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LICENSEMAG.COM GLOBAL

May 24, 2017 | Day 2

LAS VEGAS
LICENSING
EXPO 2017

Cole Gahagan, chief commercial officer, Fanatics



Fanatics Opens Expo

Licensing Expo opened its doors yesterday, and kicked off with a keynote presentation by Cole Gahagan, chief commercial officer, Fanatics.

Sponsored by the International Licensing Industry Merchandisers' Association, the keynote, titled "Licensing in the On-Demand Economy," touched on the role of e-commerce in the changing retail landscape.

"Licensing Expo is delighted to welcome Cole Gahagan as this year's keynote speaker," says Jessica Blue, senior vice president, licensing, UBM. "Fanatics, once a major force in the e-commerce world, has now become one of the largest sports retailers in the world."

Funko Buys Loungefly

Funko has agreed to buy the contemporary fashion accessories company Loungefly.

Financial terms of the transaction were not disclosed.

Lulu is the One to Watch

Artist Renée Graef's brand Lulu is the winner of *License Global's* One to Watch contest for new Licensing Expo exhibitors.

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Today's Events

- **10 a.m. Character Parade** (Main Entrance, Red Carpet)
- **11 a.m. Grumpy Cat** (Booth #L236)
- **1–3 p.m. Ric Flair, Charlotte Flair, WWE** (Booth #J214)
- **4:30 p.m. International Cocktail Hour** (Booth #R226)
- **5:45 p.m. Art and Design Mixer** (Border Grill)

Did You Know?

Licensing Expo's Matchmaking Service booked **3,500+** meetings for attendees and exhibitors.

For today's full Licensing University schedule, turn to Page 54.

Nick Pairs for JoJo

Nickelodeon has revealed the global consumer products program for social media influencer and TV star JoJo Siwa.

Inspired by Siwa's positive messages and her love of rainbows and emojis, the robust consumer products program spans accessories, apparel, arts and crafts, cosmetics, athleisurewear, dolls, electronics, games, homewares, publishing, stationery and much more.

The program also includes a new partnership with Danskin, which marks the brand's first-ever co-branded collection for kids.



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Time Between Meetings?

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In Registration & the Retail Lounge

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Earthbound Drives Honda Business

American Honda has partnered with licensing and brand management company Earthbound to expand and grow the auto brand's licensed product program.

American Honda designs, builds and manufactures Honda and Acura brand automobiles, Honda power sports products such as scooters and motorcycles and Honda power equipment including lawnmowers, tillers and more.

Earthbound will support Honda's existing licensees and grow its portfolio of partners with new and innovative product categories.

Earthbound will look to categories that extend the Honda brand in dynamic ways, including home appliances, outdoor recreation products, consumer electronics, garage solutions, strollers, drones and more.

Partners already on board in core categories include PlastiColor, Factory Effex, Tamiya, Mattel, Sony, Microsoft and others.

"When we began this partnership, we knew that the Honda family of brands were leaders in the automotive and powersports segments," says Jeff Cohen, co-founder, Earthbound. "In working closely with these brands, we have discovered the deep and passionate connection that consumers have to Honda, Acura and Honda Powersports. By expanding the brands reach into numerous new categories, we are giving the Honda faithful more opportunities to connect with the brand and also introducing the brand to a new customer that may not have purchased a Honda or Acura product. We are incredibly excited about the potential of these programs."

Universal Focuses on Games

Universal Brand Development will place a new focus on gaming and build an organization to self-publish its own titles.

Although its initial focus will be for self-publishing on mobile,

Universal will also aim to expand to other platforms over time. The company will also continue to license its IP to complement its publishing strategy.

The first titles will launch later this year.

The company has also appointed three new executives—James Molinet, Timothy FitzRandolph and Fabian Schonholz—to drive its new business initiative.

"Games have become mainstream entertainment, reaching broad, global audiences and are quickly growing as a place consumers spend their time. As one of the largest entertainment companies in the world, we believe we must have a strong direct presence in gaming," says Chris Heatherly, executive vice president, games and digital platforms, Universal Brand Development. "Jim, Tim and Fabian are some of the most talented leaders in the industry and evidence of the all-star team we are building here at Universal!"

Additionally, Universal executive Bill Kispert has taken on a new position as general manager of business development and Pete Wanat has also been named vice president of production.



IBP Brings Int'l Opportunities to U.S. Brands

For the first time this year, Licensing Expo is participating in the U.S. Department of Commerce's International Buyer Program Select, which helps U.S. companies facilitate the expansion of their brands into international markets.

Both international buyers looking for U.S. brands to bring back to their home markets and American companies looking to bring their brands overseas can visit the International Buyers Lounge in booth R226 to meet with representatives from the U.S. Department of Commerce's International Trade Administration.

IBP Select is a joint government-industry effort that brings thousands of international buyers to the U.S. for business-to-business matchmaking with American firms exhibiting at major industry trade shows, like Licensing Expo. Every year, the IBP facilitates billions of dollars of new business between U.S. and international companies.

At Licensing Expo, IBP Select is hosting representatives from Canada, Mexico and Ecuador and can also connect U.S. companies with hundreds of other international markets. The organization has about 100 export assistance centers throughout the U.S. and 100-plus

offices at embassies and consulates overseas.

"Our main objective is to help American businesses license and export overseas globally," says Andrea DaSilva, global media and entertainment team leader, U.S. Department of Commerce International Trade Administration. "We have a network worldwide, so even if visitors aren't interested in meeting with the three countries we have here right now—Ecuador, Mexico and Canada—we can help facilitate future connections. Americans interested in bringing their brands overseas can also come here and learn about the services we provide to U.S. businesses."

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Boy Scouts Ties Up Two Licensees

Boy Scouts of America has partnered with two new licensees—Liberty Clothing and Bachmann Trains—for new apparel and train sets.

Liberty Clothing is on board to launch a line of

vintage BSA clothing and accessories, which are inspired by scouting illustrations by Norman Rockwell as well as authentic replications of patches, badges and graphics.

Bachmann Trains will launch its first Boy Scouts of America train this summer. The new train features a wireless touch-screen control through a smart device and a free E-Z App download.

Bachmann is also releasing a limited edition boxcar celebrating the 2017 National Scout Jamboree.



Dekel Deals for 'MST3K' Merch

Dekel Brands and Evolution Management have secured a raft of licensing and merchandising partners for the cult television show “Mystery Science Theater 3000.”

Licensed “MST3K” products currently available include t-shirts from both Changes and Zen Monkey and enamel pins from Zen Monkey. “MST3K” trading cards from RR Parks will be released this summer, and mugs and fleece throws from Just Funky available through ThinkGeek will debut in November.

More items will roll out this summer through Q4, with new products coming from Dark Horse (serialized comics, graphic novels, coffee-table book and gift items), Funko (vinyl figures, and Funko-Pop figures), Just Funky (collectible items) and Great Eastern (buttons, patches, stickers, pins, gifts and novelties).

“MST3K” and its licensees will also be working with specialty retailers to deliver the new merchandise to retailers and e-commerce stores.

WBCP, Hot Topic Win Big at LIMA Awards

The International Licensing Industry Merchandisers' Association held its annual awards ceremony Tuesday night, with Hot Topic taking the top honor of Retailer of the Year for its *Suicide Squad* program and Warner Bros. Consumer Products walking away with three awards.

The evening also inducted Allan Feldman, chief executive officer and founder of LMCA; Dell Furano, chief executive officer and founder of Epic Rights; and Cyril Speijer, former chief executive officer of Wavery Productions and current co-principal of BN Licensing; into the LIMA Licensing Hall of Fame.

The LIMA International Licensing Awards were held at the Mandalay Bay Convention Center.

“This year’s award winners represent world-class licensing programs and products from around our global industry,” says Charles Riotta, president, LIMA. “We are proud to recognize and honor the achievements of these companies—chosen from a record 461 submissions this year—for their impressive initiatives and outstanding results.”

The winners are:

LICENSED PROGRAM

- **Art/Design:** V&A—Victoria and Albert Museum
- **Celebrity/Fashion:**—Open Hearts by Jane Seymour—Jane Seymour Designs/Licensing Matters
- **Character/Toy Brand:** “DC Super Hero Girls”—WBCP
- **Corporate Brand:** Girl Scouts of the USA—Girl Scouts of the USA/The Wildflower Group
- **Digital:** “Five Nights at Freddy’s”—Scottgames/Striker Entertainment
- **Film/TV/Entertainment—Animated:** “Paw Patrol”—Spin Master
- **Film/TV/Entertainment—Live-Action:** *Rogue One: A Star Wars Story*—Disney Consumer Products and Interactive Media
- **Food & Beverage/Restaurant:** Corona—Constellation Brands/The Joester Loria Group
- **Sports:** NFLPA—NFLPA
- **Licensed Promotion:** *Batman v Superman: Dawn of Justice* and Turkish Airlines—Warner Bros. Consumer Products/Lisans
- **Location-Based or Experiential Initiative:** The Wizarding World of Harry Potter—Hogsmeade at Universal Studios Hollywood—WBCP
- **Retailer:** Hot Topic—*Suicide Squad* licensing program

LICENSED PRODUCT

- **Apparel/Footwear/Accessories:** Coach—Mickey and Minnie Mouse/Disney Coach Collection
- **Appliances/Automotive/Electronics/Hardware/Housewares/Paint:** Select Brands—Disney/Pixar—Pixar Collection slow cooker
- **Digital:** Next Games—AMC’s “The Walking Dead: No Man’s Land” mobile game
- **Food/Beverage:** Finsbury Foods—Shopkins Cupcake Queen Cake; and The J.M. Smucker Company—Pillsbury Girl Scout Cookie inspired baking mixes
- **Health & Beauty Aids:** Clinique—Crayola Limited Edition Chubby Stick Lip Balm
- **Home Décor:** Jay Franco & Sons—*Star Wars* Back-to-College and Adult Bedding
- **Publishing/Social Expression/Back-to-School:** Scholastic—*Five Nights at Freddy’s: The Silver Eyes* novel
- **Toys/Games/Novelties/Role Play:** Mattel—“DC Super Hero Girls” Action Figures





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Licensing Expo Takes on China

UBM's Global Licensing Group, organizers of Licensing Expo and Brand Licensing Europe, in partnership with the International Licensing Industry Merchandisers' Association, will launch a new licensing and brand extension networking event, Licensing Expo China, in Shanghai, July 18-20.

The new trade show will connect the most influential art, fashion, entertainment, character and corporate brand owners and agents with consumer goods manufacturers, licensees and retailers from all product categories across China.

This year, the show will feature more than 250 brands and properties from China and overseas including Click! Licensing Asia, Fantawild Animation, Beijing Dream Castle Culture Co., Animation International

(Shanghai), Hasbro Trading Co. (China), Medialink Co. (Shanghai), Mattel, Soap Studio Company and Familyout, among many others.

Licensing Expo China will take place at the National Exhibition and Convention Center in Shanghai and will be co-located with CBME China, the world's largest trade fair for baby products and services, and Cool Kids Fashion Shanghai, China's premier trade fair for kids' fashion.

"China was identified by our customers as the No. 1 market that they are looking to for growth," says Jessica Blue, senior vice president, licensing, UBM. "This launch underlines our strategy to provide products for our customers in the markets that they want to penetrate. We are excited to be working with our experienced trade show team in China to deliver this event for the licensing industry."

