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License Global has gathered together the latest China-centric news, details on the show and a preview of exhibitors participating in the inaugural event, taking place July 18-20 in Shanghai, China.





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LICENSING EXPO CHINA 2017

The first-ever Licensing Expo China will take place July 18-20 in Shanghai, China, at the NECC. *Licensing Global* has details on the event, what you can find on the show floor and much more.

UBM, the U.S. and Asia's largest business-to-business events and trade show organizer, is bringing licensing to China with the inaugural Licensing Expo China.

The event will take place July 18-20 at the National Exhibition and Convention Center in Shanghai.

Licensing Expo China, which will co-locate with Children Baby Maternity Expo (CBME) China, will feature more than 100 brands and properties from the country, as well as other global regions.

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

Planned for the event are a series of forums, lectures and workshops dedicated to highlighting and bringing knowledge to important issues surrounding the licensing business in Asia. The education series will kick off Licensing Expo China with a keynote by Kermid Rahman, vice president and general manager, Disney Consumer Products and Interactive, that discusses the power of Disney's franchised licensing business. The keynote will take place July 18 at 11 a.m.

Other topics on the agenda include a panel on movie licensing in China, gaming licensing, animation and comic licensing, a workshop on

how to pick a license and much, much more.

Licensing Expo China will also feature the China Licensing Awards, organized by Licensing Expo China and the International Licensing Industry Merchandisers' Association. The ceremony will recognize licensing innovation and creativity that impacts the Chinese marketplace.

Another feature of the show is Business Matching, an exclusive networking and matchmaking service that

connects licensees, manufacturers, wholesalers/distributors, retailers and sales promotions representatives with brands owners and agents.

And don't miss the Character Parade, a who's who of licensing properties come to life on the Licensing Expo China show floor.

"China's licensing industry is growing faster than all other



territories in the world. In a recent survey, China was identified by our customers as the No. 1 market that they are looking to for growth. 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," says Jessica Blue, senior vice president, licensing, UBM.

For more information and to register for the event, visit www.LicensingExpoChina.com. ©

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CHINA AND

HOLLY

The entire world is looking to gain inroads into China's booming marketplace, and the movie business is no exception. by STEVEN EKSTRACT

The 20th annual Shanghai International Film Festival, which took place June 17-26, featured a film finance forum that offered the Chinese film industry insight into the current market conditions in what has been a rapidly evolving industry in China, from film production and distribution to the advent of legitimate licensed merchandise.

The event was also an excellent precursor to Licensing Expo China, which will take place July 18-20 at the National Exhibition and Convention Center in Shanghai, where the deals for licensed merchandise from many of the films under discussion will happen.

Of the many major announcements to come out of the festival was news that China's Dalian Wanda Group has signed a strategic cooperation deal with Internet giant Tencent.

Wanda's deal with Tencent focuses on the recruitment of key talent and directors to develop intellectual properties, which the two companies are calling an "intelligent people strategy." It brings together Tencent Pictures, Tencent Games, Wanda Pictures and Tencent's online literature platform China Reading.

Through Wanda and Tencent working cooperatively, it creates an entertainment and e-commerce behemoth. In addition, Wanda's movie marketing and merchandising arm, Mtime, continues to lead the way on quality movie merchandise for the Chinese market.

Mtime, founded independently a decade ago to be the

Chinese version of Fandango, IMDB, Rotten Tomatoes and the TV series "Entertainment Tonight" all rolled into one, is an online portal that has become the largest movie ticket seller in the country. The company claims 160 million monthly visitors to its website who come to not only buy movie tickets, but look at movie reviews and get entertainment news. Now, having built a loyal following of Chinese moviegoers and fans for the past decade, the company is further monetizing its customer base by offering officially licensed movie merchandise, both online and in specially designed retail kiosks at movie theaters throughout China.

For Hollywood's movie industry, the Chinese market has been a double edged sword; on one side there is tremendous interest from Chinese moviegoers in Hollywood films that has helped build franchises in what will soon be the largest movie market in the world. Yet on the down side, the Chinese government has quota limitations on the number of foreign films allowed into the market in any given year. Even so, despite concerns earlier in the year with trade restrictions, China is allowing even more U.S. films to be distributed and the major Hollywood Studios are creating joint ventures with Chinese Film companies in order to produce more films in China.

Market Size

Mainland China is currently the world's second largest movie-going market, behind only North

THE NEW



America since 2012, with rapid growth driven by a booming middle class and a theater-building spree that shows no sign of slowing. While there was a slowdown in movie attendance in China in 2016, it was more exception than rule. By the end of 2017, China will have 40,000 movie screens and will soon likely eclipse the U.S. in box office gross. This is significant for the licensing business because movie merchandising in China is still in its infancy.

