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LONDON BRAND LICENSING EUROPE 2017

The Future is 'Flexibility and Speed'

Navigating the new, fast-paced world of digital content and retail was the central topic at the second keynote panel Wednesday at LIMA's Licensing Academy. The session featured Dan Amos of Tinderbox, Naz Cuevas of 212 Degree Strategy Consultancy, John Erlandson of Authentic Brands Group and Eric Karp of BuzzFeed, and was moderated by *License Global's* Steven Ekstract.

"Traditional licensing, even when it moves fast, is incredibly slow relative to the speed at which things are changing right now," said Erlandson. "As licensors and licensees we need to learn to react in different ways. The traditional model is in a box and the model of the future is going to be built on flexibility and speed."



But despite the increased focus on digital and speed at which the world of the consumer is evolving, the panelists all agree that brick-and-mortar retail is still crucial.

The new digital landscape has its positives as well, said the panelists.

A key asset touched on by the speakers was the vast amount of intel available almost immediately about new brands and fans.

News

Register for NYC Summit

The NYC Summit, which takes place Feb. 20, 2018, in New York City, is now open for registration.

The event is developed by *License Global* magazine, part of the Global Licensing Group at UBM (also organizers of Brand Licensing Europe) and is presented in partnership with LIMA.

Read more about the NYC Summit on **page 10**.



CNE Shows Off 'Ben 10'

Cartoon Network is set to debut the new live-action game show "Ben 10 Challenge" tomorrow.

The series, based on the animated evergreen series of the same name, will premiere on Cartoon Network and be hosted by Nigel Clarke.

Hasbro Names Allspark Executive

Hasbro has tapped Greg Mooradian to serve as president of the company's Allspark Pictures.

Mooradian will oversee the studio's live-action film and television, beginning in January 2018.

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

Saban's 'Power Rangers' Take to the Road

To mark its 25th anniversary, Saban's "Power Rangers" will visit 50 North American cities in 2018 on a live tour.

The tour, which is in partnership with Red Light Management and CAA, starts in Phoenix, Ariz., on February 17, 2018, and will make stops at 50 North American cities in beginning next spring including Los Angeles and Toronto.



Rubik's is Game for Collab

Rubik's and Bandai Namco's "Pac-Man" have teamed up to create a limited-edition, '80s-inspired product line for teens and adults, set to debut at retail next year.

Product will include apparel, accessories, novelties, gift, stationery and promotions.

Rubik's Cube is represented for licensing by The Smiley Company.



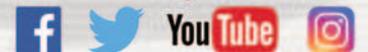
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Day 3

Discovery Launches Urban Adventure Line

Discovery Consumer Products is showcasing lifestyle brand Discovery Adventures, geared towards urban explorers, at this year's Brand Licensing Europe.

With product lines including apparel, accessories, outdoor gear, consumer technology, and more, Discovery Adventures' demographic are those who follow Discovery's programs and content and Millennials seeking outdoor adventures.

This year, Discovery launched the first Discovery Adventures apparel line in the U.K. and debuted a collection of outdoor living tents and hard goods at major U.K. retailers, with both collections set to expand to additional European markets in 2018. They also secured a new deal with Bresser for Discovery Adventures action cameras, which launched in key European territories this summer.

To celebrate Discovery's new partnership with Craghoppers and U.K. retailer Debenhams, a dedicated Discovery Adventures concession will launch this month at Debenhams Oxford Street and feature t-shirts, hoodies and jackets for men and boys.

Additional direct to retail partnerships are planned for 2018 launch, with more announcements to come. Looking ahead, Discovery is seeking new licensing partners for Discovery Adventures in the consumer electronics, fast moving consumer goods, food and beverage, health and beauty, gifts, fishing and promotional categories.

CNE Dresses 'We Bare Bears'

Now in its third season, Cartoon Network Enterprises' animated series "We Bare Bears" is expanding its European licensing program with the appointment of the brand's first apparel partners.

In the U.K., BCI has been signed on for a range of nightwear for kids and adults, and Smyk is on board for kidswear, footwear and fashion accessories in Poland. Both ranges will launch next spring/summer.

"Beyond the target audience of kids 6-12, 'We Bare Bears' has a strong teen and adult appeal too thanks to its relatable, social-media engaged characters, laugh-out-loud humor and smart story lines," says Johanne Broadfield, vice president, Cartoon Network Enterprises EMEA. "The show is really resonating across our TV, digital and social platforms, and we're seeing the growing momentum with fans translating into demand for product."





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Moose to Distribute Bush Baby World in North America Next Spring

The Bush Baby World toy has signed with Moose Toys for distribution in the U.S. and Canada.

The brand will trade as Fur Babies World in North America, and will hit stores in spring 2018. The range will be identical to the U.K. products, and the animation will be re-purposed for the North American market.

“We have been blown away by the interest in Bush Baby World internationally and are delighted to have a partner such as Moose in the U.S. and Canada,” says Barry Hughes, commercial director, Golden Bear. “We have been very impressed by their team and look forward to Fur Babies World hitting the North American shelves in early 2018.”

“This line is flying off the shelves in the U.K.,” says Paul Solomon, co-chief executive officer, Moose Toys. “Kids in the U.S. will be drawn to these cute, quirky characters and we can’t wait to share them with our fans in 2018. With brands like Shopkins and Little Live Pets, the team at Moose have shown that we know how to drive a hit toy line and we are sure that the introduction of Fur Babies World will be no different.”

Brands with Influence, which represents the brand for licensing, have recently announced a series of licensing deals for the U.K. and it is anticipated that the licensing program will follow the toys across the Atlantic in 2018.



Rainbow Taps Original Marines for ‘Regal,’ ‘Winx’ Apparel

Rainbow has announced a new licensing agreement with children’s clothing company Original Marines for an apparel collection featuring the animated series “Regal Academy” and “Winx Club.”

The “Regal Academy” capsule collection by Original Marines is aimed at girls aged 2 to 12. The collection will launch later this year, and features items embellished with soft prints and mesh applications.

“Winx Club,” broadcasted in more than 150 countries, follows the adventures of the Winx Club fairies. The brand’s licensing program boasts hundreds of licensees across a multitude of categories.

“Regal Academy” is about the grandchildren of famous fairy tale characters who attend a new school, the Regal Academy. Season one was watched by fans in more than 100 countries, and season two will launch later this year. Its licensing program currently covers all main categories.



Dr. Seuss'
The GRINCH

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ILLUMINATION



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SYBO Games Ready to Ride “Subway Surfers” Wave

SYBO Games, creator of mobile game app “Subway Surfers,” has tapped Naz Amarchi-Cuevas of 212 Degrees Consulting, to extend the entertainment brand franchise with a new sub-brand, “Subsurf.”

Known for her work with Rovio’s “Angry Birds,” Amarchi-Cuevas has been readying a brand reboot for the games studio with the company’s creators, and enlist an arsenal of global lifestyle partners for Subsurf at Brand Licensing Europe.

“SYBO has been mindfully building this entertainment franchise since the company’s founders [Bodie Jahn-Mulliner and Sylvester Rishøj] launched their award-winning ‘Subway Surfers’ animated short film on YouTube eight years ago, and it’s about to get real,” says Mathias Gredal Norvig, chief executive officer, SYBO Games. “We have carefully built a massive fan base for our universe since introducing the game in 2012, and now we’re ready to delight them with our edgy, and captivating entertainment, with a lifestyle product portfolio and Naz is the licensing linchpin to do just that.”



“The industry is constantly changing, and having billions of eyeballs on a game is simply not enough,” says Amarchi-Cuevas. “I absolutely love the way the new ‘Subsurf’ franchise authentically embraces society’s focus on the globalized Worldhood megatrend, weaving together an array of the strong global influences, including authentic street art, edgy youth fashion, regional global styles, skate culture, music and dance in immersive ways. The edgy, expressive and nostalgic attributes

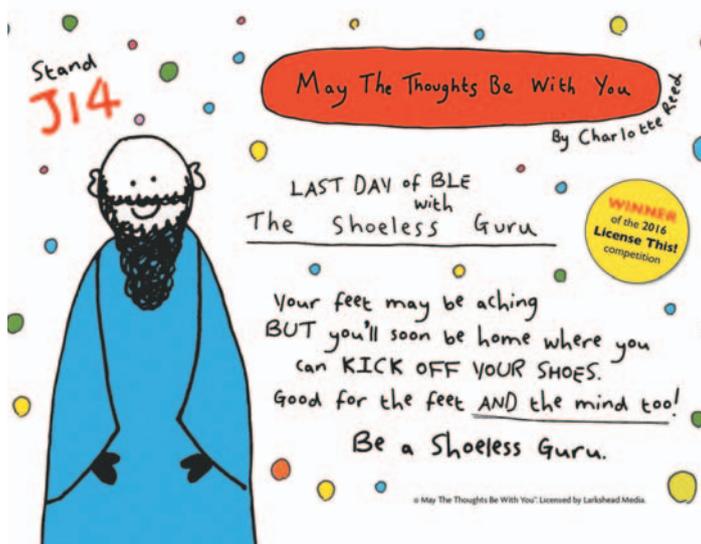
are not only hot, they also should resonate with ‘Subsurf’s’ massive and active worldwide user base.”

“Subsurf” is the first of multiple worlds SYBO Games will be introducing. An upcoming animated series will premiere next year, led by Daytime Emmy award-winner Sander Schwartz, former president of Warner Bros. Animation and Sony Pictures Family Entertainment Group. The show is currently in pre-production.

SYBO has also brought on Daniel Persson as head of games to expand on current titles and develop new games. He was previously with King, and built their Malmo office from scratch, with successful work on “Pet Rescue Saga.”

“We are thrilled with the opportunity to bring Jake, Tricky and Fresh content to the worldwide legions of ‘Subway Surfers’ fans,” says Schwartz, head of animation, SYBO Games. “Fans will get to know the characters through smart, funny and engaging stories, and broaden their experience with the brand through the game, animation and, now, consumer products.”

