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POWER Surge

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- Licensing Expo Exhibitor Preview
- LIMA Celebrates 30 Years
- Tycoon's 25th Anniversary

As Saban Brands celebrates its fifth anniversary, this exclusive story reveals how the company has grown from one iconic franchise to 11 brands and approaching \$1B in retail sales worldwide.





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THE YOUTUBE INFLUENCE



by TONY LISANTI
global editorial director

There are dozens of different and interesting stories that emerge every year from the exclusive Top 150 report, from the very simple deals and retail partnerships that define the basics of licensing to the mega trends that exemplify the importance of global business.

In this special May issue, *License! Global* recognizes a cross section of the businesses and key aspects that demonstrate just how important licensing is around the globe.

This issue includes:

- **The Top 150 Global Licensors**—This exclusive report presents a plethora of analyses that reflect not only the power of individual brand companies and celebrities, but also identifies the development and scope of the business of brand licensing.
- **“Power Surge”**—The cover story recognizes the fifth anniversary of Saban Brands and looks at how this brand management company has grown so quickly and decisively.
- **30th anniversary of LIMA**—The International Licensing Industry Merchandisers' Association, the trade group that represents brand licensing, has reached a coveted milestone that touches all aspects including the IP owners, licensees, agencies, marketers, service providers, retailers and the people that make it such a dynamic business model.
- **Official Exhibitor Preview**—There is no better planning guide in anticipation of next month's Licensing Expo, the largest and most influential licensing trade show of the year.
- **The 25th anniversary of Tycoon**—This article describes how the licensing agency is expanding throughout Latin and South America.

There's no doubt the Top 150 Global Licensors issue is valuable based on the information it contains and the potential business opportunities it presents. Consider the following:

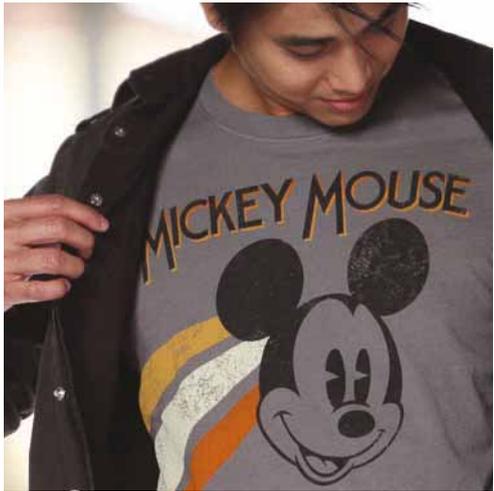
- **The YouTubers**—For the first time, a YouTube star appears on the Top 150 Global Licensors ranking. Beauty and fashion celebrity Bethany Mota made the list at No. 146 and represents the beginning of more social media and digital stars embracing licensing and making the list in the future. Over the next three to five years, *License! Global* projects that these personalities could represent as much as \$1 billion at retail.
- **The brand management companies**—This issue's exclusive cover story about Saban Brands explains how this privately held company has grown to a portfolio of 11 brands and is approaching \$1

billion in retail sales of licensed merchandise.

- **The apparel angle**—The fashion sector continues to be a significant growth area for brand licensing. In addition to Saban Brands, several other IP management companies, such as Authentic Brands Group and Sequential Brands, have grown considerably through acquisition and are climbing the ranks of the Top 150 to become multi-billion dollar licensors in just a few short years. Most recently, ABG acquired Jones New York, while Sequential Brands acquired the Jessica Simpson brand.
- **The sports tip**—For the first time, PGA Tour has become a billion dollar licensor, reporting \$1.63 billion and ranking at No. 37. Also for the first time, the German Football Association and Minor League Baseball are on the Top 150 at No. 72 (\$560 million) and No. 150 (\$60.3 million), respectively, demonstrating the impact and potential of these very diverse sports in brand licensing.

“THERE'S NO DOUBT THE TOP 150 GLOBAL LICENSORS ISSUE IS VALUABLE BASED ON THE INFORMATION IT CONTAINS AND THE POTENTIAL BUSINESS OPPORTUNITIES IT PRESENTS.”

- **The automotive nut**—The auto sector continues to be a strong performer in brand licensing, from the high-end aspirational market to the average car enthusiast. For the first time, Volkswagen is on the Top 150 list at No. 93 with \$280 million in retail sales.
- **The publishing chapter**—In addition to the success of Meredith (No. 3), two additional publishers joined the Top 150—Condé Nast at No. 119 (\$150 million) and Rodale at No. 139 (\$100 million).
- **The corporate brands cause**—With more than 40 companies on the Top 150, and several others that are represented by top agents but don't yet make the list, corporate brand extensions continue to be important, especially as they take a lifestyle approach, break into new categories and expand globally.
- **The artist's showcase**—A dedicated special area at Licensing Expo will feature more than 50 exhibitors. ©



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Goodyear's fashion collection explores the brand's past through retro typography and imagery.



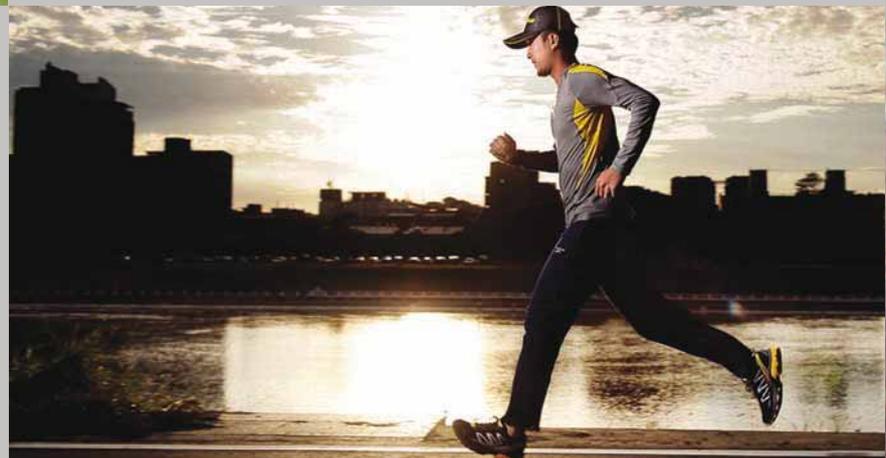
OUTDOOR

Goodyear's brand values of durability, innovation and quality are reflected through outdoor products which embrace an active lifestyle.

GOODYEAR Racing

SPORT

Goodyear's brand values of performance, power and speed combined with its racing tradition enhance the development of a technical premium collection.



IMG

LIFESTYLE COLLECTIONS



POP CULTURE BUILDS BRANDS

NICHE LICENSING PROGRAMS HAVE THE POWER TO CULTIVATE BRANDS FROM THE MOST INNOCUOUS OF SOURCES.



by **AMANDA CIOLETTI**
managing editor

Not all licensed merchandise programs need to have a long end game or support an evergreen property. Niche licensing and small one-off programs are when licensing is sometimes in its truest form. These types of deals can typically be executed quickly, have more manageable product runs and distribution is often localized or on-demand. They may not always make a huge dent in a company's bottom line either, but, on the flip side (and the very angle we will examine here), they can gain a cult following that drives brand awareness, whether intentionally or not, through the roof. After all, isn't merchandise just an extension of pop culture and a fuel to the engine, anyway?

Let's look at some seemingly innocuous licensed product programs for IP that wasn't mainstream, but hit it big just the same.

First up, the case of the ubiquitous Grumpy Cat.

Grumpy Cat is arguably the Internet's most famous feline celebrity. The sour puss (real name: Tardar Sauce) rose to fame in 2012 after her photo was posted to Reddit and immediately users inaugurated the angry-seeming kitty as one of the world's most viral memes.

Today, Grumpy Cat's likeness can be found across an incredibly wide swath of merchandise from a host of best-in-class licensees for plush, apparel and more from such partners as Gund, Ripple Junction, Fifth Sun, The Mountain and Poprageous. She's also got several books in market from Chronicle Books, a range of coffee beverages (aptly titled Grumpuccino), apps, a sponsorship deal with Friskies and even a movie from Lifetime under her belt. In 2015 alone, Grumpy Cat has appeared in a McDonald's commercial, at the Nickelodeon Kid's Choice Awards, at the SXSW festival and even met Cookie Monster on "Sesame Street." It's safe to say, it's a Grumpy world and her image and all that she stands for (at least interpretively), despite having zero entertainment or heritage to tap into at launch, resonated feverishly with consumers.

But what resonated with consumers about the now cult film *Sharknado*? The accidentally (?) farsical film from SyFy hit television screens in 2013 and instantaneously, thanks largely to Twitter's avid embrace of the movie's quirky and quotable lines, became an instant sensation that drew record numbers of viewers. According to *The Hollywood Reporter*, the July 11, 2013 encore airing logged 2.1 million viewers, up from its premiere just two days earlier at 1.4 million, and does not include the 1.9 million

who watched a week later. *Sharknado 2: The Second One* drew 3.9 million viewers in its premiere telecast and garnered more than 1 billion Twitter impressions.

To capitalize on the film's sudden popularity, the consumer product industry quickly jumped on the *Sharknado* craze and launched multiple lines of merchandise into the global market across 45-plus categories from licensees such as Ripple Junction, Funko and many, many more. It's also getting a book deal and video game this year, a fair amount of coverage for a hokey film that proves the *Sharknado* phenomenon may not just be a passing craze. Now, SyFy is gearing up for the third installation of the unwitting franchise (*Sharknado 3: Oh Hell No!*) due out this summer.

It can be argued that *Sharknado* is one of the first properties to be catapulted to stardom thanks to the act of live tweeting, a marketing by-product that will only continue as brands use social media as a launching pad and licensors and retailers continue to seek new ways to touch consumers in real time.

This February, another such unlikely star made headlines at Super Bowl XLIX, and it wasn't the winning team, the New England Patriots. The newsmaker was the accidental highlight of the halftime extravaganza, Left Shark, a backup dancer outfitted in a cumbersome shark suit for the show's headlining entertainment, Katy Perry. Left Shark's out of tune moves endeared itself to the telecast's more than 114 million viewers, and the singer quickly made her own moves to bring officially licensed Left Shark gear to hungry consumers.

So this column isn't solely about cats and sharks, let's take a journey to the great Pacific Northwest to tour Portland, Oregon's answer to pop culture. Portland International Airport recently replaced its 30-year-old carpet to the chagrin of the annual 15.9 million travelers that pass through the air hub. The much Instagrammed carpet has an enormous social media following, nearly 20,000 on the platform alone, and wisely the brawn behind the airport thought ahead to save several thousands yards of the infamous, abstractly patterned floor covering. Now visitors to PDX can have for themselves their very own piece of Portlandia and the famous pattern via licensed merchandise such as t-shirts, socks, water bottles and even a Rogue Ales PDX Carpet beer. The carpet itself (dubbed PeeDee) will even make an appearance May 30 as the designated Grand Marshal of the city's yearly Starlight Parade. ©

1st Dec 2014 - 1st Feb 2015, Mon-Fri, total viewers 2+ / Children 2-5 based on highest rating episodes, excluding specials, movies and 5 min interstitials
** Based on episodes 1-20, Kids 3-13 and 6-9 2013 © WMM Producers, Inc., Ned Corps Company

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Goodyear Turns Eye to Fashion Glasses

What began as a tire and rubber company more than 100 years ago has now evolved to include a robust and complementary lifestyle product program. Alongside apparel, footwear and accessories already in market, in 2015, Goodyear is now launching an eyewear collection in the U.S.

This new eyewear collection, developed in conjunction with IMG Licensing, is designed to build on Goodyear's long-established presence as part of the car racing circuit.

"Developed especially with driving in mind, we are combining the Goodyear heritage and racing experience together with strong technology and unique features," says Fabrice Faurie, vice president, licensing and consumer products, IMG Licensing.

The eyewear launched in North America and Canada last month across mid-tier retailers, as well as some CVS and Walgreens locations.

Other Goodyear extensions include, in addition to the fashion and accessories ranges, products in categories such as luggage, back-to-school bags and sporting goods.

Nick to Open London Retail Flagship

The first-ever flagship Nickelodeon Store will open to the public in London's Leicester Square May 30 with a large array of exclusive products.

Developed by Nickelodeon and Viacom Consumer Products with long-time retail partner Summit Resources International (a division of Entertainment Retail Enterprises), the Nickelodeon Store at Leicester Square will be the network's first retail store in Europe and the sixth in partnership with SRI.

Spanning two floors and more than 4,500-square-feet, the store will connect shoppers with the studio and its top brands such as "SpongeBob SquarePants," "Teenage Mutant Ninja Turtles" and "Dora the Explorer."

"The launch of the first flagship Nickelodeon Store and the first flagship store in Europe is a tremendous brand building opportunity for Nickelodeon and is true to our mission to create surprising and playful experiences everywhere kids and families go," says Ron Johnson, executive vice president, NVCP. "The Nickelodeon London flagship store will offer a unique Nickelodeon experience and personal touch point for fans from around the world."

The store will feature more than 600 products across all key categories, with 80

percent of that product exclusive, created by Entertainment Retail Enterprises in partnership with Nickelodeon. In addition to product from a selection of global NVCP licensees, the Leicester Square store will also include London-themed lines. Among the Union Jack-branded products that will be available are gifting, stationery, apparel, homeware and souvenirs.

The store will feature state-of-the-art multimedia and interactive elements including 40 LCD screens looking out on Leicester Square that will showcase the Nickelodeon brand. The interior will be fully branded as well, of course, with a trademark green slime staircase and a Bikini Bottom-themed area where SpongeBob will make daily appearances. The store will also offer a preschool zone and a graffiti-decorated "Teenage Mutant Ninja Turtle" area.

"We are thrilled

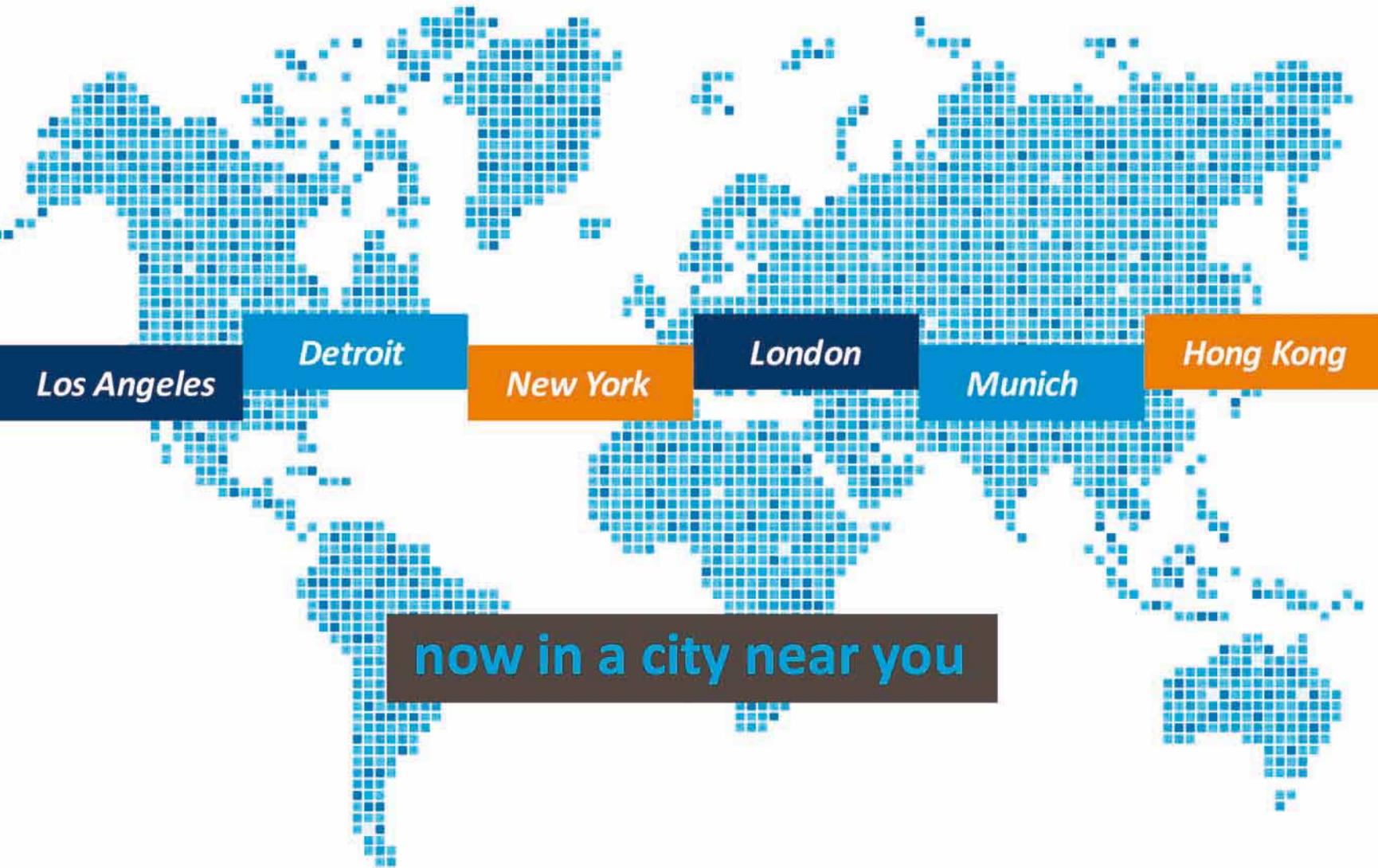
and honored to partner with Nickelodeon and Viacom Consumer Products in opening the first Nickelodeon flagship store in London," says Tina Calvo, chief executive officer, Entertainment Retail Enterprises. "The store really will be something special on the London retail landscape and the perfect benchmark for the creation of future flagship locations in key global territories."

To-date, Nickelodeon and SRI have together launched five retail stores in Panama, Saudi Arabia and Honduras, with additional stores scheduled to open throughout the rest of the year and into 2016.



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Expo, LIMA Connect to Digital

The licensing industry's premier event, Licensing Expo, is adding a new dimension to the 2015 show. This year will mark the inaugural Digital Media Licensing Summit, a first-of-its kind program designed to connect licensees, retailers and manufacturers with digital media companies and stars.

Executives such as Amy Kocourek, executive vice president and general marketing manager, Kohl's; Jim Fielding, global head of consumer products and retail, DreamWorks Animation and AwesomenessTV; and Samantha Woolf, executive vice president and managing director, Blue Group Entertainment, are just a few of the many high-level executives that will be on-hand and taking part in the event. Other digital companies that will be represented include Maker Studios, United Talent Agency and digital stars such as Andrea Brooks, Hannah Hart, Connor Franta and more.

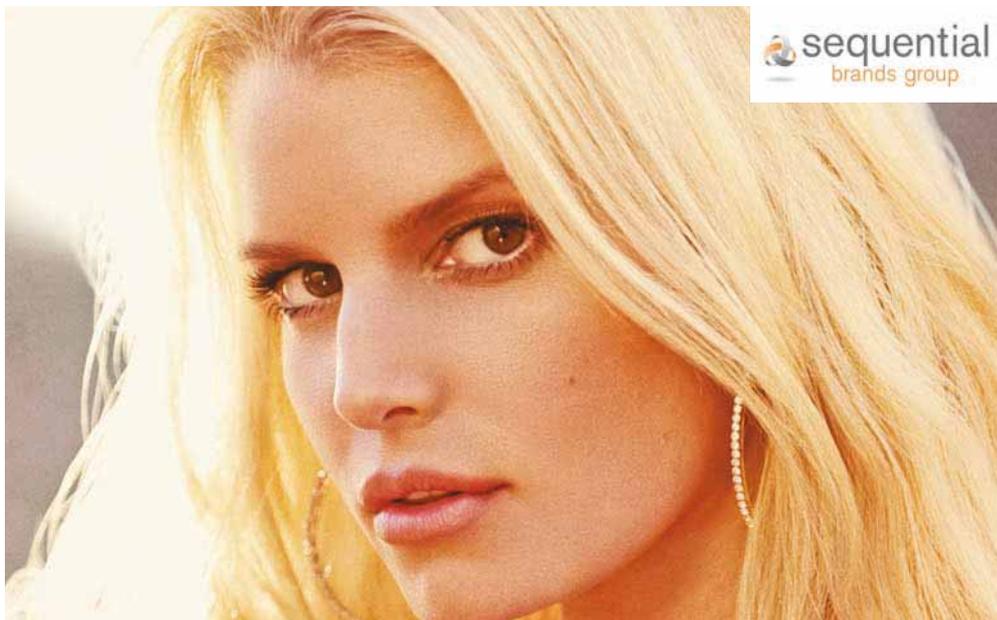
"Introducing the new digital exhibitors and attendees to Licensing Expo plays a key role in the future of the industry. For 35 years, our event has featured the who's who of the \$250-plus billion licensing marketplace and we are pleased to add a new digital aspect to an already strong show that features more than 15,700 of the world's most influential licensing professionals," says Jessica Blue, vice president, Licensing Expo.

The summit will take place June 8 at the Mandalay Bay Convention Center in Las Vegas, Nev., ahead of Licensing Expo, which opens June 9 and runs through June 11. The summit is a part of Licensing University, an educational program organized by the International Licensing Industry Merchandisers' Association.

The Digital Media Licensing Summit will feature exhibitors from the digital content world alongside a half-day of programming that includes keynotes and panels on topics relevant to the new medium.

Discussions with stars and executives will explore the future of licensing in categories including fashion and beauty, kids, the home and more, and is free to attendees.

"The power of licensing is reflected in the ongoing evolution of popular culture and how people live their lives. The Digital Summit shows that a new generation of celebrities and brand authorities have been spawned by a media technology that didn't even exist a decade ago," says Charles Riotto, president, LIMA.



Sequential Brands Buys Jessica Simpson Label

Sequential Brands Group has acquired a majority interest in the Jessica Simpson Collection brand from Camuto Group, including its master license. The deal gives Sequential a 62.5 percent stake in the business. Brand founder, singer and actress Jessica Simpson will continue to own the remaining equity balance. Camuto will become a long-term footwear licensee of the brand.

Sequential purchased the Simpson brand for \$117.5 million.

"Jessica Simpson is an entertainment and style icon who successfully built an incredibly strong fashion brand with best-in-class licensees and leading retail partners," says Yehuda Shmidman, chief executive officer, Sequential. "Sequential is thrilled to partner with Jessica, her team and all the brand's licensing partners, including Camuto Group for footwear. Together with Sequential's global activation platform, we believe the brand will continue to grow in current markets and in new markets around the world."