Rules of Engagement

The simple fact is that movie viewership in North America continues to fall, while China's appetite for films and their brand extensions continues to grow. The result is a rich opportunity for U.S. filmmakers who have long been attempting to turn China's nearly 1.4 billion people on to its roster of franchised films. *The Fate of the Furious* recently made \$388 million at China's box office, the most of any Hollywood film there to-date. According to *Forbes*, the film earned just \$215 million in the U.S. There has also been a 144 percent growth in China's box-office revenue since 2012. Conversely, North American growth was 6 percent in the same period.

Good News for Movie Licensing

From Hollywood's merchandising perspective, according to Kelvin Hou, chief executive officer, Mtime,

what has helped the company's licensing efforts is the Chinese government's increased scrutiny on intellectual property protection, as well as a booming middle class in China that desires quality products from their favorite films. Mtime, has thus made a major commitment in its merchandising foray to create a total merchandising solution with licensing, manufacturing, shipping and merchandising, as well online retail sales.

A High Tide Floats All Ships

At Licensing Expo China, visitors can expect to see many Hollywood franchise films represented for licensing as well as hear keynote speaker Kermid Rahman, vice president and general manager, Disney Consumer Products and Interactive, China, discuss the company's franchise business model.

UBM, the organizer of Licensing Expo China also hosts Licensing Expo, Brand Licensing Europe, The NYC Summit: The Business of Brand Licensing and Licensing Expo Japan, all in partnership with The International Licensing Industry Merchandisers' Association (LIMA), the global licensing trade organization. It also is the publisher of *License Global*, the leading information source for the global licensing industry.

If you are interested in learning more about licensing opportunities in China, this is an event you do not want to miss. ©

Breaking Into China

China is the new frontier for global business, and the licensing industry is no exception. Companies are charging into Asia and making significant headway, many of which can be found at Licensing Expo China. Read on for deals and news.

Brandgenuity Takes on BMW

The BMW Group has selected Brandgenuity to expand and manage its current global licensing program in April, and as part of the new partnership, Brandgenuity will add offices in Munich and Hong Kong in order to further accelerate and grow the program worldwide. Brandgenuity is also planning to expand licensing across Europe,



North America, Korea, Japan and the Middle East. Key categories for growth include apparel and accessories as well as additional mono-branded experience stores and co-branded products.

The agency will also be responsible for managing and extending the brand's existing program into toys, diecast and collectibles for the BMW and Mini brands.

"We are thrilled that the BMW Group has selected us to fuel the growth of their consumer products program," says Andrew Topkins, managing director, Brandgenuity. "We look forward to finding more world-class partners for this world-class brand."

The BMW Group's current licensing program spans a host of categories, ranging from apparel and collectibles to video games, watches and fashion accessories. Puma also serves as the flagship global apparel partner, while retail licensee Ports is responsible for the BMW Group mono-branded stores throughout China.

"Every great brand is about a promise and a relationship," says Teri Niadna, managing director, Brandgenuity Europe. "We look forward to combining this with beautiful, purposeful design and innovation for an inspired, wide range of great products."

eOne's 'PJ Masks' Moves into Asia

Entertainment One has partnered with a host of agents to support the launch of new merchandise based on the preschool series "PJ Masks" across the Asia Pacific region.

Medialink has signed on to represent the property in mainland China, Hong Kong, Taiwan and South East Asia. Other agency appointments include Dianos in Korea and Bradford Licensing in India.

"The response to 'PJ Masks' around the world has been incredible," says Andrew Carley, head, global licensing, eOne. "The TV series is drawing huge audiences, and licensees have been quick to identify the commercial potential of the show's growing fan base. We look forward to harnessing the expertise of our local partners in Asia Pacific."



TRU China Getting Top Toy Brands

Spin Master has teamed up with several Chinese retailers to bring its Hatchimals and “Paw Patrol” toy brands to the country.

Beginning in July, both brands will be available at 137 Toys ‘R’ Us locations as well as a raft of department store chains throughout China. The brands will also be available via flagship stores on Tmall.com, JD.com and other major online platforms.

Spin Master is also planning to expand its core brands throughout China and will continue to target additional retailers.

“Hatchimals and ‘Paw Patrol’ have become global successes, and as they continue to resonate with children worldwide, we’re thrilled to extend this brands into China,” says Ben Gadbois, global president and chief operating officer, Spin Master. “As the second largest toy market in the world, this is a tremendous opportunity for Spin Master as we continue to execute our key growth strategy to grow our international sales.”