License This! 2016 Winner Makes BLE Debut



May The Thoughts Be With You, a publishing property that won last year’s License This! competition at Brand Licensing Expo, is now at BLE this year as an exhibitor. Since winning License This! in 2016, the brand has signed with media services company Larkshhead Media who now manage its global licensing. Appointed by brand owner and creator Charlotte Reed, Larkshhead Media’s early category focus for the brand is on paper products such as greeting cards, gift wrap and notebooks, and gifting. Apparel, notably t-shirts and nightwear, is also seen as having strong licensing potential for May The Thoughts Be With You.

Some of the brand’s characters like the Shoeless Guru, Betty and the Happy Hippy, have made

appearances at the May The Thoughts Be With You stand during BLE.

“The speed with which May The Thoughts Be With You has developed as a book and a brand continues to amaze and delight me,” says Reed. “It’s been an extraordinary journey from the Portobello Road to Olympia.”

“Charlotte’s brilliant and delightful combination of positive messages with witty drawings and memorable characters has made May The Thoughts Be With You a publishing hit,” says Clare Piggott, director of licensing and merchandising, Larkshhead Media. “We’re delighted to be working with Charlotte as she aims to add a richly deserved licensing success to her extraordinary publishing achievements.”



DREAMWORKS
Trolls

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NY© SUMMIT

THE BUSINESS OF BRAND LICENSING

A New Reason to Come to New York in February—The NYC Summit

With Brand Licensing Europe coming to a close, it's time to look ahead to the next major event in the licensing calendar—the NYC Licensing Summit.

Next year's NYC Summit will take place in midtown Manhattan on Feb. 20, 2018, at the tail end of New York Toy Fair and just after Fashion Week, making it a convenient stop in the global events calendar next spring and allowing for increased synergies with two of the largest verticals in licensing—toys and fashion.

The annual conference and networking event will feature an increased focus on all aspects of the current retail landscape—from e-commerce to experiential retail—as well as thought leaders from a host of key segments including gaming, sports, new media, entertainment, food and beverage, fashion and more. Additionally, the event will feature a new format that will allow for more intimate dialogue and networking.

“The decision to move up the dates of the NYC Summit so that it could take place at the end of NY Toy Fair, was based directly on feedback we received from past attendees,” says Steven Ekstract, group publisher, *License Global*. “Not only will we tap into these two

major industry events—NY Toy Fair and Fashion Week—but we'll also be featuring a refreshed speaker slate and format that will really take the event to the next level.”

Previous speakers at the NYC Summit have included executives from Activision Blizzard, Beanstalk, CAA-GBG, Cartoon Network, Hasbro, Hot Topic, Iconix Brand Group, Loot Crate, National Basketball Association, National Football Association, Nickelodeon, PepsiCo, Sony Pictures, Spirit Halloween, Target, Tesco and YouTube.

Tickets for the event are on sale now at a special Early Bird rate of \$795 (regular price after Dec. 15 is \$895). LIMA members, as well as exhibitors and attendees at other UBM licensing events, including Licensing Expo and Brand Licensing Europe, qualify for a \$100 discount, so stay tuned for further details from your sales manager or membership coordinator.

The NYC Summit is developed by *License Global* magazine, part of the Global Licensing Group at UBM (also organizers of Brand Licensing Europe and Licensing Expo), and is presented in partnership with the International Licensing Industry Merchandisers' Association.

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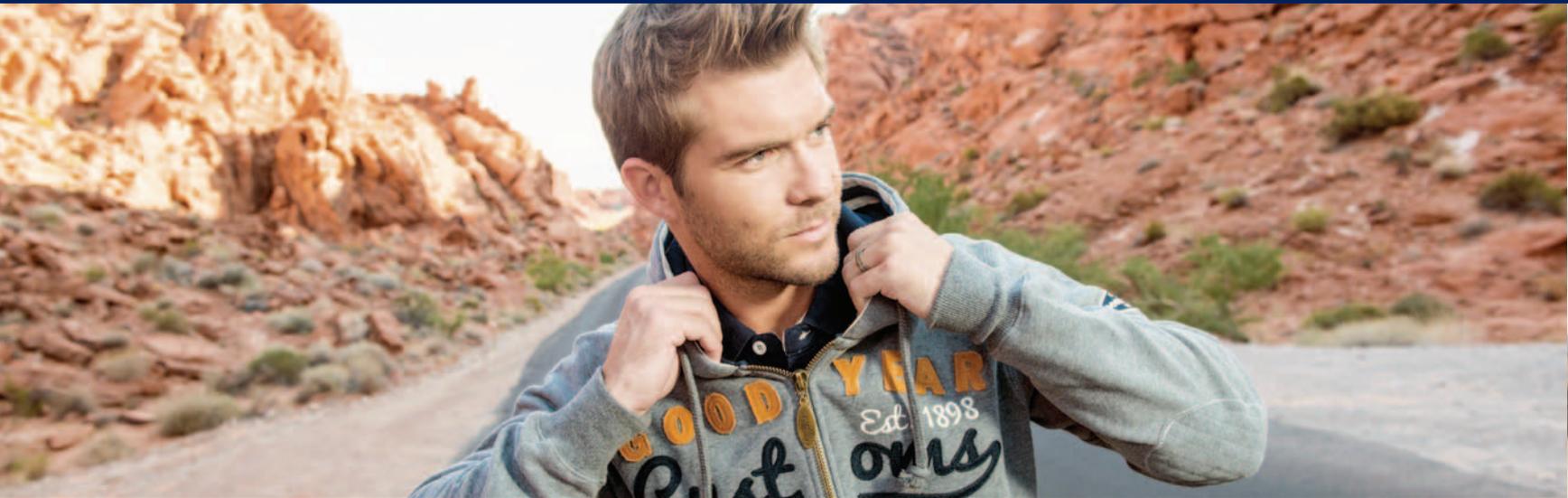
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GOOD YEAR



Lifestyle Collections



For licensing opportunities please contact Fabrice Faurie
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Topps Touts UEFA, WWE Match Attax Collections

Earlier this year, UEFA Champions League collectibles launched across Europe with a Match Attax Trading Card game and new sticker collection from Topps. Sales for both ranges continue to grow year-on-year as the European club football is more exciting than ever before, says the company.

The 11th Match Attax Collection for the 2017/18 Premier League Season netted the No. 1 spot across grocery, high street, convenience and independents at launch, says Topps. Match Attax is available in more than 40,000 retailers across the U.K. Match Attax is supported throughout the year with tours, retail events, social media content, a digital online game and a Swap and Play tour including a World Championship.

WWE Slam Attax 10 launched in August, two weeks before WWE SummerSlam (its summer event) and made a splash at retail with a sales uptick over last year, says Topps.

To continue building the Match Attax program, Topps has tapped licensing agency Bulldog to further broaden the brand's reach into new categories.

PBteen, Primark and Unique Retail on Board for *Harry Potter*

The *Harry Potter* franchise is expanding to homewares the world over. Warner Bros. Consumer Products unveiled its home décor collection featuring the magical brand in both the U.S. and the U.K.

PBteen's The *Harry Potter* Collection features more than 100 pieces and includes bedding, decorative accessories, lighting, gear and other gifts.

In the U.K., Primark launched its *Harry Potter* collection, including apparel ranging from athleisure to pajamas; homeware, stationery, and accessories.

Further supporting and extending the *Potter* brand is the official *Harry Potter* Shop at Platform 9 3/4 at Heathrow airport's Terminal 5, under license from WBCP.

A unique experiential retail concept, Platform 9 3/4 has its very own design studio and creative team that

creates hundreds of unique products available only on its website and at Heathrow. The design of the shop is in keeping with the *Harry Potter* brand and Warner Bros. retail spaces around the world, and their products range from themed apparel and stationery to confectionery and plush.

The retail outlet also creates a unique consumer experience that includes a photo opportunity at the trolley made famous in the film.

WBCP has also moved its support operations to Borehamwood, a larger product design studio and warehouse, for merchandise for the Platform 9 3/4 shop. The design studio is focused on developing its core ranges and story-specific products for the *Harry Potter* franchise, as well as the newest installment in the film universe, *Fantastic Beasts & Where to Find Them*.



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New Lil' Ledy Collection Blossoms

Manu's Lil' Ledy has introduced its newest collection Flower Head, which features lush flowers like roses, peonies and ranunculus and carries the tagline "So much more than just a pretty face."

"We often use exactly this line when presenting Lil' Ledy," says Antonija Majstorovic, creative director, Lil' Ledy. "Yes, the character has a cute face, but she is so much more. She represents the strength each woman carries inside. Sometimes they just need to be reminded that they've got it."

With its new website up and running, Manu continues to focus on the storytelling potential of the brand and has recently launched a new greeting card line featuring the character.

The range was created around the "Not Perfect, Just Special" theme and features supportive cards, encouragement cards, "you're special" cards and thank you cards.

"We see greeting cards as a communication tool for everyday use, not only for special occasions. We want to encourage, support and inspire with this range," says Sonja Stahor, creative strategist, Lil' Ledy.

Manu will present two special lines of greeting cards, "Give her a Medal" and "Anatomy" cards at BLE.

"We were looking for non-digital

communication channels to reach out to young women and saw greeting cards as the perfect media/product to bring the Lil' Ledy attitude to the target market," adds Stahor. "Greeting cards are an accessible everyday product with enough space to squeeze in lots of attitude. Lil' Ledy has a strong personality and a lot to say. She isn't afraid to speak up."

"I believe that we actually created the cards for ourselves," says Majstorovic. "This is something we would love to receive. The cards are in the shape of a medal with space left to fill in what we're congratulating the

person for. It can be given for a not-so-perfect blueberry pie coming out of the oven, for having the courage to speak in public, or for always being there with a bright smile. There are just too many things we take for granted, and these cards will remind us to refocus on life and let people know that we appreciate them."