CHINA LICENSING EXPO 2017

JULY 18-20

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Rubik's Cube Extends to Magic and BTS



The Smiley Company, the master licensee for the Rubik's Cube brand, has teamed with Fantasma Magic for Rubik's-themed magic sets.

The magic line will hit retail shelves in the U.S. and Europe later this year. The magic sets feature trick cubes and branded accessories, including Rubik's magic cards and instructions for hundreds of tricks.

These magic sets, first seen at New York Toy Fair in February, will be available at a variety of price points and sizes, including the Perplexing Magic set of more than 135 tricks, the Mind Twisting set of over 200 tricks and the Deluxe Puzzling Magic set with more than 300 tricks.

The Rubik's brand also recently announced a new partnership with back-to-school suppliers Lannoo for a collection of backpacks, pencil cases, folders, notebooks and pens in Europe.

"Rubik's was in the top 10 best-selling toy lists in many countries last Christmas. It is now time to grow that brand equity with creative new products," says Nicolas Loufrani, chief executive officer, Smiley. "The Rubik's magic range leverages the huge visibility of Steve Brundage's magic show on 'America's Got Talent' last year. With the range of novelty items, we are creating a range for people who want to show their smart side."



Children's Properties Rule at Level-5 abby

Multi-media entertainment company Level-5 abby will highlight its children's properties at Licensing Expo.

"The Snack World" is the company's newest cross-media project. It is a tech-infused fantasy story that follows the adventures of a boy named Chup and his pals. The initial product line will include a 3DS game from Nintendo, an iOS and Android mobile game, CG TV animation, comic books, a full toy line and a movie release that will premiere nationwide.

First introduced in Japan in 2008, "Inazuma Eleven" will now go worldwide in a multi-media campaign. "Inazuma Eleven" began as a role-playing sports video game for the Nintendo DS and follows Mark Evans, a soccer goalkeeper, as

he tries to build his school soccer club into a world champion team. The new "Inazuma Eleven" line will include a fully animated series,

mobile games, Nintendo 3DS games and accompanying toys and consumer products.

The Professor Layton series of puzzle mystery games will now expand into a complete cross-media program. The games feature archeologist Professor Hershel Layton as he solves mysterious events and happenings across London.

Finally, "Yo-Kai Watch" follows the misadventures of an average boy who is empowered by a special watch, which allows him to discover and summon the mysterious Yo-kai. A full multimedia campaign from Level-5 abby, including new animation, a new 3DS games from Nintendo and various mobile game apps, is planned.



WBCP Wows With Wonder Woman Licensing

Warner Bros. Consumer Products has built a fleet of licensees from around the world to deliver a global licensing and merchandising program in support of the upcoming action-adventure film *Wonder Woman*.

WBCP partnered with Walmart and global toy partner Mattel for *Wonder Woman* toys in a first-to-market debut at Walmart stores and on Walmart.com in the U.S., from March 31, through April 28. The month-long retail program featured Mattel's *Wonder Woman*-inspired doll line and role play toys.

The film's global merchandising program launched April 7 with other retailers around the world, and included product from licensees such as The LEGO Group, Rubie's Costume Co., Funko, Bioworld, New Era, Hallmark and more,

encompassing collectibles, construction, greetings, novelties, toys, dolls, apparel and accessories, among others.

WBCP also partnered with fashion designers to collaborate on trend-driven fashion lines. High-end and street fashion collaborations include with brands Nanette Lepore and A Classic Time for a watch collection; a jewelry collection for young contemporary style consumers from Alex & Ani; a line comprised of elevated, luxe, stylish fitness fashions from Nuyu; sneakers from Converse; Her Universe with exclusive lines at retailers Kohl's and Hot Topic; and many more.

Retailers also celebrating the theatrical release of *Wonder Woman* include Gap, HSN, Kohl's, Hot Topic, Kyle by Alene Too and Ron Robinson, plus many more, says WBCP.



SUMMER 2018

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Rainbow Readies 'Regal Academy' Season Two

Italy-based Rainbow has announced that its animated children's series "Regal Academy" is in production for season two, and will be delivered to several networks this fall.

Season one of "Regal Academy" was broadcasted in more than 100 countries over the last year, including Italy, Russia, Turkey, Brazil, France and the U.S.

Auldey Toys of North America, a subsidiary of

Alpha Toys, is the master toy partner for "Regal Academy" in North America, PBS Kids is the home video partner for North America and PaperCutz will develop graphic novels for North America and English-speaking territories.

Other licensees for "Regal Academy" include Giochi Preziosi (the pan-European master toy partner for dolls and accessories, playsets and role play),

Egmont (publishing in Russia and Poland), Procos for partyware, Zaini for confectionery products in a pan-European deal and a direct-to-retail fashion deal with Original Marines and Kellogg's in Italy.



Rovio Wrangles New 'Angry Birds' Partners

Rovio Entertainment has secured several new licensing partners to its "Angry Birds" franchise.

The new consumer product range, scheduled to appear at retail this fall and into spring 2018, will feature the franchise's popular characters, as well as some new faces, including The Hatchlings, the breakout baby bird characters from *The Angry Birds Movie*.

Unlike "Angry Birds," an evergreen program that is geared to a slightly older boy demographic, The Hatchlings focus on kids, both boys and girls, in a younger age range.

Rovio's new licensees for "Angry Birds" include:

- ES Originals for children's footwear;
- Fabric Traditions for crafting fabric;
- Ziegenfelder for ice pops including blue raspberry, cherry, lime and banana;
- Checks In The Mail for personalized checks and checkbooks;
- Hue Vee for decorative light bulbs and light bulb decals;
- Toy Factory for amusement plush toys including novelty hats, plush pillows, balls and capes;



- Gamer Shoes for interchangeable zip on shoe covers; and
 - The Bentex Group for children's swimwear, ranging from 0-5T, and sets for boys, ages 4 to 7.
- "The reaction of the licensing community only reflects and reinforces the popularity of the 'Angry Birds' IP," says Simo Hämäläinen, head of brand licensing, Rovio Entertainment. "I'm confident that these new partnerships and their diverse product line-up will create excitement for both the retail community and most importantly, satisfy the passion of our enthusiastic fanbase."

Beanstalk Whips Up Licensing Opps for Godiva

Global food company Yildiz Holding has named Beanstalk as its exclusive brand extension agency for the Godiva, McVitie's, Flipz and Turtles brands in key strategic territories. Beanstalk will represent Godiva in the U.S, Canada, Europe, Japan and China; McVitie's in Europe; and Flipz and Turtles in North America.

Beanstalk will seek new opportunities for the brands across close-to-core food categories including beverages,

desserts, ice cream, baked goods, snacks and baking products, as well as gifting, bakeware, housewares and publishing, among other categories. Beanstalk will also seek in-restaurant partnerships that feature the brands on menu items.

"Our brands have a unifying passion to create biscuits and confectionery that people everywhere can enjoy," says Cem Karakas, executive deputy chairman, Yildiz Holding.

"Through licensing, we will bring consumers new ways to experience our brands in complementary categories, through new channels of distribution and in new store aisles. Beanstalk's extensive food and beverage experience will help us grow our brands through partnerships with industry leaders that are committed to quality and innovation."

"We are truly honored to have been selected by Yildiz Holding to extend its wonderful portfolio of

brands," says Allison Ames, president and chief executive officer, Beanstalk. "The common thread is their artisan nature, loyal consumer base and distinctive flavor profiles. Be it Godiva, McVitie's, Flipz or Turtles, these sweet and savory treats are recognized and enjoyed by consumers all around the world. We look forward to creating exciting and innovative products for this incredible family of brands and further spreading its legacy."



DREAMWORKS

Trolls

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'Masha and the Bear' Heads to Treehouse



Animaccord and Corus Entertainment are bringing the global hit “Masha and the Bear” to Treehouse, Canada’s No. 1 preschool network for children ages 2 to 5.

Corus has purchased rights for seasons one and two, and began airing the cartoons weekly in April.

Viewed in more than 100 countries, “Masha and the Bear” has gained global popularity, says Animaccord. Canada has shown strong media support for the series, releasing it first on Corus’ Teletoon, a channel aimed at children and pre-teens for English-speaking audiences, and Tele Quebec, a public educational channel for French-speaking audiences.

Magic Chef Taps Global Icons

The Magic Chef brand is looking for partners to extend its IP into the appliance category.

To do so, Magic Chef has appointed brand licensing agency Global Icons to serve as its exclusive worldwide agent (excluding South Korea).

“The appliance category is growing. There are multiple opportunities for consumers to buy a new appliance, whether it’s a microwave or a toaster,” says Ted Kochowicz, senior licensing manager, Magic Chef. “Consumers are re-imagining their kitchens and extending their entertainment space to the outdoors, garages and basements. This is a great opportunity for personalization, taking that choice beyond color when it comes to the finish for their appliance.”

Recently, Magic Chef debuted two new product lines—Urban Living and Realtree. The Urban Living collection will offer a smaller footprint for city living, while Realtree features a camouflage pattern.

“With Realtree, we’ve found that, apart from hunters and fishermen, many people enjoy the outdoor lifestyle and reflect it when wearing camo or using it in their homes,” says Kochowicz.

“Beyond appliances, we often get requests for products that would complement our products,” says Lily Kunz, marketing and brand director, Magic Chef.

Magic Chef and Global Icons will team to drive inbound and outbound licensing for the culinary brand.

'Simon's Cat' Makes Expo Debut

Animated feline “Simon’s Cat” is prowling the Licensing Expo show floor as Endemol Shine North America looks to grow the brand, created by Simon Tofield, in the U.S. by launching a robust consumer products strategy.

Currently “Simon’s Cat’s” worldwide presence is felt in more than 100 countries with more than 250 products available across publishing and consumer products, including close to 2 million books sold in 30 countries. The brand is also expanding its licensing into other key markets such as Germany, France, CEE and Russia, SE Asia and Benelux.

Endemol Shine is looking to build upon the global brand in the U.S. by expanding into key categories including apparel, publishing, accessories, digital, toys and games.

“I am very excited to be coming to the Las Vegas Licensing show and share our stories with more cat lovers who see the humor in their own pets,” says Tofield. “We have lots of fans in the U.S. and look forward to hearing from our wonderful audiences around the world.”

Simon's Cat

Endemol Shine’s “Simon’s Cat” U.S. consumer program expansion comes on the heels of two digital sticker packs for iOS 10 iMessage developed with Endemol Shine Group’s games developer and publisher Good Catch. The stickers have amassed nearly 50,000 downloads topping the sticker store charts in a number of territories worldwide.

Tofield will be on the Licensing Expo show floor today, making an appearance at booth #O252, from 2 to 4 p.m.





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New 'Dragon Ball' Coming from Toei

Toei Animation and Funimation Entertainment have partnered for new and renewed licensing agreements for the "Dragon Ball" franchise in the U.S. and Canada for both the "Dragon Ball Super" and "Dragon Ball Z" anime series.

New licensing agreements include:

- Bandai, the master toy licensee for the "Dragon Ball" franchise, will release a new line of "Dragon Ball Super" toys starting in fall 2017.

- Calendar Holdings, will debut a new series of themed calendars based on "Dragon Ball Super."

- DigitalSoaps is creating highly-detailed soaps based on "Dragon Ball Z."

