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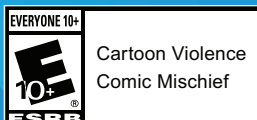
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## FOX IS FEELIN' IT

How Jeffrey Godsick has redefined the culture, approach and global reach of 20th Century Fox Consumer Products and its popular brands.

### Plus:

- MAGIC-Touch by Alyssa Milano
- New York Toy Fair Round Up
- Sony Looks Ahead in 2015







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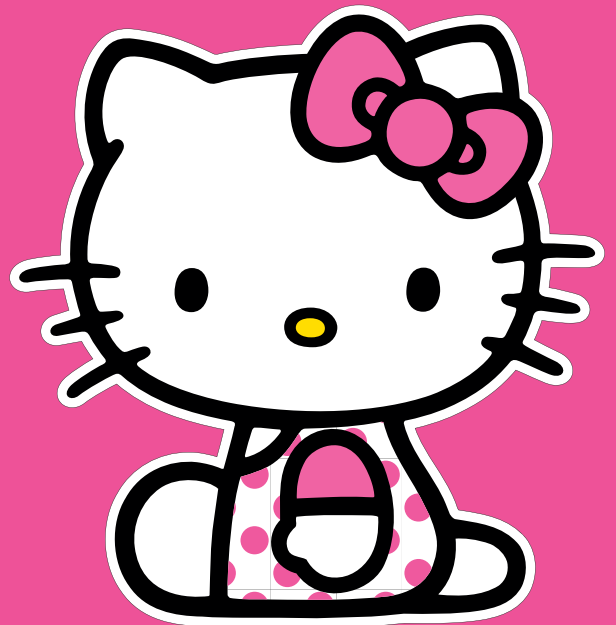
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Preparations are well underway for the 35th edition of Licensing Expo, with a host of new brands already set to exhibit and a new Sports section planned for the show floor.

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2014 was a year of big successes (*Frozen*), milestones (Hello Kitty's 40th), industry-changing innovations (3D printing) and much more.

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How Jeffrey Godsick has redefined the culture, approach and global reach of 20th Century Fox Consumer Products and its popular brands.

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How super fan Alyssa Milano has turned a practical idea into a trendy women's sportswear brand for enthusiasts from the diamond to the raceway.

## 50 Playing with Fashion

MAGIC Market Week kicks off this month and with it comes a host of playful fashion brands in all senses of the word, from childrenswear to iconic rock bands.



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Toy fair season culminates in New York City with an impressive slate of licensed merchandise on display.

## 62 Focus on New Franchises

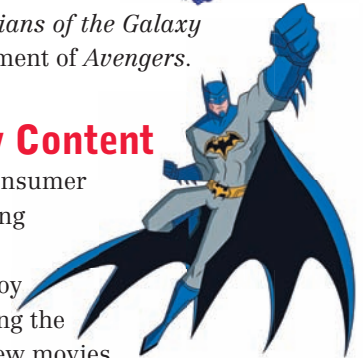
For Disney Consumer Products, the future is out of this world considering the potential of Marvel's newest franchise *Guardians of the Galaxy* and the development of *Avengers*.



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## 64 Super New Content

Warner Bros. Consumer Products is closing the circle on its popular Mattel toy ranges, enhancing the products with new movies and online content.



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## 68 Sony Looks Ahead

Sony Pictures Entertainment is moving into 2015 and beyond with a raft of licensed product programs to support its robust slate of television and film properties.



GHOSTBUSTERS

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**On the Cover:** Jeffrey Godsick, president, Fox Consumer Products.

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**On the Cover:** Alyssa Milano, founder, Touch. (Select MAGIC Market Week issues.)

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# 15 Trends to Watch in 2015



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

“2014: A Year in Review,” which begins on page 26, identifies the top stories of 2014 and provides a glimpse into 2015, which is the Year of the Sheep, according to the Chinese Zodiac. In the business of licensing, 2015 may be the Year of Star Wars as *Episode VII: The Force Awakens* hits the big screen in December and one of the most successful franchises in history kicks off a new trilogy.

Here’s a breakdown of 15 trends to watch this year—five licensors, five categories and five properties.

## Five Licensors to Watch:

- **Disney Consumer Products: new franchises**—The world’s largest licensor is in an unparalleled cycle of new content that is driving merchandise sales worldwide with its powerful franchises *Frozen*, *Avengers*, *Guardians of the Galaxy* and *Star Wars*.
- **Iconix: diversification**—Since it formed its entertainment division with the acquisition of Peanuts almost five years ago, the new movie, which is scheduled to release in November, will reflect not only the viability and popularity of the venerable brand worldwide, but also dictate if Iconix continues to expand its entertainment portfolio or stick to its core DTR apparel business.
- **Mattel: reorganization**—With the resignation of its CEO Brian Stockton, the continued sales decline of its Barbie franchise and the loss of the Disney doll business, this toy company faces an uphill battle to right the ship. It must effectively integrate or perhaps spin-off its divisions and figure out what its future strategy and market position will entail.
- **DreamWorks: acquisition**—With its recent downsizing to two films per year and the elimination of 500 jobs, DreamWorks is not only an example of an overly aggressive growth plan, but it remains a major acquisition target as well.
- **DHX Brands: expansion**—Now that it has acquired Nerd Corps, this licensor has assembled a strong portfolio of global brands that includes “Slugterra,” “Yo Gabba Gabba!,” “Caillou,” “Teletubbies,” “In the Night Garden,” “Inspector Gadget,” “Johnny Test” and the “Degrassi” franchise. And while its television library offers strong sales potential, it could also make some noise in brand licensing.

## Five Trends to Watch:

- **The new superheroes**—While Marvel is planning its

next phase of superhero characters, Warner Bros. has also announced its slate of 10 superhero films like *Wonder Woman*, *The Flash*, *Aquaman* and *Justice League* through 2020, clearly indicating this genre will remain strong.

- **Multi-channel networks**—This sector will produce unlimited new content and stars that will offer strong licensing potential. AwesomenessTV is a major bright spot for DreamWorks, and it has already inked several deals for its content creators.
- **Retail stores**—As retail shelf space becomes more elusive and e-commerce continues to grow, brand licensors are getting more aggressive with their own retail initiatives, such as Nickelodeon which has plans for several stores worldwide.
- **China**—Overall revenue for the North American box office was down about 5 percent to \$10.4 billion in 2014, but China’s grew significantly. It posted a 36 percent increase to \$4.76 billion led by the No. 1 film *Transformers: Age of Extinction*. The key here is that where there is a strong awareness of top global brands such as Hasbro’s Transformers, there’s opportunity for brand extension.
- **Wireless accessories**—From watches to health monitors to home security, this popular category continues to offer strong licensing opportunities.

## Five Brands to Watch:

- **Mr. Men Little Miss**—Sanrio recently signed a deal with Fox animation for an animated film that will have a significant product component and reinforces its commitment to entertainment.
- **Mambo**—Saban Brands continues to grow and diversify as it recently created a lifestyle group and added this iconic Aussie apparel brand to its portfolio. More acquisitions are likely.
- **Touch by Alyssa Milano**—This brand underscores the importance and growth opportunities for sports licensing. (See story on page 44.)
- **Pokémon**—As it celebrates its 20th anniversary, this popular franchise has a new platform and potential for growth in the hot gaming category.
- **The Limited**—Beanstalk is planning to expand this brand into other retail channels with new products like apparel, jewelry, footwear, home and optical. ©





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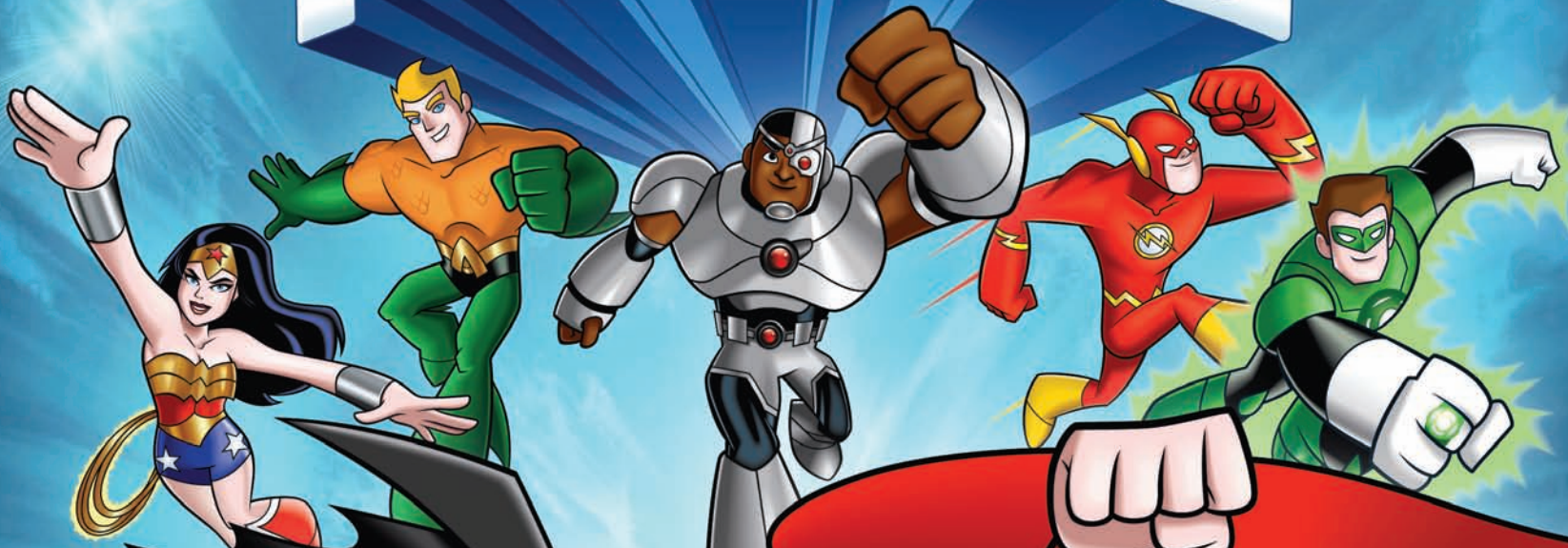


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# Re-imagining Film and TV

To borrow from a popular Internet-based TV series, streaming services are ‘the new black.’



By **Amanda Cioletti**

*License! Global* has been extolling the Internet (specifically YouTube’s multi-channel networks) as the newest place to mine for licensable IP for some time, but the field is expanding rapidly to include other streaming network services.

Netflix has had a foothold in the video-on-demand business for almost 20 years. More recently, the business has morphed into a full-fledged production studio with several original adult and children’s TV series in its portfolio. According to Netflix, its service now boasts more than 50 million subscribers worldwide—a staggering market to tap into and one that is perfectly primed for any number of licensed product programs.

Over the years, Netflix has steadily built its credibility as a quality production house. Its original adult content, such as “House of Cards” and “Orange is the New Black,” have only recently become regulars on the award show circuit, formally recognizing Internet TV as studio-quality fare. With a huge Emmy Awards win in 2013 (Outstanding Director of a TV Series, Drama, David Fincher, “House of Cards”) and seven in 2014, this year’s Golden Globes awards marked yet another major win for the series. And now competitive service Amazon Prime Instant Video is garnering critical accolades for its original series “Transparent,” grabbing its first two major awards.

These wins are significant indicators of how television and film viewership have evolved. It is becoming increasingly more common that a movie or TV series with wide appeal be released via a streaming service, as it would premiere on a traditional network or in theaters.

For the consumer product business, this just broadens the field for minable licensed product content markedly.

Netflix has launched multiple children’s series under its banner, and even more collaborations are forthcoming from major studios like DreamWorks and Marvel, and content leaders like Mattel and Scholastic. Each of these offerings present obvious opportunity for product extensions with a clear path

to merchandise. Netflix’s “Orange is the New Black” already has a well-established program in-market, and numerous others are in the pipeline.

Beyond “Transparent,” Amazon also has numerous original series on its upcoming slate, most recently signing a deal with Woody Allen for the critically acclaimed film director’s first-ever television series.

And now Amazon is jumping further into the fray with January’s announcement of plans to produce and acquire original feature-length films for both theaters and instant video services.

Other streaming services to watch:

- **AndroidTV**—Google has long been into streaming video, acquiring YouTube in 2006 and launching Chromecast, its external digital media player, in 2013. It launched AndroidTV in 2014 but has yet to announce original programming for the platform. Yahoo and Microsoft are both said to be vying to snap up original series deals... is Google also in the running? Keep an eye on it.
- **Hulu**—A subscription service that allows viewers to watch recently aired episodes of TV series, Hulu also has several original programs.
- **Overstock.com**—Largely known as a discount shopping site, Overstock is launching a new storefront that will offer streaming video services.
- **PlayStation**—In an attempt to broaden its gaming console’s multi-functionality, Sony has commissioned an original series, “Powers,” that will debut exclusively on its member network, PlayStation Plus. The company is said to be pursuing additional series.
- **Twitch**—Twitch stands apart from other streaming services as it is strictly for video games—or rather videos of users playing video games. The concept sounds far fetched but its viewership numbers are certainly not, with more than 60 million unique monthly views last year. It already has numerous top-ranked channel personalities on its platform, could original programming be its next major project? More than likely it would take a non-traditional, new form, but the opportunity—and eager viewers—are definitely there. ©



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# Kardashians Launch Hair Care

Celebrity personas Kim Kardashian West, Kourtney Kardashian and Khloé Kardashian are extending their brand to beauty in a new partnership with Farouk Systems, manufacturer of the CHI and BioSilk hair care products. The deal was brokered by APA Branded Lifestyle.