Manu is also presenting the Lil' Ledy Christmas collection "Angel Face" at BLE. The collection features whimsical and sophisticated patterns and artwork on a wide range of products spanning from home décor to stationery to gifts. Intricate details give the collection a festive and sophisticated look.



Mattel Plans First Enchantimals Licensees



This year, Mattel has built momentum with the introduction of Enchantimals, a new world of animal-inspired girls who share a special bond with their pets. The new range introduces core characters Felicity Fox and Flick, Bree Bunny

and Twist, Patter Peacock and Flap, Sage Skunk and Caper, along with a host of other animal-inspired friends. The Enchantimals brand encourages kids to celebrate friendship and helps to build compassion for all living things.

This new brand is supported by content and marketing plans, and has licensing potential. The property is already venturing into publishing categories in 2018 with further hardlines categories coming for fall/winter 2018.

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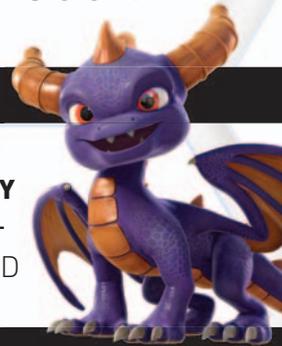
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1. According to Activision Blizzard internal estimates. | 2. According to the NPD Group, GFK Chart-Track and Activision Blizzard internal estimates, including in-game content sales. | 3. Based on Bungie internal estimates.

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Sharpe Bulks Up Polaroid and More

At this year's Brand Licensing Europe, the Sharpe Company will showcase six companies looking to expand their licensing programs.

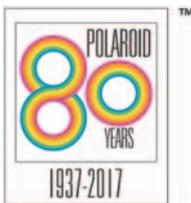
■ **Bird Photographer of the Year:** Sellers Publishing has created a collection of daily and wall calendars featuring photography that bird watchers and others will enjoy.

■ **Gummibar and Friends:** BullsIToy will create a line of Gummibar plush danglers, stackable plush and stickers, while UWare Brands is launching a collection of men's, women's and children's t-shirts, caps and hats in the U.S. and Canada.

■ **Polaroid:** Celebrating its 80th anniversary, the camera company has 90 licensees worldwide with products including classic and instant digital cameras, tablets, camera accessories, action sports cameras, 4K TVs, smartphones and mobile apps.

The Polaroid heritage program is currently in European retailers Primark, Espirit, Bershka, Zara, Jules and Pull & Bear. U.S. retailers include Nordstrom, Forever 21, Hollister, Urban Outfitters and Boxed Lunch. Additionally, Wild & Wolf, the British designer gift company, has launched a Polaroid

stationery and gift collection, including personalized coasters, frames, magnets, drinkware and gifts in Europe,



North America and Australia. Licensing opportunities remain in categories including apparel, fashion accessories, homewares, paper goods, luggage and travel accessories and collectibles.

■ **Zoobs the Artist:** A British artist who has made a significant impact on the art world, Zoobs was featured in magazines like *Vogue* and *Vanity Fair*, his art and photography, with its unique messaging on pop-culture has made him a favorite amongst celebrity collectors. Vision 11, makers of pop culture tees, have signed a license for Zoobs fashion apparel in North America.

■ **Hustler:** The adult entertainment company launched a namesake premium vodka, which has established distribution across all 50 states and can be found in night clubs in North America. Wonder Beauty created a range of fragrances for both men and women, and 40s and Shorties will launch their *Hustler* collaboration in November at ComplexCon, in Long Beach, Calif. The collection will feature young men's fashion apparel, headwear, skateboard decks and shoes. The vodka, fragrance and apparel ranges join a plethora of successful licensees, across North America and internationally, for apparel and intimates, adult toys and entertainment, collectibles and vapes.

■ **Nina:** A design project from Italy featuring poetic wisdom for the modern girl, Nina & Other Little Things has expanded into apparel, sleepwear, stationery, publishing, dated products and gifts that can be found at European retailers. Sellers has released a gift book that was featured in *Kids* magazine. Pre-sales success has led to a second book for release early next year.

Hawkers Creates Exclusive Haring, Basquiat Sunglasses

Artestar has partnered with the Spanish brand Hawkerc to develop several artist-edition sunglasses.

The Keith Haring and Jean-Michel Basquiat collection consists of six styles, three pairs per artist, all featuring their work. These unisex glasses feature high-quality cellulose acetate frames and integrate triacetate lenses with anti-scratch technology, UV400 and flex technology for a perfect fit for all face shapes.

The new styles from the Hawkerc collection, inspired by '80s street art, are available on the Hawkerc website.

Artestar is an international brand licensing and consulting company that specializes in creating market opportunities through consumer products, retail, advertising and promotional campaigns. The company has more than 20 years of experience representing internationally

renowned artists, designers and creative brands including Keith Haring, Jean-Michel Basquiat, Robert Mapplethorpe, Kenny Scharf, Maripol, Patrick Nagel, Herb Ritts, Michael Halsband, Ryan McGinness, Ai Weiwei, How&Nosem, Crash, Aiko, Patricia Field and Junk Food Clothing.



IconLogin Launches 'Boonie Bears' Lockscreen App

IconLogin is partnering with Fantawild Animation for a "Boonie Bears" branded lock screen app based on the IconLogin mobile platform.

The new "Boonie Bears" picture password-based Android app uses Briar, Bramble, Vick and other characters from the property.

The app is free to install and when initially downloaded, a free keypad of 12 "Boonie Bears" character images is presented, allowing the user to choose their own picture password sequence based on four images. Each time the Android device wakes up, the same 12 images appear on the keypad, but in a randomized order. Users have the option to purchase additional themed keypads as well. The app is available from the Google Play Store by searching "Boonie Bears Lock Screen, and will be published outside of China.

"Boonie Bears" is one of the top Chinese animated media franchises, and licensed consumer products tied to the brand gross more than \$320 million. Its four films have made more than \$200 million.

"We are excited to be launching the 'Boonie Bears' lock screen app, our first for a major animation series from China," says Schehrezade Davidson, chief executive officer, IconLogin. "Unlocking your Android with Briar and Bramble and the team will make you smile."

IconLogin is a publisher of picture password apps.



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COMING SOON

IWM Taps New Toy Licensees

Imperial War Museums unveiled new partnerships for its licensing program this week at Brand Licensing Europe.

New partnerships include SmartFox and Peterkin for toy collections that continue to expand the toy category. The new toy partners join The Monster Factory and The Lagoon Group, widening the selection of IWM-inspired toys now available on the market.

IWM has also forged a new partnership with Crest Gardens for a gardening giftware range that will increase the licensor's retail footprint.

A family of five museums (IWM London; IWM North in Trafford, Greater Manchester; IWM Duxford near Cambridge; the Churchill War Rooms in

Whitehall, London; and the historic ship HMS Belfast, moored in the Pool of London on the River Thames), IWM was established to tell the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since the First World War. IWM seeks to encourage the study and understanding of the history of modern war and wartime experience.

Licensees have access to IWM's collections, which include posters and graphic art, film, photographs, paintings and sculpture. The museum's vast archive taps into the widespread popularity for vintage and British nostalgia and offers licensees a wealth of artwork to inspire product development.



Providing access to curatorial expertise and historical accuracy, IWM's unique collections inspire contemporary, relevant and commercial ideas and give authenticity to products. The brand's dedicated licensing team, based in the U.K., are now supported by U.S. licensing agent Spotlight Licensing.

JCB Marks 20 Years of Licensing

This year, JCB is celebrating 20 years of licensing. From its first license in 1997 for kids' and men's apparel to a portfolio of more than 55 licensees selling across multiple categories, JCB is looking forward to its next 20 years in the business.

The JCB licensing program continues to grow and includes pajamas, bedding, toys and books for kids as well as clothing, tools and accessories for adult consumers. The world's largest manufacturer of construction equipment with manufacturing plants on four continents, the JCB brand has added new licensing categories and new retail opportunities.

JCB has won many awards over the years for innovation, and excellence in exporting and design. Among them are 15 Queen's Awards for Technology and Export Achievement.



Pan Am Extends Euro Licensing Program

Pink Key Consulting has partnered with Pan Am to extend the brand's licensing program to Europe.

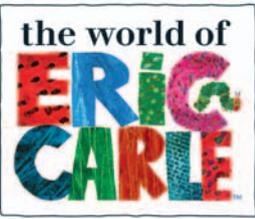
For this year's BLE, Pan Am and Pink Key are interested in licensees or retailers who can develop products that will fit with the former airline's unique identity.

"We are really excited to be taking on Pan Am," says Richard Pink, managing director, Pink Key. "It fits brilliantly into our group of brands. There is a huge amount of art available, and the potential for product development is fantastic.

We are delighted to have such a cool brand as part of our portfolio."

"Pink Key's success with heritage programs makes them a perfect fit for representing the goodwill and character our brand has developed over 90 years," says Stacy Beck, vice president of brands and licensing, Pan Am. "Our rich history is reflected in decades of graphic assets that can only be represented fully with a partner well versed in nostalgia. Pink Key not only understands the historical aspect of our brand, but also the endless, innovative possibilities that will help write the next chapters of our legacy, making them the ideal choice to represent Pan American World Airways' legacy in the European market."





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CN Scores ‘We Bare Bears’ Gear in EMEA



Cartoon Network recently launched its EMEA licensing program for its children’s show “We Bare Bears.”

BCI will launch a range of nightwear for both kids and adults in Poland, and Smyk will create kidswear, footwear and fashion accessories in the U.K. Both ranges are scheduled to launch in spring/summer 2018.

“Beyond the target audience of kids

ages 6 to 12, ‘We Bare Bears’ has a strong teen and adult appeal too, thanks to its relatable, social-media engaged characters, laugh-out-loud humor and smart storylines,” says Johanne Broadfield, vice president, Cartoon Network Enterprises. “The show is really resonating across our TV, digital and social platforms, and we’re seeing the growing momentum with fans translating into demand for product.”