- Everything Legwear is on board for a themed collection of socks based on "Dragon Ball Super."

- FUN.com will continue producing its collection of "Dragon Ball" and "Dragon Ball Z" costumes, wigs, masks and accessories.

- Funko will create a new collection of characters from the "Dragon Ball" franchise for its Pop! Vinyls.

- Great Eastern Entertainment, a manufacturer of licensed anime and entertainment merchandise, will create a new collection of accessories based on "Dragon Ball Super."

- IDW Publishing, publishers of comic books and graphic novels, will create a new collection of themed non-collectible board and tile-laying games, as well as dice games based on "Dragon Ball Z."

- Just Toys International has been tapped for themed plush clips, plush figures and mini posters based on "Dragon Ball Super," as well as themed plush clips and plush figures based on "Dragon Ball Z."

- Rabbit Tanaka will continue producing wall décor, lighting, clocks, dartboards, pool cue sticks and rotational molded banks based on "Dragon Ball Z."

- Surreal Entertainment will resume producing themed home goods, auto accessories, coin banks, game dice and



desktop accessories based on "Dragon Ball Z."

- Trends International is on board for posters in a variety of sizes based on "Dragon Ball Super."

Both Toei and Funimation are seeking additional licensing partners including mass market distributors for "Dragon Ball Super"-themed merchandise in categories such as bags, headwear, bedding and underwear.

NFL Appoints IMG for International Growth

The National Football League has appointed IMG as its exclusive licensing representative across select international markets in Europe and Asia. As part of the multi-year deal, the NFL will further expand its brand presence internationally through new licensed consumer product initiatives.

"We are excited to partner with IMG to grow our brand presence internationally through new product initiatives," says Akash Jain, vice president of international commercial development, NFL. "We look forward to offering fans an expanded consumer products portfolio, further enhancing our relationship with our

growing fanbase."

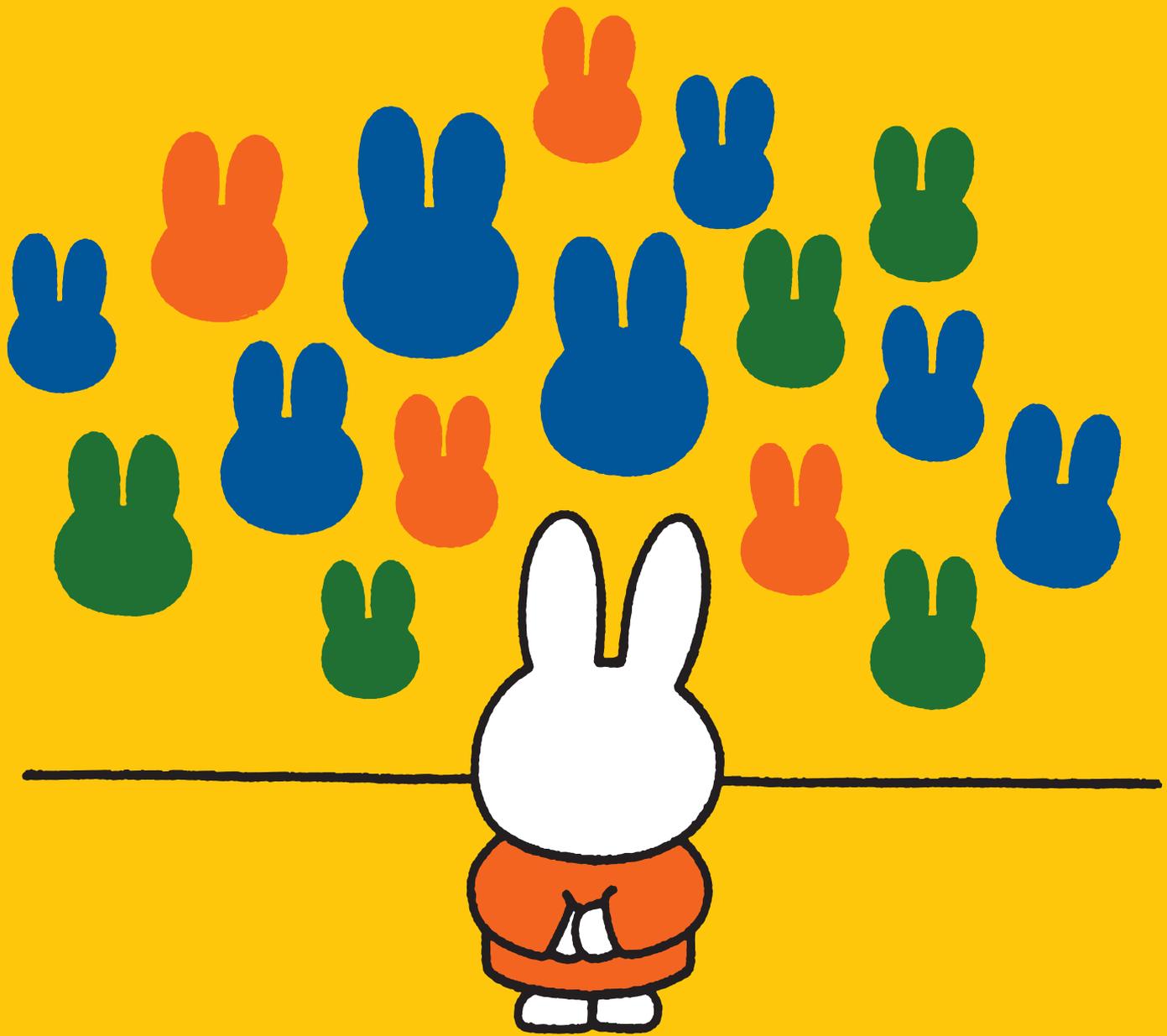
"Football is America's most distinctive and unique sport export. Its international appeal is growing rapidly both as a sporting competition as well as at a more visceral level that transcends sport," says Bruno Maglione, president, worldwide licensing division, IMG. "The fans are already there, and now is the time to expand the breadth and accessibility of the NFL's consumer product offering. We are proud to be entrusted with that mission."

IMG will target a wide range of distribution channels and price points, including local fan apparel for men, women and children;

accessories; home décor; fast fashion collaborations; and food and beverage extensions.

IMG's preexisting American football licensing work includes the Football Greats Alliance, a first-of-its-kind agency launched in 2016 with the Pro Football Retired Players Association and with support from the NFL to manage the collective marketing and licensing rights of more than 22,000 retired NFL players.

The NFL has been raising its international profile in recent years with regular season games outside the U.S., and the annual Super Bowl event is now watched in more than 180 countries and in nearly 25 languages.



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Studio 100 Scores More 'Maya,' 'Heidi' Licensing



Global family entertainment company Studio 100 continues to increase the presence of its children's animation properties "Maya the Bee," "Heidi," *Blinky Bill* and *Arthur and the Minimoys*.

"Maya the Bee" will broadcast on Sprout and Netflix in the U.S. and Disney Channel and Netflix in Latin America. Season two of "Maya" and a sequel to the *Maya* movie are in the works, and a global master toy maker for "Maya" will be announced soon.

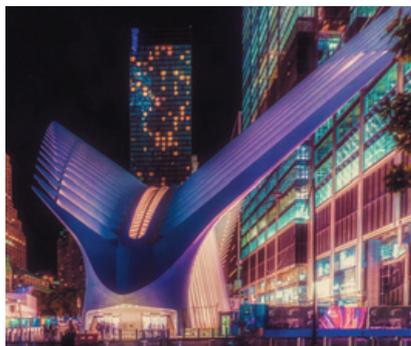
Currently in production for season two, "Heidi" will broadcast on the Disney Channel. Famosa has signed on to be the master toy licensee for the series.

Blinky Bill, the 2015 animated film about a koala in Australia, will broadcast on National Geographic Latin America this year.

Based on the Luc Besson's movie *Arthur and the Invisibles*, Studio 100 is working on an ambitious licensing program for the property with key partners already in place.



Firefly Inks Draws on Chris Lord



Firefly Brand Management is coming on board as the North American licensing agent for British-born, award-winning photographer and artist Chris Lord. The agency is also debuting Lord's "Pixelated Pixies" collection, an eclectic brand produced by Lord that features his contemporary photographic art.

"Chris Lord has been combining his award-winning photographs with computer software to create incredible stylized imagery since 1980," says Cynthia Modders, president and chief executive officer, Firefly Brand Management. "Many of the images are inspired by his British heritage and love

for New York, where he currently resides."

Lord's collection of work includes titles such as "Glimpses of Gotham (New York)," "Places on Earth," "The United Kingdom," "Floral Designs" and vintage and glamour pieces. In 2015, Lord was awarded the Best of Manhattan Artist Award, which recognizes companies that have achieved exceptional marketing success in their local community.

Firefly is seeking licensing partnerships for Lord in all key categories, including greeting cards, puzzles, gifts and novelty items, posters and calendars.

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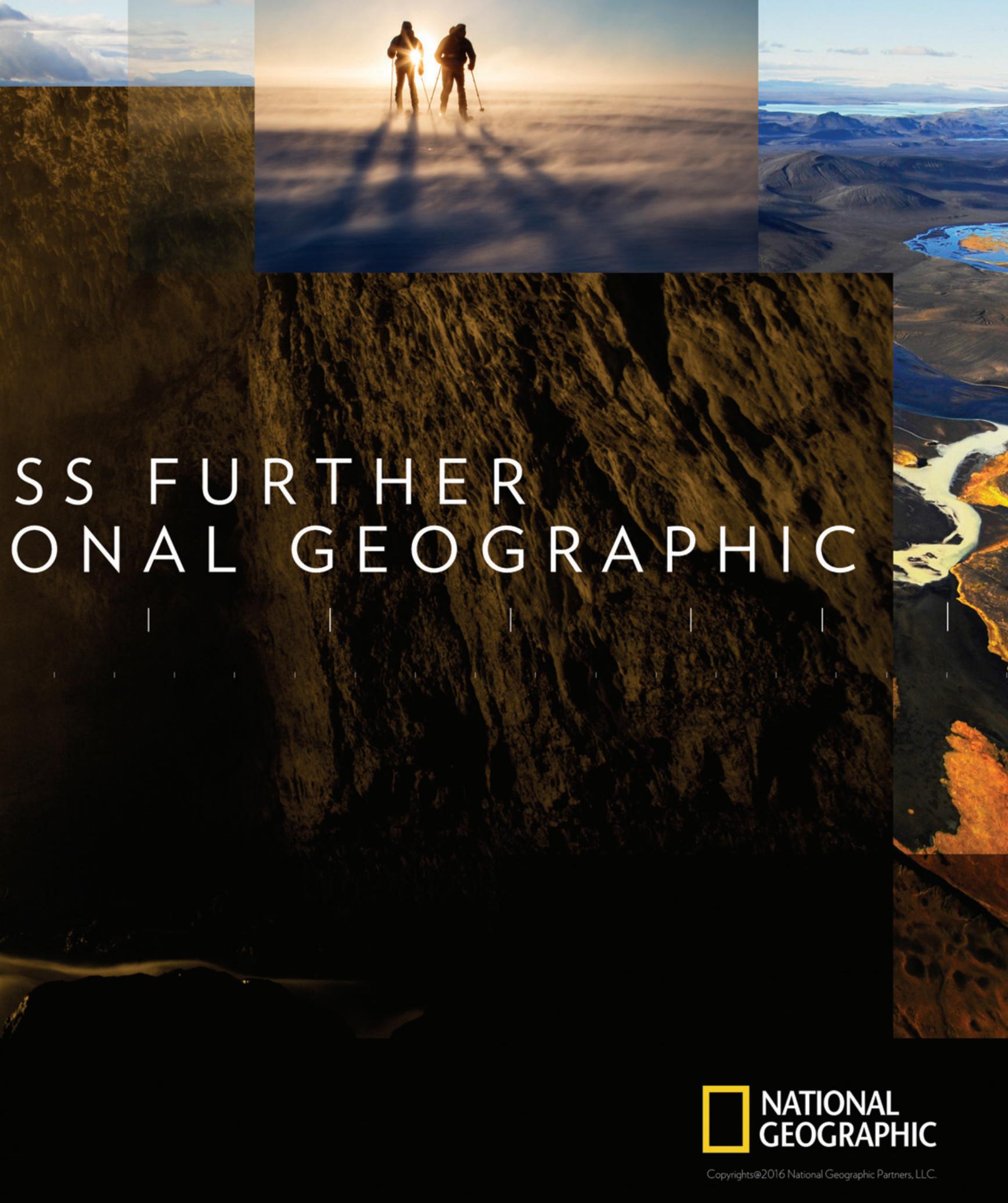
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Sophie la girafe Warms with Socks

Deliso is expanding the Sophie la girafe property in the U.S. this year with new deals that bring the baby brand into new categories including textile nursery products, soft toys, birthday party sets, footwear and photo cards.

