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LONDON BRAND LICENSING EUROPE 2017

Execs Talk Gaming Opportunities



Steven Ekstract, License Global; Mark Howsen, Sony Interactive Entertainment Europe; Ashley Maily, Activision Blizzard; Richard Radford, Bioworld International; Stuart Dinsey, Curve Digital; Seth Barton, MCV

Gaming presents one of the biggest areas of untapped content for consumer products, with a host of popular characters and brands that come with a built-in, highly engaged fan base.

Up until recently the products that were created for brands in the gaming space, were either direct peripherals like gaming headsets and controllers, or logoed apparel, said Stuart Dinsey of game publisher Curve Digital.

Dinsey was part of the Licensing Academy keynote session "Gaming – Dispelling the Myths," which took place Tuesday afternoon and also featured Seth Barton of MCV, Mark Howsen of Sony Interactive Entertainment Europe, Ashley Maily of Activision and Richard Radford of Bioworld International and was moderated by Steven Ekstract of *License Global* magazine. *Continued on page 54*

News

Fox Names Spies Voices

Fox Animation has tapped Hollywood superstar Will Smith for its upcoming film *Spies in Disguise*.

Smith will voice the title character, Lance Sterling, in the animated film, due in theaters in January 2019. Tom Holland is also on board to star.



'Paddington' to Hit TV

Studiocanal is developing a new animated "Paddington" series.

Based on the classic children's book "Paddington Bear," the 52x11 minute series will hit airwaves in late 2018 or early 2019.

Today's Events

- 12 p.m. – "Licensing: The Next Generation" Keynote @ Licensing Academy
- 4 p.m. – Women in Toys, Licensing & Entertainment (WIT) Happy Hour @ Brands & Lifestyle Bar
- 7 p.m. – LIMA Garden Party @ The Roof Gardens

For today's full Licensing Academy schedule, turn to page 50.

WME | IMG Re-Brands

WME | IMG has launched Endeavor, a new holding company that will take on the full portfolio of owned and operated brands formerly under the WME|IMG banner.

The new entity will be led by Ariel Emanuel, who will serve as chief executive officer, and Patrick Whitesell, who will serve as executive chairman.

In addition to WME and IMG brands, the new Endeavor portfolio includes UFC, Droga5, Professional Bull Riders, The Miss Universe Organization and Frieze.

Jurassic Partners Roar to Life



Universal Brand Development has announced its global merchandising program for the upcoming film

Jurassic World: Fallen Kingdom.

Master global toy partner Mattel and LEGO Systems will lead the retail rollout, which is set to hit shelves next spring. Other partners include Funko, Build-A-Bear, Rubie's, Wowee, H&M, Freeze, Kellogg's, DecoPac, Party City and many more.



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**NPD data 2007-2017

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pre-school
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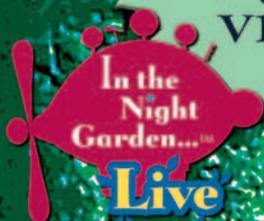
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Rainbow Rocks on Licensing Collaborations

The stars of Rainbow's "Maggie & Bianca Fashion Friends" took to the BLE Live Stage and Seminar Theatre yesterday, headlining the company's "rocktail" event.

Now in season three, "Maggie & Bianca" broadcasts in Italy, Russia, Brazil, France, Germany, Greece, Poland and Benelux, and on Netflix worldwide.

The Moodboards (the band from the series) took the stage, kicking off a live tour that will hit major Italian cities.

In support of the series, Rainbow has launched a robust licensing program, and multi-territory deals have been signed with Simba Dickie

Group (master toy partner), Panini (sticker album and trading cards), Ravensburger (puzzles) Denver (bicycles) and Procos (partyware), as well as Sony Music Entertainment.

In other Rainbow news, the company has announced a new collaboration with Santoro for its Gorjuss lifestyle brand, who it will represent for licensing in Italy, France and Turkey.

In France and Italy, Gorjuss covers categories back-to-school and apparel. Rainbow will look to take Gorjuss into various new categories including toys, food and household goods.

"We are so



excited to represent a great lifestyle brand like Gorjuss, which so perfectly fits our portfolio and DNA as a company," says Cristiana Buzzelli, senior vice president, licensing and acquisitions, Rainbow Group. "We are ready to bring Gorjuss into Italy, France and Turkey, and work with the best licensing partners in our territories."

"We are thrilled to be working with a company that has such strong synergies with our own," says Meera Santoro, co-founder and creative director, Santoro. "Working with this dynamic enterprise, we cannot wait to see how Gorjuss continues to blossom in the global market."



Nelvana Taps FremantleMedia as U.K. Agent

Nelvana Enterprises has appointed FremantleMedia Kids & Family to represent its consumer products and home entertainment business for a number of brands in the U.K.

Under the terms of the agreement, FremantleMedia will now represent Nelvana's animated "Mysticons," "The ZhuZhus," "Ranger Rob" and "Max & Ruby."

"We are honored to have FremantleMedia as our exclusive partner in the U.K. across a number of our brands," says Pam Westman, head, Nelvana Enterprises. "FremantleMedia's leading expertise and strategic partnerships will undoubtedly bring our properties to life through a variety of licensing categories and retail partners. We can't wait to see the response from U.K. fans in this vital region."

In addition, both Nelvana and FremantleMedia will be on-site at Brand Licensing Europe, taking place Oct. 10-12 at London's Olympia, at stands B56 and E55, respectively.

"We are thrilled to be working with Nelvana to represent these four great brands in the U.K.," says Rick Glankler, president, FremantleMedia Kids & Family. "A Premier animation company, Nelvana shares our love of great storytelling, and these standout properties will both complement and make an exciting addition to our existing portfolio."





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Sanrio Debuts New Hello Kitty Campaign, Fashion

Sanrio has unveiled a new multi-territory campaign, as well as several new fashion collaborations, for its iconic character Hello Kitty.

The new Hello Kitty campaign is inspired by the character's famous motto—"you can never have too many friends"—and invites influencers between 16- and 30-years-old to join the collective, called the Hello Kitty Gang. The Hello Kitty Gang will allow its members to receive the latest Hello Kitty news, exclusive merchandise and provide updates on Hello Kitty events throughout the year. Content for the Hello Kitty Gang is also sharable, with members allowed access first.

Previous highlights from the campaign include an alternative Valentine's Day event in London as well as a two-week pop-up at Topshop Oxford Street, where the public could find limited edition apparel and accessories. In addition, last month, three influencers from the U.K., Germany and Australia traveled to the Tokyo to visit the Sanrio Expo and Sanrio Puroland for an immersive Japanese experience.

Furthermore, Sanrio has partnered with the global fashion e-tailer ASOS to further bolster Hello Kitty's fashion game. The e-tailer will launch its biggest ever collaboration this month. In addition, the Italian fashion brand Pinko will also launch a Hello Kitty-branded collection in spring/summer 2018.

Other recent fashion deals for Hello Kitty include a sell-out collaboration with the British brand Lazy Oaf in July, a partnership with the Italian streetwear brand GCDS and collaborations with Ryan Lo and Maria Escote.

Sanrio will also be on-site during BLE (stand A20) to discuss the Hello Kitty Gang and fashion opportunities with potential licensees.

Global Merchandising Signs Mariah Carey

American singer-songwriter Mariah Carey has appointed Global Merchandising Services as the exclusive worldwide merchandise and brand partner for her brand, Mimi.

Under the terms of the representation agreement, Global Merchandising will aim to develop and extend the Mimi brand across the lifestyle and fashion sectors. The agent will also continue to create tour ranges for Carey, which will be available at live events, and build merchandise programs for retail and e-commerce.

"Mariah is one of the biggest selling artists of all time," says Barry Drinkwater, chairman, Global Merchandising Services. "We are incredibly excited and proud to work with one of the world's greatest artists."

Since her musical debut, Carey has sold more than 200 million records and has scored 18 Billboard Hot 100 No. 1 singles, more than any other solo artist in history. She has also received multiple Grammy Awards, American Music Awards, Billboard's Artist of the Decade Award, the World Music Award for World's Bestselling Female Artist of the Millennium and BMI's Icon Award. Carey also recently partnered with Epic Records to launch her own label, Butterfly MC Records.

Global Merchandising Services will also be showcasing the Mariah Carey brand during Brand Licensing Europe this week at stand G74.





Dr. Seuss'
The GRINCH

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Activision Blizzard Portfolio Debuts in London

Making its international debut, the recently formed Activision Blizzard Consumer Products Group is presenting a range of titles from across its broad portfolio including “Call of Duty,” “Skylanders,” “Crash Bandicoot” and Bungie’s “Destiny” from Activision; “Overwatch,” “Hearthstone” and “World of Warcraft” from Blizzard Entertainment; and Candy Crush from King.

“With some of the world’s most popular brands like ‘Call of Duty’ and ‘Overwatch,’ Activision Blizzard is helping re-define entertainment and the ways it is enjoyed,” says Tim Kilpin, chief executive officer and president, Activision Blizzard Consumer Products Group. “We’re excited to work closely with our partners to create new and innovative merchandising opportunities that’ll bring fans around the world closer to their favorite video games and characters, players and leagues.”

Activision Blizzard recently hired Philippe Bost as vice president, international consumer products, to drive international growth across the portfolio. ABCPG has also appointed Tinderbox as the licensing agent for “Call of Duty”: to expand the company’s European footprint in key markets. Recent partners include Rubber Road, EMP, Paladone and Sun City. ABCPG is also collaborating with PowerStation Studios on the development of an assortment of creative assets for both “Call of Duty” and “Overwatch” to help support the expansion of product variety and range.

Activision Blizzard recently entered the

competitive gaming market with its “Overwatch” League and “Call of Duty” World League. The “Overwatch” League is the first major global professional eSports league with 12 city-based teams. The pre-season starts Dec. 6 at Blizzard Arena Los Angeles, Calif. The inaugural season kicks off on Jan. 10, 2018 and will continue into June with the finals in July.

The “Call of Duty” World League leveraged the global strength of the franchise and the reach of MLG media network. This year’s competition awarded \$4 million in total prize money throughout the season, concluding with the “Call of Duty” World League Championship that took place in August.

Other ABCPG highlights include:

- **“Call of Duty”:** The highly anticipated “Call of Duty: WWII” game will be in stores Nov. 3, supported by a roster of partners including Rubber Road (apparel, accessories), Paladone (apparel, accessories), Sun City (apparel), Exquisite Gaming (cable guys, crates), Dreamtex (bedding, cushions, beanbags) and Loot Crate (dedicated crate with exclusive items).
- **“Crash Bandicoot”:** Leveraging the ‘90s nostalgia trend, “Crash” came back in a big way this year with the “Crash Bandicoot N. Sane Trilogy.” New partners include Exquisite Gaming (crates); Rubber Road (apparel, accessories), Bioworld International (apparel) and NECA (plush, figures, tabletop games, novelty).
- **“Destiny 2”:** On the heels of a successful

“Destiny 2” console launch in September, the upcoming launch of “Destiny 2” PC is scheduled for Oct. 24. Bungie’s “Destiny” consumer products program continues to expand globally with toys, figures, apparel, publishing and accessories.

- **“Overwatch”:** With more than 30 million players and more than 100 Game of the Year awards, the franchise is supported by licensees Bioworld International (bags, accessories), Good Smile Company (figures), Razer (mouse), J!nx (hoodies), Dark Horse (artbook), Funko (figures) and Scholastic (books).
- **“World of Warcraft”:** The “World of Warcraft” franchise has more than 100 million players in an ever-evolving online adventure. “World of Warcraft: Legion” is one of the fastest-selling PC games ever, and *Warcraft* is the highest-grossing video game film adaptation of all time, says Activision. Partners include Ju Ju Be (bags and accessories), J!nx (apparel), Insight Editions (cookbook), Funko (figures) and Dark Horse (publishing).
- **“Candy Crush”:** The property is supported by partners like BakedIn whose “Candy Crush” Baking Kit won Best Licensed Food or Drink Range at the recent U.K. Licensing Awards. Additional partners include Rossi (ice cream), Poetic Gem (apparel), Mallowtree (confectionery), Tikiboo (activewear), Doshisha (confectionery) and Partnership with Mrinalini Chandra (jewelry).



Red Bull, Smiley Start Speedcubing

Rubik’s Cube and Red Bull will join forces for the Speedcubing phenomenon.

Red Bull and Rubik’s will focus on creating bigger events with more reach, as Red Bull leverages the Rubik’s brand, to take a stake in the global intelligence revolution, while Rubik’s will utilize Red Bull-owned media platforms across social media, earned media and public relations.