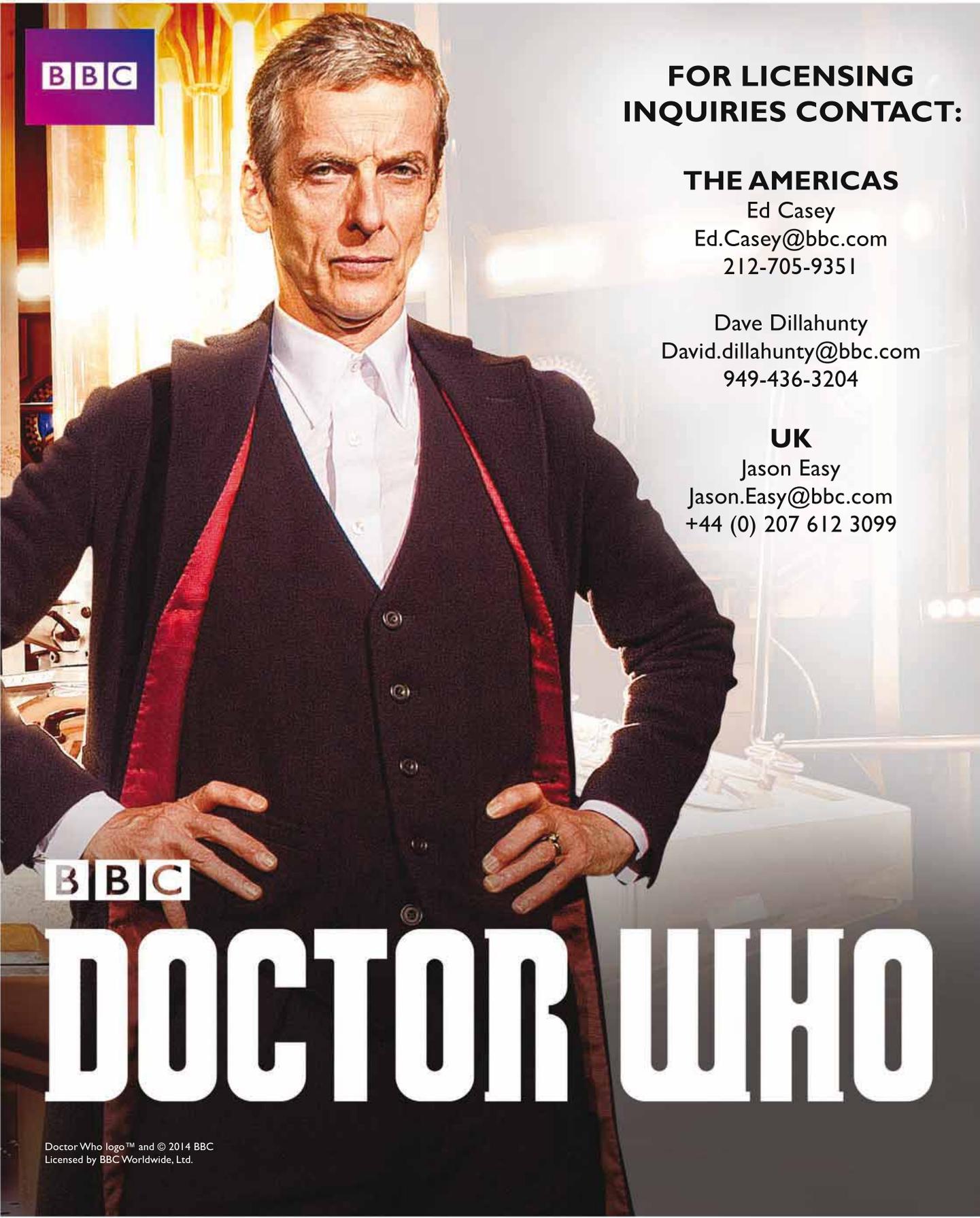
Founded in 2005, the Jessica Simpson Collection is a signature lifestyle concept inspired by and designed in collaboration with Simpson. It currently spans 31 product categories including footwear, apparel, fragrance, fashion

accessories, maternity apparel, girls' clothing and home décor and is supported by close to 20 licensees. The Jessica Simpson Collection has department store distribution through Dillard's, Macy's, Belk, Lord & Taylor and Nordstrom, with annual retail sales totaling approximately \$1 billion. Sequential is projecting forward 12-month royalty revenues of \$88-90 million.

"I am extremely honored to partner with Sequential Brands Group to continue the growth and integrity of the Jessica Simpson Collection," says Simpson. "Working together with the powerful management team at Sequential and with all of our trusted retailers and licensees, including Camuto Group, there is no limit to our success. I'm as committed as I was 10 years ago. Here's to the next billion."

Simpson's mother, Tina Simpson, currently serves as creative director of The Jessica Simpson Collection and will continue as part of the brand's Los Angeles-based team.

"We are excited to work with Sequential and to continue working closely with Jessica and the Jessica Simpson brand," says Alex Del Cielo, chief executive officer, Camuto Group. "We have enjoyed many years of success with Jessica, and we are committed and looking forward to many more years ahead."



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JLG Expands Reach for Amy Coe Brand

The Joester Loria Group has brokered a multi-category clothing deal for the Amy Coe baby and kids' brand that broadens its retail reach.

New licensee Tawil & Associates will bring Amy Coe to U.S. department and specialty retailers beginning in spring 2016 with a full line of layette, toddler, boys' and girls' apparel, sleepwear, swim and fashion accessories.

Over the past 20 years, the Amy Coe brand has enjoyed a series of exclusive direct-to-retail deals with retailers including Target and Babies 'R' Us.

JLG was appointed to represent the brand in last year.

The new apparel collection will launch with a high-impact marketing program that will include print, TV and digital PR campaigns.

JLG also plans to continue to expand the brand by re-introducing Amy Coe accessories, bedding and décor to the market, and developing an adult range—Amy Coe Home—that will include bedding and home goods.

"I'm super excited to embark on this new partnership with JLG," says Coe. "Expanding the Amy Coe brand is a dream come true. My designs are embraced by moms everywhere—now it's time to amplify the assortment. I am always looking forward, evolving and thinking of what we could be doing next. My goal is to create a curated collection that screams Amy Coe, all with an independent attitude. Tawil & Associates are experts in their field, which makes them the ideal manufacturing partner. We are anticipating many successful years at retail."



NFLPI Ranks Top Sellers

Seattle Seahawks quarterback Russell Wilson retained the No. 1 ranking for a second consecutive year on the NFL Players Inc.'s Top 50 Player Sales List for fiscal year 2015, which is based on total overall sales of all officially licensed products.

Wilson surpassed Denver Broncos quarterback Peyton Manning, who took the No. 2 position, followed by New England Patriots quarterback Tom Brady (No. 3), San Francisco 49ers quarterback Colin

Kaepernick (No. 4) and Green Bay Packers quarterback Aaron Rodgers (No. 5).

NFLPI licensees generated retail sales exceeding \$1.4 billion during FY2015.

The team with the most players to make the list is the Seattle Seahawks with five, including three in the top 10.

The list, released quarterly by NFLPI (the marketing and licensing arm of the NFL Players Association), is based on total overall sales as reported by more than 80 NFLPI licensees such as Nike, Fanatics, Fathead and McFarlane Toys.

In the category breakdown, Wilson outsold all players in ugly sweaters, Nike jerseys and Funko figurines, while Manning led sales of both bobbleheads and socks from FBF Originals.

THE TOP 10 BEST-SELLING PLAYERS ARE:

1. **Russell Wilson**, Seattle Seahawks
2. **Peyton Manning**, Denver Broncos
3. **Tom Brady**, New England Patriots
4. **Colin Kaepernick**, San Francisco 49ers
5. **Aaron Rodgers**, Green Bay Packers
6. **Dez Bryant**, Dallas Cowboys
7. **Richard Sherman**, Seattle Seahawks
8. **J.J. Watt**, Houston Texans
9. **Marshawn Lynch**, Seattle Seahawks
10. **Johnny Manziel**, Cleveland Browns



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LEGO Unveils Virtual Toy System

The LEGO Group is entering the virtual toy world with LEGO Dimensions, a new line that merges video games with LEGO mini-figures and building sets.

The gaming franchise is being developed by TT Games and published by Warner Bros. Interactive Entertainment, in partnership with the LEGO Group.

LEGO Dimensions will launch Sept. 29 with a starter pack that includes a “LEGO Dimensions” video game; the new LEGO Toy Pad, which allows players to “transport” physical LEGO minifigures and other objects into the video game; bricks to build the LEGO Gateway; and three LEGO minifigures: LEGO Batman, LEGO Gandalf and Wyldstyle, as well as the LEGO Batmobile.

“When kids play with LEGO bricks, they build beyond the singular brands, intermixing all of their favorite characters and universes, and we have come up with a way for players to experience that in games,” says Jon Burton, founder and creative director, TT Games. “Now for the first time in a video game,

LEGO fans can play in the virtual world and in the real world—combining everything without restrictions. Imagine putting LEGO Gollum from *The Lord of the Rings* behind the wheel of the LEGO DeLorean in New Ninjago City—the creative play is endless.”

The “LEGO Dimensions” game will bring together a number of LEGO universes including DC Comics, *The Lord of the Rings*, *The LEGO Movie*, *The Wizard of Oz*, LEGO Ninjago, *Back to the Future* and more, as characters join forces to battle in worlds outside of their own.

“LEGO Dimensions’ is unlike anything that we have ever done,” says Niels Jørgensen, vice president, digital games, the LEGO Group.

“It further extends the LEGO play experience into the digital world with all of the characters, humor and action of LEGO video games now combined with the fun of LEGO minifigure and model building. We are thrilled to expand our partnership with TT Games to explore ways in which physical and digital LEGO play can merge in meaningful ways for children.”

Expansion packs will also be available at launch with additional buildable characters, vehicles, tools and gadgets, as well as game content such as mission-based levels and in-game abilities. Packs that will be available this year include the *Back to the Future* level pack with a LEGO Marty McFly

minifigure; three *The Lord of the Rings* fun packs with LEGO Gollum, LEGO Gimli and LEGO Legolas minifigures; and a *The Wizard of Oz* fun pack with a LEGO Wicked Witch of the West minifigure, among others.

“LEGO Dimensions” will be available for Xbox One, Xbox 360, PlayStation4, PlayStation3 and Nintendo Wii U.



ABG Buys Jones New York

Authentic Brands Group has acquired the American fashion brand Jones New York and appointed former PVH and LVMH executive Mark Weber to lead the brand’s reboot.

Financial terms of the sale were not disclosed.

The Jones New York brand currently drives close to \$1 billion in retail sales at department stores in the U.S. as well as key international markets including Canada, Europe, the Middle East and Latin America.

“We are honored to welcome Jones New York to ABG’s distinguished women’s portfolio,” says Jamie Salter, chairman and chief executive officer, ABG. “With a 40-year history of iconic and timeless design, Jones New York embodies American style. Our vision fuses ABG’s passion for brand building with a 21st century approach that will redefine this enduring classic.”

In January, the brand’s previous owner, private equity firm Sycamore Partners, announced plans to close all Jones New York retail locations and other related business operations as part of a new strategy for the brand.

ABG’s initial focus for Jones New York will be on rebuilding the brand with the development of new strategic positioning and the enhancement of its core values.

“Jones New York has a long-standing position as an iconic American brand through best-in-class licensing and retail partners,” says Nick Woodhouse, president and chief marketing officer, ABG. “We see great opportunity for this powerhouse brand and are implementing a strategy that is fueled by partnerships, innovative design and distribution. Jones New York has a deep-rooted American heritage that we are excited to leverage on a global scale.”

At the outset, there will be a strong emphasis on women’s apparel and accessories, as well as men’s tailored clothing, sportswear and accessories. ABG is already finalizing a deal with a new long-term licensing partner for the brand in the U.S. and Canada, which will be announced at a later date. New product is anticipated to launch in spring 2016.

Weber will serve as a strategic advisor to the brand, with his immediate focus being on the Jones New York revitalization.

Weber previously served as president and chief executive officer of PVH Corp., and most recently as chief executive officer of Louis Vuitton Moët Hennessy.



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Marvel Invades with Avengers: Age of Ultron Merch

Disney Consumer Products and Marvel are supporting the next *Avengers* installment with a broad merchandise program. The film *Avengers: Age of Ultron* hit theaters May 1 in the U.S.

The cross-category collection includes products from Hasbro, LEGO, Hot Wheels, Her Universe, Under Armour, Mad Engine, Jay Franco, Funko, Rubie's Costumes, Little, Brown Books for Young Readers and Disney Store and leverages core characters' individual attributes while expanding on the storytelling from the new film. The film will also be supported by a range of comic book titles from Marvel and a publishing program from Disney Publishing Worldwide that features storybooks, junior novels, leveled readers and e-books.

To promote the program, Marvel has introduced the Avengers Hero pre-awareness campaign, which utilizes the new dedicated *Avengers* site on MarvelKids.com, that will release new content weekly such as sneak peeks at the "Marvel's Avengers Assemble" animated series, "LEGO Marvel Super Heroes" shorts, and behind-the-scenes of new merchandise from Hasbro, Hot Wheels, Mad Engine and Funko.

"The multi-faceted campaign behind Marvel's *Avengers: Age of Ultron* will set a precedent for the way in which fans connect with our franchise," says Paul Gitter, senior vice president of licensing, Marvel, Disney Consumer Products. "The extensive activations across digital platforms and at retail, introduce the characters, storylines and merchandise in a compelling, organic way that appeals to Marvel fans young and old."

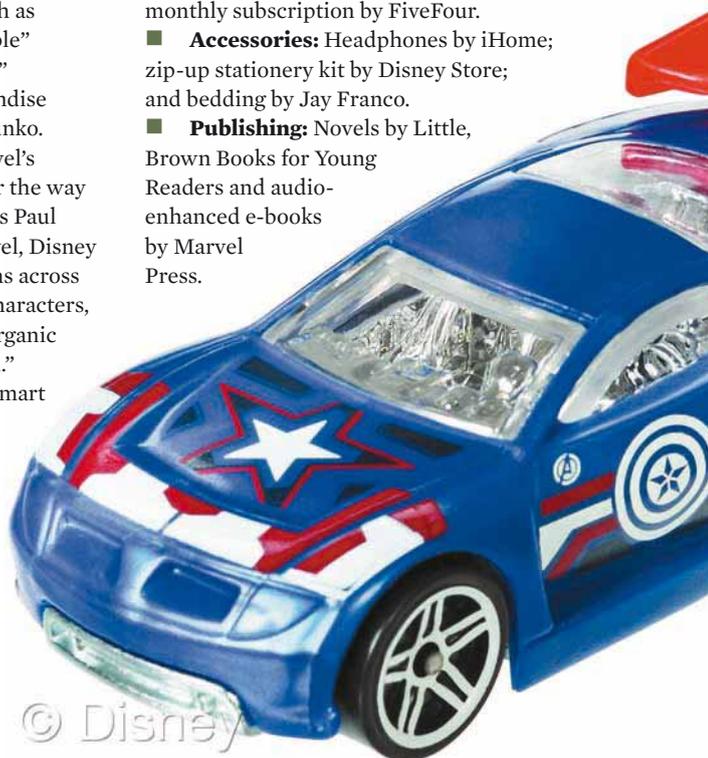
The studio has also joined forces with Walmart to create an exclusive mobile app, "Super Heroes Assemble," that lets customers interact with *Avengers: Age of Ultron* signage throughout stores and unlock exclusive content such as character avatar assets, 3D photo opportunities, behind-the-scenes footage, cast interviews and more. The free app is available now through the Apple App Store and Google Play.

Avengers: Age of Ultron products are

available now at retailers, specialty stores and Marvel.com in the U.S., as well as DisneyStore.com and Disney Store locations nationwide. DisneyStore.com has also launched an updated Personalization Shop timed to the theatrical release that allows fans to personalize items that feature characters from the film.

Highlights from the *Avengers: Age of Ultron* product line include:

- **Figures, vehicles and play sets:** Headquarters play set and Titan Tech electronic figure assortment from Hasbro; The Hulk Buster Smash building set by LEGO; Marvel character car assortment by Hot Wheels; an *Avengers: Age of Ultron* ride-on by Dynacraft; and Pop! Vinyl bobbleheads by Funko.
- **Costumes and role play:** Feature role play items by Hasbro; costumes by Disney Store and Amscan.
- **Adult, teen and children's apparel:** Fleece hoodies by Disney Store; Alter Ego apparel by Under Armour; fashion collection by Her Universe; men's apparel monthly subscription by FiveFour.
- **Accessories:** Headphones by iHome; zip-up stationery kit by Disney Store; and bedding by Jay Franco.
- **Publishing:** Novels by Little, Brown Books for Young Readers and audio-enhanced e-books by Marvel Press.



A+E Launches e-Shops

A+E Networks has signed an exclusive online retail partnership with Sony DADC's RelentlessGenerator to build a number of anchor storefronts for the company's top media brands, including A&E, History and Lifetime.

Under the new partnership, RelentlessGenerator will handle all direct-to-consumer e-commerce initiatives for A+E Networks.

"Partnering with RelentlessGenerator to transform and manage our e-commerce experience represents a major step in continuing to evolve our direct-to-consumer strategy," says Samantha Maltin, senior vice president, marketing innovations, A+E Networks. "For A+E Networks, this initiative is more than just a store, it's a place for our fans to come and extend their experience with the shows and characters they love."

At launch, each channel's store will feature a curated selection of products including custom and licensed merchandise, show-branded apparel, games, collectible items and media.

Exclusive products that will be available at launch include "Sons of Liberty" Liberty or Death canvas prints, American Flag towels and branded tote bags.

Additional dedicated storefronts for select program franchises from each of the company's channels are planned for a later date.

"A+E Networks' portfolio of brands is among the most powerful and iconic in the media and licensing landscape, known for superior programming and talent," says Dan Pelson, chief executive officer, RelentlessGenerator. "We're thrilled that we were able to partner with them to translate those core brand tenants into a premium, compelling direct-to-consumer e-commerce experience for their fans."

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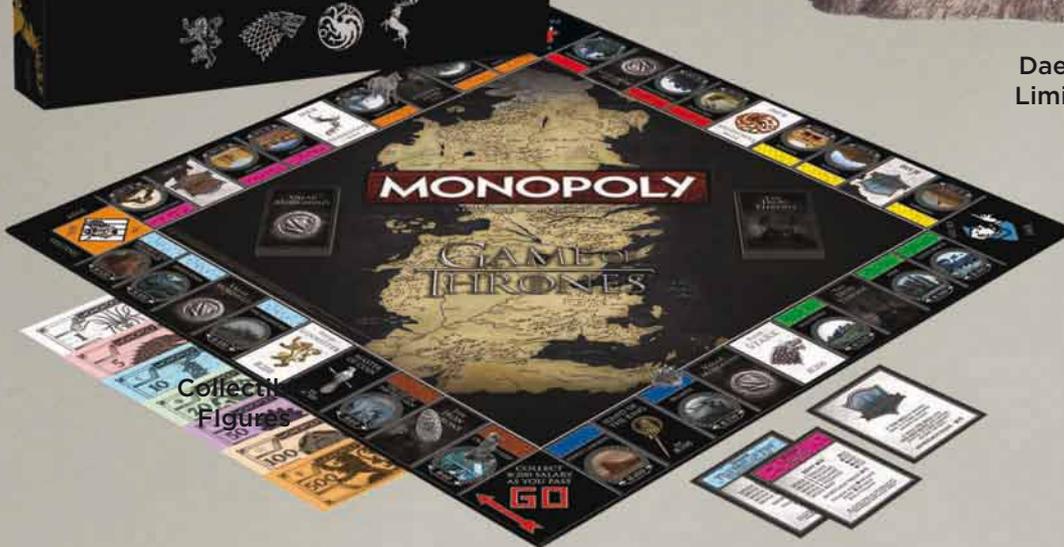
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Activision to Reboot 'Guitar Hero'

Activision Publishing will bring the "Guitar Hero" video game franchise to a new generation with the upcoming "Guitar Hero Live," set to launch this fall.

In addition to a modernized guitar controller, mobile functionality and a roster of new songs from top artists across all genres, the new game will introduce two ways to play: GH Live, a live-action experience that lets users play to a crowd as if they are on stage, and GHTV, a playable music video network that lets fans play along to a continually updated collection of official music videos, with their friends in the same room or with players around the world.

"Guitar Hero Live" will be available this fall on PlayStation4, PlayStation3, Xbox One, Xbox 360 and the Nintendo Wii U, as well as select mobile devices, to be announced soon.

Hello Kitty Teams with AC Milan

adidas Italia is targeting female fans through a new partnership that brings together the Italian football team AC Milan (for which it is master licensor) and Sanrio's Hello Kitty.

"The idea to associate a female soul to a top level male sport came a while ago with AC Milan. Today, and with lots of female fans in the sport, the new collection has a natural target," says Paolo Casarini, licensing director, Sanrio.

Hello Kitty will be pitch-side later this month to launch the co-branded collection at the San Siro football stadium in Milan, Italy. The line will then launch at other AC Milan stores and online in the second half of the year and will expand beyond the country to retailers throughout Asia, including Japan.

"Milan has always associated itself with Italian and international companies that represent excellence in their sectors," says Jaap Kalma, commercial director, AC Milan. "For this reason we decided to join forces with a brand like Hello Kitty, a prestigious and important character, highly adored by young people all over the world. In addition, we're thinking about organizing other initiatives with Hello Kitty and our club mascot Milanello, and we will see them together soon at San Siro with our fans. We're certain that this character will be liked by the Milan fans and from this we will see several other interesting initiatives."

NBA, PepsiCo Join Forces

The National Basketball Association has announced a new multi-year marketing partnership with PepsiCo, making the food and beverage company an official partner of the NBA, WNBA, NBA Development League and USA Basketball beginning next season.

The partnership builds on the league's relationship with Gatorade, which is the NBA's longest-standing partner. PepsiCo will further leverage its Mountain Dew, Aquafina, Brisk, Doritos and Ruffles brands to engage NBA fans.

"Uniting the passionate fans of the NBA with the power of PepsiCo's food and beverage brands is a slam dunk for the league and for our company," says Indra Nooyi, chairman and chief executive officer, PepsiCo. "The NBA has established itself as one of the most exciting and innovative sports leagues in the world. We look forward to working together to redefine the meaning of sports marketing partnerships by taking the fan experience to new heights."

"We look forward to offering the NBA an all-access pass to everything the company has to offer—iconic brands, world-class marketing, innovative consumer engagement and flawless execution," she added when making the official announcement at a press conference April 14 in New York City. "We cannot wait to get started."

Mountain Dew will serve as the lead brand of the partnership in North America and be used to introduce several new fan and community activities, in particular the expansion of the NBA's 3-on-3 basketball program, which brings the game of basketball to life in a fast-paced and engaging format.

Additionally, PepsiCo's water brand Aquafina will support programs around the NBA's youth health and wellness initiatives.

"We're honored to partner with PepsiCo—a company with a terrific global vision and a reputation for engaging with premium sports and entertainment programming," says Adam Silver, NBA Commissioner. "For the NBA, a comprehensive food and beverage company like PepsiCo offers endless opportunities for collaboration."

In China, PepsiCo partner Tingyi, which is the country's largest domestic soft drink manufacturer, will position its Master Kong brand as the lead beverage of the partnership.

PepsiCo and Tingyi will leverage their portfolio of brands to create memorable moments for fans around the world during marquee events including NBA All-Star, NBA Playoffs, The Finals, NBA Draft presented by State Farm, WNBA All-Star, NBA D-League All-Star presented by Kumho Tire and the USA Basketball Global Exhibition Tour.