New Partners for Jones, Judith and Juicy

Authentic Brands Group has announced a number of new collaborations for some top apparel brands.

Jones New York debuted its fall 2017 campaign starring models Carolyn Murphy, Jourdan Dunn, Julia Roitfeld, Emily Didonato and Cleo Wade. The fall campaign highlights wardrobe pieces including trenchcoats, turtlenecks, tailored pants and shirts, and moto jackets. Jones New York’s fall 2017 collection launches online and at Lord & Taylor, Dillard’s and select Bon-Ton stores.

ABG and designer Dee Ocleppo Hilfiger also announced a strategic partnership for a capsule collection from luxury accessories brand, Judith Leiber. Through this partnership, Ocleppo Hilfiger will now be Judith Leiber’s co-owner, collaborator, global brand ambassador and creative director. Implementing a dual-focused strategy, Ocleppo Hilfiger and the ABG team will continue to develop the core brand while at the same time extending its equity to new categories, distribution channels and territories.

“Judith Leiber embodies femininity, luxury and glamour,” says Nick Woodhouse, president and chief marketing officer, ABG. “Dee’s style and creative influence will infuse the brand with a new and relevant outlook that will be integrated across core and new categories. The partnership brings a real opportunity to expand the Judith Leiber footprint across the fashion, fragrance and accessories industries.”

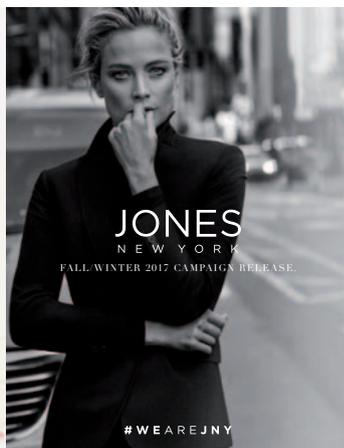
As creative director and co-owner of the Judith Leiber brand, Ocleppo Hilfiger

will collaborate with ABG on the development and expansion of Judith Leiber product categories, retail distribution and marketing. In addition to Judith Leiber handbags, footwear and eyewear, Hilfiger will oversee the brand’s expansion into apparel, jewelry and beauty. The premiere Judith Leiber x Dee Ocleppo Hilfiger capsule collection is planned to launch in stores and online for holiday 2017.

“I am excited to join forces with ABG on such an iconic brand,” says Ocleppo Hilfiger. “I have always been a tremendous fan of Judith Leiber and look forward to lending my creativity and experience in the fashion and accessories industry to the brand.”

Hilfiger is a renowned luxury handbag designer who launched her first luxury handbag collection in 2012 leading her to be recognized with the “Rising Star Award” for accessories by Fashion Group International. After the success of her first venture in the accessories industry, she went on to expand her universal handbag collection with the Bag Bar patent, which was later acquired by the legendary lifestyle brand Kate Spade & Co.

ABG has also forged a new partnership between Juicy Couture partners and Pop-In@Nordstrom x Hanes for an exclusive, curated collection of t-shirts in collaboration with the iconic Hanes brand. Chosen as one of nearly 40 brands to be featured in Pop-in@Nordstrom x Hanes locations across the U.S., the Juicy Couture t-shirts will be available in a single graphic t-shirt or Hanes signature three-pack.



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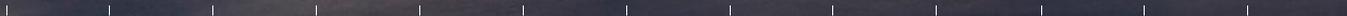
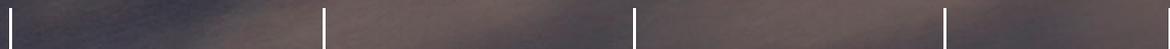
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SS FURTHER ONAL GEOGRAPHIC





Flower Fairies Grows New Licensees

Penguin Ventures, part of Penguin Random House, has announced a raft of new licensees for Flower Fairies.

The archive of Flower Fairies illustrations from creator Cicely Mary Barker is housed in the Victoria and Albert Museum Archives located in London, and is managed by Penguin Ventures. A series of new exhibitions are planned for 2018 to include original paintings, illustrations and editions.

Penguin Ventures has launched an Instagram account for Flower Fairies, drawing from the archive, and will be working with brand ambassadors and social media influencers to ensure Flower Fairies continues to appeal to a new generation of fans.

Penguin Ventures has teamed up with Andsome Creative Agency for a series of contemporary design placements and patterns based on the brand's original illustrations. Existing licensees, including U.K. Greetings and Moonpig, have renewed their contracts. Enesco, which launched a new homewares range in spring, will add a new line of cake stands and figurines this fall.

The brand has signed babywear company Children's Salon for a collection of luxury clothing that will mark the first time the company will produce licensed apparel. The bespoke Flower Fairies fashion range will be launched online for global distribution. Additionally, Robert James, creator of bronze and pewter garden sculptures, launched a range of Flower Fairies statues and figurines at the Chelsea and Hampton Court Palace Flower Shows this summer.

Other new licensees for Flower Fairies include The Gift Box Company for a new range of children's stationery sets and first aid kits in the U.K. this year, and U.S. licensee Creata, which launched a range of garden figurines and fairy doors for the U.S. and Australian markets.

Art Brand Studios Looking to Partner Up

Art Brand Studios, a leading art publishing and licensing agency, will be identifying new licensing partners in home décor, tabletop, gift, seasonal, collectibles, garden, stationery, apparel and accessory for its portfolio of artists.

The company recently added Simon Bull to its roster of artists. Bull, a two-time winner of the U.S. National Association of Limited Edition Dealers Print of the Year award, paints everything from florals, trees, animals, and celebrities to food and wine.

"I wanted my paintings to lift people's spirits, to send them on their way with a smile on their face, like a shot of caffeine in the morning," says Bull.

Art Brand Studios continues to expand its licensing partnerships and open-edition art programs for artist Marjolein Bastin. Licenses are now in place for calendars, puzzles, gifts, collectibles and stationery, and the company is seeking partners for garden and home categories, such as dishware, bedding, décor and accessories.

Bastin has partnered with Hallmark, Libelle and a variety of product partners in Europe and North America. She also writes and illustrates children's books featuring her endearing Vera the Mouse character.

At BLE, Art Brand Studios is also showcasing renowned folk artist Eric Dowdle. Dowdle, who developed his fascination with folk art as a child and has been creating fine art products for over 20 years, has painted more than 350 images that reflect the heritage, heart and soul of the places he has visited. Dowdle also stars in "Painting the Town with Eric Dowdle" on the BYU TV network, which is distributed worldwide.



France TV Gains Bigger Audience

France Television's programming appeal is wider than ever, with France 3 (Ludo), France 4 and France 5 (Zouzous) offering a variety of shows to its audience.

France 4 is No. 1 in France for after-school children under 15, and the France 5 Zouzous preschool slot surged 25 percent over 2016. Particularly strong in parent/child viewing, Zouzous has a parade of hit shows including "Peppa Pig," "PJ Masks," "Charley and Mimmo" and "Simon," represented by France TV distribution.

The shows consistently rank among the Top 10 most-watched in both TV and digital. The channel has plenty of new content planned for Q4 and the start of 2018, with "Charley and Mimmo," season two of "Peppa Pig" season seven, part two, and season two for both "PJ Masks" and "Simon." "Little Brown Bear" will also return in a new TV series at the end of 2018, represented by France TV.

More than 35 licensees have partnered with "Peppa" and "PJ Masks," and the first

"Simon" licensed product will hit stores by the end of this year. Retail promotions for Zouzous brands, including "PJ Masks" and "Peppa Pig" in-store events, products for Christmas catalogs, in-store point of sale products in promotional areas, contests and more. Children will also be able to see their favorite Zouzous heroes at the Casino de Paris venue in the "Peppa Pig" and "Charley and Mimmo" shows and at the Paris Aquarium where Peppa will be the guest of honor for five months.

The Mr. Men Little Miss property is having a great year also, including three restaurant promotions, a promotion by Société Générale bank, a Quicksilver/Roxy textile collection and a collaboration with Handicap International. New partnerships are coming onboard for 2018.

Spurred by the success of "Une Saison au Zoo" on France 4 and the collection of books published by Larousse, a licensing program is being developed that will include games, arts and crafts and promotions.

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Those Licensing People Make BLE Debut

Not only is licensing company Those Licensing People attending BLE for the first time this year, they have announced a master licensing agency agreement with The License World, owners of the children's online animated series "Worldeez."

"We have grown very close to the brand," says Russell Dever, managing director, TLP. "As a result, we have seen it explode into the U.K. market with over 1 million YouTube hits on its first day, followed by 3 million hits for the second video, a complete stock sell-through in just four days and around 15,000 followers on Popjam."

TLP is now recruiting sub-agents for "Worldeez" in the Spanish, Hindi and Chinese languages.

Those Licensing People are also showcasing the Kidscast app.

Start Licensing to Rep Celeb Chef, Rugby Company

Start Licensing is showcasing celebrity chef Nadiya Hussain and rugby training supplier Rhino at Brand Licensing Europe this week.

With her own style guide, Hussain is developing a licensing program, and Start Licensing will be meeting with potential partners at BLE. Initial discussions with licensees and retailers suggest that there is strong interest in Hussain from the licensing community.

Hussain, who rose to fame after winning "The Great British Bake Off," has become one of the nation's favorite media personalities. Her BBC2 show "Nadiya's British Food Adventure" garners more than 2 million viewers each episode, and a book of the series has topped the best-seller chart. She is also a host on "The Big Family Cooking Showdown" and makes regular live appearances at events such as "The BBC Good Food Show."

"We are delighted to be representing Nadiya for licensing," says Ian Downes, director, Start Licensing. "This is a long-term opportunity and a chance to create a proactive partnership with a celebrity who is passionate about products."