The Smiley Company represents the Rubik’s Cube brand for licensing.

Competitions will take place in 20 countries across five continents attracting media exposure and production budgets in line with what Red Bull is already doing for action sports.

“I’m really excited about this partnership,” says Nicolas Loufrani, chief executive officer, The Smiley Company. “Red Bull has gained a market-leading reputation for leveraging the extreme sports and music markets, and it’s a great sign for Rubik’s to see Red Bull now enter into intelligence. They are experts in marketing and promoting events, with their owned media channels and amazing marketing approach, this will ensure Rubik’s and Speedcubing have stand out prominence in the market next year, and it is great to be partnering with one of the world’s great lifestyle brands.”



DREAMWORKS
Trolls

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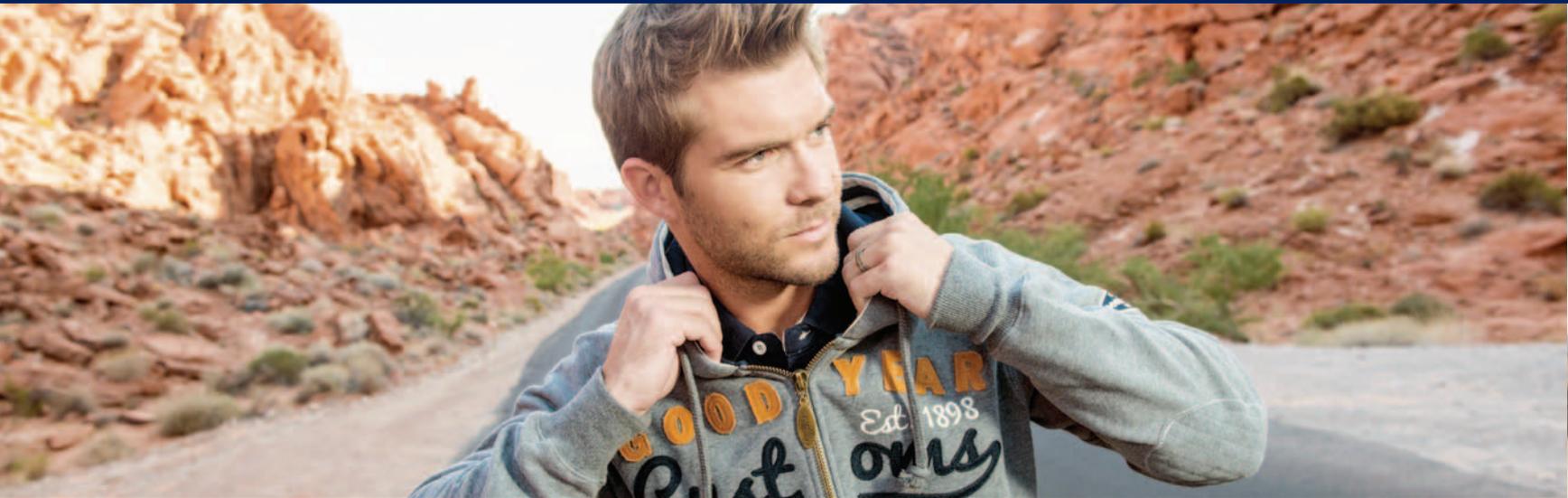
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Tretorn, Vision Get Celebrity Support

Authentic Brands Group recently forged partnerships with Swedish footwear and outerwear brand Tretorn and skate and streetwear brand Vision Street Wear.

To commemorate the 50th anniversary of its iconic Nylite sneaker, Tretorn is partnering with artists from around the world who will express themselves via the sneaker. Kicking off the campaign is singer, songwriter and actor André 3000 Benjamin. Best known as one half of hip-hop group Outkast, Benjamin will appear in the brand's fall global advertising campaign.

The fall collection will include several new styles that update the classic Tretorn silhouette with trend-driven aesthetics such as metallic, distressed and velvet designs. The debut collaboration will drop exclusively at ComplexCon in Long Beach, Calif., in November, and will launch in stores and online in spring 2018.

"Tretorn's Nylites are a true classic that have been a staple in my shoe rotation since I was a kid," says Benjamin. "It's great to celebrate the brand's heritage for their 50th anniversary campaign."

"André 3000 Benjamin is a multi-faceted artist and the embodiment of a true style icon," says Natasha Fishman, executive vice president, marketing, ABG. "With his personal connection to the brand and his worldwide recognition as an artist with a unique form of self-expression, he is the ideal partner for the fall campaign and the headlining artist in the Nylite 50 series."

ABG also signed Steve Aoki, international DJ, record producer, restaurateur, fashion and music executive, to partner with Vision Street Wear. As the co-owner, brand collaborator, and ambassador of Vision Street Wear, Aoki will play a key role in the brand's development and global growth. Implementing a dual-focused strategy, Aoki and the ABG team will evolve the Vision Street Wear brand identity and extend its equity into new collections, categories and territories. The first VSW x Steve Aoki collection is set to launch in early 2018.

"Aoki's strong creative background and ambition to continue to be an interactive collaborator in everything he does, has created a seamless partnership with Vision," says Matt Salter, director of partnerships, ABG. "Aoki's relationship with Vision dates back to his early adolescence. His personal connection to the brand makes this a uniquely authentic partnership."

"Steve is a true thought leader who has collaborated with some of today's most prominent names in music and fashion," says Nick Woodhouse, president and chief marketing officer, ABG. "This partnership will galvanize Vision Street Wear by tapping into Steve's place in pop culture."

"I was drawn to Vision Street Wear from an early age, when I was just coming onto the music and skate scene," says Aoki. "For me the brand represented a lifestyle that fused the music, art, fashion, and skateboard worlds. I'm excited to work with ABG to develop and introduce Vision to its next generation of fans."



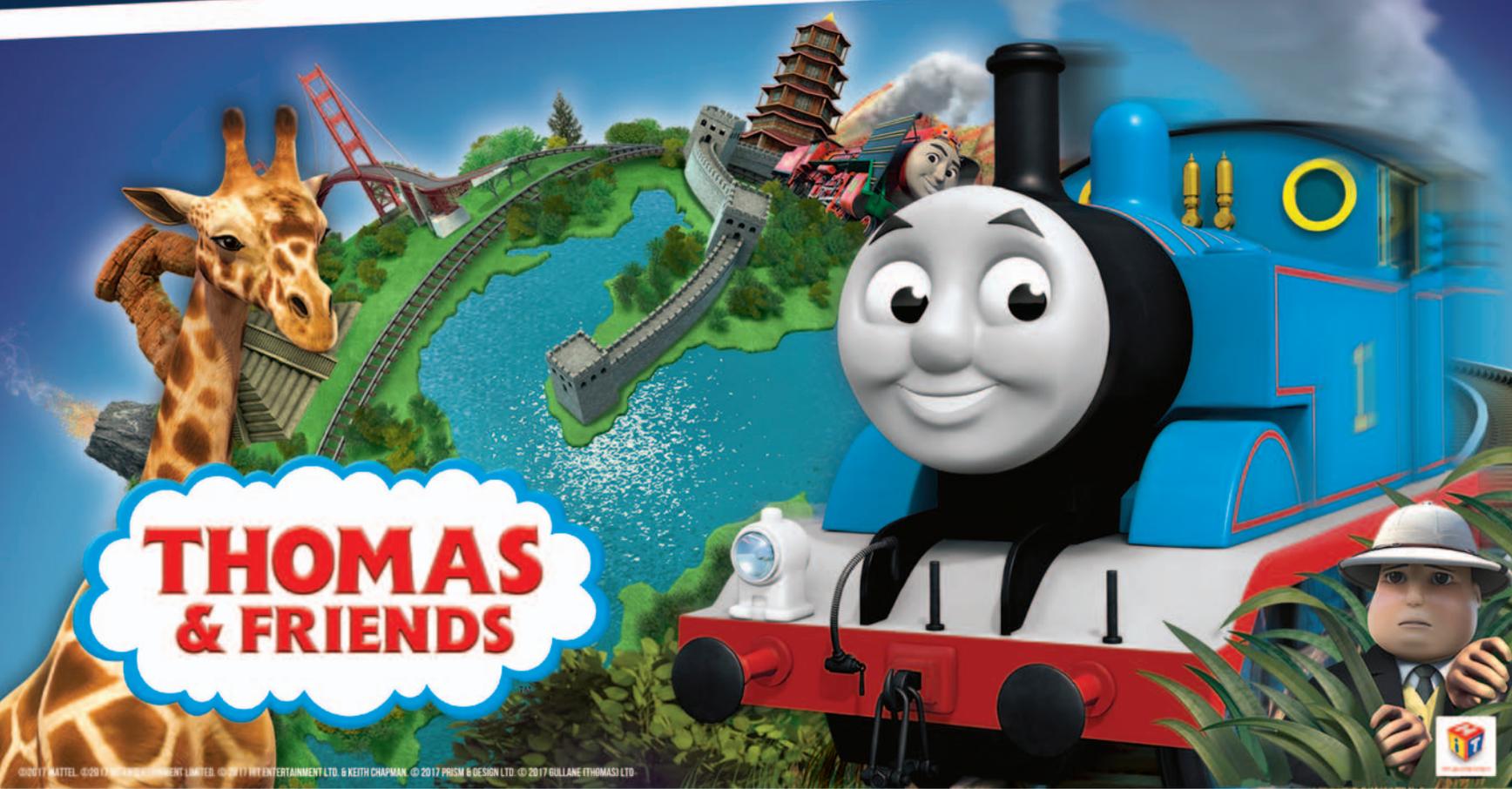
Aardman Fetes 'Shaun the Sheep's' 10th

Hot off the heels of its 40th anniversary last year, Aardman team plans to meet with new and existing partners at Brand Licensing Europe to showcase the studio's portfolio of classic characters and new IPs.

"Shaun the Sheep" is celebrating its 10-year anniversary this year, and Aardman continues to invest in the evergreen brand with a focus on new short-form and digital content, interactive, live events and themed attractions to coincide with the worldwide release of the sequel *Shaun the Sheep* film in 2019.

Production is now wrapping up on Nick Park's much-anticipated prehistoric comedy adventure *Early Man*, and the studio is working closely with StudioCanal on a licensing, publishing and promotional program for the film.

Aardman will also be presenting "Learning Time with Timmy," a new series for young English-language learners developed in collaboration with the British Council, the world's premier provider of English-language learning. "Learning Time with Timmy" curriculum-based episodes will launch on YouTube in early 2018 and will be supported with bonus content. International broadcasters and publishers will have an opportunity to adapt the show to teach local languages. The team is also developing an international licensing program to further extend the learning brand and are looking for merchandising and publishing partners.



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'Heidi, Bienvenida' Extends EMEA Reach

Mondo TV will expand the reach of its first-ever live-action show "Heidi, Bienvenida a Casa" in the Latin American market, where the show is available on Nickelodeon and a growing number of free-to-air channels.

"Heidi, Bienvenida a Casa," a comedy-drama for teens, follows the adventures of a happy, carefree girl who leaves her beloved mountain home to live in the big city. The show launched on the Russian free-to-air youth channel CTC LOVE this summer. The 60 x 45 show has since rolled out to Yes KidZ, an Israeli television channel for children, and a second Russian broadcaster, JSC First HDTV of St. Petersburg.

With its initial success in the EMEA market, Mondo TV aims to establish a licensing network for the "Heidi, Bienvenida" property throughout EMEA and to grow its audience and markets with additional seasons. An additional season is in production now.



Universal to Showcase Hit Films, TV Brands

Universal Brand Development will showcase an expanding portfolio of properties from its film and television creative partners including Universal Pictures, Illumination and DreamWorks Animation at this year's Brand Licensing Europe.

Universal Brand Development recently announced key executive appointments in EMEA territories, naming country directors in Germany, France, Iberia, Italy, Benelux, the U.K. and Ireland.

The new leadership team is part of a strategic shift to direct management of the consumer products business and part of an overall initiative to build global franchises across the studio's ever-growing portfolio.

Universal will showcase a slate of film franchises and entertainment properties. Scheduled for worldwide release in June 2018 is *Jurassic World: Fallen Kingdom*, with retail toy partners Mattel and LEGO, plus many more across a variety of categories. *Jurassic* fans can look forward to exclusive content on social media and at *JurassicWorld.com*, plus product collaborations for the franchise.

Following the global box office success of DreamWorks Animation's *Trolls*, an all-new feature film is set to debut in 2020. Through 2019, a variety of new content is set to release across multiple media platforms, including a "Trolls Holiday Special" this year. Promising more hair, more music and more characters to engage fans, Universal, in collaboration with master toy partner Hasbro, will continue to expand its consumer products program.