"China is having a love affair with the NBA," says Hong Chen Wei, chief executive officer, Tingyi Holding Corp. "The opportunities the NBA partnership offers us with Chinese fans and consumers are limitless. Every day, the NBA is making enormous strides in China, particularly among young adults. We look forward to working with PepsiCo and the NBA on inspiring fans in China and growing the league and our business as a result of this exciting partnership."

"The NBA is making enormous strides in China, whether it be in the arena, on television or online," added Wei at the press conference. "More and more Chinese are connecting with the NBA as never before, particularly young adults in China who are eager to connect with the global marketplace."

Universal's Minions Get Pantone Color

Pantone has created its first character-inspired color based on the Minions characters from Illumination Entertainment and Universal Partnerships & Licensing's *Despicable Me* franchise.

The partnership to create Minion Yellow was initiated by music star Pharrell Williams, creator of the music for the film franchise, who came up with the idea while at the Pantone Color Institute, the research arm of the company.

The Minions will also star in their own self-titled spin-off film, set to hit theaters July 10.



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Elie Dekel, president, Saban Brands, and Dan Castle, managing director, Saban Brands Lifestyle Group

As Saban Brands celebrates its fifth anniversary, this exclusive story reveals how the company has grown from one iconic franchise to 11 brands and approaching \$1 billion in retail sales worldwide.

by Tony Lisanti

When Saban Brands formed in May 2010, it marked the start of a new trend of IP management companies, a new era for an iconic brand and the formation of a new company that

POWER RANGERS

is committed to acquisitions, content, innovation, brand development, licensing and global growth.

It began with the financial support of Saban Capital Group, the vision of Haim Saban, the leadership of Elie Dekel and the acquisition of the Power Rangers brand from The Walt Disney Company. It was a time for a little bit of nostalgia, big dreams and a new business plan to come together in a venture that offered tremendous potential and excitement, with a sprinkle of speculation.

When the second acquisition—Paul Frank—was announced three months later in August 2010, Saban had quickly solidified the foundation of what this new brand management company would represent—entertainment and lifestyle.

From a business, financial and people perspective, all of the pieces began to fall into place at a lightning pace, and there's been no slowing down in any part of the business ever since.

The original mantra for Saban Brands was “to create and grow compelling global properties that reach into every aspect of consumers' lives through strategic and far-reaching licensing partnerships,” as Haim Saban said when the formation of the company was announced.

“The goal was to create a global content company with iconic brands, manage them as long-term assets and take those brands to their fullest potential,” says Elie Dekel, president, Saban Brands, who worked with Haim Saban during the launch of “Power Rangers” and the creation of the company. “The DNA at Saban has always been about partnership and working with partners that bring talent, expertise and resources.

“There was a real need in the marketplace for brands that have meaning and a consumer connection. The importance of those type of brands has become even greater in a world where there is a lot of noise and a lot of distractions,” explains Dekel. “We had the opportunity

to acquire IP in the form of existing businesses and recreate this integrated model of content, marketing, merchandising, licensing and retail, and ultimately manage that effectively.”

According to Dekel, Saban Brands maintains very stringent criteria when it comes to evaluating potential acquisitions. He says the criteria include brands that stand for

something; brands that have authenticity, proof of concept and a passionate consumer following; brands that can travel globally; brands that can be furthered through content; brands that have not lived up to their fullest potential; and brands that are economically viable.

As it celebrates its fifth anniversary this month, Saban Brands hasn't wavered from that original mantra or its acquisition criteria. Saban Brands now boasts a diverse portfolio of 11 brands (with two acquisitions completed in the past few months), more than 100 employees, offices in Los Angeles, New York, London and Sydney, and retail sales of licensed merchandise worldwide that hit \$850 million in 2014.

Saban Brands ranks at No. 66 in the *License! Global's* Top 150 Global Licensors report—a huge jump when compared to its Top 150 debut at No. 100 with \$145 million in retail sales. The global licensor is quickly closing in on the Top 150 Billion Dollar Club, and there's no immediate end in sight as the company continues to grow its portfolio and remain a major player in the acquisitions market.

Saban Brands properties, which range from mature brands to well-known names to start-ups, share multiple crossover synergies, but all have one critical factor in common—growth. The portfolio includes “Power Rangers,” “Popples,” “Luna Petunia,” “Julius Jr.,” “Digimon Fusion,” “Emojiville,” “La Banda,” Paul Frank, Macbeth, Mambo and Piping Hot.

The underlying factor is that these brands, which are all in various stages of development, have a lucrative upside potential that has yet be realized.

Consider the following key growth initiatives that will



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chief financial officer,
Saban Brands



KIRK BLOOMGARDEN
senior vice president, global
consumer products, Saban Brands



MARY RAFFERTY
senior vice president, U.S.
consumer products, Saban Brands



BRIAN CASENTINI
senior vice president, development
and production, Saban Brands



FREDERIC SOULIE
senior vice president, global
distribution, Saban Brands

HAIM: THE POWER BEHIND SABAN



HAIM SABAN
chairman and chief executive
officer, Saban Capital Group

From the creation of “Power Rangers” and its 1993 debut to the formation of Saban Brands 17 years later and its most recent acquisitions, Haim Saban has been an influential and inspirational force in the growth and development of the brand company that carries his name.

“Haim created the inertia that has taken the company in a lot of different places,” says Elie Dekel, president, Saban Brands.

As Saban celebrates the fifth anniversary of his brand management company, he recalls his vision at launch.

“We formed Saban Brands to create and grow iconic brands that have passionate fans and strong consumer connections on a global scale. We started this journey with ‘Power Rangers,’ re-acquiring the brand from The Walt Disney Company in 2010. Since that time, we’ve built a team of experts that work collaboratively across content, distribution, licensing, retail, marketing and digital to deliver innovative and entertaining content, product and consumer experiences.”

Saban attributes the growth and success of Saban Brands to staying true to the iconic brands that make up its portfolio, while growing its entertainment and lifestyle footprints.

“We have strategically invested in properties where there is already a strong affinity for the brand or our brand partner. We’ve done this with our re-imagined ‘Popples’ brand, which already has a large nostalgic audience, and with ‘Luna Petunia,’ tapping into Cirque du Soleil’s proven global appeal,” explains Saban. “To give fans a compelling brand experience, we create synergies through integrations with key partners, innovative new content and collaborations with licensees.”

According to Saban, over the next five years, it will be more of the same, along with new initiatives.

“Saban Brands will continue to grow with strategic partners, the development of new IP and brand acquisitions that will further our mission of growing and monetizing entertainment and lifestyle brands,” he says.

One key example of such a partnership is with Lionsgate to launch a *Power Rangers* feature film franchise.

“The team at Lionsgate has a proven track record in launching global film franchises and shares our same entrepreneurial culture, innovative spirit and expansive vision. They are the best partners to bring the Power Rangers brand to the next level.”

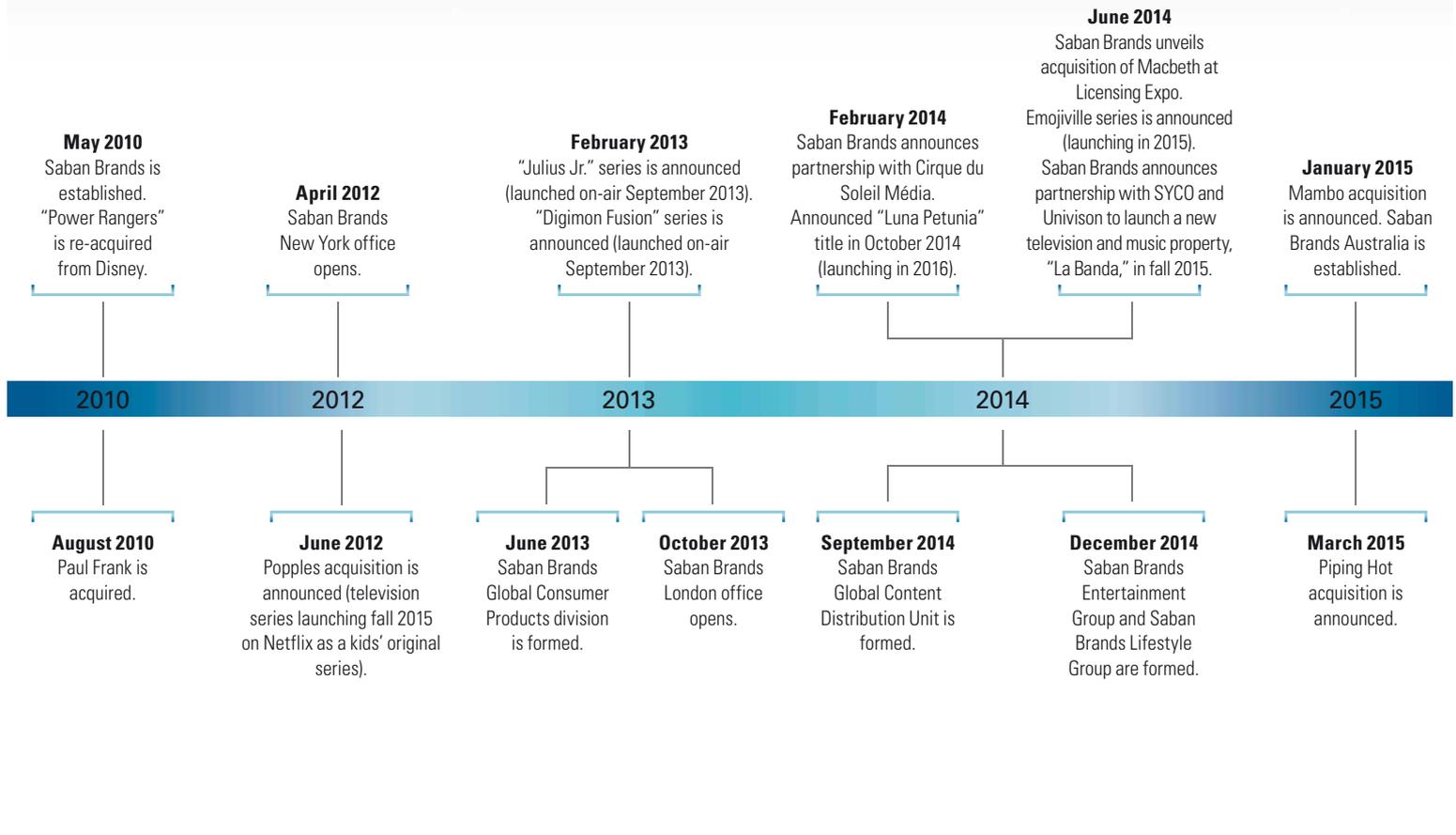
position the company for the next five years and beyond:

- The forthcoming *Power Rangers* feature film is one of the most important and overdue strategies for the 22-year-old franchise that will not only expand and strengthen its audience, but also almost every aspect of its business.
- Popples, the popular kids’ franchise from the mid-1980s, will be re-launched this fall as a Netflix original kids’ series with an extensive accompanying consumer products program.
- “Luna Petunia,” a new TV show for preschoolers under development in partnership with Cirque du Soleil Média, will launch in 2016 and will be supported with merchandise and various interactive products.

- Paul Frank, the art-driven lifestyle brand created in 1995, will be re-introduced in the U.S. in the next 12-18 months with an entirely new vision.
- Piping Hot, an Australian surf brand that dates back to 1975, was acquired in March and will be introduced in the U.S. and other markets.

Furthermore, the recent formation in December 2014 of two distinct operating groups, Saban Brands Entertainment Group and Saban Brands Lifestyle Group (see separate stories on pages 30 and 40), clearly reinforces Haim Saban’s original vision and strategic positioning of the company, the opportunity to fully exploit the breadth and scope of each brand respectively, as well as the inherent opportunities worldwide in new and existing territories.

SABAN BRANDS: A SHORT BUT RICH HISTORY



The Saban Brands philosophy is based on several factors that Dekel believes gives the company a competitive advantage. They include a culture based on collaboration, empowerment and entrepreneurial spirit; talented people; a nimble and efficient business model that keeps expenses low and productivity high; and synergy and communication that cuts across all disciplines.

"The goal was to create as efficient an organization as possible to go up against all the major studios," says Dekel. "We built the company in such a way as to express the uniqueness of each brand in everything we do, and we even designed our office layout with that in mind. The idea was to put an entire studio onto one floor and have it work and accomplish the same thing."

In addition to the distinct operating groups, Saban Brands has also made other moves to meet the demands of rapid expansion and even more acquisitions in the future. The company has strengthened its disciplines and bolstered its presence worldwide with the following key moves:

- **Advisory committee**—In order to provide guidance for the future of the Lifestyle Group, a committee of industry executives is being formed with Mona Bijoor, founder and chief executive officer, JOOR (a digital wholesale marketplace), recently named as its first member.
- **Marketing**—To strengthen the management and marketing of its growing brand portfolio, Saban

Brands recently named Doug Finberg to the newly created role of senior vice president, marketing.

■ **Distribution**—A new internal global content distribution unit, headed by Frederic Soulie, senior vice president, global distribution, was formed to handle all television, home entertainment, digital and mobile platforms.

■ **Digital**—To manage its digital initiatives, Saban Brands created a new role headed by Kendall Doty. Doty's role is to grow digital products and services across online, mobile, games, apps, e-commerce and social media.

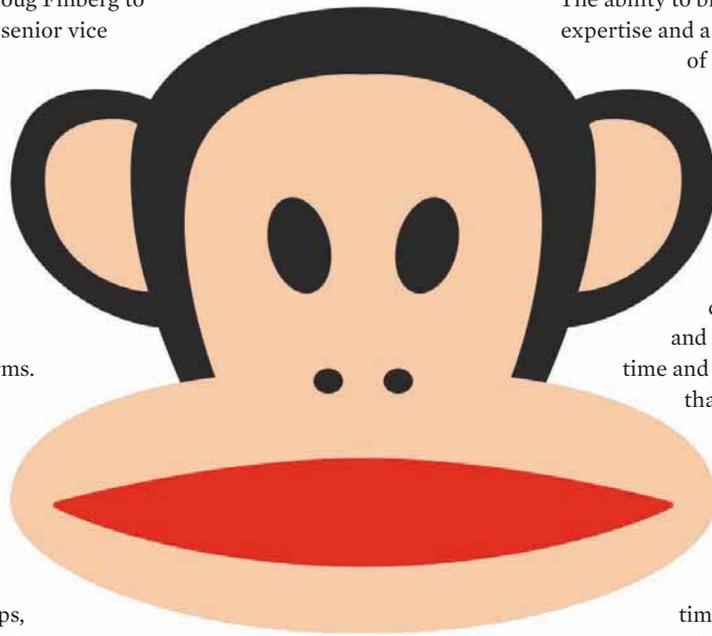
■ **The London office**—Established in October 2013, this office supports the growth of the company and its brands in the U.K. and throughout Europe.

■ **International**—For Saban Brands, being a global business is the key to future success, whether it's the growth of Paul Frank in China or the expansion of its new Australian brands to other countries.

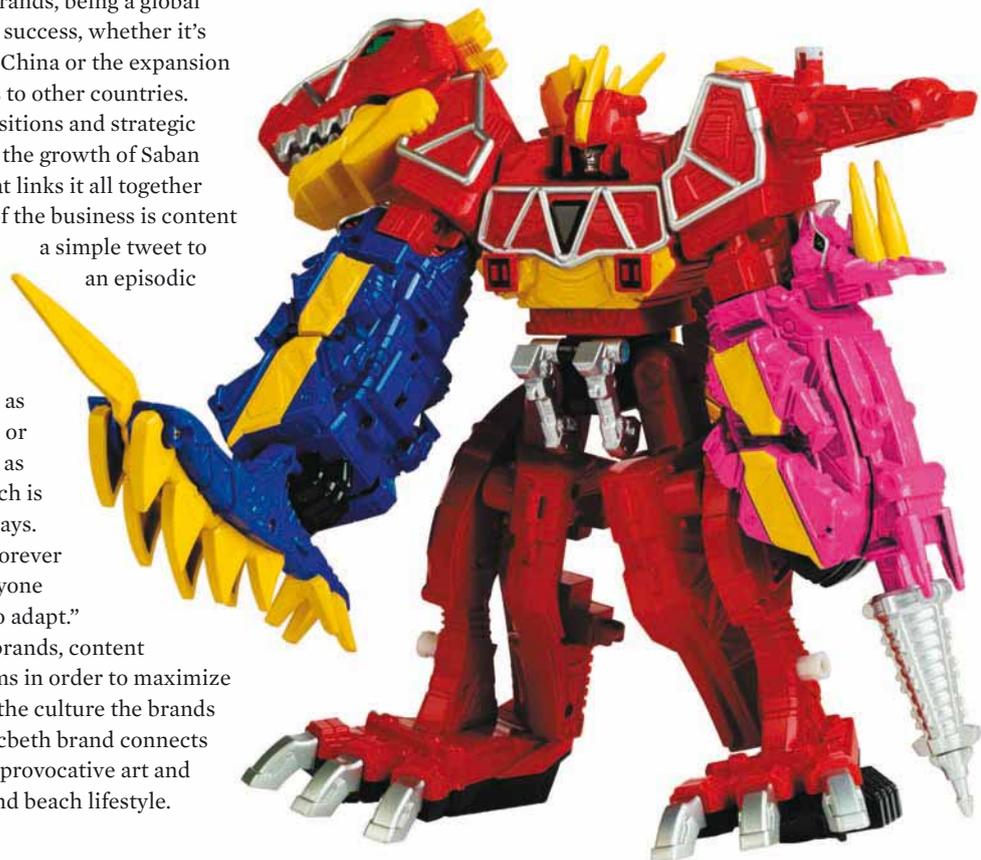
Regardless of all of its acquisitions and strategic actions, which are all critical to the growth of Saban Brands, Dekel believes that what links it all together and what will drive the future of the business is content in every form possible from a simple tweet to an image to a short film to series of shorts to linear TV series to long-form that is consumed indiscriminately.

"Kids don't think of content as something they schedule a time or place for. They think of content as close as the nearest screen, which is usually in their pocket," Dekel says. "It is a paradigm shift that has forever changed our business, and everyone in the media space is working to adapt."

Conversely, for its lifestyle brands, content will be exploited in various forms in order to maximize the exposure and popularity of the culture the brands represent. For example, the Macbeth brand connects with music, Mambo represents provocative art and Piping Hot reflects the surfer and beach lifestyle.



"The ability to bring content capability, expertise and a track record to all of our initiatives is a really important differentiator for Saban and a layer of methodology that sets it apart," Dekel says. "We have a very clear content application and strategy, and it takes time and capital to deploy that, but it is the key to our brand and growth strategy. It's an exciting time to be in the content business, and a really exciting time to be in the branded content business too, and that's how we think of ourselves." ©



HAPPY 5TH ANNIVERSARY! SABAN BRANDS



SABAN ENTERS A NEW PHASE OF ENTERTAINMENT



ELIE DEKEL
president, Saban Brands

While the iconic “Power Rangers” franchise is the anchor of the newly formed Saban Brands Entertainment Group headed by Elie Dekel, president, Saban Brands, it’s the full slate of new multi-platform content, marketing and product initiatives that will drive growth over the next several years.

First and foremost on the list is the *Power Rangers* feature film, which will have a powerful impact on every aspect of the boys’ property over the next decade. The live action movie is being produced and developed in partnership with Lionsgate. With the rich history of the brand, its wide-reaching global and multi-generational audience, its presence across social media platforms and its comprehensive licensing programs and events, the film has the potential to be a sequel-driven business that will be comparable to the popularity of other such branded films.

“The film opens us up to a whole new dimension of what this brand can be,” says Dekel.

In addition, the TV series’ 22nd season, “Power Rangers Dino Charge,” premiered in February on Nickelodeon in the U.S. and will roll out internationally throughout the year. An extensive licensing program was also unveiled in conjunction with the new series.

“Collaborating with these licensing partners allows us to offer new, exciting ‘Power Rangers’ product into the marketplace,” says Kirk Bloomgarden, senior vice president, global consumer products, Saban Brands. “These partnerships help us to continue to grow the franchise and engage our passionate fan community, while staying true to the iconic superheroes.”

“Power Rangers” remains one of the most highly rated boys’ shows and brands at retail, according to NPD, and boasts more than 800 episodes broadcast in 150 countries with 200 licensees around the world. It also has more than 1 billion views of content on YouTube and 2.5 million fans on Facebook.

Beyond “Power

Rangers,” Saban Brands is developing other new content both organically and in partnership with other toy and media companies.

One of Saban Brands most important new initiatives is its partnership with Cirque du Soleil Média to develop the new kids’ television series, “Luna Petunia.” Scheduled to premiere in 2016, this property has the potential to become a significant international franchise that can be developed across multiple platforms, including live events.

Another example of a new and different entertainment property is “La Banda,” which puts Saban Brands in the reality music show genre. The Latino boy band talent competition series is a partnership with Simon Cowell’s Syco Entertainment and Univision (which is owned by Haim Saban), and co-produced by FremantleMedia Latin America. The show is set to premiere in September with entertainer Ricky Martin as executive producer and judge and Alejandra Espinoza as host.

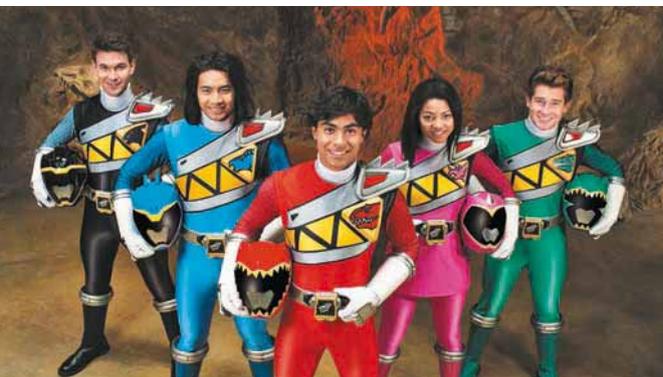
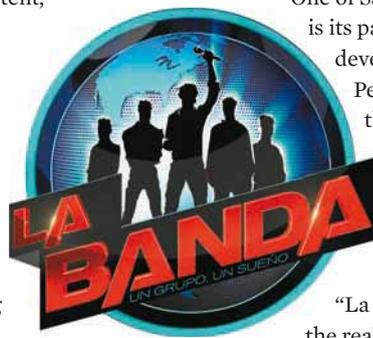
Saban Brands also has high expectations for its venerable franchise, “Popples.” The characters, first introduced in 1985, will be re-imagined as a Netflix original series for kids this fall. An extensive line of consumer products from master licensee Spin Master will debut exclusively at Walmart in December. The series and products will be rolled out internationally in 2016.

According to Dekel, the franchise generated nearly \$500 million in retail sales during its original run, so it offers a significant growth opportunity.