Start Licensing has also teamed up with Rhino, a supplier of contact and technical training equipment for professional and amateur rugby. Recently, the brand was the official supplier of training equipment to the British & Irish Lions Tour. Rhino's products includes scrum machines, contact training equipment and rugby balls. Start Licensing has developed a number of product ideas and concepts for the brand to debut at BLE.

"Rhino's core values are easily understood and identifiable," says Downes. "We are hoping to capture this in certain aspects of our licensing plans and would like to develop a range of Rhino-branded luggage that is tough, practical and durable. We also think there are other viable licensing opportunities, from gift confectionery (Easter Eggs co-packed with mini Rhino rugby balls) to other sports-related products, such as toiletries and personal care. We are able to offer licensees the chance to co-pack items like rugby balls and keychains with licensed products. We are also hoping to develop stationery products that ape the surface of the Rhino rugby ball in terms of feel and texture."

Honmoku File Introduces Traditional Japan to Europe

Traditional Japanese arts and crafts licensing agency Honmoku File is launching its roster of unique properties onto the international stage at Brand Licensing Europe.

While Japan is well-known for anime, manga, high-tech and kawaii-cute characters, inspiration for these new artforms stems from the rich and deep-rooted culture of Japanese arts and crafts. Honmoku File will introduce two of Japan's foremost practitioners of traditional arts and crafts—Heizo Tatsumura, founder of Tatsumura Art Textile, and Shogo Kariyazaki, a leading artisan of modern flower arrangements.

Tatsumura revolutionized the world of textiles in Japan and elevated dyeing and weaving techniques to an art form. Tatsumura



learned kimono textile weaving techniques in Kyoto, and researched the traditional textiles from ancient temples. As his reputation grew worldwide, Tatsumura produced textiles for international designers including Christian Dior. His textile designs were also used for seat coverings for Japan's famous Shinkansen bullet-trains.

Kariyazaki has been praised for his award-winning flower arrangements.

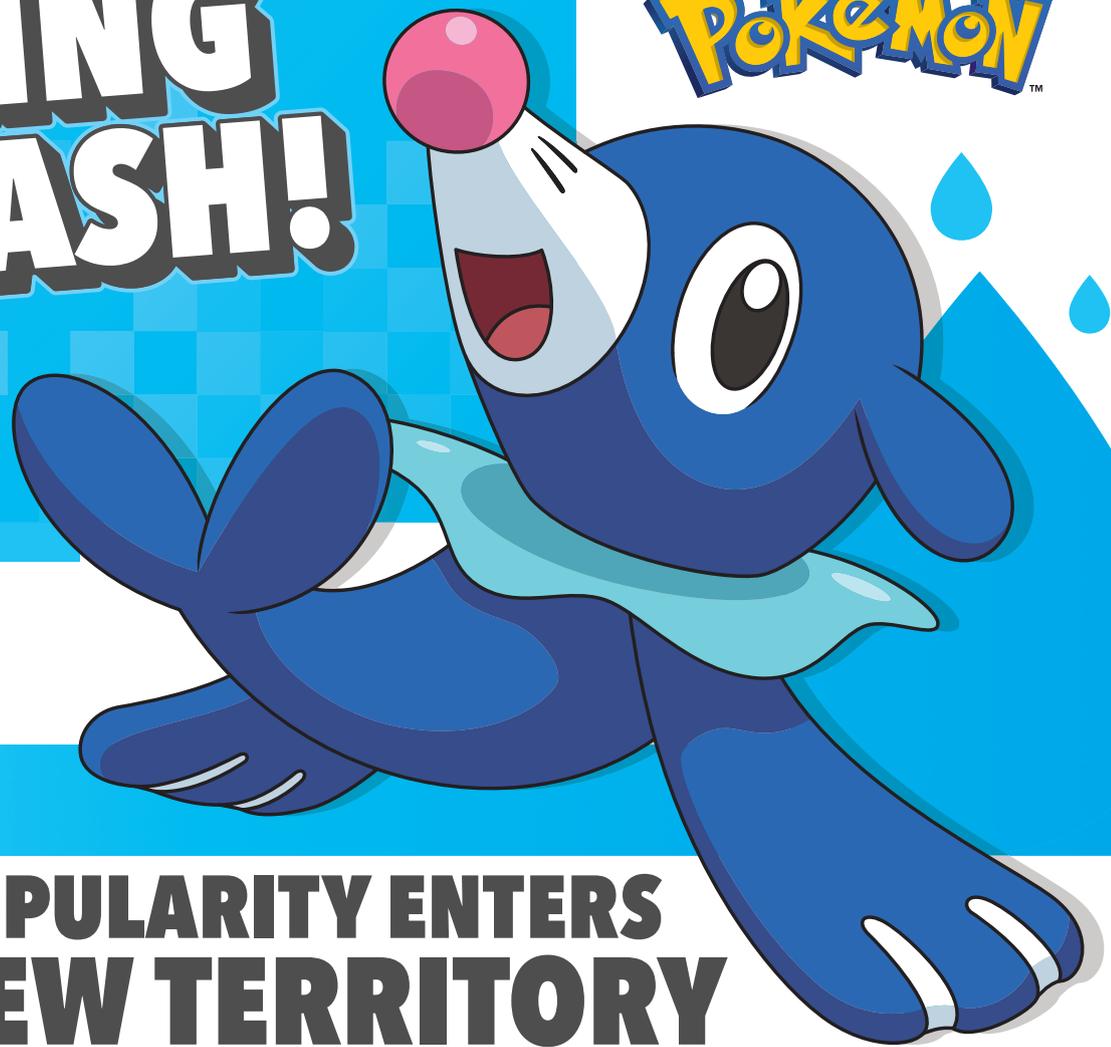
He was named PR

Ambassador for the 150th commemorative celebration of Japan-France relations. French crystal company Daum commissioned Kariyazaki to design a limited-edition range of glass vases, and he has held solo exhibitions and floral arrangement demonstrations across Europe and Asia. He is also well-known as a charismatic personality on Japanese TV.

"This will be our first foray into licensing outside Japan," says Nobutaka Nagai, president, Honmoku File. "I believe Europe is a market well-suited to our types of brands as Europeans appreciate the aesthetic of traditional Japanese culture. We are looking forward to introducing Traditional Japan at BLE."

In addition to Shogo Kariyazaki and Tatsumura Textile, the company represents actor Maiko Kawakami and Kurihashi, a prominent lacquerware workshop.

MAKING A SPLASH!



POKÉMON POPULARITY ENTERS NEW TERRITORY

Join Pikachu and friends in 2017 as we explore the Alola region and build on fantastic successes:

- As of October 2016, Pokémon was the #1 licensed game brand in the UK, and in February 2017, it was the #3 toy brand in the UK (by value), showing a phenomenal 529% increase year over year (NPD 2017).
- 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.



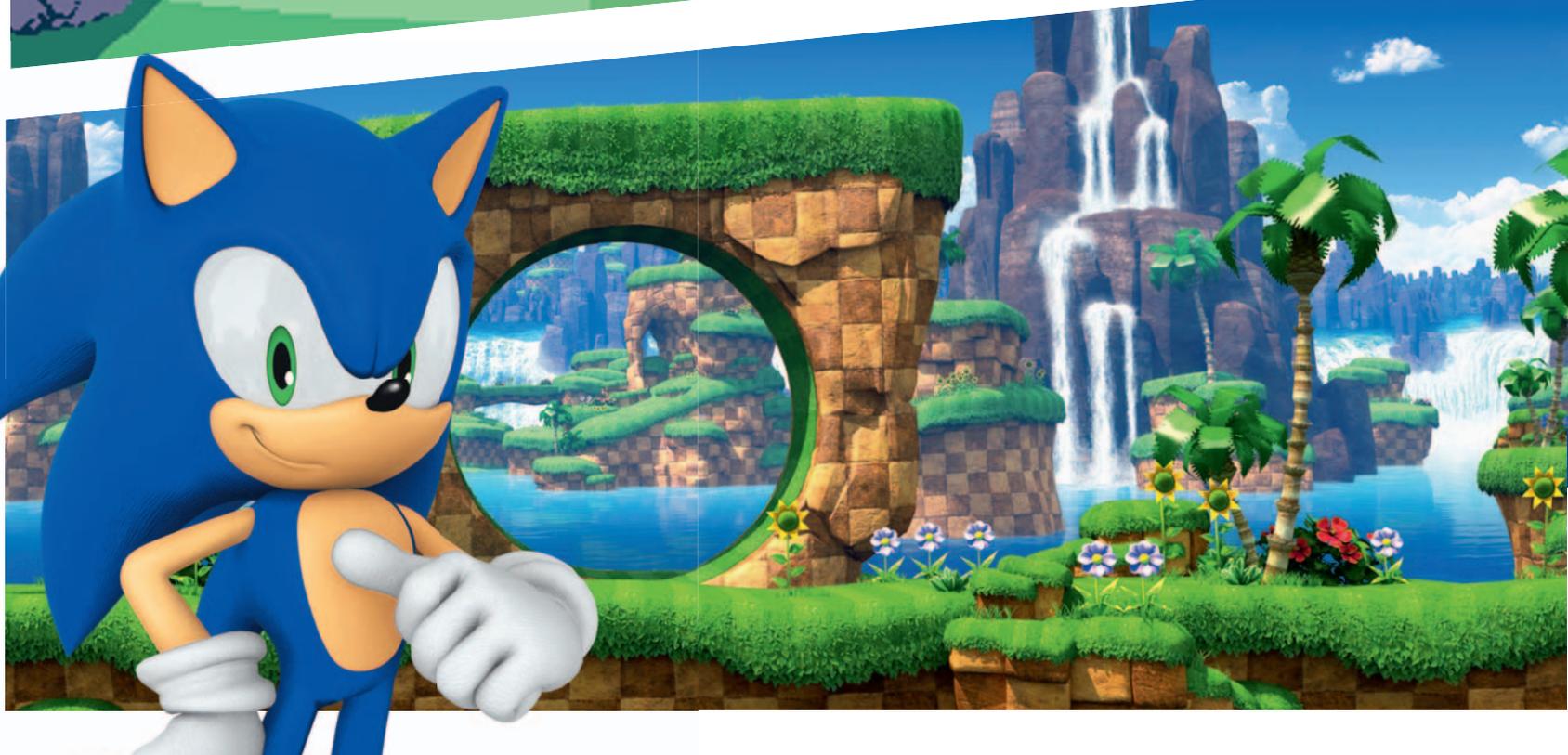
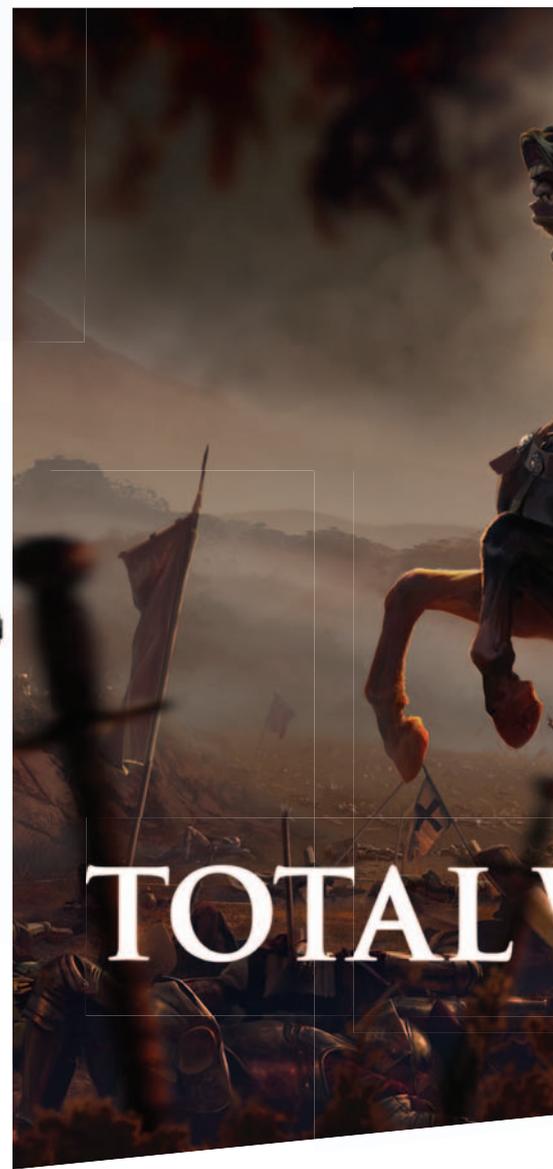
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Lonely Dog Unveils Phone, Tablet Cases