Also from DreamWorks Animation, *How to Train Your Dragon 3*, the continuation of the animated film franchise, makes its theatrical debut in 2019. Fanship around the *How To Train Your Dragon* IP continues to climb, says Universal. "Dragons: Race to the Edge" is currently the No. 1 animated TV series in multiple EMEA territories including the U.K., France, Germany and the Netherlands.

Illumination and Universal's *Despicable Me* franchise was recently crowned the highest-grossing animated film franchise of all-time, says Universal.

The creative team at Illumination, in collaboration with Universal Pictures will

release a revamp of *Dr. Seuss' The Grinch*, starring Benedict Cumberbatch in the title role, November 2018.

The Fate of the Furious, the eighth chapter in the *Fast and the Furious* series, set new box office records this past year, reaching more than \$1 billion globally and is currently the highest grossing movie of 2017 at the international box office. Universal will continue to demonstrate the evergreen potential of this brand with the launch of "Fast & Furious Live," a global arena tour that's set to launch at the O2 in London in January 2018.

From the DreamWorks Animation Television portfolio, Universal will showcase a programming line-up that offers something for everyone, from preschool to boys and girls. Coming free-to-air in the EMEA territories are two DreamWorks Animation Television series: "Voltron Legendary Defender" and "Spirit Riding Free," an original series based on the 2002 Oscar-nominated film, *Spirit: Stallion of the Cimarron*. Also featured on the bill are preschool favorites: "Noddy: Toyland Detective," which is based on the classic British brand, and "Dinotrux."

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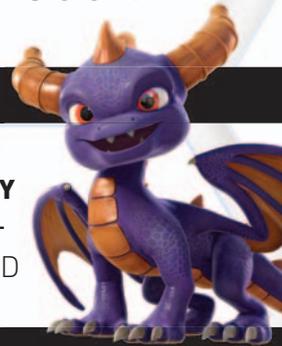
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1. According to Activision Blizzard internal estimates. | 2. According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including in-game content sales. | 3. Based on Bungie internal estimates.

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Saban Debuts Two New Properties

Saban Brands returns to Brand Licensing Europe this year with brands “Cirque du Soleil Junior-Luna Petunia” and “Rainbow Butterfly Unicorn Kitty,” as well as the company’s classic “Power Rangers” franchise.

For decades, “Power Rangers” has been a top 10 brand and is currently this year’s No. 1 action figure brand in the U.K., says Saban Brands. The company has now signed almost 50 partners in the EMEA region across apparel, accessories, homewares and more.

“‘Power Rangers’ is the true definition of an evergreen property, having remained part of public consciousness and pop culture for almost 25 years,” says Leila Ouledcheikh, senior vice president, distribution and consumer products, Saban Brands EMEA. “A huge driver of its enduring success is the relatability of the Rangers. They are normal teens who can transform into awesome superheroes, meaning that generations of fans have been able to see themselves in our heroes.”

Following the March release of the *Saban’s Power Rangers* film with Lionsgate, Saban Brands launched its 24th season of “Power Rangers Ninja Steel,” which premiered in the U.K. on POP in September.

“We take great pride in having an ‘always-on’ approach to content, so that fans can engage with ‘Power Rangers’ wherever they want and whenever they want,” says Ouledcheikh.

To support this strategy, Saban Brands is committed to developing dedicated “Power Rangers” content across multiple platforms including digital, on-demand, apps, games, social media and more.

In 2018, “Power Rangers” will be celebrating its



25th anniversary and Saban Brands is preparing a raft of high-profile activities for the milestone.

“It’s a little too early for us to be sharing details, but it’s shaping up to be a fantastic year of celebrations that will delight ‘Power Rangers’ fans of all ages,” says Ouledcheikh. “With exciting marketing activities, innovative retail activations and some creative licensing collaborations in the pipeline, it’s going to be hard to miss.”

Saban is also presenting opportunities for its original Netflix series, “Cirque du Soleil Junior-Luna Petunia.” Targeting the preschool audience, the show is inspired by Cirque du Soleil and follows the adventures of Luna Petunia who can transport into the magical land of Amazia.

“[The show] is quickly establishing a solid fanbase, with preschoolers being drawn to the show’s wonderful array of characters, engaging storylines and bright animation style,” says Ouledcheikh.

The merchandise program will be kicked off by master global toy partner and co-production partner Funrise Toys, with the first range of toys launching in the U.K. this fall.

Saban Brands will also debut “Rainbow Butterfly Unicorn Kitty,” an animated comedy centered around Felicity, a kitten who gains the powers of a rainbow, a butterfly and a unicorn.

“The show will be a true celebration of non-conformity, individuality and self-confidence that we’re sure will resonate with our target audience of girls ages 4 to 11,” says Ouledcheikh. “We’re now seeking partners to embrace the brand’s unique aesthetic and mash-up of popular girls’ themes, to create products in the apparel, accessories and homewares categories.”

Barbie Touts Girl Power in New Programs

Mattel continues its You Can Be Anything campaign with Barbie, which celebrates potential in every girl, with new partnerships across licensees and categories.

Barbie has collaborated with more 75 global brands, including a licensing partnership with womenswear brand Missguided. The Barbie x Missguided spring/summer collection of 43 pieces was inspired by the girl power spirit and was an immediate success with the first release selling out in 24 hours. Mattel has announced a second collection for fall/winter.

The brand also partnered with GB Eye for a range of notebooks, mugs, badges, lanyards, bottles, coasters and posters launching this fall/winter that borrows on Barbie’s iconic heritage looks from the ‘80s.

The Barbie Dreamtopia fantasy segment is also gaining momentum. Licensing partner Amscan launched a Barbie Dreamtopia dress-up collection and will add a new party range and Ravensburger has launched a Barbie Dreamtopia puzzle.

Tapping into toy trends, Barbie and Bladez moved fast on the fidget spinner movement by teaming up to launch Bladez Barbie Spinnerz in a global deal, gaining space at retail with an exclusive Toys ‘R’ Us gift with

purchase promotion.

Other licensing deals include a fall/winter partnership with confectionery powerhouse Pez, and a new STEM learning range with Thames & Kosmos.



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COMING SOON

Natural History Museum Unveils New Designs

The London Natural History Museum has announced the first licensee to work with its new guides this week at Brand Licensing Europe.

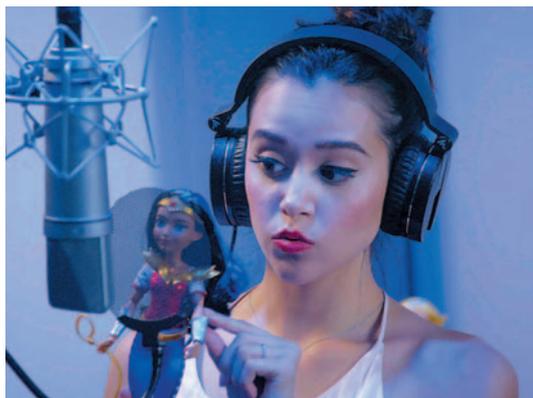
Museums & Galleries, which brings art and design from around the world to greeting cards, stationery and Christmas product, will be launching a new range of Natural History Museum stationery in January 2018. The range will include journals, mini notebooks, a mini notebook set, gift wrap, bookmarks, notelet packs, everyday cards and a to-do pad.

The design of the new range was inspired by the museum's first-ever dedicated style guide for the adult market. This style guide takes images inspired by the Museum's artifacts and exhibits and combines them in collaged, kaleidoscopic, tiled, geometric and scrapbook styles.

With this more defined offering (which includes a new children's style guide that combines design with themes of exploration), the museum is seeking to grow its licensing program.

"The Natural History Museum is a world-renowned visitor destination and brand, with huge potential for licensing in its visual archive," says Ben Dorney, creative director, Museums & Galleries. "Upon seeing the exciting new adult style guide developed by the museum, it was immediately clear that it could sit perfectly within our collection. It offers a dynamic interpretation of a legendary heritage brand, re-invented and ready-made for retailers with an eye for both style and substance—in short, everything we aim for. We're thrilled to be working with the licensing team at the Natural History Museum."

"Museums & Galleries is a company that excels at transforming iconic art and design into beautiful stationery," says Maxine Lister, senior licensing manager, Natural History Museum. "With a combination of our historical resources and their expertise and dedication to quality, we are very excited to be working with the team to develop a collaborative range celebrating all the Museum has to offer."



YouTube Star Reworks 'DC Super Hero Girls' Theme

Warner Bros. Consumer Products and DC Entertainment, in partnership with Mattel, are collaborating with musician and YouTube superstar Megan Nicole to encourage fans to "Get Your Cape On," with a brand-new take on the "DC Super Hero Girls" theme song.

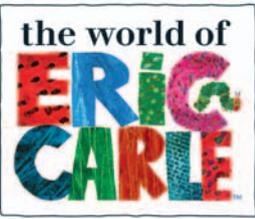
The music video will star Nicole alongside real fans inspired by "DC Super Hero Girls." The new music video recently launched on the "DC Super Hero Girls" YouTube channel, as well as on DCSuperHeroGirls.com and the "DC Super Hero Girls" mobile app.

"DC Super Hero Girls" and Nicole are inviting fans to discover their own inner superhero by singing along to her rendition of "Get Your Cape On." Kids can show how they get their capes on in their everyday lives via Instagram, Twitter, and Facebook using #GetYourCapeOn and #DCSuperHeroGirls. Fans will also have the opportunity to take part in supporting others to find their super-power

potential through teamwork, friendship and words of encouragement.

"We're excited to partner with Megan Nicole as she teams up with our 'DC Super Hero Girls' franchise," says Pam Lifford, president, WBCP. "We continue our efforts to reinforce our message of empowerment by encouraging young fans around the world to embrace their inner strength and make a difference. WBCP and Megan Nicole celebrate the spirit of 'DC Super Hero Girls' in this all-new take of the 'Get Your Cape On' music video to inspire kids to be positive, proud and powerful."

"I'm thrilled to team up with 'DC Super Hero Girls' and get my cape on in celebration of the power in all of us," says Nicole. "I love 'DC Super Hero Girls' message of inspiration to be strong, supportive and true to yourself. I know when other fans watch this video, they'll feel the same way I do."



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Xilam Launches Int'l 'Oggy' App

Kids' entertainment company Xilam has launched a new app inspired by its animated series "Oggy and the Cockroaches."

Designed in-house by Xilam Animation and developed by mobile publishing company Playsoft, the game lets fans race Oggy against his rival cockroaches, on smartphones and tablets worldwide. Both the visuals and sound effects for the app come from the same animation studio in Paris that makes the television cartoon series.

The free game features in-app purchases

offering bonus levels and enhancements such as increases in speed and hover-boards. Additional app highlights include three different worlds to explore, three super powers that can be unlocked, obstacles and projectiles to avoid, coins galore to collect and the chance to challenge friends on Facebook.

The app has had success in France, the only market where it has been available, with an average rating of 4.1 stars out of 5, says Xilam.

Distributed in more than 160 countries

around the world and watched in 600 million homes via linear TV and SVOD platforms such as Netflix and Amazon Prime Video, "Oggy & the Cockroaches" has a following on Facebook of more than 3.5 million fans and 1.2 million subscribers on YouTube.

"We are thrilled to announce that 'Oggy's' app has already passed 1.5 million downloads and is now growing fast in other countries, from India to Italy," says Marc du Pontavice, founder and president, Xilam Animation.

V&A Explores with Fashion, Travel Accessories

The Victoria and Albert Museum and global accessories brand Knomo have teamed up to create a collection of accessories inspired by travel in the 1920s and '30s, using an original print from the museum's archives.

The new collection bridges the worlds of technology and travel into one range, that includes three bag styles—a totesack, backpack and briefcase, along with a carry-all pouch and a foldable shopper. Each design is available in two colors and includes organizational pockets and compartments, ready to hold all travel

essentials such as a passport, a Knomo portable battery and a Knomo travel adaptor, along with a laptop or tablet and other belongings.



The Victoria and Albert Museum is also working with People Tree on a debut capsule collection that recalls the glamour and style of the 1930s. The capsule collection features two patterns applied to four statement pieces. The two prints, including a feminine seed print and detailed tulip design, are based on dress fabrics originally produced by the Calico Printers' Association in Manchester, England. The range is available in the U.K. and Japan, and is stocked by John Lewis, the V&A shop, and is also available on People Tree's website.