Kardashian Beauty is a complete line of professional, salon-quality hair styling products, tools and accessories.

“We have been developing Kardashian Beauty carefully with our fans’ needs in

mind, as well as our individual hair care needs,” say the Kardashian sisters. “Our personal desire for healthy, beautiful hair and hands-on product development has allowed us to design products we felt were missing in the market.”

The new hair care products are an organic extension for the Kardashian sisters, which are known for their glamour, trend-setting style and picture-perfect coifs. The Kardashian Beauty range is also affordable, allowing the sisters to bring high-end products to the masses. The collection will include such items as Black Seed Dry Oil, an antioxidant-rich oil to nourish and moisturize hair that is found in several of the hair care products; Take 2 Dry Shampoo; K-Body Volume Foam; a boar and nylon paddle brush; two different flat irons; a premium hair dryer; and much more.

“Farouk Systems is a company of hairdressers dedicated to creating beauty,



new trends and innovative styling products, so the partnership with Kourtney, Kim and Khloé to introduce Kardashian Beauty was a natural fit,” says Basim Shami, chief executive officer, Farouk Systems. “Our team worked hand-in-hand with the sisters to create a premium product line directly inspired by their iconic styles and individual hair needs, while also honoring our company’s commitment to offer superior quality professional products.”

Kardashian Beauty will launch beginning in spring at select retailers nationwide.



## Hong Kong Licensing Show Gathers Top Global Brands

The Hong Kong Trade Development Council hosted the annual Hong Kong International Licensing Show Jan. 12-14.

The event featured many Asia-based properties, pan-Asian licensing agents, as well as global character and game brands.

This year’s show floor featured worldwide mobile gaming property “Candy Crush,” which was represented by its licensing agent, Promotional Partners Group. The agent anticipates growth for the property in the region by as much as 30 percent this year.

“Counterfeit products are unavoidable if we do business in China,” says Ivan Chan Wah-chun, Promotional Partners Group. “But if we want to sell ‘Candy Crush’

products in shopping malls, we will have to present an authorization certificate. I think the [counterfeit products] problem is under control; even President Xi Jinping advocates the protection of intellectual property.”

Other notable brands that could be found on the HKTDC event show floor included Suzy’s Zoo, Peppa Pig, Dupont, Chelsea Football Club, Warner Bros. and many more.

Additionally, The International Licensing Industry Merchandisers’ Association hosted its annual LIMA Asian Licensing Awards, which recognized industry leaders on the continent. The finalists included 35 nominated companies from across Asia.

The winners were:

- **Asian Property of the Year**—Line Plus for Line Friends
- **Corporate Brand and Lifestyle Program of the Year**—The Coca-Cola Company
- **Entertainment Property of the Year**—Warner Bros. for Batman 75th anniversary
- **Licensed Promotion of the Year**—PPW Sports & Entertainment for European Football Clubs credit card program with China Construction Bank
- **Licensee of the Year**—Hot Toys Limited for *Captain America: The Winter Soldier*
- **Licensing Agency of the Year**—Pacific Licensing Studio
- **Retailer of the Year**—The SM Store for Justice League



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# Power Play





# Beanstalk to Extend The Limited

Beanstalk has signed on to help American fashion retailer The Limited build its brand beyond its namesake retail stores with a host of licensed extensions.

Beanstalk will broaden The Limited's reach through strategic brand extensions in apparel and accessories that will be distinct from the assortment sold within the retailer's stores and will be distributed across complementary retail channels. Menswear and home products will also be considered in the future.



"Licensing fits into The Limited's overall strategy of building a modern lifestyle brand that expands touch points and engages potential clients of our brand within our own channels or outside of our current retail and online footprint," says Diane Ellis, chief executive officer, The Limited. "We want to reach sophisticated professional women more broadly by extending our brand into product categories and locations she favors. We are excited to work with Beanstalk to deliver the high quality and style that The Limited consumer has come to expect."

Beanstalk is now seeking partners for the brand across apparel and accessories categories including sportswear, athleisure, outerwear, fashion jewelry, accessories, handbags, footwear, optical, plus-size and maternity.

"As a truly iconic American brand, The Limited continues to be an innovative specialty retailer. So many generations of women have grown up with the brand," says Allison Ames, president, Beanstalk. "And now they are bringing that innovation and signature fashion outside of their stores to a wider audience. We look forward to serving as brand stewards by increasing The Limited's reach to further evolve it into a comprehensive lifestyle brand."

## Fox Animation Plans Mr. Men Little Miss Movie

Fox Animation has secured the motion picture rights to the iconic Mr. Men Little Miss characters.

Sanrio Entertainment Division, based in North America, handles Mr. Men Little Miss brand extensions and experiential initiatives for U.S. and global distribution.

"Sanrio Entertainment Division aims to connect fans with our properties beyond the standard retail license model," says Janet Hsu, president and chief operating officer, Sanrio. "Partnering with Fox Animation will bring the Mr. Men Little Miss characters to life and evolve the storytelling for their multi-generational, global fan base."

Shawn Levy, producer and director of the *Night at the Museum* franchise, will produce the upcoming film through his

Fox-based production company 21 Laps Entertainment, although no writer or director has yet been announced.

"The Mr. Men and Little Miss characters have delighted readers from around the world for decades," says Vanessa Morrison, president, Fox Animation. "We are thrilled to work with Sanrio and 21 Laps on this

beloved property."

The Mr. Men Little Miss series of characters originated in books created by Roger Hargreaves in 1971 in the U.K. Each of the 85 characters is named after his or her unique personality trait.

"In addition to Sanrio's Kawaii character family, the Mr. Men Little Miss characters are the perfect blend of self-expression, humor and nostalgia in a classic, contemporary brand," says Ray Hatoyama, chief executive officer, Mr. Men, and managing director, Sanrio. "We are excited to take Roger Hargreaves' creations to a new level for their loyal fans from around the world and continue to expand our global business with this portfolio."

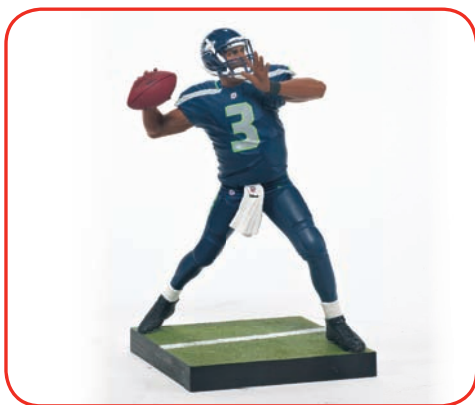
Fox Animation has found previous global success with its *Ice Age* and *Rio* franchises.

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# Saban Buys Mambo Brand

Saban Brands has added the Australian fashion brand Mambo to its growing portfolio of lifestyle brands.

Mambo joins the newly formed Saban Brands Lifestyle Group, which also includes the Paul Frank and Macbeth brands.

Currently celebrating its 30th anniversary, Mambo is comprised of distinctive satirical designs created by a diverse collection of artists. The label also designed the Australian uniforms for the 2000 Sydney Olympic Games.

“SBLG’s goal is to bring in exceptional fashion and lifestyle properties in key markets and expand their global footprint,” says Dan Castle, managing director, strategic business development, Saban Brands. “As an Australian brand with a unique, art-driven aesthetic, Mambo will play a significant



role in our international growth strategy, both in Australia and around the world. We will maximize and integrate with them as we aggressively grow the brand around the world using Saban’s international footprint.”

Currently, Mambo is sold in multiple territories throughout Australia, New Zealand, Southeast Asia, Europe and North America.

“Saban Brands is a major player in the international entertainment, art, music and brand marketing space,” says Angus Kingsmill, managing director, Mambo. “The partnering of Mambo with Saban Brands will provide a platform for talented Australian and international artists to showcase amazing wearable art to a global audience on a scale much greater than ever before.”

## CPLG to Rep Mind Candy’s ‘World of Warriors’

Mind Candy has appointed CPLG as the licensing agent for its new gaming brand “World of Warriors” across continental Europe and the U.S.

Mind Candy, the company behind the “Moshi Monsters” franchise, launched the “World of Warriors” mobile game in 2014.

CPLG will oversee licensing for all categories, support its global partners in-territory and secure new regional territory licensees.

“As soon as we saw ‘World of Warriors’ and Mind Candy’s plans for an integrated property, we wanted to represent the brand,” says Steve Manners, executive vice president, CPLG. “It is exciting for us to also be overseeing the U.S. market through our new CPLG office, opened last year. The game has launched to incredible success, and the toy line, coming soon, is a fantastic range in its own right, which will expand the fan base and create more licensing opportunities.”

“World of Warriors” collectibles, play sets, publishing and trading cards will launch throughout 2015, with CPLG looking to expand the licensing program in its territories for early 2016.



## Global Brands Plans Kate Spade Accessory Line

GBG Accessories Group, a subsidiary of Global Brands Group (the new sister licensing company to Li & Fung), has picked up the rights to the Kate Spade New York brand to create a range of accessories.

The agreement includes rights to produce Kate Spade New York cold weather accessories such as hats, woven scarves, leather gloves and belts.

“We look forward to building a strong partnership with Global Brands to introduce high-quality and well-designed new styles into our popular accessories collection,” says Mary Beech, chief marketing officer and senior vice president of licensing, Kate Spade & Company.

Initial product will launch at better department stores, specialty stores and Kate Spade New York retail stores by the fall.

“As a much-loved global lifestyle brand, Kate Spade New York is an excellent addition to our brand portfolio and fits very well into our strategy of partnering with the best American brands to leverage our strong retail relationships and distribution capabilities globally,” says Bruce Rockowitz, chief executive officer and vice chairman, Global Brands Group.



## FremantleMedia Takes Majority Stake in MCN Divimove

FremantleMedia has increased its stake in Europe's multi-channel network Divimove to 51 percent, making Fremantle the majority shareholder.

Over the last 18 months, Divimove has become a leading MCN in Europe with 900 million views per month. The YouTube network boasts 1,700 partner channels that attract 80 million subscribers and includes the top YouTubers in Spain (Elrubius, 9.8 million subscribers), Italy (FavijTV, 1.5 million subscribers) and the Netherlands (Enzo Knol, 550,000 subscribers).

Fremantle has been working with Divimove to discover, produce and promote new talent in the online space since 2013, when it initially took shares in the company.

"Working with FremantleMedia has given us the opportunity to invest even more in our creators and develop new ways to grow their careers. We will continue to do so as we expand our relationship," says Brian Ruhe, chief

executive officer, Divimove.

Fremantle's move to increase its involvement with the MCN follows similar initiatives at other entertainment studios such as DreamWorks, which bought AwesomenessTV in 2013, and Disney, which acquired Maker Studios in 2014.

The Divimove investment also complements the digital ambitions of Fremantle parent company RTL Group, which last year acquired the fashion and beauty MCN, StyleHaul, and in 2013 the world's third largest MCN, BroadbandTV.

"Divimove works with really exciting emerging talent across multiple markets, which fits our global TV production business well, and we look forward to working with them even more," says Keith Hindle, chief executive officer, digital and branded entertainment, FremantleMedia.

The partnership between Fremantle and Divimove has already resulted in the launch of Shootrs, a talent program that combines the production expertise

of FremantleMedia with Divimove's content creators and online video expertise. Shootrs was launched with the FremantleMedia companies UFA in Germany and Blue Circle in the Netherlands in 2014 and will see continued rollout across Europe this year.

Another key initiative from Divimove has been the launch of BrandBoost, created to answer the demand for online video solutions from brands in Europe. Last year FremantleMedia and Divimove worked together to create successful branded entertainment campaigns across Europe for brands including Deutsche Bahn and Ubisoft.

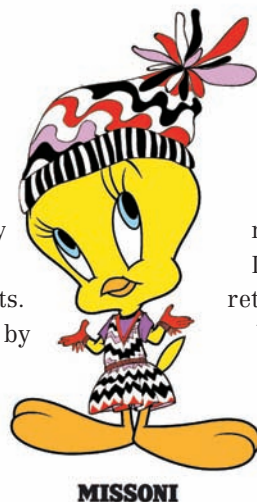
This year, Divimove has already launched a talent management agency headed up by the recently appointed Michael Brycz, former managing director of central Europe for Warner Music. Brycz is tasked with exploring opportunities for Divimove's talent in new areas such as live events and music.

## WBCP Brings Classic, Villain Apparel to Market

Warner Bros. Consumer Products is bringing its properties to apparel in both innovative and timely collections for classic Looney Tunes characters and the DC Comics villainess, Harley Quinn.

In an innovative collaboration, designers Roberto Cavalli, ICE Iceberg, Missoni, Laura Biagiotti Dolls, 10x10 Anitaliantheory, Vivetta, Stella Jean, Msgm, Superduperhats and L'F Shoes have created their own versions of Tweety and Bugs Bunny for the Fashion Comics line, a range of boys' and girls' sweatshirts.

The Fashion Comics line was conceived by fashion designer Alessandro Enriquez in collaboration with WBCP, the magazine *Vogue Bambini* and Italian children's fashion trade show Pitti Immagine Bimbo, where apparel licensee



Marbel unveiled the collection of 20 items (two for each designer). The Fashion Comics line will be available in select Italian and international department stores this fall, with a portion of the proceeds growing toward charitable organization Orphanaid Africa Onlus, which supports the Love+Children Project to fight child malnutrition in Ghana.

In the U.S., WBCP has paired with specialty retailer Hot Topic for a Harley Quinn Valentine's Day collection, Harleen. The range of women's apparel and accessories includes dresses, sweaters, long-sleeve tees, tanks, jewelry, leggings, an Underoos-branded underwear set and a vinyl train case.