In a strategic collaboration with Jakks Pacific, Saban Brands is creating a new multi-platform property, “Emojiville,” based on three emoji characters. The show will begin as a web series and evolve into a global television property. Jakks Pacific will develop a toy line and tech products, while Saban will focus on content, distribution, marketing and other licensing opportunities.

The inherent synergistic style of Saban Brands will also nurture new products and initiatives in digital, social media and events, as well as a more focused approach to fashion merchandising through its newly formed Lifestyle Group.

Furthermore, the Entertainment Group will also pursue international expansion for its existing brands and is actively looking to acquire new properties as well. ©





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SABAN LIFESTYLE DESIGNS GLOBAL GROWTH PLAN



DAN CASTLE
managing director, Saban Brands
Lifestyle Group

A word that is seldom used by fashion executives when discussing their respective goals, opportunities or the next collection is “content.”

Yet, content is as important to the newly formed Saban Brands Lifestyle Group and its managing director of strategic business development, Dan Castle, as it is to any of the company’s entertainment properties.

“There were some really interesting characteristics that Saban Brands had that other IP companies didn’t,” says Castle, reflecting on joining Saban Brands last year. Castle is based in Saban Brands’ New York office. “There was this ability to create content. The world is changing—the standard PR and marketing doesn’t cut it anymore. We need to create an experience for our consumers that inspires them to continue their loyalty to the brands they love.”

This is definitely akin to Haim Saban’s original strategy and Saban’s 360-degree approach. It also reflects a contemporary integration of fashion and lifestyle that not only leverages content in different forms, but also relies on social media to communicate and showcase the company’s products and events.

“Saban Brands Lifestyle Group’s focus is to actively acquire and grow brands that have a passionate consumer following,” adds Castle, who brings a strong background in the global apparel sector to the company, most recently serving as vice president, international and business development, Iconix Brand Group, where he was responsible for international expansion with a focus on new business development and managed eight overseas joint venture partnerships. “SBLG is unique in that our brands will benefit from Saban’s vast resources and global reach.”

To further support the Lifestyle Group’s commitment to an aggressive growth strategy, Saban recently named another

former Iconix executive, David Zolot, to the newly created position of senior vice president, corporate development.

The fact is that Saban Brands is only in the beginning stages of the strategic process to expand its new brands globally as well as take Paul Frank in various directions.

The Lifestyle Group is comprised of the following brands:

- Paul Frank is an iconic fashion brand that was founded in 1995 and acquired by Saban Brands in 2010. It has made Julius the Monkey a highly recognizable character around the world.
- Macbeth is a rock music-inspired apparel, footwear and accessories brand, founded in 2002. Saban acquired Macbeth less than a year ago.
- Mambo is an Australian fashion brand with art, surf, music and humor as the four pillars upon which the brand was built. It was founded in 1984 and acquired in January.
- Piping Hot is another iconic Australian brand, which was acquired in March. The surf brand is celebrating its 40th anniversary this year.

“We now own two of the four surf brands that emerged from 1970s surf culture in Australia (Quiksilver and Billabong are the other two),” says Dekel. “Both Mambo and Piping Hot have elasticity, authenticity, history and a very healthy business in Australia that we are looking to expand globally and that can be accelerated with content.”

According to Castle, examples of the content possibilities that will distinguish the fashion brands range from creating animated shorts based on Mambo’s windy dog character to shorts based on athletes who will be promoting Piping Hot at various fan events and art exhibits such as the current Mambo exhibition “30 Years of Self-Indulgence,” which opened at The National Gallery of Victoria and is now at the NEW aMBUSH Gallery at Central Park in Sydney.

Conversely, Paul Frank, which already has a venerable character and kids’ series, will now focus on a new vision and style for the brand, while continuing to find different ways to express its legacy.

“With the development of Saban Brands Lifestyle Group and Saban Brands Entertainment Group, we now have the opportunity to further elevate our current and future portfolio of properties in each of these sectors,” says Dekel.

And the best practices approach and culture of the company will allow Saban Brands to maximize its content capabilities and its lifestyle strategy. ©



Paul Frank: New Look, New Stores

As the mature lifestyle brand celebrates its 20th year, Paul Frank is being re-imagined in a new collection that will bring it back to its roots and continue to drive growth worldwide.

According to Castle, the new vision will focus on a California hipster cool look that uses the original Paul Frank Industries logo. The refreshed brand will be unveiled during the August fashion market.

Paul Frank, which was founded in 1995 in a garage in a Southern California beach town, has built an enormous audience worldwide for its lifestyle products that has more than 125 of its own stores and more than 200 licensees.

Paul Frank will also continue to build on its global success throughout Europe where it has a strong retail presence at H&M, C&A, El Corte Ingles and Primark; Latin America, where there are 20 freestanding Paul Frank stores and partnerships with C&A in Brazil and Sears in Mexico; and throughout Asia, where there are more than 100 freestanding stores in China. Additional Paul Frank stores are scheduled to open



this year in Indonesia and the Philippines, along with the first Paul Frank café in Thailand. Last fall, Saban Brands opened its first Paul Frank pop-up shop in New York City's Times Square at the Paramount Hotel.

Saban Brands also announced a new partnership with Scottish R&B singer/songwriter Tallia Storm, who was featured in the brand's 2014 U.K. Pajammin marketing campaign in support of the new sleepwear and back-to-school collection.

With a new look, new stores and new partnerships in the works, Saban Brands Lifestyle Group continues to expand this popular brand.



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Macbeth Rocks With Style

Macbeth, which was established in 2002 as a footwear brand and was acquired by Saban Brands less than a year ago, has plans to expand globally with new licensees and content.

Considered a music-driven lifestyle brand based on self-expression, Macbeth was co-founded by Tom DeLonge, best known as guitarist and lead vocalist for the band Blink-182, and Jon Humphrey, founding member of AUDIO Footwear and Hawk Shoes, who continues to work with the Saban team.

Saban Brands Lifestyle Group recently signed The Mercer House as global footwear licensee and has appointed apparel partners in North America, Australia and New Zealand. Its first Macbeth footwear and apparel line is scheduled to launch this fall.

In addition, North Hill was signed as the exclusive Australia and New Zealand apparel licensee for the brand. The company's fall/winter Macbeth line recently launched at David Jones on the continent. North Hill will also offer its design and sourcing capabilities to all retailers and licensees of the Macbeth brand.

"The Mercer House and North Hill are highly regarded in the footwear and apparel industries," says Castle. "We are thrilled to partner with best-in-class licensees like them as we take Macbeth to the next level."

Another key component of the Macbeth brand are its studio collections, which showcase the brand's authentic music heritage. For example, three shoe collaborations were launched last July as part of its custom footwear program with bands The Maine, The Gaslight Anthem and Sleeping with Sirens. All of the footwear collections, which feature all vegan materials, are available at Journeys stores in the U.S. and online at Macbeth.com.

Saban Brands also will expand Macbeth apparel in its current markets—the U.S., Europe, Australia, Japan, Southeast Asia and beyond.

Mambo Draws on Art For Style

Saban Brands Lifestyle Group announced in January the acquisition of the well-established, edgy Australian fashion brand, Mambo.

"Our goal is to bring in exceptional fashion and lifestyle properties in key markets and expand their global footprint," says Castle. "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."

Mambo, which is now celebrating its 30th anniversary, features an archive of satirical designs created by a diverse group of artists, which combines with the surf, music and humor that has established a loyal and passionate fan base.

One of Mambo's most notable accomplishments was the design of the Australian



uniforms for the 2000 Olympic games, which were held in Sydney.

Currently Mambo is sold in multiple territories throughout Australia, New Zealand, Southeast Asia, Europe and North America. It is one of the biggest brands at Big W in Australia and is carried by other retailers including Myer, Surfstitch, Citybeach and Trade Secrets; The Warehouse in New Zealand; and Bookmark and Lotte in South Korea.

For the past year, Mambo has been sold exclusively at Bon Ton in the U.S., and Saban Brands has plans to further expand the partnership to multiple categories this year.

Last year, Mambo partnered with Warner Bros. Consumer Products and DC Entertainment to launch a co-branded collaboration that began with a men's line in August 2014, and expanded to the women's and kids' categories earlier this year.

In celebration of its rich history and art, Mambo created an art exhibition, "30 Years of Self-Indulgence," which launched in Victoria in December, and is currently in Sydney.

Piping Hot Evokes Beach Culture

The most recent acquisition by Saban Brands Lifestyle Group is the iconic Australian surf brand, Piping Hot.

Established in 1975 in Torquay on Victoria's surf coast, Piping Hot is celebrating its 40th anniversary this year and gearing up for global expansion beyond the comfort of the Aussie market, where it has a prominent position as the top brand at Target Australia.

For the past 18 years, Piping Hot has maintained a strong relationship with Target Australia, expanding from t-shirts and shorts to merchandise in 22 varied departments, ranging from surfboards to swimwear, footwear, beach towels, headwear and more. In August, Target is planning a major re-launch of the brand.

According to Dekel, Saban Brands is planning to expand Piping Hot in the U.S. in the near future.

From a content perspective, the brand lends itself to promotions and partnerships including the sport of surfing itself, as well as beach events and concerts.

In addition, Castle says Saban is in the final stage of signing a major surfing celebrity as brand ambassador.

"Piping Hot is an exceptional addition to SBLG's rapidly growing portfolio," says Castle. "It's unique for a brand to be rooted in rich history and culture while simultaneously maintaining such broad appeal and accessibility. We look forward to growing the Piping Hot brand in Australia and around the world."

"Piping Hot is an authentic Australian brand that serves as a destination for cool, accessible and on-trend surfwear," adds Dekel. "This new acquisition supports our growth strategy in the Asia Pacific region and will drive expansion of the Piping Hot brand and our overall business worldwide."



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'Power Rangers' Charge the Future

The key to the future of "Power Rangers," and a critical growth factor for Saban Brands, is the creation of a long-term movie franchise that will add new opportunities in every discipline from consumer products to live events.

In partnership with Lionsgate, the film could lead to sequels, further bolstering the franchise over the next decade.

The popular TV show with a library of more than 800 episodes remains a key contributor to the growth of the franchise. The newest iteration, "Power Rangers Dino Charge," premiered on Nickelodeon in February along with an extensive licensing program lead by Bandai America, also including new licensees Crayola (coloring and activity line), Trevco (print-on-demand apparel), Franco Manufacturing (children's bedding and home décor), Sunstar Americas. (children's toothbrushes) and many more.

In addition, Saban Brands continues to expand the brand's global fan base with Power Morphicon, a bi-annual Power Rangers fan convention, held in Pasadena, Calif., which was attended by over 10,000 fans last year.

Last Thanksgiving, the Red Mighty Morphin Power Ranger made his debut in the 88th annual Macy's Thanksgiving Day Parade and is appearing again this year at the event.

'Digimon' Fuses Global Growth

"Digimon Fusion," which launched its second season on Nicktoons in March, continues to be a popular boys' property for 4- to 9-year-olds.

Saban Brands, which acquired the rights to the property outside of Asia in 2012, has expanded its global TV markets, its social media presence and its consumer products with Bandai.

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'Luna Petunia' Has Big Dreams

The popularity of the Cirque du Soleil name, along with the content-driven culture of Saban Brands, positions this new original property, "Luna Petunia," as one of the most exciting new preschool series and licensing programs in development.

The partnership between Cirque du Soleil Média and Saban Brands was announced in 2014, and the title of the show was announced last October. "Luna Petunia" will launch in 2016. The co-production will follow the adventures of a little girl who lives in the real world but plays in a dreamland where she learns how to make the impossible possible.

In addition to the television series, an extensive consumer products line alongside interactive and digital content will be developed, as well as a possible live show.

This is another example of how Saban Brands is well positioned for the future with a property that offers strong growth potential.

'Emojiville' Puts Best Face Forward

Another new property being developed that could also become a strong kids franchise for Saban Brands is "Emojiville." The multi-platform property, which is a strategic collaboration with Jakks Pacific, will launch as a web series this year and evolve into a global television series.

Jakks will develop toys and technology products, and Saban Brands will create various digital apps and games.

"Emojis are fast becoming the global language of the 21st century, and through 'Emojiville,' consumers will experience this phenomenon in a whole new way," says Dekel. "With the explosion of the mobile lifestyle, these cute, tiny and expressive characters have been universally embraced, with billions of emojis being sent and received every day. We are excited to embrace the emoji culture and take this concept to the next level."



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'Popples' Gets Ready to Pop

Although it was acquired three years ago, Saban Brands' latest kids' franchise, based on the retro property from the 1980s, will kick into high gear this year when the TV series debuts this fall and be followed by an expansive consumer products program.

The animated comedy series will debut as a Netflix original series for kids and is targeted to 5- to 8-year-olds with 26 half-hour episodes. It will re-imagine the original characters, Bubbles, Sunny, Lulu, Izzy and Yikes.

Saban Brands recently named Spin Master as the global master toy licensee. The toy line will include dolls, collectible figures, play sets and plush, which will be launched exclusively at Walmart in December, followed by a global roll out in fall 2016.

'Julius Jr.' Marches On

Based on the characters of its brand Paul Frank, "Julius Jr." exemplifies the crossover synergy and opportunities between entertainment and lifestyle.

Season two returned to Nick. Jr. in April, and the property continues to expand globally. The preschool series is airing in France (TF1), Italy (Disney Junior), Latin America (Discovery Kids) and Germany (Disney Junior), among other countries. It's also available on Netflix.

Saban Brands recently introduced new "Julius Jr." digital products that include an interactive app, game and website.

The consumer products line debuted last June at Toys 'R' Us and is now sold by several other retailers. ©



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MAY 2015 VOLUME 18 NUMBER 2

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LIMA

CELEBRATES 30 YEARS

The International Licensing Industry Merchandisers' Association is the leading trade organization for the industry, and in 2015, it marks a milestone anniversary.

30 Stunning Years



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長生

by Amanda Cioletti

For 30 years now, the International Licensing Industry Merchandisers' Association has been the backbone of the business of licensing, fostering the industry's growth and expansion through its numerous initiatives.

Since the trade organization's founding in 1985, LIMA has grown from 150 charter members to, in 2015, more than 1,000 members in 35 countries around the world.

No longer is the licensing industry a localized endeavor, and LIMA's evolution perhaps illustrates that best with offices in New York, London, Munich, Tokyo, Hong Kong and Melbourne, and a broader network of representatives in India, Italy, Korea, Spain, Turkey and the Middle East.

This growth is a mirror to licensing's globalization—not only in territory expansion, but how commerce and categories are expanding and evolving.

"We've been there from the very beginning, guiding the industry, carrying the torch and leading the way for greater professionalism within the licensing business and encouraging greater diversity as far as business segments go," says Charles Riotto, president, LIMA.

LIMA and Trade Events

Around the globe, LIMA is affiliated with the licensing business' key trade events.

In the U.S., LIMA is the official sponsor of Licensing Expo, the industry's largest trade event. It's involvement dates back to the mid-1980s, when it launched the show. Since, Licensing Expo has been acquired by Advanstar (now UBM Advanstar), which has grown the event to include nearly 500 exhibitors that represent over 5,000 of the world's top brands.

"We help each other by keeping a look out for companies that come into the industry and passing them along to Licensing Expo, and vice versa. It has been a very beneficial mutual relationship," says Riotto.

LIMA also supports trade shows such as Brand Licensing Europe (Licensing Expo's European affiliate), China Licensing Expo, the Hong Kong International Licensing Show and Licensing Japan. Additional support events include the Day of Licensing programs in various regions including the U.K. and Germany.



Education

LIMA achieves its goals through three main strategies: education, networking and by providing timely information.

"LIMA helps people understand licensing better, which helps to grow the industry, expand the borders and build a more knowledgeable base of professionals who can then execute licensing programs in an effective way," says Riotto.

A cornerstone of the LIMA philosophy is education, and the idea that to succeed in the licensing business environment, knowledge is the key to trend forecasting, expansion and professionalism.

"Our viewpoint is that the higher we can raise the education level in the industry, the more business opportunities we will find, particularly in emerging markets," says Riotto. "Through our educational programming, we are helping to prepare executives in these regions to represent brands coming into market."

LIMA offers its member network multiple ways to advance their business acumen—from webinars to university programs to trade event seminars.

Its online monthly webinars offer members more than 70 topics to choose from on subjects such as social



CHARLES RIOTTO
president, LIMA

"LIMA HAS HELPED NURTURE COMPANIES JUST STARTING OUT TO THOSE WHO ARE FURTHER ALONG AND PROFILES THE VALUE OF LICENSING AS STRATEGIC TO SUCCESSFUL IP OWNERS OF ALL SIZES. LIMA HELPS SET THE BAR FOR BEST-IN-CLASS AND CONTINUES TO HELP RAISE IT IN PARTNERSHIP WITH THE INDUSTRY IT SERVES."

—MAURA REGAN, SENIOR VICE PRESIDENT AND GENERAL MANAGER, INTERNATIONAL MEDIA BUSINESS, SESAME WORKSHOP



KELVYN GARDNER
managing director, LIMA U.K.

and environmental compliance, valuing your brand, food and beverage licensing, demystifying market research, how to interpret a licensing agreement, presenting to retail, evaluating an intellectual property and many, many more. The program launched in 2008, but became formalized in 2010. Since, LIMA offers up to two 90-minute webinars per month that are led by a variety of licensing executives and vertical professionals.

The trade organization also offers formalized education—the Coursework in Licensing Studies—which is the industry’s only certificated program.

The one-year program offers a 360-degree view of licensing led by the industry’s top professionals and utilizes their expertise in all facets of the business such as branding, marketing, contract law, retail and the like.

The program commences each June and culminates by May the following year, which, after completion, students then receive a CLE credential.

“The CLE is a career booster and a useful tool within the industry,” says Riotto.

LIMA further offers college coursework at various accredited universities around the world including UCLA Extension, the University of Hong Kong, a forthcoming program through New York state’s Long Island University and others.

The coursework offers students the opportunity to

learn first-hand from licensing’s leading professionals—the UCLA program, for example, has included speakers such as Elie Dekel from Saban Brands, Greg Economos and George Leon from Sony Pictures Consumer Products, Ted Larkins from CPLG, Tim Kilpin from Mattel, Henry Stupp from The Cherokee Group and many more.

Perhaps its best-known educational initiative is through its role as knowledge partner for the various shows it supports and its coordination of Licensing University at the U.S.’s Licensing Expo.

The comprehensive conference program features more than 20 seminars spread over the Expo’s three-day event that touch on a broad range of topics relevant to licensing professionals—from up-and-coming newbies to experienced executives.

At this year’s Licensing Expo, which takes place June 9-11 in Las Vegas, Nev., LIMA will also be introducing a new series of 16 short, interactive roundtable discussions on timely issues such as revitalizing classic brands and 3D printing.

LIMA also hosts the event’s executive keynote, which this year will include a panel of industry heavyweights on the topic, “Where is Retail Headed, and How Will We Get There?,” and feature Richard Barry, executive vice president and chief merchandising officer, Toys ‘R’ Us; Dow Famulak,



TANI WONG
managing director, LIMA China



TONY BUGG
managing director, LIMA Australia



Lorne Bloch (Junk Food), Adam Beder (Spin Master), Sean Bunner (HSN), Ed Labay (Hot Topic) and moderator Marty Brochstein, senior vice president, industry relations and information, LIMA, at a 2014 Licensing University retail session.



CONGRATULATIONS
LIMA
on 30 incredible years.



THE LIMA BOARD

LIMA's Board of Directors represents all aspects of the licensing business, from licensors to licensees, service providers and retailers on a global scale. Board members serve three-year terms, and are elected by the LIMA constituency.

The current Board:

Rick Van Brimmer (chairman), associate vice president, business advancement and affinity management, The Ohio State University
James Silber (vice chairman), senior vice president, business development, The Joester Loria Group
Michael Brown, vice president, sales and business development, Amscan
Marilu Corpus, president and CEO, Click! Licensing Asia
Ciaran Coyle, vice president and head of global brand licensing, Electrolux Group Global Brand Licensing

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Dell Furano, CEO, Epic Rights

Darran Garnham, chief commercial officer, Mind Candy

Elias Hofman, president, Exim Licensing

Tim Kilpin, executive vice president, international, Mattel Brands

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

Sara Nemerov, founder and CEO, Envy

John Parham, president, Parham Santana

Henry Stupp, CEO, The Cherokee Group

Peter Yoder, vice president, consumer products, Cartoon Network Enterprises

“THE MOST SIGNIFICANT VALUE THAT MEMBERSHIP IN LIMA OFFERS IS THAT IT AFFORDS ITS MEMBERS THE ABILITY TO NETWORK OUTSIDE THE CONFINES OF THE TRADITIONAL BUSINESS ENVIRONMENT. RELATIONSHIPS ARE AT THE CORE OF THE BUSINESS OF LICENSING. THEREFORE, AN ASSOCIATION THAT ENGENDERS THE ESTABLISHMENT AND GROWTH OF SUCH PROVIDES THOSE WHO PARTICIPATE WITH A VALUABLE CHANNEL FOR EXPANSION OF THEIR BUSINESS INTERESTS.”

—DANNY SIMON, PRESIDENT, THE LICENSING GROUP

president, Global Brands Group; Mike Fitzsimmons, founder and chief executive officer, Delivery Agent; and Lisa Harper, chief executive officer, Hot Topic.

“We're pleased to provide a forum for industry leaders to come together and discuss some of the most important issues facing the licensing business today,” says Riotto. “This year's speakers will offer a bird's eye view of how best to navigate the current and future retail landscape to help attendees move their businesses and brands forward.”

The keynote will take place on June 9 at 8 a.m. at the Mandalay Bay Convention Center.

LIMA also supports the conference program at the Hong Kong International Licensing Show, which, says Riotto, has grown enormously since its inception, expanding from about 150 participants to 1,500 registered attendees this year.