Transformers VR Hits Shanghai

Hasbro and DMG Entertainment will launch a series of Transformers-inspired virtual and augmented reality experience centers in Shanghai, China, this summer, coinciding with the global release of the new film *Transformers: The Last Knight*.

The new Transformers centers will allow guests to immerse themselves side-by-side with the characters from the film as well as engage in a variety of missions—including battling the evil Decepticons on Cybertron alongside Optimus Prime and climbing behind the wheel of Bumblebee for a driving experience.

DMG, in collaboration with S2BN, is also currently in development on a Transformers live show.

“We’re very excited to work with DMG as we launch into the rapidly growing space of VR, AR and other mixed reality experiences,” says Simon Waters, general manager and senior vice president, entertainment and consumer products, Hasbro. “The Transformers digital simulation centers will offer fans an incredibly immersive experience that truly is ‘More Than Meets the Eye.’”

The interactive centers will expand to other cities in China regularly over the next five years.



Legendary Takes Pacific Rim into Asia with Click Licensing

Legendary and Universal Pictures have teamed up with a slate of licensing partners and agents around the world to support the upcoming action film *Pacific Rim Uprising*, which is scheduled to hit theaters in February 2018.

Legendary has tapped several licensing agents to help expand the global reach of its merchandising plan, which includes new partners such as Bandai, Isaac Morris, Diamond Select Toys and Collectibles and more.

Click Licensing will lead the effort for Legendary in Southeast Asia and Korea; while Kopa is on board for Latin America and European Licensing Company will represent the brand in Eastern Europe and Russia.

"*Pacific Rim Uprising* is proving to be an exciting property for us to develop from a licensing perspective," says Jamie Kampel, vice president, licensing and partnerships, Legendary. "We have the advantage of a strong blueprint created by the original film, while also having the ability to take advantage of a new vibrant cast of young heroes, highly upgraded mechs, newly evolved foes and a story with international appeal, all of which will allow for the creation of products that capture the imaginations of a highly diverse audience around the globe."



King Features Names International Agents

King Features, worldwide licensor of Betty Boop and Popeye, among other properties, has appointed eight new international licensing agents to further expand its brands globally.

New agents include:

- Medialink in China, Hong Kong, Singapore, Taiwan, Thailand and Indonesia;
- Vertical Licensing in Brazil;
- Segal Licensing in Canada;
- Licensing Dynamics International in Israel;
- Asiana Licensing in Korea;
- Mon Entertainment in Mexico and Latin America (representing Beetle Bailey, Flash Gordon, Hagar the Horrible and The Phantom);
- Copyright Licensing Agency in the Middle East; and
- AMV Licencias in Peru.

"We are delighted to welcome our new agents to the King Features family," says Cathleen Titus, vice president, international licensing, King Features. "We are confident that we will be well positioned for success as we continue to expand our licensing programs into new merchandising categories and new territories around the world."





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Alibaba: Offering a Slice of the Chinese Market

Any consumer products company with growth on its mind is looking at China. The country has a population of 1.3 billion and a rising middle class that is already equal in size to the entire U.S. population and is expected to double in seven years.

By meeting the needs of China's consumer population, Alibaba Group Holdings is on its way to becoming one of the biggest retailers on the planet. By 2013, Alibaba Group's websites accounted for over 60 percent of all parcels delivered in China and by 2014 the website was responsible for 80 percent of the nation's sales.

In a country where inferior-quality knock-off brands have proliferated, the e-commerce giant is wooing international brands to bring authentic merchandise to the market and has signed exclusive partnerships with more than 20 apparel brands, including Zara and Timberland, for online flagship stores on Tmall

Global. Macy's recently signed on as the first U.S. department store to join Tmall Global through a joint venture, Macy's China Limited.

"Apparel is one of the key product categories on Tmall. We have an extensive collection of brands on the platform, and it is imperative for us to deepen our collaboration with them so we can work together in more strategic ways to enable their success within our ecosystem," says Jeff Zhang, president of Alibaba's China retail marketplaces.

Through Alifish, Alibaba's online licensing platform, the online retailer forms partnerships for exclusive licensed product collections. The British Museum named Alibaba as its e-retailing and merchandise licensing partner in China, and Rovio Entertainment partnered with Alibaba on Angry Birds consumer product licensing and e-commerce ahead of *The Angry Birds Movie*.

Alibaba supercharges sales with its Singles'

Day promotion, an annual 24-hour shopping event the company has held since 2009 to promote international and local brands at discounts on the firm's marketplace and online. This year's promotion generated an estimated \$20 billion in sales, a 40 percent surge over the previous year.