## NEW YEAR, NEW SHOW

By **Nicole Davis**

**Preparations are well underway for the 35th edition of Licensing Expo, with a host of new brands already set to exhibit and a new Sports section planned for the show floor.**

After seeing a surge in retail attendance at last year's show (up 33 percent from 2013), this year, Licensing Expo is focusing on growth in the sports and international arenas.

Organized by UBM Advanstar and sponsored by the International Licensing Industry Merchandisers' Association, Licensing Expo 2015 will take place at the Mandalay Bay Convention Center in Las Vegas, Nev., from June 9-11.

More than 15,000 professionals from the licensing industry are expected to attend the annual event, which will feature 100

new exhibitors ranging from the men's magazine *Maxim* to the restaurant chain Fatburger North America.

"As with every year, we are always looking for ways to improve upon what we've done in the past," says Jessica Blue, vice president, Licensing Expo. "In addition to continuing the momentum from last year in the retail and fashion areas, we're also planning a new Sports section, adding to our international pavilions and much more."

### **Same Place, New Faces**

More than 500 companies will exhibit at



# LICENSING EXPO 2015



the 2015 show, almost a fifth of which will be brand-new exhibitors looking to build their brands.

Among the new companies slated to participate this year are the American Cancer Society, American Mensa, Awesomeness TV, Blizzard Entertainment, artist and designer Debra Valencia, diSTROLLER, Fatburger North America, Slingshot, *Maxim* and the National Wildlife Federation.

“Licensing and merchandising provides a great way for our audience to engage with the Awesomeness TV brand in addition to creating new revenue streams for our digital native talent,” says Jim Fielding, global head of consumer products and retail, AwesomenessTV. “As a next generation media company focused on teens, we are excited to be exhibiting at Licensing Expo for the first time.”

These new exhibitors will join hundreds of returning exhibitors from 2014 including Coca-Cola, DreamWorks Animation, Kathy Ireland Worldwide, Mattel and Skechers USA.

## Focus on Sports

Another company joining Licensing Expo for the first time is the action sports brand Nitro Circus Live, highlighting the show’s focus on building the presence of sports brands this year.

Nitro Circus was co-founded in 2003 by motorsports athlete and stuntman Travis Pastrana. The company currently produces a live show that has toured five continents, and also boasts a TV series created in

partnership with MTV that airs in more than 60 countries, a feature film and a whole range of digital offerings.

Not only will Nitro Circus be introducing itself to the licensing world at Licensing Expo, but the brand will also be bringing a taste of its live shows to the exhibit floor with a feature area that will showcase stunts and performances from action sports athletes on BMX bikes, skateboards, scooters and some unique Nitro contraptions.

Nitro Circus is looking to license its brand across all categories from apparel to toys, sporting goods to video games and even theme parks.

“We are excited about being at Licensing Expo for the first time and finally revealing the enormous opportunity that Nitro Circus represents for the licensing world,” says Michael Porra, chief executive officer and creative director, Nitro Circus.



And Nitro Circus is only the beginning of what’s in store for the new Sports section of the show. NFL Players Inc., the licensing arm of the NFL Players Association, will return to the show this year, joined by a range of other sports brands representing the full spectrum of the genre.

## International Expansion

Representation from international brands will also be up this year with the addition of the new India and Mexico Pavilions.

India and Mexico join a growing list of countries bringing comprehensive representation to Licensing Expo, including China, Korea, Japan and Brazil.

Each pavilion serves as a hub for the full range of licensing activity in that country, whether it be brands from that country looking to license out or



resources for licensors looking to bring their brand into that particular region.

Additionally, the China Pavilion will be significantly larger this year, as will the Japan Pavilion.

“The globalization of the IP marketplace and the changing content landscape driven by the Internet has led to an increasing demand from our attendees for international IP,” explains Blue. “In addition, one in three of our attendees now come to the show from outside the U.S. Both factors underline our need to deliver a truly global show for both exhibitors and attendees, and this is a key focus for us in 2015 and beyond.”

## Connecting Online

No need to wait until June though. Get an early start with LicenseConnect, the new online complement to Licensing Expo and October’s Brand Licensing Europe, which was launched last year.

The digital platform offers 24/7 access to Licensing Expo and Brand Licensing Europe exhibitor brands in every category. In fact, all the brands from both 2014 shows are on display now. Licensees, retailers and manufacturers get free, unlimited access to brand listings from both shows, year-round, meaning that the deal-making can now happen 365 days a year, not just three days in June. ©





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# 2014

## A YEAR IN REVIEW

2014 was a year of big successes (*Frozen*), milestones (Hello Kitty's 40th) and industry-changing innovations (3D printing). Here's a recap of the news that shaped the year and laid the foundation for 2015.

By Nicole Davis

Between *Frozen*, "Star Wars Rebels" and *Guardians of the Galaxy*, Disney stole the show in 2014.

The frenzy for 2013's *Frozen* carried through the 2014 holiday season, and the brand even ousted Barbie as the No. 1 toy on girls' holiday wish lists, ending the doll's 11-year reign.

Disney also released its first original content for the Star Wars brand since it acquired Lucasfilm in 2012, the TV series "Star Wars Rebels," and had the second highest grossing domestic movie of the year, with *Guardians of the Galaxy* pulling in \$333 million in the U.S. alone.

The success of *Guardians* underscored the studio's new focus on building evergreen boys' franchises

like those it has on the girls' side of the business (think Disney Princess and Minnie Mouse).

Josh Silverman, executive vice president, global licensing, Disney Consumer Products, outlined how the studio planned to leverage Marvel and Star Wars content to grab a bigger share of the boys' market in the *License! Global* February 2014 cover story, "Growing Boys."

At the same time, the company also launched Imagicademy, an educational initiative featuring apps and technology-driven products designed to aid in early childhood learning.

But the year's successes didn't keep Disney from looking to the future. Among the new projects announced for 2015 and beyond are Walt Disney Animation Studios' follow up to *Frozen*, *Monae*, which is scheduled for late 2016; Disney Channel's TV movie *Descendants*, which will star the offspring of some of the studio's most iconic





villains; as well as tantalizing trailers for May's *Avengers: Age of Ultron* and the first new Star Wars film in 10 years, *Episode VII: The Force Awakens* (hitting theaters in December).

### Classic Character Revival

With the demand for a retro aesthetic showing no sign of fading, a number of licensors planned comebacks for classic characters.

SEGA re-introduced the world to Sonic the Hedgehog with a whole new iteration of the classic brand—Sonic Boom—that features a revamped look, new video games and a CGI TV series.

DreamWorks picked up the rights to Felix the Cat, adding another iconic brand to its Classics portfolio.

Simon Cowell's Syco Entertainment and Animal Logic Entertainment teamed up to develop the first-ever feature-length film starring Betty Boop.

And Authentic Brands Group used one of the biggest movie stars in history (and one of its most successful brands), Marilyn Monroe, as the inspiration for a new girls' brand—Mini Marilyn.



### Strategic Switch-Ups

One of the biggest stories of the year was the creation of Li & Fung's spin-off licensing operation. The company created the standalone Global Brands Group in May, freeing up Li & Fung to focus on its core business of sourcing. Then in December 2014, the newly formed GBG announced a joint venture with David Beckham to develop a lifestyle brand for the soccer star.

The formation of GBG followed another major move by Li & Fung in January 2014, when the company acquired the world's fifth largest licensing agency, The Licensing Company.

Meanwhile, entertainment company Saban Brands made a big statement about its future plans when it launched a dedicated lifestyle unit. The division is currently anchored by Paul Frank, footwear brand Macbeth and the Australian fashion label, Mambo, which it acquired in January.

And publishing company Hearst took a stake in a new kind of content when it acquired a 25 percent interest in the YouTube network AwesomenessTV from DreamWorks.

### Retail Relations

In fact, AwesomenessTV was in the news a lot last year. After acquiring the multi-channel network in May 2013, DreamWorks took the next step in bringing the AwesomenessTV's brands to market when it appointed retail veteran Jim Fielding (formerly of Disney Stores and Claire's) to lead the brand's consumer products and retail efforts.

Fielding made short work of initiating the network's first retail activations with a capsule collection (and corresponding web series) launched at Kohl's in September, followed by the opening of the Scene@ AwesomenessTV pop-up store in Los Angeles in November.

AwesomenessTV wasn't the only brand to launch pop-up shops in 2014,







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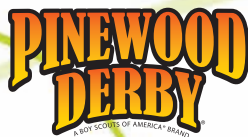




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with the format becoming increasingly popular. Warner Bros. Consumer Products recreated the Central Perk coffee shop in New York for the 20th anniversary of “Friends”; Saban Brands launched the first-ever pop-up shop for its lifestyle brand Paul Frank; and online retailer Amazon went old school for the holidays with two brick-and-mortar shops in California.

Nickelodeon went a step further when it unveiled plans for five permanent retail locations, the first of which will open in London in the second quarter of this year.

Meanwhile, more traditional retailers struggled to find solid ground in an increasingly web-driven world.

Following a disappointing 2013, Toys ‘R’ Us outlined a strategy to improve performance, called the TRU Transformation, that led to a number of innovative partnerships including in-store shops from tween/teen jewelry retailer Claire’s, a pilot program for in-store 3D printers that create custom toys in under 30 minutes and a partnership between Babies ‘R’ Us and Disney Baby to offer combined services to parents.

At the same time, Target took a different transformation tack, replacing long-time Target CEO Gregg Steinhafel with Brian Cornell, formerly of PepsiCo and Sam’s Club. In one of his first big moves, Cornell announced this January that the company would close its Canada operations (launched just two years ago) in order to focus on the U.S. business.

### Other Big Moments from 2014:

- **Hello Kitty Celebrates 40 Years**—One of the world’s most prolific character brands, Sanrio’s Hello Kitty celebrated four decades of success in typical fashion—with events and products too numerous to count, including the brand’s first-ever fan convention.
- **Hasbro Takes Over Disney Doll Business**—Hasbro pulled off a major coup in September when Disney shifted its Princess and Frozen doll business to the toy company and away from long-time partner Mattel.
- **SpongeBob Turns 15**—From TV star to international pop icon in just a decade-and-a-half, and that’s before his theatrical debut this month.
- **Duck Dynasty, Joester Loria Star at LIMA Awards**—Brandgenuity’s program for A+E Networks’ reality series “Duck Dynasty” was named the best of the year, while the founders of licensing agency The Joester Loria Group were inducted into the LIMA Hall of Fame.
- **DHX Media Expands**—The company launched a dedicated consumer products division, DHX Brands, in June, then acquired fellow entertainment company Nerd Corps in December.
- **CPLG Turns 40, Opens U.S. Unit**—One of the largest and most respected licensing agencies in the world, Copyright Promotions Licensing Group (a division of DHX Media), celebrated four decades and opened a U.S. division. ©





# CATEGORY HIGHLIGHTS

## Apparel & Accessories

- Disney Consumer Products and Kohl's launched the tween lifestyle brand D-Signed, inspired by the fashions seen on **Disney Channel** shows.
- Authentic Brands Group introduced a revitalized **Juicy Couture** brand with plans for all-new concept stores (opening in the U.S. and Canada this year) and high-level licensing partners such as Steve Madden for footwear.
- **Playboy** established itself in the lifestyle space through a collaboration with streetwear brand Joyrich and the opening of branded lingerie and shoe boutiques in Mexico.



## Art & Design

- Other Criteria and Marc Jacobs released a limited edition t-shirt featuring artist **Damien Hirst's** take on Mickey Mouse.
- Britain's **National Gallery** teamed up with agent JELC to develop a licensing program.



## Corporate Brands

- **Polaroid** launched its new retail concept, Fotobar, offering on-site printing solutions for photos in micro-stores throughout the U.S.
- **Virgin Galactic** appointed Brand Central to build a licensing program for the first-ever commercial space line.
- **Mustang** celebrated 50 years with a host of products including a t-shirt collection designed by five top fashion designers, a capsule at Lucky, a desktop clock, a pinball machine and even a range of nail lacquers.
- **General Electric** sold its appliance business to Electrolux, the 18th largest licensor in the world.



## Digital

- **Atari, Swarovski, LeapFrog, Fam Brand's Bally Total Fitness** and Universal's **The Biggest Loser** were just some of the brands that launched fitness devices and/or apps in 2014.
- Microsoft bought **Mojang**, the gaming studio behind one of the hottest brands of the year, the video game "Minecraft," and the game hosted a number of brand crossovers throughout the year.
- After going public in March, King Digital Entertainment looked to licensing to take its hit app "**Candy Crush**" to the next level with the appointment of 10 agents around the world.



## Entertainment

- Licensees from around the world lined up for the fourth film in Universal's *Jurassic Park* franchise, *Jurassic World*, coming out this May.
- Warner Music Group and Rhino Entertainment took advantage of **The Grateful Dead's** 50th anniversary to release a host of new product featuring the band's iconic imagery.
- Saban teamed with Lionsgate to develop the first-ever feature film for its **Power Rangers** franchise.



## Home

- **Martha Stewart Living Omnimedia** partnered with 3D printing company MakerBot to develop a line of





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# CATEGORY HIGHLIGHTS

3D printing materials and printable product designs.

- **kathy ireland Worldwide** launched two lines of co-branded home and kitchen products under the names kiWW's Jardin and kiWW's ACafe Society.
- Oscar de la Renta teamed with the **New York Botanical Garden** to create a limited edition tabletop collection.

