashion dolls from Giochi Preziosi, DVDs from Koch Media and books from Fabbri Editore.

"Regal Academy" is a new animated series that follows the adventures of Rose Cinderella, a normal girl whose world is turned upside down when she finds out that the fairy tale Cinderella is actually her granny.



Discovery Establishes Eurosport Program

Discovery Consumer Products will launch a licensing and merchandising program for the Eurosport network.

The new program is set to kick off with a range of cycling products for children and adults. To support the upcoming line of products, Discovery is also creating a marketing program that will align with the network's broadcasting events, beginning with the Tour de France in July 2017.

Additionally, the company will expand the sports brand into lifestyle fashion and entry-level sports equipment for kids as well as Eurosport-owned events merchandise for tournaments such as the FIA World Touring Car Championship.

Eurosport merchandise is set to debut in the U.K., Germany, Italy and France in 2017, followed by the Netherlands, Nordics, Spain, Poland, Romania, Russia and the Middle East. In addition to making products available at retailers in local markets, Discovery will also launch an e-commerce store for the brand.



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Lonely Dog Signs App Deal

Things3D has inked a deal with New Zealand artist Ivan Clarke's Lonely Dog brand to bring the collection to the mobile space in Things3D's upcoming app "Pinza," which will be launched later this year.

The deal was brokered by New York-based licensing agent Intelligent Brand Extension.

"Pinza" will engage fans with the brands they love through an interactive, location-based experience on mobile devices.

"We are excited to be working with

Lonely Dog brand," says Chris Byatte, founder and joint managing director, Things3D. "It is great fun to see how we can extrapolate the incredible artwork of the Lonely Dog world into the 3D space on the 'Pinza' platform."

Over the past 10 years, Lonely Dog's art collection has generated more than \$25 million in sales, with 7,000 giclee prints, drawings, sculptures, and collectors' books sold to enthusiasts in the U.K. and around the world.



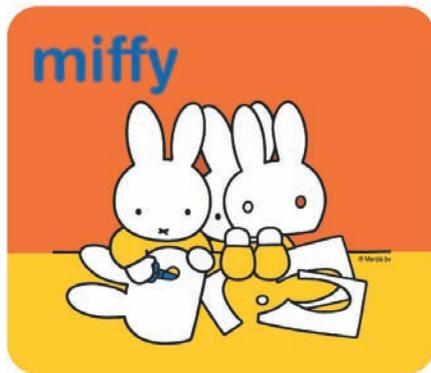
Sambro Plans Miffy Collection

Mercis has partnered with Sambro to launch a collection of merchandise featuring Dutch artist Dick Bruna's classic character Miffy.

Sambro will produce a variety of cross-category ranges including plush bags and accessories as well as a line of arts and crafts products.

"Miffy is an instantly recognizable and iconic character, and we couldn't be more delighted to add this property to our Pan-European portfolio," says Nikki Samuels, licensing director, Sambro. "The Miffy plush bag and accessories line in particular will showcase the creativity within our brand-new soft lines division and we can't wait until launch."

The new Miffy collections will launch across the U.K., Benelux and Nordics. Sambro's extended Amsterdam showroom will act as a base for customers from across the Netherlands to view the full ranges during 2017.



Koko Rose Names 'Flora' Agents

Koko Rose Media has tapped three licensing agents—Empire Multimedia, Brand Licensing by Burda and Think Tank Emporium—to represent its newest preschool series "Flora of the Forest."

Empire Multimedia will represent the series in Southeast Asia and Greater China. Meanwhile, Brand Licensing by Burda will take on the brand in Germany, Austria and German-speaking Switzerland and Think Tank Emporium will represent the series across the U.S. and Canada.

All three agents also currently represent "Deer Little Forest," another preschool production from Koko Rose.

"Flora of the Forest" follows a 7-year-old Flora who lives with her mom in a treehouse surrounded by her

forest friends Rowan fox, Barley-Crumb badger and Lockhart deer. The mother's job at the natural history museum inspires Flora's curiosity every day, motivating her into all types of adventure.





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