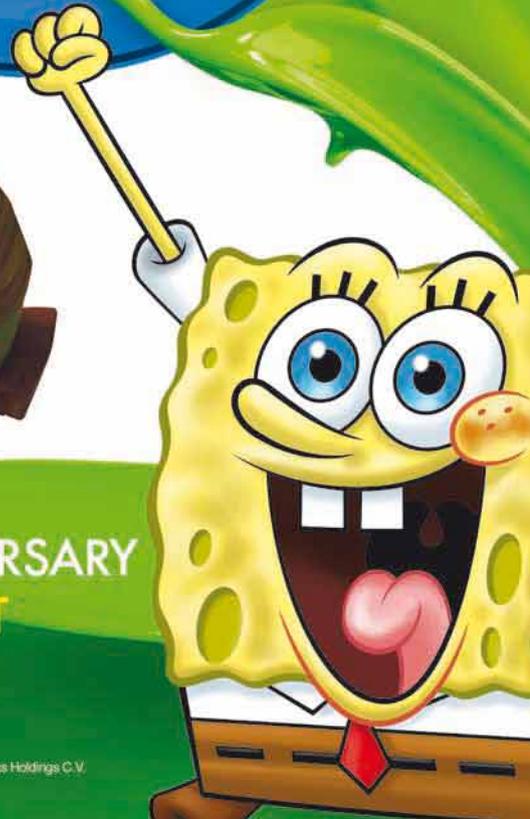
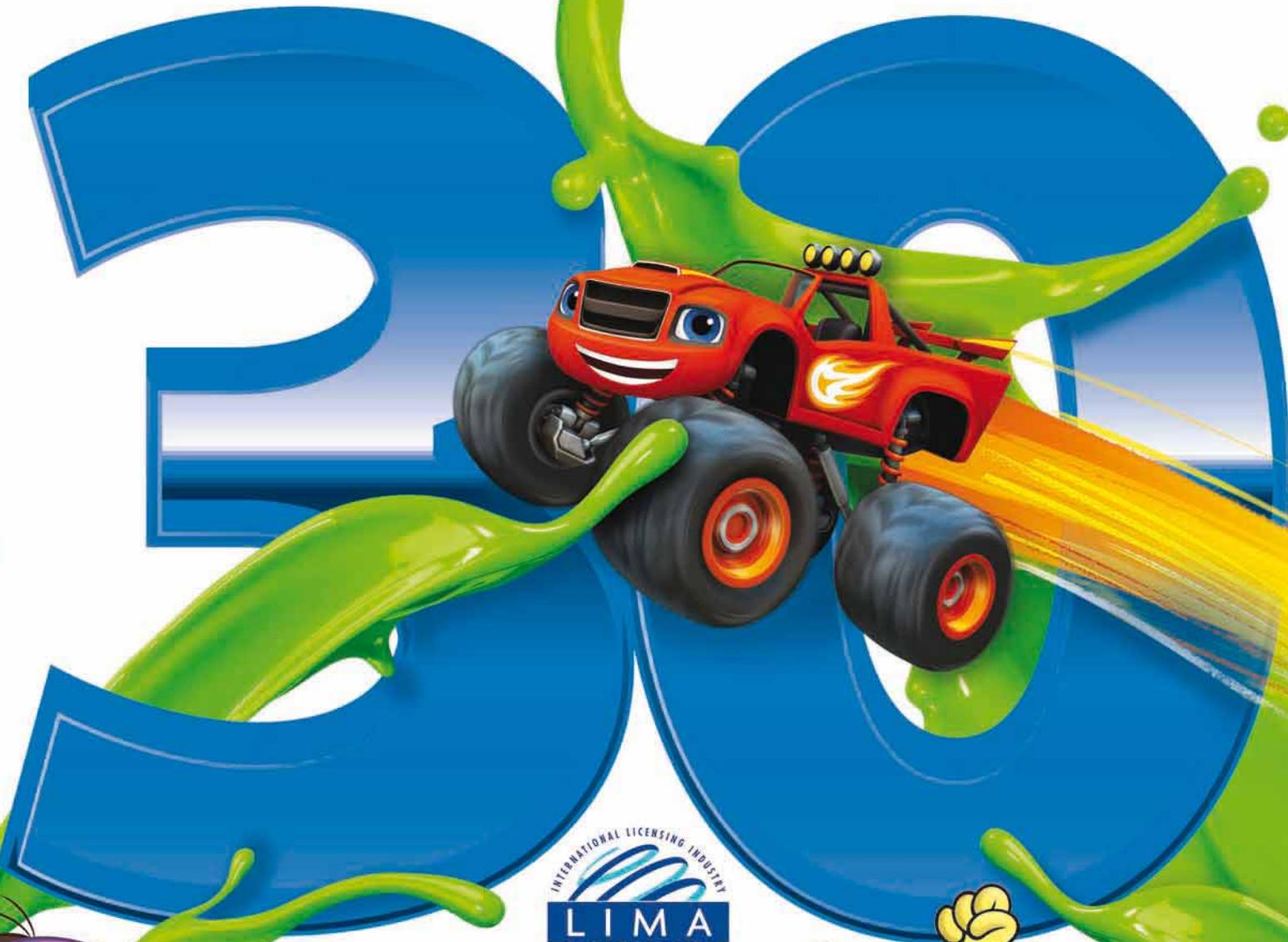
Member Events and Knowledge Sharing

The other main prong of LIMA's functionality is its networking opportunities.

According to Riotto, there is a social engagement event at some place in the world each month. As a benefit of membership, LIMA participants can attend any of these networking events.

There's also LIMANET, an interactive, global

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LICENSING HALL OF FAME

The Hall of Fame award is the highest honor LIMA bestows upon professionals that exemplify a continual commitment and unique contribution to the licensing business.

The 2015 recipient is Cheryl Stoebenau, president, CAS Marketing. Stoebenau will be inducted into the Licensing Hall of Fame at the LIMA Licensing Awards ceremony, which takes place during Licensing Expo.

Inductees include:

- 2014**—Debra Joester and Joanne Loria
- 2013**—Bernard Leifer
- 2012**—Stan Clutton and Howard Roffman
- 2011**—Leigh Anne Brodsky
- 2010**—Alan G. Hassenfeld and Stephen D. Hassenfeld
- 2009**—Greg Battersby
- 2008**—Nancy Bailey and William “Bill” Battle
- 2007**—Neil B. Friedman
- 2006**—Shintaro Tsuji

- 2005**—Al Kahn
- 2004**—Brad Globe
- 2003**—Beverly Cannady and Lois N. Sloane
- 2002**—Fred Favata
- 2001**—Walt Disney
- 2000**—Arnold Bolka
- 1999**—Jack L. Weissman
- 1998**—Pete Rozelle
- 1997**—Joseph P. Grant and George Lucas
- 1996**—Marvin D. Melnikoff
- 1995**—Daniel R. Romanelli
- 1994**—Gary Caplan and Charles Schulz
- 1993**—Jim Davis and Mark McCormack
- 1991**—Joseph Barbera, William Hanna and Jim Henson
- 1990**—Herman “Kay” Kamen and Walter Wormser
- 1989**—Charter Members: Murray Altchuler, Connie Boucher, Raymond Butman, Jack Chojnacki, Jerrold Robinson and Stanley Weston



LIMA Hall of Fame 2014 co-honorees, Debra Joester and Joanne Loria, The Joester Loria Group.



Hall of Fame 2010 honoree Alan G. Hassenfeld, Hasbro, with Charles Riotta. Hassenfeld and the late Stephen D. Hassenfeld, Hasbro, were both recipients of the honor in 2010.

HAPPY 30TH BIRTHDAY, LIMA!

OFFICES ALL OVER THE WORLD. MEMBERS IN
OVER 35 COUNTRIES. ALL BEFORE THE AGE OF 30.

Congratulations, LIMA, on thirty years of excellence.



“LIMA IS NOW FAR MORE EFFECTIVE IN REACHING OUT TO ITS MEMBERSHIP, BEING RESPONSIVE TO INDUSTRY ISSUES AND PROACTIVE THROUGH EDUCATION-SUPPORTED INITIATIVES. I APPLAUD THAT EFFORT AND AM HOPEFUL THAT THE NEXT 30 YEARS WILL BE CONTINUED GROWTH AND RESPECT FOR THE ORGANIZATION AS WELL AS THE INDUSTRY.”

-DAN ROMANELLI, FOUNDER AND FORMER PRESIDENT, WARNER BROS. WORLDWIDE CONSUMER PRODUCTS, AND CONSULTANT AND ADVISOR FOR ENTERTAINMENT AND LICENSING

directory of licensing professionals. The resource lists key licensing contacts from across the industry alongside properties owned or represented. LIMANET also has a live feed on its homepage that updates in real time and which LIMA members can utilize for promotions and the like. In the spirit of full functionality and ease of use, LIMANET is mobile compatible.

It also offers the LIMA Young Professionals Network, which is a way for those early in their career to participate in educational, developmental and social opportunities that create business prospects.

A further bonus to LIMA membership is access to its multiple research and knowledge sharing initiatives.

Most recently, LIMA has commissioned its broadest annual report yet in an effort to tap into licensing data around the globe. Brandar Consulting has been appointed to help conduct and facilitate the Global Licensing Survey, which examines the size of the trademark licensing business worldwide, expanding its research beyond U.S./Canada borders. While this type of research has been ongoing for 14 years, says



CONGRATULATIONS ON
30 YEARS
OF OUTSTANDING SERVICE





LIMA's executive breakfast on digital marketing trends: Jeff Roach (Fuel Youth Engagement), Evan Greene (The Recording Academy/Grammys), Natalie Novak (UTA) and Jonathan Perelman (BuzzFeed Motion Pictures) with moderator Marty Brochstein.



Brandgenuity won 2014's overall best licensed program for "Duck Dynasty."

Riotta, the 2015 survey is its largest undertaking yet, providing members with high-quality, useful data.

"One of the by-products of the Global Licensing Survey we see is attracting the attention of major

companies that have IP that isn't being utilized," says Riotta. "This will allow them to see the size and potential of various markets around the world and provide incentives for them to be more focused



Congratulations
to the
**International Licensing
Industry Merchandisers'
Association on
30 Years**
of
**Industry Thought
Leadership**



Using our media brands to create connections and generate results with 100 million women

LIMA LICENSE OF THE YEAR WINNERS

2014—Overall Best Licensed Program of the Year:
Duck Dynasty by A+E Networks/Brandgenuity

2013—Overall Best Licensed Program of the Year:
Skylanders by Activision Publishing

2012—Overall Best Licensed Program of the Year:
Angry Birds by Rovio Entertainment Ltd.

2011—Overall Best Licensed Program of the Year:
Toy Story 3 by The Walt Disney Company

2010—Overall Best Licensed Program of the Year: The
Twilight Saga: New Moon by Summit Entertainment

2009—Overall Best Licensed Program of
the Year: Bakugan by Nelvana Enterprises
and Cartoon Network Enterprises

2008—Overall Best License of the Year: High
School Musical 2 by The Walt Disney Company

2007—Overall Best License of the Year: Disney/
Pixar Cars by The Walt Disney Company

2006—Overall Best License of the Year: Star Wars:
Episode III Revenge of the Sith by Lucasfilm

2005—Overall Best License of the Year: Spider-
Man 2 by Spider-Man Merchandising (Marvel
Enterprises and Sony Pictures Consumer Products)

2004—Overall Best License of the Year: Bratz
by Isaac Larian/MGA Entertainment

2003—Overall Best License of the Year: Spider-Man
the Movie (The Columbia Pictures Theatrical Release)

2002—Overall Best License of the Year:
Bob the Builder by HIT Entertainment

2001—Overall Best License of the
Year: Powerpuff Girls

2000—Overall Best License of the Year: Pokemon

1999—Overall Best License of the Year: Teletubbies

1998—License of the Year: Rugrats

1997—License of the Year: Goosebumps

1996—License of the Year: Winnie-The-Pooh

1995—License of the Year: Lion King

1994—License of the Year: Barney & Friends

1993—License of the Year: Quality
Family Entertainment and the property
Thomas The Tank Engine

1992—License of the Year: The Walt Disney
Company and The Little Mermaid

1991—License of the Year: Surge Licensing Inc.
and the property Teenage Mutant Ninja Turtles

1990—License of the Year: LCA Entertainment
for the property Batman

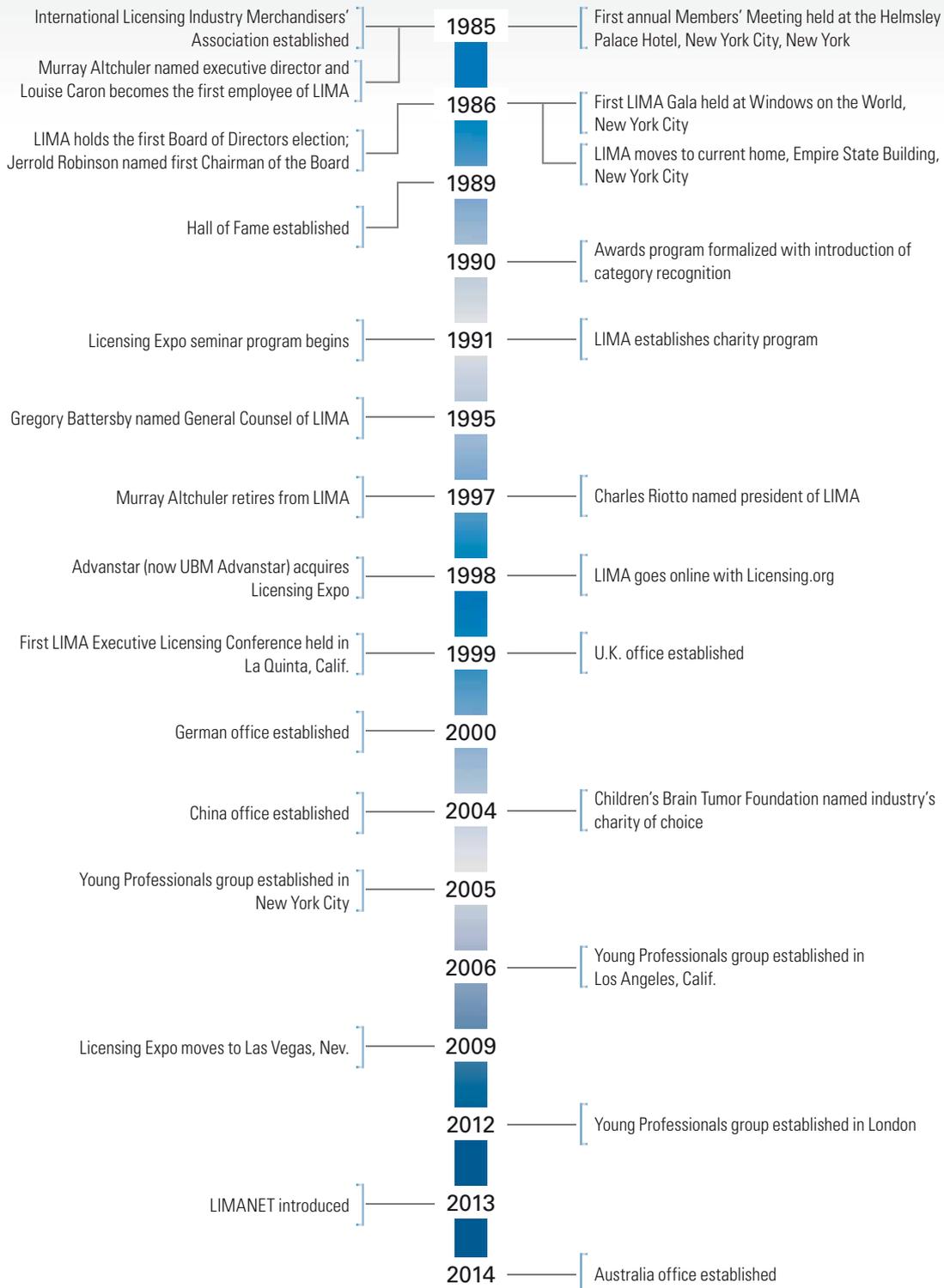


The 2010 LIMA annual License of the Year award winners.



The 2008 LIMA annual License of the Year award winners.

LIMA'S MAJOR MILESTONES



Happy 30th Birthday, LIMA!



Thanks for inviting the weirdos to
your party for all these years.

HOT TOPIC®

{ LIMA's 30th }



The 2008 annual LIMA gala.



Charles Riotto with Licensing Expo 2014 keynote speaker Jeffrey Katzenberg, CEO, DreamWorks Animation.

on their IP and the many benefits of licensing.”

Last year, LIMA also introduced a new series of consumer survey reports that focus on children’s brands and characters. The Kidz Global Study is offered free of charge to LIMA members as a quarterly report on nine countries and semi-annually for an additional 22. The report analyzes the awareness, popularity and product appeal of the world’s top 30 most important kids’ brands.

Additionally, LIMA has partnered with entertainment industry trade publication *Variety* for a series of summits on



Cheryl Stobenau, 2015's Hall of Fame honoree, at the LIMA Annual Meeting providing an update on LIMA's work with the Children's Brain Tumor Foundation.

the entertainment, licensing and technology businesses.

LIMA has been a media partner for the last three *Variety* Entertainment & Technology Summits, the first of which was held in October 2014, followed by January's CES event and last month's summit in New York. Speakers have participated from such best-in-class companies as Warner Bros., Hulu, Facebook, Google, Oculus VR and more. In April, LIMA signed on as the marketing partner for this year's Massive: The Entertainment Marketing Summit presented by *Variety*. The event was held in Los Angeles and included keynotes by Loren Angelo, head of marketing, Audi, and veteran Hollywood producer Neal Moritz.

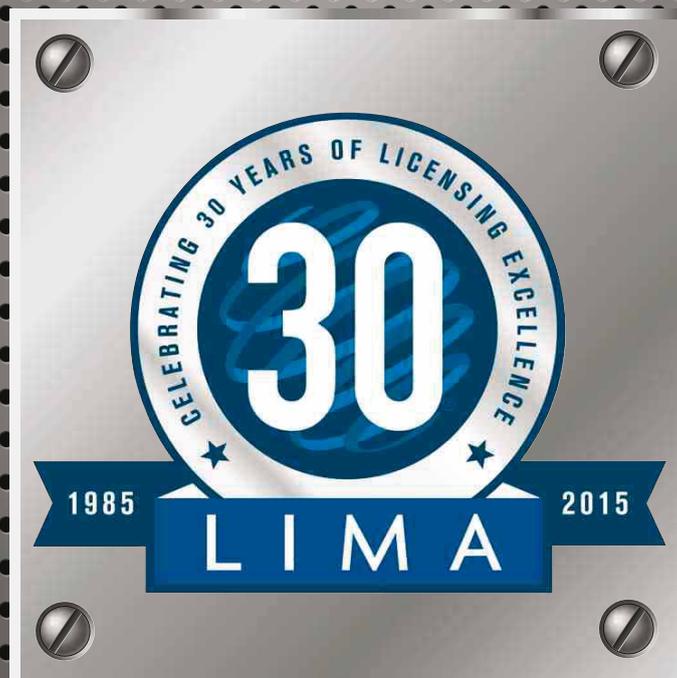
LIMA Around the World

With offices in key markets around the world, LIMA is committed to enriching its membership globally; a strategy that Riotto says runs parallel to the licensing industry's worldwide growth.

LIMA has purposefully placed regional bureaus in its leading territories including China, the U.K., Australia, Germany and Japan.

LIMA's second international office was opened in Germany

Congratulations



From your friends at



in 2000 under the guidance of Heike Winner, managing director. Since then, membership has grown to nearly 200 companies, with virtually every major licensing company in the country participating. LIMA Germany organizes the two most relevant and important local industry events of the year, Day of Licensing each April in Cologne, and Licensing Market in Munich in November, which also features the German Licensing Awards that recognizes achievement and excellence.

In 2002, LIMA Japan was the association's first official foray into the Asian market. Even though Japan was (and continues to be) the most developed licensing market in Asia, there existed no industry organization at that time to provide cohesion and unity to the local market. Today, LIMA Japan produces an extensive slate of educational and networking events and serves as the official education provider for Licensing Japan, the major trade event for the domestic and surrounding markets. LIMA Japan also produces the Japan Licensing Awards each July and organizes the Japan Pavilion each year at Licensing Expo in Las Vegas.

Asia in particular is a market that Riotto and Tani Wong, managing director, LIMA China, see as an aggressive growth area. To better serve this region of the world, LIMA opened its LIMA China office in 2004.

"In the last decade, licensing in Asia has experienced robust growth, and China has become the focus for business expansion," says Wong. "The retail sales of licensed merchandise recorded almost 400 percent growth [in China], compared with 2005. This trend will continue in coming years as the Chinese become richer and there is a huge demand for authentic products. At the same time, the market is getting very competitive as more and more foreign brands have entered the country and many local properties have been developed and are becoming popular."

This growth, in addition to the Chinese Ministry of Culture's push to encourage homegrown brands and properties, is a main reason why LIMA is vital to the licensing industry's success in the region and a key resource to combat common obstacles licensors, licensees, manufacturers and retailers face there.

"Though LIMA's operation in China is smaller, we are the leading trade organization for the licensing industry here," says Wong. "Many companies view LIMA as a credible source of licensing information and as an education provider."



The 2014 LIMA U.K. Licensing Essentials course.

Members of LIMA China represent such major companies as Beijing Dream Castle Culture Co., DMG Entertainment, Guangdong Alpha Animation and Culture Co., NBA China, Pacific Licensing Studio, Shanghai Oriental DreamWorks Culture Media Co., Topps Europe and UYoung Culture and Media Co.

Riotto too predicts rapid growth in Asian countries, particularly China and India, as well as Russia. LIMA's diverse membership reflects this growth, also, with about half of its members in the U.S. and the remaining from all other major licensing markets.

"As an organization, LIMA has had the foresight to understand that there is great growth potential around the world," says Riotto. "For the first 15 years, well over 90 percent of LIMA members were in the U.S., but more recently we've actively pursued membership around the world."

In Europe, Kelvyn Gardner has served as managing director, LIMA U.K., for eight years, but his tenure within the licensing industry stretches back nearly 30 years. Over the course of his career,



The new LIMA booth debuted at Licensing Expo 2014.



would like to congratulate

LIMA

on your 30th Anniversary



All of us at the UBM Advanstar Licensing Group, are proud and honored to have the privilege to work with Charles Riotto and the great team at LIMA to support our industry.

We wish you many years of continued success.





Steve Antosy, John Duff (Dependable Solutions), Kyle Tannler (Conde Nast) and Stu Seltzer (Seltzer Licensing) at the 2014 LIMA golf outing in New York.

he has seen the industry grow exponentially, a trend he expects to continue over the next 30 years.

The U.K. branch includes 140 member companies such as BBC, ITV Studios, Aardman Animation, Penguin RandomHouse, Sony Computer Entertainment Europe, Entertainment One and Unilever, among others.

Gardner says that the role of LIMA is broad.

“LIMA provides many things, but perhaps most importantly it provides a focus on licensing as a business tool,” says Gardner. “Licensing veterans need to constantly remind ourselves that, despite the size of the business, we touch only a small percentage of all the consumer goods manufacturers out there, likewise there are many brand owners who are outside of the business. There is a constant and vital requirement that we be out there explaining how licensing is valuable, profitable and viable. LIMA can tell this story without it looking like a sales pitch for any one brand.”

His best example of licensing’s profitability and allure is the automotive tire company, Michelin, a reluctant licensor.

“For years, Michelin rejected licensing as too risky for its brand,” says Gardner. “Around a decade ago, however, they were persuaded to give

it a shot by another LIMA member, TLC.”

With support from TLC, Michelin launched its brand extension program, which now includes accessories for cars, bicycles, motorcycles, trucks and even footwear. According to Gardner, the company’s program grew so successful, Michelin brought the program in-house and appointed a dedicated team to oversee it.

“For Michelin, licensing delivers daily touchpoints for consumers who might otherwise have no Michelin brand contact, apart from those down days when a tire needs replacing.”

The case study offers a glimpse into the importance of licensing and just how vital support for the industry, such as what LIMA provides, is to continue to broaden the field.

