

NOVEMBER/DECEMBER 2013 VOLUME 16 NUMBER 6

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THE TIMELESS DOCTOR WHO

With the series' 50th anniversary in full swing, the BBC's iconic sci-fi franchise celebrates five decades as a global phenomenon and brand licensing juggernaut.

Plus:

- Leading Global Licensees
- Studio 100 Expands
- Guide to Global Agents

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LEADING GLOBAL LICENSEES

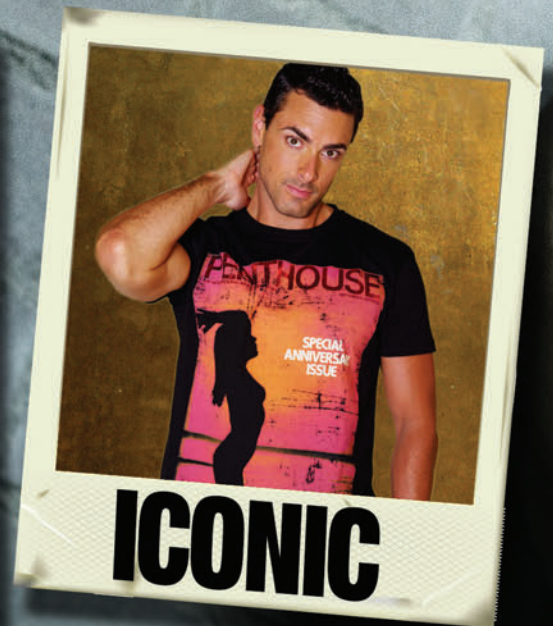
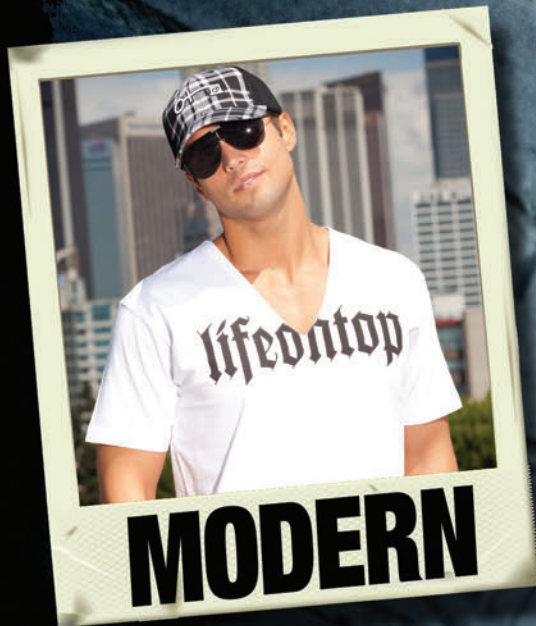
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26 The Timeless Doctor Who

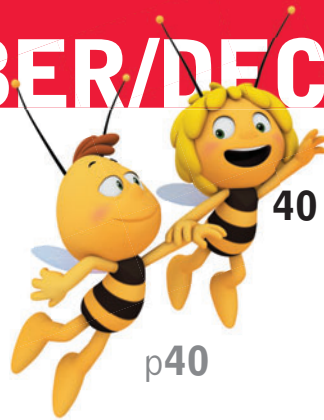
With the series' 50th anniversary in full swing, the BBC's iconic sci-fi franchise celebrates five decades as a global phenomenon and brand licensing juggernaut, highlighted by a mega partnership with Hot Topic.

20 BLE's Biggest Year Yet

Brand Licensing Europe marked its 15th year with a bang, debuting a new show floor layout and hosting more visitors at London's Olympia than ever before.

32 A Reference Guide to the Top International Brand Licensing Agencies

License! Global has rounded up some of the top brand licensing agents in the world.



40
p40

Studio 100: The Buzz Word is Growth

What started as a small TV production business has now grown into one of the world's largest independent family entertainment companies with a major position in live action and kids' animation, as well as theme parks, live events and extensive consumer products.



44
p44

Get in the Game

Traditional toys will always have a place in the toy aisle, but increasingly digital products and properties are driving trends in children's play.



50
p50

Flying High

Disney Consumer Products is taking to the air with a new extension for its Planes franchise—Planes: Fire & Rescue—and arming the property with a robust product assortment.

Leading Global Licensees

License! Global has compiled a comprehensive list as a reliable resource guide featuring some of the most popular, notable and respected licensees in the marketplace.



On the Cover: Soumya Sriraman, executive vice president, home entertainment and licensing, and Carla Peyton, senior vice president, licensed consumer products, BBC Worldwide.

consumer & retail trends

7 **editor's note**

10 **bizbriefs**

Retail news, deals and more.

18 **chartbuster**

Holiday spending patterns.

73 **lastword**

Viacom builds in Russia.



Elena Balmont, general manager, Russia, CIS, Ukraine and Baltics, Viacom International Media Networks.

License! Global (USPS 017-706) (Print ISSN 1936-4989) (Online ISSN 1936-5047) Published 6 times a year in Feb, May, Jun, Aug, Oct, and Nov/Dec combined, by Advanstar, 131 W First St., Duluth MN 55802-2065. Subscription rates: \$100 for 1 year in the United States & Possessions; \$132.24 for 1 year in Canada and Mexico; all other countries \$190 for 1 year. International pricing includes air-expedited service. Current-issue copies (prepaid only): \$12 in the United States & Possessions; \$14 in Canada and Mexico; \$26 all other countries. Back issues, if available: \$17 in the U.S. and Possessions; \$22 in Canada and Mexico; \$39 in all other countries. Current-issue and back-issue copies shipped inside the United States, include \$6.50 for shipping and handling plus \$2 per additional copy. Current-issue and back-issue copies shipped outside the U.S., include an additional \$10 per order plus \$5 per additional copy. Periodicals postage paid at Duluth MN 55806 and additional mailing offices. POSTMASTER: Please send address changes to License! Global, P.O. Box 6255, Duluth, MN 55806-6255. Canadian G.S.T. number: R-124213139T001. PUBLICATIONS MAIL AGREEMENT NO. 40612608, Return Undeliverable Canadian Addresses to: IMEX Global Solutions, P. O. Box 25542, London, ON N6C 6B2, CANADA. Printed in the U.S.A.

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* For children 4-6 in 2012 & Jan- Aug 2013 **Saturday morning kids block, kids 2-5 in September *** Children 4-6 Jan- Aug 2013

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Signs of the Times

Whether it's Doctor Who's sonic screwdriver, Iron Man's suit, Batman's batarang, Green Lantern's ring or Harry Potter's magic wand, these classic gizmos are at the top of the tech dreamer's wish list.

An item that was on the "got to have it" wish list a few decades ago was the wristwatch used by venerable comic strip detective hero Dick Tracy. His iconic watch may have influenced today's designs, and one can certainly appreciate the similarities to Samsung's Galaxy Gear smart watch.

So while some gadgets and devices may seem a little too far-fetched, there are several technological advances that could very well become part of everyone's life sooner than many people would guess and certainly influence the business of brand licensing. Consider the following and then consider the possibilities:

- **Drone deliveries**—Amazon's chief executive officer Jeff Bezos recently announced on CBS' "60 Minutes" that the e-tailer is testing delivering its packages by drones. The service, Prime Air, would deliver packages in aircrafts known as octocopters in less than 30 minutes, according to Bezos, who says "this looks like science fiction." But when it becomes a regular part of Amazon's shipping options, it will undoubtedly further impact shopping dynamics.
- **Personal 3D printers**—The world of 3D printers is about to explode at retail as several manufacturers are developing and preparing to launch products in 2014. The key for the average consumer—as it is for all innovative consumer electronics products—is affordability. The CubeX Duo is selling on Amazon for \$2,999 versus the Printbot, which is selling its 3D printer for \$399. When the popularity and price of 3D printers becomes as commonplace and inexpensive as big screen TVs, then the potential for millions of consumers to create and print their own personal licensed products becomes a reality.
- **Making scents**—Micro-encapsulation company Celessence Technologies is marketing its technology that adds scents to various products in textiles, bedding and print. Licensees such as Franco Manufacturing, Springs Global, Who-Rae, Delta Galil, Calendar Club, Russ Berrie and

Travelpro are already using the technology; as is a Japanese company, Scentee, which is marketing a product that allows a scent to be added to mobile phones. The device plugs into the earphone jack of a smartphone and automatically sprays a particular aroma alongside apps that activate it.

- **Licensed emojis**—TextPride, which was started two years ago in a dorm room at Notre Dame, is now marketing branded digital emojis and other larger digital stickers. The company has already signed more than 200 licensors and is planning to launch this month. So instead of a thumbs up or smiley sunshine, consumers will be able to purchase sports team logos, licensed characters and more to add customization to text messages.

- **Digital clothing**—This trend has already begun with hangtags that consumers can scan for games, web exclusives and the like. Now fledgling company Smart PJ's is marketing kids' pajamas that can be scanned with a smartphone to access a bedtime story.

Maybe some consumers will always prefer the old-fashioned way: get up early, drive their gas guzzling SUV (only because they don't have a custom, licensed electric smart car yet) in traffic to the crowded and dreary looking brick-and-mortar retailer that used to be their favorite shopping destination, to walk the cluttered aisles only to find that the perfect licensed gift item they were looking for is out of stock.

Or consumers might consider the shopping experience of the future: sit back and get cozy in their special digital pajamas with their smart watch, sonic screwdriver and 100-inch remote touch TV as they tap their favorite licensed product on the screen and send it to their wireless 3D printer, order their personal i-bot to wrap it in licensed paper (scented of course), text their message and sign it with a licensed emoji and special scent, and then have the gift delivered by private drone. And all this will happen within less than 30 minutes.

Though these new technologies may be a few years away, there's no doubt that these trends and others that are being developed will have a definitive impact on retail merchandising and the business of brand licensing. ©



By **Tony Lisanti**
Editor-in-Chief

INDIAN MOTORCYCLE IS *Iconic...* RECOGNIZED AT A GLANCE. TRUE TO THE SPIRIT OF THOSE COURAGEOUS ENOUGH TO STAND APART

At Indian Motorcycle® our ambition is to create and deliver premium quality products through our licensing program. We will achieve this only by working with the highest quality suppliers, manufacturers and brands and have a collaborative relationship between both parties.

Our licensing program is designed to allow our partners to develop these premium products and allow our customers to believe in the brand through a consistent approach to the use of the property.

The Indian Motorcycle® name represents a strong heritage as the original American motorcycle company rooted in the spirit of adventure, individualism and personal expression. Leveraging these brand attributes will allow our partners to develop products that resonate with the past but are also relevant to today's consumer.

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America's first motorcycle company carries the valuable attributes of heritage, class and "cool." Pop culture has had a love affair with Indian Motorcycle® for years and licensing opportunities are endless with this legendary name and recognizable logos. Indian Motorcycle® is an original and synonymous with the free spirit of America. The feeling it inspires spans generations of riders and consumers.



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In 2011, Indian Motorcycle® found its perfect and final home, the \$3.2 billion power sports leader, Polaris Industries Inc.. Now, one of motorcycling's most celebrated, innovative and revered brands is backed by the financial stability and engineering prowess it deserves. With Polaris Industries Inc. as its parent company, Indian Motorcycle® is poised to once again conquer the motorcycle industry.

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By pairing the Indian Motorcycle[®] brand with products that also exude heritage, class and “cool,” this iconic brand will continue to shine in the pop culture spotlight - and will bring its partners with it. For the right partners, the possibilities presented by working with Indian Motorcycle[®] are endless. The licensing program reflects this by offering opportunities to the best suppliers and manufacturers.

To discuss Indian Motorcycle[®] licensing opportunities please contact:

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Indian Motorcycle[®] Licensing Manager

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Disney Arms Star Wars Rebellion

Disney is ramping up its Star Wars efforts with the announcement of “Star Wars Rebels,” a new animated television series.

The series is just heading into production and is set to premiere in fall 2014. The animation is part of a greater expansion plan for Lucasfilm’s Star Wars franchise, which was acquired by The Walt Disney Company in 2012. A new film in the saga, *Star Wars: Episode VII*, is slated for release in winter 2015.

“Star Wars Rebels” will debut first with a one-hour special on Disney Channel,



followed by the regular series broadcast on Disney XD channels around the world. Globally, there are 42 Disney Channels and 26 Disney XD channels in more than 20 languages.

“The entire team at Lucasfilm has provided extraordinary creativity and innovation for over three decades, and we’re thrilled to be bringing the expansive and imaginative world of Star Wars to Disney XD’s viewers,” says Gary Marsh, president and chief creative officer, Disney Channels Worldwide.

The animation’s plot takes place between the events of the films *Star Wars: Episode III* and *Episode IV*, a time when the Empire is securing its grip on the galaxy.

“I couldn’t be more excited to explore new corners of the Star Wars universe,” says Kathleen Kennedy, president, Lucasfilm. “I think ‘Star Wars Rebels’ will capture the look, feel and fun that both kids and their parents love about Star Wars.”



In true Disney fashion, the new series will also feature a global, cross-category consumer products program with major licensees on board such as Hasbro and LEGO. The North American product launch will begin in July, with localized international licensing plans to follow tailored to regional content and market needs.

The program will also receive marketing support from the company, as well as promotional feature space at retail.

Winx Club Gets New Fashion Doll Range

Rainbow’s Winx Club property is continuing its fashionable positioning, with the launch of a new range of fashion dolls this holiday season.

Licensee Sirenix has created a range of dolls featuring six characters from the girls’ series, “Winx Club,” set to debut in 35 countries around the globe. A limited

edition fairy fashion doll, created to mark the property’s 10th anniversary next year, will also enhance the range. The Russian market will also see a limited edition doll designed by Kira Plastinina. That doll will hit Russian retailers in March and is tied to a charity program.

The dolls will also launch in conjunction with new digital content.

“Winx Club” follows the adventures of a group of young fairies and is targeted to girls ages 4 to 10. It is viewed by more than 15 million households every day and broadcast on more than 115 stations worldwide. The property boasts more than 130 animated episodes, as well as two feature-length films. The Winx Club property also has strong licensee support,

with more than 500 on board across a broad swath of categories and with more than 6,000 products developed.

2014 will see the brand’s 10th anniversary, and to mark the occasion, Rainbow has commissioned the series’ sixth season of 26 episodes in 2D and 3D. A third Winx Club movie is also in development, as are anniversary activities throughout the world, as well as additional new products.



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Harry Potter Stamps Debut

No need for an owl—now you too can send your own wizard communications via pony express.

Warner Bros. Consumer Products and the United States Postal Service have teamed for an official collection of limited edition Forever stamps featuring Harry Potter and company.

The USPS collection will feature 20 new stamps in a souvenir booklet, each picturing an iconic scene, character or creature from the Harry Potter film series. USPS will produce a total of 5 million booklets, which can be purchased online or at post offices around the country.

“The magical world [of Harry Potter] created by J.K. Rowling and brought to life over the course of eight films continues to captivate audiences around the world. We are proud to partner with the U.S. Postal Service to offer fans such a unique and historic way to engage with the beloved



characters, creatures and adventures in the series,” says Brad Globe, president, WBCP.

“The U.S. Postal Service is proud to issue the Harry Potter limited edition Forever stamp collection,” says Mickey Barnett, chairman, Postal Service Board of Governors. “From improbable heroes and



magical creatures to schoolroom antics and daring battles, the majestic Harry Potter stamps will inspire fans of all ages.”

The stamps were unveiled at a special event at Universal Orlando Resort’s The Wizarding World of Harry Potter experience last month.

Marvel and Netflix Pair for Several New Series

The Walt Disney Co. and Netflix have announced a new partnership that will see four new Marvel TV series arrive on the Internet TV network beginning in 2015.

The groundbreaking deal is Marvel’s most ambitious foray yet into live-action television and calls for the studio to develop four serialized live-action programs based around Marvel Super Heroes. The new TV shows will lead up to a mini-series event.

The first 13-episode series will be focused on the superhero character Daredevil, followed by three additional series that will release over multiple years featuring characters Jessica Jones, Iron Fist and Luke Cage. The partnership will culminate in a “The Defenders” mini-series event that will re-imagine the dream team of self-sacrificing heroes.

The programming will be produced by

Marvel Television in association with ABC Television Studios.

“This deal is unparalleled in its scope and size, and reinforces our commitment to deliver Marvel’s brand, content and characters across all platforms of storytelling. Netflix offers an incredible platform for the kind of rich storytelling that is Marvel’s specialty,” says Alan Fine, president, Marvel Entertainment. “This serialized epic expands the narrative possibilities of on-demand television and gives fans the flexibility to immerse themselves how and when they want in what’s sure to be a thrilling and engaging adventure.”

This new deal follows on an existing movie distribution partnership between the two companies which, beginning with 2016 theatrically released feature films, will

make Netflix the exclusive U.S. subscription television service for first-run, live-action and animated movies from the Walt Disney Studios including titles from Disney, Walt Disney Animation Studios, Pixar Animation Studios, Marvel Studios, DisneyNature and Lucasfilm.

“Marvel’s movies, such as *Iron Man* and *Marvel’s The Avengers*, are huge favorites on our service around the world. Like Disney, Marvel is a known and loved brand that travels,” says Ted Sarandos, chief content officer, Netflix. “With ‘House of Cards’ and our other original series, we have pioneered new approaches to storytelling and to global distribution, and we’re thrilled to be working with Disney and Marvel to take our brand of television to new levels with a creative project of this magnitude.”

Tommy Bahama Teams with NFL

The National Football League has tapped lifestyle brand Tommy Bahama to create an officially licensed collection of premium apparel.

“Tommy Bahama is a great addition to our roster of lifestyle apparel offerings,” says Leo Kane, senior vice president of consumer products, NFL. “We look forward to giving our fans another way to show their team pride at the game, the office or relaxing at home.”

The multi-year agreement will begin with the release of two custom-designed styles for select NFL teams—a half-zip pullover and a full-zip team jacket.



Both styles are now available on the Tommy Bahama website at select retail locations.

“The NFL has a long-standing tradition of excellence and a commitment to football fans worldwide,” says Terry Pillow, chief executive officer, Tommy Bahama. “We’re honored to join with the NFL in offering a new line of football-inspired lifestyle apparel that has been designed to connect football fans with their favorite teams and with our brand of relaxed, sophisticated apparel.”

In other Tommy Bahama news, the brand has inked a new deal with Oriental Weavers to create multiple collections of indoor and outdoor area rugs.

The rug collections will include products made of wool, jute and other fibers ranging in size from 2’x3’ to 10’x14’.

“For 20 years Tommy Bahama has invited everyone to enjoy the island-inspired lifestyle. We are proud to partner with



Oriental Weavers, one of the most exclusive indoor and outdoor area rug companies in the world,” says Doug Wood, president and chief operating officer, Tommy Bahama. “Their long-standing commitment to using high-quality materials, along with their unique and eclectic coastal design elements, makes their collections a great fit for our brand.”

The Tommy Bahama Home rug collection will arrive at specialty flooring and furniture stores, as well as in select catalogs, in spring 2014.

So So Happy Heads to Canada’s Walmarts

Entertainment One is launching So So Happy-branded products in Walmart in Canada. The children’s products are rolling out at the retailer this fall.

Walmart will carry So So Happy apparel, sleepwear, socks, slippers, beanies and infant onesies for boys and girls. In addition, So So Happy greeting cards and party supplies from Hallmark will also be available, as well as a Walmart So So Happy-branded gift card.

The range will launch in conjunction with Anti-Bullying Month, which is wholly appropriate—Art Impressions (part of the eOne family of companies) founder Cindy Bailey created the So So Happy brand on a message about individuality, inner strength and remaining true to oneself.

“I wanted to create something which was fashionable and cool, but also had a message centered on love, acceptance and self-



esteem,” says Bailey.

Art Impressions also donates 10 percent of profits from the brand to groups that help young people in crisis. In Canada, The Breakfast Club of Canada will be the charity partner of choice.

ABG Buys Two Celebrity-Driven Brands

Authentic Brands Group has acquired Elvis Presley Intellectual Property Assets and Muhammad Ali Enterprises from Core Media Group.

Once the deals are finalized, ABG will own and manage the brands, in partnership with the Presley and Ali families and Joel Weinshanker, chairman and founder of NECA.

As part of the Elvis acquisition, ABG will assume the global rights to a vast library of photographic imagery, including artwork, album covers and movie posters; video and audio assets, including television appearances and music specials; Elvis' name and likeness; and other assets, including the rights to major Elvis-themed events such as Elvis Week, an international celebration of Elvis' life and legacy.

"This is an exciting day for Elvis and his fans," says the singer's ex-wife, Priscilla

Presley. "We look forward to working with the ABG team to further promote the legacy of Elvis. This is the opportunity the family has been envisioning to expand the Graceland experience and enhance Elvis' image all over the world."

Weinshanker will acquire the rights to the management of Graceland, Elvis' home in Memphis, Tenn., with ABG and the Presley family as partners. The ownership of the actual property and the artifacts within will remain with Elvis' only child, Lisa Marie Presley.

"It is with great honor, and a profound sense of responsibility that we assume ownership of the Graceland operations," says Weinshanker. "We will usher in a new era of an enhanced Graceland experience, run for the fans, by a fan. Graceland is Elvis Presley's castle, and I look forward to helping take this global landmark to new

and exciting heights."

ABG will also assume global rights to the intellectual property for famed boxer Muhammad Ali, including the world's largest library of photographic images of Ali; a moving image and video collection; Ali's name and likeness; and trademark phrases, including "float like a butterfly, sting like a bee" and "the greatest of all time."

"We are very proud to welcome Muhammad Ali into the ABG brand portfolio," says James Salter, chairman and chief executive officer, Authentic Brands Group. "Together with the Ali family, we intend to build upon Muhammad's core principles to create strategic partnerships that will introduce a broader audience and future generations to Ali's unmatched greatness as both an athlete and an individual."

HBO Brews More 'Game of Thrones'-Inspired Beer

HBO and Brewery Ommegang are jointly rolling out the third in a line of "Game of Thrones"-inspired beers. Fire and Blood Red Ale, a pilsner, will release in the run-up to the TV series' fourth season, set for spring 2014.

Fire and Blood Red Ale follows Iron Throne Blonde Ale (2013) and Take the Black Stout (available now), and is inspired by House Targaryen. The bottle features a series of labels, each representing one of the three dragons on the show—Drogon, Rhaegal and Viserion.

"Our partnership with Brewery Ommegang has been a huge success, and we look forward to Fire and Blood being the hottest entry yet," says Josh Goodstadt, director, HBO Global Licensing. "Ommegang has consistently delivered superior quality beers that

reflect a deep passion for the show and open up an entirely new facet of the series to its legion of fans and beer lovers alike."

Fire and Blood Red Ale is brewed with pilsner, spelt, rye and other specialty malts. It's hopped with Styrian Golding and German Tettnang hops and spiced with ancho chilies for additional complexity.

"Once again, we really worked hard to ensure the beer tied nicely into the themes of the show," says Phil Leinhart, brewmaster, Brewery Ommegang. "Obviously the use of ancho chilies pays homage to the dragons, but the use of rye and spelt wheat links back to the Dothraki people that Daenerys is leading—they are nomads of the plains and these are the grains that would be well at home there."





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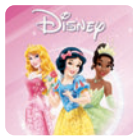
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Holiday Spending Patterns

U.S. consumers plan to spend more this holiday season, but will seek out better deals.



Compiled by

The NPD Group's 12th annual Holiday Spending Survey found that the majority of consumers intend to spend the same as or more than last year, with fewer saying they plan to spend less.