Following the launch of a puzzle collaboration earlier this year, New Zealand brand Lonely Dog has partnered with online retailer and manufacturer of consumer electronics Ecell Global for a new collection of Lonely Dog phone and tablet cases through Ecell's Head Case Designs platform.

Head Case Designs launched 25 different Lonely Dog designs for phone cases, wallet cases and tablet cases, available online on Head Case Designs' site, as well as on eBay and Amazon.

The agreement was facilitated by Intelligent Brand Extension, a brand development and strategy firm in New York City that represents Lonely Dog globally, across all categories.

"Lonely Dog's creative imagery and storytelling strikes a chord with anyone with an imagination," says Tatiana Whytelord, founder and president, Intelligent Brand Extension. "We are thrilled to be working with Ecell Global to make Lonely Dog part of everyone's everyday life."

"Lonely Dog is an unconventional character brand which appeals to a primarily adult audience, those that have been around the tracks and witnessed what life throws our way," says Ivan Clarke, creator and artist, Lonely Dog. "Through my paintings I have discovered another world and the characters that live there. I'm committed to unfolding this world for everyone to see, because when you've been to Alveridge you never want to come back."

Tulipop Expands in U.S. for Holiday

Icelandic character-based lifestyle brand Tulipop has announced several licensees across key categories in a series of deals brokered by North American licensing agent the Sage Licensing Group, alongside Playlife Company.

Newly signed licensees include Loungefly (accessories), Mighty Fine (apparel), Pyramid (stationery), Mad Dog (socks) and Jay Franco (bedding) and join Toynami, Tulipop's existing partner for collectibles and plush. The products are due to launch exclusively with a major U.S. retailer this holiday season. The new partners are a significant development for Tulipop, which licenses a variety of products ranging from collectible vinyl figurines and plush to lamps, stationery and tableware that are sold in 100 stores across Europe.

"Clearly, the U.S. is a hugely important market for us, and we are extremely pleased to be working with these best-in-class licensees for our first major retail push in the U.S.," says Helga Árnadóttir, chief executive officer, Tulipop.

The world of Tulipop is inhabited by characters including Gloomy, the adventurous, hyperactive mushroom girl, and Fred, the furry smelly forest creature who wants to be scary but is too gentle to pull it off. The Tulipoppers are all flawed but loveable creatures, like humans. The distinctive brand has broad appeal, and the U.S. venture is just one of the many initiatives this year to extend the property's reach.

"Tulipop is in a major period of expansion, and we are extremely positive about the future," says Árnadóttir. "We know that children to older teens and beyond love our quirky world and characters. This has enabled us to work on several levels to create suitable content and opportunities for different ages and demographics. It's a really exciting time for us, and we look forward to talking to potential partners in more detail at BLE."

Work is currently underway to bring the characters to life with the production of a series of animated webisodes, written by Tobi Wilson, lead writer on "The Amazing World of Gumball." The webisodes are produced in partnership with WildBrain and will air on the Tulipop YouTube channel this October. In addition, an animated short film and a 52 x 11 minute TV series are currently in development.



Lemon Ribbon Charms Apparel, Home Goods Licensees



After a successful launch at Brand Licensing Europe last year, print and graphics studio Lemon Ribbon is showcasing its brand designs and product collaborations this year and is looking for new partners across multiple categories.

Lemon Ribbon, a British children's graphic studio, used BLE as a launch pad for new design concepts under the brand in 2016. The positive response to Lemon Ribbon characters and style led to a number of new licensing deals and projects for exclusive

licensed designs in wall coverings, children's book publishing, crafts and more.

With a background in childrenswear, the studio supplies artwork to major U.K. and international retailers, suppliers and manufacturers. Creating commercial artwork for boys, girls, babies and teens, has ensured the studio appeals to retailers, parents and children. The contemporary graphics, cute characters and design-focused print concepts Lemon Ribbon offers are ideal for use in the home, apparel, toys, craft, gift and stationery categories.

"The response we received last year at BLE was a bit overwhelming," says Edward Weale, owner, Lemon Ribbon. "Our core business is supplying major childrenswear brands with artwork, and we felt it was the right time to develop our own brand. We are now working with several partners who could see our passion, the brand's originality, and what we want to achieve and took that to heart. It is all very exciting."

Little Mix Debuts Sports Apparel Collection

Pop group Little Mix has partnered with fitness fashion brand USA Pro for its first-ever sportswear collection, USA Pro by Little Mix, which recently launched in stores.

As global ambassadors for USA Pro, Little Mix spent 12 months working with USA Pro to select prints, materials and cuts to produce a range that fills a gap in the market, with a collection that blends fitness and fashion.

The members of Little Mix (Jade Thirlwall, Perrie Edwards, Leigh-Anne Pinnock and Jesy Nelson) worked on pieces that reflect their individual lifestyles, tastes and personalities.

The new USA Pro by Little Mix range includes hoodies, tops, joggers, leggings, vests and bras. Every piece in the collection combines the highest technical performance materials from USA Pro with the flair and individuality of the band members.

“Little Mix are the embodiment of fun, flair and individuality. They’re all young, beautiful and stylish but, like all girls, they have their own personalities, tastes and body shapes. Those values of individuality and inclusivity fit perfectly with USA Pro, so it felt natural for us to work with

them on their own collection. We’re delighted with the results,” says Rebekah Walker, brand manager, USA Pro.

“We’re so excited to create a fitness range that anyone can feel comfortable in, no matter what your sporting ability or body shape,” says Nelson. “We’re all different, and our collection reflects that.”

“The design process was so much fun,” says Thirlwall. “We focused on designing pieces that looked as good when you’re walking down the street as they do in the gym or dance studio. We believe we’ve struck that perfect balance between fashion and comfort.”

“I love going to the gym, so pieces like the leggings and sports bras are must-haves, but I added bold, stripy prints to inject some fun and individuality,” says Pinnock.

“I really wanted my range to include styles that can be worn any place, anywhere,” says Edwards. “My favorite piece from the collection is the joggers. I love the waistband detail, and they’re so comfortable.”

IBML promotes the USA Pro Little Mix range and will be looking for licensing and wholesale partner opportunities at BLE.



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APC Kids Secures New Deals for 'Kid-E-Cats'

After solid success in Russia, APC Kids is expanding the reach of its "Kid-E-Cats" animated television series for preschoolers with international distribution and licensing.

"Kid-E-Cats," produced for CTC Media by Metrafilms Studio, premiered in 2015 on CTC (owned by CTC Media) and has been broadcast on Carousel in Russia since 2016. The series has already gained significant recognition and success.

APC Kids is producing and distributing an international version of the hit series and has secured a key broadcast deal with Viacom for Nick Jr, globally. Other TV sales include TG4 in Ireland, TV Puls in Poland and The Knowledge Network in Canada.

Based on an original, ratings-winning Russian series produced by CTC Media and Studio Metrafilm, the international version of the show has been revived by APC Kids, which brought Nigel Pickard on board as executive producer and Ceri Barnes ("Floogals," "Postman Pat," "Casper's Scare School," "Guess with Jess") as story editor.

"Kid-E-Cats' is a loveable, playful, and ultimately fun show, and we are thrilled that these latest deals will

take the show to new audiences," says Lionel Marty, managing director, APC Kids.

"We are very happy to start our journey together with APC Kids on the 'Kid-E-Cats' brand development on TV, licensing and merchandising globally," says Ksenia Gordienko, head of licensing and merchandising, CTC Media.