Nearly 10,000 merchants signed on for Single's Day promotions this year, many for the first time. Apple, Guerlain, Maserati and Target signed on to the event for the first time this year on Alibaba's online store Tmall. Apple offered certain Beats models at a 50 percent-off promotion and Nike promoted a wide range of shoes and clothes at 60 percent discounts.

The online retailer promotes the annual event with a stream of live broadcasts, a celebrity-studded countdown event in Shenzhen and a fashion show in Shanghai where shoppers can pre-order items.

Mattel Looks to China to Grow Baby Category

Mattel has entered into a joint venture with Fosun Group, in partnership with its subsidiary Club Med, to introduce a raft of learning and play clubs for children and families throughout China.

Through the agreement, Mattel will contribute to the design of a custom development program, which will incorporate hands-on play experiences as part of the educational services offered at the clubs. Meanwhile, Club Med will apply its expertise in operating kids' clubs, as well as its existing brand awareness in China, to help strengthen the value of the partnership.

Furthermore, each child development club will offer a host of experiences and will include a play area; classroom and day care area; retail space featuring Mattel, Club Med and other Fosun-affiliated products; and a food and beverage area.

Earlier this year, Mattel joined forces with Babytree to co-develop an early childhood learning and development online platform for the Chinese market.



Under the terms of the partnership, both companies will co-create a robust online platform that is designed to promote and coach parents on maximizing early childhood development. It will also feature a host of content and curriculum designed to enable a variety of parenting styles and address the development paths of their child.

"We are thrilled to collaborate with Babytree in such an impactful way," says Margo Georgiadis, chief executive officer, Mattel. "Mattel and Fisher-Price have been inspiring childhood development and learning for more than 85 years. By combining our expertise in early childhood development with Babytree's dominant scale and extraordinary ability to engage with Chinese moms, we are uniquely positioned to serve parents and families in China."

The new child development assessment tools and customized parenting content will be inspired by Mattel's Fisher-Price brand.



‘Teletubbies’ Secures Chinese Agent

DHX Brands has appointed Promotional Partners Worldwide to serve as the licensing agent in China for the preschool series “Teletubbies.”

The new agreement will help drive the brand’s expansion into China and will enable DHX Brands to tap into the market’s potential for a “Teletubbies” consumer products program.

The appointment also comes on the heels of the appointment of Candy Ho as business development director for DHX Brands, establishing a base for its business in Hong Kong.

“DHX Brands is delighted to be working with licensing industry leaders Promotional Partners Worldwide as we bring

the new ‘Teletubbies’ to today’s audience in China,” says Peter Byrne, executive vice president, DHX Brands. “PPW’s expertise in the launch and establishment of preschool properties in the Chinese market is unrivaled, and we look forward to successfully building the ‘Teletubbies’ consumer products program together.”

China’s Huawen Century Takes on ‘Thunderbirds’

ITV Studios Global Entertainment has appointed licensing agency Huawen Century to develop a consumer products program for the animated action series “Thunderbirds Are Go” in China.

Under the terms of the agreement, HC will develop a merchandising program to support the launch of the television series on CCTV, which debuted in May.

“We are extremely excited to be working with the team at Huawen Century to build a strong licensing program in China for ‘Thunderbirds Are Go,’” says Trudi Hayward, senior vice president and head of global merchandise, ITV Studios. “It’s a brand new market for the ITVS GE Kids

team and we can’t wait to see the results of this partnership and vision that HC has set out for the brand to come to life.”



The agency will also act as the master toy partner in China and will produce a range of items such as play sets, action figures and “Thunderbirds” crafts.

“‘Thunderbirds Are Go’ is such an amazing brand full of fascinating plots and positive values,” says Jeff Wen, general manager, HC. “We are extremely excited to present this brand to Chinese families by combining content with product experience. The team at HC highly values its partnership with ITVS GE and looks forward to the possibility of further collaborations in the future. We are fully convinced that through our resources and determination to protect and build the brand, ‘Thunderbirds Are Go’ will be a hit in China.”

Six Flags China to Feature Garfield

Six Flags Entertainment and Riverside Tourism Investment Group have teamed up with Paws Inc. to feature the Garfield character in China's first-ever Six Flags branded parks.

Through the partnership, the children's areas of each Six Flags park in China will be themed after Garfield and other characters from the iconic comic strip.

"This is a great opportunity for Garfield to entertain families and children," says Jim Davis, creator, Garfield. "Six Flags and Riverside have an extraordinary project planned, and to have our characters featured is an incredible honor."

Six Flags Zhejiang is scheduled to open in 2019; while, Six Flags Chongqing is slated to open in 2020.