"Consumers are feeling better about the economy compared to last year, and they plan to take advantage of sales during key periods," says Marshal Cohen, chief industry analyst, The NPD Group. "But this year's holiday will be a tricky one for retailers. With fewer days between Thanksgiving and Christmas, government distractions and lack of newness in the marketplace, retailers will have to rely more on promotions to excite the consumer."

Comparison shopping and comparing prices online remain consumers' top pre-purchase actions. One-third of consumers plan to buy all of their holiday gifts on sale.

besides some updated versions of the same hot products from past years, consumers will not shop with fear due to lack of inventory. The must-have items will also be available at a wider variety of retailers, minimizing the panic shopping of years past," says Cohen.

Overall, the holiday shopping season will get off to an earlier start compared to last year, with the survey showing that many consumers started shopping before Thanksgiving.

"Consumers who plan to shop early expect the retailers to respond with extended store hours, and better deals offered earlier," says Cohen.

The online channel grew 5 percent compared to last year. High-income consumers, earning \$75,000 or over, are more likely to shop this year on e-commerce sites. By comparison, other channels remained stable.

"Researching online for the best deals will play a bigger role this year with social media continuing to influence consumers' holiday purchases," says Cohen. "The expansion of Black Friday weekend deals will also be a major player in the discount offerings. Look for promotions to start well ahead of Black Friday to create a much greater consumer opportunity for stores and online." ©

Consumers' purchasing plans are similar to last year, with the same top 10 items on their holiday shopping list.

"With no new, trendy items,

U.S. Consumers' Spending Intentions—2013 vs. 2012		
	2013	2012
Plan to Spend More	12%	10%
Plan to Spend About the Same	67%	67%
Plan to Spend Less	21%	23%

Source: The NPD Group, Inc./Holiday Spending Survey

U.S. Consumers' Purchase Drivers—2013 vs. 2012		
	2013	2012
Special sale price	57%	56%
Overall value for the price	56%	54%
Free shipping	42%	39%
Carries unique products or brands	17%	15%

Source: The NPD Group, Inc./Holiday Spending Survey

What Products Consumers Plan to Buy for Holiday 2013		
	2013	2012
1 Clothing	41%	41%
2 Toys	31%	30%
3 Movies/DVDs	21%	20%
4 Fragrances	15%	15%
5 Video Gaming Systems or Video Games	14%	12%
6 Small Personal Accessories	12%	11%
7 Footwear	11%	9%
8 Housewares	9%	8%
9 Sporting Goods/Equipment	8%	9%
10 Electronics	6%	5%

Source: The NPD Group, Inc./Holiday Spending Survey

Where Consumers Plan to Shop for Holiday 2013		
	2013	2012
1 Discount Stores (i.e. Kmart, Target, Walmart)	52%	50%
2 Online	43%	38%
3 National Chains (i.e. Sears, JCPenney, Kohl's)	29%	28%
4 Department Stores (i.e. Macy's, Bloomingdales, Belk)	22%	23%
5 Toy Stores	19%	19%
6 Warehouse Clubs (i.e. Costco, BJ's, Sam's Club)	18%	17%
7 Outlet Stores	17%	17%
8 Electronics Stores	17%	17%
9 Clothing Specialty Stores (i.e. Gap, Victoria's Secret, etc.)	15%	16%
10 Off-Price Retailers (i.e. Marshall's, TJMaxx, etc.)	15%	15%

Source: The NPD Group, Inc./Holiday Spending Survey

The NPD Holiday Spending Survey of Consumer Purchase Intentions was fielded to members of NPD's online consumer panel from September 3rd to September 11th, 2013. The survey was fielded to a U.S. representative sample; the findings presented here represent 4,000 completed surveys. NPD maintains an online panel of nearly 2 million consumers that tell us about their shopping habits.

THE HOTTEST ITEMS



AC/DC
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Breaking Bad
REGULAR SHOW

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GRUMPY CAT
deadmau5
SPACE INVADERS
SONIC THE HEDGEHOG

DICK CORNADO
KISS
Studio City
BOB MARLEY

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BLE's Biggest year yet

Brand Licensing Europe marked its 15th year with a bang, debuting a new show floor layout and hosting more visitors at London's Olympia than ever before.

By **Nicole Davis**

Not only did Brand Licensing Europe host the largest event in its decade-and-a-half history, but the more than 9,500 visitors to London's Olympia this year were more diverse than ever before.

The 288 companies that exhibited in October hailed from 28 different countries, with one in three visitors to the show traveling from outside the U.K.

This year, returning visitors noticed a dramatic change to the show itself. For the first time, the exhibition hall was divided into three distinct areas: Character & Entertainment; Brands; and Art, Design & Image, the last two of which occupied the gallery level.

That expansion into the upper level was a visual testament to how much the show has expanded since it first launched in 1999. Last year's event saw a 23 percent growth in attendance, and this year's show saw yet another 5 percent increase, marked by attendees from 69 different countries throughout Pan-Europe and the world.

Retailer attendance also increased for the second year in a row (up 5 percent), with representatives from Asda, BHS, Carrefour, Debenhams, Harrods, H&M, Sainsbury, Tesco and more walking the show.

"After the phenomenal growth in 2012, I was delighted to see yet another increase in both visitor attendance and the number of companies exhibiting at BLE 2013," says Darren Brechin, event director, BLE. "This year's show proved to be the biggest and best-attended in its 15-year history, with even more retailers, licensees and sales promotion professionals attending, from across Europe, re-affirming Brand Licensing Europe's position as the definitive event for the European licensing industry."

In a nod to the show's new look, here are some of the top headlines from this year's show, presented as they were at Olympia:

Character & Entertainment

Taking up the largest part of the show floor, entertainment properties were a big draw at this year's expo, with 63 percent of visitors saying they were interested in brands from that category.

Rovio made headlines not only at the show but also across Europe, with its keynote address and the announcement of plans for a new iteration of Angry Birds—the interactive "Angry Birds Go!," which was released this month. Jami Laes, executive vice president of gaming, and Naz Cuevas, senior vice president of licensing discussed the success of the Angry Birds brand and their plans for its



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future in a standing-room only presentation.

Activision Publishing signed a trio of new agents for its own interactive property, Skylanders. CPLG was named to represent the brand in Pan-Europe and hosted the company at its BLE stand, with NLC/MELC tapped to cover the Nordics and the Middle East and Plus Licens taking on CEE/Russia.

Fellow gaming company OutFit7, best known for the “Talking Tom” and “Talking Friends” app franchises, made its BLE debut this year, looking for new partners for its roster of digital characters.

Sony Computer Entertainment Europe appointed IMC Toys as global master toy for its video game franchise Invizimals, with the brand’s first toy range set to launch in Europe in spring 2014. The brand will also be featured in the first-ever augmented reality cartoon series.

The Pokémon Company International appointed Performance Brands as its promotions agency in Europe to build the European presence of the brand.

Saban Brands also announced plans to expand its European operations with the appointment of Gustavo Antonioni as managing director of consumer products, Europe, and the opening of a new London office, marking the first international office for the Los Angeles-based company.

Rainbow made a splash on and off the show floor as it feted the 10th anniversary of its girls’ franchise Winx Club with a fashion-themed evening party and a series of on-site flash mobs throughout the day. The events heralded the beginning of a series of initiatives that will take place throughout 2014 to celebrate the milestone.

In other TV related news, Nickelodeon & Viacom Consumer Products announced plans for topline properties including Teenage Mutant Ninja Turtles racing sets and slot cars from Stadlbauer and a new Dora the Explorer series for older preschoolers that is slated for 2015.

BBC Worldwide and Merlin Entertainment announced that they were joining forces to create CBeebies Land, a themed area that will launch at the U.K. theme park Alton Towers in spring 2014.

At the same time, BBCW marked the 50th anniversary of “Doctor Who” with the biggest-ever range of merchandise for the perennial TV favorite and announced that it had signed on to manage the England football

team’s licensing for the FIFA World Cup Brazil.

DreamWorks unveiled a full program to support the success of its Dragons TV series and feature film franchise with plans for toys, apps, games and publishing that will hit shelves next year. Additionally, DreamWorks Classics announced that it was expanding the international program for Where’s Wally? in support of the brand’s 25th anniversary.

And Wally wasn’t the only character to bring big news with him to BLE. Hit Entertainment’s Thomas & Friends chugged into the Olympia with two new deals in the health space: DTP is planning branded vitamins for the U.K. and U.S. while Darsham Drinks will launch drinks across the U.K. and Ireland.

American Greetings Properties extended its partnership with Somerbond to add new Care Bears women’s and girls’ apparel, in a deal brokered by the brand’s U.K. agent, CPLG. The company also signed a raft of deals for Strawberry Shortcake in Israel for girls’ underwear, ancillary toys and games.

Mind Candy and the Carte Blanche Group teamed up for a new Moshi Monsters gifting and collectibles range, which will hit shelves worldwide next year.

Warner Bros. Consumer Products EMEA, in partnership with DC Entertainment and Sanrio unveiled the first full-character artwork for the Hello Kitty x DC Comics crossover, which will feature a range of products in 2014.

WBCP also announced a multi-year partnership with the National Basketball Association to feature Looney Tunes characters in consumer products, events and promotional campaigns across EMEA.

And Bugs Bunny isn’t the only one who’ll be touting a sports franchise in 2014. Shaun the Sheep is getting into the game with Elite Sports Properties, which handles licensing for the 2015 Rugby World Cup. The Aardman Animations character will be featured in a range of co-branded merchandise that will tell the story of the RWC.

Hasbro announced it was bringing some of its classic characters to the fashion market in a raft of new deals with The Benetton Group, Alice Vandy, Smith & Brooks and Somerbond that will showcase My Little Pony and Transformers, among others.

Hasbro also announced plans to re-launch two of its classic children’s brands—Weebles (in collaboration with Character Options) and Spirograph (with partner Goldfish and Bison).

Other classic brands got revivals at BLE this year, as well. FremantleMedia Kids & Family Entertainment sought new licensees for the 30th anniversary of the award-winning movie *The Wind In the Willows*, and Studio 100 continued



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its reboot of the classic European television series “Maya the Bee,” “Vic the Viking” and “Heidi.”

Brands

Global brands and agents settled right down to business in their new home on the gallery level, driving traffic with the announcement of innovative brand extensions and a diverse collection of licensable properties.

Volkswagen archivist Ulrike Gutzmann presented the event's second keynote address, “Milestones and Magic—The History of VW.”

Beanstalk showcased a raft of new extensions for the home brands it represents including co-branded Febreze x Bissell vacuum cleaners for the U.K. and Europe, a re-release of shaving brand Braun's ET66 calculator and a new deal with Custom Accessories Europe for a line of Energizer-branded automobile power products.

The new licensing agency Ship & Duck made its industry debut. Billed as a “licensing ecosystem,” the company aims to bring together IP with new creative partners via its online community of licensees.

After announcing plans to form a global integrated brand licensing agency earlier in October, Rizon Studios and Evolution USA debuted the new Evolution Europe in London. The new agency already represents the Miramax portfolio, Dumb Ways To Die and Subway Surfers.

The University of Oxford and its licensing agent Performance Brands showcased the latest line of Oxford-branded furniture outside the Brands area. Developed by licensee Halo Asia under its Timothy Oulton brand, the line is inspired by the furnishings of Oxford's interiors and the sporting heritage of the university.

Fluid World gave a sneak peek of its out-of-this-world plans for the Virgin Galactic brand, which it represents globally except in North America. The commercial airline's official style guide was unveiled at an event in London and leverages key assets of the space program alongside real-life photography, iconography and the Virgin Galactic logo.

A rocket of another kind, Rocket Licensing, showcased the more terrestrial brand, The Very Hungry Caterpillar, which is celebrating its 45th anniversary. To mark the milestone and expand the classic book's presence in the U.K., Rocket has brought in new partners and is planning in-store and online celebrations.

Imperial War Museums also began preparations for a milestone—the centenary of the First World War, which will begin in 2014 and continue through 2018. IWM, which is leading more than 1,650 organizations across the world in the creation of a program of events and activations for the anniversary, showcased a range of opportunities to licensees

and retailers based on its WWI archives.

Elvis Presley Enterprises, which will celebrate its 60th anniversary in 2014, debuted artwork for the yearlong event alongside a roster of new licensees that will include MyBrandEmail, White Coffee Company, Zippo, Rock N Roll Tequila, Mimoco, Opening Ceremony and Legends Home Bedding.

King Features Syndicate announced that its character Betty Boop would grace the logo of Perfetti van Melle's confectionery brand Chupa Chups in a collaboration that will also see apparel, accessories, homewares, stationery, giftware and apps.

Art, Design & Image

This new section, also located on the gallery level, featured perhaps some of the show's most entrepreneurial exhibitors.

The Thomas Kinkade Company presented one of the artist's favorite pieces, “Studio in the Garden,” as it looked to expand its portfolio of licensees in Europe.

The art brand Suzy's Zoo also had an eye on European expansion, announcing the appointment of Metrostar as its licensing agent in the U.K. and Eire.

The live judging session of this year's License This! competition served as a showcase for up-and-coming art and design brands, with artist and illustrator Jamie Patterson taking the ultimate prize for her Mr. Trafalgar brand.

Patterson and Mr. Trafalgar, a rodent character presented in black-and-white silhouette, will come to market at next year's BLE as part of the prize package, which includes a fully furnished stand.

Mr. Trafalgar won't be alone at next year's show, with 70 percent of the 2014 show floor already sold.

“For 2014 we will be working hard to improve on the changes that we made to this year's show,” promises Brechin. “We will continue to dig deep into the three vertical sectors to bring new companies and new people to BLE 2014 and to ensure that we give our visitors and exhibitors what they need and what they want from the show.”

BLE 2014 will take place Oct. 7-9 at London's Olympia. ©



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THE TIMELESS DOCTOR WHO

With the series' 50th anniversary in full swing, the BBC's iconic sci-fi franchise celebrates five decades as a global phenomenon and brand licensing juggernaut.

By **Tony Lisanti**

There's something incredibly special, mysterious and captivating about the alien doctor, armed with a screwdriver and a phone booth time machine, as he experiences one adventure after another. (And who, by the way, has no name to speak of and can regenerate himself.) "Doctor Who," the BBC's sci-fi franchise series that first aired in 1963, is a pop culture icon—enduring, witty and beloved. The television series debuted with the intent of being a family educational show in the U.K., and now resonates with a diverse audience of nearly 80 million across the U.K., U.S. and Australia 50 years later. "Doctor Who" is timeless, and certainly not tired.

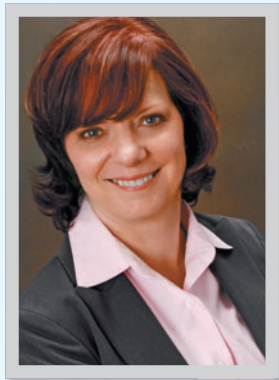
The fact is, only a property with such an appealing character and theme could survive the test of time and enable the BBC franchise to reach 800 episodes—not counting various specials and webisodes—to build a huge and immersed fan base (better known as Whovians) and expand into 200 territories. It has also achieved the well-deserved status of being one of the most successful television brands in history, dwarfing "The Simpsons," the second longest running television series at 25 years and with more than 500 episodes.

"Doctor Who has been an incredible brand for BBC Worldwide, and the 50th anniversary is an extraordinary opportunity for all of our licensees and retailers around the world," says Soumya Sriraman, executive vice president, home entertainment and licensing, BBC Worldwide. "The show's exposure has never been bigger, and we are especially excited about our December promotion with Hot Topic. Doctor Who is the No. 1 sci-fi brand in the independent retail

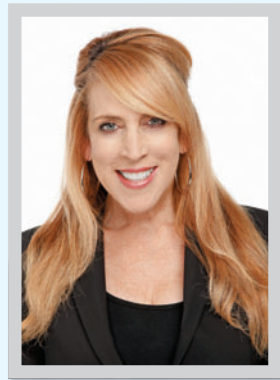




Soumya Sriraman, executive vice president, home entertainment and licensing, BBC Worldwide



Carla Peyton, senior vice president, licensed consumer products, North America, BBC Worldwide



Cindy Levitt, vice president, general merchandise manager, Hot Topic

world, and that's just where we want to be."

Doctor Who is now celebrating its 50th anniversary worldwide with extensive merchandise collections and retail promotions that will further strengthen its loyal fan base as the property looks to sustain its momentum and begin the journey to last another 50 years.

"The key to being the longest running sci-fi show ever and why it is currently enjoying massive popularity in the U.S. is because of its unique formula," explains Carla Peyton, senior vice president, licensed consumer products, North America, BBC Worldwide. "So far, 12 actors have played the role of the Doctor. And because of this detail—allowing the main character to transform his look and personality—it keeps the series fresh.

"The show appeals to the entire family, featuring a hero that prefers his sonic screwdriver to using a gun, and who saves the day with his intelligence rather

than his physical might," she adds. "And that's exactly why we think it can last another 50 years."

The Doctor Who 50th anniversary special, known as "The Day of the Doctor," premiered last month worldwide with simultaneous theatrical events and on television around the globe. In the U.S. for example, the anniversary episode was simulcast in 15 theaters in 11 cities.

All of the hoopla of the anniversary weekend will be followed by episode 800, the "Doctor Who Christmas Holiday Special" and a highly anticipated new season in 2014 featuring the Twelfth Doctor, Scottish actor Peter Capaldi, who played Malcolm Tucker in the BBC series "The Thick of It."

The most important aspect of the franchise has been its ability to build new audiences and appeal to different demographics.

"Over the last few years, the





show has reached more tween, teen and college-age groups than ever before, and we are very excited about that opportunity of reaching a much younger audience,” says Peyton. “The Hot Topic crowd alone shows how varied the ‘Doctor Who’ audience is.”

In fact, Doctor Who is positioned to be one of the hottest brand licensing properties this holiday season and beyond. The cornerstone of BBC Worldwide North America’s licensing strategy is a comprehensive consumer products merchandising program featuring 150 SKUs with its longstanding retail partner, Hot Topic.

“After 50 years on the air, ‘Doctor Who’ continues to generate so much excitement among Whovians. As big ‘Doctor Who’ fans ourselves,

we at Hot Topic are thrilled to work with our partners at the BBC Worldwide to create a holiday campaign that showcases our very broad product assortment, celebrates the 50th anniversary special and the annual Christmas special, and bids an affectionate farewell to our beloved Eleventh Doctor, Matt Smith,” says Cindy Levitt, vice president, general merchandise manager, Hot Topic, which operates 625 stores through the U.S. and Canada along with a strong e-commerce business across digital platforms.

“We are essentially taking over Hot Topic in December. Doctor Who will dominate Hot Topic signage, window displays, merchandise tables in front of the store, major wall displays, ornaments and signs hanging from the ceiling, and all

Doctor Who Mania: Fast Facts About the Timeless Brand

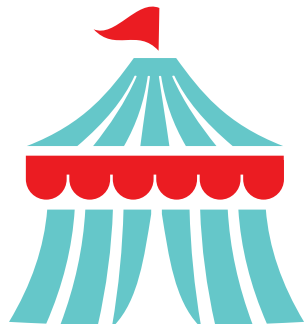
- Doctor Who is listed in the *Guinness Book of World Records* as the longest running sci-fi series in history.
- Pop culture references to the series are continually made on other television series such as “The Big Bang Theory,” “Grey’s Anatomy,” “Criminal Minds,” “Supernatural” and a long-running spoof sketch on “Community” (“Inspector Spacetime”).
- “Doctor Who” is the first British television series ever to grace the cover of *Entertainment Weekly*. It has also appeared on the covers of *TV Guide* and the *Los Angeles Times’ Hero Complex* magazine, and now *License! Global*.
- The Doctor Who property has become a fan favorite at San Diego’s Comic-Con event, filling the infamous Hall H with 6,500 fans three years in a row.
- The series is described by *Rolling Stone* as “the best sci-fi show on the planet.”
- DW Tumblr is the second fastest growing branded Tumblr blog.

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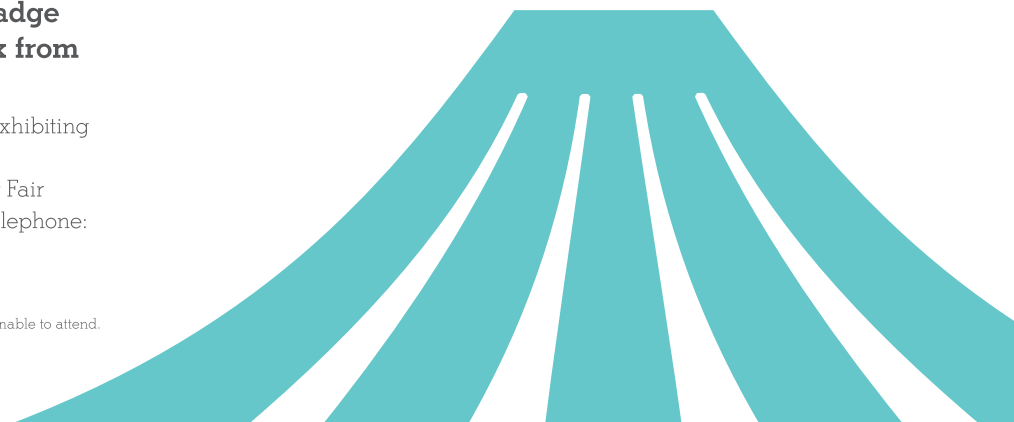
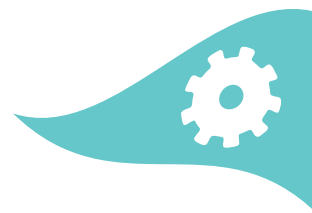
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The Doctor Dozen

1. William Hartnell, 1963-1966
2. Patrick Troughton, 1966-1969
3. Jon Pertwee, 1970-1974
4. Tom Baker, 1974-1981
5. Peter Davison, 1981-1984
6. Colin Baker, 1984-1986
7. Sylvester McCoy, 1987-1989, 1996
8. Paul McGann, 1996
9. Christopher Eccleston, 2005
10. David Tennant, 2005-2010
11. Matt Smith, 2010-present
12. Peter Capaldi will make his "Doctor Who" debut in this year's Christmas special.

employees will be wearing Doctor Who lanyards," says Peyton.

Peyton says that the first planning meetings with retailers and licensees started about two years ago.

"We wanted everybody in the marketplace to see the show in various formats and bring everyone into the Doctor Who world. Licensees love anniversaries and they were very excited, creative and willing to participate," she says.

The Doctor Who 50th anniversary promotion in Hot Topic began in July. The retailer launched six of 11 limited edition t-shirts, each designed

to commemorate a different incarnation of the Doctor.

"Doctor Who' is a truly timeless television series that has inspired legions of fans across generations," says Levitt. "We're a pop culture destination, so we are thrilled to celebrate the 50th anniversary of a pop culture icon by remembering all of the Doctors we have come to love over the years."

The initial six t-shirts featured the first six Doctors portrayed by William Hartnell (First Doctor), Patrick Troughton (Second Doctor), Jon Pertwee (Third Doctor), Tom Baker (Fourth Doctor), Peter Davison (Fifth Doctor) and Colin Baker (Sixth Doctor). For each month thereafter, Hot Topic has introduced a t-shirt featuring the Seventh Doctor (Sylvester McCoy) to the Eleventh and current Doctor, Matt Smith.

"There is something for every fan, with about 25 percent of the overall merchandise mix targeted to collectors," says Peyton.

Among some of the more popular items from the 200-plus total products across all the major categories including clothing and accessories, publishing, toys and games, home and office are:

- the complete series featuring seasons one through seven as a Blu-ray DVD gift box set that includes the Eleventh Doctor sonic screwdriver universal remote control, three exclusive art cards and a comic book;
- a TARDIS mini fridge, which holds six 12-oz. cans, complete with special sound effects;
- TARDIS-style hooded robes;
- and Mr. Potato Head, Yahtzee and Monopoly



collectible games.