"Kid-E-Cats" tells the story of three kittens, Cookie, Pudding and their kid sister Candy. These curious cats are always ready to jump into action with endless enthusiasm and energy. Their imagination knows no bounds, and these kitties come up with some crazy solutions to their problems.

The series has a robust licensing program across many categories in Russia, including interactive plush, plastic outdoor toys, coloring books, games and puzzles, storybooks, a monthly magazine, stationery, backpacks, arts and crafts, apparel, bed linens, tablewares and confectionery. The brand is showing fast growth, and is expanding into new categories and retail chains. "Kid-E-Cats" is seeking licensees in additional territories as the series expands into new markets.

Dependable Solutions to Host Licensing Workshop

At the Licensing Automation Summit Nov. 7 and 8 in Tower Bridge, London, Dependable Solutions will run a workshop to help businesses improve their licensing, creative and royalty operations.

Attendees will learn how to navigate the DRM system, fine-tune licensing processes and gain insight to business practices that will maximize productivity. Dependable Solutions will also review new features and functions to DRM.

Once the day's seminars come to a close, evening activities scheduled include competitive golf, cocktails and dinner.



DIC 2 Celebrates 45 Years at BLE 2017

To celebrate its 45th birthday, DIC 2 will attend this year's Brand Licensing Europe and showcase its global and European properties including:

- **Nina and Other Things:** This poetic "puppetta," created in Milan by Eloise Morandi, has current licensees including stationery, back-to-school, clothing, accessories, publishing, mobile phone cover, home textiles, and more in the U.S., U.K., France, Spain, Russia, Asia and Italy.
- **Portofino Forever:** A European brand focused on the Ligurian resort and VIP destination, DIC 2 is looking for partners in the fashion and accessories sectors.
- **Pilot Instrument Collection:** This brand began with a series of watches that are now distributed all over the world. DIC 2 is looking for a brand extension in product categories including clothing, accessories, luggage, cycles and glasses.
- **Wood Pets:** Ele & Aco are the first of a family of animals created by Korean composer Marco Lee Jin Woo. A series of graphics to create high-end products, it starts with a collection of felt dolls at the world's best designer stores. DIC 2 will handle the rights for Europe, Russia, the U.S. and Canada. DIC 2 will also feature Asterix, Pocoyo, Love is..., Sarah Kay, Forever Friends, *Penthouse*, BSA, Route 66, BMH, *Hustler* and more to be announced during BLE.



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Curtis Taps into the American Dream

Curtis Licensing, the licensing arm of the *Saturday Evening Post* magazine, is showcasing its archive along with its network of agents for Europe at Brand Licensing Europe.

The portfolio of more than 6,000 images celebrating the American Dream is an opportunity for European partners to access designs with authenticity and positive messaging. One of the oldest brands in America, the *Saturday Evening Post* has a unique heritage in American society and was long the pre-eminent vehicle of mass culture in the U.S., helping to celebrate and inform the values of the time.

First published in 1728, it was once owned by Benjamin Franklin. From 1821, the *Saturday Evening Post* grew to become the most widely circulated weekly magazine in the U.S. Its depiction of everyday American life and its chronicle of major events in U.S. history drove a circulation of millions of copies. Known for commissioning lavish illustrations from over 500 artists, including Norman Rockwell, all of the magazine's artwork is retained in archives in Indianapolis and available for use by licensees.

Curtis Licensing has a growing stable of licensees in EMEA, which continue to draw from the archive to introduce new collections across fashion, accessories and homewares. Refreshed patterns have created new opportunities in fabrics, gift wrap and greetings.

"The creative team at Curtis is working successfully to provide licensees in Europe with unique and protectable images for each product collection and occasion," says Cris Piquinela, director of licensing and business development, Curtis. "We take pride in working side by side with our licensees to make sure we provide them with all the tools they need for a successful program. We are excited to attend BLE once again to hopefully find some new international partners in key product categories."

Art Ask Agency to Feature Street Art

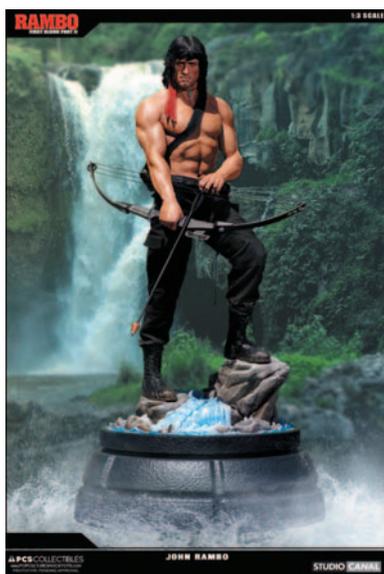
Artists TVBOY and Gapchinska have teamed up with Art Ask Agency for new product partnerships.

Salvatore Benintende's art is both pop culture and street art. Under the alias TVBOY, the artist's designs are now featured on home wall décor with Pyramid The Art Group, teNeues for dated products, and YZSY in electronic accessories, currently available at El Corte Ingles, Amazon and eBay.

Art Nation started the Gapchinska licensing program in 2012 and product ranges are available in markets around the world including Russia, Finland, Ukraine, Latin America and Australia.

The Gapchinska brand is now ready to conquer Western Europe. With more than 100,000 followers on Instagram and a variety of beautiful style guides, new licensees can select from the collections of angels, girls, pets, yoga, celebrities or fashion.

All styles are very dreamy, emotional, cute and suitable across a range of female age groups. The most recent addition to the Gapchinska brand is a very personal interpretation of Lewis Carroll's *Alice in Wonderland*. Gapchinska's illustrations of a new publication of *Alice* are underway and will include an augmented reality app that allows readers to explore the story in a brand-new way. The book will be published in Russia.



Creative Licensing Highlights Film Collectibles

Creative Licensing has partnered with PCS Collectibles and Ridgewood Watch Company for premium licensed collectibles.

Ridgewood Watch Company has developed the first-ever Snake Plissken replica watch from the film *Escape from New York*. Titled the Lifeclock One, the watch is crafted in a brass case with a stainless-steel back, and features a countdown timer as well as full smartwatch capabilities.

PSC Collectibles has developed limited-edition figures for several iconic films. The collectibles company created a figure of Rob Bottin's creature from *The Howling*, the first time this Werewolf has

existed as a sculpture. The sculpt is 1:4 scale, polystone and limited to 300 pieces. PSC also developed a 1:3 scale *Rambo* figure limited to just 400 pieces that sold out almost immediately. Featuring meticulously crafted clothing and accessories from the film, and the incredibly life-like statue stands almost three feet tall.

"Collectible items like these prove more than ever that films such as *Rambo*, *The Howling* and *Escape from New York* can inspire pieces of art and are evergreen in the eyes of consumers," says Rand Marlis, president, Creative Licensing. "We look forward to supporting our partners' development of these outstanding pieces."

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Beanstalk Reps Icons with Extension Service

Beanstalk launched its Icon Representation Service in 2016 to represent the personality rights of legendary icons for use in advertising, promotions, licensed products and long-term brand associations. To-date, Beanstalk has signed 11 icons to the service.

Some of the historical figures Beanstalk represents include:

- **Mahatma Gandhi:** Considered one of the greatest spiritual and political leaders of all time, Mahatma Gandhi was one of the first icons to join Beanstalk's new service. Since joining the roster, Beanstalk has brokered the launch of Gandhi-branded collectible Bookazines and branded Currency Grading.
- **Bruce Lee:** Elite martial artist and actor Bruce Lee is one of the most influential martial artists of all time, and remains a major cultural icon with tens of millions of fans around the world. His legacy of self-expression, equality and pioneering innovation has created demand for products featuring his instantly

recognizable image. Since joining the Icon Representation roster, Beanstalk has signed a license to extend the Bruce Lee IP into an apparel range including t-shirts and hoodies, due to launch in Europe.

- **Farrah Fawcett:** As a four-time Emmy Award nominee and six-time Golden Globe Award nominee, Farrah Fawcett enjoyed a career spanning more than four decades. A quintessential beauty of her time, Fawcett retains her status as a fashion icon, and Beanstalk has secured licenses with both Zara and Pull&Bear, featuring the classic red swimsuit image.
- **Laurel and Hardy:** Known for their physical hijinks of slapstick, the pair made more than 100 films during the classical Hollywood era and were among the first icons to join Beanstalk's roster. Through Beanstalk's Icon Representation Service, the two comedians recently appeared in a French television campaign for McDonald's.

Pagoda Restoration Marks Chinoiserie Theme for 2018

Independent charity Historic Royal Palaces recently announced a number of new licensees across many product categories, as well as its theme, for 2018.

Interior fabrics, wallpaper, clothing and accessories, and a new collection of silk scarves, enamels and fine bone chinaware are just a few of the latest collections to launch.

Inspired by the Tudor splendor of Hampton Court Palace, the collection uses Henry VIII's astronomical clock, one of the most significant late medieval clocks still working in Europe, and the Royal Beast statues situated in the palace's Tudor-designed Chapel Court Garden as design influences. The Tower of London and the Yeoman Warders (the Tower's ceremonial guardians) also feature across the collection.

A range of collectible ceramic baubles will launch at holiday 2017, featuring designs inspired by the Crown Jewels, architectural drawings of Hampton Court Palace and stained glass window-in the palace's spectacular Great Watching Chamber. Fine bone china mugs will also reference these designs.

Historic Royal Palaces is also continuing its licensing deal with high-street fashion retailer Hobbs with a new collection inspired by the Baroque Palace at Hampton Court, regalia from the Crown Jewels and items from the Royal Ceremonial Dress Collection. Hobbs' new collection features hand-sewn embellishments, printed jacquards and hand-painted silks.