## Publishing

- **Meredith** continued to build its *Better Homes and Gardens* brand at retail, while developing lifestyle programs for some of its other top publications including *Parents*, *Allrecipes* and *Fitness*.
- The Joester Loria Group celebrated the 45th anniversary of Eric Carle's classic children's book *The Very Hungry Caterpillar* with a host of brand extensions and activities.



## Retail

- **DreamWorks** re-imagined the experience of meeting Santa (and threw Shrek into the mix) with its DreamPlace holiday pop-ups.
- Bookseller **Barnes & Noble** opened Educational Toys & Games Science Centers at select stores across the U.S. and on its website.
- After the expansion of its Fast & Easy convenience store chain in the U.S. was abandoned in 2013, **Tesco** announced plans to take a second stab at America, this time with its fast fashion chain F&F.



## Sports

- In the wake of World Cup fever, IMG was appointed to manage the licensing program for soccer's next big international event—UEFA Euro 2016.
- **NFL Players Inc.**, the merchandising arm of the NFL Players Association, celebrated 20 years by aggressively expanding its licensing strategy to drive retail sales year-round.
- **Major League Baseball** commemorated Derek Jeter's last season with a pop-up shop and collectible coins.



## Toys & Games

- Nickelodeon, alongside licensees such as Playmates Toys and LEGO, released a full product line for the new **Teenage Mutant Ninja Turtles** film.
- Mattel and its subsidiaries HIT Entertainment and Fisher-Price unveiled a new retail model for **Thomas & Friends** that will emulate the American Girl brand. The toy company also announced plans for the first-ever **Barbie** live-action feature film.
- Saban Brands and Jakks Pacific aligned to develop a new multi-platform property, **Emojiville**, that will include a web series, toy line and technology products inspired by emoticons.







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# FOX IS FEELIN' IT

**How Jeffrey Godsick has redefined the culture, approach and global reach of 20th Century Fox Consumer Products and its popular brands.**

By **Tony Lisanti**

As he celebrates his 20th anniversary with 20th Century Fox, Jeffrey Godsick can be described as a survivor, innovator, motivator and entrepreneur. As president of Fox Consumer Products, Godsick knows his way around the backlot and each of the corners of globe. He understands the business of Hollywood and the business of brand extensions and, most importantly, how to integrate and leverage all the

inherent resources.

Godsick has head Fox's consumer products division since October 2011, and he's now feelin' it in a big way—he is feeling good about FCP's recent accomplishments, its new team, the slate of new content and the future of both the studio and his consumer products group.

If he's got a little bit more swagger, as perhaps other execs at Fox do too these days, it's with

**Jeffrey Godsick, president,  
Fox Consumer Products**



good reason—the studio outperformed its rivals at the box office with a record-breaking \$5.5 billion in sales last year in an otherwise down year. It is churning out several new films including the fourth movie in the Chipmunks franchise, *Alvin and the Chipmunks: Road Chip*, an unprecedented fifth sequel to *Ice Age* and three *Avatar* films, along with several hip new shows on the small screen such as “Empire” that each present significant opportunities for brand development and extensions worldwide.

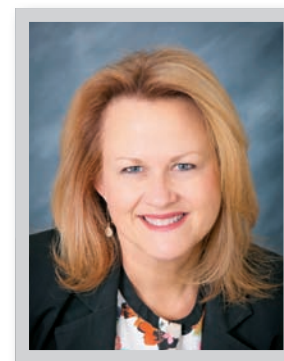
Being part of a global media giant with a diverse portfolio of content from its various divisions (Fox Animation, Fox Searchlight, FX, Fox 21, 20th Century Fox and Classic Library) certainly puts the consumer products group in an enviable position.

“Fox Consumer Products continues to grow and innovate, and Jeffrey has done a fantastic job of leading that division,” says Gary Newman, chairman and chief executive officer, Fox Television

Group. “After 25 years, ‘The Simpsons’ has become a significant lifestyle brand in many parts of the world, and our first Twentieth Century Fox World theme park recently broke ground in Malaysia. Our film and television properties remain among the most sought after in the world, and maximizing opportunities to extend them while protecting their integrity is key to our strategy. Jeffrey and his team have brought a creative and strategic vision to FCP, and our titles have benefited greatly from their work.”

First and foremost, Godsick has been leading the transformation of FCP, taking it from a traditional licensing model into a global, 360-degree lifestyle brand that is leveraging its properties in a multitude of ways, from high-end designer collaborations to innovative niche products, live shows, theme parks and various promotional initiatives.

Godsick has also spearheaded global expansion,



**Roz Nowicki, executive vice president, global sales and retail**



**Nicole Perez, vice president, global brand management and strategy, film; Peter Leeb, vice president, global brand management and strategy, television; Cynthia Pascoe, vice president, global promotions and clips licensing; David Goodrich, vice president, digital strategy and e-commerce; Lora Cohn, senior vice president, global partnerships and retail; Stacy Kerr, vice president, North America sales and retail; and Michael Doyle, vice president, interactive games.**



taking *Ice Age* into Russia with a major retail partnership, establishing an office in Singapore last year to further expand throughout various Asia Pacific markets, planning the first Fox-branded theme park in Malaysia and building a network of top licensing agents to more effectively penetrate key countries and local markets.

According to the Top 150 Global Licensors report, published annually by *License! Global*, FCP reported \$2.6 billion in retail sales of licensed merchandise worldwide in 2013, ranking at No. 24, closing in on the Top 20 and the \$3 billion mark in retail sales.

“Our goal is to broaden audience immersion into our properties on a global scale through a 360-degree approach and more of a brand agency philosophy,” explains Godsick. “We are part of the brand stewardship of the company that might mean part of the marketing phase for a theatrical release or part of the bridge phase for in-between franchises or supporting a TV show in its growth period. We take the brand stewardship role to heart and integrate the group within the entire studio so we are all marching to the same tune.

“We have identified new channels to immerse audiences much deeper into our brands, and we also started to create long-term strategies for each property,” he adds.

After 20 years in Century City, Calif., it’s no surprise that the former marketing and promotions executive exemplifies Fox’s culture and philosophy.

“Fox has a very entrepreneurial spirit and we embrace it. We have innovation in our DNA, and we seek partners to do new things. We are constantly looking to break the mold,” he says. “Let’s take a calculated risk. We are more nimble, more streamlined and quicker to make decisions. We are very strategic and more creative because marketing plays an equal part to revenue.”

As he revamped the executive team, Godsick says: “The goal was to bring in executives with different backgrounds to create a different dynamic

in the approach to a brand.”

Among the key team members are:

- **Roz Nowicki**, executive vice president, global sales and retail
- **Lora Cohn**, senior vice president, global partnerships and retail
- **Stacey Kerr**, vice president, North America sales and retail
- **Greg Lombardo**, vice president, live and location-based entertainment
- **Pinky David**, vice president, Asia Pacific
- **Cynthia Pascoe**, vice president, global promotions and clips licensing
- **Nicole Perez**, vice president, global brand management and strategy, film
- **Peter Leeb**, vice president, global brand management and strategy, television
- **David Goodrich**, vice president, digital strategy and e-commerce
- **Michael Doyle**, vice president, interactive games

“I realized there were tremendous opportunities that hadn’t been maximized fully to grow the business internationally,” says Roz Nowicki, executive vice president, global sales and retail. “Jeffrey was committed to looking at the business not in a traditional way, but in a new way.”

For Godsick, the new team and new approach is a big part of why he’s feelin’ it.

“The Simpsons” remains a significant part of FCP’s portfolio, but the challenge continues to be how to evolve and expand its licensing efforts for the longest running show on television that is still on air with more than 564 episodes in the can.

“We have taken a more strategic and lifestyle-oriented approach to ‘The Simpsons,’ and as a result, it has shown growth in its 26th year, which is really rare,” points out Godsick.

“Jeffrey is a brand-new force in our lives, and we care about every detail we do, so the fact that we adapted to his energy and are able to have





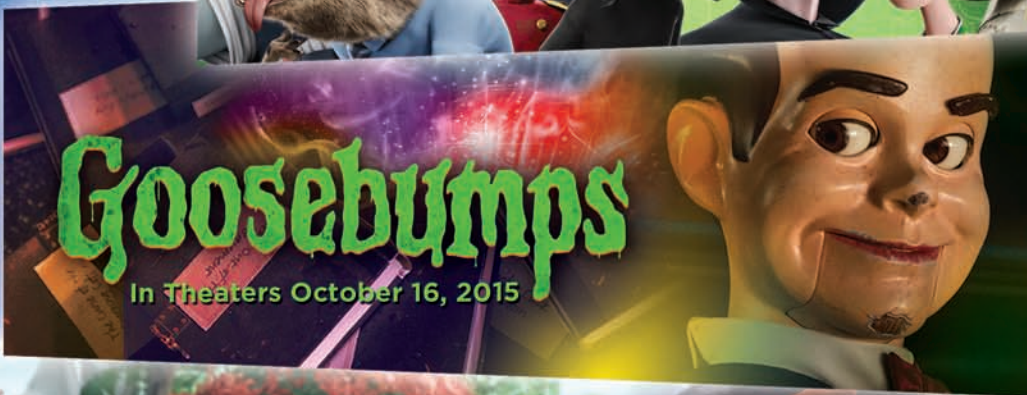
# PIXELS

In Theaters July 24, 2015



## HOTEL TRANSYLVANIA 2

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## Goosebumps

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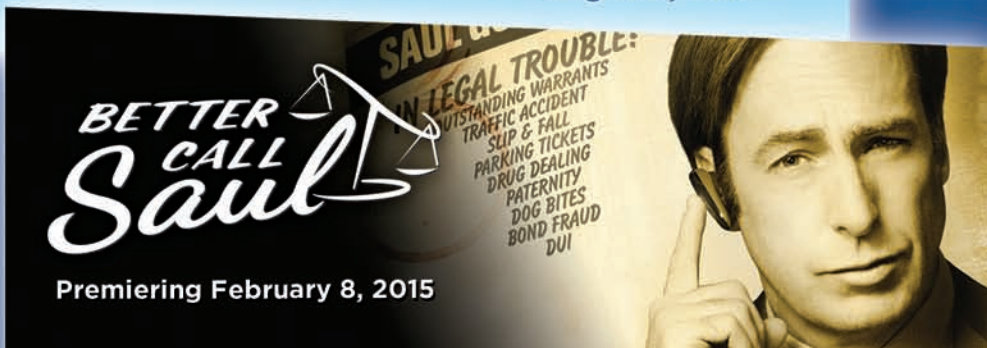
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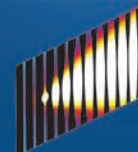
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these amazing meetings with him has helped us all,” says Jim Brooks, executive producer, “The Simpsons.” “He’s an ongoing force that we all find contagious in a good way, and we trust him as caring about the brand over the deal.”

This year, Fox is officially going into China with the streaming of “The Simpsons” show, which he says has a very strong awareness and a strong merchandise sell-through at 600 Etam stores. It’s a partnership he believes will continue to grow.

Another key factor in all of FCP’s efforts is to raise the bar, understand the audience and do something different. There are numerous examples of this that range from new categories to high-end fashion collaborations to motorcycles, cigars and food products. Consider the following examples:

- A “The Simpsons”-inspired golf line with a whimsical style that includes shoes, clothes, hats, gloves and bags will launch in Korea this year and expand throughout Asia.
- “The Simpsons” freestanding retail stores are under development and will roll out this year, first in Asia.
- “The Simpsons” successful Duff beer will roll out in South America beginning in April.
- A “The Simpsons” collection of figures, collectibles and apparel from licensee Neca in



celebration of the series’ 25th anniversary featured 25 guest characters such as Tony Hawk, The Who, Tom Hanks, Penn and Teller and Britney Spears.

- Another initiative in sports featured several soccer collaborations with top international clubs such as Chelsea Football Club, FC Barcelona, FC Zenit Saint Petersburg, Sport Club Corinthians, FC Porto, Juventus and Boca Juniors.
  - A program that highlights Godsick’s philosophy to understand the local market is exemplified in several street artists’ interpretations of “The Simpsons” based on his visit to Batman Alley in Sao Paulo, Brazil, where graffiti artists showcase their talent.
  - In addition, there have been various collaborations with retailers Colette, Topshop, Joyrich, H&M, Primark and Mona Lisa, to name a few.
- “We are always pushing the limit and looking for something different. ‘Sons of Anarchy’ is an example of a property that started as a pure online brand with \$3 million in retail sales. Today it is an \$85 million retail brand because we implemented a





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lifestyle approach,” explains Godsick. “Even though the show is not on-air anymore, there is still a real appetite for what the brand represents.”

What started with traditional “Sons of Anarchy” logoed items has now expanded to include various high-end lifestyle products such as a complete cigar assortment, billiard equipment, dartboards, motorcycles and soon-to-be released slot machines.

On the theatrical side, *Alvin and the Chipmunks: Road Chip* will release in December. Godsick says that extensive merchandise will hit retail starting this fall along with a live show that will begin touring the U.S. In addition, he says the Chipettes will continue to be a separate licensed program.

According to Godsick, *Ice Age* is another example of a true franchise strategy that “incorporated different initiatives to bridge gaps between movies and also offer new story lines for fans to immerse themselves,” he says.

One of the most impressive licensing programs has been Fox’s relationship with X5, the largest hypermarket and grocery chain in Russia. Godsick says that this year its *Ice Age*-branded food

program will expand to 65 SKUs and is essentially the retailer’s private label brand.

“Fox Consumer Products has done a remarkable job of creating products and experiences that have afforded audiences around the world a deeper level of engagement with the *Ice Age* franchise,” says Lori Forte, producer, *Ice Age*.