Several other retail partners are participating in the anniversary including Barnes & Noble, Books-a-Million, Trans World Entertainment, Think Geek and numerous comic book specialty stores. Key licensees include Elope, Ripple Junction, Underground Toys, USAopoly and The Unemployed Philosophers Guild.

For the BBC Worldwide, Doctor Who represents a “significant” percentage of its consumer product revenue, although the company doesn’t break out its retail sales of licensed merchandise by territory. In 2012, BBC Worldwide reported \$1.7 billion in retail sales of licensed merchandise worldwide, ranking No. 31, according to *License! Global’s* Top 150 Global Licensors report.

With a new Doctor and a new series set to debut next year, Peyton says there are many more opportunities beyond the anniversary to showcase the brand and leverage its widespread popularity around the world.

Peyton says that a special promotion is in the works with Best Buy Future Shop in Canada for Q1 2014 and that pop-up shops are being examined closely, too. Pop-up shops were a big success for the BBC Worldwide in Sydney, Brisbane and Melbourne, Australia, as well.

But the Doctor is not the only star in the BBC licensed property portfolio. According to Sriraman and Peyton, BBC’s brand licensing efforts go beyond Doctor Who to include Top Gear and a new dinosaur movie that offers considerable opportunities in 2014.

“We are thrilled to continue moving forward with our Natural History brands from BBC Earth, particularly with the December premiere of the 3D feature film *Walking With Dinosaurs* with our partners Fox, Evergreen and IM Global, as well as the upcoming launch of Earth Journeys with our

partner Tauck, a world leader in guided premium quality travel,” says Sriraman. “We are also going to be expanding our categories and launching new products for Top Gear, with season 20 getting the highest ratings ever on BBC America.”

The global popularity and timeless universe of Doctor Who gives the BBC an iconic brand franchise for the foreseeable future and a reason to begin planning for the next 50 years. ©



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KEY PROPERTIES: Airheads, AT&T, Bag Snobs/Snob Essentials, Bigelow, Blake Griffin, Chiquita, Coppertone, DEWALT, Doodle Jump (UK), Energizer, Eveready, Eureka, Frigidaire, Harley-Davidson (Europe), HGTV HOME, Honda/Honda Powersports/Acura, Iman, Jack Daniel's (Europe), Jaguar (Europe),

Land Rover/Range Rover (Europe), Matthew Williamson, MovieStarPlanet, Nesquik, Nutrisystem, Old Bay, Paris Hilton, Pennzoil/Quaker State, Procter & Gamble (Febreze, Max Factor, Mr. Clean, Scope, and Vicks), Rosa Mexicano, Salma Hayek, Slim Jim, Stanley Black & Decker, Talking Friends, Travelocity, U.S. Army and Volvo (Europe).

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WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$235M

KEY PROPERTIES: DreamWorks, Sanrio, Paramount, King Features, Nickelodeon, Toei, M.G.A., Platinum, Zodiak, Ludorum, IMPS, Limasky and Route 66.

BRADFORD LICENSING

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Michelle Minieri, president

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WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$400M

KEY PROPERTIES: Pepsi, 7-Up,

Editor's Note: Worldwide retail sales (B-billion, M-million) of licensed products are based on 2012 as reported by *License! Global* in May 2013. The figures were reported directly by each brand licensing agency respectively unless otherwise noted and are deemed to be accurate. Only companies that provided retail sales data are considered for inclusion. Some contractual agreements for representation that may have changed within the past 60 days may not be reflected in this report. Companies are listed alphabetically.

Pez, Game of Thrones and Happy House.

BRAND CENTRAL GROUP

www.brandcentralgroup.com

Ross Misher, president and chief executive officer

T: 310-268-1231

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$1.9B

KEY PROPERTIES: Dr. Pepper Snapple Group, Miraval Resort & Spa, Seventh Generation, Gaiam, Dr. Andrew Weil, Apartment Therapy, Cupcakes and Cashmere, Crowdstar, Petit Tresor, NUK, Jarden (Coleman, K2, Ride, ExOfficio, Marmot, Rawlings, Berkley, Shakespeare, and First Alert), The Fred Rogers Company, Mark Burnett Productions (Are You Smarter than a 5th Grader?), Pee-wee Herman, The Chew, MasterChef and Beekman 1802.

BRANDGENUITY

www.brandgenuity.com

Andrew Topkins, partner

T: 212-925-0730

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$625M

KEY PROPERTIES: Church & Dwight, Food Network, A+E (Duck Dynasty, Swamp People), The Juilliard School, Boppy, Wizard 101 and Sondra Celli.

BRAND LICENSING TEAM

www.blteam.com

Cindy Birdsong and John Shero, managing partners

T: 678-324-3250

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$525M

KEY PROPERTIES: Coca-Cola, Fender Musical Instruments, Chick-fil-A, Boys & Girls Clubs of America and Morris Animal Foundation.

BRAND SENSE PARTNERS

www.bsp.com

Ramez Toubassy, president and chief executive officer

T: 310-867-7222

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$1.3B

KEY PROPERTIES: Dodge, Hamilton Beach and Shabby Chic.

BRAVADO (UNIVERSAL MUSIC GROUP)

www.bravado.com

Tom Bennett, chief executive officer

T: 212-445-3400

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$400M

KEY PROPERTIES: The Rolling Stones, Lady Gaga, Michael Jackson, Justin Bieber, Paul McCartney, Eminem, Kanye West, Metallica, Katy Perry, Nicki Minaj, Guns 'N Roses, Red Hot Chili Peppers, Lil Wayne, Green Day, Black Sabbath and The Killers.

BROAD STREET LICENSING GROUP

www.bslg.com

Carole Francesca, president

T: 973-655-0598

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$458M

KEY PROPERTIES: Playboy, Guinness, BIC USA, Burger King, Diageo,

O'Charley's, 99Restaurants, Steak 'n Shake, China Mist Teas, Merav Olive Oil, Rich's Foods, Gourmet Boutique Foods and Culinary Institute of America.

THE BUFFALO WORKS

www.thebuffaloworks.com

Joanne Olds, founder

T: 952-475-3013

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$233M

KEY PROPERTIES: Jim Shore, Dan DiPaolo, Pozy Bears (Dave Miller), Just The Right Shoe (Lorraine Vail), Julie Browning Bova, Mary Fisher and Georges Monfils.

CREATIVE ARTISTS AGENCY (CAA)

www.caa.com

Gary Krakower, agent; Ian White, agent

T: 424-288-2499

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$1.08B

KEY PROPERTIES: Shaun White, Bethenny Frankel, Bob Marley Estate, Katy Perry, Gordon Ramsay, Lisa Vanderpump, Cindy Crawford and Rachel Roy.

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www.cplg.com

Peter Byrne, chief executive officer;

Steve Manners, executive vice president

T: +44 (0) 20 8563 6400

WORLDWIDE RETAIL SALES OF

LICENSED PRODUCTS: \$1.65B

TOP INTERNATIONAL

BRAND LICENSING

AGENCIES 2013

KEY PROPERTIES: Skylanders, The Simpsons, Ice Age, DreamWorks, St. Andrews Links, Sesame Street, Michaelangelo and FIBA.

EUROPEAN LICENSING COMPANY (ELC)

www.europeanlicensingcompany.com
Hakan Durdag, chief executive officer
T: +44 (0) 20 7292 2000

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$360M

KEY PROPERTIES: Cartoon Network, DreamWorks, Fox, Rainbow and Warner Bros.

EQUITY MANAGEMENT (EMI)

www.equitymanagementinc.com
Glen Konkle, chief executive officer
T: 858-558-2500

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$5.5B

KEY PROPERTIES: General Motors, Reynolds Consumer Products (Hefty), Kawasaki, La-Z-Boy, Goodyear Tire and Rubber Company, French's, Frank's RedHot, Nissan, American Airlines, Torani, Lockheed Martin and Whirlpool/Maytag Corporation.

EXIM LICENSING GROUP

www.eximlicensing.net
Elias Hofman, president
T: 305-534-1900

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$1.7B

KEY PROPERTIES: American Greetings, Britto, Cookie Jar, Discovery, DreamWorks, HIT, Lucas, MGA, Nelvana, Peanuts, Sanrio and UFC.

GLOBAL ICONS

www.globalicons.com
Mike Gard, chief operating officer
T: 310-820-5300

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$3.4B

KEY PROPERTIES: BMW, Buck Knives, Dairy Queen, Duraflame, Ford, Guinness, Hollywood, Humvee, Jarden Consumer Solutions (Crock-Pot, Mr. Coffee, Oster, Sunbeam), Lincoln, Little Giraffe, Mini, Motorola and Pop Secret.

IMC LICENSING

www.imclicensing.com
Stephen Reily, managing director and chairman; Carla Dearing, managing director and chief executive officer
T: 502-589-7655

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$800M (E)

KEY PROPERTIES: AT&T, A-1, Borghese and Dole.

IMG WORLDWIDE LICENSING

www.imgworld.com;
www.imglicensing.com
Bruno Maglione, executive vice president and global managing director; Wesley Haynes, senior vice president, licensing; Cory Moss, senior vice president and managing director, The Collegiate Licensing Company
T: 424-653-1900; +44 20 8233 6673

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$8.1B

KEY PROPERTIES: Collegiate Licensing, PGA Tour, Wimbeldon, Ferrari, Le Mans, Royal Armed

Forces, Goodyear Tire and Rubber, Volkswagen, Sergio Tacchini, Playboy, Salt Life, Arnold Palmer, Pele, Armored Auto Group, ESPN, X-Games, Vail Resorts, Chicken Soup for the Soul, Manchester United, GNC, STP, Muhammad Ali, Coach John Wooden, Elisabeth Hasselbeck, Ryder Cup, Louisville Slugger, Kentucky Derby, Rolling Stone, French Bull, Randy McGovern, George Best, FC Barcelona, World Series of Poker the World and World's Strongest Man.

INK

www.ink-brands.com
Morten Geschwendtner, chief executive officer; Peter Schnohr, director, chief operating officer
T: +45 3355 6100

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$518M

KEY PROPERTIES: Masha & The Bear, Subway Surfers, Smurfs, Peppa Pig, Royal Copenhagen, Bratz, Lalaloopsy, Mia & Me and Discovery.

THE JOESTER LORIA GROUP

www.joesterloriagroup.com
Debra Joester, president and chief executive officer
T: 212-683-5150

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$1.8B

KEY PROPERTIES: The World of Eric Carle, The Kellogg Company, Entenmann's, Mountain Dew, The Hive, Discovery Communications' Animal Planet and The Annoying Orange.



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THE LICENSING COMPANY (TLC)

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Angela Farrugia, group managing director

T: 212-413-0880

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$3.81B

KEY PROPERTIES: Chrysler, Iconix, Anheuser Busch, Mercedes Benz, Coca Cola, Jelly Belly, Cosmopolitan, Reckitt Benckiser, Nestle, Little Tikes, Umbro, Skechers, Magic Light Pictures, National Trust, Jane Packer, Peanuts and Puffa.

LIVE NATION MERCHANDISE

www.lnmlicensing.com

Michael Krassner, executive vice president, licensing

T: 415-247-7400

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$410M

KEY PROPERTIES: Emblem3, AC/DC, KISS, Led Zeppelin, Rihanna, Deadmau5, David Bowie, Madonna, The Clash, John Lennon, Ke\$ha, Aerosmith, Maroon 5, Shakira, Sex Pistols, U2, Woodstock, Yellow Submarine, Nirvana, Sublime, Wu Tang Clan, Kurt Cobain, Pat Benatar, Van Halen, Megadeth, Kings of Leon, Mac Miller, 98 Degrees, Def Leppard, Lynyrd Skynyrd, Ozzy Osbourne, Rush, Depeche Mode, Phantom of the Opera, Cats and Evita

LMCA

www.lmca.net

Allan Feldman, president, chief executive officer; Alan Kravetz, executive vice president

T: 212-265-7474

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$6.4B

KEY PROPERTIES: AgfaPhoto, Black Flag, Frigidaire, Mack Trucks, Melitta, Roto-Rooter, Westinghouse, AT&T, Craftsman, DieHard, Eastman Kodak, Forbes, Heifer International, Kenmore, Boston Museum of Fine Arts, New York Philharmonic, Pepsico International, San Diego Zoo, Snuggle, Uniden and Winchester.

P&L GLOBAL NETWORK

www.plglobalnetwork.com

Fanny Salazar, head of licensing;

Gloria Salazar, director of business administration

T: +52 (55) 5254 4799

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$1.3B

KEY PROPERTIES: DreamWorks, Paul Frank, Sanrio, Jeep Chrysler, Royal County of Berkshire Polo Club, Playstation, Fox Baby TV, TokiDoki, Kimmidoll, Trump and Chuggington.

PLUS LICENS

www.pluslicens.com

Peder Tamm, chairman; Eva Brannstrom, president

T: +46 (0) 8 545 139 00

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$900M

KEY PROPERTIES: ZeptoLab (Cut the Rope), Skylanders, Paul Frank, Hello Kitty, Peanuts, Sesame Street and My Little Pony.

REDIBRA

www.redibra.com.br

David Diesendruck, president

T: +55 11 3383 1616

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$1.22B

KEY PROPERTIES: Coca-Cola, Fox, Paul Frank, Pac-Man and the Ghostly Adventures, Capricho, Galinha Pintadinha and Fishtronaut.

STRIKER ENTERTAINMENT/MOST MANAGEMENT

www.strikerentertainment.com;

www.mostmanagement.com

Russell Binder, president; Marc Mostman, president

T: 818-225-9355

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$1.2B

KEY PROPERTIES: Lionsgate/ Summit (The Twilight Saga: Breaking Dawn 2, The Hunger Games), AMC (The Walking Dead, MRC-Ted), 41 Entertainment (Pac-Man and the Ghostly Adventures) and DreamWorks Studios (Real Steel).

TYCOON ENTERPRISES

www.tycoon.mx

Elias Fasja, president, co-founder

T: +52 (55) 5395 7833

WORLDWIDE RETAIL SALES OF LICENSED PRODUCTS: \$915M

KEY PROPERTIES: Plants vs. Zombies (PopCap), HIT Entertainment, Marvel, Sesame Street, Fox and WWE.

For a ranking of the top agents by retail sales, visit www.licensemag.com.



What started as a small TV production business has now grown into one of the world's largest independent family entertainment companies with a major position in live action and kids' animation, as well as theme parks, live events and extensive consumer products.

By **Tony Lisanti**

Studio 100 is flying high and creating quite a buzz as it expands its family entertainment portfolio beyond the comfort zone of its core markets to new territories around the world.

During a time when small- to mid-sized TV studios are facing growth challenges, Studio 100 is aggressively expanding on all fronts including

for its popular kids' animation properties Maya the Bee, Vic the Viking and Heidi.

The cornerstone of its growth initiative is a 360-degree strategy that addresses every aspect of the business, from creative development to brand licensing to distribution and digital.

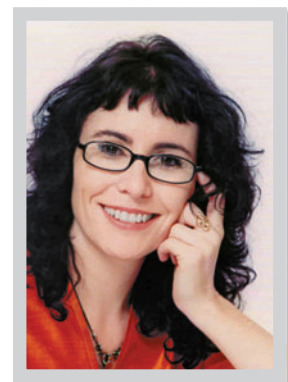
The Schelle, Belgium-based studio was founded



Hans Bourlon, chief executive officer



Sandra Vauthier-Cellier, chief brand officer



Marie-Laure Marchand, international licensing director

in 1996 by joint chief executive officers Gert Verhulst and Hans Bourlon as a small production company focused on creating content for kids and their parents. And there's little doubt that even as it has grown into one of the largest independent family entertainment companies, it has not abandoned its original goal, nor has it lost its creative flair.

Today, the company boasts more than 1,000 employees, offices in five countries, five theme parks, two animation studios, more than 160 broadcast partners in 110 countries, a burgeoning digital division and, of course, a skyrocketing brand licensing business with more than 300 licensees and 2,000 products.

Studio 100's sales have grown consistently over the years to more than \$200 million in 2012. And that's without a major presence in two of the most lucrative global markets—the United States and the United Kingdom.

For Bourlon, content is still the driving factor for the company's business model, along with creativity and innovation, across all of its disciplines. So whether Studio 100 is developing a new animation series, adding a section to one of its five theme parks, creating a new live show such as "K3" based on its hit series in Benelux or developing new apparel collections or toys, the same principles apply.

Studio 100's portfolio consists of five core properties that are expanding globally and are at various stages of development: the CGI series "Maya the Bee," "Vic the Viking" and "Heidi," and live action series "House of Anubis" and "Hotel 13." The company has also developed several iconic brands in Benelux that include Samson and Gert, Plop, K3, Mega Mindy and Bumba.

For the Maya the Bee property, originally developed in 1975, a new series was produced last year by the company's Paris-based animation studio. It boasts 78 episodes, all of which have already been pre-sold to more than 150 countries. The property is at different stages of development in various territories, but still offers huge potential in new markets, according to Marie-Laure Marchand, international licensing director. (Marchand also oversees Australia.) Maya hit the airwaves last year on ABC in Australia and New Zealand and is gaining popularity and awareness, offering new licensing opportunities. Just this month, Studio

100 announced plans to extend "Maya the Bee" into Asia with a broadcast deal with Disney Junior Asia for Brunei, Cambodia, East Timor, Indonesia, Laos, Malaysia, The Maldives, Mongolia, Myanmar, The Republic of Palau, Papua New Guinea, The Philippines, Singapore, Thailand, Vietnam, Hong Kong and Macau.

Marchand says that an additional TV deal will bring "Maya the Bee" to the U.K. on Tiny Pop beginning in January, opening up an entirely new market for the kids' series. The U.S. remains the only major English-speaking market that Maya does not have a broadcast partner for, but Marchand says that the company is looking seriously into the best strategy and tactics for expansion.

According to Marchand, the property has more than 300 licensees on board and more than 2,000 products across all major categories including publishing, toys, games and apparel, with strong growth potential in newer categories including food, health and beauty.

"One [product] example is the very successful program in Poland with Omgex for Maya diapers, which sold out in a few weeks," she says.

For Maya, one of the most important and endearing characteristics of the brand is its recognition among consumers.

"The emotional connections shared by most of the consumers who have a story to tell about 'Maya the Bee' in their childhood is incredible, sweet and exciting to see that there is a universal link among people to the property," says Marchand.

Marchand also says that a major direct-to-retail deal is in the works for Maya and "it is where I see growth and potential."

In addition to the continued expansion of the TV series, a Maya the Bee movie will be released in September, first in Germany followed by all other major territories. Marchand says the movie will help increase popularity, awareness and licensing potential, but there are no plans to develop a





standalone style guide for the movie.

“We are positioning the movie as a marketing tool and promotional tool for the property itself,” she says.

For “Vic the Viking,” 2014 is critical year, according to Sandra Vauthier-Cellier, chief brand officer, who says the kids’ show debuted a few weeks ago in France and will be followed by Belgium, Netherlands and Germany in March. A rollout will follow to additional territories.

“We are launching new products worldwide to tie in with the new CGI series which gives us a strong position in boys,” says Vauthier-Cellier. “We are taking a different approach because the consumer awareness is not as strong as for Maya or even Heidi.

The values and humor of the series, which is not about fighting but rather clever solutions to problems, is a unique selling point. There is also a strong father-son relationship, so that offers potential for different types of products.”

The third cornerstone of Studio 100’s major property pushes is Heidi.

Based on the Johanna Spyri book first published in 1880, *Heidi* has been translated into more than 50 languages and sold more than 50 million copies.

Studio 100 is now developing a new aspirational CGI series based on the property that will debut in



2015, which coincides with the 40th anniversary of the classic TV series.

“We are now targeting moms and making sure to build up awareness of the 1970s series,” says Vauthier-Cellier.

Vauthier-Cellier believes that the 4- to 6-year-old girls’ property offers a very different experience and values than many of the popular and more typical properties in the marketplace.

“Heidi will be linked to a very strong digital strategy as well as content-related publishing, apparel, toys and games focused on the wonders of the world and discovery,” she says.

Another key initiative for Studio 100 is the expansion of its digital group for products across all platforms. This month, the company appointed former BBC executive Tom Reading as digital director.

“Digital is a big investment for the future,” says Vauthier-Cellier. “We were doing lots of things independently, and we need to make sure everyone is working together on the digital strategy when we have a new brand.”

Bourlon’s vision for the company is now playing out on a global stage with perhaps as much creativity, enthusiasm and potential as there was back in 1996. Over the next few years, Studio 100 will continue to be abuzz in family television, live entertainment and brand licensing as it expands its core properties into major new markets. ©

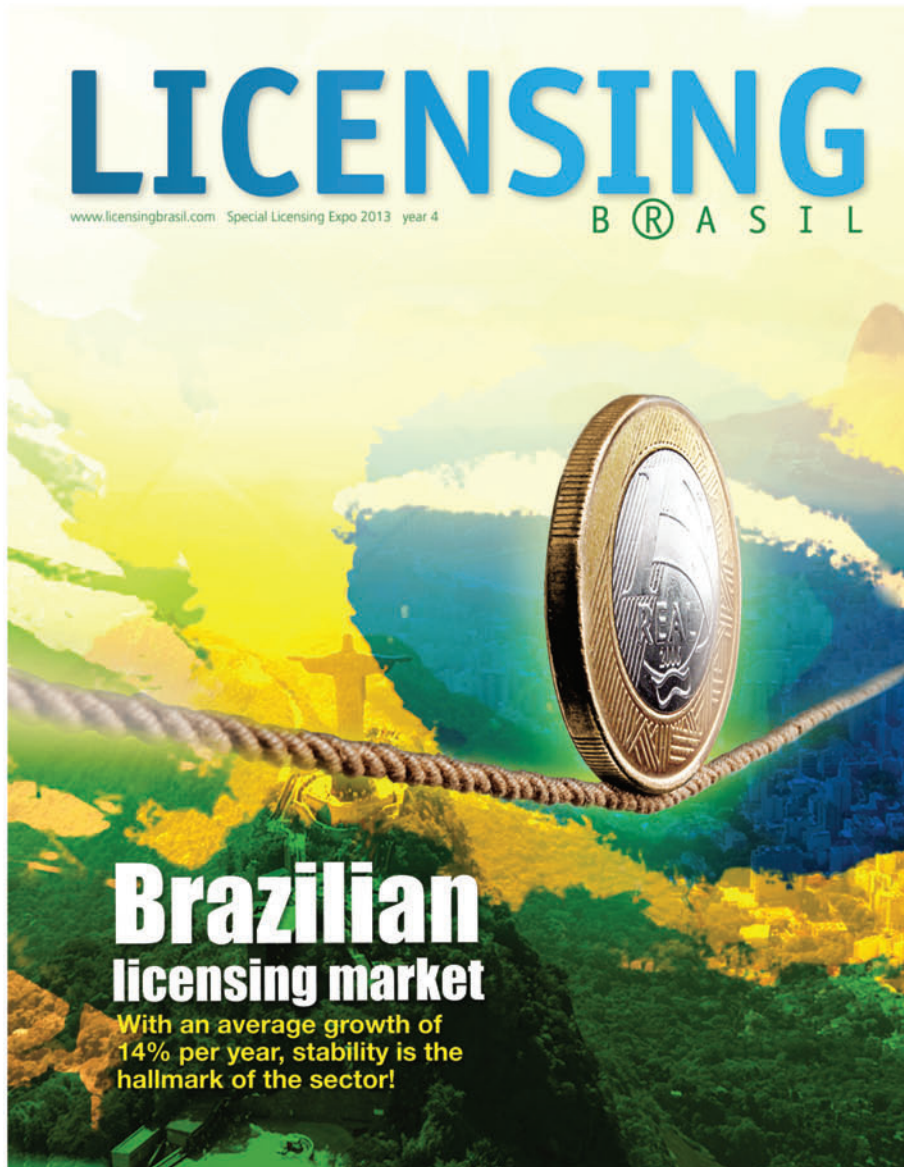


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Traditional toys will always have a place in the toy aisle, but increasingly digital products and properties are driving trends in children's play.