"We are excited to partner with the great team at Paws Inc. to create unique, themed sections based on the beloved Garfield character for children and their families," says John Odum, president, Six Flags International Development Company. "From themed rides and attractions to live shows, character meet and greets and merchandise, guests will be fully immersed inside the clever world of Garfield and friends."

Additionally, Paws Inc. has signed a slew of licensing deals for Garfield in China including:

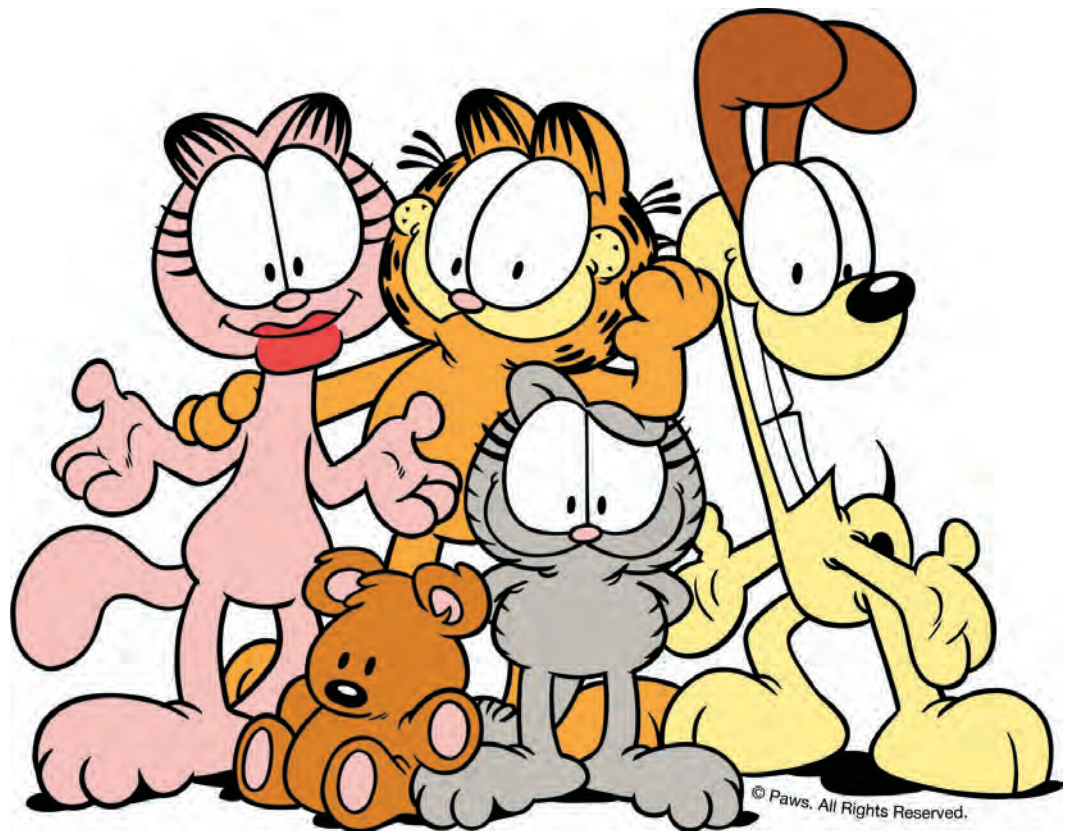
- Any Trading for apparel, accessories, headwear and stationery (excluding Hong Kong).
- Goldlock Toys for RC vehicles, battery-operated train sets, a role play set and more (excluding Hong Kong).
- Guangzhou Rayken Brand

Communication for cosmetic packages (excluding Hong Kong).

- Jia Huang (Shanghai) Food & Beverage Management Co. for restaurant and food and beverage products for China (excluding Hong Kong) and Taiwan.
- Saatchi & Saatchi Great Wall Advertising for use of the characters to promote sales of Nature's Own healthcare

products via its online store.

- Starmovie Advertising for use of the characters in connection with the promotion, marketing and implementation of six branded run events in China, Hong Kong and Macau.
- Stayreal Co. for apparel, accessories, headwear and stationery in Hong Kong, Japan, Singapore and Taiwan.



Asia, Europe Getting Nick Goods

Nickelodeon & Viacom Consumer Products and Hedrave Holdings have teamed up to produce a line of audio products and mobile phone accessories highlighting characters from Viacom's portfolio of brands, many of which can be found at Licensing Expo China, taking place July 18-20 at the National Exhibition and Convention Center in Shanghai.

The new product range will include merchandise such as headphones and speakers for kids and adults, wearables, tablet and smartphone covers, mobile powerbanks and more. The initial line will showcase Nickelodeon's "Paw Patrol," "Blaze and the Monster Machines" and "Shimmer and Shine."