*Ice Age 5*, which is scheduled to release in July 2016, will also include numerous promotions and collaborations similar to the Burger King and Mona Lisa programs launched last year. The franchise also features a 4D attraction in partnership with iWerks that has been on tour for 18 months around the world in zoos, science centers and aquariums, and the “Ice Age” live show, which is just ending its current run in Russia. It will soon launch in Asia and Latin America.

In the development stage are licensing plans for the next *Planet of the Apes* movie, which is scheduled for July 2017. Godsick says it will consist of merchandise lines for the core movie fan, a classic line for collectors and a third track, which

will be the beginning of a lifestyle approach. The recent collaboration with Generation Hustle, an urban streetwear brand, provides a glimpse of the lifestyle track FCP is pursuing with other designers and retailers based on artistic interpretations of the apes and other characters.

FCP is also focused on maximizing several anniversary opportunities including the 40th anniversary of the *Rocky Horror Picture Show* and the 25th anniversary of *Home Alone*.

Another important component that comes under the consumer

products umbrella is marketing and promotions.

“Promotions allow us to take certain creative





liberties and present our brands in different ways that audiences can identify with,” says Godsick.

One recent noteworthy promotion was a partnership between the series “Modern Family” and the airline Quantas in which the show’s cast and crew traveled to Australia to film a vacation-themed episode that featured various events and promotional tie-ins. Other promotions have included those with Google Chrome, Macy’s, Burger King and Visa.

The other component to the overall brand development worldwide, according to Godsick, that provides consistent connection with fans worldwide is themed entertainment.

In addition to the 4D live shows and exhibitions, Fox recently announced its first-ever exclusive theme park. The \$600 million Fox World, which is a partnership with Genting Group, will open in Malaysia in 2016 as the centerpiece of a multi-complex development at Resorts World Genting. (See sidebar on page 44.)

Godsick projects that Fox could have three to five theme parks under development over the next several years, with the next one in Korea and then another possibly in China.

While FCP’s existing brands offer a multitude of growth opportunities, the greatest potential for the next decade and beyond is for *Avatar*, the largest grossing film ever with \$2.8 billion, according to Box Office Mojo.

“When you can tell partners that you are making three movies, it’s a very rare and proven commodity,” says Godsick. “We have a 25-year strategic plan for *Avatar*, the mythology, the world it represents and the potential of the franchise.

“What James Cameron did when he created *Avatar* is to think differently,” adds Godsick. “This

is our opportunity in consumer products to do the exact same thing—let’s think differently and talk to partners in a different way that warrants different thinking. There is a soul and connectivity to *Avatar*, that, at the center of it, is the tree that connects all of life on Pandora, so maybe there can be connectivity to everything we do. Maybe we should think: ‘How does this product connect with another product?’”

In summary, Fox’s focus over the next several years will be:

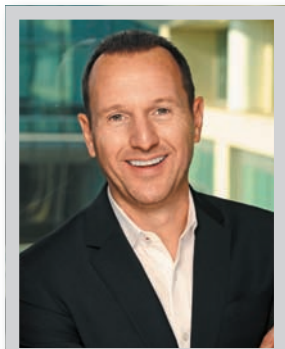
- Transitioning its franchises to lifestyle brands. For example, Godsick believes the new series “Empire,” which is about hip-hop culture and family, presents a perfect opportunity for a lifestyle brand;
- The expanding of location-based entertainment;
- The expansion of gaming, both for online and slot machines;
- The development of more extensive fashion collaborations; and
- The creation of promotions that further engage audiences and complement its licensing initiatives.

“We are looking for partners who want to push the envelope with us, and we want to take those chances to achieve new opportunities,” emphasizes Godsick, who hopes to keep on feelin’ it. “The last couple of years have been exciting, but actually the real excitement is about to begin as we continue to grow our brands and add new channels.” ©





## The Live Experience



**Greg Lombardo, vice president, live and location-based entertainment**

One of the most important global initiatives for Fox Consumer Products that is critical to the ongoing development of its brands, engagement of its audiences and revenue growth is themed entertainment. The division is rapidly expanding well beyond the themed rides it launched at Universal Studios parks several years ago.

Under the leadership of Greg Lombardo, vice president, live and location-based entertainment, there are three main strategic areas that Fox is focused on: live shows, exhibitions and theme parks, which is the most ambitious and compelling initiative that encompasses all of Fox's IP.

"Our group has the ability to exploit film and television properties that have been globally embraced and that have wild popularity in critical markets, specifically Asia where there is incredible growth, a growing middle class and a consumer that is brand hungry," explains Lombardo.

The first 20th Century Fox theme park under construction in Malaysia, in partnership with Genting Group, is called Twentieth Century Fox World and is scheduled to open in 2016. According to Lombardo, the location was chosen based on the already standing surrounding multipurpose development, Resorts World Genting, that draws 20 million visitors annually.

"Genting has the capital and the know-how to operate over the long term," he says. "Malaysia is also a gateway to China and Southeast Asia, and we view China as the single biggest market for theme parks. There's a potential for more than one major park in China."

FCP's president Jeffrey Godsick projects that the studio can have three to five Fox World theme parks in various stages of development over the next three to five years. A second location is already slated for Korea in a larger development, called the Ungdong Entertainment Complex. This theme park is being executed in partnership with Village Roadshow Theme Parks. Lombardo says it spans more than 75 acres and will be a part of a 700-plus acre leisure resort located in the Ungdong Area of Busan-Jinhae Free Economic Zone, Jinhuae-gu, Changwon City.

"We don't want a cookie cutter experience," says Lombardo. "If you're in Malaysia, we want you to have a unique experience suited for that destination, and the same goes for Korea. However, all of them will share a common DNA and signature traits that will tell a guest that they are in a Fox park. It will include a rich family experience that will appeal to all of the generations."

On the live events side, there are currently three live show tours—an as-yet untitled Alvin and the Chipmunks live show that will open later this year with a music-driven theme, a Rio live show will open in winter 2016 and "Ice Age Live! A Mammoth Adventure" is already in its second year of a five-year global tour that is currently in Russia and will include Latin America and Asia stops.

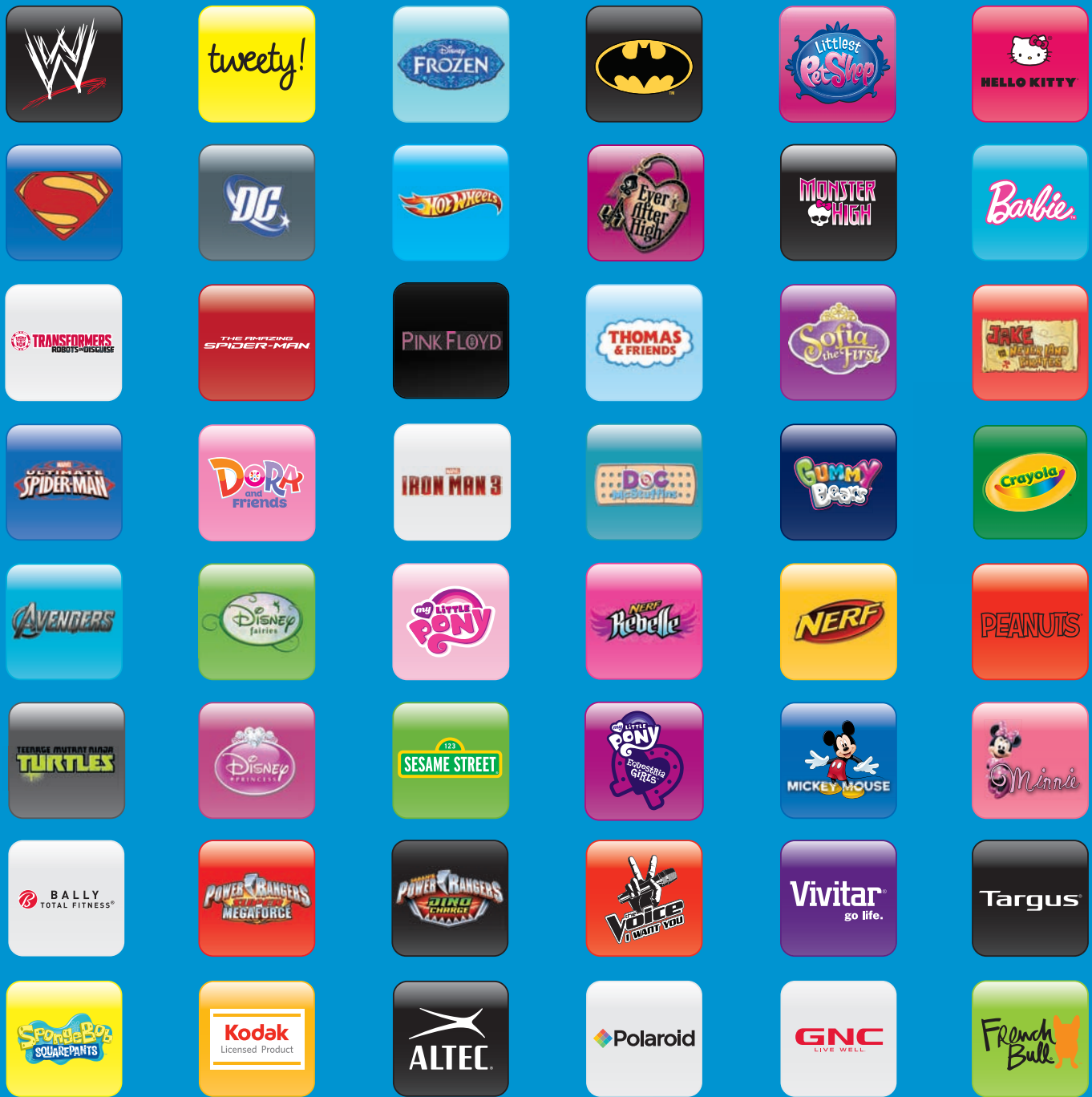
"Location-based events are really an important component of consumer outreach. The theme parks are unique because they can have a day-in, day-out ability to interact and attract a lot of people, but the live show business allows us a global reach in a way that engages with consumers in every single country in the world," says Lombardo.

In addition, a new Ice Age-themed exhibition in partnership with Premier Exhibitions will launch later this year in support of the upcoming *Ice Age 5* film, scheduled for release in 2016. Additional exhibitions are under development.

"The exhibition platform offers the ability to have an unexpected engagement with our consumers. It's very hard to get your kid excited about going to a science or natural history museum, but to have this unexpected brand engagement allows the learning side to be more fun," says Lombardo.







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Alyssa Milano, founder, Touch

# W•The• inning ▶ Touch

**How super fan Alyssa Milano has turned a practical idea into a trendy women's sportswear brand for enthusiasts from the diamond to the raceway.**

By **Tony Lisanti**

**S**ince her role as a tween tomboy on the popular 1980s sitcom “Who’s the Boss” that characterized her passion for baseball, Alyssa Milano has continued her love for the game, going on as an adult to create a fashion collection for female fans.

Launched in 2007 with a partnership with Major League Baseball, Touch by Alyssa Milano has become a home run brand that is one of the biggest and most influential sports lines for female fans. It has grown from its limited contemporary line with MLB to encompass licensing deals with all the major sports leagues, more than 100 major universities and NASCAR.

Milano’s brand has had a major impact on women’s sports apparel and it has truly changed the dynamics of the business, creating a benchmark for the sector with a trend-driven range that has expanded far beyond basic tees and hoodies.

While several competitors have entered the women’s sports arena and challenged the brand’s position in the marketplace, Touch continues to grow across all sports. As the hands-on creative designer, spokesperson and fan extraordinaire, Milano, along with partner G-III Apparel Group, is focused on new opportunities that encompass more product categories, retail stores and international expansion.



While spearheading the growth of her sports fashion empire, Milano has also continued a successful acting career. She starred in “Charmed” for eight seasons through 2006, “Mistresses” for two seasons and is currently a host and judge on “Project Runway: All Stars” alongside Isaac Mizrahi, Zana Roberts Rassi and Georgina Chapman. She’s also an author—in 2009, Milano wrote the book *Safe at Home: Confessions of a Baseball Fanatic*, a clear example of how the sport not only influenced her life, but also inspired her to create Touch.

Milano and her husband David Bugliari recently welcomed their second child, Elizabella Dylan, joining 3-year-old brother Milo Thomas, who appears alongside her in her current Touch look book catalog. She will never forget how it all began, whether it’s her acting career, motherhood, passion for baseball, her love of fashion or her dislike of the color pink.

“It was really just a light bulb type moment,” Milano told *License! Global*, recalling how the Touch collection was conceived. “I was a Los Angeles Dodgers season ticket holder for 10 years, and about eight years ago I was sitting in the stands when I got cold. I went into the stadium shop, but there was nothing to buy. The things that were available were pink and ill-fitting, so I didn’t buy anything because it wasn’t something that I would ever wear again. Then I went back to the stands and looked around and noticed a lot of women wearing pink and I didn’t think they all wanted to be wearing that.”

Soon after, Milano pitched her big fashion idea to her agency, CAA.

“They knew it was an interesting idea, but they didn’t know how to get the ball rolling,” she recalls. “Coincidentally, someone in the literary department, who is not even with the agency anymore, had a personal friend at MLB, so he set up a meeting to pitch the idea.”

In turn, MLB connected Milano with former New York Giants linebacker Carl Banks, president of G-III Sports by Carl Banks, and it’s been one winning season after another ever since for Touch.

More than seven years later, Touch has grown to become one of the largest licensed brands in women’s sports apparel.