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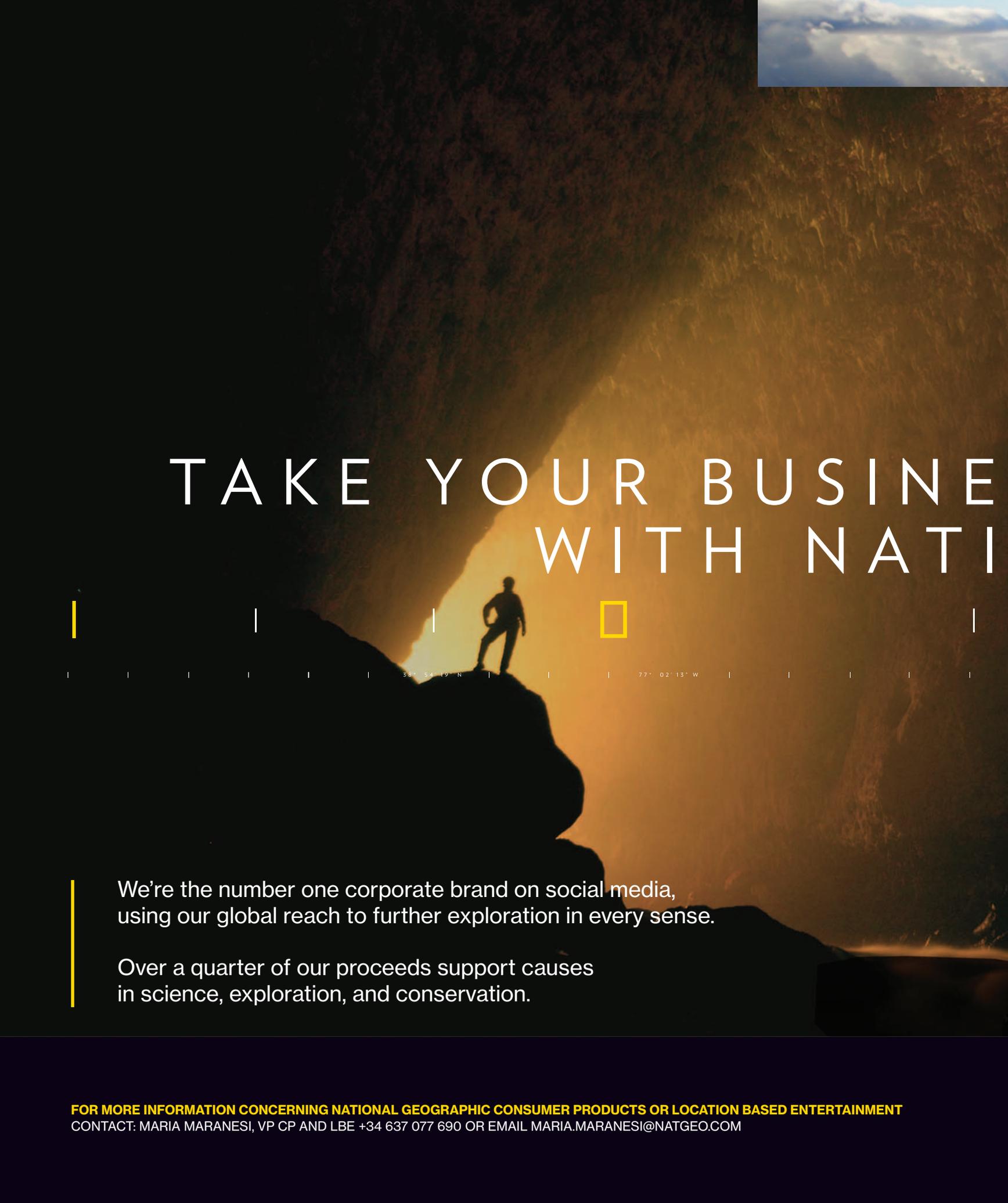


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Geronimo Stilton Expands to India

In a deal brokered by Atlantyca Entertainment, Brand Monk Licensing will be the exclusive licensing and merchandising agent for the *Geronimo Stilton* brand in India.

Based in Mumbai, Brand Monk Licensing will represent the brand across all key branded product categories, and is planning a merchandising program that will include toys, apparel, collectibles, and board games, launching in November.

"Our books have sold over 142 million copies globally and have become a huge success in India with more than 3 million copies sold in five years," says Marco Piccinini, licensing manager, Atlantyca Entertainment. "*Geronimo Stilton* stories have captured many of India's young readers, whom all

have come to adore and love the popular Geronimo Stilton character. This is a great time to expand the brand locally, we and are so excited to partner with BML who support our beliefs in the brand's potential."

"*Geronimo Stilton* is one of the most substantial kids brands around...because of the treatment and values the wonderful characters always maintain," says Rohit Sobti, founder, BML. "The books are a big hit in India, so consumer products is the next best logical business step for our burgeoning Indian market. We are planning a very large licensing and merchandising program throughout India starting from initial product launches in apparel, fashion, collectibles and board games, followed by securing new partnerships with FMCG companies."

CPLG to Rep Yale in Russia

Yale University has appointed CPLG to represent its brand for licensing across Europe and Russia.

Founded in 1701, Yale is an American Ivy League university based in New Haven, Connecticut, and the third-oldest college in the United States. Yale is an historic institution that houses 14 residential colleges each with their own shield, motto, cheer and mascot. The university is also famous for its athletic facilities, which includes the Yale Golf Course built in 1926, the 61,000 seat Yale Bowl (for American football) and one of the largest gymnasiums in the world. It also houses the second-largest university library in the world. Notable alumni have graduated from the university, including five U.S. presidents, 19 U.S. Supreme court justices and 500 members of the U.S. Congress.

Universal Music has signed on as the first licensee and produced a range of men's apparel and accessories in Zara stores worldwide.

"Yale University is an iconic brand with global appeal, which lends itself perfectly to the collegiate trend we're seeing at fashion retailers," says Steve Manners, executive vice president, CPLG. "We are delighted that the first range of clothing will launch in Zara stores and look forward to extending the range to the rest of the high street."

CPLG will develop a licensing program for the brand targeting adults, teens and kids across apparel, accessories, bags and stationery. Products will feature Yale branding, including its iconic logos and the university's mascot, Handsome Dan the bulldog, and tap into the heritage appeal of the brand.

YALE

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*Source: BARB UK viewership for weeks ending 8/6, 8/27 & 9/3



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Big Launching: Italy



Shelves to be Full of Robocar POLI Products

Since its business launching on February 2017, Robocar POLI business is going very well. Robocar POLI's ratings in channel have been on top ranking. Driven by good performance in ratings, new seasons of Robocar POLI (Robocar POLI Season 3&4) will be launching on 2018. To respond to fans' support, Robocar POLI secured deals in major product categories: Puzzle/Educational Game, KIOSK, FnB/Confectionery, Publishing, and Stickers. From 3Q 2017, Robocar POLI rescue team is ready to meet their fans on the shelves.



Robocar POLI Coin Riders!

MEC POWER, Robocar POLI's game rider licensee, announced Poli, Amber, and Helly coin riders at GTI Asia China Expo hold from 13th to 15th September. Robocar POLI coin riders caught the attention of potential buyers during the fair. MEC POWER, after witnessing attentions from potential buyers, decided to develop 2 more games for Cleany and Dumpoo character carousel, and Construction site game with Max. MEC POWER has worldwide distribution channels in UK, United States, Australia, Singapore, Taiwan, and Indonesia. Robocar POLI coin riders can be found in famous gaming zones such as Chuck E Cheese's, Time Zone, Fun World, and Tom's World.



Big Launching: Indonesia

POLINDONESIA

Since of its successful launching on RTV with no.1 TV rating among all programs of RTV's library on June of 2016, ROBOCAR POLI Toys placed at all toys stores consequently in Indonesia. Toy sales have been also reflected its viewership as no.1 sales toy for preschooler. Additionally, there was shopping mall, Tang City Mall, live show was carried during last summer to make it hotter. With this confidence, ROBOCAR POLI partnership MOU came up with RTV(TV station), Medialink(agent), C2M(toy distributor) and ROI VISUAL(Licensor) during K content expo brought by KOCCA on Sep. 2017. Garuda Indonesia also picked up Robocar POLI for inflight kids vod service and KFC, no.1 fast food chain in Indonesia, also decided to pack up ROBOCAR POLI kids meal for 2018.



DIY ROBOCAR POLI Battery (Feat. Panasonic) in Taiwan

Batteries and toys were meant to be the one. With this idea, Panasonic and ROBOCAR POLI have been team-up for DIY activities in Taiwan. During last summer, at Shinkong Mitsukoshi in all cities were POLI battery DIY addicted. At the DIY classes, kids were able to experience to make actual battery from the powder materials. Once kids reach to its final mission to light up the light, they got a certification of Panasonic battery expert. Panasonic has been worked together with ROBOCAR POLI since of POLI Theme park event a year ago with ROBOCAR POLI dedicated shelves at stores and Panasonic booth at the event for promotional purpose.



DRi Showcases Top Publishing Brands

DRi Licensing has its lineup of contemporary and classic publishing, gifts and greetings brands ready for Brand Licensing Europe.

World Book Day continues to be a sweep for Roald Dahl, and the hugely popular dress-up costume range from Smiffys continues to register



strong sales. Roald Dahl Day, held annually on Sept. 13, is an annual stand-out, and the celebration's 2017 Heroes theme highlighted the iconic child heroes of Roald Dahl's stories. A collaboration with LEGO placed six child-sized LEGO builds of iconic Roald Dahl heroes in London, Cardiff, Manchester, Nottingham, the Eden Project in Cornwall and the Giant's Causeway in Northern Ireland.

Updated versions of the Roald Dahl Brainbox

and Top Trumps games launched this summer and were followed by a range of children's healthy fruit juice drinks from Appy, an exclusive gift range from the Book People and an extensive homewares collection from Creative Tops.

A number of spring launches are planned for a greeting card and wrap from line Danilo, hand-puppets from Fiesta Crafts and a new *BFG* dream-inspired toiletries collection from Bloom and Blossom.

The beloved *James and the Giant Peach* brand has been added to DRi's roster and will be supported by new publishing and marketing efforts and the rollout of an extensive range of products. A new style guide for the title is now available, including specially created artwork by Sir Quentin Blake and a host of new patterns, all featuring James and his insect friends as they explore the world on their giant peach.

Following the death of Miffy creator Dick Bruna in February, an outpouring of affection from fans was testament to the iconic status and popularity enjoyed by the little white bunny that Bruna created in 1955. DRi is focusing on the nursery sector in 2018, with current lines in C&A and H&M, new Miffy arrivals in the U.K. early next year include babywear from Dennicci, nursery plush from Rainbow Designs and a collaboration with high-end babywear company, Tobias and the Bear. This fall, a new range of classic Miffy plush from Rainbow Designs and arts and crafts from Sambro will launch.

Miffy is also embarking on some exciting new TV adventures, with "Miffy's Adventure's—Big and Small" debuting on Tinypop this

summer. Featuring more elaborate props and stories set in all seasons, season three promises to continue the show's enormous success.

Another key property for DRi Licensing is Boofle, which celebrates its 10th anniversary in 2018. The U.K. Greetings' property has been featured on 60 million greetings cards since the brand first launched. The knitted pup now appears across a multitude of product categories including plush, gifting, women's nightwear, babywear, balloons, calendars and diaries.

Boofle received a makeover last year and there are a host of new collections at retail with designs featuring the "Perfect Pastels" styling. In a greetings character first, Boofle is a virtual reality star allowing users to join him in his fun virtual world. He also has his own YouTube channel and a new app available on IOS and Android.



'Cartoon Network Live' Heads to Abu Dhabi

Featuring fan-favorite heroes from "Ben 10," "The Amazing World of Gumball," "Adventure Time" and "The Powerpuff Girls," the brand-new "Cartoon Network Live: Heroes Unite" stage show is making its premiere in Abu Dhabi in December. Following its debut at Du Forum on Yas Island, the show will then tour the Middle East, Europe and Africa.

The production is a collaboration between Cartoon Network EMEA and Live Nation Middle East. Targeted to kids ages 5 and up, the show follows scientist extraordinaire Kelvin Gizmo as he takes the audience into the world of Cartoon Network, which is under threat from evil villain Zar. The show travels through iconic locations including the Land of Ooo from

"Adventure Time," Townsville from "The Powerpuff Girls" and Elmore from "The Amazing World of Gumball" to meet their famous inhabitants.

"The premiere of 'Cartoon Network Live: Heroes Unite' marks a significant milestone in our commitment to offering fans immersive, engaging and positive brand experiences, that they will be eager to talk about and share with their peers," says Maria Rosaria Milone, senior director, category management and agent markets, Cartoon Network Enterprises EMEA. "Live Nation has done a tremendous job at bringing our iconic brands and characters to life, and we can't wait to see the reaction from fans as the show visits their cities."