Additional merchandise featuring "SpongeBob SquarePants," "Teenage Mutant Ninja Turtles," social influencer JoJo Siwa and branding from MTV are also in production.

The five-year agreement, which covers all countries and territories outside of the U.S., will begin launching merchandise in Europe and Asia later this year.

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Animation International (Shanghai) is focused on IP management and licensing in China. It operates licensing business, animation derivative development, brand collaboration and crossover and new media promotion.

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Animen was established in 2010 and specializes in digital creative and the anime/manga industry. It has the ability and experience to create high quality IP including manga, novel, illustrations, games and anime all by its production team.

Aoyi Brand Design

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The original spirit of Aoyi is to create possibilities without limitation. From depth, length and width, Aoyi shows and develops multiple creativities, injects positive energy into products and livens up the value of a brand.

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Dream Castle was established in December 2006 and owns several well-known cartoon characters such as Ali the Fox, Luoxiaohei Cat, Pichuaizi Cat and Poo the Elephant.

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brandgenuity

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Booth: NA06
T: +1 212-925-0730

Carlot

Booth: ND05-3
T: +886 2 25573395
E: jeremy@crter.com.tw



China Brands Group

www.chinabrandsgroup.com.cn
Booth: NE22, NE23
T: +86 21 22274266
E: chris.gu@chinabrandsgroup.com.cn

Click! Licensing Asia

www.clicklicensingasia.com.cn
Booth: NG15, NG16
Flora
T: +86 21 51610056

E: china@clicklicensingasia.com
Click! Licensing Asia works to optimize the potential of character and lifestyle brands through publishing, merchandise visibility in stores and through promotional activities. It provides first-class service to licensors, licensees, strategic partners and consumers from many different parts of the world, to create hype that establishes and sustains the brands it represents.



Ctrl-A

www.ctrl-a.cn
Booth: NA33
T: +86 17717573639
E: xuchanghui@ctrl-a.cn



Dancing Culture Media

www.dancingcg.com
Booth: NC01
T: +86 21 64185196
E: business@dancingcg.com



Dazzing Star Culture Development

Booth: NG04, NF61
Jie Zhang
T: +86 10 84775440 802
E: business@dazzlingstar.cn

Founded in 2009, Dazzling Star is committed to creating high-profile original animation, incubation and an industrial chain. During the process, the company emphasizes positive guidance of values and the combination between traditional culture and artistic creation.



Yawen Jiang
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E: 329020811@qq.com



F. Rhythm 3D Animation

www.eggtack.com
Booth: ND05-2
T: +886 2 25174572
E: gloria@fr3d.com.tw

Funiverse

www.funiverse.net
Booth: NF25
T: +86 4006551117
E: wangqian@funiverse.net



Guangdong Huawen Century Animation

www.huawen-group.com
Booth: NE21, NE20
Lijuan Chen
T: +86 20 38513600
E: 2197821724@qq.com

Equipped with professional partners at home and abroad, the company aims to facilitate the development of animation in China and takes the responsibility of creating dreams and fun experiences for Chinese families.



GZ Art-land Holding Company

www.yzav.net
Booth: NG23, NF71
Xiao Yang
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E: sqbxiao@yzav.net



Hangzhou Dato Erzi Cultural Development

www.datolove.com
Booth: NE29
Jie li

T: +86 571 86017576
E: lijie@datolove.cn
Dato Family is one of China's most famous cartoon IPs. "Creating a family that is full of love" is the main focus of the company's brand culture.



Hangzhou Happy Reunion Animation

www.socogame.com
Booth: NF29, NF30
Xi Chen
T: +86 21 61075799
E: brand@socogame.com

Happy Reunion Animation is affiliated with SOCO Interactive Entertainment Group and is the operator of the self-owned brand Burning Veggies and the master licensee of France's well-known brand Gaspard et Lisa.



Hangzhou Soha Technology

www.cattom.taobao.com
Booth: NA03
T: +86 571 87381986
E: 504418940@qq.com

Hangzhou TThunder Animation

www.tthunder.com
Booth: ND01
Lei Feng
T: +86 571 56071781
E: fenglei@tthunder.com



Hangzhou Westlakerain Animation

www.peasplanet.com
Booth: NA41
Ziwen Wang
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E: lkn@xyani.com



DMM PICTURES

DMM.com

www.dmm-corp.com
Booth: NF22, NF23
T: +81 3 57978912
E: dmmpictures-info@dmm.com



Dnaxcat

www.dnaxcat.net
Booth: ND05-8
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E: amberyng531@163.com



Empire Multimedia

www.empiremultimedia.com
Booth: NF44, NF43
T: +86 15901982040
E: licensing@vip.126.com

Enzo E Partners

www.eep.hk
Booth: NB02, NC02
T: +852 90681990
E: enzo@eep.hk



Fantawild Animation

www.fantawild.com
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T: +86 755 66826666 8448
E: liujingjing@hytch.com

Force Wood

www.forcewood.com
Booth: NA38

Hasbro Trading (China)

www.hasbro.cn
Booth: NG12, NG13
Joyce He
T: +86 21 60396814
E: joyce.he@ap.hasbro.com

Hasbro is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of its world-class brand portfolio which includes Transformers, My Little Pony, Monopoly, Nerf, Play-Doh, etc.