LIMA is fairly young in Australia, says Tony Bugg, managing director, LIMA Australia, but its influence has taken root just the same. Companies such as The Australian Football League, Wild Pumpkin Licensing, Warner Bros., The Cotton On Group, Mattel, Hasbro, Haven Licensing, Big Balloon and Jasnor are all counted among LIMA Australia’s membership.

“LIMA is quite new to the Australian market, however we have been able to develop a growing membership base over recent years,” says Bugg. “We currently have a LIMA office in Melbourne and develop and deliver a strong service suite to our members. LIMA now provides services on the ground for the industry and for our members including, networking events, education, recognition of achievement, addressing the state of retail and providing advice. All of these things add great value and, in turn, benefit the industry. Along with the information we provide, our educational programs assist in strengthening the industry knowledge base.”

A perfect example of LIMA in practice in Australia? The case of Kmart, says Bugg.

“Kmart is a leading mass market retailer that exited licensing eight years ago. They have decided to re-enter the market with limited knowledge of how they should approach the task,” says Bugg.

Faced with the undertaking of re-engaging the licensing industry and re-educating their team of buyers, LIMA was able to offer a resource the retailer could benefit from.

“Kmart was an unlikely LIMA member, but we met with them and explained our charter,” says Bugg. “Kmart joined LIMA to gain access to our independent professional advice, educational programs and to re-connect with the industry.”

For LIMA members, no corner of the earth and no global market is unknowable or unapproachable, an ethos that will likely only continue to grow for 30 more years.

License! Global, and the licensing industry on the whole, wishes LIMA a happy 30th anniversary. ©



**WE'RE NUTS
FOR YOU!**

**CONGRATS TO LIMA
ON 30 YEARS OF
GROUNDBREAKING WORK &
INDUSTRY LEADERSHIP.**

**FROM YOUR FRIENDS AND COLLEAGUES AT
20TH CENTURY FOX CONSUMER PRODUCTS**



CONGRATS, LIMA!



THIRTY YEARS...THAT'S A GOOD START, DOC!





LATIN AMERICA'S LICENSING

tycoon

Over the last quarter century, Tycoon Enterprises has grown from a boutique Mexican agency into a licensing behemoth with a reach that now spans all of Latin America.

Elias Fasja, president and founding partner; Arturo Czonstkowsky, vice president, sales, and partner; Pilar Rosete, vice president, operations, and executive associate; Rosinda Garcia, vice president, retail development; and Dalia Benbassat, vice president, corporate relations, and executive associate.

UNIVERSAL PARTNERSHIPS & LICENSING

We Warmly Congratulate Our Agent

TYCOON ENTERPRISES

On 25 Years Of Brand Licensing Success

Thanks For Your Continued
Collaboration And Partnership



A COMCAST COMPANY

UNIVERSAL

by Nicole Davis

As Tycoon Enterprises celebrates its 25th anniversary, the Latin American licensing agency is marking its many successes and looking to the future with plans for continued expansion in both the scope and reach of its business.

To hear Tycoon founder Elias Fasja tell it, all the varied achievements that the licensing agency has experienced over the last 25 years are the result of one thing—its people.

“The credit for all of our success goes to the people that work at Tycoon and the people who have been here, even though many of them are now high executives at other businesses,” he says. “We have always tried to have the best place for the best people.”

That focus on talent has been a core driver of the company from its beginnings in Mexico in 1990 through its 25th anniversary this year.

Fasja and his brother Alberto founded the agency together, leveraging their collective experience working as master licensees for brands such as Cacharel, Perry Ellis, Cherokee and Nina Ricci.

At Tycoon’s inception, the licensing industry was just beginning to gain prominence in Mexico. Yet within a few months, the Fasjas had landed their first international client, a brand that would become more successful and enduring than anyone could have imagined—Twentieth Century Fox’s “The Simpsons.” Tycoon’s appointment came just months before the series’ Mexican debut, and the agency still represents the show (along with a host of other Fox brands) to this day.

A cache of other big-name clients soon followed. Mattel, Nickelodeon, Turner (and later on, Cartoon Network), Lucasfilm and the NFL all made their first big licensing moves in Mexico, and in many cases the wider Latin American market, with the help of Tycoon.

Over the last 25 years, the Latin American licensing industry has changed almost beyond recognition, and Tycoon has done an admirable job of changing and growing with it.

The company first entered *License! Global’s* exclusive Top International Licensing Agents list in 2011, and was ranked at No. 18 last year, with retail sales totaling an estimated \$915 million in 2013.

Today, the agency’s roster includes many of the world’s top brands including Real Madrid, One Direction, Hello Kitty, Crayola, *Minions*, “Candy Crush” and Skechers.

“Tycoon has been Skechers’ licensing agent in Latin America for the past five years, and has been a strong advocate for Skechers throughout the territory,”

says Steven Mandel, director, global brand licensing, Skechers. “They have successfully entered into strong licensing partnerships and worked hard to develop retail programs that support the Skechers brand DNA.”

For Jaime Askenazi, who has been a partner in the company for 20 years and who serves as chief financial officer, the company’s recent “Angry Birds” program is the best example of Tycoon’s ability to continue to lead the sector. The program, which continues to have close to 120 licensees, has been a milestone for the “Angry Birds” brand worldwide. In fact, Latin America (via Tycoon) was one of the first territories to be fully in-market with the brand.

“Angry Birds’ has been one of our most outstanding programs, especially considering that it was our first brand coming from the new world of mobile gaming. It represented a turning point for our industry,” says Askenazi. “Its success across all our territories was phenomenal.”

Long-term Tycoon client Sesame Workshop, which has been with the agency for nearly two decades, has evolved along with the company.

“Tycoon has been instrumental in growing ‘Sesame Street’s’ presence and strengthening our business in Latin America for almost 20 years,” says Maura Regan, senior vice president and general manager, international media business, Sesame Workshop. “Whether spearheading fun retail promotions, our participation at community events or identifying the best licensees, their instincts are always on target, creating the most engaging consumer-facing experiences with our feathered and furry characters.”

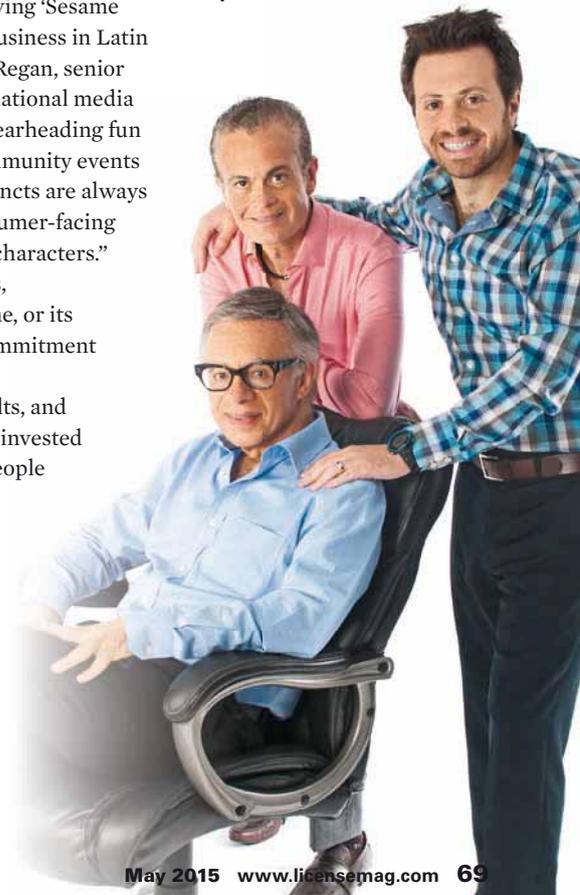
The longevity of Tycoon’s partnerships, whether with licensors like Fox and Sesame, or its employees, speaks to the agency’s deep commitment and passion for the licensing business.

“People measure you first by your results, and then by your people,” says Fasja. “We have invested heavily in talent and as a result, we have people who have been here with us for 18, 19 years. Even in hard times, because we are in a very volatile industry, this is what has helped us sustain and even grow.”

And grow they have. The last 25 years have seen new Tycoon offices spring up across Latin America in Costa Rica (which handles the company’s business in Central America and the Caribbean), Colombia, Peru, Chile and most recently Brazil.



Fasja (seated) and Czonstkowsky (right) with Jaime Askenazi, chief financial officer and partner.



“WE HAVE SUCCESSFULLY DEVELOPED A PRESENCE AND A PERSONALITY—A BRAND WE CALL TYCOON. IT IS A MIX OF STRONG BUSINESS DRIVE AND ACUMEN, COMBINED WITH A CERTAIN WARMTH AND A VERY HUMAN PERSPECTIVE TO BUSINESS.”

—DALIA BENBASSAT, VICE PRESIDENT, CORPORATE RELATIONS, AND EXECUTIVE ASSOCIATE, TYCOON

“Brazil was a territory that was missing for us,” says Fasja. “It’s the largest market in Latin America, but it’s also a very complex country, so we needed to have a very good foundation as a company before we went there, which we did in 2013. Now most of our efforts are focused on building Brazil. That’s going to be a main focus for us in the coming years.”

(For more on Tycoon’s new Brazil operation, Tycoon 360, see page 76.)

Tycoon’s growth hasn’t been limited to just geographic expansion. The agency has also widened its operations beyond the typical agency model with divisions specializing in live events and home video. The company sold its home video unit in 2013, but has held onto the network of relationships with content producers and retailers that the division built over 18 years.

The events unit, Tycoon Gou Productions, remains a vibrant piece of the organization and one that sets the company apart from its competitors.

“We started as promoters for a ‘Barney’ show that was produced by Lyrick Studios, and eventually we convinced them to let us develop our own live show because we could move around the country to smaller cities in a way that they couldn’t,” explains Fasja. “When big shows come to Mexico, they basically get to Mexico City and a couple of other cities and that’s it. We can move around to 40, even 60

different cities, and get more penetration and exposure for the brand. And if we represent the brand on the consumer products side as well, as was the case with ‘Barney,’ we can make those events really profitable.”

The division has produced Spanish-language shows that run across all of Latin America and abroad for brands such as Nickelodeon’s “Dora the Explorer” and “SpongeBob SquarePants,” Marvel’s Spider-Man and Televisa’s “El Chavo,”

among others. The company has also put on the Nick Kids Choice Awards since 2012, and the recent production “Dora, En Busca del Tesoro” premiered last year in four cities across Asia including Hong Kong and Shanghai, translated into local languages.

The live events division highlights one of Tycoon’s biggest strengths—its uncanny ability to anticipate the trends of the Latin American market and be at the right place at the right time.

“When we started in 1990, licensors were looking for very basic deals and information,” says Fasja. “Now they want forecasting, retail activations, analysis on every licensee, more strategy and so on—the business has gotten so much more sophisticated. One of the reasons we have been successful is we have tried to always to be one step ahead of the needs of the market.”

“One of our most important strengths is our ability to anticipate the challenges that the market presents and change accordingly,” adds Arturo Czonstkowsky, vice president of sales and the company’s newest partner. “Tycoon evolves every day, which has kept us at the forefront for so many years.”

Nowhere is that more evident than in the company’s retail initiatives. Some of the agency’s most innovative recent programs have taken the form of retail activations that gather product from numerous licensees at retailers across the region.

Examples from the last year alone include:

- Hello Kitty 40th anniversary activations at Liverpool stores and hot spots at soft goods retailer Suburbia (part of the Walmart Group) in Mexico featuring special edition product.
- Focal points and UFC signage at Liverpool, Suburbia, Comercial Mexicana and Marti Sports in support of the mixed martial arts league’s first championship in Mexico.
- *Despicable Me* permanent fixtures at Walmart stores (largest mass retailer in Mexico) featuring product in numerous categories.
- *Minions* tour in Liverpool stores throughout the holidays.
- “The Simpsons” 25th anniversary hot spots and wall racks at Suburbia stores and Walmart featuring exclusive art.
- One Direction focal points at Ripley stores in Chile and Peru along with a concert ticket sweepstakes.



¡Felicidades, Tycoon!

From our furry family to yours,
congratulations on 25 years of excellence.

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PLAZA SÉSAMO



TYCOON'S LICENSING PARTNERS

The company represents a broad portfolio of properties, from entertainment franchises to motorsports and sporting brands to fashion and more.

Companies that look to Tycoon to extend their IP include:

20th Century Fox ("The Simpsons," *Ice Age*, *Rio*, *Avatar*, *Alvin & the Chipmunks* and "Family Guy")

41 Entertainment ("Pac-Man & the Ghostly Adventures")

adidas de Mexico (Club Guadalajara "Chivas")

Centerstage Brands (Pedro Infante)

Crayola Properties

Difusión Paco Rabanne (Paco Rabanne)

Ducati Motor Holding

Electronic Arts Swiss ("Plants vs. Zombies" and "Garden Warfare")

Feld Motor (Monster Jam)

Global Icons (Ford Brands)

Global Merchandising (Real Madrid)

Global Merchandising Services (One Direction)

Harajuku Lovers

Ink ("Subway Surfers")

Isabella Fiorentino

King ("Candy Crush")

King Features (Betty Boop, Popeye and Olive Oyl)

MGA Entertainment (Bratz, Moxie)

Major League Baseball

Mr. Plot Producoes ("Mundo Bitá")

Precious Moments

Rovio Entertainment ("Angry Birds," *Angry Birds Movie* and "Stella")

Royer Brands (Von Dutch)

Sanrio do Brasil (Hello Kitty, Chococat, Keroppi, My Melody and Mr. Men & Little Miss)

Sesame Workshop ("Plaza Sésamo")

Skechers (Skechers and Twinkle Toes)

Sogex (Le Petit Prince)

Universal Studios (*Despicable Me*, *Minions*, *Jurassic World*, *Fast & Furious*, *Pets* and *Woody Woodpecker*)

WWE

Zuffa (UFC)

"OUR CLIENTS VALUE OUR INTEGRITY AND OUR MANAGEMENT. **WE HAVE BEEN IN THE MARKET FOR 25 YEARS** WITH VERY SOLID RELATIONSHIPS THAT POSITION OUR LICENSES IN AN IMPORTANT PLACE ALL OVER THE REGION."

-PILAR ROSETE, VICE PRESIDENT, OPERATIONS, AND EXECUTIVE ASSOCIATE, TYCOON

- *Rio 2* direct-to-retail program at Ripley stores in Chile.
- "Plaza Sésamo" DTR program featuring multi-category displays at Colombia's largest retailer, El Éxito.
- "Plaza Sésamo" Elmo Potty Time program at Liverpool stores in Mexico featuring displays of core product from Hasbro and Warner.
- "Angry Birds" permanent fixtures at Walmart stores in Mexico.



- A back-to-school seasonal zone featuring "Plants vs. Zombies" at Walmart Mexico that included multi-category hot spots and a Zombie character tour at select stores.

As the company celebrates its 25th anniversary and looks ahead to the next quarter century, the focus is on growth and sustainability.

"We are working on developing areas that provide



PLANTS vs. ZOMBIES

THANKS TYCOON,

for being a big part of the **PvZ** global expansion and happy **25th** anniversary! Our huge wave of zombies couldn't have made it without you.

The Plants vs. Zombies™ Team



For more information on the PvZ merchandise program, please contact PopCapLicensing@popcap.com.



TYCOON'S RECENT AWARDS*

Promarca (Mexican Licensing Association):

- Best Product of the Year, hardlines, for *Despicable Me 2* (Oceanus)
- Best Retail Program of the Year for "Plants vs. Zombies" at Walmart
- Best Brand-Association for "Plants vs. Zombies" (Comercializadora Dure)
- Brand of the Year—"Plants vs. Zombies"

Universal Pictures International:

- 2013 Best New Agent of the Year
- Best Retail Management
- Best Retail Execution for *Despicable Me 2* at Liverpool
- Best Innovative and Best HBM for *Despicable Me 2* (4E de México)

- Best Licensed Food Promotion for *Despicable Me 2* (Alpura)
- Best Back-to-School and Accessories for *Despicable Me 2* (Grupo RUZ)
- Best Party Goods for *Despicable Me 2* (Granmark)

20th Century Fox:

- 2013 Homey International Agent of the Year
- Homey Retail Program of the Year for *Rio 2* at Ripley Chile
- Homey Licensee of the Year Award for "The Simpsons" (Aurimoda)

As well as numerous Sesame Workshop acknowledgments and Pingu Awards from HIT Entertainment.

*2014, unless otherwise noted



CONGRATULATIONS!

To our good friends of
Tycoon Enterprises

We are proud to share in your success representing some of the most important global licenses in Mexico for 25 years.

AURIMODA S.A. DE C.V.

sustainability,” says Fasja. “Part of our strategy is linked to incorporating more evergreen properties that are not subject to fashion trends. We are responsible for 75 families, so we want to ensure that this can be sustained through time and even grow. That’s our key incentive.”

In addition to Brazil, which will be a key area of focus for the coming years, Fasja sees northward expansion as a possibility somewhere down the line.

“We want to cover Brazil first,” he says. “Brazil will generate the muscle we need to be able to open in the U.S. later on. This is the first time we are managing a country this size, so we want to make this first step then look north. But eventually we definitely would like become a continental company, and maybe later, global.”

Another initiative on the company’s

horizon will be owning and developing its own IP, a move that both Fasja and Czonstkowsky see as key to sustainability.

The way that Fasja, Czonstkowsky, Askenazi and other members of the Tycoon team talk about the company is more in line with the language of a family-operated business than the international corporation that it is.

That combination of personal commitment and competency is at the core of Tycoon’s enduring success.

“This is a company where passion is overarching the whole operation,” says Fasja. “As soon as we commit to one property, whether it be a huge one or a small one, if we are in, the whole team will put their heart into it, and I think that’s something that has been highly appreciated.” ©

(Back row) Pilar Rosete; Angelica Pelagio, director, human resources; Dalia Benbassat; Rosinda García; Juan José Oteiza, managing director; and Karla Betanzo, vice president, marketing; (on couch) Elias Fasja; Jaime Askenazi; and Arturo Czonstkowsky.



EXPLORING NEW FRONTIERS: TYCOON'S BRAZILIAN VENTURE



ERICA GIACOMELLI
partner and general manager,
Tycoon Brands 360



With the opening of its new division in Brazil, Tycoon Brands 360, Tycoon has truly delivered on its promise to deliver full coverage across all of Latin America for its clients.

The agency took its time before making the move into the fifth largest licensing market in the world.

"Brazil is a very complex country. It's the only country in Latin America that has a different language, the tax situation is completely different and it's very expensive to operate, so we needed to have a good foundation as a company," says Elias Fasja, president and founder, Tycoon Enterprises. "We wanted to make sure we were able to do something that reflected what we have been throughout the years and has the same standard of quality."

The moment finally seemed right in 2013, when one of Tycoon's clients, Rovio, asked them to expand representation of their brands to include Brazil.

"We were operating for them in most of Latin America, except for a few territories, and at one point Rovio told us, 'We are very happy with what you're



doing, would you like to represent us in Brazil?' That was the signal that it was time," explains Fasja.

As it is everywhere else at Tycoon, talent was the first priority. That talent came in the form of Erica Giacomelli, who had previously led Mattel's consumer products business in Brazil for over a decade, and recently opened her own company, Brands 360.

"We started with Angry Bird's 'Stella' and Isabella Fiorentino, a local Brazilian lifestyle brand," Giacomelli says. "Since then, we have been able to increase our portfolio of brands and add new licensing segments and target demographics."

The division now boasts a strategic slate of top-tier brands including the game app "Candy Crush," the Brazilian preschool brand "Mundo Bitá," football (soccer) team Real Madrid and Ford Motors.

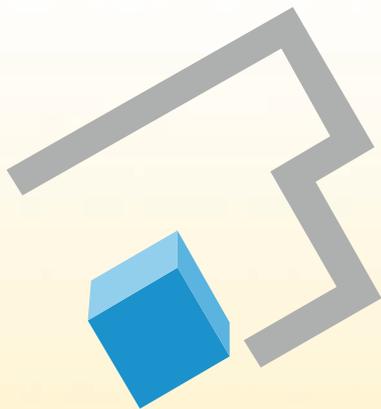
Tycoon 360 has imported its parent company's retail focus, launching programs for "Angry Birds" at C&A and Riachuelo and Isabella Fiorentino at Malwee.

The Brazilian unit has also launched a range of seasonal retail programs, marketing initiatives and co-branded events such as a partnership with "Angry Birds" for the Rock in Rio music festival in 2013. (The partnership will be reprised at this year's festival).

"These types of programs really translate our vision of full integration and full service in brand extensions with retail and marketing implementation," says Giacomelli.



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TOP 150 GLOBAL LICENSORS

How Bethany *Mota*

Became the First YouTuber
to Crack the **TOP 150**

Plus:

- 10 YouTubers to Watch
- Top 150 Adds 18 New Licensors
- Disney Sales Up \$4.3 Billion
- Brand Groups Build Portfolios

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TOP 150 GLOBAL LICENSORS

This comprehensive guide to the world's largest licensors, which represent \$259.9 billion in retail sales of licensed merchandise worldwide, provides retail sales data and trends for licensors in the entertainment, sports, fashion/apparel, corporate, art and non-profit sectors.

by Tony Lisanti, global editorial director

The Top 150 Global Licensors report once again exemplifies the breadth and scope of brand licensing and tells the tale of the opposite stories of continued growth at The Walt Disney Company, the world's largest licensor, down to the new "kid" on the list, Bethany Mota, who represents the new generation of YouTube celebrities.

Disney reported \$45.2 billion in total retail sales of licensed products worldwide, a significant increase of almost 10 percent (\$4.3 billion) over 2013, driven by the success of its newest franchises *Frozen* and *Guardians of the Galaxy*, and *Avengers*. On the other end, Mota cracked the Top 150 at No. 146 with \$80 million in retail sales, the very first time a digital star has entered the report. (See story on page T4.) It's a key trend to watch over the next several years as more and more multi-channel network and digital celebrities not only enter the business of brand licensing, but also join the Top 150.

There are 18 new licensors that join the list this year and represent a combined total of almost \$5 billion in retail sales of licensed merchandise in 2014. They include Technicolor, Endemol Shine Group, German Football Association, Bromelia

Produções, Volkswagen, m4e, DHX Media, Eric Carle Studio, Condé Nast, Jane Seymour Designs, Gold's Gym, Smithsonian, 4K Media, Rodale, Bethany Mota, Minor League Baseball, 41 Entertainment and Art Licensing International.

The Top 150 Global Licensors accounted for \$259.9 billion in retail sales of licensed products worldwide in 2014 versus \$251.8 billion in 2013. Disney accounted for slightly more than half of this increase in retail sales.

The Top 10 Global Licensors reported an increase in retail sales of more than \$131.4 billion in 2014, up from \$126.9 billion in 2013 and \$112 billion in 2012. The Top 10 global licensors now account for slightly more than 50 percent of overall retail sales.

A noteworthy change is Hasbro's movement upwards, climbing to No. 10 over Collegiate Licensing, which dropped to No. 11.

A total of 59 global licensors reported retail sales of \$1 billion or more, the same number as in 2013, representing \$232.3 billion or almost 90 percent of total retail sales. Two licensors—FremantleMedia and Sony Pictures Entertainment—dropped out of the Top 150 Billion Dollar Club, while

two joined—Technicolor and PGA Tour.