By **Amanda Cioletti**

With toy industry-leading global fairs on the horizon, and the holiday season already in full swing, it's fitting to take a look at worldwide toy trends both currently finding success at market and into 2014.

Kicking off toy fair season is the HKTDC Hong Kong Toys and Games Fair, set for Jan. 6-9. Hot on its heels is the U.K. Toy Fair, sponsored by the British Toy & Hobby Association. The event, which takes place at London's Olympia Jan. 21-23, brings together more than 220 exhibiting companies and toy brands under one roof. Rounding out the worldwide toy fairs is Germany's Spielwarenmesse International Toy Fair Nürnberg, which takes place in Nuremberg, Jan. 29-Feb. 3.

The events showcase toys and games available for market, and also identify new toy trends sure to be reflected on both the show floor and on retailers' shelves.

In 2014, digital properties and technologies in all

its iterations are sure to find their way to mass and specialty retailers around the globe, and in a very big way. According to the National Retail Federation, non-traditional items such as iPads are among the most popular holiday gifts for both girls and boys. And according to The NPD Group, Americans spent \$3.4 billion on gaming content in Q3 (July through September), a 17 percent increase over the same period in 2012. NPD also notes that digital games and downloadable content spend grew by 35 percent year-over-year, totaling \$1.72 billion in the same period.

The category has exponential growth capabilities, with markets widening all the time. In September, China lifted its 13-year ban on the sale of video game consoles (source: *The Hollywood Reporter*), opening up the territory for game developers. And with video game properties spawning consumer products and entertainment franchises, it's only logical that the properties will drive toy trends in the future.



New Gaming Consoles Hit the Market

The production budgets for video games have risen, rivaling top performing films. This year alone saw Take-Two Interactive's "Grand Theft Auto V" pull in more than \$1 billion in sales in just three days. The budget for the game was estimated to cost Take-Two's Rockstar Games upwards of \$200 million and take nearly five years to produce. Other games have hit—and surpassed—the \$1 billion revenue mark (such as Activision's "Call of Duty: Black Ops II" in 2012 and "Call of Duty: Ghosts" in 2013), signaling a sea change in how consumers are using their discretionary dollars.

For video gamers, 2014 will most certainly be all about the new console launches and the accessories, games and, by extension, consumer products that accompany them. Both Microsoft and Sony have released new consoles in Q4, heralding in a new era of technical innovations for the home gamer.

Sony Computer Entertainment launched the PlayStation4 Nov. 15 in the U.S. and Canada to hungry masses. More than 1 million units sold-through during the first 24 hours of availability, indicating it as the most highly anticipated launch in recent history. PlayStation4 is innovative and groundbreaking, offering powerful graphics, speed, personalization and integrated social capabilities. Alongside its launch are multiple video games from publishers such as Ubisoft and 2K, along with curated apps such as Amazon Instant Video, Netflix, NBA Game Time and Hulu Plus, allowing users a gaming and system experience like never before.

Microsoft's Xbox One launched on Nov. 22

to 13 global markets and equally impressive numbers. The Xbox One boasts more than 1.6 GHZ CPU capabilities, advancements to the gaming controller, voice recognition technology and cloud interconnectivity. With games such as "Call of Duty: Ghosts," "Halo" and "FIFA 14" in its arsenal, the gaming system elevates the traditional console to an entirely new realm.

Both of these new systems bring to the table a platform from which properties can grow—giving users better graphics and higher quality games full of licensing opportunity, as well as a built-in, captive audience to market to.



Interactive Gaming: The Wave of the Future

Undoubtedly these new console launches will usher in a new wave of toys and games that take toys in an entirely new and future-forward direction.

Already on the market are products that bridge the gaming and consumer product experience, such as Activision Publishing's Skylanders franchise, which brings physical toys to life within a video game. Its most recent game, "Skylanders Swap Force," is optimized for next-generation game systems and available now for Xbox One. To comply with the new advancements in console technology, Activision improved upon the game's graphics to deliver high-resolution images that bring to life the Skylanders toys with cinematic quality.

The franchise has been massively successful for Activision, earning more than \$1 billion since its launch in 2011 and has landed itself a spot in the top five best-selling video games of the year. Now the franchise boasts three games and a cast of character figures, with more on the horizon.

Disney has introduced to the global market an all-new gaming universe that allows players to use real-world interactive figures and characters from the Walt Disney and Pixar Animation

Studios franchises in a gaming setting. Users place the figures on the Disney Infinity base to activate original, story-driven game play based on films such as *Toy Story*, *Monsters University*, *Pirates of the Caribbean* and *Cars*, among others. The game play launched in August and is compatible across multiple gaming platforms, including traditional consoles, online, smart devices, tablets and mobile. Initially, Disney Infinity debuted with a range of 40 collectible interactive figures, play sets and power discs, with more to come as the platform evolves. Last month, Disney unveiled additional new characters along with a Frozen Toy Box pack and 20 more power discs.

Hasbro and Rovio have also paired to elevate the Angry Birds franchise with Telepods, a digital gaming platform that allows users to play with figures in the physical space and integrate them into the digital realm. The figures, which launched with the "Angry Birds Star Wars II" game in fall, surpassed sales of 1 million in under one month. Earlier this month, Rovio also launched another game compatible with Telepod technology—"Angry Birds Go!," a new app franchise that will feature further enhanced figures and play sets.

Apps are Here to Stay

In the same vein of interactivity is the continuing trend toward app properties, however in 2014 and beyond, popular mobile games are moving from smartphones and mobile devices to the big and small screen. Several app properties are getting the Hollywood treatment, increasing potential for broader product programs.

Debating Dec. 20 in the U.K. and Ireland is the film version of the Moshi Monster phenomenon. Mind Candy, the entertainment company behind the interactive kids' online universe, and Universal Pictures Entertainment International have paired to release the animated feature. *Moshi Monsters The Movie*, a co-production with animation studio Spider Eye, will take audiences all over the Moshi world, from Main Street to the peak of Sillimanjaro.

Mind Candy debuted the online Moshi world to the U.K. in 2008. Since, the property has expanded to more than 150 global territories and spawned a consumer product program with extensions in publishing, games and toys. Its *Moshi Monsters*



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Moshi Monsters™



magazine is the No. 1 kid's monthly in the U.K., and the Nintendo DS game "Moshi Monsters: Moshlings Zoo" held the top spot on the Nintendo DS chart for 23 consecutive weeks.

Coming in 2016 is the highly anticipated big screen adaptation of the Angry Birds franchise. From Rovio Entertainment, the upcoming film has locked down its directors (animation veterans Fergal Reilly and Clay Kaytis) and screenwriter (John Vitti—"King of the Hill," "The Office" and "The Larry Sanders Show") for the 3D, CG-animated film based on the app. The popular digital game has steadily remained the No. 1 paid app of all time since its 2009 debut, and has spawned multiple versions (including the runaway hits "Angry Birds Star Wars" and "Angry Birds Star Wars II" in connection with Lucasfilm), publishing, a weekly animated in-app series ("Angry Birds Toons") and a licensing program that includes best-in-class partners such as Hasbro.

Warner Bros. is in negotiations to bring the endless runner app "Temple Run" to movie theaters,

in partnership with Harry Potter producer David Heyman. The game, developed and published by Imangi Studios, released in 2011 and already has a burgeoning consumer product program that spans apparel, publishing, digital comics and card and board games. The game has received more than 170 million downloads over its lifetime. The movie has yet to secure a release date, but the plot is loosely conceived, centering on an explorer who steals an idol from a temple and incurs the wrath of demonic forces.

On the small screen side, many apps are making the leap to longer-form entertainment content, as well.

Jim Henson's Chatter Zoo is one such property, and targets preschoolers. The property premiered with an appisode in August, and launched a mobile entertainment and learning app simultaneously. "Jim Henson's Chatter Zoo" taps into kids' innate desire to play teacher and allows children to engage with the show's characters through singing, dancing, clapping and pointing.

The app was created by The Jim Henson Company in partnership with Mindshapes, and is collaborating with Sassy for infant development toys and plush.

Technological advances, both in the hardware we use and the way we play, will most certainly dominate the toy landscape moving forward. Whether it be in more traditional forms such as classic video games played on space age consoles, or through interactive properties and the Internet, there's no denying the future is here. ©





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Disney Consumer Products is taking to the air with a new extension for its Planes franchise—Planes: Fire & Rescue—and arming the property with a robust product assortment.

By **Amanda Cioletti**



Josh Silverman, executive vice president, global licensing, Disney Consumer Products

With a history of box office success for its vehicle-themed theatrical releases, Disney Consumer Products is readying its newest property in the Planes franchise for another big screen and retail debut.

Disney's *Cars* films won big at the box office with *Cars* (2006) and *Cars 2* (2011), earning \$461 million and \$560 million globally, respectively. The results at retail were even more significant with the emergence

of a multi-billion dollar evergreen franchise. The first results for *Planes* is also strong, with \$220 million earned at the global box office to date. (Source: Box Office Mojo.)

Product for the Planes property is performing equally well, according to The Walt Disney Company. In its most recent earnings report for fiscal 2013 announced Nov. 7, the company has yielded a higher operating income for Q4 due to increases in

its licensing and publishing business tied to the Planes property, as well as Monsters University and its Disney Junior merchandise.

For Planes, Disney Consumer Products rolled out a wide-reaching product program beginning last June that encompasses more than 300 SKUs, promotional partnerships with major mass retailers such as Target and a multi-platform approach. Product is still at retail and continues to be refreshed and carried over, with plans for product extending well into 2014.

To expand on this retail high, Disney will launch the new film *Planes: Fire & Rescue* July 18, 2014, in the U.S. To support the theatrical event, DCP will have a fully developed product program ready to launch alongside the newest film, complete with a brand-new play pattern.

“The product line for *Planes: Fire & Rescue* enhances existing vehicle play patterns and offers a new way to engage with a rescue play pattern that is tied directly to the storyline of the film,” says Josh Silverman, executive vice president, global licensing, DCP.

For the new line, DCP has added new rescue vehicles, as well as some interactive toys that will help kids knock down small fire targets and play sets that will enable kids and Dusty to “put out fires” and save cars and RVs that are in danger.

DCP will continue to enhance its 360-degree approach for Planes for the new film, continuing a steady cadence of content supported by merchandise debuting throughout 2014.

This strategy is not new for DCP.

“Typically DCP’s strategy is to have products set at retail four to six weeks before a film’s launch to introduce consumers to the franchise and build excitement for the film in tandem with the studio’s marketing and promotions,” says Silverman. “This worked exceptionally well with *Planes* because the story was an extension of a top boys’ property and global powerhouse. Boys and fans of all ages naturally gravitated toward the product because of their love for vehicles and racing play.”

A broad swath of licensees have been tapped for the Planes: Fire & Rescue program across multiple categories, with companies such as Mattel, Thinkway, Huffy, Hallmark, Wonderforge, Jay Franco, Delta, Payless, Fast Forward and Komar among those already on board. Product is scheduled to hit retail shelves in June and will be widely distributed across multiple retail channels. Early categories are broad and include toys, social expressions, fashion, home, books, bath and more.

“The product for Planes performed so well that we will not only be expanding space within existing retailers, but expanding to new retailers as well,” says Silverman. “Breakout programs and account exclusives are in development across retail.”

Products for both the Planes and Planes: Fire & Rescue programs will be on shelf side-by-side, each tying back to the individual film’s distinct storyline.

“The wonderful storytelling in *Planes: Fire & Rescue* gives us an exceptional opportunity to extend Planes products beyond the very popular, traditional racing play and into another complementary play pattern of rescue,” says Silverman. “Since Planes product launched at retail we’ve seen a halo benefit on our Cars business, as it added even more excitement around vehicle play and both of these top boys’ properties.”

If history is the ultimate indicator, Planes: Fire & Rescue products are poised for retail success. Planes is currently enjoying hefty retail support, with products named to several hot holiday toy lists (Amazon, Toys ‘R’ Us, Walmart and Kmart, to name a few), as well as accolades from publications and organizations such as *Good Housekeeping*, the National Parenting Publications Awards and more.

The praise can be attributed in part to DCP’s multi-platform approach and robust support across all lines of business.

“Developing a multi-platform approach is about building brand affinity through immersive storytelling.

DCP is focused on delivering multiple touch points for consumers eager for content to engage

with their favorite characters in whatever manner they want,” says Silverman. “We are leveraging all of the resources of The Walt Disney Company to support *Planes: Fire & Rescue* with product offerings from across the company, in addition to support on Disney’s online channels and through digital assets, games, interstitials, retail programs, PR and marketing support and more.” ©



LEADING GLOBAL LICENSEES

Licensees are the nuts and bolts of the licensing business. They take a licensor's IP and extend it across categories, delivering to retail a tangible product that finds its way to consumers. They are the bridge between the business strategy and the retailer, and the lynch pin of the brand licensing business. *License! Global* has compiled its annual Leading Global Licensees list as a reliable resource guide featuring some of the most popular, notable and respected licensees in the marketplace. The list is organized by category alphabetically and is not intended to be all-inclusive or a ranking.

ACCESSORIES

Accessory Innovations

Karyn Weiss, senior vice president, business development and licensing

34 West 33rd St., Suite 600, New York, NY 10001

T: 212 213-4200

E: kweiss@accessory-innovations.com

SAMPLING OF LICENSES: Angry Birds, Angry Birds Star Wars, Barbie, Monster High, Disney Classic, Tinkerbell, Monsters University, Ever After High, Teen Beach Movie, Nightmare Before Christmas, Frankenweenie, Malificent, Pixar, SpongeBob Square Pants, Dora the Explorer, Dora and Friends, Teen-

age Mutant Ninja Turtles, Winx Club, Team Umizoomi, Bubble Guppies, Sesame Street, Super Mario, Tonka, Sonic the Hedgehog, Star Wars, Clone Wars, Star Wars logo, Star Wars Rebels, LEGO Classic, Lego Friends, Ninjago, Legends of Chima, So So Happy!, Ben 10, One Direction, Justin Beiber, Austin Mahone, Fifth Harmony, Despicable Me 2, Paul Frank, Power Rangers, Beyblade, The Regular Show, The Adventures of Gumball, Littlest Pet Shop, My Little Pony, Transformers, Dreamworks Dragons, Paw Patrol, Tenkai Knights, Lisa Frank, Annoying Orange, Trash Pack, Yo Gabba Gabba! Boo the Worlds Cutest Dog, Fifty Shades of Grey, Shaun White and Betty Boop.

PRIMARY BUSINESS: Year-round business in

bags, backpacks, handbags, luggage and headwear, cold weather accessories and hosiery for preschool, children, tweens and adults at all tiers of distribution.

Ashko Group

www.ashkony.com

Jackie Ashkenazi, chief executive officer and president

10 West 33rd St., Suite 1019, New York, NY 10001

T: 212-594-6050 ext. 23

E: jackie@ashkony.com

SAMPLING OF LICENSES AND COMPANY-OWNED BRANDS: Betty Boop, Laura Ashley, Monster High, Peanuts, Macbeth Collection and Van Heusen.

PRIMARY BUSINESS: Slippers, sandals and socks for men, women and children.

Bioworld Merchandising

www.bioworldmerch.com

Jennifer Staley, vice president of licensing
2111 W. Walnut Hill Ln., Irving, TX 75038
T: 888-831-2138
E: jennifers@bioworldmerch.com

SAMPLING OF LICENSES: Assassin's Creed, Adventure Time, Batman, Big Bang Theory, Betty Boop, Call of Duty, Captain America, Candy Land, Care Bears, Coca Cola, Corona, Diary of a Wimpy Kid, Disney Classic, Domo, Dos Equis, Doctor Who, Elvis Presley, ESPN, Family Guy, Ford Motor Company, Garfield, Gears of War, General Motors, Ghostbusters, G.I. Joe, Gravity Falls, Green Lantern, Guardians of the Galaxy, Guinness, Halo, Harry Potter, Hello Kitty, Hi Fidelity, Jersey, Jimi Hendrix, Justice League, LA Ink, Marilyn Monroe, Marvel Comics, Miami Ink, Miller/Coors, Misfits, MMA Elite, Monopoly, Monster Jam, Muhammad Ali, My Little Pony, Nerds, Nightmare Before Christmas, Nintendo, Operation, Ouija, Pacman, Pink Floyd, Plants vs Zombies, Power Puff Girls, Punisher, Realtree Camo, Red Stripe, Regular Show, Scooby Doo, Scrabble, Sesame Street, The Simpsons, Sonic the Hedgehog, Scarface, Sons of Anarchy, Spiderman, SpongeBob, Sports Center, Star Trek, Star Wars, Supernatural, Superman, Supergirl, Tecate, Ted, Teenage Mutant Ninja Turtles, The Amazing World of Gumball, The Crow, The Walking Dead, Transformers, Tupac, US Army, World of Warcraft and Yummy You by Twinkie Chan!

PRIMARY BUSINESS: Sportswear, t-shirts, loungewear, swimwear, headwear, bags, wallets, bags, wallets, belts, buckles, jewelry, tech accessories and casual footwear.

Concept One Accessories

Sam Hafif, chief executive officer; Effy Zinkin, president; Patricia Mercer, director of licensing
119 W. 40th St., 3rd Floor, New York, NY 10018

T: 212-868-2590
E: pmercer@concept1.com

SAMPLING OF LICENSES: Blue Marlin, Levi's, U.S. Polo Assn., Sean John, Rocawear, Ecko, Zoo York, Wrangler, Marker, NFL, MLB, NHL, NBA, CLC, Ford, Chevy, Budweiser, MillerCoors, Pepsi, Mountain Dew, Disney, Warner Bros, Nickelodeon, Duck Dynasty, Game of Thrones, Sons of Anarchy, Breaking Bad, Dr. Seuss, Domo, Space Invaders and Deadmau5.

PRIMARY BUSINESS: Headwear, cold weather accessories, bags, small leather goods, luggage, seasonal footwear and board shorts.

FAB Starpoint

www.fabny.com

Steve Russo, president and chief executive officer; James Stocker, vice president of licensing
15 W. 34th St., New York, NY 10001
T: 212-947-9001
E: james.stocker@fabny.com

SAMPLING OF LICENSES: Hello Kitty, Mr. Men and Little Miss, Tokidoki, Nickelodeon, MGA, Hasbro (My Little Pony, Littlest Pet Shop, Transformers, Nerf, Furby, Games), DreamWorks, Care Bears, Hershey's, Star Wars, Warner Bros. (Batman, Superman, DCO), Skylanders, Peanuts, Pokemon, Thomas & Friends, Rubik's, WWE, Adventure Time and Ugly Dolls.

PRIMARY BUSINESS: Back-to-school products (backpacks, school supplies and lunch bags), luggage and travel accessories, gifts and home décor.

Global Design Concepts

www.gdcny.com

Felice Stolzberg, vice president, licensing and marketing
10 W. 33rd St., Suite 1100, New York, NY 10001
T: 212-594-3833
E: fstolzberg@gdcny.com

SAMPLING OF LICENSES: Big Hero 6, Doc McStuffins, Jake and the Never

Land Pirates, Mickey Mouse Clubhouse, Minnie Mouse Bowtique, Sofia the First, Disney Fairies/Tinker Bell, Minnie Mouse, Disney Princess, Liv & Maddie, Lion King, Shake It Up, Teen Beach Movie, Vintage Disney, Brave, Cars 1 and 2, Frozen, Monsters Inc., Monsters University, Planes, Planes: Fire and Rescue, Toy Story 1-3, Muppets 2, Spider-Man Classic, Wolverine Classic, Hulk and the Agents of SMASH Classic, Ghost Rider Classic, Marvel Extreme Classic, Marvel Universe Classic, Iron Man 3, Thor 2, Captain America 2, Betty Boop, Pink Cookie, Big Time Rush, Bubble Guppies, Dora and Friends, Dora the Explorer, Team Umi Zoomi, SpongeBob SquarePants, Teenage Mutant Ninja Turtles, Winx, Super Mario, Mario Kart, Donkey Kong, The Legend of Zelda, Metroid, Animal Crossing, Pikmin, Skechers, Smurfs 2 and Yak Pak.

PRIMARY BUSINESS: Bags, backpacks, luggage, handbags, accessories, lunch bags, eco bags, cosmetic bags, electronic cases, diaper bags, scarves and umbrellas.

H3 Sportgear

www.h3sportgear.com

Scott Hines, president and chief executive officer;
9850 Westpoint Dr., Suite 500, Indianapolis, IN 46256
T: 317-595-7500
Janet Sarchett, director, licensing
19924 Jetton Rd., Suite 203, Cornelius, NC 28031
T: 704-921-4785
E: jsarchett@h3sportgear.com

SAMPLING OF LICENSES: Chevron brands including Standard, Red Crown, Texaco and Chevron; Gulf; STP; Coors; Miller; Chevy; Dodge; Ford; DUB; Mack Truck; International Trucks; Freightliner; Goodyear, Kellogg's, Pure Fishing, Rapala, World Wrestling Entertainment, Mopar/Hemi; NYPD/FDNY; Mossy Oak; Real Tree; and Bad Boy.

PRIMARY BUSINESS: Headwear and apparel.

Hanover Accessories

www.hanoveraccessories.com
 Angie Lawler, vice president, marketing
 11011 Smetana Rd., Minnetonka,
 MN 55343
 T: 763-509-6165
 E: alawler@hanovergroup.com

SAMPLING OF LICENSES: Disney, Nickelodeon and The Beatrix Girls.

PRIMARY BUSINESS: Kids' hair and jewelry accessories, pet collars, leashes and accessories.

High IntenCity

www.highintencity.com
 Renee Levy, president
 16-00 Pollitt Dr., Fair Lawn, NJ 07410
 T: 201-703-5010
 E: info@highintencity.com

SAMPLING OF LICENSES: Disney Classics, Minnie and Mickey Mouse, Tinker Bell, Disney Fairies, Disney Princess, Brave, Frankenweenie, Frozen, The Lion King, Muppets, Monsters University, Tim Burton's The Nightmare Before Christmas, Toy Story, Doc McStuffins, Jake and the Never Land Pirates, Phineas and Ferb, Sofia the First, Teen Beach Movie, Once Upon a Time, Hello Kitty, Chococat, Keroppi, Adventure Time, Regular Show and Tokidoki.

PRIMARY BUSINESS: Jewelry and fashion accessories for girls, boys, tweens and juniors.

Hyp

www.hypnyc.com; www.pinkcookiesdesign.com
 Howard Levy, president
 20 West 37th Street, New York,
 NY 10018
 T: 212-684-7717
 E: howard@hypnyc.com

SAMPLING OF LICENSES: Catherine Malandrino, CB Sports, Dockers, Hyp, Pink Cookie, Marvel, One Direction, Emblem 3, Star Wars, Warner Bros. and WWE.

PRIMARY BUSINESS: Activewear, cold weather accessories, headwear, hosiery, intimate apparel and slippers.

New Era Cap Co.

www.neweracap.com
 160 Delaware Ave., Buffalo, NY 14202
 T: 716-604-9000

SAMPLING OF LICENSES: MLB, NFL, NBA, NHL and more than 200 colleges.

PRIMARY BUSINESS: Headwear and apparel.