"Cartoon Network Live: Heroes Unite" is directed by Bart Doerfler, who previously created shows for Disney, Dreamworks and Universal. Doerfler and his creative team worked for over a year on the development of the show. With a cast and crew from eight different countries, this is a truly international production.

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- From January to April 2017, Pokémon averaged as the 4th biggest property of the year (NPD 2017).
- *Pokémon Sun* and *Pokémon Moon* launched in November 2016 and combined to sell more than 13 million units worldwide in just under three months, adding to the more than 290 million Pokémon video games sold worldwide.
- *Pokémon Ultra Sun* and *Pokémon Ultra Moon* will shine a new light on the Alola region on 17 November 2017.
- *Pokkén Tournament DX*, the first Pokémon title for Nintendo Switch, will be released on 22 September 2017.
- Following record-breaking Pokémon Trading Card Game sales in 2016, the latest expansion, *Sun & Moon—Burning Shadows*, launched 4 August 2017.
- *Pokémon the Series: Sun & Moon*, the 20th season of Pokémon animation, continues to air on CITV in the UK.
- World phenomenon Pokémon™ GO was the most downloaded app from the Apple App Store in 2016, and exceeds more than 650 million downloads worldwide.*
- A compelling rolling licensing programme continues, with special partnerships to be announced.
- The live-action Pokémon movie *Detective Pikachu* enters production this year.



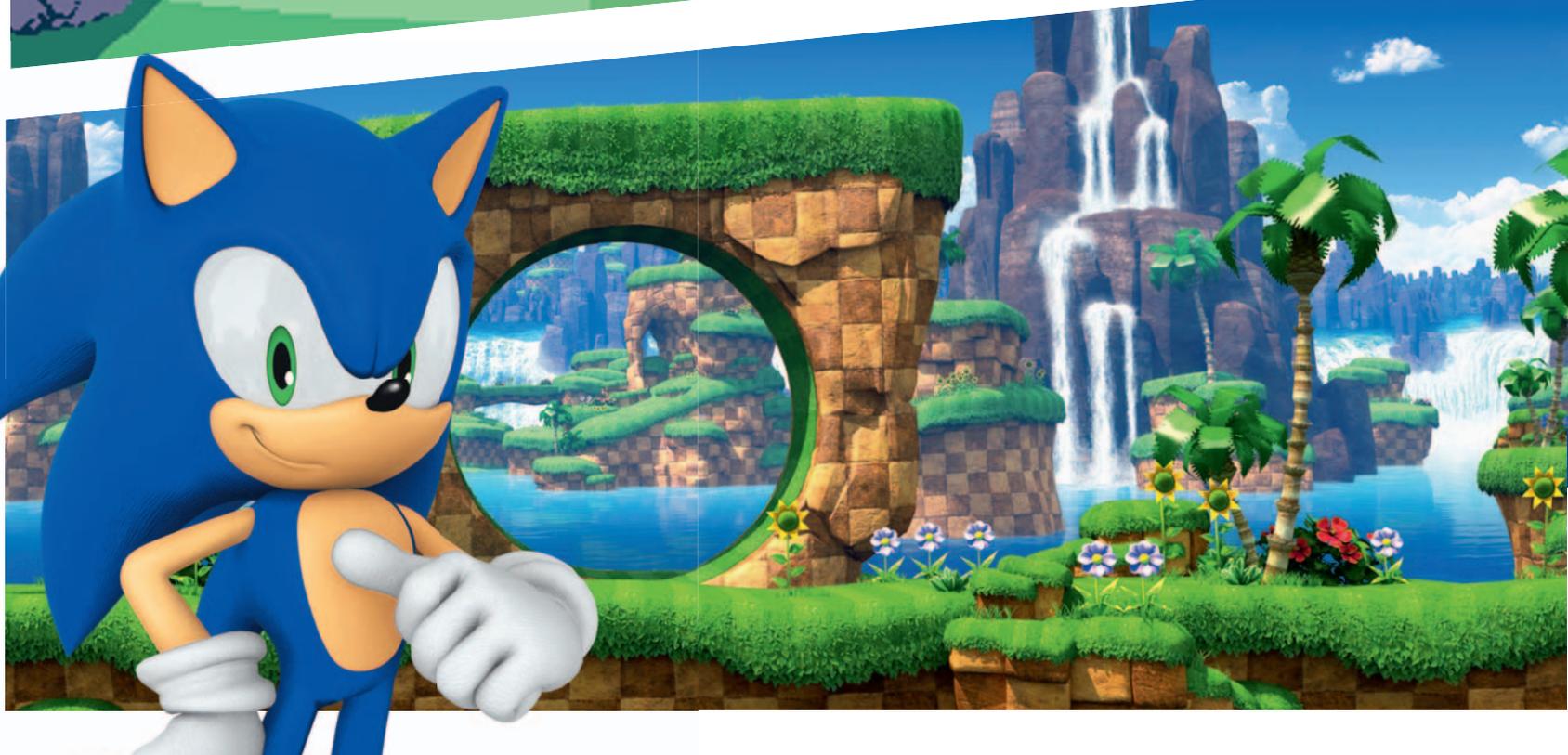
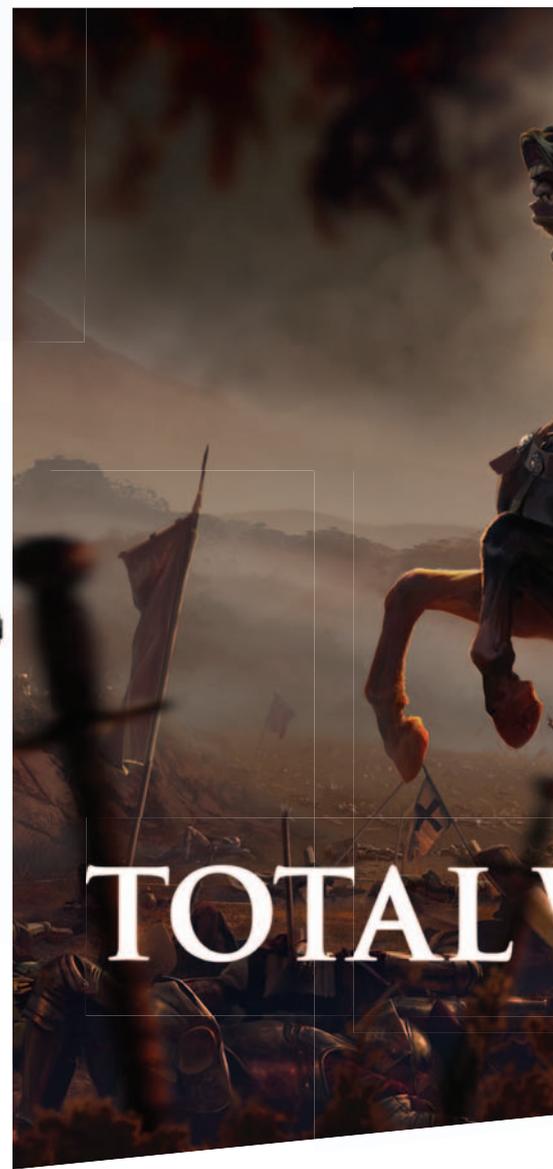
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‘Beat Bugs’ Plays On at Retail

CentaIP will showcase Josh Wakely’s “Beat Bugs,” a Netflix series that introduces a whole new generation to The Beatles, at Brand Licensing Europe this year.

The story revolves around the adventures of five charming, child-like bugs who band together and learn to live in their suburban backyard. Each episode ties to a song by The Beatles in a kid-friendly fashion, covered by one of the characters or guest stars like musicians P!nk, Sia and Rod Stewart.

This summer, a line of licensed consumer products launched at Target in the U.S. with a Tesco program in the U.K. launching this month and Australia and Canada Tesco stores to follow. The program embodies the musicality of the show and includes toys, games, DVDs, publishing, apparel, accessories and more.

CentaIP will be exploring opportunities to partner “Beat Bugs” with retailers and manufacturers at BLE.



Miffy to Keep Androids Safe



IconLogin, a publisher of picture password lock screen apps, is partnering with Mercis on the launch of the “Miffy Lock Screen Android App,” based on the IconLogin mobile platform.

Dick Bruna’s characters Miffy and her family and friends can now be used to unlock Android devices via picture passwords. The keypads will showcase the best characters from the TV series, both past and current seasons.

“Our goal is to capture the audience that grew up reading and watching Miffy and still has deep affection for her,” says Mark Teunissen, senior project manager, Mercis. “This innovative app allows fans to stay in touch with their inner-child through a simple joyful moment each time they unlock their device.”

“For fans, what could be better than getting a dose of Miffy on a regular basis during the day?” says Schehrezade Davidson, chief executive officer, IconLogin. “We know the brand is held dear by many and the ‘Miffy Lock Screen App’ allows people to see the images they love every time they use their Android devices.”

Miffy was created in 1955 by Bruna, who first drew the character to entertain his young son on a rainy seaside holiday in Holland. Throughout their 62-year history, the *Miffy* books have sold more than 85 million copies, and are published in more than 50 languages. Bespoke products are available across all continents, and Miffy is featured in live musicals, her own *Miffy* movie and season three of the TV series “Miffy’s Adventures Big and Small.”

‘Streetcat Bob’ Makes International Strides

“Streetcat Bob,” a new animated series for preschoolers, is partnering with Brands with Influence to extend the brand across the world.

BWI will develop a new digital platform and a merchandise program based on the animated cat. The series will follow Streetcat Bob and his friends as they make their world a better place while getting into a little mischief along the way. The series’ inspiration comes from the true story of James Bowen and his ginger cat, Bob, who met by chance on the streets of London and transformed one another’s lives, in a feel good story that has become world famous.

Bowen’s book, *A Street Cat Named Bob*, which detailed their exploits, has sold more than 7 million copies around the world since its

publication in 2012. In 2016, Sony Pictures acquired the U.K. distribution rights for the film adaptation starring Luke Treadaway and Streetcat Bob himself. The film had a royal premiere in London attended by The Duchess of Cambridge ahead of its U.K. theatrical release in November 2016. It went on to be the sixth highest-grossing British film of the year and has now been sold in more than 30 key markets across the globe.

The new animated series, set in an urban environment, will see Bob and his group of animal friends overcome everyday challenges through positive values and quirky initiative.

The project brings together Shooting Script Films as executive producer, and King Rollo

Films for animation. Debbie Macdonald and Garry Jenkins serve as creative consultants for the project, and Angela Salt has been announced as scriptwriter.

“Bob is a truly extraordinary cat,” says Bowen. “He didn’t just change my life—he has also touched the hearts of millions of people around the globe, many of them children who identify with his courage, fun character and willingness to help others. So I am incredibly excited that Brands with Influence is combining with the hugely talented animation team at King Rollo and Shooting Script Films to bring Bob and his unique qualities to a young, worldwide audience via this new, animated series.”

Welch's Teams with Brandgenuity in U.K.

Welch's has chosen Brandgenuity to serve as its exclusive licensing agency of record in the U.K.

The Welch's brand has broad distribution for its refrigerated and shelf stable juices and juice blends in the U.K. market and hopes to grow its retail brand footprint through licensing.

Brandgenuity will work with Welch's to extend the brand and its flavor and health credentials to a variety of categories, including food (frozen, refrigerated and shelf stable), beverages, vitamins and supplements and food services. Retailers to be targeted include major grocers, as well as convenience stores and discounters.

Welch's products are sold throughout the U.S. and in 40 countries around the globe. The



Welch's brand licensing program currently includes 25 licensees in various categories and was nominated for the 2017 Best Brand License of the Year from the International Licensing Industry Merchandisers' Association (LIMA).

"Successful licensing in international

markets depends on having the right resources on the ground in the relevant countries and territories," says Glenn Hendricks, head of global licensing, Welch's. "We are thrilled that Brandgenuity will bring its local market knowledge to our expansion efforts in the U.K."

Teri Niadna, managing director of Brandgenuity Europe, will lead the Welch's licensing effort in London.

"This is just the perfect time to be expanding Welch's in the U.K. Moms are seeking healthier alternatives and value real food. Plus, the functional benefits of grapes are aligned with current health trends," says Niadna. "We look forward to building upon this great brand licensing program."



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Bill and Ted Play On in New Products

Nearly 30 years after the film's debut *Bill and Ted's Excellent Adventure* has a number of new product launches to support the comedy film.