TF1 Adds New Partners for Haribo & More

This year at Brand Licesing Europe, TF1 Licenses is showcasing its licenses, including All Blacks, Haribo and "Barbapapa,"

The All Blacks brand, stemming from the New Zealand national rugby union team, was awarded the best sports license in 2014 from the French Federation of Licensing Product. All Blacks has partnered with Adidas and Powerade, and with SMB for watches, et La Plume Dorée for back-to-school and gifts, ESPAS for sporting goods, CTI for bed linens and ProGear Sport for children's apparel. New programs include a back-to-school and gift range from Artimbal in Portugal and a new fragrance and shower gel from Corania.

Haribo is celebrating its 50th year with its candy brands Tagada, Dragibus, Chamallows, Ours D'or, Rotella, Croco and Carensac (and brand character, Hariboy), and enjoying strong brand awareness worldwide. Licensees include Andre (shoes), Kappa (sneakers), Textiss/Freegun (underwear), Prêt Avant-garde (jewelry), Letterbox (stationery), CMP (decoration), Hachette (books), Gers Equipement (design accessories), Stone Kids (textile) and Playbac (publishing, toys and games). The brand recently launched with L'Oreal two candy-flavored shower gels, Chamallows and Tagada.

"Barbapapa," created in 1970, has become

an iconic series now in 30 languages. The property has strong licensing development in Asia (South Korea, Taiwan and Thailand) and the Middle East (Israel).

The company also represents Michel Vaillant, a comics and car racing personality for more than 60 years, appealing to generations of fans.



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THE LICENSING ACADEMY

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, Larkhead 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.

Mr. Bean Locks Up App Deal

IconLogin has partnered with Endemol Shine Group to launch the “Mr. Bean Lock Screen App” based on the IconLogin mobile platform. The deal was managed by J & M Brands in Holland.

The app comes with one free Mr. Bean keypad based on the animated series and includes iconic stills from the long-running series.

The app is based on the idea that pictures are fun and much easier to remember than numbers. It is also more secure than using a traditional keypad because the pictures appear in a different order each time, instead of a static layout like almost all other keypads.

When downloaded, a free keypad of 12 images appears, allowing the user to choose a picture password sequence based on four images. Each time the Android device is activated, the same 12 illustrations appear on the keypad in randomized order. When the correct four illustrations are chosen in the same order the device is unlocked.



THE BLE LIVE STAGE AND SEMINAR THEATRE

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	Mau 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	Megalisence	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	Multra	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	Vooz	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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Universal Plans ‘Voltron Legendary Defender’ Rollout

Universal Brand Development has unveiled the first details of its U.K. consumer products program for the animated series “DreamWorks Voltron Legendary Defender.”

Kicking off the program is global master toy partner Playmates, which has tapped Flair to handle the U.K. product distribution beginning in April 2018. The upcoming range will consist of several die-cast figures that can be collected and



combined to form a 16-inch Voltron. Role play toys will also be available.

Following the toy launch, the series’ consumer products program will be further expanded into categories including publishing, home entertainment, apparel, home, party and fast moving consumer goods.

“DreamWorks Voltron Legendary Defender’ represents an exciting licensing opportunity at Brand Licensing Europe this year,” says Hannah Mungo, country director, U.K. and Ireland, Universal Brand Development. “It’s a fantastic new boys’ brand with a strong broadcast platform, a robust toy line in place and an enthusiastic and growing fan base. It is definitely the right time to build the licensing program, and we are confident that licensees and retailers will embrace its strong potential.”



Care Bears, Madballs Add Int’l Agents

American Greetings entertainment has secured a number of licensing agents to support the Care Bears and Madballs international businesses.

For Care Bears, new agency partnerships include:

- Bulldog Licensing for the U.K. and Eire
- Sagoo for France, Belgium, Netherlands and Luxembourg
- Mediogen for Israel
- Team! Licensing for Germany

Meanwhile, agents that have signed to represent Madballs include:

- Sagoo for France, Belgium, Netherlands and Luxembourg
- Rocket Licensing for the U.K. and Eire
- Starbright Licensing for Italy
- Wild Pumpkins for Australia

‘Hey Duggee’ Arrives in Italy

BBC Worldwide has signed a multi-year licensing deal for “Hey Duggee” in Italy with retailer Chicco, part of the Artsana group.

Secured through CPLG, the deal allows Chicco to manufacture and distribute “Hey Duggee” products to its more than 150 retailers in Italy, as well as other retail outlets in the country.

“Hey Duggee” products are set to launch in Chicco stores this fall and will include plush and new talking plush toys featuring dubbed Italian voices from the localized version of the TV series, figurines and play sets, as well as Golden Bear’s toy range.

“Duggee and his friends are much loved by little ones. With the inspiring

and cheerful atmosphere the series exudes, it immediately captures the imagination of children,” says Raffaele D’Angelo, marketing and product engineering director, toys, Chicco–Artsana Group. “We are very much looking forward to having ‘Hey Duggee’ toys in our stores and will dedicate great visibility in-store to the range.”

“We are delighted to add Chicco to our global licensing portfolio for ‘Hey Duggee,’” says Rikesh Desai, licensing director for merchandise and gaming, consumer products, BBC Worldwide. “Italy is an important and growing market for us, so we are looking forward to working with them on extending ‘Hey Duggee’s’ product paw-print.”



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Iginio Straffi, Rainbow



The "Angry Birds"/Rovio cocktail party on the BLE floor.



John Sinclair, Playmates, and Giorgio Stock, Turner Broadcasting



Members of the Urban Voices Collective at the Cartoon Network cocktail party at BLE.



The crowd at the MTV party at BLE.



Julie Kekwick, Nancy Twynam, Katie Hibbs, Harriet Newby-Hill, Henry Foulds, Anita Majhu, Rikesh Desai, Ronan Chander, Jason Easy, and Katie Ball, BBC Worldwide



"Maggie and Bianca" with The MoodBoards at the Brands & Lifestyle Live Stage.



The Character Parade at BLE.



Hamsta in front of Olympia.



Laura Lamertz, Ian Woods, Doris Aeckerle, Leigh Anne Brodsky, Neil Overall, Charlotte Payne, Joshua Hearn, Antonia Walker and Alison Paye, Discovery



Streetcat Bob with James Bowen, owner



Nicolas Loufrani, The Smiley Company



Maarten Weck, CPLG



Fred Soulie, Leila Ouledcheikh, Tim Juckes and Lucy Salisbury, Saban Brands



Regine Labrosse, Melvin Thomas, Daniel Avener and Lisa Shaprio, CAA-GBG



Alex Sanson, Aiden Taylor-Gooby and Daryl Shute, Magic Light Pictures



Ralph Lazar and Lisa Swerling, Last Lemon



The characters of "PAW Patrol" out on the BLE floor.



Sam Johnson and Paul Tudor, JCB



Ron Johnson and Mark Kingston, Nickelodeon/Viacom



Jeff Peters, HBO



Tina-Louise Foster, MGA; Will Steward, The Point 1888; and Juli Boylan, MGA



Marie-Laure Marchand, Xilam with Geoffrey Reynolds and Fiona Macmillan, Centum Books



Steve Green and Trudi Hayward, ITV Studios



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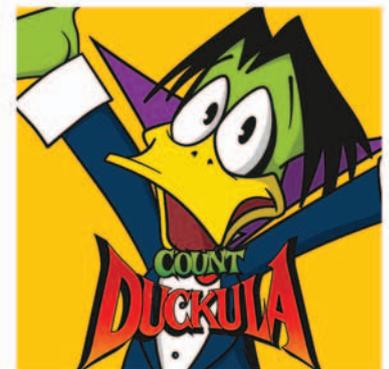
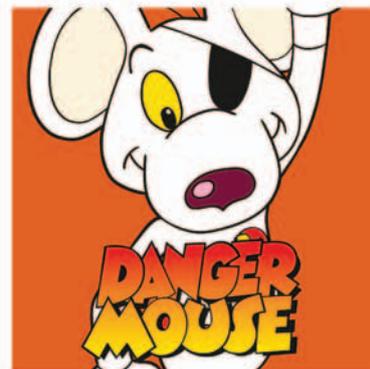
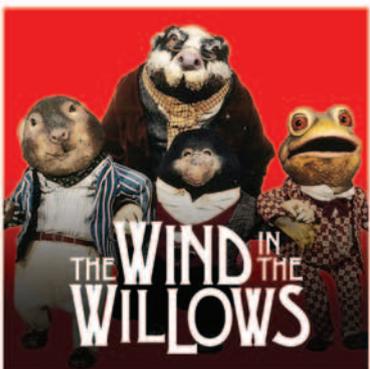
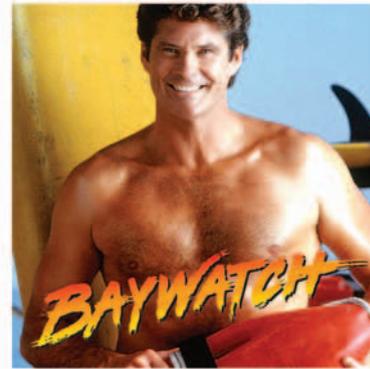
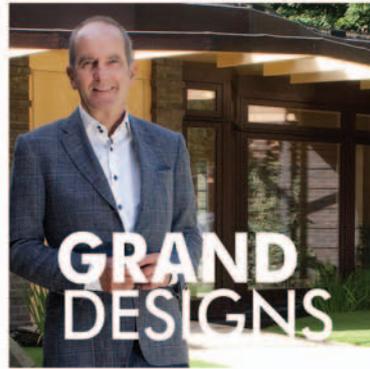
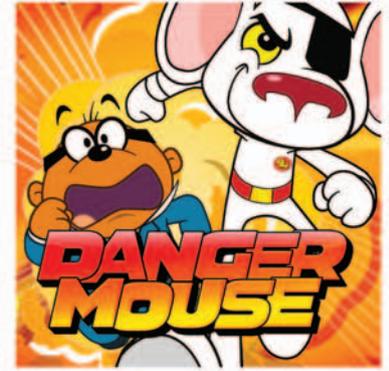
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