PS Brands/Planet Sox

www.planetsox.com
 Elie Levy, chief executive officer/president; Lori May, vice president, licensing (PS-Adjmi)
 100 W. 33rd St., Suite 1105, New York,
 NY 10001
 T: 212-239-1485
 E: el@planetsox.com

SAMPLING OF LICENSES: Esprit, Fila, Kensie, Mac & Jac, TapouT, Hind, Pro Player, Southpole, Baby Phat, Layer 8, Mongoose, Schwinn, FC Barcelona, Juventus, Arsenal, Manchester United, Disney, Nickelodeon, Mattel, Hasbro, Marvel, Hello Kitty, Domo, Adventure Time, Tootsie Roll, Thomas the Tank, Yo Gabba Gabba!, Betty Boop, Care Bears, Pajanimals, Strawberry Shortcake, Peanuts, The Simpsons and Smurfs.

PRIMARY BUSINESS: Men's, ladies' and children's, baby socks, legwear, tights and soft accessories.

Safilo USA

www.safilousa.com
 Settima Strada 15, 35129 Padova, Italy; 801 Jefferson Rd., Parsippany, NJ 07054
 T: 39 049 6985111; 973-952-2800

SAMPLING OF LICENSES: A/X Armani Exchange, Emporio Armani, Giorgio Armani, Dior, Marc Jacobs, Marc by Marc Jacobs, Alexander McQueen, Balenciaga, Bottega Veneta, Gucci, Yves Saint Laurent, Boss Hugo Boss, Jucy Couture, Hugo Hugo Boss, Tommy Hilfiger, Jimmy Choo, Max Mara, Max & Co., Banana Republic, Fossil, Liz Claiborne, JLo by Jennifer Lopez, Kate Spade, Saks Fifth Avenue and Pierre Cardin.

PRIMARY BUSINESS: Premium prescription, sunglasses, fashion and sports eyewear.

FASHION-ADULT

Adjmi Apparel Group

www.adjmi.com
 Lori C. May, vice president, licensing
 100 West 33rd Street, Suite 1105,
 New York 10001
 T: 212-594-5511
 E: lmay@adjmi.com

SAMPLING OF LICENSES: Dream Out Loud by Selena Gomez, Rampage, Champion, Hind, Fila, Pro Player, Jantzen, Manchester United, FC Barcelona, Arsenal, Juventus, Disney, Marvel, Sanrio and Hasbro.

PRIMARY BUSINESS: Sportswear, activewear, outerwear, swim, hosiery and fitness accessories. Divisions include S.P.A, IFG, Beluga, Planet Sox and MAG Brands.

Age Group

www.agegroup.com
 Richard Adjmi, chief executive officer;
 Kiri Franco, licensing director
 180 Madison Ave., 4th Floor, New York,
 NY 10016
 T: 212-213-9500
 E: richie@agegrouppltd.com;
 kiri@agegrouppltd.com

SAMPLING OF LICENSES: Hello Kitty, Martha Stewart, Eddie Bauer, Monster High, Paul Frank, Kensie, Angry Birds, Cuddl Duds and Sesame Street.

PRIMARY BUSINESS: Ladies and junior sleepwear and daywear; junior's and girl's swimwear and cover-ups, slippers and flip flops; pet products; spa and travel accessories; and seasonal and cold weather accessories, blankets and throws.

Changes

www.changesonline.com
 Will Thompson, vice president of licensing
 88-36 77th Ave., Glendale, NY 11385
 T: 718-441-6464
 E: wthompson@changesonline.com

SAMPLE OF LICENSES: Adventure Time,

Call of The Wildman, DC Super Heroes, Duck Dynasty, Family Guy, Garfield, Halo, Masters of the Universe, Mortal Kombat, Pac-Man, Popeye, The Simpsons, Soul Eater, Sons of Anarchy, Superman, Thomas the Tank Engine, Thundercats, Walking Dead and The Wizard of Oz.

PRIMARY BUSINESS: Licensed apparel manufacturer specializing in high profile character, gaming and fashion brands.

C-Life Group

www.c-lifegroup.com

Heather McAvoy, vice president, licensing
1400 Broadway, Suite 700, New York,
NY 10018

T: 212-294-0248

E: heather.mcavoy@c-lifegroup.com

SAMPLE OF LICENSES: Marvel, DC Comics, Ansheuser-Busch, Lucasfilm, Smurfs, Disney, Hasbro, Nickelodeon, Kraft (Kool-Aid), AC/DC and Pink Floyd.

PRIMARY BUSINESS: Tees of all fabrication and printing techniques for all gender and age categories as well as swim, sets, fleece and fashion bodies.

Fifth Sun

www.5sun.com

495 Ryan Ave., Chico, CA 95973

T: 530-343-8725

E: licensinginquiry@5sun.com

SAMPLING OF LICENSES: Angry Birds, Star Wars, Domo, Looney Tunes, HBO, Cartoon Network, Paramount and South Park.

PRIMARY BUSINESS: T-shirts, cut and sew knit apparel, fashion tops and fleece for young men, juniors, girls and boys.

Jerry Leigh Apparel

www.jerryleigh.com

Melissa Moskowitz, director of licensing and marketing; Denise Carranza, licensing and marketing; Amber Mullenix, licensing.

7860 Nelson Rd., Van Nuys, CA 91402

T: 818-909-6200

E: mmoskowitz@jerryleigh.com;
dcarranza@jerryleigh.com;
amullenix@jerryleigh.com

SAMPLING OF LICENSES: Disney, Warner Bros., Nickelodeon, Marvel, Coca-Cola, Harajuku Mini, Hello Kitty, Paul Frank, Barbie, Hot Wheels, Ford, My Little Pony, Isaac Mizrahi, BLTee by Brian Lichtenberg, Ed Hardy, Star Wars, Local Celebrity, Crush by ABC Family and Coca-Cola by Doc Romaneli.

PRIMARY BUSINESS: Apparel and loungewear at all tiers of distribution.

Junk Food Clothing

www.junkfoodclothing.com

5770 West Jefferson Blvd., Los Angeles,
CA 90016

T: 310-445-7776

SAMPLING OF LICENSES: Disney, Star Wars, Coca-Cola, NBA, NFL, Warner Bros., Peanuts and more.

PRIMARY BUSINESS: Vintage and retro-inspired, high-quality fashion apparel for juniors, men, tweens, youth, boys, girls, toddlers and infants.

Live Nation Merchandise

www.lnmlicensing.com

Michael Krassner, chief operating officer; Janet Dvoskin, vice president, licensing

2 Bryant St., Suite 300,

San Francisco, CA 94105

T: 415-247-7400

E: lnmlicensing@livenation.com

SAMPLING OF LICENSES: Aerosmith, AC/DC, The Beatles, Led Zeppelin, David Bowie, KISS, John Lennon, Lynyrd Skynyrd, Madonna, Ozzy Osbourne, Maroon 5, The Sex Pistols, Shakira, Bruce Springsteen, Ke\$ha, U2, Woodstock and Run DMC.

PRIMARY BUSINESS: Apparel, accessories, fragrance, fan appreciation products, home furnishings, interactive, footwear, jewelry, wireless/cellular, paper goods, publishing, gaming, luxury goods and themed restaurants.

MjC International Group

www.gomjc.com

Mark Siegel, senior vice president, licensing and business development

5 Thomas Mellon Cir., Suite 303,
San Francisco, CA 94134

T: 415-467-9500 ext. 112

E: mark.siegel@gomjc.com

SAMPLING OF LICENSES: Duck Dynasty, Sesame Street, Dr. Seuss, Adventure Time, MTV, Sanrio, Nintendo, Pac Man, Plants vs. Zombies, Hershey, Tootsie Roll, Nestle, General Mills, Coca-Cola, Anheuser-Busch, Guinness, Miller-Coors, Pink Floyd, Pink Panther and Popeye.

PRIMARY BUSINESS: Men's and women's sleepwear, underwear and loungewear.

Olaes Enterprises/ODM

www.odmart.com

Jay Kopelowitz, executive vice president; Jessica Jones, licensing head

13860 Stowe Dr., Poway, CA 92064

T: 858-679-4450

E: jay@odmart.com; jessica@odmart.com

SAMPLING OF LICENSES: General Motors, MGM, Death Note, Tootsie Roll, Johnny Test, Rubik's Cube, Pink Panther, White Castle, Garfield, Jimi Hendrix, Paramount, Sweet Brown, Sriracha and Animal Planet.

PRIMARY BUSINESS: T-shirts and sweatshirts for men, young men, women, juniors and boys ages 4-20.

Poeticgem

www.pdsmultinational.com

Elliott Matthews

The Trident Centre, Imperial Way,

Watford WD24 4YB U.K.

T: +44 01923 249497

E: elliot@poeticgem.com

SAMPLING OF LICENSES: Star Wars, Life, Family Guy, Marmite, Jelly Belly, England FA, Pac-Man, Shoot, Miffy, Star Wars Angry Birds and more.

PRIMARY BUSINESS: Nightwear and underwear.

Ripple Junction

www.ripplejunction.com

Neil Hoynes, president; Scott Andersen, vice president

LEADING GLOBAL LICENSEES

6183 Centre Park Dr., West Chester,
OH 45069

T: 513-559-3900

E: neil@ripplejunction.com;

scott@ripplejunction.com

SAMPLING OF LICENSES: The Big Bang Theory, Doctor Who, Workaholics, Ted, Dragonball Z, Grateful Dead, Pitch Perfect, Sriracha, Archer, Grumpy Cat, Attack on Titan, Naruto, The Big Lebowski, Elf, Christmas Vacation, A Christmas Story, The Goonies, Anchorman 2, Jarritos, Sharknado, Lil Bub and Bates Motel.

PRIMARY BUSINESS: Licensed entertainment apparel and accessories.

Sun City

www.suncity-fashiongroup.com

Sandy Cosimi, service marketing

25 avenue du Bois de la Pie,

93290 Tremblay, France

T: 33 01 49 89 72 86

E: sandy.cosimi@sun-city.fr

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Sanrio, Nickelodeon, Mattel, Warner Bros., SEGA, Ubisoft and more.

PRIMARY BUSINESS: Licensed fashion.

Trau & Loevner

www.trau-loevner.com

Howard Loevner, president

5817 Centre Ave., Pittsburgh,

PA 15206

T: 412-361-7700

E: hculpepper@trau-loevner.com

SAMPLING OF LICENSES: 7-Up, A&W, Animal Planet, Arm & Hammer, Big Brothers/Big Sisters of America, Betty Boop, Betty Crocker, Boys and Girls Clubs of America, Cheerios, Crush, Coors Light, Dennis the Menace, Dr Pepper, Flameboy vs. Wet Willy, Ford, Fraggie Rock, General Mills, Green Giant, Gumby, Harvard, Hawaiian Punch, Hershey's, The Humane Society of the United States, ICEE, Just Born, Kawasaki, Metro-Goldwyn-Mayer, Miller, MoonPie, Nestle, Peace Frogs, Pepsi, Pillsbury Doughboy, Pink Panther, Popeye, The

Saturday Evening Post, Sexy Slang, Slush Puppie, Smokey the Bear, Snapple, SoBe, The Special Olympics, Tootsie Roll, Trojan Brand, Underdog, United States Postal Service, Wham-O, Wheaties, Where's Waldo, Woodsy Owl and Yale.

PRIMARY BUSINESS: Screen-printed apparel.

Trends International

www.trendsiinternational.com

Jeff Loeser, vice president, licensing;

Paul Beck, licensing manager

5188 West 74th St., Indianapolis,

IN 46268

T: 800-354-4639

E: pbeck@trendsiinternational.com

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Bravado, Nickelodeon, MTV, NFL, NBA, MLB, NHL, CLC, WWE, Hello Kitty, Angry Birds, Sesame Street, Warner Bros, Lucas, Sports Illustrated, Harley Davidson, Big Bang Theory, Duck Dynasty, Thomas & Friends, Activision, Microsoft, Universal, Paramount, Rolling Stone, Live Nation, One Direction, Elvis, Bob Marley, Marilyn Monroe and Maxim.

PRIMARY BUSINESS: Posters, calendars, stickers, tattoos, decorative tape, writing instruments and bookmarks.

Trevco Sportswear

www.trevcoinc.com

Jim George, chief executive officer

1900 Stephenson Hwy., Troy, MI 48083

T: 248-526-1400

E: jpg@trevcoinc.com

SAMPLING OF LICENSES: DC Comics, NBC TV, CBS TV, WB TV, Cartoon Network, Universal Films, Paramount Films, Star Trek, Bruce Lee, Betty Boop, James Dean, Monroe, Muhammed Ali, Elvis, Popeye, Garfield, Gumby, Battlestar Galactica, Stargate, Jim Henson, and 300-plus additional properties.

PRIMARY BUSINESS: T-shirts for adults, juniors, youth, juvenile, toddler and infant sizes.

FASHION-YOUTH

Aykroyd and Sons

www.aykroyds.com

Atlantic Street, Character Building, Atlantic Street, Broadheath, Altrincham, Cheshire, WA14 5PP, U.K.

T: 0161 929 1122

SAMPLING OF LICENSES: The Walt Disney Co., Warner Bros., Marvel Heroes, 20th Century Fox, Bob the Builder, Snoopy, Fifi and the Flowertots, Dora the Explorer and Superman.

PRIMARY BUSINESS: Children's nightwear.

Blues Clothing

www.blues-clothing.com

Brigade House, Parsons Green, London SW6 4TN

T: 44 0 20 73719900

E: patrick.bailey@blues1.co.uk

SAMPLING OF LICENSES: Ben 10, Little Charley Bear, Power Rangers Samurai, Me to You, Temple Run, Everything's Rosie, Tickety Toc, Doodle Jump, Peppa Pig, Keroppi, Chococat, Animals, Boofle, Tree Fu Tom, Monster High and more.

PRIMARY BUSINESS: Infant, children's and adult apparel.

Children's Apparel Network

www.childapp.com

Albert Solano, licensing manager

112 W. 34th Street, Suite 1220, New York, NY 10120

T: 212-244-6023

E: alberts@childapp.com

SAMPLING OF LICENSES: Disney, Marvel, Sesame Street, Watch Me Grow, HIT Entertainment, Warner Bros. and Strawberry Shortcake.

PRIMARY BUSINESS: Children's apparel for newborns, infants, toddlers, 4-16 girls and 4-20 boys.

Fashions UK

www.fashions.uk.com

Gurdev Mattu, managing director

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11 St. Georges Way, Leicester, LE1 1SH, U.K.
E: gurdev@fashions-uk.com;
ivy@fashions-uk.com

SAMPLING OF LICENSES: Angry Birds, Temple Run, Sonic, Betty Boop, Disney, Disney Infinity, Skylanders, Diary of a Wimpy Kid, One Direction, Union J, The Beatles and The Simpsons.

PRIMARY BUSINESS: Apparel, footwear, gifting, bags and home textiles, specializing in fashion garments and graphics.

Freeze

www.freeze-ny.com
Kim Cauley, vice president of licensing
1400 Broadway, 16th floor, Suite 1605,
New York, NY 10081
T: 212-764-9011
E: kim@freezecmi.com

SAMPLING OF LICENSES: Disney, Marvel, Looney Tunes, Nickelodeon, DreamWorks, Cartoon Network, Peanuts, Transformers, Star Trek, My Little Pony, Strawberry Shortcake, Betty Boop, Hanna Barbera, Scooby Doo, Blondie, Pink Floyd, Grateful Dead, Marilyn Monroe, Simpsons, Smurfs, WWE, Garfield, Yo Gabba Gabba!, Space Invaders, Robocop, Godzilla, Voltron, Master of the Universe and more.

PRIMARY BUSINESS: T-shirts, fashion knit tops, hoodies, leggings, dresses, bottoms and sportswear for adults and children.

Hybrid Apparel

www.hybridapparel.com
Derrick Baca, vice president, licensing
10711 Walker St., Cypress, CA 90630
T: 714-947-8347
E: dbaca@hybridapparel.com

SAMPLING OF LICENSES: ACDC, Adventure Time, Alvin and the Chipmunks, Audrey Hepburn, Back to the Future, Blondie, Carebears, Cheech and Chong, Chevron, Chrysler, Clifford, Coca Cola, Crayola, Crybaby, Daniel Tigers Neighborhood, David Bowie, Debbie Harry, Despicable Me, Disney, Dr. Seuss, Elvis, Enders Game, Ever After High, Falling

Skies, Family Guy, Felix the Cat, General Motors, Grateful Dead, Harvard, House of Blues, Icee, James Dean, Jaws, Jimmy Hendrix, Johnny Cash, Marilyn Monroe, Marvel, Monster High, Mr. Rogers, NHRA, Nintendo, Pacman and the Ghostly Adventures, Peanuts, Pets Rock, Pink Floyd, Pink Panther, Pokemon, Princeton, Sailor Moon, Simpsons, Slugterra, Smurfs, Spongebob, Star Wars Rebels, STP, Star Trek, Tapatio, Teenage Mutant Ninja Turtles, Turbo, Vikings, Volkswagon, Where's Waldo, Woodstock, Yale, Reebok and Levis.

PRIMARY BUSINESS: Fashion apparel, T-shirts, junior novelty tops, sports performance apparel, children's swim and layette.

LF USA

www.lifung.com
1359 Broadway, 21st Floor, New York,
NY 10018
T: 646-839-7000
SAMPLING OF LICENSES: Coach, Calvin Klein, Rachel Zoe, House of Dereon, AK Anne Klein, Jessica Simpson, John Varvatos, Frye, Lacoste, Michael Kors, Hurley Int., Rocawear, TapOut, Jennifer Lopez, Marc Anthony, Sofia Vergara, Sean John, UK Style by French Connection, Daisy Fuentes, Ellen Tracy, Ryka, Disney, Nickelodeon, Marvel, Sanrio, Hasbro, Fox and WB.

PRIMARY BUSINESS: Fashion.

Mad Engine

www.madengine.com
Carolyn Foreman, vice president, licensing
6740 Cobra Way, Suite 100, San Diego,
CA 92064
T: 858-558-5270
E: carolyn@madengine.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, Lego Star Wars, LEGO, Sesame Street, Anheuser-Busch, Miller-Coors, Guinness, Ford, Popeye, Ghostbusters, Mattel, M & M, Mighty Mouse, Coke, Pac-Man and more.

PRIMARY BUSINESS: Apparel for adults and children.

Parigi Group

www.parigigroup.com
Sion Betesh, executive vice president of licensing and marketing
112 W. 34th Street, 5th Floor, New York,
NY 10120
T: 212-378-1518
E: sion@parigigroup.com

SAMPLING OF LICENSES: Puma, Puma Ferrari, Lucky Brand, DKNY, Timberland, LRG, Nicole Miller and Baby Phat Girlz.

PRIMARY BUSINESS: Boy's, girl's and baby sportswear, activewear, sleepwear, dresswear and swimwear.

Smith & Brooks

www.smithbrooks.com
Mark Segalov, managing director
120 New Cavendish St., London W1W 6XX
T: 44 0 845 129 9216
E: mark.segalov@smithbrooks.co.uk

SAMPLING OF LICENSES: Adventure Time, Babar, Ben & Holly's Little Kingdom, Bubble Guppies, Cut the Rope, DC Comics/Originals, Dennis the Menace, Despicable Me 2, Disney portfolio, Dora the Explorer, DreamWorks Portfolio, Fireman Sam, Furby, Gnasher, Grease—The Movie, Hannah Barbara, Hello Kitty, JCB, Lalaloopsy, Looney Tunes, Marvel portfolio, Matt Hatter, Moshi Monsters, Mr Men and Little Miss, My Little Pony, Nintendo, Plants vs. Zombies, Ruckley (England Rugby), Scooby Doo, Simpsons, Sonic The Hedgehog, Space Invaders, SpongeBob SquarePants, Talking Friends, The Beano, Thomas & Friends, Transformers, Where's Wally? and WWE.

PRIMARY BUSINESS: Children's apparel, accessories and footwear.

TV Mania

www.tvmggroup.com
Monika Albers, vice president licensing, Europe
242-246 Marylebone Rd., London,
NW1 6JQ U.K.
T: 44 20 75 638 511
E: monikaalbers@tvmggroup.de

SAMPLING OF LICENSES: Sanrio/Hello Kitty, Disney, Mattel, Marvel, Nickelodeon, HIT, One Direction, Reebok and more.

PRIMARY BUSINESS: Apparel and accessories.

Umeko

www.umeko.com.sg
Blk 2024, Bukit Batok St. 23, 04-40
Industrial Park A, Singapore 659529
T: 65 6561 6030
E: contact@umeko.com.sg

SAMPLING OF LICENSES: Barbie, Disney Princess, Fisher-Price and Winx Club.

PRIMARY BUSINESS: Girl's and baby/toddler apparel.

van de Erve

www.vandererve.be
Martijn van der Erve
Weiveldlaan 41 box 21, 1930 Zaventem, Belgium
T: 32 2 278 55 55
E: martijn@vandererve.be

SAMPLING OF LICENSES: Disney, Dora, Betty Boop, Garfield, Hello Kitty, Popeye, Smurfs, Snoopy, Spiderman and The Simpsons.

PRIMARY BUSINESS: Children's and adults apparel including daywear, nightwear, underwear, accessories, swimwear and socks.

FASHION-COSTUME

Disguise

www.disguise.com
Tara Hefter, vice president of licensing
12120 Kear Pl., Poway, CA 92064
T: 858-391-3600
E: thefter@jakks.net

SAMPLING OF LICENSES: Disney, Marvel, Hasbro, Masters of the Universe, Disney Princess, Disney Fairies and Sesame Workshop.

PRIMARY BUSINESS: Halloween costumes, masks, accessories and year-round dress-up.

Rubie's Costume Co.

www.rubies.com
Howard J. Beige, executive vice president
One Rubie Plaza, Richmond Hill, NY 11418
T: 516-326-1500
E: howie@rubies.com

SAMPLING OF LICENSES: Adventure Time, Angry Birds Star Wars, Archie Comics, Barbie, Batman, Betty Boop, Beyblade, Crayola, Cut the Rope, DC Super Heroes, Despicable Me 2, Dora the Explorer, Ghostbusters, Green Lantern, Halo Universe, Hello Kitty, Justin Bieber, KISS, Lalaloopsy, Monster High, Muppets, Olivia, Pac-Man, Phineas and Ferb, Playboy, Skylanders, Smurfs 2, Sonic the Hedgehog, Star Trek, Star Wars, Thunder Cats and more.

PRIMARY BUSINESS: Halloween costumes, pet costumes, masks, accessories, make up, wigs, shoes and home décor.

FOOD AND BEVERAGE

Bon Bon Buddies

Pauline Howarth, director of license and design, global
1 Foxes Ln., Oakdale Business Park, Blackwood, South Wales, NP12 4AB U.K.
T: 44 0 1495 241 600
E: pauline.howarth@bonbonbuddies.com

SAMPLING OF LICENSES: Disney Princess, Disney Fairies, Mickey and Minnie, Cars, Planes, Monsters University, Jake and the Never Land Pirates, Spider-Man, The Avengers, Marvel Comics, Playmobil, Barbie, Monsters High, One Direction, Transformers, My Little Pony, Super Mario, Moshi Monsters, Adventure Time and Paris St. Germaine. Distributors of Pez and Zaini licensed ranges.

PRIMARY BUSINESS: Year-round and seasonal chocolate- and confectionery-filled gifts, novelties, toys, surprise bags, eggs and collectibles for children, tweens, teens and adults. EMEA sales and distribution

supplying licensed confectionery to all key retailers in all EMEA territories.