Conversely, there are 75 licensors reporting \$500 million in retail sales of licensed merchandise worldwide or less, and 40 licensors reporting \$200 million or less in retail sales.

With the additional licensors included in the ranking this year, *License! Global* has chosen to extend the list, rather than limit it to 150. This will actually set the direction for next year to extend the list officially to the Top 175 Global Licensors. The expansion will qualify more licensors for the report, dropping the retail cutoff from \$40 million to around \$25 million. The goal is not to limit the report by any measurement, but to accurately demonstrate the scope of global brand licensing worldwide.

As readers peruse this report, some of the rankings may run counter to common brand perceptions. Some licensors may appear to have higher retail sales numbers than readers might believe, while other licensors may have much higher numbers yet do not appear on the list. The fact is, this is not a brand perception or popularity report, but rather a sales and trend report based on information submitted directly to *License! Global* by each licensor. ©

* All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide retail sales of licensed merchandise in 2014, unless otherwise noted. International sales figures were converted according to the most recent exchange rates at press time. *License! Global* consults various industry sources, financial documents, annual reports, et al and relies on the fiduciary responsibility of each company for accuracy. All companies are public except as otherwise noted as Private or Non Profit. The Top 150 Global Licensors Report is copyrighted and cannot be used without the written permission of *License! Global* and UBM Advanstar.



Bethany **Mota**

The First YouTuber to Crack the **TOP 150**

by **Tony Lisanti**

From her very first video in 2009, this multi-talented teenager and social media phenom has established a mega fan base to become one of the most popular YouTube stars, fashion trendsetters and beauty advisors in the world, and she has only begun to scratch the surface.

This unassuming 19-year-old says she has always known what she wanted to do. In some ways, it's hard to imagine that a young woman with such a following across all forms of social media remains so grounded and committed to building her brand.

Bethany Noel Mota (or Beth as she prefers), who has the continuous support of her family and parents, Tony and Tammy, stays remarkably focused on her video content and the key elements of her emerging fashion empire while keeping a grueling schedule—and okay-finding a little time to have some fun. Most recently, Mota traveled to Texas, India and beyond to meet her fans, reinforce her star power and popularity and to promote her fashion collection with Aeropostale.

"The growth of the channel was never my main focus," recalls Mota, who began to express her opinions through videos on YouTube at age 13 as a way to cope with bullying she suffered in the 8th grade. "My focus was always on creating new content. I never expected it to happen this way. I remember when I hit 100 subscribers, I was over the moon."

Today, Mota's YouTube channel has more than 8.5

million subscribers and more than 685 million views.

"It has become an amazing platform to share my opinions and thoughts," says Mota.

In addition, she has 1.6 million Facebook likes, almost 2.5 million followers on Twitter and 4.5 million followers on Instagram.

With her captivating smile and charismatic style, Mota has skyrocketed to stardom while building a licensing business that makes her the very first individual YouTube star to make *License! Global's* Top 150 report with \$80 million in retail sales of licensed merchandise in 2014.

The majority of Mota's retail sales at this point can be attributed to her partnership with fashion retailer Aeropostale, which operates 766 stores in 50 states, 61 stores in Canada and 239 locations in the Middle East, Asia, Europe and Latin America. Aeropostale's revenue hit \$1.83 billion in 2014. The partnership, which began in December 2013 with a Bethany Mota holiday collection, has grown significantly and now includes seasonal collections with 50-60 SKUs each. Recently, bedding and fragrance products were launched, and Mota has big plans to continue to expand into other categories.

"When I'm designing, I don't necessarily look at all the trends," Mota admits, "because what's unique about my collection is that it's authentic. I always get inspiration from my audience and I think that is cool for them, especially because I ask them what would they like, and sometimes I go on Twitter to ask them what they want to see."

“They have a creative input into the line, which is unique because customers don’t usually have that voice in the actual design process,” she adds. “I am constantly being inspired by my audience. When we launched the collection, I showed a series of one-minute behind-the-scenes clips with the design team in New York. My audience feels like they are part of it because I showed them the making of the brand.”

The key factors of her success and the popularity of her brand are based on originality, style and a real-life approach.

“It’s organic and real—it’s me,” Mota says. “I have never read from a script or played a character in my videos. When my audience sees me, that’s who I am and that’s exactly what they are getting. That’s what my audience has always respected and always really loved. No matter where in the world they are, they have this friend online.”

Mota recalls a recent mall visit when a girl ran up to her and gave her a hug.

“At first, I questioned myself: ‘Do I know this girl?’ This fan approached me as if we were best friends, yet we have never met before. But because she watches my videos, she already knows me. That’s what has built my connection with my audience,” says Mota. “Since the first video I uploaded in June 2009, fans have watched a real, authentic teenage girl growing up online.”



In addition to her own videos, Mota has garnered an even greater following as a result of her many fan meet-and-greets and numerous personal appearances that include ABC’s “Dancing With the Stars” and “The Ellen DeGeneres Show” in April. She was also the first YouTube celebrity on the cover of *Seventeen* magazine last October, and *Time* magazine ranked her as one of the Top 25 Most Influential Teenagers in 2014.

“I was shocked and honored,” Mota says of the *Time* article. “It reminded me that people are actually hearing my voice and that I truly have this impact on a younger generation. Even though my channel is about lifestyle, I always try to include personal and inspirational messages about body image, self-confidence, being positive and having a good outlook on life.”

For the future, Mota says she will continue to expand into new product categories including beauty and home décor, broaden her international audience, create new channels incorporating even more about her personal life and more advice videos about confidence, body image and inspirational messages. Mota says she also wants to do more as a singer and music artist following the release of her first single, “Need You Right Now,” last October.

Mota will also work diligently to stay connected with her fans and what they want and also remain focused on her mantra: “Be who you are and say what you feel, because those who mind, don’t matter, and those who matter, don’t mind.” ©



DIGITAL STARS OFFER LICENSING POTENTIAL

YouTube, multi-channel networks and content sharing sites have been revealing new talent for several years and now brand licensing is about to become the next big opportunity. Over the next three to five years, *License! Global* projects that these digital celebrities will drive upwards of \$1 billion in retail sales of licensed merchandise. While these sales numbers may be fragmented and span a wide range of categories and retail channels, they exemplify a vast and largely untapped new market.

In addition to Bethany Mota, here are 10 digital celebrities that have real product potential:

- Michelle Phan (YouTube: MichellePhan)—A digital pioneer, Phan has built her fan base with videos and tutorials on fashion and beauty. She has paired with cosmetic companies such as Em Cosmetics for product collaborations, and, most recently, Phan has joined with Endemol Shine Group to launch Icon and Icon U.K., a premium digital lifestyle network.
- Josh Leyva (YouTube: YoMuscleBoii)—Leyva posts a series of comedic videos through his channel on AwesomenessTV. With more than 1 million subscribers and 100 million views, the consumer product team behind AwesomenessTV is working with Leyva to build a merchandise program.
- Nash Grier (Vine: GrierNash)—Named one of *Time* magazine's 30 Most Influential People on the Internet this year, Grier is building an empire. With a forthcoming movie from AwesomenessTV in the works, endorsement deals and product extensions will follow.
- Joy Cho (Blog: OhJoy)—Cho got her start as a lifestyle blogger and has quickly evolved to host a successful YouTube channel, Pinterest account and built a following on other social media platforms under her brand OhJoy. Cho has paired with numerous retailers and brands including The Land of Nod, Feed, Microsoft and Target (her 2014 line sold out) to develop product lines that subscribe to the tastemaker's specific whimsical aesthetic for various items such as housewares, furniture, bedding, home décor, party décor, personal electronics, fashion accessories and more. She's also got three books at market from publishers Harper Collins and Chronicle Books.
- Rachel Cooper (YouTube: RachhLoves)—Canadian weblebrity and beauty and lifestyle guru Rachel Cooper has evolved her YouTube channel (which has more than 39 million views) to now include a deal with Corus Entertainment's W Network for an eight episode digital series, "Get Ready with Rachel."
- Ingrid Nilsen (YouTube: Miss Glamorazzi)—Nilsen started on YouTube in 2009 making lifestyle videos centered on beauty, fashion and healthy food how-to's. Most recently, Nilsen has partnered with all-natural health and beauty company Yes To for a limited edition range of facial wipes.
- Amanda Steele (YouTube: MakeUpByMandy24)—Steele is a beauty guru who offers her fans how-to tutorials and fashion advice. At retail, find a MakeUpByMandy24 signature eyeshadow palette, among other products, from BH Cosmetics; while her scripted series on AwesomenessTV, "Life's S.o. R.a.d.," received a limited edition junior's fashion line capsule at Kohl's last year.
- Sawyer Hartman (YouTube: SawyerHartman)—Hartman is a director, actor and YouTuber whose "Thru My Eyes" and collaboration videos have garnered millions of views from his 1.8 million subscribers.
- Teala Dunn (YouTube: Tealaxx2)—Dunn has grown her fan base to more than 700,000 subscribers who look to her for beauty and fashion advice. She has also had leading roles in series such as "Are We There Yet?" and Nickelodeon's "The Wonder Pets" and "The Naked Brothers Band."
- Meg DeAngelis (YouTube: MayBaby)—With 2.4 million subscribers, DeAngelis offers tips on make-up and fashion. She is also the host of "Makeup Mythbusters."

1

THE WALT DISNEY COMPANY

\$45.2B (NYSE: DIS)

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As the world's largest licensor, The Walt Disney Company extends its stories through innovative products and experiences. In fiscal 2014, global retail sales of licensed product reached a new high of \$45.2 billion. Growth in licensing was driven by films and television programs, as well as the continued popularity of the company's classic stories and characters. The Walt Disney Company has an extensive portfolio for fans of all ages, with 11 franchises that each generate more than \$1 billion in global retail sales annually. In 2014, The Walt Disney Company's iconic brands introduced new characters, stories and inspired retellings of classic tales. Film releases like Marvel's Guardians of the Galaxy, Marvel's Captain America: The Winter Soldier, Maleficent, Planes: Fire and Rescue and Big Hero 6, alongside hit Disney Junior properties and the new Star Wars Rebels animated series on Disney XD, all helped to make 2014 the best year yet for licensed product. Disney Princess continues to be one of the world's most popular girls' brands, with new Palace Pets, dolls, role-play and Disney Princess-branded and inspired apparel for juniors and adults meeting with high demand. The franchise's broad appeal was illustrated by successful new special occasion collections, including Ashdon for prom and Quinceañera and the 2014 Disney Fairy Tale Weddings bridal collection by Alfred Angelo. The Frozen phenomenon continued to grow in 2014. More than 3 million Disney Frozen Anna and Elsa role-play dresses have been sold in North America, alone, and Frozen products landed on every major holiday toy list released by national retailers, toy industry organizations and media outlets. Fans of Disney animation had plenty to celebrate, with the release of the high-flying comedy-adventure, Disney's



© Disney

Planes: Fire and Rescue, and the Academy Award winner for Best Animated Feature, Big Hero 6 (also the biggest animated film of the year), each of which inspired a hit line of merchandise. Mickey and Minnie continue to be major cultural icons, with Minnie becoming a fashion star in her own right. She's inspired a number of new collections, including an exclusive adult Minnie Mouse line featuring apparel in extended sizes. Anticipation for Star Wars: The Force Awakens continued to grow, bolstered by fresh content including the new Disney XD animated series Star Wars Rebels, which helped introduce a new generation of fans to a galaxy far, far away.



The accompanying product line celebrated all-new characters, starships, lightsabers and more. Highlights from the evergreen classic saga included Star Wars-inspired couture dresses by Rodarte. Star Wars also expanded its apparel and accessories lines through collaborations with Vans and SMS Audio, and celebrated 15 years of category-defining success with LEGO. Marvel's Avengers franchise also had an impressive year, buoyed by the release of Marvel's Thor: The Dark World and Marvel's Captain America: The Winter Soldier, plus new animated TV episodes, publishing and digital launches. The expansive cross-category merchandise assortment featured products from world-class licensees, and saw massive success at retail. Licensed product sales from the ever-popular Spider-Man franchise were also a significant part of DCP's record year, supported by The Amazing Spider-Man 2 from Sony Pictures, Marvel's Ultimate Spider-Man animated series on Disney XD and the launch of a Spider-Man franchise site on MarvelKids.com. Marvel's Guardians of the Galaxy was a blockbuster success, and its memorable story led to out-of-this-world demand for licensed merchandise. With a look unlike anything Marvel had previously brought to the big screen, the film's unique style was instantly recognizable at retail. The 80s retro vibe inspired an array of nostalgia apparel and accessories, while the film's standout characters were immediate hits with fans. Television also drove major success, with programs aimed at both children and adults. Disney Junior's Doc McStuffins was named one of the most influential toy lines of all time by Time magazine and continues to captivate, inspire and empower kids of all ages. The Doc McStuffins Get Better Talking Mobile by Just Play launched in August 2014 to major success, selling hundreds of thousands of units and pushing past retailer forecasts. Sofia the First once again joined Doc McStuffins as a top performer in the preschool space. Key ABC licensed properties included Castle, Dancing with the Stars, Grey's Anatomy, Once Upon A Time, Scandal, Shark Tank and The Chew. ABC-licensed products expanded into new categories and continued their strength in existing ones, including publishing. ESPN Consumer Products collaborated with best-in-class licensees to integrate marketing campaigns into brand extensions to fulfill ESPN's mission: To Serve Sports Fans. Anytime. Anywhere. ESPN's collegiate co-branded collection continues to grow, with planned program extensions surrounding the upcoming football season. While FY2014 was an incredible year for fans of The Walt Disney Company's franchises, 2015 promises even more exciting content. The all-new live action Cinderella captivated audiences around the world, while Miles from Tomorrowland premiered on Disney Junior, introducing children to science in a fun and engaging way. The second half of the year will bring an array of new content—including Marvel's Avengers: Age of Ultron and Star Wars: The Force Awakens, two highly-anticipated motion pictures, and two animated releases from Disney-Pixar, Inside Out and The Good Dinosaur.

2

PVH CORP.

\$18B (NYSE: PVH)

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PVH's portfolio of brands, which includes Calvin Klein, Tommy Hilfiger and its Heritage brands business, generated over \$18 billion in global retail sales in 2014. During 2014, Calvin Klein revenues grew to more than \$8 billion in global retail sales, with over 50 percent of the global retail sales coming from licensing partners. Calvin Klein North America had strong performance both at retail and wholesale in the owned businesses operated by PVH and through its licensing partners. Calvin Klein also continued to post gains in Asia and Brazil, where the brand's position is strong. Over the next few years, the Calvin Klein brand looks to achieve continued healthy annual growth in global retail sales, with emerging markets such as China and Brazil driving significant growth along with the turnaround of its European operations. Tommy Hilfiger's power as a global designer lifestyle brand was demonstrated by its \$6.7 billion in global retail sales in 2014. Sales were generally strong across all regions, as the brand's preppy with a twist designs continued to resonate with consumers worldwide. Additionally, Tommy Hilfiger continued its global expansion with an announcement of a joint venture in Australia/New Zealand, established in January 2015. In Asia, the brand continues to focus on expanding through its joint ventures in China and India, as well as through licensed businesses in Southeast Asia. In Latin and Central/South America, Tommy Hilfiger continues to expand through its licensing partners and its joint venture in Brazil. Tommy Hilfiger's global retail sales are expected to grow over the next several years. PVH's Heritage brands had a defining year in 2014 with close to \$4 billion in global retail sales, as it continued to execute on its turnaround plan and also integrated Warnaco's Core Intimates and Speedo businesses. PVH signed a licensing arrangement with Intradeco Apparel for Arrow men's (including big and tall) and boys' pajamas, robes and loungewear/sleepwear, and kicked off its licensing program for Warner's and Olga by entering into a licensing arrangement with Vandale Industries for women's shapewear, sleepwear, loungewear, robes, sports bras and other specified athletic wear, for the U.S. and Canada. Van Heusen continues to have significant market share in India, Australia and South America with expansions planned in Central America and Asia for 2015. In the domestic market, Van Heusen launched men's sleepwear and loungewear with Intradeco Apparel and men's footwear with Eastman Group. The Izod brand continues its international growth with key licensing partners in China, India, Mexico and Panama. Izod's domestic licensing programs for denim, footwear, hosiery, children's and bedding continue to exceed retail plans. A license with Intradeco Apparel for men's loungewear and sleepwear was launched in 2014.

3

MEREDITH

\$17.7B (NYSE: NDP)

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Meredith's licensing programs continue to be dominated by its Better

Homes and Gardens brand. The reach of the Better Homes and Gardens magazine, bhg.com website and social media presence on Facebook, Pinterest and blogs continues to translate to successful licensing programs including those at Walmart, Realogy and FTD. The goal in 2014 was to simultaneously manage those profitable existing relationships and broaden the licensing footprint by creating new programs with other valuable trademarks in its portfolio, including Eating Well, Allrecipes, Traditional Home, Parents, Successful Farming and Family Circle. Meredith delivered on that goal by executing an agreement with Clipper Corporation to create a new line of cookware, bakeware and kitchen gadgets under the Allrecipes brand in fall of 2014. The BHG brand at Walmart continued to grow as Meredith expanded its style assortment and positioned the products as better. While maintaining Meredith print, digital and social media marketing, the company saw an opportunity to introduce BHG products through a blogger network. It hosted the first-ever BHG Live Better Style Showcase for a select group of lifestyle bloggers. They enjoyed behind the scenes access to the Meredith photo studios and famous test kitchen, all while hearing entertaining and design tips from top editors against several room vignettes staged entirely with new BHG products available at Walmart. The 100-year partnership with Realogy saw 10 percent growth in the number of Better Homes and Gardens Real Estate franchisees, bringing the number of Better Homes and Gardens Real Estate professionals to more than 9,000 in 270 offices. Meredith also successfully renewed the BHG floral program with FTD, which continues to experience year-over-year sales growth in delivered arrangements, fresh cut flowers and plants. All of Meredith's current licensing programs are on track to grow in 2015. Through the unique value proposition of a media company, which provides brand reinforcement 365-days-a-year and several native promotional channels for its licensed products, Meredith is helping licensing partners create comprehensive marketing campaigns that consistently reach millions of consumers every day. The company is also excited to see the newest licensing partnership with Clipper Corporation evolve from 2014's concepts to a robust collection of kitchenware products that formally debuted at the International Home and Housewares Show in March 2015. Those products will be arriving in stores just in time for fall and holiday 2015 promotion.

4

ICONIX BRAND GROUP

\$13B (NASDAQ: ICON)

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WWW.ICONIXBRAND.COM

Iconix owns, markets and licenses a diversified portfolio of 37 consumer brands across fashion, sports, entertainment and the home sector. In 2014, the company continued to grow its global footprint through its existing joint ventures; its global brands Peanuts, Umbro and Lee Cooper; and the expansion of its relationship with Global Brands Group into new territories including Korea, the Middle East and Umbro and Lee Cooper in China. The company acquired two new brands, character brand Strawberry Shortcake and the heritage athletic brand PONY. Strawberry Shortcake is a complement to the company's existing entertainment business, and through this acquisition, Iconix has gained new partnerships with top entertainment companies around the world including Netflix, Discovery Family, Budge Studios and the Bridge. The sports division of Iconix continues to be an area of growth, and Iconix will leverage its existing sports platform including Danskin, Starter and Umbro to help grow the PONY brand throughout North

America. Today, Iconix has more than 50 direct-to-retail partnerships, over 1,100 licenses and more than 1,300 international stores for its iconic brands worldwide. In the U.S., Iconix has DTR partnerships across most major retailers including Candie's at Kohl's, Mossimo at Target and Danskin Now at Walmart, to name a few. In 2015, the company expects growth to be driven by continued international expansion, the launch of the new Peanuts movie with Blue Sky Studios scheduled to launch in over 70 countries and 40 languages on Nov. 6, as well as its recent acquisitions of the Strawberry Shortcake and PONY brands. Iconix will celebrate its 10th anniversary in July.

5

MATTEL

\$9B (NASDAQ: MAT)
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[HTTP://CORPORATE.MATTEL.COM/](http://CORPORATE.MATTEL.COM/)

Always a reflection of the times, Barbie brings her signature style to more than 45 different consumer products categories including apparel, accessories, home décor, beauty, publishing, sporting goods and electronics. Barbie heads into 2015 with softlines partnerships, a new updated look and customizable products. In 2014, the brand launched new apparel lines with both Forever 21 and Wildfox. In fact, Barbie was named Forever 21's Shining Star of the Year as a result of a robust marketing plan that spanned multiple consumer touch points to launch the collection at an event at Forever 21's flagship store in Santa Monica, Calif. The Barbie Forever 21 launch party celebration in September 2014 included a pink Corvette and Ken model photo opportunity, as well as several additional brand activations. The launch party resulted in a 65 percent lift in foot traffic, as well as a lift in sales for Forever 21 over the prior week. In addition, the launch generated more than 600,000 media impressions and 171 media placements with coverage across top tier print and online outlets including Women's Wear Daily and InStyle.com. Additionally, the program included a robust social media campaign which resulted in 840,000 likes on just six Forever 21 Barbie pictures and 784 user generated posts on #BARBIELOVESF21 Instagram channels. The Barbie brand also launched an apparel line for Wildfox (Barbie Loves Wildfox) that included t-shirts, sweatshirts, swimwear and sunglasses. Teaming up with Wildfox, Barbie planned a private launch party complete with a pink corvette, photo opportunities and special celebrity guest appearances. The campaign was further supported by an Instagram photo contest and has 11,442 user-generated posts to-date. The brand also launched an exclusive Barbie Loves Wildfox collection video with Nylon Magazine. The social media campaign across Instagram and Twitter generated 39 billion total impressions and Wildfox had more reorders from this collection than any other collection. Thomas & Friends is celebrating its 70th anniversary this year and is the No. 1 preschool toy license in the U.S., according to The NPD Group, with a presence in more than 185 territories and in 30 languages. Thomas the Tank Engine and his friends invite children to enter a world of imagination through the tracks of a train and the words of a story, while at the same time introducing timeless life lessons of discovery, friendship and teamwork. The Thomas & Friends brand delivers a 360-degree brand experience through toys, licensed products and experiential partnerships and reaches more than 100 million-plus households a month in the U.S. alone, with its animated content through its distribution with PBS Kids. Thomas & Friends licensees worldwide include books, games, engines, playsets, apparel, bedding, accessories and more. As a part of the Mattel portfolio

of brands, HIT Entertainment properties continue to be a priority offering new opportunities. In more than 50 countries, Monster High centers around the fashionable teenage descendants of the world's most famous monsters. In its sixth year, the Monster High brand has become an emblem for today's generation of tween girls who celebrate and own their unique individuality at every consumer touch point through strategic partnerships in fashion, publishing and programming. Celebrating all that is perfectly-imperfect, Monster High encourages girls to Be Yourself. Be Unique. Be a Monster. Ever After High, the newest Mattel franchise, continues to grow in popularity. It features the next generation of fairytale legends and invites girls to discover the Ever After Royals and Ever After Rebels, who learn that destiny isn't written in permanent ink, but can be rewritten. Targeted toward the trendista girl, the Ever After High brand is a trans-media storyline brought to life through new entertainment on Netflix, digital, fashion dolls/toys and an array of consumer products. Ever After High inspires girls to be courageous, confident and make their own choices through rich storytelling and a modern day fairytale twist on the characters made famous by the Brothers Grimm. Fisher-Price is a leading global infant and preschool brand, as well as go-to brand for both mom and baby, with 99 percent brand awareness and \$2 billion in sales in more than 150 countries and 40 languages. Fisher-Price has anticipated what new babies and new parents need most. With product solutions for morning to night, Fisher-Price offers solutions across a multitude of categories including baby gear and care, infant accessories, publishing, music and party supplies. As the No. 1 vehicle property in the U.S., Hot Wheels continues to deliver thrilling vehicle experiences for boys of all ages. With a presence spanning multiple consumer product categories, Hot Wheels reaches boys of all ages through programs and lifestyle products including vehicles, apparel, sporting goods, publishing and toys. Mattel will continue to unveil the new best-in-class partnerships and product offerings for infants, kids, tweens and adults. It remains committed to re-energizing its core brands and deepening a connection with consumers via innovative products, marketing and retail execution. This year, Barbie will continue to help girls discover that anything is possible. This year's campaign will be supported by extensive product introductions, events and strategic partnerships. In 2015, Thomas & Friends will move full steam ahead into retail as it celebrates its 70th anniversary. Thomas has been known primarily as a content-based brand and Mattel is leveraging the occasion of the anniversary to activate untapped growth opportunities for the brand. The anniversary celebration will be supported by extensive product introductions, retail events and strategic partnerships. In addition, Mattel has begun working in innovative ways with new partners such as Disney, Warner Bros., Universal, WWE and Nickelodeon. Specifically this year, Mattel will launch toy lines for several new theatrical blockbuster and television properties including Disney's new Cinderella live action movie and Star Wars.