“It was a true collaboration from the beginning,” says Kyle Sanborn, vice president, G-III Apparel



Group. “Carl and I met with Alyssa at the MAGIC show and created the brand from scratch.”

“If you walk down the street in New York, you might see some guy wearing a Yankees or Rangers shirt that displays their team, even if they aren’t going to a game, but you would never see a woman wearing a Dodgers t-shirt and going food shopping,” explains Milano. “Everything was so

ill-fitting and unfashionable that women didn’t want to be seen in it anywhere else but the stadium.

“Touch is really about the fact that most women will wear something that is branded as long it’s something that fits well, is flattering and makes them feel good,” she adds. “This is an opportunity to get the team brand onto women who can wear it outside of the stadium.”

Milano recalls that she insisted the name be just one word, and her original idea was to call the brand Scout, but the trademark was unavailable.

“So I made a list of words that I thought embodied what I

envisioned the line to be. ‘Touch’ means having a feminine touch with special textures and embellishments on a garment that feels good to the body’s touch,” explains Milano. “The word embodies everything we are going for. And my favorite thing about acting is that I get to touch people in a way that is lovely and significant.”

Following MLB’s one-year exclusivity agreement, Sanborn says that G-III quickly expanded its licensing deals, which now include the National Football League, National Hockey Association, National Basketball Association, Major League Soccer, NCAA, Minor League Baseball and, most recently, NASCAR.

With a target audience of women from ages 16- to 45-years-old, Touch is clearly positioned as a premium brand both in quality and price point, with distribution at retail in department stores such as Macy’s, Lord and Taylor and Dillard’s; sporting goods retailers including Dick’s Sporting Goods, Sports Authority, Modell’s and Lids; as well as all the sports leagues, team shops, websites like Fanatics.com and many more online and sports specialty retailers.

For the future, Milano says: “We need to push the envelope and become even more fashion-forward.”

“The key is how we grow the business and continue to evolve,” says Sanborn.

Some of the initiatives that will take shape in 2015 and beyond include:

■ **Retail stores**—Touch will continue to expand its retail partnerships with various sports teams in their respective arena or stadium. The company already operates a store-within-a-store concept or freestanding store in partnership with teams such as the New York Mets, Atlanta Braves, New York Giants, New York Jets, Houston Texans, Kansas City Chiefs, Pittsburgh Penguins, Philadelphia Eagles, St. Louis Rams, New Jersey Devils and Boston Bruins.

Milano says she would like to further expand Touch stores in key sports cities.

“I would like to open standalone, Touch-branded stores in sports cities like Chicago that will be close to the stadium, but not in a stadium, that feature all the local teams under one roof.”

■ **New products**—According to Sanborn, maternity and plus size categories are big initiatives and will launch in fall. The maternity line will consist





of six items such as tees, long-sleeve shirts and hoodies that reflect sports team colors and feature comfortable fabrics and soft washes complete with the Touch signature style of stone detailing, embroidery and stylish prints.

“I know how hard it is to show off your baby bump while staying fashionable and comfortable,” says Milano. “We wanted to expand our clothing options so that women at all stages of life can enjoy the Touch brand and still cheer on their favorite teams.”

Milano says she hopes to expand Touch into cold weather accessories, handbags, swimwear, intimates, loungewear and activewear, as well.

“We are also considering more sports-specific looks, new fabrics, holiday, while staying focused on contemporary trends,” adds Sanborn.

■ **International expansion**—While Touch is already in Canada through its licensing deal with the NHL, Milano and Sanborn believe there are several opportunities worldwide.

“Milano’s reach and fan base is global, and we believe there is an opportunity in Europe to expand with the U.S.-based sports leagues,” says Sanborn.

Milano is also eyeing potential opportunities with European soccer clubs, the World Cup and Olympics national teams.

■ **College**—Although Sanborn admits it’s a crowded market, Touch has deals in place with about 100 NCAA schools. The company will continue to expand its presence with other major universities and grow its product offerings.

■ **NASCAR**—The NASCAR deal is just beginning to take shape and offers huge potential as the racing season gets underway this month with the Sprint Cup series.

“NASCAR is working really hard to change the shopping experience at their events,” says Sanborn. “It was primarily a trailer-type buy, and we are working to change that. What you will see at NASCAR events this year is a PGA-style approach, so that when you walk into a tent, there will be full-scale merchandising displays featuring the drivers. We are also working on a possible collaboration with NASCAR’s popular female driver Danica Patrick.”

Milano continues to be actively involved in all

aspects of the business, from the creative design to marketing to personal appearances at various sporting and fashion events. The actress also models all of her collections in the stylebook.

It’s Milano’s hands-on involvement, creativity and direction, along with the resources of G-III Apparel Group, that has proven a winning strategy for Touch and will continue to drive growth for this women’s sports licensed brand and the passionate fan that pioneered the business. ©



# PLAYING WITH FASHION

**MAGIC Market Week kicks off this month and with it comes a host of playful fashion brands in all senses of the word, from childrenswear to iconic rock bands.**

By **Amanda Cioletti**

**F**ebruary means fashion as the bi-annual MAGIC Market Week takes over Las Vegas, Nev., Feb. 17-19.

As the world's largest fashion marketplace, the show is comprised of numerous distinct showcases—WWD**MAGIC**, Playground, Project, The Tents, ENK**Vegas**, Men's, Pool**TradeShow**, FN**Platform**, WSA@**MAGIC** and Sourcing—that offer the latest in apparel, footwear, accessories and manufacturing.

Several trends are emerging as the fashion destination gets underway, with spotlights on children's apparel and accessories and

entertainment-based licenses taking center stage at the three-day event.

## **Playground Focuses on Childrenswear**

This year's marketplace will bring the total of MAGIC shows in its roster up to 10 and offer a new perspective on children's fashion with the launch of Playground, a dedicated trade show intended to exclusively service the better contemporary kids' fashion brands.

The juried show will be adjacent to WWD**MAGIC** and run concurrently.

Playground is launching in response to demand from brand owners and retail buyers, says Kelly Helfman, sales director, WWD**MAGIC** and Playground.

"Playground came about for two reasons—first, we have several kids' brands that sit within their corporate parent booths and it makes it hard for childrenswear buyers to seek out new brands if they spend their time traveling between our multiple shows. Secondly, the better, more contemporary brands do not have a home to show in Las Vegas.

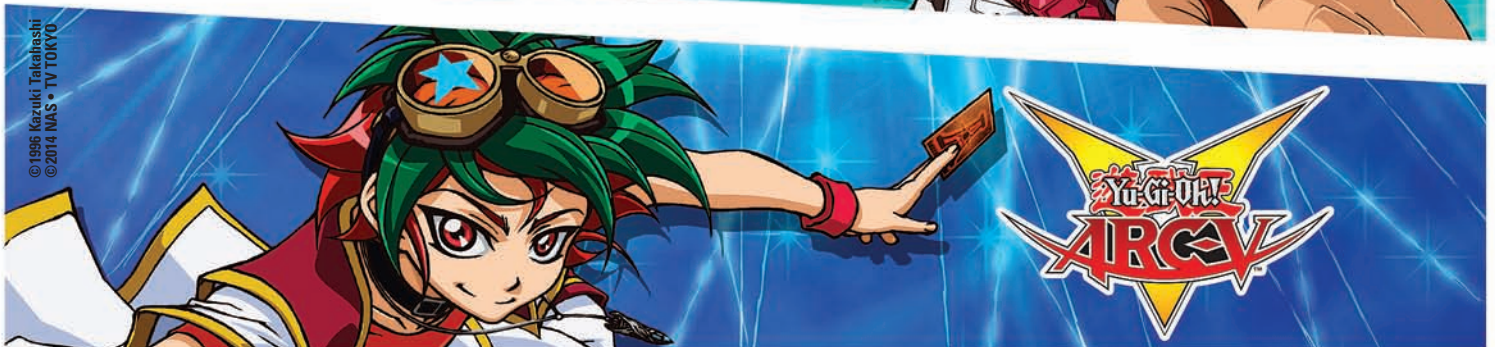
So we listened."

The new kids' show will be a





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what we have been looking for,” says Lackey Bevis, director of sales, SEM Kids Design, apparel licensee for the Splendid and Ella Moss brands. “We will be showing our Splendid and Ella Moss brands with other brands that are our peers and have a similar customer base. As a group, we can attract like customers, which is really beneficial for all of us. Las Vegas has become such a draw for buyers with so many trade shows running concurrently.”

### Music Rocks MAGIC

For licensed apparel, fashion need look no further than tried and true entertainment brands for a wealth of content and inspiration.

Arguably one of the deepest content wells to draw from is music, as the genre and fashion have long gone hand-in-hand.

Global branding and merchandising company Epic Rights continues to remain a leader in the music merchandise space as it works with a full roster of top musicians and brands.

This year, Epic Rights is expanding its apparel offerings beyond basic t-shirts to now include more fashion-forward lines from rock n’ roll legends such as KISS, John Lennon and the musical institution, CBGB.

“KISS is a very important and significant brand for us this year,” says Lisa Streff, senior vice president, licensing, Epic Rights. “Last year was amazing with

one-stop destination for buyers to shop the higher-end contemporary children’s fashion and accessory brands, positioning these labels in a more upscale manner.

“Our focus is to get the right brands to the right stores,” says Helfman.

With a home in Las Vegas now, the show’s retail emphasis will be regional, with the West Coast, Midwest and neighboring countries all within its purview.

“We are proud to show Puma Kids Apparel at MAGIC’s Playground,” says Isaac Ash, chief executive officer, United Legwear and Apparel. “Presenting our top-quality, fashion-forward collections alongside the best, most meaningful brands in the childrenswear community elevates the shopping experience for buyers. We’re confident that Playground will attract the right retailers to see the fantastic line of performance/athleisure apparel we’ve created for Puma kids.”

At Playground’s launch, more than 80 kids’ apparel and accessory brands will be showcased, with another 200 footwear brands on display at the FNPlatform show and an additional 50 brands at Project and PoolTradeShow, making the MAGIC marketplace truly the largest childrenswear trade show destination on this side of the country.

Among the brands on the show floor are recognizable licensed apparel companies such as Ella Moss, Splendid, Diesel, Puma Kids, Marciano by Guess and many more.

“It’s great that Playground is focused on the contemporary kids’ market—this is just





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the addition of several key licensees, and this year is all about making sure the designs and fresh new products get to retail.”

To support KISS, Epic Rights has commissioned a brand-new style guide that utilizes updated photography that will expand the brand’s categories with trend-driven design elements. Among the trends that Epic Rights predicts will be big in 2015 are white on black; heritage or Americana looks; camouflage; the utilization of textures, dyes and washes; sublimation; as well as the use of word play and lyrics on apparel items.

Also an emphasis for Epic Rights is the licensing program for the late John Lennon.

With three programs under the Lennon banner—John Lennon Imagine, I’m a Dreamer and Real Love—Epic Rights will bring to MAGIC a diverse range of merchandise.

Based on the likenesses and photos of Lennon, the Imagine program will provide its licensees with new assets that partners have never been able to incorporate into products before. Categories for the Imagine brand include t-shirts, fashion

tops, activewear and accessories.

Epic Rights is also looking to expand this particular range to include a full fashion program that builds on Lennon’s “cool vibe,” his style and relevancy from the 1960s and ‘70s. The line will encompass everything from casualwear to men’s suiting, with apparel set to roll out as early as spring.

Two additional Lennon art-based programs are in the works as well, I’m a Dreamer, an adult-centric program, and Real love, which is based on the whimsical drawings done by

Lennon for his son, Sean. Both are derived from Lennon’s Bag One Arts program.



The I’m a Dreamer program encompasses Lennon’s artwork from 1964-1980 and includes such iconic imagery as his self portrait drawing. At MAGIC, Epic Rights will look to secure apparel and accessory partners for the brand.

Real Love is more child-focused, with the emphasis on children’s products. Epic Rights will look to secure partners for the range across multiple categories including apparel, accessories, bedding, toys and more.

According to Streff, CBGB, the New York music venue widely known to be the launching pad of some of the world’s most groundbreaking music, will receive two licensed product programs that will be shopped at MAGIC. One will be derived from the musical landmark’s logo, and the other is a complete fashion-driven program that will look to the junior’s and young men’s market. Both will span several different eras of music, much as the club itself did, from classic punk to post punk, new wave, glam rock and more.

“We really want to bring a sense of originality when we create this program,” says Streff.

The CBGB apparel program is targeted to hit retail in 2016.

For all of its brands, Epic Rights is careful to choose partners that have wide reach and are of high quality.

“We have partners servicing every account, across all levels of retail,” says Streff. “The strategy that we have built is to pick partners that can serve everyone from Bloomingdale’s to Nordstrom, Urban Outfitters, Forever 21, Hot Topic or even independent retailers.” ©





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## Toy fair season culminates in New York City with an impressive slate of licensed merchandise on display.

By **Amanda Cioletti**

It may be winter at the toy fairs in Hong Kong, London, Nuremberg and New York City, but the toy market, particularly for licensed properties, is heating up. *License! Global* has taken a look at the offerings at the fairs around the world and rounded up the highlights.

The Hong Kong Toys & Games Fair, organized by the HKTDC, kicked off toy fair season Jan. 12-15; London's Toy Fair, put on by the British Toy and Hobby Association, took place Jan. 20-22; while Spielwarenmesse, Nuremberg, Germany's event, bowed Jan. 28-Feb. 2; and New York's International Toy Fair 2015, hosted by the Toy Industry Association, is kicking off Feb. 14. But each of these prove one thing: licenses are remaining a toy business standard.