Bakery Crafts

www.bakerycrafts.com
Nicci Henry, licensing manager
9300 Allen Rd., West Chester, OH 45069
T: 513-881-4161
E: nhenry@bkrycft.com

SAMPLING OF LICENSES: Hello Kitty, Angry Birds, Mario Bros., Superman, Batman, Transformers, My Little Pony, Star Wars, Duck Dynasty, One Direction, Field & Stream, John Deere, KISS, Sesame Street, Catching Fire, Smurfs, Peppa Pig, The Hive and Tickety Toc.

PRIMARY BUSINESS: Cakes, cupcakes and cookie decorations.

Candyrific

www.candyrific.com
Rob Auerbach, president
3738 Lexington Rd., Louisville, KY 40207
T: 502-498-2350
E: rauerbach@candyrific.com

SAMPLING OF LICENSES: M&M, Skittles, Star Wars, Disney, Transformers, Scooby-Doo, Moshi Monsters and many others.

PRIMARY BUSINESS: Novelty confectionery.

DecoPac

www.decopac.com
John Gardner, director of customer marketing
3500 Thurston Ave., Anoka, MN 55303
T: 763-574-0091
E: john.gardner@decopac.com

SAMPLING OF LICENSES: Disney/Pixar, Nickelodeon, Marvel, Mattel, DreamWorks, NFL/Super Bowl, MLB, NBA, NHL and NASCAR.

PRIMARY BUSINESS: Cake decorations and accessories.

Kinnerton Confectionery

www.kinnerton.com
1000 Highgate Studios, 53-79 Highgate Road, London NW5 1TL
T: 44 0 207 2849562

LEADING GLOBAL LICENSEES

SAMPLING OF LICENSES: Disney, Skylanders Giants, Hello Kitty, Boofle, Peppa Pig, Teenage Mutant Ninja Turtles, Nickelodeon, The Simpsons and Thomas & Friends.

PRIMARY BUSINESS: Chocolate and novelty confectionery.

Perfetti van Melle

www.chupachupsuniverse.com

Marta Poal, area business manager

Carrer de les Masies 16, Pol. Ind. Can Serra,

08635, Sant Esteve Sesrovires, Barcelona, Spain

E: marta.poal@es.pvmgrp.com

SAMPLING OF LICENSES: Smurfs.

PRIMARY BUSINESS: Candy.

FOOTWEAR

ACI International

www.aciint.com

Sean Mitchell, executive vice president of marketing and licensing

844 Moraga Dr., Los Angeles, CA 90049

T: 310-889-3400

E: smitchell@aciint.com

SAMPLING OF LICENSES: Duck Dynasty, Ed Hardy, PGA Tour, Perry Ellis, Original Penguin, Maui & Sons, Disney, Nickelodeon, Shaq and C9 by Champion.

PRIMARY BUSINESS: Men's, women's and children's footwear.

BBC International

www.bbcint.com

Bob Campbell, managing member; Margot Lazar, senior vice president of licensing and marketing; Keith Rubin, senior vice president of sales

E: mlazar@bbcint.com; krubin@bbcint.com

SAMPLING OF LICENSES: Marvel, Disney, Polo Ralph Lauren Kids, Guess Kids, Sam Edelman, Born, Nu Born, Osirus Kids, Becky Bones for Osirus, Pony Kids and NSS, Warner Bros., Sesame Street and Buster Brown.

PRIMARY BUSINESS: Footwear.

Brown Shoe Company

www.brownsheo.com

E: info@brownsheo.com

SAMPLING OF LICENSES: Famous

Footwear, Shoes.com, Naturalizer, Dr. Scholl's, Famous Footwear, Sam Edelman, Franco Sarto, Via Spiga, Vince, Fergie, Carlos and Ryka.

PRIMARY BUSINESS: Footwear.

Crocs

www.crocs.com

Greg Thomas, global licensing manager

7477 East Dry Creek Pkwy., Niwot, CO 80503

T: 303-848-7589

E: gthomas@crocs.com

SAMPLING OF LICENSES: Disney, Warner Bros., Nickelodeon, Marvel, LucasFilm, LEGO, Sanrio, HIT, Collegiate Licensing, Realtree, Paws, Cartoon Network, US Army, Strawberry Shortcake and Smurfs.

PRIMARY BUSINESS: Crocs brand footwear and Jibbitz brand charms/accessories.

Leomil Group (part of the Cortina Group)

www.leomilgroup.com

Albert Milhado, chief executive

Lindestraat 58, 9700 Oudenaarde, Belgium

T: 32 (0) 55 305420

E: albert.milhado@leomil.be

SAMPLING OF LICENSES: Angry Birds, Angry Birds Star Wars, Barbie, Beyblade, Bob the Builder, Cars, Disney Princess, Doc Mc Stuffins, Filly, Franklin, Hello Kitty, Jake, Just Dance, Marvel, Maya the Bee, Max Steel, Mia and Me, Minnie, Monster High, One Direction, Planes, Playstation, Power Rangers Samurai, Smiley, Sofia the First, Skylanders, Superman, Star Wars: The Clone Wars, Strawberry Shortcake, The Simpsons, Tom & Jerry, Turtles and Zombie Zity.

PRIMARY BUSINESS: Footwear and apparel in the U.S., Europe, Latin America, the Middle East and Russia.

Roy Lowe & Sons

www.roylowe.co.uk

Martin Lowe, director

The Sock Mine Coxmoor Rd.,

Sutton in Ashfield, Notts,
U.K. NG17 5LA

T: 44 01 623 441144

E: martin@roylowe.co.uk

SAMPLING OF LICENSES: Kensie,

Mac & Jac, Ike Behar, Esprit, Oilily, Baby Phat, HEAD, FILA, High Sierra, TapouT, Hind, Pro Player, Southpole, Layer 8, Mongoose, Schwin, French Toast, Manchester United, FC Barcelona, Arsenal, Juventus, Disney, Nickelodeon, Mattel, Sesame Street, Hasbro, Hello Kitty, Domo, Adventure Time, Thomas The Tank, Yo Gabba Gabba, Care Bears, Betty Boop, Strawberry Shortcake, The Simpsons, Lalaloopsy and Smurfs. Also has proprietary brands (Planet Sox, Candy Girl, Mad Tech, Lil Runners, Details by eeh, Funky Socks, Sport Essentials, Sport Logic, Northwest Trails and PS Studio).

PRIMARY BUSINESS: Men's, ladies' and children's socks and tights and soft accessories.

HEALTH AND BEAUTY

Coty

www.coty.com

350 Fifth Avenue, 17th Floor, New York,
NY 10118

T: 212-479-4300

SAMPLING OF LICENSES: Lycra,

Balenciaga, Gwen Stefani, Kenneth Cole, adidas, Calvin Klein, Chloe, Davidoff, Marc Jacobs, OPI, Philosophy, Playboy, Rimmel, Sally Hansen, Guess, Madonna, Lady Gaga, Roberto Cavalli, Vivienne Westwood, Jennifer Lopez, Katy Perry, David Beckham, Nautica and more.

PRIMARY BUSINESS: Fragrances, skin and body care and cosmetics.

HOME

Belltex

www.belltex.be

Yves Vander Schelden, manager

Textielstraat 4, 8790 Waregem, Belgium

T: 32 56 772805

E: vanderschelden.yves@belltex.be

SAMPLING OF LICENSES: Mike the Knight, Doodle Jump, Skylanders Giants, Power Rangers Samurai, Teenage Mutant Ninja Turtles, Winx Club, Maya the Bee, The Hobbit, Star Wars, Where's Wally?, The Simpsons, Dora the Explorer, Big Time Rush, My Little Pony, iCarly, Mr. Men and Little Miss, Avatar, Animal Planet, Glee, Strawberry Shortcake, The Jungle Book, Playmobil and The World of Eric Carle.

PRIMARY BUSINESS: House linens, bath and bedding.

The Betesh Group

www.beteshgroup.com

Steve Betesh, president; Dara Shapiro, director of licensing and marketing

250 Passaic St., Newark, NJ 07104

T: 212-686-4666

E: dshapiro@beteshgroup.com

SAMPLING OF LICENSES: Carter's, Dora the Explorer, Eddie Bauer, Graco, Jeep, MiGi, SpongeBob SquarePants, Yo Gabba Gabba!, Bubble Guppies, Caillou, Pocoyo, Hello Kitty, Ugly Dolls, Cut the Rope, Spider-Man, Avengers, Peter Rabbit, My Little Pony, Rescue Bots and Tonka.

PRIMARY BUSINESS: Diaper bags, infant and toddler bedding, cuddle pillows, blankets, room décor and computer and portable electronics cases.

Character World

www.characterworld.uk.com

Danny Schweiger, joint managing director

Character House, 1 Oak Green, Stanley Green

Business Park, Cheadle Hulme, Cheadle, Cheshire, SK8 6QL U.K.

E: danny.schweiger@characterworld.uk.com

SAMPLING OF LICENSES: Disney and Marvel properties, Warner Bros. properties, Mattel properties, Nickelodeon properties, Hasbro properties, Hello Kitty, Thomas & Friends, Me to You, Peppa Pig, Nintendo, Sonic the Hedgehog, One Direction, Little Mix, Moshi Monsters, Star Wars Angry Birds, Tree Fu Tom, Plants vs. Zombies and Union J.

PRIMARY BUSINESS: Licensed household textiles and outdoor living products, including bedroom textiles, towels, furniture and inflatable furniture.

Delta Children's Products

www.deltaenterprise.com

Jennifer Snyder, vice president, licensing

114 W. 26th St., New York, NY 10001

T: 212-736-7000

E: jsnyder@deltanyc.com

SAMPLING OF LICENSES: Hello Kitty, Teenage Mutant Ninja Turtles, Doc McStuffins, Sofia the First, Little Mermaid, Sesame Street, Dora the Explorer, SpongeBob SquarePants, Team Umizoomi, Cars, Planes, Disney Princess, Disney Fairies, Minnie and Mickey Mouse, Jake and the Neverland Pirates, Monsters University and Marvel.

PRIMARY BUSINESS: Nursey furniture, toddler furniture, twin furniture, bassinets, playpens, strollers, walkers, accessories, storage, pet and mattresses.

Ethos International

www.ethoshousewares.com

International House, Cricketers Way, Basildon, Essex, SS13 1st U.K.

SAMPLING OF LICENSES: The Great British Bake Off, Come Dine with Me, Hell's Kitchen, Breast Cancer Campaign, Carry On, Ethical Goods, Tetley Tea Folk, Cool Britannia, Dulton, Ergo Sebastian Conran, Jacky Al-Samarraie and CSB Voodoo.

PRIMARY BUSINESS: Cookware, kitchen accessories, tableware and partyware.

Idea Nuova Global

www.ideanuova.com

Colleen Glendening, licensing director

302 Fifth Ave., New York, NY 10001

T: 212-643-0680

E: colleenh@ideanuova.com

SAMPLING OF LICENSES: Disney, Nickelodeon, Marvel, teenVOGUE, Smurfs, Monster High, Warner Bros., Major League Baseball, Urban Underground, Cool Factor, Lattitude, Suitelife, Project 101, Hot Gossip, Style Addiction, District, Home Room, Teen Scene, Casa, East End Living, Mercer Street and I.N. Living.

PRIMARY BUSINESS: Infant, toddler, juvenile, teen, tween and adult bedding, blankets, throws, decorative pillows, casual and RTA furniture, lighting, wall art, storage, tabletop, kitchen textiles, room décor, rugs, slumber, outdoor and beach products, stationery, toys and gifts.

Jay Franco and Sons

Elyssa Piker, contract manger, licensed properties

295 Fifth Ave., New York, NY 10016

T: 212-679-3022

E: elyssa@jfranco.com

SAMPLING OF LICENSES: All Disney brands including all classic properties such as Princess, Tinker Bell, Fairies, Mickey and Minnie, Winnie the Pooh, Little Mermaid; Disney Tween brands; Teen Beach Movie; Minnie's Bowtique; Mickey Mouse Club House; Sofia the First; Doc McStuffins; Planes; Phineas and Ferb; Jake and the Neverland Pirates; Disney film properties such as The Muppets, Tangled, Monsters University, Toy Story, Cars and Princess and the Frog; Marvel brands including Spider-Man, Avengers, Captain America and Iron Man; Angry Birds, Angry Birds Space and Star Wars Angry Birds; Justin Beiber; One Direction; Hello Kitty; Nickelodeon brands including Teenage Mutant Ninja Turtles, Dora the Explorer, SpongeBob SquarePants and Winx Club; Lucas Film's Star Wars: The Clone Wars; Sesame Workshop's Sesame Street; So So Happy; the Public Zoo; Pac Man Movie; Monster Jam; Power Rangers; Thomas the Tank Engine; King

LEADING GLOBAL LICENSEES

Features; Lalaloopsy; Power Rangers; and Pinkalicious.

PRIMARY BUSINESS: Beach, bedding, bath and accessories.

Kurt S. Adler

www.kurtadler.com

7 W. 34th St., New York, NY 10001

T: 212-924-0900

SAMPLING OF LICENSES: 4-H Club, Angry Birds, Animal Planet, Annoying Orange, Batman, Beatles, Betty Boop, Boy Scouts of America, Bubble Guppies, Chevrolet, Coca-Cola, Doctor Who, Dora the Explorer, Elvis, Family Guy, FDNY, Furby, HBO, Hello Kitty, Jersey Shore, M&M's, Marilyn Monroe, Major League Baseball, My Little Pony, Olivia, Peanuts, Pillsbury, Scooby-Doo, Sesame Street, South Park, Star Wars, U.S. Army, Wizard of Oz and more.

PRIMARY BUSINESS: Christmas decorations and trim the home.

The Northwest Company

www.thenorthwest.com

49 Bryant Avenue, Roslyn, NY 11576

T: 516-484-6996

SAMPLING OF LICENSES: NFL, Collegiate Sports, MLB, NHL, NBA, MLS, Disney, Hello Kitty, Nickelodeon, DreamWorks, Warner Bros., Cartoon Network, Activision, Betty Boop, Elvis Presley, Harley Davidson, Hasbro, Live Nation, Marvel, Peanuts, Pokemon, Sega and more.

PRIMARY BUSINESS: Home décor and seasonal accessories (such as beach and holiday).

Silver Buffalo

www.silver-buffalo.com

Eric Silver, president; Greg Alprin, executive vice president, licensing and marketing; Michael Tomas, director of sales

141 W. 36th St., 4th Floor, New York, NY 10018

T: 212-563-0600

E: esilver@silver-buffalo.com;
galprin@silver-buffalo.com;
mtomas@silver-buffalo.com

SAMPLING OF LICENSES: Marvel Comics, DC Comics, Looney Tunes, Scooby Doo, Sesame Street, Teenage Mutant Ninja Turtles, Spongebob Squarepants, Transformers, Hot Wheels, My Little Pony, Furby, Tonka, GI Joe, Monopoly, Operation, Twister, Magic 8 Ball, Betty Boop, Popeye, Gumby, Elvis Presley, The Godfather, Anchorman, Tommy Boy, Old School, Up in Smoke, Top Gun, Grease Rocky, Delta Force, Animal House, Scarface, E.T., The Blues Brothers, The Big Lebowski, The Hangover, Goodfellas, Beetlejuice, Friday the 13th, The Goonies, Gremlins, Caddyshack, Cheers, The Brady Bunch, The Love Boat, Happy Days, Dexter, Larry the Cable Guy, TED, Slurpee and Icee.

PRIMARY BUSINESS: Tabletop/drinkware, barware, bar accessories, ceramic mugs, plastic drinkware, key rings, lanyards, bracelets, clocks, mirrors, wall signs, wallets, backpacks, bags, throw blankets, pillows, beach towels, stationary, billiards and darts accessories and bar room furniture.

Spearmark International

www.spearmark.co.uk

Alex Bloom, managing director

Howard Road, Eaton Socon, St. Neots, Cambridgeshire, PE19 8GA U.K.

T: 44 1480 222 302

E: alexb@spearmark.co.uk

SAMPLING OF LICENSES: Angry Birds Star Wars, Ben 10, Cut the Rope, Disney Princess, Moshi Monsters, Octonauts, Peppa Pig, Spider-Man, Strange Hill High, Gumball, Man of Steel, Teenage Mutant Ninja Turtles, Tree Fu Tom, One Direction, Union J, Thomas & Friends and Hello Kitty.

PRIMARY BUSINESS: Kid's housewares and lighting.

Thermos

www.thermos.com

475 N. Martingale Rd., Schaumburg, IL 60173

T: 847-439-7821

SAMPLING OF LICENSES: Batman, Barbie, Hello Kitty, Star Wars, Green Lantern, Spider-Man, Superman, Dora the Explorer, Thomas

& Friends, Lalaloopsy, Skylanders Giants, The Avengers, Iron Man 3, Scooby-Doo, SpongeBob SquarePants and more.

PRIMARY BUSINESS: Lunch kits, FUNtainers, stainless steel vacuum-insulated food jars and bottles, vacuum-insulated beverage ware, insulated soft coolers, hydration bottles, reusable ice products and foam insulated snack jars.

Thirstystone Resources

www.thirstystone.com

Laurie Leahy, president

PO Box 1638, Gainesville, TX 76241

T: 940-668-6793

E: licensing@thirstystone.com

SAMPLING OF LICENSES: Coca-Cola, Wine is Life, Life is Country, David Bromstad, Thomas Kinkade, Debbie Mumm, Sheree Burlington, Tre Sorelle Studios, Jan Shade Beach, Tara Reed Designs, Kate Ward Thacker, BJ Lantz and Greg Giordano.

PRIMARY BUSINESS: Decorative and functional coasters and coordinating gifts for home entertaining.

Wild and Wolf

www.wildandwolf.com

Marlene Dixon

The Icehouse, 124 Walcot St., Bath BA1 5BG U.K.

T: 44 01 225 78909

E: marlene@wildandwolf.com

SAMPLING OF LICENSES: Abbey Road, Beano, Celia Birtwell, Gruffalo, Gruffalo's Child, Aardvark, Literary Transport, Mr. Men, Octonauts, Orla Kiely, Rob Ryan, Scrabble, Stirling Moss, Ted Baker, Tintin, V&A, Happy Jackson, Paul Thurlby, Hornby, Scaletrix and Airfix, and Keep Calm and Carry On.

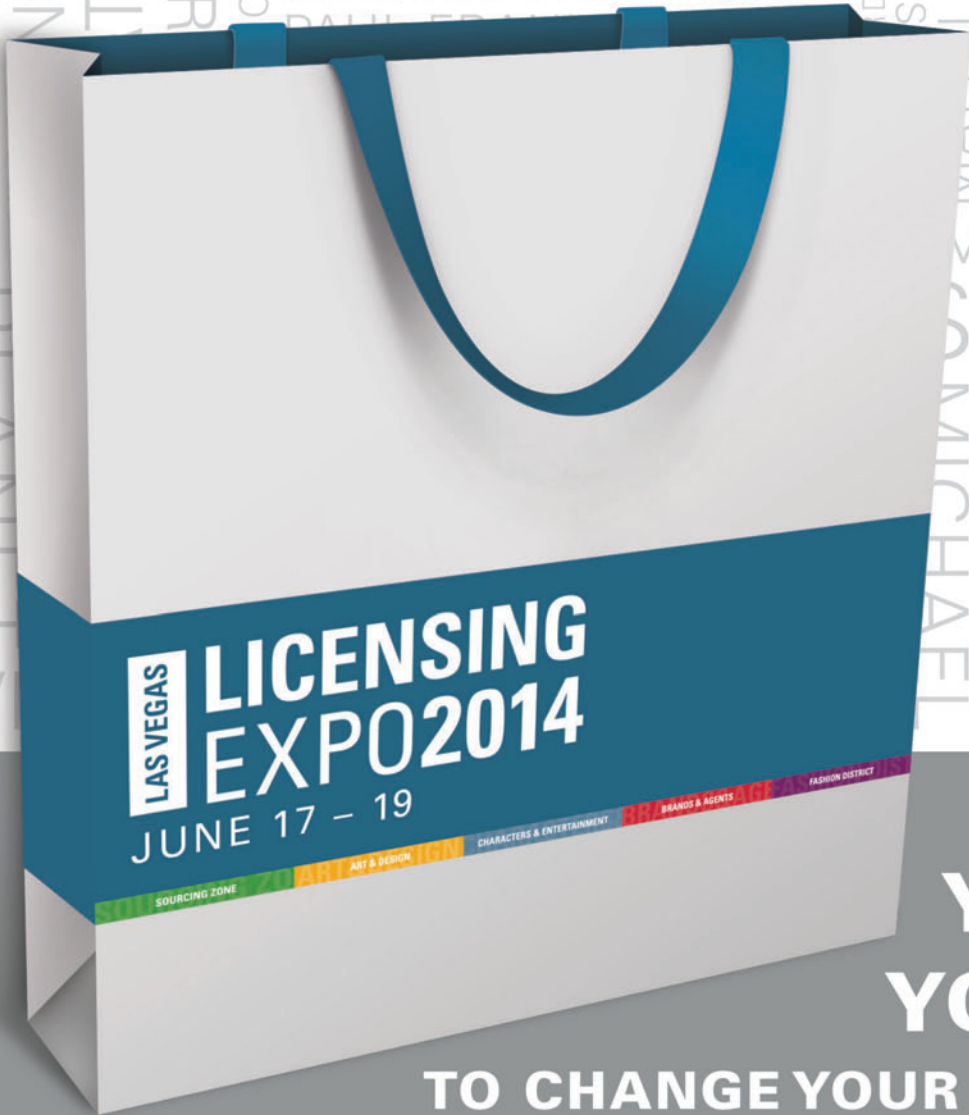
PRIMARY BUSINESS: Design led gifts for men, women and children and lifestyle accessories.

Zak Designs

www.zak.com

Reggy Thomas, global vice president of marketing and licensing

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 UBISOFT AT&T WILD WINGS BIRD X GAMES
 LICENSING POWER RANGERS SSIM MISS DORNA SPORTS
 PARAMOUNT PICTURES ROLLS-ROYCE CHEROKEE
 CBS CONSUMER PRODUCTS THE POKÉMON COMPANY, INT'L
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PO Box 19188, Spokane, WA 99219

T: 509-244-0555

E: thomas@zak.com

SAMPLING OF LICENSES: Disney, Nickelodeon, Marvel, Sanrio, Lucas Licensing, Nintendo, HIT and Saban.

PRIMARY BUSINESS: Mealtime products.

Zeon

www.zeonltd.co.uk

39 Waterloo Rd., London, NW2 7TT U.K.

SAMPLING OF LICENSES: Vivienne Westwood, Braun, The Original Penguin, Paul's Boutique, Ingersoll, Bench, Octonauts, Hello Kitty, Me to You, Ben & Holly's Little Kingdom, My Little Pony, Peppa Pig, Disney, Ben 10 Omniverse, Ultimate Spider-Man, Transformers, Thomas & Friends, Fireman Sam, Thundercats, Nerf, The Simpsons, Doctor Who, Star Wars, Skylanders Giants, Star Trek and Teenage Mutant Ninja Turtles.

PRIMARY BUSINESS: Watches, gifts and gadgets.

PARTY/EVENTS

Rainbow Productions

www.rainbowproductions.co.uk

Unit 3 Greenlea Park, Prince George's Rd., London SW19 2JD U.K.

T: 44 0 20 8254 5300

E: info@rainbowproductions.co.uk

SAMPLING OF LICENSES: Peppa Pig, Thomas the Tank Engine, Tree Fu Tom, Bob the Builder, Noddy & Friends, Scooby-Doo, Wallace & Gromit, Dennis the Menace, Big & Small, Fifi Forget-Me-Not & Bumble, Roary the Racing Car, Little Charley Bear, Ben & Holly from Ben and Holly's Little Kingdom, Angelina Ballerina, Pingu, Fireman Sam, Poppy Cat, Postman Pat, Shaun the Sheep, Timmy, Tom & Jerry, Snoopy, Maisy, Paddington Bear, Captain Barnacles and Kwazii from the Octonauts, The Piplings from Waybuloo, ZingZillas and Rastamouse.