Built Games is launching a standalone *Bill and Ted's* action-RPG mobile game, "Wyld Stallyns," this year. The game allows users to play alongside Bill and Ted as a member of the Wyld Stallyns band and travel through time to fight evil robots disguised as famous historical figures.

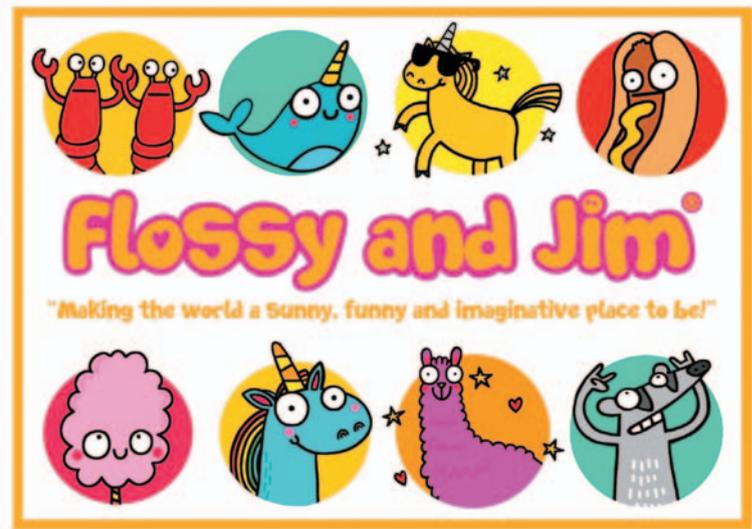
"Creating a *Bill and Ted's Excellent Adventure* game is a childhood dream come true," says Mike Pagano, chief executive officer, Built Games. "We've had a great time coming up with a game that we feel honors the most excellent nature of the brand. We've crafted a hilarious story that we think fans are going to love."



Boom! Studios has launched its fourth *Bill and Ted's* graphic novel series, *Bill and Ted Save the Universe*, and NECA has created a figure of Death from *Bill and Ted's Bogus Journey* and had the actor who played Death, William Sadler, pose with the figure for Instagram.

The figure sold out at San Diego Comic-Con and NECA's other figures from the sequel film, *Bill and Ted's* series have been a success at retail.

Finally, Universal Studios Florida will present the live show, "Bill and Ted's Excellent Halloween Adventure," as part of its Halloween Horror Nights 2017 event. This will be its 26th year at the event.



Edutainment, Flossy and Jim, Visit BLE

Edutainment Licensing will introduce the Flossy and Jim brand to Brand Licensing Europe for the first time at this year's show.

Flossy and Jim is a new lifestyle brand designed for boys and girls, for all ages. With comical, urban, edgy and on-trend illustrations that use bold and bright colors, humorous iconic images and feel good phrases, the brand's mission is "to make the world a more fun and colorful place to be."

"Flossy and Jim's fun characters and bold style lends itself to the changing markets we have today, driven by social and digital content and we are delighted to have already secured partners in these important categories," says Denise Deane, owner, Edutainment Licensing. "As awareness for the brand develops we are now seeking licensees and/or retailers for greetings, stationery, bags and apparel and hope to meet with them at this year's show."

"We are beyond excited to be officially launching Flossy and Jim at this year's BLE," says Lynette Dare, creator, Flossy and Jim. "We look forward to discovering potential partners to create more bold, funny and bang-on-trend products."

Dependable Solutions System Gets Upgrade

Recent improvements to Dependable Solutions's system include a new retractable menu for searching content and reaching designated folders, optimizing screen space for viewing images and files. This enhanced viewability and paging feature provides larger images and infinite scrolling ability, making it easier to find content and save search history.

In addition to managing files, the user interface conveniently provides options for keeping up with contacts and links to the

intellectual properties related to any content file. Users can now sort each content file associated with a trademark and any associated information such as the location, talent, date, photographer or other important attributes of each file.

Dependable Solutions recently implemented its DRM software solution to assist the expanding licensing program represented by Brandgenuity. The company automated its systems to better manage the ever-growing workload of product approvals, contract and IP

management, as well as financials.

"We are so happy to have found a system that brings all the information into one space," says Teri Niadna, managing director, Brandgenuity. "As we expanded our agency activity, we realized we needed a tool which everyone could access from wherever they are and obtain the information they required. Dependable Solutions' DRM enables us to accelerate the day-to-day licensing administration, giving our team more time to spend on brand building."

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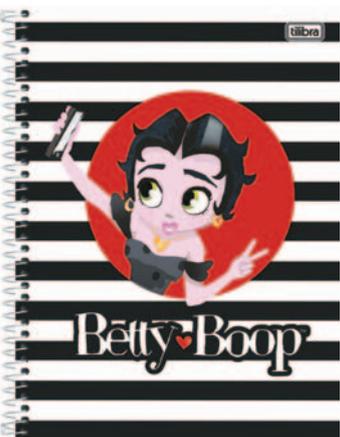
10 YEARS
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Betty Boop Gets a Style Upgrade

Manufacturers are beginning to roll out product for the new Betty Boop campaign based on the “Betty Boop Now” style.

The reimagined look has been in development for the past 18 months by King Features, Betty Boop proprietor Fleischer Studios and its design partners, and features the character in modern, contemporary fashion.



Boston-based Bare Tree Media launched its Betty Boop Now iMessage sticker packs in July as part of its promotional celebration for World Emoji Day, now in its fourth year.

Based in Brazil, Tilibra has created a collection of notebooks for

the fall back-to-school season. Designing personalizable products on demand, online retailer and creator of the Official Betty Boop store, Zazzle, is debuting the Betty Boop Now collection on the site this fall. Acco/Mead has plans to use the new Betty Boop Now artwork in its 2019 calendar.

“Our creative team has spent the past year and a half researching, refreshing and reimagining Betty, and everything is now beginning to come to fruition,” says Carla Silva, vice president, general manager, and global head of licensing, King Features. “As we continue to showcase Betty Boop Now, our licensees tell us they are excited to see that the new look resonates with today’s young woman. With realistic proportions and apparel choices that show her sassy attitude and style, Betty Boop Now is more expressive. She has a wide range of facial expressions and a more animated mouth through which she can voice her opinion and make her thoughts heard. Young women can really respond to that portrayal of individuality.”

‘MasterChef,’ YouTube Star to Hold Live Demos

Endemol Shine Group will feature a live session from two “MasterChef” top finalists and a drawing master class from Simon Tofield, animator and creator of YouTube’s “Simon’s Cat,” along with its other brands, at Brand Licensing Europe.

Other Highlights of Endemol Shine Group’s portfolio include “Big Brother,” “One Born Every Minute” and “Aliens Love Underpants AND...,” a series of animated shorts based on the children’s publishing series *Aliens Love Underpants* by Claire Freedman and Ben Cort, which has sold more than 3.5 million books worldwide.

Endemol Shine Group also represents “Mr. Bean,” which has been broadcast in 195 territories for more than 25 years. The brand currently averages 300 million monthly online views, and has 75 million fans on Facebook. Later this year, Mr. Bean will star in his own mobile game, “Play London with Mr. Bean,” in partnership with the Mayor of London’s official promotional agency London & Partners. The interactive mobile match-3 game features hidden treasures and offers and is designed to attract visitors to the city.



Among Endemol Shine Group’s scripted brands are “Hunted,” a real-life thriller that puts ordinary people on the run from a team of expert hunters; “Humans,” Channel 4’s series set in a parallel present; and “Black Mirror,” an Emmy-nominated anthology of tales exploring themes of contemporary techno-paranoia.

Game shows under Endemol Shine Group’s umbrella are “Tenable,” a play-along quiz show; “The Wall,” a new original U.S. format produced for seven territories; and “The Money Drop,”

which is adapted in more than 50 countries and has been played online over 41 million times worldwide.

“With such a prolific range of quality IP, we are looking to maximize the licensing potential of our brands locally, regionally and globally,” says Frances Adams, global director of brands and licensing, Endemol Shine Group. “We want to build on our current successes, such as our extensive licensing program for ‘MasterChef,’ and partner with the best licensees to create innovative, exciting new products that our audiences will love.”

Silentnight Celebrates 70 Years with JELC Extensions

Silentnight, a leading brand for sleep and sleep-related products for 70 years, is teaming up with JELC to expand its reach.

From its beginnings at a small retail shop in the north Yorkshire town of Skipton in 1946, Silentnight has become a superbrand with 90 percent brand awareness in the U.K. and a range of world-leading products incorporating unique sleep-aide technologies.

Silentnight’s current licensees include Comfy Quilts for duvets, pillows and more, which has been producing Silentnight top-of-bed products for many years. Furniture and bed frames, sleep-aiding electrical appliances and beds for pets have also been licensed, and the U.K.’s largest home fragrance company, Wax Lyrical, is offering a range of candles and diffusers under

the brand name.

JELC is talking with partners for microwavable products and sleep-related toiletries aimed at helping consumers wind down and encouraging a restful night’s sleep.

The U.K.’s “Family Sleep Expert” will also venture in the children’s market with an expansion of the Silentnight range of baby and children’s beds into new nursery bedding and associated product ranges such as baby sleeping bags and accessories. The strategy also includes developing the Silentnight mascots Hippo and Duck, iconic figures for 30 years and today the most recognized characters in the sleep-related market, into publishing, plush and nursery accessories, including mobiles, nursery night lights and toys.

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Original Stormtrooper Adds Apparel, Gifting Licensees

Shepperton Design Studios' Original Stormtrooper brand continues to expand with the addition of four new licensees across gifting and apparel.

New companies include Milltag for cycling apparel, Roy Lowe for novelty socks, Blues Clothing for children's apparel and Kimm and Miller for food gifting.

"We've seen astonishing success with the Shepperton Design Studios Original Stormtrooper products. Consumers have really taken to the fun, self-deprecating, oddball British humor," says Adam Bass, managing director, Golden Goose, which represents the brand for licensing.

"We have a new wave of products in the pipeline, and we're especially excited about the soon-to-launch Original Stormtrooper cheeseboard from Thumbs Up U.K.," says Martin Oestreicher, account director, Golden Goose.



Sony Gears Up for *Peter Rabbit*, *Ghostbusters* 35th

This year at BLE, Sony is focusing on two film releases for licensing opportunities: *Peter Rabbit* and the 35th anniversary of the original *Ghostbusters*.

Set for worldwide release in February, *Peter Rabbit* is a modern interpretation of Beatrix Potter's stories that will bring the world of Peter to



life. The film's cast includes Rose Byrne, Domhnall Gleeson, Sam Neill, Daisy Ridley, Elizabeth Debicki, Margot Robbie and James Corden as Peter Rabbit. Marking the movie being the first-ever live action/CG motion picture, the film features a contemporary story that every generation can relate to.

Ghostbusters will celebrate its 35th anniversary in 2019 with a line of play sets with Playmobil. Earlier this, Sony released Chapter 1 of the *Ghostbusters* virtual

reality experience entitled "Now Hiring" on PlayStation VR for PS4 and will release Chapter 2 in the coming months. The game extends the reach of the franchise, giving fans the opportunity to become a Ghostbuster. Sony is currently exploring several co-branded partnerships and have a number in the pipeline that will be announced soon.

'Tee and Mo' Head to London

Zodiak Kids will debut the new digital property "Tee and Mo" at Brand Licensing Europe.

"Tee and Mo" follows the adventures of 3-year-old monkey Tee, and first-time mother Mo, as they navigate their life together, learning what it takes to be a son and mom.

Following its digital debut as a suite of games and four songs, the show is also accompanied by online games and songs to make it a preschool favorite across multiple platforms.



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- What's Big on Holiday Lists
- Special Reports on Anime and Addressing IP Protection
 - The Year in Review

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- The Toy Fair U.K.
- Spielwarenmesse Toy Fair Nuremburg
- LIMA Germany Licensing Fair
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THE LICENSING ACADEMY

WEDNESDAY, OCTOBER 11

Introduction to Licensing

10–10:30 a.m.

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

NPD's Overview of the European Licensed Toy Market in 2017

11–11:45 a.m.

Speaker: Rory Partis, senior account manager, The NPD Group
Forty-eight percent of European toy consumers bought at least one licensed toy last year. This seminar will explore:

- How big is the market?
- Is it growing?
- Where are the growth opportunities?
- How is it changing in the era of social media and hyperchoice?
- What are the market's perspectives?
- A special focus on kids' licensing beyond toys in the U.K. (Which categories are biggest? What do parents buy versus grandparents?)

Keynote – Licensing: The Next Generation

12–12:45 p.m.