According to data from The NPD Group, the U.S. toy industry generated



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\$18.08 billion last year in retail sales, up 4 percent from 2013 (\$17.46 billion). Of that, licensed toys represented 31 percent of industry sales and grew 7 percent in 2014. That data is no surprise—the 10 best-selling traditional toys in the market last year, says NPD, are comprised of several licensed properties and include Teenage Mutant Ninja Turtles figures (Nickelodeon/Playmates Toys), My First Disney Princess Snow Glow Elsa (Disney/Jakks Pacific) and the Disney Frozen Sparkle doll assortment (Disney/Mattel).

Disney's Frozen property was a hot commodity last year, capturing the top spot overall in licensed toy retail sales, generating \$531 million overall (source: NPD).

"Frozen was the big news story in the toy industry in 2014," says Juli Lennett, president, toys division, The NPD Group. "It wasn't due to that one hot toy that was a category killer, but because of the varied breadth and sheer number of toys.

*Frozen* had over 300 different items on



store shelves this year."

On the North American International Toy Fair show floor in New York City, many of these licenses are prevailing.

For **Mattel**, Barbie, Hot Wheels and Thomas & Friends continue to be the cornerstones of its toy program in 2015.

Barbie will get a fresh range of dolls for the Rock 'N Royals line, while for boys, Hot Wheels will see an update with its Ultimate Auto Garage play set.

For the Thomas & Friends property on Mattel's Fisher-Price side, the happy-go-lucky train is finding a new range of play sets, train figures and rail sets; and its Little People and Imaginext ranges are also finding refreshed product assortments.

**Hasbro** has a smattering of licensed properties incorporated into its product ranges across all tiers of merchandise, from preschool to games for both girls and boys. In the preschool category, Mr. Potato Head is getting the Marvel treatment with its Mashable Heroes collection, while Spider-Man and Avengers will merge with Hasbro for new assortments, role play accessories and figures. And, of course, Hasbro has planned an infusion of new items for its powerhouse properties such as My Little Pony, Littlest Pet Shop and Transformers, among others.

But the global toy fairs would not be complete without the studios' licensed product presence, and in 2015, the character representation is as strong as ever.

**Disney** is heading into the event with several new films slated to debut at the global box office including *Inside Out* and *The Good Dinosaur*, and Disney Consumer Products has a robust range of toy product to support each property, along with the celebratory anniversary of the beloved *Toy Story* animated feature.

It's been 20 years since *Toy Story* hit theaters and earned a spot in pop culture history, and DCP is planning to mark the milestone with a wide assortment of collectible



figures, action figures and talking toys.

Tomy will launch a range of *Inside Out* poseable figures to allow children to recreate the film's key moments. The Disney/Pixar film's plot takes place inside the mind of a little girl named Riley and will hit theaters this summer.

A broad toy range is planned for *The Good Dinosaur* as well, also with product from Tomy in categories such as action figure play and remote-control figures. The unique characteristics of the film's dinosaurs, such as how they move and run, are reflected in the toy line.

"We put our hearts into these films, so it's incredibly important to us that our toy-making partners care about and do justice to these characters we know so well," says John Lasseter, chief creative officer, Walt Disney and Pixar Animation Studios.

Tomy is also busy on the Toy Fair show floor as it showcases its ranges for multiple licensed properties such as SEGA's Sonic Boom (plush, action figures, RC, role play and novelty), Pokémon (figures, figure accessories, plush, play sets, role play and more), John Deere (vehicles and play sets), Chuggington (play sets) and Lamaze (plush and talking plush).

**DreamWorks Animation** will focus on its Dragons franchise, along with "DinoTrux," a new animated original series; the classic Voltron property; Felix the Cat; and its forthcoming animated feature *Home*, which will hit theaters March 27.

The iconic Voltron property is 30-years-old in 2015, and to celebrate, DreamWorks is planning a year-long calendar of events, best-in-class product collaborations and a substantial social media presence that will give fans the opportunity to engage with the franchise in new and exciting ways. Several waves



of street-and-sound themed collaborations and limited edition products are in progress, with spring 2015 set to yield new apparel, toys, watches, footwear, books and electronics.

DreamWorks is also set to debut this spring its latest offering, "DinoTrux," a brand-new original TV series exclusively for streaming service Netflix. The animation will be supported in the toy aisles by a product line.

**Warner Bros. Consumer Products** has rounded out its toy fair season offerings with a far-reaching range of products from global licensees that support its vault of properties.

The DC Comics universe leads the charge with products from master toy licensee Mattel and preschool toy partner Fisher-Price, along with partners The LEGO Group, Buffalo Games, Jakks Pacific and Schleich. Other products are planned to reinforce its properties such as "The Flash," "Arrow," "Gotham," Scooby-Doo, Looney Tunes, "The Big Bang Theory," *The Hobbit* trilogy and the *Harry Potter* franchise. Bandai America has been secured to bring WBCP's DC Comics characters to its range of SprüKits action figure model kits, too.

**Universal Partnerships & Licensing** has joined forces with licensing partners including Hasbro, LEGO, Thinkway Toys and Mega Brands to market and distribute products globally



for two of its biggest franchises in 2015, *Jurassic World* and *Minions*. Products for both films will be available at retailers around the globe in early summer and include interactive toys, figures, plush, novelty, games, construction sets, role play and more.

**Entertainment One's** Peppa Pig continues to gain momentum in the worldwide market, with more than 30 licensees now on board for its consumer product program including master toy partner Jazwares, which will debut its all-new toy line this spring. Retailers are also already on board for the brand's merchandise with placement at stores such as Toys 'R' Us, Amazon, Walmart and Walgreens already secured.

**Saban Brands** has a slew of new content ready to debut in 2015, and in support comes diverse toy ranges.

Premiering this year is "Power Rangers Dino Charge," which Saban will reinforce with a dinosaur-themed toy collection from master toy licensee Bandai. Additional merchandise is also planned for the new property from existing Power Rangers partners and will begin to appear on shelf

in December.

Also premiering this year exclusively on Netflix is "Popples," a new animated children's series based on the nostalgic Popples brand. Spin Master has been tapped as master toy licensee and will release a wide range of product such as dolls, collectible figures, play sets and plush that hit the U.S. market first, followed by an expanded international roll out.

Finally from Saban comes Emojiville, a multi-platform property that will be executed in partnership with Jakks Pacific. Jakks will support Emojiville with a full consumer products line.

**Discovery Consumer Products**, which encompasses the Discovery Kids, Animal Planet and Discovery Channel brands, will hit the Toy Fair show floor with topline items for 2015. Licensees NKOK, The Bridge Group, Parragon, Kids Station, Tek Nek Toys, Merchsource, Smart Play, SCS Direct, Masterpieces and Pay Dirt Gold Company are all secured for products and collections.

Moving into video games, **Activision** returns to Toy Fair with its popular "Skylanders" franchise. Arriving in early 2015, Activision has partnered with Crayola to launch an augmented reality product that allows kids to bring their coloring to life. Crayola and Activision have also teamed for a "Skylanders Trap Team" special coloring edition starter pack.

As we have already seen, nostalgic brands certainly have a place in the toy aisles, and 2015 is no exception.

**American Greetings Properties** is launching a new line for its classic 1980s property, Care Bears. Just Play has been tapped as master toy partner, with additional licensees Wonder Forge (games and board games), Commonwealth Novelty and Toy (backpack clip-ons), Playhut (indoor play tents), Montco (activities), Karmin (puzzles), Beaver Books (water magic and bilingual books), Kellytoy (amusement park plush and sporting goods), Bendon Publishing (activity and educational books) and Skyhigh International (back-to-school and stationery) all on board. Just Play will additionally launch a new line of Care Bears Sing-a-longs that interact with one another.





AGP is also supporting the Strawberry Shortcake property with character appearances at the TIA Toy Fair, as well as with product from master toy partner The Bridge Direct.

This month, it sold the property to Iconix, however.



Continuing the heritage brand trend is **Cabbage Patch Kids**, which returns to the global stage with a new toy assortment from master toy licensee Wicked Cool Toys. Wicked Cool is also debuting a Girl Scouts Cookie Oven and accompanying mixes featuring well-known flavors such as Thin Mints and Trefoils at Toy Fair.

Yottoy Productions will too build on the Girl Scouts brand with a friendship doll collection that celebrates the organization's message of personal style, diversity, friendship and girl power.

**Colorforms** have been at retail for more than 60 years, and in 2015, Out of the Blue Enterprises will further expand the brand with new assortments, play sets and a Create a Story boxed set that includes enhanced features such as glow-in-dark, glitter, magic reveals and even sound effects. The items will hit stores in fall.

Music is always in style, and iconic rock band KISS has never left the public eye. **Epic Rights**, which represents KISS for licensing, has secured toy partner Bif Bang Pow! for a collection of 3 3/4-inch scale action figures that feature 11 points of articulation.

Meanwhile on the sports front, **Bleacher Creatures** has been signed to create a 2015 Major League Baseball player plush collection that will feature players from every single MLB club. ©



# FOCUS ON NEW FRANCHISES

**For Disney Consumer Products, the future is out of this world considering the potential of Marvel's newest franchise *Guardians of the Galaxy* and the development of *Avengers*.**

By **Tony Lisanti**

Following a strong 2014 that has resulted in 20 percent growth over the past three years, Disney Consumer Products is well positioned to continue the upward trend this year with its new franchises and venerable brands. The No. 1 licensor now has 11 franchises that generate more than \$1 billion in retail sales worldwide.

According to Josh Silverman, executive vice president, global licensing, Disney Consumer Products, the licensor's strategic focus will encompass four key driving factors: franchise first, a consumer-centric approach, innovation using new technology and international growth.

While DCP is in various stages of development for its new franchises such as *Frozen* and is looking ahead with the reboot of the *Stars Wars* franchise in December,

Marvel will be front and center in 2015 with several new and expanded initiatives.

Silverman says that 2014 was Marvel's biggest year ever at DCP, and 2015 is shaping up to be another major year.

"Marvel has been successful in truly showcasing the power of the overall Marvel brand, which has a strong emotional attachment to audiences well beyond the characters," he says. "The success of Marvel's *Guardians of the Galaxy* underscores how big a driver the Marvel name is. Marvel will remain focused on further building demand for its key franchises both inside and outside of movie cycles, and in creating an overall 365-day-a-year opportunity for retailers and licensees."

Marvel plans to create high-impact marketing events, partnerships with individual retailers to develop distinct



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



merchandising programs and innovative products based on a new, diverse style guide. It also plans to capitalize on growth opportunities in key international markets with a best practices approach of sharing successful ideas.

Marvel's *Avengers: Age of Ultron*, scheduled to release May 1 in the U.S., will serve as the critical centerpiece of this year's efforts in anticipation of *Ant-Man* in July and *Captain America 3: Civil War* in May 2016.

"Each new film in the *Avengers* franchise is seen as an opportunity to continue to keep the overall *Avengers* franchise in high demand," says Silverman.

Marvel will continue to keep *Avengers* fresh outside of its film cycle with new animation, live events and other forms of new content.

"Marvel has put together one of its largest-ever licensing programs for a film franchise that captures the popularity of the overall team, as well as distinguishes each of the core characters in fresh new ways," says Silverman. "Marvel has been working closely with each key retailer—Walmart, Target, Toys 'R' Us, etc.—to develop unique retail programs around the film and with licensees to develop some innovative products."

A refresh of the MarvelKids.com website will offer an *Avengers* microsite experience and new content.

Additionally, Marvel plans to launch a new animated show, "Ultimate Spider Man: Web Warriors," which will offer merchandise opportunities in the extreme sports and apparel categories.

Marvel TV's Netflix programming, called Marvel Knights, is launching this year with "Daredevil." Marvel Knights is a multi-year Netflix initiative, and to complement the new content, DCP will launch a targeted line of merchandise. Says Silverman: "Its edginess opens unique opportunities for us in the teen and adult sector."

The Marvel Super Hero Spectacular multi-platform month-long campaign launched last year, and will be expanded to a five week event this year to meet fan demand.

"The concept is to celebrate all things Marvel and create an event across different Marvel divisions, in turn creating an all-new retail sales cycle. It proved

extremely powerful and successful for our retailers and licensees," says Silverman. "This year, we will be greatly expanding the platform, making it longer than just a month, further building out unique partnerships and bringing in the other divisions of Marvel in exciting new ways."

Two additional categories that Marvel will expand this year are active and lifestyle/healthy living, building on its produce program and sporting goods.

But it's not just about *Avengers*. Marvel has big plans to grow *Guardians of the Galaxy* over the next several years based on the successful performance of last summer's film. The film was one of the highest-grossing domestic films last year, with worldwide box office totals of more than \$768 million. To support the movie, DCP launched a new merchandise line that coincided with the DVD release in December, and a new

TV series will debut this year on Disney XD. A sequel is also in the works and will hit theaters in May 2017.

The new *Guardians of the Galaxy* product lineup will be led by an array of new toys and collectibles including KIDdesigns' dancing Groot toy. Other key products include Funko's POP! Marvel: Dancing Groot bobblehead and Fabrikations Rocket Raccoon collectible, Hot Wheel's Star-Lord and Rocket Raccoon character cars, Just Play's Rocket Raccoon plush and Dragon's *Guardians of the Galaxy* Star-Lord model kit.