PRIMARY BUSINESS: Meet-and-greet appearances of licensed children's character costumes and manufacture of brand and licensed costume characters and sports mascots.

Unique Industries

www.favors.com

4750 League Island Blvd., Philadelphia, PA 19112

T: 215-336-4300

SAMPLING OF LICENSES: Cars, Disney Princess, Mickey Mouse, Minnie Mouse, Toy Story, Tangled, Disney Fairies, Winnie the Pooh, SpongeBob SquarePants, Dora the Explorer, Justin Bieber, Curious George, Beyblade and Pinkalicious.

PRIMARY BUSINESS: Party goods, including party paperware, foil and latex balloons, party favors, piñatas and decorative accessories.

PUBLISHING

Abrams Books

www.abramsbooks.com

115 West 18th Street, 6th Floor, New York, NY 10011

T: 212-519-1212

SAMPLING OF LICENSES: Star Wars, Avatar, Star Trek, The Walking Dead, DC Comics, Transformers, Smurfs, The Art of Walt Disney, Andy Warhol, Domo, Nintendo, Topps, Hello Kitty, Uglydoll, Pantone and Little Pim.

PRIMARY BUSINESS: Publisher of books in the areas of art, architecture, photography, cooking, interior and garden design, craft, film and television, fashion, weddings, sports, comics, science, pets, pop culture and humor, as well as children's books and calendars.

Bendon Publishing

www.bendonpub.com

605 Westlake Dr., Ashland, OH 44805

T: 419-207-3600

E: jhastings@bendonpub.com

SAMPLING OF LICENSES: Doc McStuffins, Mickey Mouse Clubhouse, Cars, Looney Tunes, Blue's Clues, Harry Potter, Hello Kitty, Phineas and Ferb, Sesame Street, Thomas and Friends, Green Lantern, Winnie the Pooh, The Amazing Spider-Man, Finding Nemo, Team UmiZoomi, Wonder Woman, Disney Fairies, Alvin and the Chipmunks, Batman, Teenage Mutant Ninja Turtles, Chuggington, Justice League, Care Bears, SpongeBob SquarePants, Go Diego Go!, Disney Princess, Marvel Superhero Squad, My Little Pony, Strawberry Shortcake, Lisa Frank and Dora the Explorer.

PRIMARY BUSINESS: Children's books in more than 20 formats.

Dark Horse Comics

www.darkhorse.com

Anita Nelson, vice president of business affairs (licensing, sales and new business)

10956 Southeast Main Street, Milwaukie, OR 97222

T: 503-652-8815

E: anitan@darkhorse.com

SAMPLING OF LICENSES: Star Wars, Tim Burton, Frank Miller (Sin City and 300), Hellboy, Game of Thrones (HBO), Mass Effect, Avatar: The Last Airbender and Legend of Korra, Buffy the Vampire Slayer, Domo, Joss Whedon, Plants vs. Zombies, Terminator, DragonAge2, Zelda, The Mask, Yoshitaka Amano, Conan, Janet Evanovich, Good Luck Trolls, Guillermo del Toro: The Strain, Tarzan, Captain Midnight, Elfquest, Lone Wolf and Cub, CLAMP, The Goon, Falling Skies, Prometheus, Aliens, Predator, Emily the Strange, Serenity/Firefly, Grimm, Halo, Last of Us, Blacksad, Milo Manara, Neil Gaiman and many more.

PRIMARY BUSINESS: Comic, graphic novel and art book publishing; toys; collectibles; and custom publications.

Eaglemoss Publishing Group

www.eaglemoss.co.uk

Beaumont House, Kensington Village,

Avonmore Road, London W14 8TS U.K.

T: 44 0 20 7605 1200

E: janiswarren@eagle moss.co.uk

SAMPLING OF LICENSES: Star Trek, Disney, Doctor Who, Warner Bros., Dora the Explorer, James Bond, Marvel and Nissan.

PRIMARY BUSINESS: Partwork publishing.

Egmont UK

www.egmont.co.uk

Emma Cairns-Smith, license acquisition director
239 Kensington High Street,

London W8 6SA U.K.

T: 44 0 20 7651 3500

SAMPLING OF LICENSES: Minecraft, Ben 10, Thunderbirds, Thomas & Friends, Bin Weevils, Disney Princess, Winnie the Pooh and more.

PRIMARY BUSINESS: Children's publishing—books and magazines.

Parragon

www.parragon.com

Venetia Davie, vice president, new business development

440 Park Avenue South, 13th Floor, New York, NY 10016

T: 212-629-9773

E: venetia.davie@parragon.com

SAMPLING OF LICENSES: Dora the Explorer, Teenage Mutant Ninja Turtles, Disney Princess, Disney Fairies, Disney Cars, Disney Junior, Barbie, Monster High, Ever After High, Marvel, Power Rangers, Discovery Kids, Entenmann's and TLC.

PRIMARY BUSINESS: Print and digital books, activity and sticker books, picture books, workbooks, novelty titles, cookbooks, non-fiction and gift sets for adult and children.

Penguin Group U.K.

www.penguin.co.uk

80 Strand, London, WC2R 0RL U.K.

T: 44 0 7889 986 620

SAMPLING OF LICENSES: Moshi Monsters, Peppa Pig, Peter Rabbit, Charlie and Lola,

Skylanders, Doctor Who, Moomins, LEGO, Hello Kitty, In the Night Garden, Raa Raa the Noisy Lion and Dinotrain.

PRIMARY BUSINESS: Children's books and digital content.

Penguin Group USA

www.penguin.com/youngreaders

Lori Burke, director of licensing

345 Hudson Street, New York,

NY 10014

T: 212-366-2000

E: lori.burke@us.penguin group.com

SAMPLING OF LICENSES: Strawberry Shortcake, Adventure Time, Regular Show, Adventures of Gumball, Skylanders, Mister Men and Little Miss and Max & Ruby, as well as a variety of licensed characters and brands such as Mad Lib and Anna Dewdney's Llama Llama picture book series.

PRIMARY BUSINESS: Children's books and digital content.

Scholastic

www.scholastic.com

557 Broadway, New York, NY 10012

T: 212-343-6100

SAMPLING OF LICENSES: Minecraft, LEGO, LEGO Star Wars, LEGO DC, Star Wars, Tickety Toc, Power Rangers, I Spy, Fly Guy, Goosebumps, The Hunger Games (movie tie-ins), Dolphin Tale 2, Peppa Pig, Pokémon, Scooby-Doo, Lalaloopsy, Ripley's Believe it or Not!, Hot Wheels, Puppy in my Pocket, Clifford The Big Red Dog and El Chavo.

PRIMARY BUSINESS: Books and publishing.

Titan Books

www.titanbooks.com

144 Southwark St., London,

SE1 0UP U.K.

T: 44 0 20 7620 0200

SAMPLING OF LICENSES: Firefly, The Simpsons, Star Wars, Supernatural, Battlestar Galactica, Charley's War, James Bond, Lenore and more.

PRIMARY BUSINESS: General and genre fiction, graphic novels and illustrated books.

STATIONERY

Blueprint Collections

www.bluecollections.co.uk

Lisa Shand, managing director

1st Floor North, Charringtons House, The Causeway, Bishop's Stratford, Hertfordshire, CM23 4FJ U.K.

T: 44 01279 714400

E: lisa.shand@bluecoll.co.uk

SAMPLING OF LICENSES: Orla Kiely, Hello Kitty, Moshi Monsters, Emma Bridgewater, Sanderson, The Stupid Factory by David & Goliath, Mr. Men and Little Miss, Belle & Boo, Union J, The National Trust, Angry Birds, Marvel Avengers Assemble, Spider-Man, Henry Hugglemonster and Kirstie Allsopp.

PRIMARY BUSINESS: Children's, teen and adult's school, social and gift stationery, bags and related gifts.

Carte Blanche Group

www.cbg.co.uk

Stephen Haines, founder and chairman

Unit 3 Chichester Business Park, City Fields

Way., Tangmere, Chichester,

West Sussex PO20 2FT U.K.

T: 44 0 1243 792600

E: licensing@cbg.co.uk

SAMPLING OF LICENSES: Me to You, Tatty Teddy & My Blue Nose Friends and Tiny Tatty Teddy.

PRIMARY BUSINESS: Plush, gifting, apparel, fashion accessories, nursery, cakes and confectionery, stationery and toys.

Checks in the Mail

www.citm.com

2435 Goodwin Lane, New Braunfels,

TX 78135

T: 830-609-5500

SAMPLING OF LICENSES: Marvel, Anne Geddes, ASPCA, Betty Boop, Care Bears, Disney, Elvis Presley, Garfield, Hautman Bros., Hello Kitty, M&M's, Mary Engelbreit and SpongeBob SquarePants.

PRIMARY BUSINESS: Financial documents (bank checks and deposit tickets), stationery, labels and leather goods.

CSS Industries

www.cssindustries.com

Lori White, vice president of licensing
1845 Walnut St., Philadelphia, PA 19103
T: 215-569-9900

E: lori.white@cssindustries.com

SAMPLING OF LICENSES: Anna Griffin, Bratz, Collegiate Licensing Company, Dena Designs, Disney, DreamWorks, Dr. Seuss, Hasbro, Kathy Davis, Lalaloopsy, Lucasfilm, Marvel, Mattel, MGA, Mind Candy, MLB, Monster Jam, NBA, NFL, Nickelodeon, Peanuts, Rachael Hale, Rovio, Sanrio, Sesame Workshop, Skylanders, Spode, Universal Studios, Warner Bros. and WWE.

PRIMARY BUSINESS: Celebration and social expression products including ribbons and bows for gift and crafting, gift wrap, gift bags, gift card holders, craft items, floral and packaging products, infant and wedding photo albums, scrapbooks, journals, innovative toys and children's products, a full line of back-to-school stationery products, boxed greeting cards for Christmas and all-occasion, classroom exchange Valentine cards, Dudley's Easter egg dye/decorating kits, gift tags, window and gel clings, stickers, tattoos, and the Eureka line of educational products, including flash cards, activity sets and manipulatives, classroom décor, bulletin boards sets and recognition awards.

Danilo Promotions

www.danilo.com

Trevor Jones, licensing director
3 The IO Centre, Lea Road, Waltham Abbey,
Essex, EN9 1AS U.K.

T: 44 0 1992 702900

E: licensing@danilo.com

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, Skylanders, Minecraft, The Hobbit, One Direction, Hello Kitty, Top Gear, Manchester United, Chelsea FC, Doctor Who, Elvis, The Simpsons, Justin Bieber and Cliff Richard.

PRIMARY BUSINESS: Calendars, greeting cards, giftwrap and diaries.

GB Eye

www.gbeye.com

Max Arguile, licensing manager
1 Russell Street, Kelham Island,
Sheffield S3 8RW

T: 44 0 114 276 7454

E: max@gbeye.com

SAMPLING OF LICENSES: Skylanders, Call of Duty, Halo, Assassins Creed, Battlefield 3, Mass Effect 3, Volkswagen, Watch Dogs, Monster High, Star Wars, Manchester United FC, Chelsea FC, Liverpool FC, Arsenal FC, The Walking Dead, Harry Potter, Batman, Disney, Toy Story, Cars, The Simpsons, Teenage Mutant Ninja Turtles, Adventure Time, Gumball, Regular Show, Friends, The Hobbit, Lord of the Rings, The Big Bang Theory, Thomas & Friends, Fireman Sam, Peppa Pig, Doctor Who, Marilyn Monroe, Johnny Cash, Muse, Green Day, Iron Maiden, Nirvana, Bob Marley, The Beatles, Pink Floyd, Sex Pistols, Jimi Hendrix, Justin Bieber, One Direction, Lady Gaga, Ford, Shelby, Harper Collins, Rolling Stone, Hello Kitty, Nintendo, Minecraft, Angry Birds, Star Wars Angry Birds, Moshi Monsters, Bin Weevils, Manchester City FC and FC Barcelona.

PRIMARY BUSINESS: Posters; lithographic, canvas and photographic prints; frames; badges; stickers; wristbands; mugs; and tattoos.

Gemma International

www.gemma-international.co.uk

Linmar House, 6 East Portway, Andover,
Hampshire SP10 3LU U.K.

T: 44 01 264 388400

SAMPLING OF LICENSES: Gem Fairies, Disney, Dinosaur Train, Angry Birds, Hello Kitty, Ultimate Spider-Man, Mr. Men Little Miss and Peppa Pig.

PRIMARY BUSINESS: Greeting cards, gift packaging, partyware, stationery and gifting.

Hallmark Cards

www.hallmarklicensing.com

2440 Pershing Rd., Suite 300, Mail Drop 165,
Kansas City, MO 64108

SAMPLING OF LICENSES: hoops&yoyo, Maxine, Jingle, Rainbow Brite, Asteroid Andy and Hallmark Design Collection.

PRIMARY BUSINESS: Hallmark Properties licenses Hallmark's creative assets—both its character properties and design collections.

Leanin' Tree

www.leanintree.com

Susan January, vice president of product management

6055 Longbow Drive, Boulder, CO 80301

T: 303-530-1442

E: susan.january@leanintree.com

SAMPLING OF LICENSES: Susan Winget, Leslie Murray, Josephine Wall, Laurel Burch, Jody Bergsma, Mike Scovel, Working Girls Design, Judy Buswell, Rachael Hale, Connie Haley, Betsy Cameron, Kathleen Francour, Gary Patterson, Debbie Mumm, Bob Elsdale, Nel Whatmore, Sue Zipkin, Lisa Jane, Christina Bynum Breaux, Bev Dolittle, Cowboy Cartoonists International and the work of more than 700 other artists and designers.

PRIMARY BUSINESS: Everyday, seasonal and Christmas cards, which include boxed cards and boxed card assortments, online personalized everyday and holiday cards, as well as gift products that include magnets, mugs, list pads, note pads, poster prints and note cards.

Stationery Team Europe

www.stationeryteam.com

Marieke Lever

Reaal 2B-2353TL Leiderdorp, The Netherlands

T: 31 0 71 5820825

E: marieke@stationeryteam.com

SAMPLING OF LICENSES: Esprit, Paul Frank, O'Neil, Converse, Vans, Oilily, Ecko Unltd, MTV, Replay Jeans and Red Bull Racing.

PRIMARY BUSINESS: Stationery and gifts, bags and mobile accessories.



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LEADING GLOBAL LICENSEES

TOYS/GAMES/NOVELTIES

Bandai America

www.bandai.com

5551 Katella Ave., Cypress, CA 90630

SAMPLING OF LICENSES: Power Rangers Megaforce, Ben 10 Omniverse and Pac-Man.

PRIMARY BUSINESS: Manufacturer of boys', girls', preschool and hobby toys, including action figures, vehicles, role-play, youth electronics, plush, activity and playsets.

Briarpatch

www.briarpatch.com

150 Essex St., Millburn, NJ 07041

T: 973-376-7003

SAMPLING OF LICENSES: I Spy, Marvel, Goodnight Moon, Fancy Nancy, Bubble Guppies, Dora the Explorer, Pajanimals and more.

PRIMARY BUSINESS: Games, card games, novelty and puzzles.

CafePress

www.cafepress.com

Ty Simpson, vice president, business development
6901 A Riverport Dr., Louisville,
KY 40258

T: 502-974-4392

E: tsimpson@cafepress.com

SAMPLING OF LICENSES: The Big Bang Theory, Supernatural, Pretty Little Liars, Wizard of Oz, Marvel's Agents of S.H.I.E.L.D., Thor, Iron Man, Spider-Man, Breaking Bad, Scandal, Castle, Revenge, Jimmy Kimmel Live, The View, Star Trek, NCIS, Criminal Minds, Ted, Pitch Perfect, Peanuts, SomeeCards, National Geographic, Doctor Who, Hunger Games, Ender's Game, The Twilight Saga, Divergent, The Chica Show, Goodnight Show, Godfather, Anchorman 1 and 2 and The Annoying Orange.

PRIMARY BUSINESS: CafePress prints on 600-plus base products in the apparel, accessories, hobbies, stationery, home cases and covers, wall art and

drinkware categories, including t-shirts, baby clothing, kids clothing, sweatshirts, hoodies, pajamas, maternity, underwear, polos, hats, jewelry, personal accessories, footwear, pet accessories, yoga mats, puzzles, games, clocks, kitchen accessories, shower curtains, home décor, pillows, curtains, rugs, ornaments, key chains, stickers, magnets, buttons, patches, balloons, yard signs, car accessories, bags, phone cases, tablet cases, wallets, personal device covers, canvas wall art, prints, mugs and water bottles.

Cardinal Industries

www.cardinalgames.com

21-01 51st Ave., Long Island City,
NY 11101

T: 718-784-3000

SAMPLING OF LICENSES: The Big Bang Theory, Teenage Mutant Ninja Turtles, Barbie, Iron Man 3, Spider-Man, Sofia the First, Monster High, Cars, Jake and the Never Land Pirates, SpongeBob SquarePants, Hello Kitty, Star Wars, Minnie Mouse, Thomas & Friends, Toy Story 3, One Direction and more.

PRIMARY BUSINESS: Games and puzzles

Character Options

www.character-online.com

Lees Brook Mill, Lees Rd.,
Oldham OL4 5JL U.K.

SAMPLING OF LICENSES: Adventure Time, Angry Birds, Bin Weevils, Bob the Builder, Doctor Who, Disney Classics, Fireman Sam, Marvel, Mike the Knight, Mine Craft, Monsters University, Peppa Pig, Planes, Plants vs. Zombies, Postman Pat, Scooby-Doo, Teenage Mutant Ninja Turtles, The Zelfs and more.

PRIMARY BUSINESS: Toys and games.

Clementoni

www.clementoni.it

Zona Industriale Fontenoce, 62019 Recanati,
Italy

T: 39 071 758 12 34

E: assistenza@clementoni.it

SAMPLING OF LICENSES: Disney, Spider-Man, Hello Kitty, Winx Club, Barbie and Monster High.

PRIMARY BUSINESS: Manufacturer of infant, preschool and children's toys, games and puzzles.

Dynacraft

www.dynacraftbike.com

89 S. Kelly Rd., American Canyon,
CA 94503

T: 707-603-1500

SAMPLING OF LICENSES: Barbie, Hot Wheels, Tony Hawk and more.

PRIMARY BUSINESS: Toddler, teen and active adult bikes.

Fisher-Price

www.fisher-price.com

333 Continental Blvd., El Segundo, CA 90245

T: 212-620-8327

SAMPLING OF LICENSES: DC Super Friends, Disney Princess, Jake and the Never Land Pirates, Dora the Explorer, Bubble Guppies, Octonauts, Ford and Kawasaki.

PRIMARY BUSINESS: Toys, baby gear, electronic learning aids, activities and ride-ons.

Funko

www.funko.com

Brian Mariotti, president

6306 202nd St. S.W., Lynwood, WA 98036

T: 425-783-3616

E: brian@funko.com

SAMPLING OF LICENSES: Marvel, Disney, Star Wars, DC Comics, Hobbit, Transformers, Alien & Predator, Anchorman, Arrested Development, Hanna-Barbera, Pulp Fiction, My Little Pony, The Hangover, Goonies, A Christmas Story, Elf, Big Bang Theory, Big Lebowski, Friday the 13th, Watchmen, Nightmare of Elm Street, Tick R Treat, South Park, Simpsons, Terminator, The Walking Dead, WWE, Beetlejuice, Ted, Star Trek, Saw, Scarface, Sega, Leatherface, Michael Jackson, John Wayne, Hello Kitty, Halo, Ghostbusters, Game of Thrones, Mass Effect, Power Rangers, Plants Vs.

Zombies, Elvis, Ender's Game, Family Guy, Betty Boop, Back to the Future, Buffy the Vampire Slayer, Chuck Norris, How I Met your Mother, Halloween, Firefly, Hannibal Lector, Beatles, KISS, Rocky Balboa and Sons of Anarchy.

PRIMARY BUSINESS: Vinyl collectibles (Pop!, action figures, Wacky Wobblers, ReAction figures, Legacy Collection, blind box, etc.), plushies, board games and electronics.

Giochi Preziosi Group

www.giochipreziosi.it

Graziano Delmaestro, licensing director
Via delle Primule 5, 20815,
Colgiate (MB) Italy
T: 39 02 964751
E: delmaestro@giochipreziosi.it

SAMPLING OF LICENSES: Power Rangers, Violetta, Peppa Pig, Angry Birds, Bratz, Bratzillaz, CN, Lalaloopsy, Tree fu Tom, Monsuno, Doc Mc Stuffins, Minnie, Teenage Mutant Ninja Turtles, Maya the Bee, Peppa Pig, Scan 2 Go, Pokemon, Tom & Jerry, Discovery Channel, Dragon Ball, Winx Club, The Smurfs, Barbapapa, SpongeBob SquarePants, Iron Man 2, Cars, Planes, Moto GP, Marvel, Hello Kitty and Pucca.

PRIMARY BUSINESS: Toys and other kids' merchandising including stationery, back-to-school products, publishing, collectibles, confectionery and apparel.

Golden Bear Products

www.goldenbear toys.com
Hortonwood 40, Telford TF1 7EY U.K.
T: 44 01 952 608 308
E: sales@goldenbear toys.co.uk

SAMPLING OF LICENSES: Dennis & Gnasher, My First JCB, Peepo's, Peppa Pig, Mike the Knight, Chloe's Closet, GO MINI, V-Dubs, Bananas in Pyjamas, Henry HuggleMonster, Something Special, CBeebies, In the Night Garden, Woolly & Tig and One Direction.

PRIMARY BUSINESS: Children's toys.

Hasbro

www.hasbro.com
Simon Waters, senior vice president, global brand licensing and publishing
2950 N. Hollywood Way, Suite 100,
Burbank, CA 91504
T: 818-478-4804

SAMPLING OF LICENSES: Transformers, Littlest Pet Shop, My Little Pony, Play-Doh, Nerf and Monopoly.

PRIMARY BUSINESS: Entertainment, toy, game and lifestyle brands.

IMC Toys

www.imc.es
Jordi Borrell, licensing director
Pare Llaurador 172, 08224 Terrassa,
Barcelona, Spain
T: 34 93 788 8992
E: jborrell@imc.es

SAMPLING OF LICENSES: Invizimals, Spider-Man, Marvel characters, Star Wars: Clone Wars, Winnie the Pooh, Mickey Mouse, Minnie, Toy Story, Cars, Disney Princess, Barbie, Monster High, Transformers, One Direction, SpongeBob SquarePants, Dora the Explorer, Hello Kitty, Teenage Mutant Ninja Turtles, Maya the Bee, Peppa Pig, Angry Birds and Power Rangers.

PRIMARY BUSINESS: Toys, electronic toys and games.

Jakks Pacific

www.jakks.com
Tara Heffer, vice president, licensing – NO LONGER WITH THE COMPANY
22619 Pacific Coast Hwy., Malibu,
CA 90265
T: 310-456-7799
E: tarah@jakks.net

SAMPLING OF LICENSES: Disney, Disney Princess, Disney Fairies, Cars, Club Penguin, Marvel, Star Wars, Sesame Street, Graco, Cabbage Patch Kids, Winx Club, Daniel Tiger's Neighborhood, Black & Decker Junior and more.

PRIMARY BUSINESS: Jakks Pacific is a leading designer and marketer of toys and

consumer products, with a wide range of products that feature some of the most popular brands and children's toy licenses in the world.