HESTIA

赫思西亞品牌創意有限公司

Hestia Design Creative

www.peaquin.com.tw
Booth: ND05-5
Xiuling Ye
T: +86 4 24751919
E: peaquin@peaquin.com.tw

Hestia Design Team has the creativity to make every idea come true. It puts more vitality into daily life with design and creativity.

Honorsky (Dongyang) Cultural Media

www.honorsky.cn
Booth: NF17
T: +86 18500836258
E: honorsky@honorsky.cn



International Brand Management and Licensing

www.ibml.co.uk
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T: +44 7983339073
E: adavie@ibml.co.uk



Leo Creative
www.leo-creative.com
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T: +86 21 62118799
E: Lianazhang@leo-creative.com

LKK Integrated Innovation Design Group

Booth: NA40
T: +86 21 33318071

LPGA

www.lpga.com
Booth: NE28
Anne McCarthy
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E: Anne.McCarthy@lpga.com



Mancai Culture Spread

www.zhuaimao.com
Booth: NF13
Xuebing Chen
T: +86 0796 22015547
E: 1456046781@qq.com



Mattel Barbie Trading Co.

www.mattel.com
Booth: ND10, ND11
T: +86 21 60219701
E: cp.china@mattel.com



Medialink (Shanghai)

www.medialink.com.hk
Booth: NE04
Fish
T: +86 21 62898829
E: fishsong@medialink.com.hk

完整版:



Mighty Media

www.mightymedia.com.tw
Booth: NE24
T: +86 15021227181
E: alex@mightymedia.com.tw

Min-Max International

www.min-max.com.cn
Booth: NA07
T: +86 21 32532556
E: janice.fang@min-max.com.cn



Monkey King

www.monkey1969.com
Booth: ND05-1
Xiaoling Lin
T: +86 7 2519888
E: Monkeyking19690125@gmail.com

Monkey King has worked hard on creative designs, promotion and retail services for 20 years. The Banana Monkey brand has unlimited potential as it encompasses outstanding character, lovely images and care-free style that translate across nations, genders and generations.



BANANA CHIPPY
A JOLLY MONKEY

Mr. Cat Culture Limited

Booth: NA32
T: +86 18752523380
E: 6699468@qq.com



PPW

www.ppwgroup.com
Booth: ND07, ND06
T: +852 25050299
E: licensing@ppwgroup.com



Promisingkids Technology, Beijing

www.beva.com
Booth: NG09
T: +86 18510958712
E: anryjin@beva.com





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Quanzhou KungFu Animation

www.gfdm.cn
Booth: ND02, NC06
Ronghuai Lin
T: 86-0595-22192923
E: linronghuai@kfdm.cn

Founded in 2008, Quanzhou KungFu Animation is one of the most professional domestic large-scale animation marketing companies. In order to create a new value system, the company utilizes the first vertical animation marketing model and animation industry service platform, which combines animation with the traditional industry.



Retro Development

Booth: NB04
T: +65 62800118
E: jessica@retro.com.sg

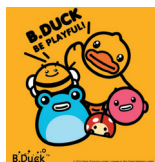
Rikki Mobile

www.capsbeans.com
Booth: NE27
T: +852 97334497
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Semk Products

www.b-duck.com
Booth: NE02, NE03
T: +1 5721581245
E: jacinda.jin@ensgm.com



Shanghai Animation Film Studio

www.ani-sh.com
Booth: NB03
T: +86 21 62132658
E: 45553170@qq.com
Founded in 1957, Shanghai Animation Film Studio is one of China's most influential animation production companies. To date, it

has produced more than 500 animated films and owns multiple copyrights.

Shanghai Brandwork Culture Communication

www.brandwork.com.cn
Booth: NF31, NF32
T: +86 21 63166063
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Shanghai Fortune

www.sh-shuxi.com
Booth: NE07
Hongming Zhao
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E: 2880867688@qq.com



Shanghai Hengsheng Network Technology

Booth: NF46
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Shanghai Left Pocket Animation Studio

www.leftpocketstudio.com
Booth: NF28, NF50
Yinshi Zheng
T: +86 21 57818707
E: zhengys@vip.leftpocketstudio.com

Shanghai Left Pocket Animation Studio is a creative animation, development, production, brand promotion and operation company. It's focus is on the development of film and television animation content, animation brand operations, licensing and derivatives design, etc.