Marvel will also be ramping up the franchise's apparel offerings with t-shirts for kids and adults from Mad Engine, C-Life, Hybrid-Jem Sportswear and Freeze, and boys' pajamas from AME. New accessories to hit retail include ThinkGeek's *Guardians of the Galaxy* jewelry line, watches from MZ Berger and Accutime and BBC Rocket Raccoon slippers. This holiday season, Marvel will expand its offerings to include Gamora and Nebula character merchandise with tees from Her Universe and more. Rounding out the new offerings are party goods from American Greetings, home goods from Jay Franco and drinkware from Vandom. ©





## Warner Bros. Consumer Products is closing the circle on its popular Mattel toy ranges, enhancing the products with new movies and online content.

By **Amanda Cioletti**

In the more traditional past, major studios television or film properties have inspired product programs. Warner Bros. Consumer Products is flipping that script, unleashing brand-new content this year inspired by its partners' successful toy lines.

Looking to Mattel and Fisher-Price's offerings, WBCP will bow *Batman Unlimited: Animal Instincts* and "DC Super Friends," a made-for-video movie and series of shorts, respectively, in spring.

"We are excited to continue to forge new ground

with our long-time partner Mattel to build on the success of these popular toy lines by bringing the play pattern to life through this original content that we will be able to offer across multiple platforms," says Brad Globe, president, WBCP.

*Batman Unlimited: Animal Instincts* is born from Mattel's new toy range (simply called Batman Unlimited). The film will star an animated Batman alongside superhero allies such as The Flash, Red Robin and Green Arrow as they come face-to-face with DC Comics super villain The Penguin and



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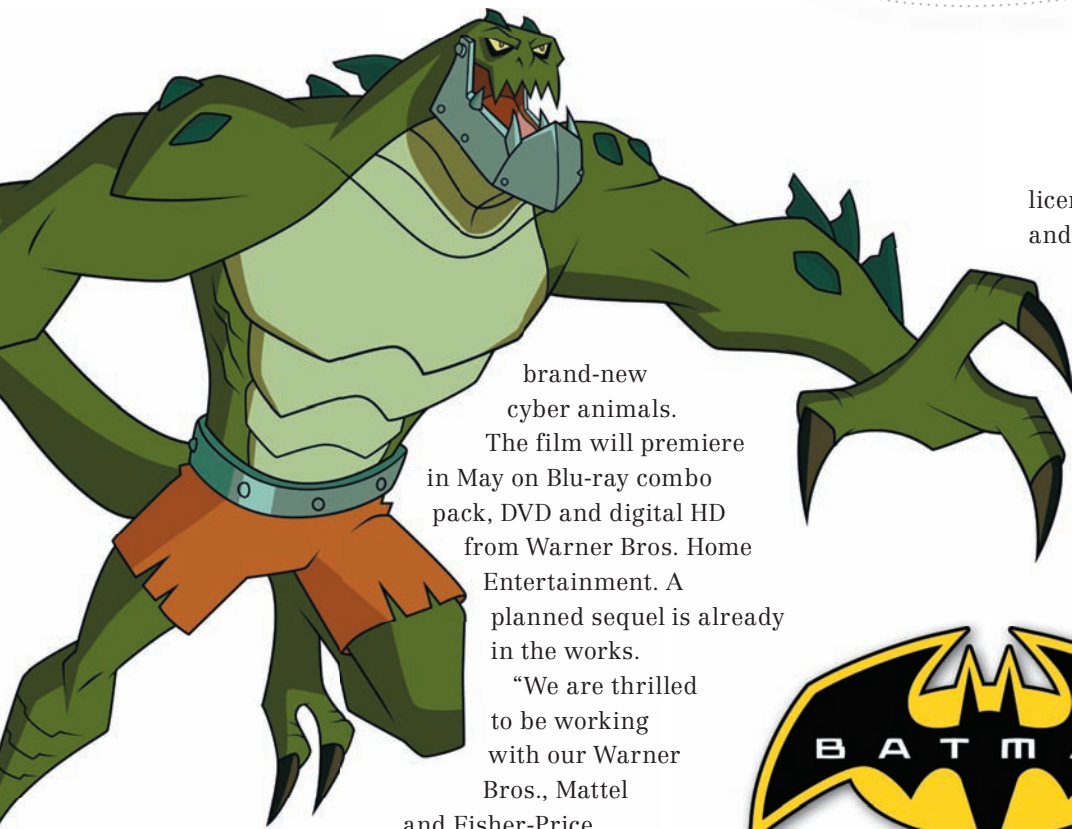


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The film will premiere in May on Blu-ray combo pack, DVD and digital HD from Warner Bros. Home Entertainment. A planned sequel is already in the works.

“We are thrilled to be working with our Warner Bros., Mattel

and Fisher-Price colleagues to create new *Batman* and *DC Super Friends* kids’ content,” says Diane Nelson, president, DC Entertainment. “These new animated projects will offer all new Batman, Superman and Wonder Woman adventures that seamlessly jump from toybox to screen.”

Building on the content, Warner Bros. will also release 22 *Batman Unlimited* two-minute standalone shorts, which will be made available free online on dedicated YouTube channels and similar platforms globally.

The shorts will be further enhanced by a series of companion apps, as well.

And, of course, the new films and shorts will be made that much more robust with a new wave of Mattel toys that includes action figures and a new Batmobile, as well as product extensions from

licensees such as costumes from Rubie’s Costumes and role play accessories from Thinkway Toys.

*Batman Unlimited* will also receive a major QSR program this year, as well as additional categories such as apparel.

From the Fisher-Price Imaginext toy line DC Super Friends comes a new series of animated shorts of the same name. Also debuting in spring, the 15, three-minute shorts will be viewable for free online on dedicated YouTube channels.

A paid companion app will further augment and advance the storyline, offering viewers yet another opportunity to engage with the DC Super Friends property.

The existing toy line will additionally be expanded by Fisher-Price and include all-new play set environments inspired by the DC Super Friends shorts, each of which include Imaginext’s interactive Power Pad technology, a feature that enables kids to activate features within the toy.

“Our long standing collaboration with Warner Bros. Consumer Products has given Mattel the opportunity to engage fans of all ages with the very best in DC Comics Super Hero play,” says Doug Wadleigh, senior vice president and general manager, Mattel Toy

Box. “It is a true compliment that our evergreen DC Comics toy lines have inspired

a whole new universe of storytelling that will dramatically expand kids’ imaginative play with their favorite Super Heroes.”

More categories, including for publishing, will also be supporting the program, expanding the DC Super Friends universe that much farther. ©





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# SONY Looks Ahead

**Sony Pictures Entertainment is moving into 2015 and beyond with a host of licensed product programs to support its robust slate of television and film properties.**

By **Amanda Cioletti**

**W**hile attention-grabbing headlines may have landed Sony Pictures Entertainment in the spotlight in 2014, it is proving that its flexibility and the strength of its classic and new properties will keep the studio on retail shelves far longer than any news report could last.

A cyber attack triggered by a film in Sony's portfolio rocked the studio in December 2014 and sparked a global conversation about the importance of free speech. It also unexpectedly offered the studio an opportunity to innovate.

*The Interview*, a satirical comedy about the fictionalized attempted assassination of North Korean leader Kim Jung-un, has, as of press time, earned more than \$15 million from video-on-demand rentals and sales, despite not receiving a wide theatrical release. For licensed product, the film has also become an indicator of how possible it is for major production studios to be nimble and bring merchandise to market at a lightning pace.

According to Greg Economos, senior vice president, global consumer products, Sony is taking advantage of the movie's sudden brand awareness by producing a range of products.

"There are a lot of sensitivities surrounding this film, and we are cognizant of the issues that could arise from its program, however, we are also offering a way for the consumer to engage further with the movie," he says.

*The Interview's* product program is being supported by brick-and-mortar and online retailers.

Licenses for the property include Isaac Morris and T-Line Designs.

But much more took place at Sony last year than a hacking scandal. It

was also a celebratory year for the *Ghostbusters* franchise, which marked its 30th anniversary with a wealth of consumer products.

The program kicked off with a traveling art show in conjunction with Gallery 1988, and topped off with a limited re-release of the original 1984 film. Other collaborations included a partnership with Krispy Kreme, the release of both *Ghostbusters* films in Blu-ray anniversary editions, a vinyl release of the film's soundtrack and a host of classic merchandise.

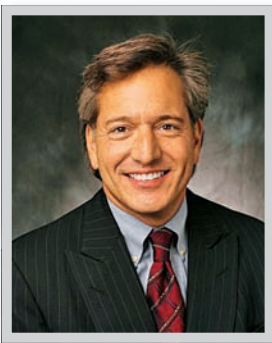
Looking ahead, Sony will reboot the *Ghostbusters* franchise in 2016 with an all-female cast, bringing the heralded property to a new generation of fans.

Additional successes for Sony in 2014 included an exclusive girls' fashion line with Target inspired by the new *Annie* film. The clothing and accessories range dove deep into the property's heritage and essence, deriving the 25-piece line from the spirit of the film, even recreating for modern shoppers Annie's iconic red dress.

On the TV side, the series "Breaking Bad," although concluded, continued to be a retail



**GHOSTBUSTERS.**



**Greg Economos, senior vice president, global consumer products, Sony Pictures Entertainment**



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mainstay for Sony, as did its game shows “Jeopardy” and “Wheel of Fortune,” which in March 2014 renewed a deal with IGT for slot machines, mobile and online games.

Now it’s a new year, and Sony has a full slate of programs planned to support its upcoming portfolio.

Building on the “Breaking Bad” phenomenon comes spin-off “Better Call Saul,” a prequel to the groundbreaking series. The new show hit TV screens Feb. 8, and in conjunction, Sony has a range of product that includes apparel (Isaac Morris), additional softlines (Bioworld) and collectibles/novelties (Just Funky). Sony is working hand-in-hand with network AMC to create retail opportunities, which, according to Economos, will mirror the product program for “Breaking Bad.” A limited assortment has landed online at CaféPress and Hot Topic, with an expanded range planned.

“Hot Topic was a big retailer for ‘Breaking Bad’ [merchandise], along with Target and Walmart. ‘Better Call Saul’ builds upon the characters from ‘Breaking Bad,’ and features the same dark humor that resonated with viewers,” says Economos. “Although it is atypical that a retailer would take a risk on a new show, it is more prevalent that they would take a leap with familiar characters, benefitting from the original property’s brand awareness.”

Film-wise, Sony is heading into 2015 with a number of major theatrical releases.

First up is *Pixels*, which finds our world invaded by iconic ‘80s video game characters, forcing a team of “Arcaders” to join forces to save the planet.

On the product front, the new film has several licensees already on deck including Rasta Imposta for costumes and Freeze, Fifth Sun and Bioworld for apparel and small accessories. Sony is in negotiations with a mall-based retailer to carry the product range and also support the film with interactive activations. Because of the film’s nostalgia component, the demographic for the property is wide reaching, with a target audience of consumers ages 18 to 34.

*Hotel Transylvania 2* will hit theaters in September

and with it comes a diverse product range, from storybooks to softlines, bakery items, giftware and party goods. The film’s safe scares naturally lend itself to a Halloween product extension, with seasonal items planned to round out the program.

Also planned for this year is *Goosebumps*. Based on the best-selling Scholastic book series by R.L. Stine from the 1990s, *Goosebumps* will receive a comprehensive program geared to families with a special focus on Millennials and young adults, who were the original fans of the franchise. Sony and Scholastic are working on a comprehensive merchandise program to support the movie’s release. In addition, Sony has launched

a fan website dedicated to the *Goosebumps* brand to further engage audiences. [GoosebumpsFanRewards.com](http://GoosebumpsFanRewards.com) will feature fresh content and prizes in the lead up to the film’s box office release.

Looking further ahead to 2016, Sony has a program planned to support the new *Smurfs* film.

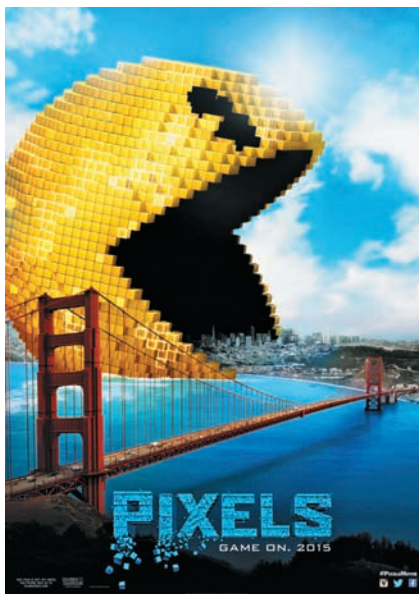
The forthcoming *Smurfs* film will tell the origin story of the classic characters. Currently the property is enjoying success with both products and location-based events, which are a major focus for Sony. Opened just last month in Dubai is “Smurfs Live on Stage: The Smurfs Save Spring!,”

a brand-new stage show.

“Location-based entertainment is really the best way to allow consumers to engage with our properties in a deeper, more meaningful way—it’s one of our biggest focuses,” says Economos. “They are what keep our consumers enthusiastic and excited.”

Future live events are in the works for global and national markets.

“We are excited for 2015 and beyond, and are confident about our titles and the opportunities we have in front of us,” says Economos. “We will continue to be very focused in our strategy but will also be flexible and ready to react if changes take place or if consumers’ preferences point us in a different direction. Ultimately, what we do is really about our fans and audiences and finding creative ways to deliver authenticity and value to them.” ©





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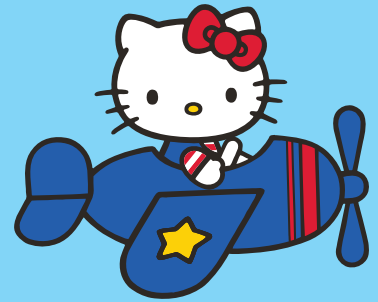
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