Panelists: Eric Karp, head of licensing, BuzzFeed; Dan Amos, head of new media, Tinderbox; John Erlandson, co-chief business officer and executive vice president, business development, Authentic Brands Group; and Naz Cuevas, co-founder, 212 Degree Strategy Consultancy

Chairperson: Steven Ekstract, group publisher, *License Global*

The future of licensing is already upon us, and if you're not already changing your approach, you're going to get left behind. Join a forward-thinking panel of experts from across the industry who'll give their insights into next gen platforms, content, retail and merchandising, commerce and technologies.

Opportunities in the European Grocery Retail Market

1–1:45 p.m.

Speaker: Milos Ryba, head of discount, IGD

Playing with Brands: A Look at the Design Process Behind Licensed Toys and Games

2–2:45 p.m.

Panelists: Billy Langworthy, founder, Mojo Nation; Simon Skelton, director, Big Ideas Product Development; Luc Hudson, creative director, Triclops Studio; Chris Birch, publisher and founder, Modiphis Entertainment; and Richard Heayes, founder, Heayes Design

Whether it's board games that adapt an IP and reflect its style, narrative and tone via gameplay, or toys that embrace the latest tech to bring much-loved characters to life in innovative ways, the world of licensed toys and games has never been as exciting as it is right now. The Playing with Brands panel will see designers lift the lid on how they go about creating licensed toys and games, dissecting the creative constraints and potential pitfalls involved in bringing characters and IP to life in this way, as well as looking at how the toy industry's relationship with licensing has evolved over the years.

THURSDAY, OCTOBER 12

Licensing in Europe: The Background, the Present and the Potential Future, Including the Potential Implications of Brexit

10–10:30 a.m.

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

Following the successful webinar held in June, join Kelvyn Gardner and guests for their take on the current state of play in EU Licensing.

Brand Licensing: The Seven Deadly Sins

10:45–11:15 a.m.

Speaker: John Burns, partner, Gateley

What Role Does Subscription VOD

Currently Play in our Television Viewing Habits?

11:30 a.m.–12 p.m.

Speaker: Samantha Tuck, associate director, GfK

GfK has uniquely been tracking title level consumption of content on SVOD platforms since March 2015. In this session, GfK will explore the consumption of content across Netflix, Amazon Prime and NOW TV and demonstrate how this study helps broadcasters, producers and distributors understand the true value of their content, alongside the original content released by the platforms themselves.

Assembling a Pan-European Licensing Program

12:15–1 p.m.

Speaker: Teri Niadna, managing director, Brandgenuity Europe

This session will explore best practices and key considerations for building a pan-European licensing program. With 32 different countries, 16 currencies and many languages and cultures, working across Europe can make your program more scalable and easier to manage, but there can also be disadvantages in local expertise and relationships that must be managed. Learn about the benefits of working across the region, as well as techniques that will help you bring your program to market with maximum efficiency and impact.

License This! Finale

1:15–2 p.m.

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

Judges: Jane Evans, managing director, JELC; Claire Piggott, director, licensing and merchandising, Larkshead Media; Sam Ferguson, senior director, licensing and retail, Jazwares

The License This! competition offers new, creative concepts the chance to break into the global licensing industry. It is open to any new artwork, brand or character that has no merchandising deals in place or pending. Short-listed concepts will present to a panel of judges and the winner will be announced.

THE BLE LIVE STAGE AND SEMINAR THEATRE

WEDNESDAY, OCTOBER 11

In Conversation with Lauren Sizeland

11:30 a.m.–12:15 p.m.

Speaker: Lauren Sizeland, director, business development and licensing, V&A
Moderator: Amanda Cioletti, executive editor, *License Global*

Lauren Sizeland will offer her unique perspective of licensing in the heritage and NFP sector, as well as insight into the V&A's successful brand licensing program.

The Versatility of a Brand Licensing Program

12:30–1:30 p.m.

Panelists: Susan Bolsover, head of licensing and consumer products, Penguin Random House; Christine Cool, licensing manager, Perfetti Van Melle; Gabrielle Sims, head of licensing, Fat Face; and Nicolas Loufrani, chief executive officer, The Smiley Company
Chair: Richard Pink, managing director, Pink

Key Consulting

This Q&A panel will explore concepts and products from brand licensing programs that are innovative and particularly creative. Initiatives that at the time of their release were surprising and not necessarily what the industry or the consumer was expecting. After introductions and examples from the panelists there will be a chance to quiz them on the creative process and where their ideas came from with questions from the audience.

Licensing Our National Heritage

2–2:45 p.m.

Speakers: Jane Evans, managing director, JELC, and Judith Mather, director, buying and brand licensing, The National Gallery

The National Gallery began a journey to extend the reach of its collection of the nation's paintings through licensing when it started working with JELC three years ago. Today, it has nearly 40 licensing partners in the U.K., with expansion planned internationally through 2018. This conversation will look at how the partners went about it and the challenges they faced.

I Like Birds: A Fledgling Brand's Tale One Year on from License This!

3–3:45 p.m.

Speakers: Stuart Cox, co-founder, I Like Birds, and Jane Evans, managing director, JELC
Hear co-founder Stuart Cox describe first-hand I Like Birds' journey from illustrations lost in a drawer to accidental greeting card publisher and License This! finalist that recently launched a multi-pronged licensing program in January. You'll hear what it's like to be a fledgling brand owner, the role of the agent and the strategies behind the company's licensing program.

THURSDAY, OCTOBER 12

How Licensable is Your Brand?

11:30 a.m.–12:15 p.m.

Speaker: Adam Bass, managing director, Golden Goose

Thirty years of brand equity? Eighty percent brand awareness? How do you decide if you should build a licensing program?



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EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
0+Media	C120	DELISO SAS - SOPHIE LA GIRAFE	B68	Legendarium	A124	Rainbow S.R.L.	C10
20th Century Fox Consumer Products	E30	Dependable Solutions, Inc.	P12	LEMA Publishing	G57	Riki Group	C120
24H Le Mans	P20	DHX Brands	C30	Lemon Ribbon	H4	Rocket Licensing Ltd	F5
24IP Law Group Sonnenberg Fortmann	F86	DIC 2 Srl	P14	LEONI S.P.A.	E80	ROI Visual	C100
4K Media Inc.	C130	Dicentium Films / Meteoric Entertainment.	A90	Level-5 Abby Inc	D127	Rovio Entertainment Ltd	B10
Aardman Animations	F15	Discovery Consumer Products	C82	Licensing Expo China	G76	Rugby World Cup 2019	N22
Activision Blizzard	E40	Dorna Sports SL	P21	Licensing Link Europe Ltd	B36	Saban Brands	E15
Adams Kids	N40	Dracco Company Ltd	F38	Licensing Management International Ltd	F85	Sagoo SAS	F58
Adidas-Real Madrid	N26	DRI Licensing Ltd	F30	Licensing.biz	A100	Sanrio GmbH	A20
Admiral Sportswear	P51	Ducati Motor Holding S.p.a	N17	LIMA	R135	Santoro Licensing	C2, D5
Agma Ry	C125	Dutexdor	L22	Lions Gate Entertainment	F55	Sarah Hurley	J7
Alchemy Licensing	P52	Dynit srl	G75	Lisle Licensing	C45	Science Museum Group	L15
Allsorts Licensing	C84	EDEBE LICENSING	B30	Live Nation Merchandise	B52	SEGA Europe	C35
American Greetings Entertainment	F20	Edutainment Licensing	G25	LoCoco Licensing Inc	E3	Sharpe Company	C45
Anima Kitchent	B30	EL OCHO LICENCIAS Y PROMOCIONES, S.L.	B30	Lonely Dog	P61	Smiley	C40
Animal Jam	E104	Emoji Company GmbH	E70	Longboard	N32	Sony Interactive Entertainment Europe	D20
Animaru Ltd	J4	Endemol Shine Group/UK	B95	Ludorum	F67	Sony Pictures Consumer Products	E35
APC kids	B54	Entertainment One	C50	Luk Internacional & Genius Brands International	A65	Spain Licensing Pavilion	B30
Arsenal Football Club	L25	ETS STUDIOS SRL	E75	Luv Galaxy Company Limited	A55	Staramba	L32
Art + Science International	A85	Euro Lizenzen	G40	M4E AG	B15	Start Licensing Limited	F71
Art Ask Agency s.l.	P50	Expocontent	C120	Made in Russia	C120	Striker Entertainment LLC	F100
Art Brand Studios	R35	Fantawild Animation Inc.	B115	Magic Light Pictures	C90	Studio 100	B15
Ashcroft Designs	H5	Fashion UK	B20	Mandarin Licensing	M15	Studio Pets by Myrna	C45
Assaf Frank Photography Licensing	H2	FIFA	M25	MANU	J2	StudioCanal	D80
Atlantycia Entertainment	B45	Finnish Licensing Agents & Brands	C125	Markosia Enterprises Ltd	H7	SYBO Games	C155, D132
Authentic Brands Group	A10	Fluid World Ltd	A35	Masha and the Bear	C70	Teddy's Inc. Ltd	J8
Automobili Lamborghini S.p.A.	P10	france tv distribution	G27	Master Italia	N30	Tempting Brands Netherlands BV	N15
Azerty Galerie	H1	FremantleMedia	E55	Mattel Brands Consumer Products	E10	Teo Jasmin	R10
BANDAI NAMCO Entertainment Europe S.A.S	F12	Gallimard Jeunesse	M20	Maui and Sons	Q14	TF1 Licences	N24
Bavaria Media GmbH	N12	Games Workshop Group plc	B32	May The Thoughts Be With You	J14	The Bookseller	J11
BBC Worldwide Consumer Products	E20	Gateley LLP	A120	MAYA STUDIO SL	B30	The Licensing Source Book Europe	G70
Beano Studios Limited	C87	GC Properties S.A.	E105	Mediatoon Licensing	E4	The Light Fund	F69
Beantalk Europe	Q100	Giochi Preziosi Group	A25	Megalise	C120	The Partnership	N10
Benesse Corporation	E100	Global Icons Europe Ltd	N100	Melnitsa Animation Studio	B54	The Point. 1888	B80
Biplano Licensing SA	B58	Global Merchandising Services Ltd	G74	Merch Traffic	B49	The Pokemon Company International, Inc.	B35
BJA Design	C150	Globetrade / Beetosee	G15	Mercis	F30	The Shape Kids	H8
Blue Zoo Animation Studio	F14	Glory Innovations, Inc.	A70	Metrostar and Brand Central	Q10	Those Licensing People	D115
BM Srl	F105	Golden Goose	P22	MGL Licensing	J1	Tinderbox	Q100
Bonus Marketing Productions	F37	Grani & Partners	A25	Milan Entertainment SRL	Q12	Toei Animation Europe	F35
Brand Central	Q10	GUARDIAN PRODUCTS AND PROMOTIONS S.L.	B30	Monday2Friday	M30	Tokidoki, LLC	B60
BrandComply.com	G30	Hampshire Cultural Trust	J3	Mondo TV	D70	Toncar	F32
Brandgenuity LLC	P60	Hasbro Brand Licensing & Publishing	D40	Monika Suska Illustrations	J5	Topps Europe Limited	F65
BRANDS AND RIGHTS 360 SL.	B30	HCA Creation	B86	Moomin	C60	Total Licensing Ltd	G35
Brands With Influence	Q20	Historic Royal Palaces Enterprises Ltd	L30	Multera	C120	Traditional Japan	L18
Bravado	D80	History & Heraldry	J9	MyMediabox	B66	TT&F Licensing Company Ltd	C94
BroadTeck Co., Ltd	C86	Horipro Inc.	F22	Napa Agency	C125	Tulipop	E103
Bulldog Licensing Ltd	F2	Howard Robinson & Associates	J10	National Geographic	E30	Turner Broadcasting Systems	D50
Bulls Licensing	C62	IBML	P100	Natural History Museum	L35	TY Inc	E110
By Hartwig Braun	J13	IHL INHOLLYWOODLAND	F76	NBA Properties Inc	M17	Ubisoft EMEA	E50
CAA-GBG Global Brand Management Group	L100	IMG	N20	NECA	B22	Universal Brand Development	D60
CAPCOM	E115	Imperial War Museums (IWM)	R38	Nelvana International Limited	B56	V & A Enterprises Ltd	K10
Caroline Mickler Ltd	A60	IMPS S.A	B50	Nickelodeon & Viacom Consumer Products	D10	Vicki Thomas Associates	J6
Carte Blanche Greetings Ltd	D105	Ink Group A/S	C70	Nintendo	G78	Vivendi	D80
Cartotecnica Sinigaglia	G55	ITV Studios Global Entertainment	C20	Nudinits	H9	VIZ Media Europe	B90
Celebrities Entertainment GmbH	E2	Jazwares LLC	D125	Nuttery Entertainment AB	A95	Voov	E90
Centa IP	B92	JCB Consumer Products Ltd.	F50	On Entertainment	B25	Walker Books Ltd	G20
Chelsea FC	L20	JELC LTD	Q25	One Animation	B47	Warner Bros. Consumer Products EMEA	D30
Chupa Chups, S.A Unipersonal	M10	Juventus Football Club	L9	One Target Consumer Product	F32	Warner Music Artist Services	D135
City Football Marketing	K18	Kazachok	F110	OpSec Security	M18	White Space Entertainment	C140
Claire Louise	J12	Keen Advisory	F74	Paramount Pictures	B72	Withit Studios	B40
Coolabi Group	E60	King Features	E65	PEA & PROMOPLAST SRL	A50	Wizart	C120
Copyrights	D80	Kitkase Ltd	M35	Penguin Random House	F45	Women In Toys, Licensing & Entertainment	B64
Country Colour	J17	Kocca	E25	PGS Entertainment	F66	WWE	E45
CPLG	C30	KOOKHAK SAEMI INC.	F115	Pikkuli	C125	Xilam	B110
Crazy Bell Agency	A45	KREAM Helsinki	C125	Pink Key Consulting	Q15	Ypsilon Licensing	G65
Creative Licensing Corporation	F72	KUKUXUMUSU (UNIVERS PALOSECO)	B30	Planeta Junior	B15	Zadorin inc	C120
CTC Media	B54	Last Lemon	F80	POSH Original Art	J18	Zag Animation	B25
Curtis Licensing	F10	LCT Creative	H3	Pro Scarves	N48	Zodiak Kids	F40
Cyber Group Studios	B118	Le Tour de France, Dakar & Paris Saint-Germain	R16	Rachael Hale	B62	Zolan Licensing Agency	G60