Jazwares

www.jazwares.com
1067 Shotgun Rd., Sunrise, FL 33326
T: 954-845-0800

SAMPLING OF LICENSES: Sonic the Hedgehog, Strawberry Shortcake, So So Happy, Star Wars, Teen Titans Go!, WWE, World War Z, Yo Gabba Gabba!, One Direction, Hanna-Barbera, Minecraft, Mortal Kombat, Nicktoons, Plants vs. Zombies, Adventure Time and Lalaloopsy.

PRIMARY BUSINESS: Toys and electronics.

Kids II

www.kidsii.com
Alyson Grubard, director of brand management and licensing
3333 Piedmont Rd. Northeast, #1800,
Atlanta, GA 30305
T: 770-751-0442
E: alyson.grubard@kidsii.com;
kristie.anderson@kidsii.com

SAMPLING OF LICENSES: Disney Baby.

PRIMARY BUSINESS: Baby gear and toys.

LEGO

www.lego.com
555 Taylor Rd., Enfield, CT 06082
T: 800-838-9647

SAMPLING OF LICENSES: Star Wars, Marvel Super Heroes, DC Universe Super Heroes, The Lord of the Rings, Cars, Hobbit, Teenage Mutant Ninja Turtles, The Lone Ranger, Cars and SpongeBob SquarePants.

PRIMARY BUSINESS: Construction toys.

Mattel

www.mattel.com
Holly Stein, vice president of licensing acquisitions and business development
333 Continental Blvd., El Segundo, CA 90245

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SAMPLING OF LICENSES: Disney Princess, Disney/Pixar Cars, Disney/Pixar Toy Story, Warner Bros.' DC Universe, Nickelodeon, WWE, Cartoon Network and others.

PRIMARY BUSINESS: Toys, dolls, action figures, die-cast vehicles, games and puzzles and youth electronics.

McFarlane Toys

www.mcfarlane.com

Steve Sims, licensing and key accounts manager;
Mike Distaso, sports licensing manager
1711 W. Greentree Dr., Suite 212, Tempe,
AZ 85284

T: 480-491-7070

E: licensing@mcfarlane.com

SAMPLING OF LICENSES: NFL, NBA, NHL, MLB, AMC's The Walking Dead, The Walking Dead (comic), Halo, Assassin's Creed, Rabbids and WWE.

PRIMARY BUSINESS: Action figures, statues, role-play items, accessories, play sets, collectibles and plush.

Mega Brands

www.megabrands.com

4505 Hickmore, Montreal, Quebec,
44T 1K4 Canada

T: 514-333-3339; 800-465-MEGA

SAMPLING OF LICENSES: Thomas & Friends, Power Rangers Super Samurai, Halo, World of Warcraft, Barbie, Skylanders Giants, Hot Wheels, Power Rangers Megaforce, Hello Kitty, Call of Duty and more.

PRIMARY BUSINESS: Construction toys, play sets, games, puzzles, stationery, pens, pencils, markers and crayons for preschoolers, boys, girls and collectors.

NECA

www.necaonline.com

Joel Weinshtanker, president
603 Sweetland Ave., Hillside, NJ 07205

T: 908-686-3300

E: joelw@necaonline.com

SAMPLING OF LICENSES: The Avengers, Hunger Games, Divergent, Twilight, Harry

Potter, A Christmas Story, Pacific Rim, Alien, Predator, Terminator 2, A Nightmare on Elm Street, Friday the 13th, Gremlins, Lord of the Rings/Hobbit, Jeff Dunham, The Simpsons, Yu-Gi-Oh!, Gears of War, Star Trek, Marvel Comics, DC Comics, Lone Ranger, HeroClix, Tab App and Connect with Pieces.

PRIMARY BUSINESS: Consumer products across all categories including toy hard lines, soft lines and digital and tabletop games through its subsidiaries MFV and Wiz Kids, a leader in collectible board and miniature games.

Playmates Toys

www.playmatestoys.com

909 N. Sepulveda Blvd., Suite 800,
El Segundo, CA 90245

T: 310-252-8005; 877-612-7136

SAMPLING OF LICENSES: Teenage Mutant Ninja Turtles, Waterbabies and Hearts for Hearts Girls.

PRIMARY BUSINESS: Toys, dolls, action figures and interactive electronics.

Ravensburger-International

www.ravensburger.com

Neele Pfeiffer, project manager, licensing
Robert-Bosch-Strasse 1 88214 Ravensburg,
Germany

E: neele.pfeiffer@ravensburger.de

SAMPLING OF LICENSES: Disney, Marvel, Star Wars, SpongeBob SquarePants, Hello Kitty, Thomas the Tank, Monster High and more.

PRIMARY BUSINESS: Puzzles and games.

RE:CREATION GROUP

www.recreationltd.co.uk

Seth Bishop, director of marketing
Building 2, Meadows Business Park, Station
Approach, Camberley, GU17 9AB, U.K.

T: 44 0 118 973 6222

E: sbishop@recreationltd.co.uk;
info@recreationltd.co.uk

SAMPLING OF LICENSES: Moshi Monsters, Razor and LEGO.

PRIMARY BUSINESS: Toys, outdoor, sports, ride-ons and lifestyle products.

Sideshow Collectibles

www.sideshowcollectibles.com

2630 Conejo Spectrum St., Thousand Oaks,
CA 91320

T: 805-214-2141

E: greg.anzalone@sideshowcollectibles.com

SAMPLING OF LICENSES: World of Warcraft, The Avengers, Thor, Iron Man, Captain America, Wolverine, Halo, Hellboy, Batman, Queen of the Dead, Star Wars and more.

PRIMARY BUSINESS: Specialty manufacturer of licensed and proprietary collectible products, film prop replicas and fine art pieces.

Techno Source

www.technosourceusa.com

20 West 22nd St., Suite 1101, New York,
NY 10010

T: 212-929-5200

SAMPLING OF LICENSES: NFL Rush Zone, Where's Waldo, Tetris and National Geographic.

PRIMARY BUSINESS: Toys and games.

Tomy

www.tomy-usa.com

3 MacArthur Pl., Suite 950, Santa Ana,
CA 92707

T: 949-955-1030

SAMPLING OF LICENSES: Pajanimals, John Deere, Lamaze, Pokemon and Chuggington.

PRIMARY BUSINESS: Toys, video games, electronics, gifts and novelties.

The Topps Company

www.topps.com

One Whitehall St., New York,
NY 10004

T: 212-376-0300

SAMPLING OF LICENSES: NBA, NFL, MLB, UFC and MLS.

PRIMARY BUSINESS: Trading cards, trading card games, stickers, candy and collectibles.



ToyQuest

www.toyquest.com
2229 Barry Ave., Los Angeles, CA 90064
T: 310-231-7292

SAMPLING OF LICENSES: Barbie, Hot Wheels, Toy Story, Fisher-Price, Mad Science, Monsters vs. Aliens, NFL, Nickelodeon, Rawlings, Sesame Street, Dora the Explorer, Blue Man Group, Go Diego Go!, The Backyardigans, Disney, Power Rangers, Jeep and DreamWorks.

PRIMARY BUSINESS: Toys.

Upper Deck

www.upperdeck.com
2251 Rutherford Rd., Carlsbad, CA 92008
T: 800-873-7332

SAMPLING OF LICENSES: Marvel Super Hero Squad, Hello Kitty, Thomas & Friends, NFL, NBA, PGA, NHL and Team USA Soccer.

PRIMARY BUSINESS: Trading cards, games and collectibles.

Vivid

www.vividimagnations.co.uk
PO Box 164, Hockley Essex, SS5 4BA, U.K.
T: 44 01 702 200660

SAMPLING OF LICENSES: Crayola, One Direction, Animals, Cut the Rope, Teen Beach Movie, The Hobbit, Skylanders Giants and Moshi Monsters.

PRIMARY BUSINESS: Toys and gifts for girls, preschool, arts and crafts, tech, games and outdoor.

Wicked Cool Toys

www.wickedcooltoys.com
Michael Rinzler, president; Jeremy Padawer, co-president and partner
10 Canal St., Suite 327, Bristol, PA 19007
T: 310-770-5160; 310-804-4353

E: rinz@wickedcooltoys.com;
jeremy@wickedcooltoys.com

SAMPLING OF LICENSES: Wild Kratt's, Disney Princess, Minnie Mouse, Marvel, Batman, Superman, WWE, The Wiggles,

Teenage Mutant Ninja Turtles, SpongeBob SquarePants, Dora the Explorer, Monster Jam and How to Train Your Dragon 2.

PRIMARY BUSINESS: Toys.

VIDEO GAMES/ ELECTRONICS

Activision

www.activision.com
Andy Koehler, director of licensing
5800 W. 83rd Street, 8200 Tower, Suite 400, Bloomington, MN 55437
T: 612-643-4823

E: andrew.koehler@activision.com

SAMPLING OF LICENSES: Tony Hawk, Family Guy, Moshi Monsters, Transformers, Sponge Bob, Teenage Mutant Ninja Turtles, Spider-Man, Cabela's, Angry Birds, NASCAR, Wipeout, Fast & Furious, The Walking Dead, Duck Dynasty and Wreck-it Ralph.

PRIMARY BUSINESS: Interactive entertainment.

Atari

www.us.atari.com
Jim Wilson, president and chief executive officer
1640 S. Sepulveda Blvd., Suite 300, Los Angeles, CA 90025
T: 310-806-6182

SAMPLING OF LICENSES: Dungeons & Dragons.

PRIMARY BUSINESS: Interactive entertainment software.

Electronic Arts

www.ea.com
Nancy Fong, senior director of business affairs
209 Redwood Shores Pkwy., Redwood City, CA 94065
T: 650-628-1500

SAMPLING OF LICENSES: NFL, NHL, NBA, FIFA, NCAA, Harry Potter, PGA Tour and Hasbro brands.

PRIMARY BUSINESS: Interactive entertainment.

Konami Digital Entertainment

www.konami.com
Michael Rajna, director of licensing
2381 Rosecrans Ave., Suite 200, El Segundo, CA 90245
T: 310-220-8377

SAMPLING OF LICENSES: Glee, Marvel X-Men, The Simpsons and Star Wars.

PRIMARY BUSINESS: Video games (all platforms), trading card games, arcade games and gaming.

Majesco Entertainment

www.majescoentertainment.com
160 Raritan Center Pkwy., Edison, NJ 08837
T: 732-225-8910

SAMPLING OF LICENSES: Zumba Fitness, Monster High, Phineas and Ferb, Barbie, Hello Kitty, Harley Pasternak, NBA, Alvin and the Chipmunks: Chipwrecked, Twister, Jillian Michaels, Hulk Hogan, Jaws, Tetris and more.

PRIMARY BUSINESS: Interactive entertainment software.

Mimoco

www.mimoco.com
Evan Blaustein, chief executive officer
119 Braintree St. #106, Boston, MA 02134
T: 617-783-1100
E: evan@mimoco.com

SAMPLING OF LICENSES: Star Wars, Adventure Time, South Park, Sanrio, Hasbro, Einstein, Elvis and DC Comics.

PRIMARY BUSINESS: Designer electronic and accessories (USB flash drives, power products and more).

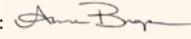
Peavey Electronics

www.peavey.com
Tony Moscal, general manager, business development
5022 Harley Peavey Dr., Meridian, MS 39305
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(Requester Publications Only)
(Required by 39 USC 3685)**

1.	Publication Title: License! Global		
2.	Publication Number: 1936-4989		
3.	Filing Date: 9/30/13		
4.	Issue Frequency: Sept/Oct, Nov/Dec, Feb, May, June, August		
5.	Number of Issues Published Annually: 6		
6.	Annual Subscription Price (if any): \$100.00		
7.	Complete Mailing Address of Known Office of Publication: 131 West First Street, Duluth, St. Louis County, Minnesota 55802-2065 Contact Person: Jason McConnell Telephone: 218-740-6359		
8.	Complete Mailing Address of Headquarters or General Business Office of Publisher: 2501 Colorado Avenue, Suite 280, Santa Monica, CA 90404		
9.	Full Names and Complete Mailing Addresses of Group Publisher: Steven Ekstract, 6 Thorndal Circle, Suite 106, Darien, CT 06820 Global Editorial Director: Tony Lisanti, 641 Lexington Ave, 8th Floor, New York, NY 10022 Managing Editor: Amanda Cioletti, 2501 Colorado Ave, Suite 280, Santa Monica, CA 90404		
10.	This publication is owned by: Advanstar Communications Inc., 2501 Colorado Avenue, Suite 280, Santa Monica, CA 90404. The sole shareholder of Advanstar Communications Inc. is: Advanstar, Inc., whose mailing address is 2501 Colorado Avenue, Suite 280, Santa Monica, CA 90404.		
11.	Advanstar Communications Inc. is a borrower under Credit Agreements dated June 6, 2013, with various lenders as named therein from time to time. As of June 6, 2013, the agent for the lenders is: Goldman Sachs Lending Partners LLC, Administrative Agent, 30 Hudson St, 4th Floor, Jersey City, NJ 07302.		
12.	Does Not Apply		
13.	Publication Title: License! Global		
14.	Issue Date for Circulation Data Below:		Aug-13
15.	Extent and Nature of Circulation	Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
	A. Total Number of Copies	14,588	13,594
	B. Legitimate Paid and/or Requested Distribution		
	1. Outside County Paid/Requested Mail Subscriptions Stated on PS Form 3541	6,893	6,698
	2. In-County Paid/Requested Mail Subscriptions Stated on PS Form 3541	0	0
	3. Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS	1,436	312
	4. Requested Copies Distributed by Other Mail Classes Through the USPS	0	0
	C. Total Paid and /or Requested Circulation (Sum of 15b (1), (2), (3), and (4))	8,329	7,010
	D. Non-requested Distribution		
	1. Outside County Non-requested Copies Stated on PS Form 3541	2,142	2,869
	2. In-County Non-requested Copies Stated on PS Form 3541	0	0
	3. Non-requested Copies Distributed Through the USPS by Other Classes of Mail	0	0
	4. Non-requested Copies Distributed Outside the Mail	3,321	3,325
	E. Total Non-requested Distribution (Sum of 15d (1), (2), (3) and (4))	5,463	6,194
	F. Total Distribution (Sum of 15c and e)	13,792	13,204
	G. Copies not Distributed	796	390
	H. Total (Sum of 15f and g)	14,588	13,594
	I. Percent Paid and/or Requested Circulation	60.39%	53.09%
16.	<input type="checkbox"/> Total circulation includes electronic copies. Report circulation on PS Form 3526-X worksheet.		
17.	Publication of Statement of Ownership for a Requester Publication is required and will be printed in the November/December issue of this publication.		

Name and Title of Editor, Publisher, Business Manager, or Owner:
Anne Brugman, Audience Development Director

Signature: 
Date: 9/30/13

I certify that the statements made by me above are correct and complete..

SAMPLING OF LICENSES: Marvel, DC Comics, The Walking Dead, The Simpsons, House of Blues, Jack Daniels, DreamWorks, Major League Baseball, Teenage Mutant Ninja Turtles and The Beatrix Girls.

PRIMARY BUSINESS: Musical Instruments and accessories.

Sega of America

www.sega.com

Cindy Chau, licensing manager; Anthony Gaccione, licensing coordinator; Renee Flores, director of licensing
350 Rhode Island St., Suite 400, San Francisco, CA 94103
T: 415-701-6000; 415-701-3931
E: cindy.chau@sega.com; anthony.gaccione@sega.com; rene.flores@sega.com

SAMPLING OF LICENSES: Sonic the Hedgehog.

PRIMARY BUSINESS: Interactive entertainment software, amusement/arcade machines and character licensing.

Sega (Europe)

www.sega.co.uk

Sissel Henno, head of brand licensing, Europe
T: 44 0 208996 4568
E: shenno@sega.co.uk

SAMPLING OF LICENSES: Sonic the Hedgehog, Total War and Football Manager.

PRIMARY BUSINESS: Interactive entertainment software, amusement/arcade machines and character licensing.

Sakar

www.sakar.com

Liza Abrams, vice president, global licensing and marketing
195 Carter Dr., Edison, NJ 08817
T: 732-248-1306 x 337
E: labrams@sakar.com

SAMPLING OF LICENSES: Hello Kitty, Nickelodeon, Disney, NERF, Monster High, Barbie, Marvel, My Little Pony, Batman, Superman, The Voice and Kidz Bop.

PRIMARY BUSINESS: Licensed electronics.

Ubisoft

www.ubi.com

625 Third St., San Francisco, CA 94107
T: 415-547-4000

SAMPLING OF LICENSES: Assassin's Creed, Tom Clancy's Splinter Cell, Just Dance 2014, Far Cry, Rayman, Rabbids, Watch Dogs and The Crew.

PRIMARY BUSINESS: Interactive entertainment products.

Viacom Builds in Russia

Viacom International Media Networks is steadily growing its business and presence in Russia for its MTV and Nickelodeon brands, as well as Paramount Comedy.

Please give readers an overview and background of the VIMN/MTV presence in Russia.

Elena Balmont: MTV first launched in Russia in 1998, but from June this year, and for the first time in 15 years, the channel became owned and operated by Viacom International Media Networks, which is really exciting as we now have full editorial control over every aspect, from content to creative and everything in between. The new look of MTV is now more closely aligned to the MTV brand globally, allowing young Russians to fully experience the world's leading youth entertainment brand in their own country.

In Russia we now have three branded networks—MTV, Nick and Paramount Comedy—representing a total portfolio of 11 channels (MTV, MTV Hits, MTV Dance, MTV Rocks, MTV Live HD, Nickelodeon, Nick Jr., Nick HD, Paramount Comedy, VH1 European and VH1 Classic), which is a fantastic achievement and demonstrates VIMN's long-term commitment to the market.

In 2012, we opened a local office in Moscow and recently announced the expansion of our Russian operations that now include four additional territories—Estonia, Latvia, Lithuania and Ukraine. This move is in recognition of the successful expansion of VIMN's operations in Russia and the CIS. There are synergies between our businesses in Russia and the Ukraine while the proximity of the Baltic states means we can focus more on these territories to develop stronger partnerships in these markets.

What is the significance of the recent re-launch of the MTV brand in Russia?

EB: Russia is a critical global market for VIMN and we're increasing investment in our business here. Taking full control of the MTV brand means that we have strengthened our presence in Russia even further. The rejuvenated MTV Russia launched in high definition on Oct. 1, and by taking the channel

back in-house, it builds on the success of our existing business in this market.

Having seen the huge success of our other brands, Nickelodeon and Paramount Comedy, and the way they resonate with our audiences' right across Russia, I'm confident that we've got a lot more room for growth and MTV will contribute to our future success.

MTV is positioned as the multi-platform destination of choice for young Russians, which combines local content with the best of MTV's global programming—much of which hasn't aired previously. Our target audience extends to age 34, as we are still retaining the generation who watched MTV back in the year 2000 and who are loyal. MTV is a mix of the channel's heritage shows such as "Beavis and Butt-head" and "Pimp my Ride," as well as more recent shows such as "Catfish," "Underemployed," "The Inbetweeners" and, of course, music, which is part of MTV's DNA.

What is the overall perception of brands in Russia and why they have become so popular?

EB: Nickelodeon brands are performing well in Russia. There is high awareness of brands such as SpongeBob SquarePants, Dora the Explorer and Teenage Mutant Ninja Turtles. Brand awareness for Nickelodeon ranks very high (98 percent among parents and 90 percent among kids [source: SPA Nickelodeon Brand Tracker 2013]) with the brand perceived positively, and as funny and surprising. At the heart of our success is content and localization. SpongeBob, Dora and Turtles are favorites in the Russian market, and our new series are gaining popularity. The channel is fully localized and programmed to fit the lifestyle of Russian kids. Nick Jr. is also available in Russia and is reaching a wide audience (11.9 million viewers [source: TNS Russia, TV Index Plus]), cumulatively providing a huge awareness for our preschool properties.

MTV caters to a connected and curious youth



Elena Balmont, general manager, Russia, CIS, Ukraine and Baltics, Viacom International Media Networks



Dan Frugtniet, licensing director, VIMN emerging markets, Viacom International Media Networks

audience with 87 percent of Russian Millennials describing themselves as curious about the world (source: Next Normal study, July-October 2012/May 2013). Ninety percent of Russian 18- to 34-year-olds like watching U.S. TV programs, and 58 percent like music TV programs (source: Comedy Across Borders study, August 2012). MTV taps into this audience and fits their lifestyle.

What have been the most popular franchises and why?

Dan Frugtniet: Nickelodeon is the No. 1 thematic channel in Russia based on share of viewing among kids ages 4 to 17 (source: TNS Russia, TV Index Plus, August, September, October 2013), and it has been since April 2013. Our share of viewing has increased year-on-year, so we have a great base to build on. This is reflected in our brand awareness—we have 88 percent awareness for Teenage Mutant Ninja Turtles (7- to 14-years-old) (source: KidzGlobalTrends 2013), 91 percent for SpongeBob (0- to 14-years-old) (source: TNS Russia, TV Index Plus) and 56 percent for Dora the Explorer (0- to 14-years-old). All three brands have a strong heritage based on long-running and extremely successful TV series, and with the Dora live show launching in Russia this year, we expect it to become even more popular in 2014.

Our comedy channel Paramount Comedy is the only pure comedy channel in Russia and has built a strong following with franchises like “South Park.” We have recently launched an apparel range with local partner MF for it.

How has popularity and success translated into brand licensing and consumer product marketing?

DF: We are developing a license business for all our existing TV brands. Traditionally, Nickelodeon has led by providing various internationally well-known characters for local licensees. Air time is still key to success, and in addition to our Nickelodeon channel, we also have branded blocks on local FTA channel TNT (Russia), QTV (Ukraine) and Balapan and NTK (Kazakhstan). Our content also airs on FTA channel 2x2 in Russia and TET/1+1 in the Ukraine. We have also recently launched branded blocks for MTV on Russian FTA channel U. In addition to this air time, our licensees receive strong marketing support throughout the year.

What are some specific merchandising initiatives that have been successful?

DF: The Teenage Mutant Ninja Turtles master toy range, produced by Playmates and exclusively distributed locally by Gulliver, has been a huge success and currently holds 12 percent market share in the boys’ toy sector. We have developed a fantastic relationship with the No. 1 kids’ retail channel Detsikiy Mir, and to-date have run two key retail promotions for Teenage Mutant Ninja Turtles that drove incremental toy sales and brand awareness.

What is the strategy for VIMN looking ahead to 2014 and beyond?

EB: Our licensing business is a critical third revenue stream for us globally, and we believe we have a huge opportunity in Russia that is reflected in the recent appointment of our first senior licensing manager based in Moscow. We recently appointed a local agent, the Riki Group, to exclusively represent our Nickelodeon and Viacom Consumer Products business in the market that has resulted in a number of deals for our brands including publishing (Turtles and Dora); confectionery (SpongeBob) and apparel (Turtles and Dora), to name a few.

The key to VIMN Russia’s expansion strategy is working effectively with local partners. We currently work with a number of key licensees such as Gulliver (toys, back-to-school and stationery), C-Trade (toys and outdoor), Confitrade (confectionery), Ferrero (confectionery), Komiks (publishing), Cotton Club (personal care) and ECOLife (apparel). We also have a range of new categories that we are in discussions for including footwear and mobile accessories—watch this space!

Moving forward our strategy is to continue to roll out preschool consumer products for all key properties including Dora the Explorer, Diego, Bubble Guppies and Paw Patrol. We also aim to expand retail promotion into mass grocer outlets and develop food and drink promotions for Turtles and SpongeBob.

With the re-launch of MTV Russia, we are also looking to develop our consumer products business with apparel and fashion lines. ©



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