Most recently, Sophie la girafe has partnered with Waddles and Friends for a line of baby socks. The collection includes 20 different styles

with rattle socks and funny socks, as well as a more classic version. Each pair of the rattle socks has a rattle attachment on the front that is designed to aid in developing sensory skills through sound and touch—every time baby kicks, the socks make a rattling sound.

The socks are slated to hit baby and kids specialty stores and boutiques this spring.



Ella Fitzgerald Appoints Evolution for 100th Anniversary

The Ella Fitzgerald Foundation has tapped Evolution to develop a global licensing and direct-to-consumer product program for Ella Fitzgerald, known as “The First Lady of Song,” to coincide with her 100th birthday.

As part of the multi-year agreement, Evolution will exclusively promote, market and license the iconic singer’s name and likeness in connection with major product categories including apparel, fashion jewelry, perfume, dolls, collectibles, publishing, wall art, gaming, apps, commercial tie-ins and co-branded partnerships on a global basis. The agency will also launch a new consumer-facing website and e-commerce store.

While April 21 marked the 100th birthday of Fitzgerald, tribute concerts and celebrations are planned throughout the year, including the Grammy Museum’s “Ella 100” exhibit, which showcases unique artifacts from the singer. Verve Records is releasing a four-disc CD boxed set titled “Ella Fitzgerald: 100 Songs For A Centennial,” as well as a six LP limited edition vinyl boxed set with lithographs titled “Ella Fitzgerald Sings The George & Ira Gershwin Songbook.”

All American Licensing Inks Dino Deal

Los Angeles, Calif.-based All American Licensing has signed GeoWorld, the brand owners of dinosaur hunter Dr. Steve Hunters, to launch an expanded product line and new animated children’s series in the U.S.

“We’re delighted to be working with Tim and Michael and the team at All American Licensing, as their studio experience and working with the *Jurassic Park* franchise has been the ideal complement to our global initiatives to expand the Dr. Steve Hunters brand in the U.S.,” says Dr. Stefano Piccini, president of GeoWorld, world-renowned paleontologist and scientist and alter-ego of Dr. Steve Hunters.

The agency is developing “Dr. Steve Hunters’ World,” an animated series



that will feature Dr. Piccini “live” from an archeological dig site, followed by the adventures of an animated Dr. Piccini and his friends and family as they travel back in time to discover dinosaurs, gems, bugs and new animals from around the world.

In addition, they are rolling out new Dr. Steve Hunters toys, including excavation kits, which can be found at toy, online and specialty retailers in the U.S. such as Toys ‘R’ Us, CVS and in the Amazon marketplace.

“We’re impressed with the GeoWorld business and what Dr. Piccini has developed overseas. The play value and innovation of both the new animated series and the Dr. Steve Hunters products will have kids greatly entertained,” adds Michael Gottsegen, co-founding partner of All American Licensing.

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For licensing inquiries, please contact Anastasia Caridi: acaridi@iconixbrand.com.

'Daniel Tiger's Neighborhood' Welcomes New Neighbors

The multi-award-winning animated preschool series "Daniel Tiger's Neighborhood" from The Fred Rogers Company is expanding its consumer products offerings, adding more licensing partners to the growing neighborhood.

Among the newest licensing partners are:

- Party City for party goods, including tableware, décor, favors, balloons and more to launch this fall;



- Hallmark for a series of Christmas ornaments for the holiday season, including a Hallmark Keepsake item available exclusively at Hallmark Gold Crown stores beginning in October and two other designs slated for the mass market;
- SCS Direct for melamine tableware, icepacks and lunch bags due out this fall;
- Church & Dwight for toothbrushes and Oragel toothpaste, set to arrive at retail in late summer; and
- Fabric Traditions for printed fabric, due out at the end of the year.

The series has also renewed its master publishing partnership with Simon & Schuster until 2022, ensuring new *Daniel Tiger* titles for years to come.

In addition, The Bentex Group/Dreamwave is releasing swimwear for boys and girls in time for the coming summer season. The items will be available in sizes 2T through 4T at Target.com, with the boys' swim trunks also available at Walmart.com.

Following up on its recently released "Daniel Tiger's Neighborhood" finger puppet kit, Running Press is adding a "Daniel Tiger's Neighborhood" mini plush kit, consisting of a 3-inch plush Daniel Tiger and a 32-page mini book with quotes, in September.

Lastly, Jakks Pacific is expanding its offerings to include Sing Along with Daniel Tiger, a karaoke machine shaped like Daniel Tiger's head that features a working microphone and four full-length songs from the series. The toy, which is hitting stores this fall, also lets kids record their own voice and play it back.

NFLPA, Brandgenuity Sign First Int'l Licensee

The NFL Players Association, via its marketing and licensing arm NFL Players, Inc., is taking its licensing business global through its partnership with Brandgenuity, a global licensing agency.

FC Sport Experiences is the NFLPA's first international experiential licensee. As creator/producer of sporting events for individual fans or groups, school and youth teams, FC Sport Experiences will produce fan events from fantasy football camps and

corporate events to youth clinics and community days in order to cultivate the game and its players abroad.

As part of the new deal, all fan experiences created by FC Sport Experiences will combine active and former NFL players. A pair of kick-off events is scheduled this summer in London and Manchester, U.K. Additional events are being scheduled in Europe this fall.

"As the popularity of NFL players expands, we are well positioned to market their

distinctive and diverse personalities to new international markets," says Steve Scebelo, vice president licensing and business development, NFL Players, Inc. "The signing of FC Sport Experiences is a significant milestone in the growth of the NFLPA's European business. Along with our partner Brandgenuity, we are looking forward to working with FC Sport Experiences to create truly memorable experiences that connect new and longtime fans with some of their favorite players."

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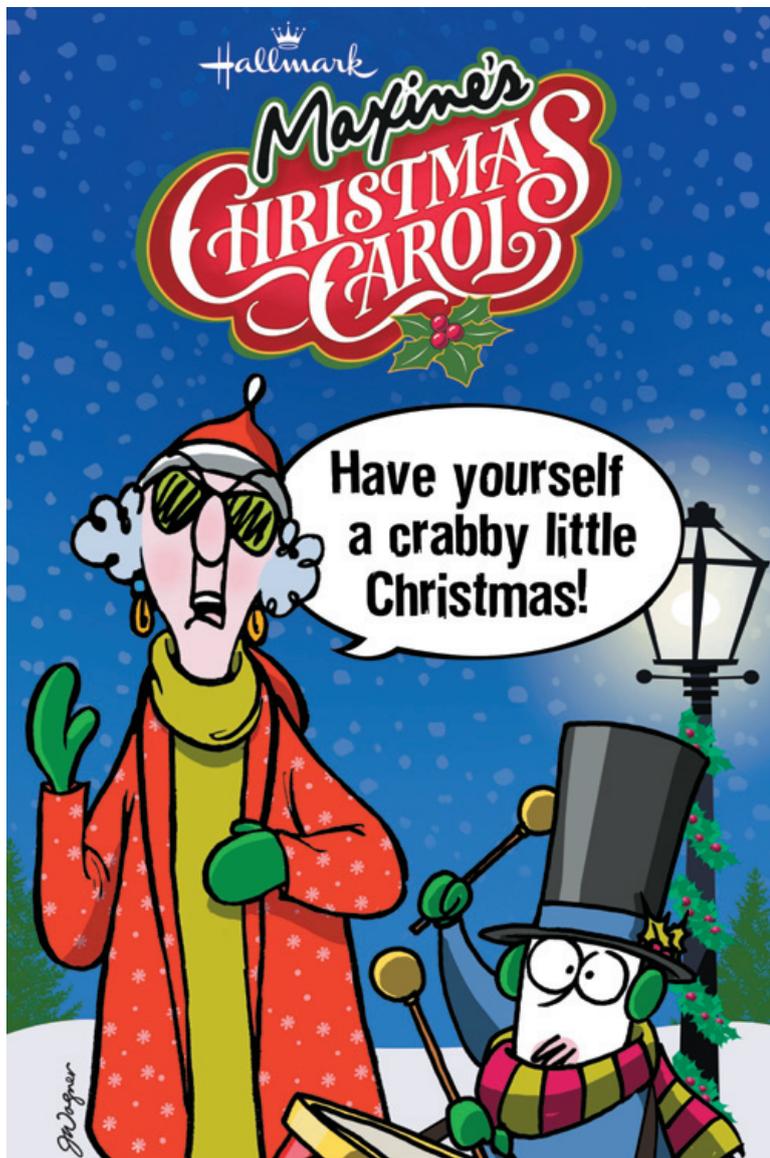
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'Maxine's Christmas Carol' Returns in Time for the Holidays

Following a successful debut run, the live-action stage musical "Maxine's Christmas Carol," starring Hallmark's crabby and sassy Maxine character, is returning to the stage again for the Christmas season.

The "Queen of Crabbiness" herself will again star in the classic holiday story, based on Charles Dickens' *A Christmas Carol*, but with hilarious twists throughout. The musical, which will run in Branson, MO, is getting the full Maxine treatment and will feature ghosts, songs, plenty of attitude and even a role for Maxine's dog Floyd.



eOne Builds 'PJ Masks,' 'Peppa' and 'Ben & Holly'

Entertainment One is presenting several of its award-winning global entertainment properties at Licensing Expo including "Peppa Pig," "PJ Masks" and "Ben & Holly's Little Kingdom."