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TF1 Picks Up ‘Sunny Bunnies’

Media I.M. has appointed TF1 Licenses to represent its preschool series “Sunny Bunnies” for licensing, merchandising and promotion in France and French-speaking Europe.

Through the agreement, TF1 will manage the key merchandising and licensing categories for the program.

Furthermore, TF1 has secured the AVOD and SVOD rights, enabling the company to cross-promote the series on its children’s catch-up service MY TF1 as well as on the SVOD platform TFOUMAX.



Continued from Cover

“In the early days it was tempting to just slap the game logo on a bunch of products. Some consumers would buy that, but over the years we’ve developed an active style guide process where we focus beyond the key assets of the game and become fans ourselves,” said Dinsey, who referenced a recent line of “Uncharted” products that featured a beer brand that only exists in the game, offering a kind of “secret message” to fellow fans.

From Maidy’s perspective, video game brands have an advantage because they are already at retail with their software and peripherals. Bringing other products in line with the core game items is an easy next step for retailers.

She still believes though that having strong characters is key, whether you’re in the gaming space or any other form of entertainment. For example, Maidy said that Activision’s character-based brands have a depth and breadth of reach at retail that non-character brands such as “Candy Crush,” while still successful, just can’t match.

And the strong characters that populate many of today’s most in-demand gaming titles, have naturally led Activision, along with other game publishers, into other avenues of entertainment from films to TV to web series. So much so that Activision now refers to itself as an entertainment company.

“The game is the driver, eSports is the multiplier and linear content

is the expander,” said Maidy.

eSports itself is the fastest growth area for Sony Interactive Entertainment Europe, said Howsen, with opportunities similar to that of traditional sports.

Meanwhile, retro gaming properties are also gaining in popularity, and in some cases present an easier entry point to the genre than newer gaming brands, said Radford. Retro brands can be seen by some retailers as a safer option to new, untested IP, and consumer demand is high.

“I think just like in other entertainment genres, gaming is beginning to benefit from a generational loop,” said Barton, who talked about sharing brands from his childhood with his own kids.





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MDL Adds More Animation to Portfolio

Maurizio Distefano Licensing has added three new properties to its portfolio line-up.

“Booba,” produced by 3D Sparrow animation studio, centers around a strange but friendly creature whose boundless energy and enthusiasm, awkward movements, and desire to learn more about the world around him. His popularity on Amazon Prime and his own dedicated online channel has now inspired a licensing campaign, says MDL.

“Simon’s Cat” is an animated cartoon and book series about a hungry house cat who is in regular conflict with his owner, usually over getting fed. First published in the



U.K. in 2009, the debut book soon appeared in a number of other countries and inspired further titles. A newspaper comic strip and a

series of animated shorts distributed on YouTube followed shortly after. Now brand owner Endemol Shine Group is bringing “Simon’s Cat” into the licensing arena.

As part of the strategic alliance with Biplano, known as BMD Licensing Partners, will also be promoting opportunities in France, Italy, Spain and Portugal for Sony Pictures, and in particular *The Emoji Movie*, *Jumanji*, *Peter Rabbit* and *The Barbie Movie*.

MDL will continue to seek out licensing opportunities for its properties, including “Masha and the Bear,” “Angry Birds,” “ALVINNN!!! and the Chipmunks” and Emoji—the iconic brand.

Fyodor Golan Talks Chupa Chups Collab



Following a September debut at London Fashion Week, British design house Fyodor Golan stopped by Brand Licensing Europe to show off their latest collection, inspired by Perfetti van Melle’s confectionary brand Chupa Chups.

The designers described the pair-up as one of the “most intertwined collaborations we’ve ever done,” with the aesthetic and history of the confectionary brand fitting in naturally with the duo’s “heat wave” concept for the collection, through which they wanted to highlight themes of eco-consciousness.

“We wanted to take a consumable product and turn it into an ultimate item of luxury, something that you wouldn’t just discard.”

And you absolutely would not discard the beautiful pieces in this womenswear collection of skirts, shirts and dresses, that will hit retail in February.

“Even items that are not necessarily in your face Chupa Chups still have been influenced by the ethos of Chupa Chups as a brand, the products, the flavors, the colors, the history, the materials, the wrapping,” they said. “When we started looking into the history of the brand, from Dali designing the logo all the way to what they’ve done recently, we just felt there was a kind of fantastic synergy throughout. This concept, that a product can give you joy and help you express who you are and make you feel more comfortable with yourself, is very much what we’re about as well.”

“For Chupa Chups, design has always been a key asset, so we are very excited to have Fyodor Golan’s privileged creative minds propose an embroidered and exquisite version of our brand elements in this fashion collection,” said Christine Cool, area licensing manager, Perfetti van Melle. “It is fascinating to see how they have made an artistic conception by fusing the brand icons with surprising materials and disrupting shapes.”

Stop by and see the collection yourself at Brand Licensing Europe Stand M10 this week.



Hannah Mungo, Universal Brand Development



Ami Dieckman, Katie Rollings, Andrew Carley and Rebecca Harvey, Entertainment One



Hannah Edwards, David Fenton and Anne Buky, Imperial War Museums



Jay Young, Philippe Roucoule and Paul Bufton, Warner Bros. Consumer Products



Tim Kilpin, Activision Blizzard Consumer Products Group



Charlie Donaldson and Rob Wijeratna, Rocket Licensing; Elizabeth Scoggins, Scholastic U.K., with Terry Deary, author, Horrible Histories series,



Johanne Broadfield, Graham Saltmarsh and Maria Rosaria Milone, Cartoon Network Enterprises EMEA



Andrea Green and André Lake Mayer, Zag



Alana Schnee, Josh Bowles, Alix Kram and Chris Scholten, Warner Music Artist Services

Tea at the Commons

The annual International Licensing Industry Merchandisers' Association (LIMA) executive seminar in conjunction with Brand Licensing Europe was held at the House of Commons, Oct. 9. Executives from BBC Worldwide BuzzFeed, Cartoon Network, Fashion U.K. and Finsbury Food Group discussed the future of licensing.



Kelvyn Gardner, LIMA; Gurdev Mattu, Fashion U.K.; Pete Yoder, Cartoon Network; Rikesh Desai, BBC Worldwide, Lawrence Trist, Finsbury Food Group; and Eric Karp, BuzzFeed



Christine Thomas, Katie Rollings and Zoe Knight-Smith, Entertainment One



Steven Ekstract, *License Global*; and Louis Stark, Prager Metis



Glenn Hendricks, Welch's, with Jay Asher and Teri Niadna, Brandgenuity



Lisa Wegner, Johanna Fogt-Sohn and Jacob Escobedo, Cartoon Network Enterprises



Kim Perry, Creative Licensing Corporation, and Ira Friedman, Topps



Ross Misher, Brand Central; and Andrew Carley, Entertainment One



Stephanie Kupperman and Rand Marlis, Creative Licensing Corporation



Juli Boylan, MGA Entertainment



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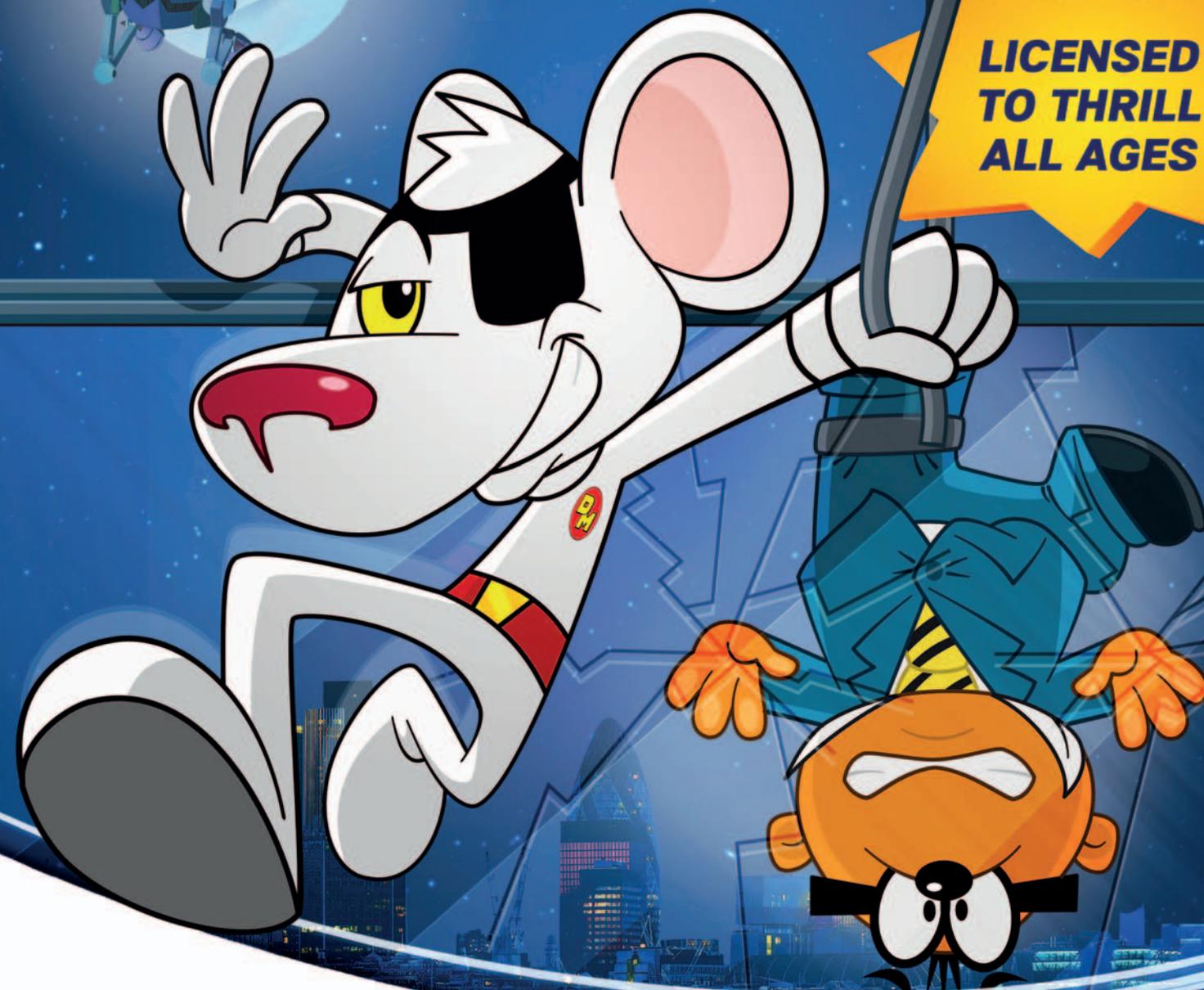


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