Shanghai Mang Ning Marketing Planning

Booth: NF16
T: +86 21 62560182
E: aaaaale@qq.com



Shanghai Skynet Brand Management

www.skynetasia.com
Booth: NE18, NE19



Liuya Chen
T: +86 21 52360010
E: chenliuya@skynetasia.com



Shanghai Taomee Animation

www.61.com
Booth: NE09, NE08, ND12, ND13
Jiajia Liu
T: +86 21 61280056 8670
E: roseliu@taomee.com



Shanghai Times Cartoon Institute

www.timeschina.org
Booth: NF18, NF19
Ling Lin
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E: 734892773@qq.com

Shanghai Times Cartoon Institute is a professional organization whose main business is IP planning, design and authorization management. Focuses for the company are Kulong IP, Moegee Life Encyclopedia, SAN-POCKET Gift Deliverer and childlike Abororo.



Shanghai Voge Culture Communication

www.vogea.com
Booth: NF51, NF52
Yufeng Zhou
T: +86 21 64289297 8006
E: zhouyufeng@vogea.com

Shanghai Voge Culture Communication is the integration of domestic professional cartoon brand operators, committed to the development and animation of cartoon images. Properties include Magoo, Duckbillboy, Manmi and more.

Shanghai Yorkg Animation

www.yorkg.com
Booth: NA08, NA04



约克动漫
证券代码 830936

T: +86 21 61400837
E: lijun@yorkg.com

Shenzhen Oxygen Culture Communication



Booth: NA05
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E: business@dacingcg.com



Soap Studio Company

www.soapstudio.com

Booth: NF15

Sheila Tang

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E: sheilatang@soapstudio.com

Soap Studio creates high tech toys, collectibles toys and lifestyle products together with some of the world's most admired brands.



Timepop

Booth: NE25

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E: wanghongliang@jiabo-group.com

UUCMM

www.uucmm.com

Booth: NC03

T: +68 21 38016661

E: amber@uucmm.com



Weido International

www.facebook.com/mydeerdog

Booth: ND05-4

Weiting Wang

T: +86 2 23700177

E: wendy.wang@weido.biz

Taiwan's Weido International arguably manages the largest number of brands under the its IP company. Called the "Internet celebrity of animation," Weido's portfolio is comprised of illustrations, animations and other content.



WEIDO
微逗國際

WeKids Interactive Technologies (Shenzhen)

www.wekids.com

Booth: ND04, NC08

Ying Sun

T: +86 755 83255221

E: lara.sun@wekids.com

WeKids has distributed more than 5,000 episodes of best-in-class kids' programs to CCTV Kids and all major digital platforms in China, including Franklin, Babar and the Adventures of Badou, Justin Time, 1001 Nights, Slugterra, Jungle Book, Peter Pan and Robi.



Wind Design

www.winbrothers.com

Booth: ND05-7

Aiping Peng

T: +86 27000522

E: sara@winddesign.com.tw

WinBrothers is an original story brand from Taiwan. The creator of WinBrothers, Sara Mini, has two lovely and naughty boys.



Winsing Company

www.winsing.net

Booth: NE05

Jun Chen

T: +86 20 37585237

E: chenjun@winsing.net

As a major children's entertainment and educational content provider, WinSing is an animation group that creates film and TV series, stage plays, theme parks and

merchandising products. It also offers the best cultural contents and product services.



Woolito Animation

www.woolito.com

Booth: NF24

T: +886 2 89136815

E: contact@woolito.com



無厘頭動畫股份有限公司
WOOLITO ANIMATION CO., LTD.

Yijianyuzhou (Beijing) Culture

Booth: NG20, NG17, NF68, NF65

Zirui Ang

E: zhangsy@wuhuangwanshui.com



Yong Rui International

www.facebook.com/majimeow

Booth: ND05-6

Zhiping Huang

T: +86 2 27751551

E: 2gether.ping@gmail.com

Ren Rong Creative was established by Yong Rui International in 2012. In 2015, the company set up NengRong Brand Management (Shanghai) in China.



Versatile* 博采传媒

Zhejiang Versatile Media

www.ver.cn

Booth: NA39

Cheng Tu

T: +86 571 56716637

E: tucheng@hezi.com

An integrated media company with more than 20 years of experience in brand marketing and licensing, Zhejiang Versatile Media is a company with excellent original content and great strength in the film and TV industry.

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