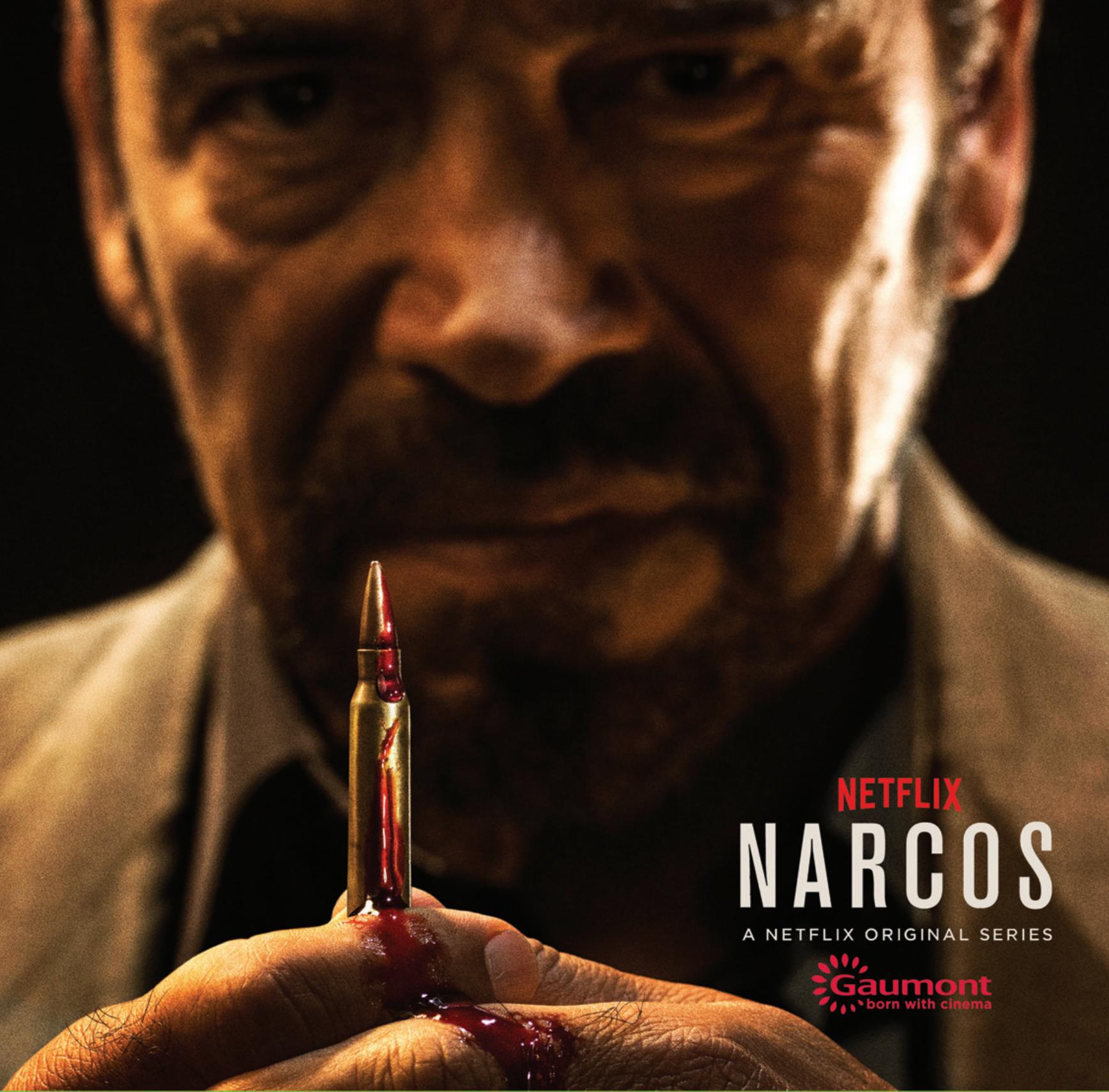
Global licensing phenomenon "Peppa Pig" is now one of the top performing preschool properties around the world and generates more than \$1 billion in worldwide retail sales per year, says eOne. With more than 800 licensees supplying products globally, "Peppa Pig" now has a strong retail presence in the U.K., Australia, New Zealand, the U.S., Iberia, France, CEE, Latin America, Russia and Asia, and is growing in mainland China, Korea and India, with the release of merchandise in these markets last year. The "Peppa Pig" TV series currently has new episodes in the pipeline through 2018.

Following its premiere on Disney Junior in 2015, preschool superhero TV property "PJ Masks" is going strong around the world. The show's master toy line from Just Play hit store

shelves across North America, the U.K., France, Spain, Italy and Australia with great success, says eOne, and additional consumer products are set to roll out in Latin America, Asia and several EMEA regions throughout this year, with ancillary lines also launching in G/A/S, Israel, the Middle East, Turkey and South East Asia. The second season of "PJ Masks" is slated to premiere in 2018 and a new collection of short programs is in production, with plans to air on Disney Junior in the U.S. this summer before rolling out globally.

Lastly, the acclaimed Emmy and BAFTA award-winning animated series "Ben and Holly's Little Kingdom," which comes from the creators of "Peppa Pig," is gaining momentum in the U.S. with Jazwares on board as master toy partner. The toy line is set to debut this August. The show is also a top-performing brand in Russia, alongside "Peppa Pig" and "PJ Masks," where all key licensing categories are covered.





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New Licensees for Sharpe Roster

The Sharpe Company will showcase new licensing programs for its list of clients, including Bird Photographer of the Year, Polaroid, Mr. Bean and Zoobs.

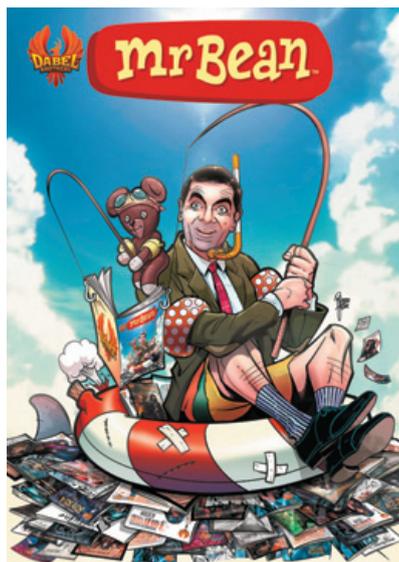
Bird Photographer of the Year will work with Sellers Publishing on a line of calendars.

Dabel Brothers Publishing will release the first issue of a graphic novel series that features Mr. Bean, the internationally recognized character created by Rowan Atkinson and Richard Curtis. The first issue of the *Mr. Bean* graphic novel was released this spring and is illustrated by comic book artist Ricardo Jaime of the Glass House Graphics agency.

Polaroid is celebrating its 80th anniversary this year. In addition to the Polaroid heritage program, seen in European retailers like Zara, Jules and Pull & Bear, and U.S. retailers Forever 21, Urban Outfitters and Boxed Lunch, British designer and gift company Wild & Wolf has launched a Polaroid stationery and gift collection that includes personalized coasters, frames, magnets, drinkware and gifts in Europe, North America and Australia.

Currently there are licensing opportunities for Polaroid available within select categories and territories including apparel, fashion accessories, homewares, paper goods, luggage and travel accessories and collectibles.

Zoobs, an international contemporary artist featured in magazines like *Vogue* and *Vanity Fair*, has also signed a license for fashion apparel with Vision, to be sold in stores in North America.



Sony Signs Partners for *Hotel T, Peter Rabbit*

Sony Pictures Consumer Products has named licensees for its film properties *Hotel Transylvania*, *The Emoji Movie* and *Peter Rabbit*.

Jazwares, master toy partner for the *Hotel Transylvania* franchise, will develop a new toy line based on new and classic characters from the upcoming 2018 film *Hotel Transylvania 3*.

Sony Pictures Animation also has also created a “Hotel Transylvania” animated TV series that will premiere worldwide this summer on the Disney Channel. The series will focus on the teenage years of Mavis and her friends at Hotel Transylvania.

Just Play is now the master toy partner for *The Emoji Movie*, which will hit theaters this



August. A new line of toys including blind packs, collectible figures, light-up figures and plush based on key characters from the film will hit stores this fall.

Sony has also appointed Just Play as master toy partner for *Peter Rabbit*, the first live-action/CG film based on the series of books written and illustrated by Beatrix Potter.



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Pet Collection Becomes Licensees' Best Friend

MHS Licensing has been launching licensing deals across a wide spectrum of categories for artist Amylee Weeks' dog and cat collections, Dog Diggity and The Cat's Meow. The deals include:

- Pavilion, a gift company, introduced a new It's Cats and Dogs line of ceramic mugs, coasters, pet bowls, planters, photo frames, key and leash wall hooks, plaques, perpetual calendars and door stoppers.
- Pavilion also recently introduced Snow Pals, a new line of giftables that feature Weeks' artwork as well as two other collections, A Mother's Love and Bloom, which includes mugs, keepsake dishes, ornaments and glass cups. Snow Pals will hit retail in time for the holidays.
- Calypso Cards recently developed a series of 12 cat and dog cards featuring the artist's pet designs. The line is now available at specialty retailers in the U.S. and Canada.
- Park Designs, a home and kitchen textile manufacturer, has created eight dish towels that feature the artist's whimsical dog and cat collections.

- Legacy Publishing Group, a leading supplier of greeting cards, calendars, notebooks and other gift items, offers a selection of calendars, coasters and stationery that feature Weeks' trend-forward artwork.

Other licensees include Blossom Bucket for wooden signs, clocks and wall décor; Brownlow Gifts for journals, slated to be carried in Lifeway Christian stores this fall; and Manual Woodworkers & Weavers for reversible pillows.

"I know how passionate people are about their pets, because I am a pet lover too," says Weeks. "I buy things for my pets and for my fellow pet lovers, and I design what I would want to see on those products."

"It is exciting to see the momentum Amylee's licensees are experiencing as her presence in the marketplace continues to grow and retailers ask for her product by name," says Marty Segelbaum, president, MHS Licensing. "That kind of recognition is a testament to how her artistic style and collaborative product development skills reward her licensee partners with sales."

KOCCA Looks Towards Licensing Opportunities

The Korea Creative Content Agency, will represent 23 Korean animation and character production companies at Licensing Expo for business opportunities.

Among the properties represented by KOCCA this year are Daewon Media's "Gon," which is viewed in more than 180 countries and already includes more than 600 product offerings; ROI Visual's "Robocar Poli"; and Funny Flux's educational children's show "Katuri," which has the highest rating on the Korean education broadcasting channel, says KOCCA.

KOCCA is also bringing to Licensing Expo Iconix's "Tayo the Little Bus," whose characters are based on public transportation; Aurora World's "YooHoo & Friends," which celebrates its 10th anniversary this year; and Young Toys' "Tobot," a show about a transforming robot that protects the city.



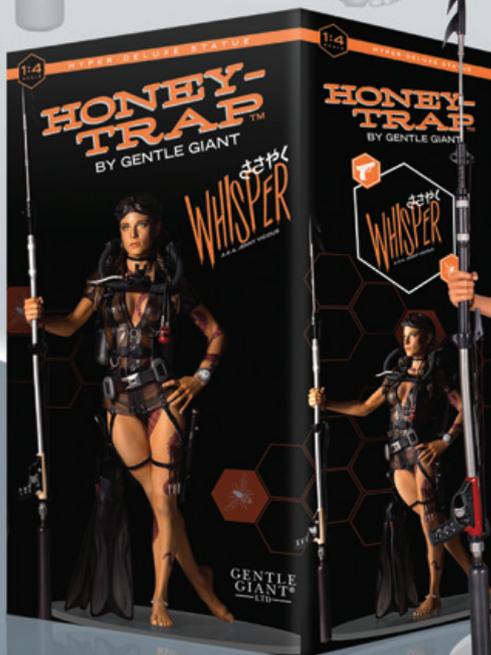
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Line Friends Opens Doors in U.S.

Line Friends, the South Korean character brand from the developers of the “Line” messaging app, will open its first brick-and-mortar store in the U.S. in New York City’s Times Square, this July.

The 4,628-square-foot Line Friends store is the first Asian character brand to open a large-scale store in the country. The opening dovetails with the one year anniversary of “Line’s” listing on the New York Stock Exchange. Line Friends stores have opened in 11 other countries including China, Japan, Taiwan and Hong Kong. The brand generated heavy public buzz when it first opened a pop-up store in New York City in 2014, says Line Friends. Line Friends has opened a total of 73 official and pop-up stores in countries worldwide since its initial launch in 2011.

The Line Friends store will be located at 1515 Broadway, also home to the renowned musical “The Lion King.” To garner further attention, the store will display its variety of brand content on large-scale LED billboards.

“Line Friends is excited to open its first official store in the U.S. in Times Square, a major



commercial center and one of the world’s most popular tourist and entertainment hubs visited by 330,000 people daily,” says a Line Friends executive. “The opening of our first store in New York City highlights the rapid popularity our beloved characters are gaining not just in Asia, but in North America and other countries around the world. We will continue in our mission of bringing joy to more consumers.”

Seltzer Grows Red Cross Program

Licensing agency Seltzer Licensing Group is helping the American Red Cross grow its brand licensing program with five new licensing partners.

Each Red Cross licensee helps reinforce the organization’s commitment to educate and empower consumers to prepare for disasters or other emergencies before they happen. All Red Cross licensed products will feature new branded packaging, developed to help consumers easily identify the Red Cross name and the products recommended to have on-hand in case of an emergency.

The new licensees extend the strategic licensing plan developed by Seltzer Licensing Group, the exclusive licensing agency for Red Cross, to bring the organization’s core principles into new commercial categories.

They include:

- LifeStraw, which develops filtration and purification products for safe drinking water in the event of emergencies, will offer LifeStraw American Red Cross portable water filtration products.
- Hydro-Photon, maker of the SteriPEN and mobile water disinfection, was selected to supply a Red Cross-branded UV purifier.
- Penn-Plax, a manufacturer of pet products, will offer Red Cross-branded pet first aid, disaster relief and outdoor safety items.
- 2253 Apparel will launch a lifestyle collection of adult clothing and accessories inspired by Red Cross.
- 360° Student Travel by Westcoast Connection will take teens to Washington, D.C. on trips to receive emergency preparedness training and perform community service hours for the Red Cross.

“We are delighted to include these new licensees as brand licensing partners,” says Steve Glockenmeier, vice president of preparedness, health and safety services, Red Cross. “Their products will assist in preparing consumers for emergencies, whether that be for safe water, training teens in First Aid and CPR/AED skills, or enabling the Red Cross brand values to be expressed in lifestyle apparel and accessories.”

“These five new licensees are just the beginning of the exciting brand licensing program we are implementing across the categories of health, safety, emergency preparedness, and lifestyle consumer products,” says Stu Seltzer, president, Seltzer Licensing Group.

Many of the new Red Cross-licensed products will be available in stores and online for National Preparedness Month this September.



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Ghost to Create Candy-based Nutritional Supplements

Licensing agency Lisa Marks Associates has signed on Las Vegas, Nev.-based manufacturer Ghost to create the premiere line of dietary supplements and nutritional products based on the signature super-sour flavor of Warheads candy.

LMA represents the candy brand for licensing.

The collection originally launched nationwide (in partnership with GNC) in January, with a Warheads sour watermelon-flavored pre-workout supplement. The line will extend to include additional flavors for pre-workout and hydration products comprising IOC-compliant, safe ingredients formulated to improve workout performance and recovery.

This official candy collaboration is the first of its kind in this category. The line will be available in the U.S., Canada, Mexico, Australia, South Korea and the U.K., and will also be sold online globally.



'Ripley's' Celebrates 100 Years

Ripley's Believe It or Not! is celebrating a century of examining oddities and is looking for licensing opportunities.

Robert Ripley expanded the Ripley's Believe It or Not! brand into radio, television, movies, books and licensing. Ripley's is now a world leader in family entertainment, operating more than 95 attractions in 12 countries worldwide and has extended to all platforms with books and via multimedia channels. Current licensed products include games, trading cards, scrapbooking supplies, stationery and more.

The Ripley's Believe It or Not! trademark is known worldwide to all demographics and age groups. Ripley Entertainment has licensed its trademark for a variety of merchandising and marketing applications, including games, trading cards, books, slot machines, stationery and more. They have partnered with numerous companies, including Wendy's, Scholastic and Murphy's Oil.

More than 14 million annual guests visit Ripley's attractions, and more than 10 million people have bought books and annuals. The world's longest-running syndicated cartoon made its debut in 1918 and is currently in print, with 2.5 million people reading "Ripley's Believe It or Not!" daily cartoon panel.

Bloomers! Sprouts with Rodale

Children's healthy lifestyle brand Bloomers! Edutainment has signed a nine book deal with Rodale Books' children's book imprint, Rodale Kids.

"Teaming up with Rodale is a match made in heaven for us," says Cynthia Wylie, chief executive officer and ground control at Bloomers!

"Rodale Kids is so excited to be partnering with a like-minded company such as Bloomers! Edutainment. Cynthia has been relentless in her quest to educate children on the importance and fun of growing their own food and now we're proud to help her bring that experience one step further with books," says Gail Gonzales, publisher of Rodale Kids.

The *Bloomers Island* series will tell the tale of a magical world where plant, flower and tree characters, called Bloomers!, learn to grow their own food. Each storybook will feature a vegetable

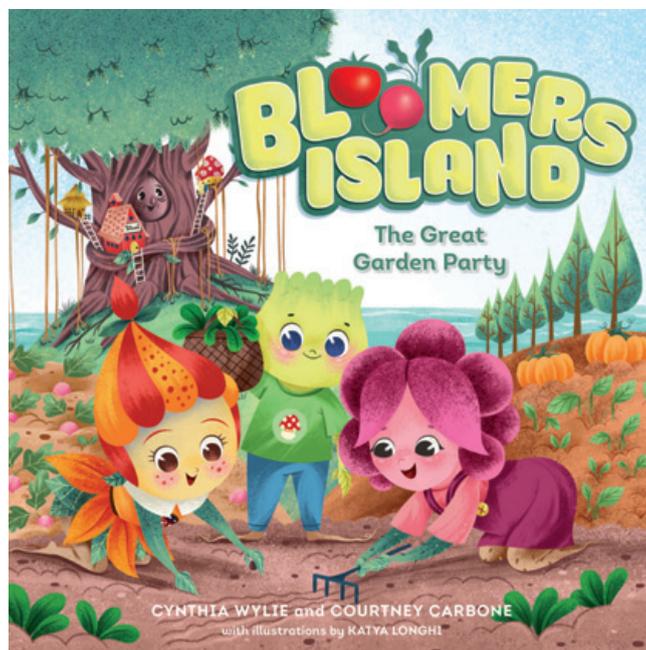
and the whimsical adventures of the colorful Bloomers character who is growing it. In addition, the books will include instructions on planting, watering and harvesting as well as healthy recipes.

The first three books, *Bloomers Island*, *Rosey Posey and the Perfectly Pink Radish* and *Pete Moss and the Super Strong Spinach*, are planned for an early 2018 release.

Bloomers!, which started in schools in Southern California, has found that 96 percent of kids who grow their own vegetables will eat them, and seeks to promote healthy lifestyles for children.

Rodale Kids, an imprint of global health and wellness content company Rodale, features entertaining, educational and empowering fiction and non-fiction titles aimed at infants through teens.

Bloomers! is also seeking additional licensees for other "healthy living" product categories.



Brandgenuity Builds Roster of Diverse Brands

Brandgenuity is showcasing a number of new partnerships for its roster of corporate and entertainment brands at Licensing Expo.

BMW Group is joining the agency, which will expand and manage the auto company's global licensing program, further growing it across the world in the lifestyle, toys, die-cast and collectibles categories. Also joining the Brandgenuity roster is Anheuser-Busch and its portfolio of beer brands, which the agency is managing in Canada, Europe and Asia across a variety of food categories.

Arm & Hammer is continuing its licensing program with automotive air care products available at retailers Walmart, 7-11, Advance Auto Parts and more, as well as a co-brand with Curad for a line of gauze and non-stick pads. The brand's partnership with Hefty waste bags is also finding success across national retailers, says Brandgenuity, with a multi-faceted marketing platform that includes a national television advertising campaign starting John Cena. Lastly, the brand is growing its line of laundry care and storage products in partnership with Ginsey Home Products at Bed Bath and Beyond.

Hawaiian Tropic is expanding its collection of four body mists that are sold exclusively at Superdrug and launched a collection of body mists at Walgreens this spring. In addition, Hotel Emporium introduced a line of shampoos, conditioners, shower gels, soaps, and moisturizers for hotel guest rooms that feature the signature fragrance of Hawaiian Tropic at Aston-Aqua hotels in January.

Playtex has partnered with Ginsey Home Solutions for a complete line of infant and toddler bath products, including bath mats, step stools, potty seats, and more.

Retailer Staples is expanding into small business services with Staples Record and Cloud Management, to deliver a comprehensive suite of secure and cost-effective tools to manage records in ways that ensure compliance with industry and government regulations.

Planet Fitness is also expanding this year as the agency seeks licenses in handheld fitness, workout gear and food and supplement products.

Meanwhile, in the entertainment space, One Animation has tapped Brandgenuity as its exclusive licensing agency in the U.S. and Canada for the series "Oddbods." "South Park" is celebrating its 20th anniversary with limited edition snowboards and accessories from Burton, as well as a limited edition crate from Loot Crate, while "Broad City" is finding success with a Fab.com collaboration for home goods, jewelry, plush, phone cases and more.

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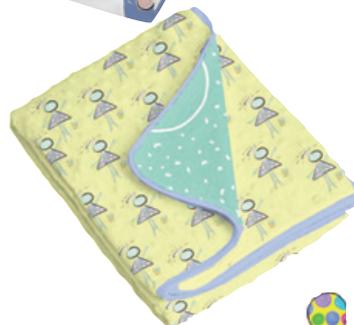
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Gumby Gets Licensing Boost

Premavision/Clokey Productions, creators of “Gumby,” and their licensing representatives Prema Toy Company have announced a lineup of new licensing partners and products for the iconic character.

A “Gumby” TV series, co-produced by the Jim Henson Company, and a feature film are both in the works. Papercutz, a children’s graphic novel publisher, will release *Gumby* comics and graphic novels, beginning this summer.

Dynamite Entertainment will be celebrating the 60th anniversary of “The Gumby Show” by publishing *Gumby Imagined*, *The Story of Art Clokey and His Creations*, a 300-page retrospective art book. Highlighting never-before-told stories, the expansive book chronicles the tales of the timeless character, its creator and its impact on pop culture.

NCircle Entertainment, an independent studio for children’s non-theatrical DVDs, will launch *The Gumby Movie* on DVD and Blu-ray in September on the heels of the introduction of gift sets bundled with Gumby bendable toys.

Toy manufacturer NJ Croce is producing a

new set of bendable toys featuring the movie characters to coincide with the DVD release; and toy manufacturer Super Impulse is creating miniature Gumby and Pokey bendable toys that fit on a penny under its World’s Smallest label. Measuring just over an inch tall, this tiny Gumby and his pony pal are poseable, just like the original bendables that took the market by storm

when first released in the 1960s. Soft, pliable and stretchy Gumby and Pokey toys that stretch from 12-inches to 48-inches, will also hit store shelves in the coming months.

Women’s fashion designer Lisa Todd has stocked boutiques with stylish lightweight sweaters featuring Gumby; while Malibu Shirts is producing tropical beach and surf-inspired t-shirts. Specialty sock designer Socksmith has produced colorful, graphic socks for the entire family sporting Gumby. For the college market, Posterservice has recently created clever posters featuring Gumby.



Swan Princess Nails Cosmetics Deal



Lawless Entertainment has finalized a deal with Espionage Cosmetics for the development of nail wraps and nail decals featuring *The Swan Princess* characters, backgrounds and art to be sold at retail locations throughout the U.S., Canada and Mexico.

The Swan Princess first premiered in 1994 as an animated film based on the ballet “Swan Lake,” which later released five sequels. A seventh film, *The Swan Princess: Royal Undercover*, was released by Sony Pictures Worldwide this past March.

As one of the strongest animated princess franchises in the world, *The Swan Princess* was the No. 1-selling video in the U.S. upon its original release, and its sequels have sold millions of copies globally. Distributed by Sony Pictures Worldwide, the original film was one of the last animated feature films to be made entirely of the traditional, hand-drawn animation style.

Frida Kahlo Marks 110 Years

The Frida Kahlo Corporation is celebrating the 110th anniversary of Mexico’s most famous female artist, Frida Kahlo, with a combination of her artwork, legacy and life now available for licensing. The collection aims to inspire dreamers, artists, painters, feminists, fighters and women of all ages with Kahlo’s iconic style and unapologetic personality.

In addition, the company has released the “FridaMoji” app, which consists of emojis inspired by the artist and her work and is now available for download.

Kathy Ireland Builds Office Furniture Partnership

Kathy Ireland Worldwide and ready-to-assemble furniture company Bush Furniture will continue to collaborate on the Kathy Ireland Office line through 2023.

“We were thrilled to be awarded with the exclusive license for Kathy Ireland Office, a quick-to-assemble line, several years ago,” says Mike Evans, chief marketing officer and principal, Bush Furniture. “We knew then that a partnership with KIWW presented a tremendous and unique opportunity for our company.”

“The Bush team and their QTA technology are extraordinary,” says Kathy Ireland, chief executive officer and chief designer, KIWW. “Many, many years ago we tried and failed in the direct-to-business channel. With Bush, we’re winning.”



TSBA Signs Top Trumps, Brix + Bailey

TSBA Group has added U.K. card game Top Trumps and international fashion line Brix + Bailey to its brand lineup.

Top Trumps ranks as one of the most played and owned card games in the U.K. The game has covered more than 150 different topics, from football to baby animals, dinosaurs and space. Each card features facts and stats that are both fun and educational.

Top Trumps will celebrate its 40th anniversary in 2018 and has announced plans to re-release six retro titles using the original imagery. The range will include topics such as fantasy, crazy cars, exotic sports cars, horror and today’s strikers. Each pack will come in cassette-style cases to add to the nostalgic feel.

TSBA will initially target the children’s apparel, gifting, greetings, stationery and back-to-school categories, as well as release a retro gifting line for Top Trumps’ 40th anniversary.

“Top Trumps has huge awareness in the U.K. and an incredibly wide fanbase. With so many themes to cover and incredible U.K. retail penetration, we are excited to see where we can take the Top Trumps brand,” says Ian Mallalue, chief executive officer, TSBA Group. “We are currently working on a style guide that will feature retro logos and patterns from Top Trumps’ past and

present as well as numerous different treatments of the brand assets to truly demonstrate the scope of this license.”

“There’s a huge amount of love and trust for Top Trumps across all generations, and we’re excited to be working with TSBA to extend into new and exciting product opportunities,” says Tom Liddell, chief executive officer, Top Trumps.

Brix + Bailey, run by a brother and sister team (one based in London, the other in New York), centers on quirky, illustrated graphics with the avant-garde aesthetic of London and the classic modernity of New York.

Known for its accessories such as leather handbags, clutches, satchels, totes, and backpacks, the brand will move into licensing, enabling Brix + Bailey translate its ideas to more categories.

“We feel that Brix + Bailey’s ability to design pieces that aren’t reliant on trends but complete and complement products, will be a wonderful offering to licensees,” says Mallalue. “Consumers are constantly looking for the next big thing or simply want to buy designs that are fresh and new, and Brix + Bailey taps straight into that. We will be working very closely with Brix + Bailey to ensure their style guides are frequently updated as new ideas and new design directions will be a core part of the offering.”



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Ink Group Presents Four Key Properties

Ink Group will showcase “The Mojicons,” “Zafari,” Brio and “Beat Bugs” at this year’s Licensing Expo.

“The Mojicons,” a new show that goes behind-the-scenes into the world of emoticons as they face off against a mysterious digital villain who has stolen the “@” symbol, halting all electronic correspondence in the process. The show’s first series was bought by digital platforms and broadcasters in Greece, Turkey, MENA, Southeast Asia, Portugal and Israel, and has three movies in the pipeline.

“Zafari,” created by film animator David Dozoretz, tells the story of a group of friends who inhabit a land where all the resident animals have unique skins, patterns and characteristics. Broadcasters on board for “Zafari” include France TV, Lagardere TIJI, SRC Radio Canada and SpaceToon. Most recently, NBCUniversal has picked up the global distribution rights for the series. Wooden toy brand Brio, namely the Brio Dachshund and Brio wooden railway system, have been part of childhood for generations. With a presence in more than 30 countries and brand awareness particularly strong in the four Nordic markets, the U.K., U.S., Germany and France.

“Beat Bugs,” an animated family series inspired by the music of the Beatles, uses some of the band’s most famous tracks to tell uplifting and life-affirming stories. The show follows the adventures of the Beat Bugs, five young insects who band together to explore and learn in an overgrown suburban backyard. Each episode features a Beatles cover performed by artists such as P!nk, James Corden, Eddie Vedder of Pearl Jam and The Shins. “Beat Bugs” is broadcast on Channel 7 in Australia and across the world via Netflix in 190 territories.

“At Ink Global we’re all about stories and are proud to share some of the most engaging and interesting stories and products in the world,” says Claus Tømming, director, Ink Group. “We’re staying true to that ethos with these four projects, which all offer something very different from the norm.”

Jewel Branding Announces and Grows Partnerships

Atlanta-based Jewel Branding & Licensing, a full-service global brand management and licensing agency, will reveal new partnerships and collaborations with several designers and design-based brands at Licensing Expo.

Jewel is now the exclusive licensing agent in North America for Finlayson, a leader in Nordic design for 200 years that boasts one of the largest collections of Scandinavian patterns. A leading retailer in Finland with 60 new stores opening in Hong Kong and China, Finlayson is positioned for tremendous growth around the globe, says Jewel. The company’s patterns are licensed internationally in Europe and Asia, and are available for licensing in key categories such as home textiles, stationery, accessories, fashion and gifts.

Jewel also represents fashion illustrator Rongrong DeVoe, whose work has been featured in *Vogue*, *InStyle* and on BuzzFeed.com, and counts Chanel, Neiman Marcus and Armani as clients. DeVoe has a far reaching and engaged fanbase with more than 135,000 social media followers worldwide. Her licensing program includes wall art, greeting cards and fabrics. Categories available for licensing include apparel, fashion accessories, cosmetics, stationery, gift, tabletop, home textiles and luggage.

Jewel is seeking licensees in all categories for the art of Mia Charro, whose hand-drawn flowers, animals, and typography have been licensed across a variety of products including greeting cards, stationery, calendars, home décor, handbags and prints.

Heirloomed, a home and lifestyle brand by Ashley Schoenith, mixes old and new Southern style. Its licensed products include aprons, table linens, ceramics and tabletop pieces, and are available in thousands of specialty shops nationwide. Through licensing, the brand has extended into a

collection of home textiles that launched in March. Categories available for licensing include gifts, stationery, tabletop and craft.

Jewel’s licensing program for the New York Botanical Garden continues to grow with a new, exclusive partnership with luxury retailer Frontgate for reprints from the Rare Book and Folio Collection in the Botanical Garden’s LuEsther T. Mertz Library, a stationery and journal collection

from Clarkson Potter, puzzles and stationery with Pomegranate and calendars by Willow Creek Press. NYBG’s collaborations with Erwin Pearl for jewelry and fashion accessories and Caspari for tableware continue to expand with new product introductions. Categories available include apparel, home textiles, food

and beverage and gardening products.

Hang Ten, the original surf and California lifestyle label founded in 1960, is now a \$1 billion global brand. As the exclusive agent for home categories in North America, Jewel secured a master license with home manufacturer CHF, who will introduce a full line of core bedding and bath items, such as comforter sets, pillows, shower curtains, bath accessories, towels and bath rugs. Jewel is seeking additional home partners for tabletop, housewares, furniture, lighting and home décor.

Los Angeles-based celebrity interior designer Nikki Chu continues to expand her signature style of modern globalism with her collection of rugs, pillows, poufs, paint, wall art, fashion bedding and basic bedding. The collection’s campaign included videos of her making over bedrooms with Nikki Chu home products for celebrity clients including Holly Robinson Peete, Draya Michele and Rosci Diaz. Retail partners such as Bed, Bath & Beyond, Wayfair, Overstock and Amazon were tagged and links directed fans directly to their websites to purchase. Categories available for licensing include furniture, bath, home décor accessories, tabletop, fabric and lighting.



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Striker Entertainment Nabs Sony's 'Tick'



Striker Entertainment is working with Sony Pictures Television to launch a comprehensive merchandise program for "The Tick," a new live-action series from Sony Pictures Television and Amazon Studios.

Amazon ordered the show to a full series after its pilot premiered on Amazon Prime in August 2016. The new "The Tick" series will premiere this year.

"We are thrilled to be working on 'The Tick,'" says Marc Mostman, partner, Striker Entertainment. "We've been fans of the character since its debut in comics, and are eager to put together a top line of licensees and partners to support the new series."

JAST Company Shows Off Capabilities

JAST Company, a gift and toy manufacturing and design company based in China, Hong Kong and Europe, is growing fast.

Founded in 1995 by president and managing director Steve Jen Lin Chen, JAST's manufacturing facilities expanded a year later to include more than 100,000-square-feet and a global export office in Hong Kong. JAST has since developed long-term relationships with many manufacturers and importers whose designs are sold in the U.S., Europe, Japan and Australia.

The company has a wide range of licensing merchandise, including paper and plastic products with embedded electronics technology, plush gifts, electronic gifts and toys, IC modules, collectible and seasonal stuffed toys available for use in licensed product ranges.

Since 2003, JAST has heavily invested in research and development and has invented 12 products for patent applications; six have already achieved worldwide patents.

JAST's factory uses state-of-the-art sample-making and manufacturing equipment and follows stringent manufacturing and safety guidelines. The company works to develop custom products incorporating all client specifications and interact daily with clients all over the world.

Artestar Takes Haring to Herschel Apparel

Brand licensing company Artestar is unveiling a new collaboration with pop art icon Keith Haring and Canadian-based bag company Herschel. The co-branding is part of a push to grow Herschel product offerings beyond its iconic backpacks.

The Herschel x Haring collaboration adds the fashion apparel and accessory categories to the brand's portfolio. The new apparel and accessory range features a distinctive all-over print that depicts one of Haring's most recognized works. The special collection kicks off this fall with product only available at launch—the full line is set to roll out later across backpacks, duffel bags, jackets, headwear,

wallets and accessories.

Renowned for his contributions in the world of visual art and social activism, Haring is one of the most celebrated pop artists of the 20th century. This new partnership, says Artestar, brings together Herschel's New York street culture vibe with the street art of Haring.

Artestar also represents for licensing other internationally renowned artists, designers and creative brands including Jean-Michel Basquiat, Robert Mapplethorpe, Kenny Scharf, Maripol, Patrick Nagel, Herb Ritts, Michael Halsband, Ryan McGinness, Ai Weiwei, How&Nosm, Crash, Aiko, Patricia Field and Junk Food Clothing.



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McIlhenny Celebrates 150 Years of Tabasco

McIlhenny Company, makers of the iconic Tabasco brand red pepper sauce, has launched a number of co-brands in honor of the condiment's 150th anniversary.

McIlhenny has partnered with food brands including Heinz, Cheez-It, Vlasic and Tyson, to bring the Tabasco Original

Red Sauce's flavor profile to shelves in a variety of innovative new formats.

The company's industrial formulation uses high-quality ingredients and its pepper sauce production expertise to deliver distinct flavors that can pair with almost any food or drink product.



LICENSING UNIVERSITY

WEDNESDAY, MAY 24

Roundtables 1

8–9:45 a.m.

LEADERS: Careen Yapp, senior vice president, global business, Mixed Dimensions; Jeffrey Levin, manager, royalty audit and contract compliance, EisnerAmper; Pete Canalichio, principal, Licensing Brands; Tamra Knepper, senior vice president, Greenlight; and Woody Browne, managing partner, Building Q

Roundtables 2

10:15 a.m.–12 p.m.

LEADERS: Alison Grand, founder and president, Grand Communications; Friderico Gatti, chief executive officer, MegaLicense; Jim Sachs, licensing advisor, Harris Sachs; Mary Yedlin, vice president, business development, Ripe Concepts; Stephanie Pottick, licensing and IP attorney, Pottick Law; and Tamaya Petteway, senior vice president, brand and licensing partnerships, Endemol Shine North America

Style Guides 101

12:30–1:45 p.m.

MODERATOR: Stan Madaloni, president, Studio2pt0
SPEAKERS: Christopher Lucero, vice president, global licensing, Sony Pictures Television Franchise Licensing; and John Van Citters, vice president, product development, CBS Consumer Products

Eight Key Steps in Extending a Brand

12:30–1:45 p.m.

MODERATOR: Allan Feldman, chief executive officer, LMCA
SPEAKERS: Ted Curtain, chief marketing officer, LMCA, and executive vice president, marketing and innovation, Prodigy Works; and Vera Tsekeris, director, brand licensing, HP

Building an Entertainment Licensing Program from Scratch

2:15–3:30 p.m.

MODERATOR: Russell Brown, president, consumer products and promotions, Valiant Entertainment
SPEAKER: Steven Heller, founder, The Brand Liaison

The Changing Landscape of Digital Entertainment

2:15–3:30 p.m.

MODERATOR: Mark Caplan, principal, BD Labs
SPEAKERS: Arthur Madrid, founder and chief executive officer, Pixowl; Clint Waasted, senior business development manager, Zynga; Javon Frazier, executive vice president, strategy and business development, Studio71; John Suttyak, executive vice president, new business development, DDM; and Travis Rutherford, founder and president, licensing and retail, Evolution USA

Navigating the Rapidly Changing Retail Waters

4–5:15 p.m.

MODERATOR: Marty Brochstein, senior vice president, LIMA
SPEAKERS: Cindy Levitt, senior vice president, merchandise and marketing, Hot Topic; Jamie Uitdenhoven, general manager, Toys 'R' Us; and Michael Trembley, vice president, partner services, Walmart U.S. e-Commerce

Case Studies in Food and Beverage Branding

4–5:15 p.m.

MODERATOR: Ricky Yoselevitz, vice president, brand licensing, Seltzer Licensing Group
SPEAKERS: David Lee, director, licensing, e-commerce and experiential marketing, MillerCoors; Ernie Savo, director, global licensing and international partner retail, The Hershey

Company; and Sondra Newkirk, senior director, brand licensing, Meredith Corp.

THURSDAY, MAY 25

Minimizing Risk in the Global Marketplace

9–10:15 a.m.

MODERATOR: Andy Koski, partner, Miller, Kaplan & Arase & Co.

SPEAKERS: Danny Simon, president, The Licensing Group; Gary Krakower, vice president, worldwide licensing, WME/IMG; Pamela Deese, partner, Arent Fox; and Paul Sammons, director, global licensing operations, Electrolux

Everything You Need to Know About Royalty Rates

9–10:15 a.m.

MODERATOR: Maura Regan, executive vice president, LIMA

SPEAKERS: Eric Morse, divisional vice president, licensing, marketing and product development, Spirit Halloween/Spencer's; Marilu Corpus, chief executive officer, Click! Licensing Asia; Tara Hefter, vice president, global licensing, Jakks Pacific; and Veronica Hart, senior vice president, CBS Consumer Products

Planning and Executing Your Social Media Strategy

10:45 a.m.–12 p.m.

MODERATOR: Natalie DiBlasi Cupps, co-founder and executive director, digital marketing, media and strategy; LACED Agency

Building Successful Brands and Licenses for Millennials and their Kids

10:45 a.m.–12:00 p.m.

SPEAKER: Kristen McLean, executive director, new business development, NPD Book



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Lulu is the One to Watch

Artist Renée Graef's brand Lulu is the winner of *License Global's* One to Watch contest for new Licensing Expo exhibitors.

"The Lulu brand really stood out among the entries we received because of its detailed brand concept," says Steven Ekstract, group publisher, *License Global*. "Beyond being beautifully executed and visually appealing, Lulu's adventures around the world will foster a vital sense of curiosity and exploration in children. Retailers and parents today are looking for more than just a cute brand, they want products with a philosophy and a purpose, and Lulu, as well as all of our One to Watch finalists, deliver on that demand."

Graef's Lulu concept features a friendly fox, who explores the world's cities with her two sidekicks: Pufferson, a well-informed owl, and Lars, a reluctant penguin. Lulu relishes both the famed highlights and the unexpected comers of each town she visits, with the help of a local guide, and through her travels, brings the world to children's homes.

"The whole experience at Licensing Expo has been amazing so far," says Renée Graef, creator of the Lulu brand and winner of the 2017 Licensing Expo One to Watch competition. "I'm just so thrilled to be even one of the finalists, alongside these other great brands."

The Lulu brand was selected from more than 35 submissions, all of which are brands making their debut into the licensing marketplace this week at Licensing Expo. The winner and four finalists were selected by the editorial board of *License Global* magazine, the official publication of UBM's Global Licensing Group, which organizes Licensing Expo, among other global brand licensing events.

The other finalists include:

- A Tiny Teddy Named Cuds
- The F2 (represented by TSBA)
- Lolli Swim (Marketing Immersion)
- Susan Rand



Jessica Blue, senior vice president, licensing, UBM, and Steven Ekstract, group publisher, *License Global*, with Renee Graef, Lulu

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Jay Guevarra, Kevin McKinney and Michael Pagano, Built Games with Stephanie Kupperman, Creative Licensing



Trip Tripathy and Allison Ames, Beanstalk



Jeannie Schulz, wife of Charles Schulz presents Dana Landry, CEO of DHX Media with a giant Snoopy to commemorate the recent sale of Peanuts.



Julia Gutierrez, Maria Bonaria Fois, Matteo Corradi and Valentina La Macchia, Mondo



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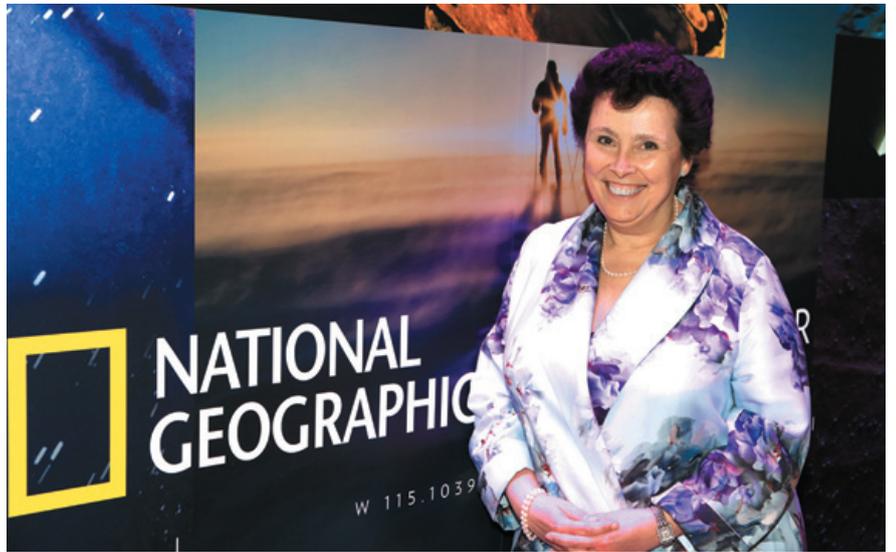
Jessica Blue, senior vice president, licensing, UBM, addresses the Licensing Week Orientation audience.



Drew and Jonathan Scott, Scott Living, with Jim Fielding, Fox Television Group



Grumpy Cat's owner Tabatha Bundesen with "Garfield" creator Jim Davis.



Rosa Zeegers, executive vice president, National Geographic Partners



Marco Hüsches, Emoji Company, and Barry Drinkwater, Global Merchandising Services



Tyler Lockett, Seattle Seahawks; Tevin Coleman, Atlanta Falcons; Thomas Rawls, Seattle Seahawks; and Luke Willson, Seattle Seahawks



Lisa Yamatoya and Jennifer Yang, Toei Animation



A Minions Flash Mob on the Licensing Expo show floor at Mandalay Bay.



Joan Grasso, Julie Christopher, Rebecca Harvey and Andrew Carley, eOne



David Marchi and Jill Koch, Sanrio

One To Watch

Finalists for the annual contest. Read the full story on Page 57.



Steven Ekstract, group publisher, License Global; Robert Aragon, creator, A Tiny Teddy Named Cuds; and Jessica Blue, senior vice president, licensing, UBM



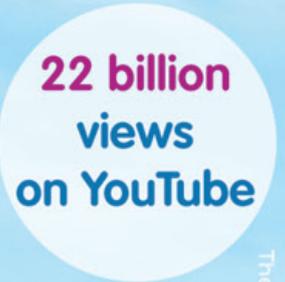
Ekstract and Blue with artist Susan Rand



Ekstract and Blue with Janice Varney-Hamlin, Marketing Immersion, Lolli Swim



Ekstract and Blue with Ian Mallalue, TSBA Group, The F2



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