6

SANRIO, INC.

\$6.5B (OTC US: SNROF) (SANRIO, INC., IS A WHOLLY-OWNED SUBSIDIARY OF SANRIO CO., LTD.)
JANET HSU, PRESIDENT AND COO, +310.896.3262

WWW.SANRIO.COM

In 2014, Sanrio celebrated Hello Kitty's 40th anniversary with the first Hello Kitty convention, a museum exhibition at the Japanese American National Museum, unique collaborations and limited edition commemorative products. This milestone anniversary and events created an opportunity for Sanrio to expand programs and categories

for its flagship lifestyle brand. Key licensing initiatives in 2014 included a broad and diverse merchandise mix of lifestyle products catering to Sanrio's wide customer base. In 2014, Sanrio launched collaborations with Beats, Jeffrey Campbell, NCLA, Chan Luu, Minnetonka, Dylan's Candy Bar, SPAM and Ju-Ju-Be, among others. 2015 marks the 40th anniversary of Sanrio heritage brands My Melody and Little Twin Stars. Exclusive programs are in development for each of these properties, including events and licensed products. New character programs will focus on two segments for 2015—heritage and emerging characters. My Melody, Little Twin Stars, Keroppi, Badtz-Maru, Chococat and Dear Daniel contribute to Sanrio's rich character family. Sanrio will also introduce new characters that celebrate the brand's uniquely quirky and kawaii appeal. Growing product categories for 2015 include toy, sporting goods, digital and food and beverage. Apparel, accessories, home, consumer electronics, activity and stationery continue to be a focus for Sanrio. A new Hello Kitty Café is slated to open in Southern California before the end of the year, and, in the meantime, the Hello Kitty Café food truck has been making appearances at special events. Hello Kitty's Supercute Friendship Festival kicks off at the end of May and will make stops around North America, spreading friendship, fun and surprises in a multi-stage, live entertainment show and surrounding festival. In addition, Sanrio has announced a partnership with Fox Animation for the film rights to the Mr. Men Little Miss brand.

7

WARNER BROS. CONSUMER PRODUCTS

\$6B (NYSE: TWX)

BRAD GLOBE, PRESIDENT, WARNER BROS. CONSUMER PRODUCTS;
KAREN MCTIER, EVP, DOMESTIC LICENSING AND WORLDWIDE
MARKETING, +1.818.954.7980
WWW.WARNERBROS.COM

Top properties include DC Comics (Batman, Superman, Wonder Woman and Justice League); Harry Potter; The Hobbit Trilogy including the finale, The Hobbit: The Battle of the Five Armies; Godzilla; animated classics Looney Tunes, Scooby-Doo and Tom and Jerry; The Wizard of Oz, which concluded its 75th anniversary celebrations in 2014; and television series including The Big Bang Theory and Supernatural. With more than 3,700 active licensees around the world, Warner Bros. Consumer Products took its vast property portfolio to new heights in 2014 with theatrical releases, milestone anniversaries and partnerships, coupled with all-new themed entertainment experiences. Warner Bros. Pictures' and Legendary Pictures' 2014 film Godzilla roared into retail with master toy partner Bandai, Jakks Pacific and more. The finale to The Hobbit Trilogy, The Hobbit: The Battle of the Five Armies, once again drew support from master co-partners The Bridge Direct and Vivid Group, as well as The LEGO Group and WETA Workshop, among others. The Wizarding World of Harry Potter—Diagon Alley opened at Universal Studios Florida, expanding the Harry Potter world that launched in 2010 at the Universal Orlando Resort. The Wizarding World of Harry Potter at Universal Studios Japan opened, as well. WBCP renewed its partnership with Mattel to produce toys based on the DC Comics universe, including theatrical releases and television series like The CW's Arrow and The Flash. Additionally, WBCP teamed up the Justice League with Hendrick Motorsports, taking the DC Comics Super Heroes to the NASCAR track with consumer promotions and original content. Celebrating his 75th anniversary, Batman was at the forefront of the studio's activities with cross-category collaborations around the world

including the launch of Batman-themed stamps with the United States Postal Service and partnerships at French retailer Colette, DC Comics Super Hero Stores and Batman 75th exhibitions throughout Asia, to name a few. The Wizard of Oz took its 75th anniversary to the catwalk as haute couture designers created inspired-by looks of Dorothy, the Wicked Witch of the West and Glinda the Good Witch for 20-inch Tonner Dolls, which were showcased at The Fashion Institute of Technology and Bloomingdale's flagship New York City store. The dolls were then auctioned off to benefit the There's No Place Like Home campaign, benefitting Habitat for Humanity. WBCP is heading into 2015 with an unprecedented line up of global licensees on board to support its vault of properties and content. The DC Comics universe leads the charge with support for the forthcoming film Batman v Superman: Dawn of Justice, from Warner Bros. Pictures, set for release on March 25, 2016. All-new animated content entitled Batman Unlimited, inspired by Mattel's new Batman toy line, will see support from master toy partner Mattel, as well as Thinkway, Rubie's and more. Preschool partner Fisher-Price will expand its successful Imaginext DC Super Friends toy line as new animated content is announced in support of the brand. WBCP will continue to grow its rich DC Comics TV portfolio, including series The Flash, Arrow and Gotham, with all-new licensee support. Currently in production as part of an expanded creative partnership between Warner Bros. Entertainment and J.K. Rowling, Fantastic Beasts and Where to Find Them is the first in a new film series from Rowling's world of witches and wizards, inspired by Harry Potter's Hogwarts textbook Fantastic Beasts and Where to Find Them. Fantastic Beasts and Where to Find Them will mark J.K. Rowling's screenwriting debut and will be fully supported by WBCP, with global partners offering fans an exciting licensing and merchandising program. Scooby-Doo is building excitement at retail with all-new licensing support from The LEGO Group, featuring five all-new sets and in never-before-seen animated content in LEGO form. Looney Tunes will continue to drive new trends with hot new partnerships such as Hare Jordan for NIKE and haute couture apparel and accessories with Moschino. Also in the spotlight are three shows from Warner Bros. Animation that will bring life to WBCP's classic animation slate: Wabbit—A Looney Tunes Production, Be Cool Scooby-Doo! and The Tom and Jerry Show, all of which will partner with top-tier licensees. WBCP will also continue to highlight its current and classic television properties like The Big Bang Theory, Supernatural, Friends and more with continued cross-category support at retail. Additionally, franchises such as Harry Potter, which continues to expand in the themed entertainment space, will round out the studio's portfolio.

8

MAJOR LEAGUE BASEBALL

\$5.5B (E) (PRIVATE)

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WWW.MLB.COM

9

NICKELODEON

\$5.5B (NASDAQ: VIAB, VIA)

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2014 was a year marked by record high points for two of Nickelodeon's properties—SpongeBob SquarePants and Teenage Mutant Ninja Turtles. SpongeBob went into the fashion world with deals ranging from

partnerships with streetwear brands and tastemakers (most notably Pharrell Williams), to reaching the runways of Milan haute couture through Jeremy Scott for Moschino. Marking 15 years on TV, *SpongeBob* remains the No. 1 animated show with kids, and the property's second theatrical movie, which debuted in 2015, accrued more than \$300 million at the global box office. The attending roster of licensees for the film included Just Play, MEGA Bloks, Rubie's Costumes and Fisher-Price Imaginext. As for *Teenage Mutant Ninja Turtles*, the property marked its 30th anniversary last year with not only a global theatrical release, but by having its action figures rank as the year's overall top selling toy. The theatrical release took in nearly \$500 million in global box office sales, and *Turtles* continues to grow in virtually every market and across consumer products categories with partners including Playmates, MEGA Bloks, Rubie's Costumes and Pacific Cycle. This year also marked the launch by Playmates of three new key *Turtles* toy segments: Mutations, T-Machine and Half Shell Heroes. Additionally, Nickelodeon's preschool portfolio of characters and shows backed with deep educational curriculum is stronger and more popular than ever, with consumer products programs for preschool show *PAW Patrol* with partners Spin Master, Cardinal Industries, Pacific Cycle, Bravo Sports, Playhut and Alex Toys; *Dora and Friends: Into the City!* with products by Fisher-Price; and the newest addition, *Blaze and the Monster Machines*, which features extensive consumer products rolling out this summer. Nick's most successful retail programs in this past year included *Turtles in Training* at Toys 'R' Us, *Turtles Destination* brand at Target for holiday 2014 and *The SpongeBob Movie* program at Walmart.

10

HASBRO

\$5.06B (NASDAQ: HAS)

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WWW.HASBRO.COM

In 2014, Hasbro further established its global franchises in key markets worldwide, with the *My Little Pony*, *Transformers* and *Monopoly* brands leading the way. Hasbro also continued to strengthen its franchise brands by reaching consumers across multiple touch points from movies and TV to digital gaming, theme parks and promotions. Its branded storytelling across entertainment platforms yielded 8 billion impressions worldwide through its television programming and digital downloads alone. The company's entertainment and licensing segment revenues increased 15 percent, the highest to-date. Its 2014, performance also underscored the strength of Hasbro's licensing efforts across multiple brands, with both the *My Little Pony* and *Transformers* brands igniting growth. Key highlights from 2014 include the *Transformers* 30th anniversary, and the feature film *Transformers: Age of Extinction* (Paramount Pictures), hit theaters worldwide in 2014 with brand support from more than 300 licensing agreements and promotional relationships worldwide. The film brought in \$1.1 billion in ticket sales in 2014 and was the highest grossing movie of all time in China. On the small screen in 130 countries, *Transformers Rescue Bots'* third season on the Discovery Family Channel (U.S.) also had an accompanying app. The brand received another boost from of its park attraction, *Transformers: The Ride-3D*, at Universal Studios Hollywood, Universal Orlando Resort and Universal Studios Singapore. For apparel, Hasbro teamed up with fashion brands to unveil *Transformers*-branded goods from licensees 686, Andrea Crews, Under Armour, Osiris Shoes, Shredders and New Era. On the publishing front, the *Transformers v. GI Joe* comic series from IDW was ranked on

virtually every Best of 2014 list, and IDW also published a mini-series based on the new female fan-built bot character, Windblade. Digital gaming was another robust category for the *Transformers* brand, with product releases spanning all key gaming platforms from game publishers such as Activision and DeNA. The *My Little Pony* brand, with a global presence in 71 countries, has witnessed its best year since its re-launch in 2010. The brand has grown to more than \$1 billion at retail and continued momentum with the *My Little Pony Equestria Girls* doll line. Last fall, the fourth season of *My Little Pony Friendship is Magic*, created by Hasbro Studios, kicked off in the U.S. and airs in over 180 territories. *My Little Pony* has more than 200 publications, and IDW published its first comic book collection based on the *My Little Pony: Friendship is Magic* animated series. On the digital front, PlayDate Digital has created a successful series of eight *My Little Pony* interactive storybook apps, and Gameloft's *My Little Pony-Friendship is Magic* app is available in 13 languages and 169 territories. The brand also captured attention across multiple continents with live *My Little Pony* shows that engaged fans attention in Canada, Singapore and Indonesia. *My Little Pony* key retail relationships expanded in areas of home, beauty, fashion and outdoor items, along with apparel events and window displays at retailers such as Selfridges (U.K.), Top Shop with designer Alice Vandy (U.K.), Colette Boutique with designer Andrea Crews (Paris, France), H&M, and Cotton On (Australia). Dynacraft also launched *My Little Pony*-branded wheeled goods. The *Monopoly* game garnered more than 1 billion players in 114 countries and translations in 47 languages. It continued to engage its fans around the world through social channels and global social campaigns. In 2014, Hasbro also continued to reimagine its brand through fashion. Working with Alex & Ani, Hasbro's *Monopoly* tokens were reimaged into a bracelet collection. In addition, the *Monopoly* game returned to McDonald's for its 20th year, with the promotion appearing in more than 12 countries. Albertsons, Tops and Marsh grocery stores also ran *Monopoly*-branded collect and win promotions. Digital versions of *Monopoly* are available for all major platforms with licensees such as Ubisoft and EA. In addition to printing *Monopoly* lottery instant games in both the U.S. and internationally, in October 2014, Scientific Games/MDI introduced a multi-state lottery game called *Monopoly Millionaires' Club* that will be accompanied by a weekly TV game show with a live studio audience; and WMS Gaming released a new slot game, while Storm8 created a social mobile *Monopoly* Bingo game. In Latin America, Hasbro also teamed up with PepsiCo for a promotional program. Nerf celebrated its 45th anniversary in 2014. The company continued expanding the brand into new categories, with the introduction of Nerf Rebelle for girls in 2013, the global launch of Nerf Zombie Strike in 2014 and continual expansion of its Nerf Pet products with key licensee Gramercy Products. The Littlest Pet Shop franchise continued to build a following in 2014 with its animated TV series, created by Hasbro Studios and distributed in over 117 countries. The animated series inspired more than 140 new pets, customizable style sets and figurines. The Play-Doh brand went digital with PlayDate Digital's *Play-Doh ABCs* storybook app. Hasbro also expanded its footprint into the arts and craft category. Licensees include Sambro, D'Arpeje and PPG for Europe and have merchandise in Middle East, Benelux, Italy, France, the U.K., Spain and Turkey. For 2015, Hasbro will leverage these brands already mentioned and *Magic: The Gathering*, as well as its premier partner brands. Hasbro Studios expanded its film strategy in 2014 with the launch Allspark Pictures. *Jem and The Holograms*, in theaters later this year, will be one of the first movies that will be under the new Allspark Pictures platform. It will have a licensing program to accompany, as well as the publication of

IDW comics. In 2017, a My Little Pony feature film, which is currently in production, will also launch. Hasbro Studios has been steadily building their omniscreeen storytelling capabilities. In 2015, Transformers: Robots in Disguise, the latest installment in the iconic franchise, features an all-new animation style and is currently airing on Cartoon Network. Currently in its third season and created specifically for the younger generation of fans, Transformers Rescue Bots is produced by Hasbro Studios and airs on the Discovery Family Channel. Its 2015 product line includes characters and vehicles based on the animated series, as well as new rescue tools and vehicle modes. Season five of the My Little Pony: Friendship is Magic TV series launched in April on The Discovery Family Channel in the U.S. and in over 180 territories around the world. Season 5 will also include the milestone 100th episode. The third movie, My Little Pony Equestria Girls Friendship Games, will launch in the U.S. this fall. Focused execution will center on bringing Hasbro properties to life in unique, innovative ways as well as through multiple platforms, new channels and consumer experiences. Location-based entertainment continues to bring its brands to life in imaginative ways. Themed events at the Universal Studios around the world, playing larger than life versions of Hasbro's games on a Carnival cruise, or competing in the Monopoly World Championships in Macau, Hasbro's brands continue to create new experiences. The music category will also continue to expand in 2015. Hasbro also generates toy and game sales based on its strategic relationships with companies such as The Walt Disney Company for Descendants; Star Wars; Marvel's Spider-Man, The Avengers: Age of Ultron, Guardians of the Galaxy and Ant-Man. Additionally, Star Wars in-licensing will be at full tilt in 2015 based on the animated series Star Wars Rebels and release of Star Wars: The Force Awakens in December 2015. Additional partners include Sesame Workshop for Sesame Street and Universal for the Jurassic World and Minions properties.

11

COLLEGIATE LICENSING COMPANY

\$4.55B (PRIVATE) (AN IMG COMPANY)

JIM CONNELLY, SVP, IMG COLLEGE/LICENSING; CORY

MOSS, SVP AND MANAGING DIRECTOR, +1.770.956.0520

WWW.CLC.COM

Top selling college brands in 2014 included Alabama, Texas, Notre Dame, Michigan, Texas A&M and Florida, as well as the NCAA, the Tournament of Roses, the College Football Playoff and the Southeastern Conference (SEC). CLC's collegiate brand partners represent 75 percent of the \$4.55 billion retail market for college merchandise. Walmart remained the largest retailer of collegiate licensed product in the U.S., with other top retailers including Dick's Sporting Goods, Fanatics, Kohl's, Follett and Barnes & Noble. Collegiate institutions are becoming more strategic in managing their brands. CLC universities are using fan data and retail intelligence reports to better analyze their programs to identify opportunities for growth and create consumer-focused, customized strategies that include partnerships with best-in-class licensees in each product category and retail channel. Key categories of focus for growth include women's, infant/youth, men's fashion and several non-apparel categories. In addition to the categories just mentioned, Panini became the exclusive trading card company for most collegiate institutions in 2015. This new program should generate increased sales and brand exposure for many institutions over the next few years. To support sales for college licensing programs, CLC provides strong national retail marketing platforms such as College

Colors Day, Holiday Cheer Section and Rock Your Colors to promote college product during critical selling periods (back-to-school, holiday, college basketball). In addition to in-store promotions, CLC increasingly works with its university partners on digital strategies to connect with the consumer using a more targeted approach.

12

RAINBOW

\$4.3B (PRIVATE)

IGINIO STRAFFI, FOUNDER AND CEO; JOANNE LEE, COO, +39.071.75067500

WWW.RBW.IT

Winx Club was one of the company's top licensed properties throughout 2014. The show brings in over 15 million viewers each day on 115 broadcasters worldwide, now including China. The brand's third CGI movie, Winx Club—The Mystery of the Abyss, launched in 2014. In addition, Rainbow signed a deal in 2014 that will see a spin-off series, Winx Club WOW: World of Winx, become exclusively available in all Netflix territories. The first season will be available by early 2016 with the second following in the fall. Fans across the U.S., Canada, Latin America, the U.K., the Nordics, Benelux, France, G/A/S, Australia/New Zealand and Japan will be able to watch the new spin-off show. In the U.S., U.K., Australia/New Zealand and France, the third Winx theatrical movie will also be exclusive to Netflix. Another of Rainbow's major licensed properties in 2014 was Mia and me. This award-winning show is a co-production with Gerard Hahn-m4e. The series has been picked up by more than 70 broadcasters in over 80 territories. A full range of licensed merchandise will launch next year, including a toy line from global toy partner Mattel. Other partners include Ravensburger, Egmont, Unilever, Nestle and Panini. A second season is due for release later this year. Rainbow's policy of releasing new Winx Club content each year means a constant flow of new style guides that inspire licensees to produce fresh new product lines. Over 500 licensees are on board globally across a multitude of categories with more than 6,000 products developed—numbers that grew throughout 2014. Rainbow is expanding the property into more unusual and innovative sectors, such as Winx Club-themed holidays and experiences. In each territory, Rainbow has a major trade marketing program in place to support licensed products and increase the brand visibility on a retail level, through initiatives such as dedicated in-store areas and free entertainment.



13

IBML (INTERNATIONAL BRAND MANAGEMENT & LICENSING)

\$4B (PRIVATE)

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WWW.IBML.CO.UK

Key properties include Dunlop, Everlast, Sondico, Slazenger, Lonsdale, Kangol, USA Pro, Campri, Karrimor, Golddigga, No Fear, Donnay, Voodoo Dolls, Carlton, Title, Antigua and LA Gear.

14

WESTINGHOUSE

\$3.995B (NASDAQ: WEST)
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WWW.WESTINGHOUSE.COM

Managed by LMCA since 2001, the program is focused on key consumer, commercial and B2B categories, which include LCD TVs; laptop computers; light bulbs; consumer security and B2B lighting; electrical and wiring devices; electric power generation including nuclear, solar and wind renewable energy; landscape lighting; kitchen and personal care appliances; air purification; water conditioning and purification; central heating and air-conditioning; intercoms; and electrical, computer and audio accessories. Program growth comes largely from geographic and new category expansions, market share gains and brand development initiatives.

15

GENERAL MOTORS

\$3.5B (NYSE: GM)
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WWW.GM.COM

From electric and mini-cars to heavy-duty full-size trucks, monocoabs and convertibles, General Motors' brands offer a comprehensive range of vehicles in more than 120 countries around the world. GM's roster of brands include both current and heritage properties with assets spanning over 100 years such as Chevrolet, Buick, GMC, Cadillac, Pontiac, Saturn, Oldsmobile and Hummer. Key news for the GM licensing program in 2014 included continued success surrounding the seventh generation Corvette Stingray and Z06 coupe and convertible, the 2015 Camaro, the all-new Chevrolet Silverado and Colorado, the Chevrolet Trax and the new GMC Sierra and Canyon.

16

NATIONAL FOOTBALL LEAGUE

\$3.5B (E) (PRIVATE)
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WWW.NFL.COM

17

DREAMWORKS ANIMATION

\$3.3B (NASDAQ: DWA)

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In 2014, *How to Train Your Dragon* and *Penguins of Madagascar* led the charge, along with DreamWorks Classics brands including *Lassie*, *Noddy*, *Felix*, *Where's Waldo* and *Postman Pat*. DreamWorks Animation's highlight at retail in 2014 was *How To Train Your Dragon 2*, which

could be found at all major retailers in conjunction with the summer release of the film worldwide. DreamWorks Animation arrives into 2015 with a deep portfolio of new and classic properties for film, television and online across multiple categories. Highlighted

properties include the upcoming *Trolls* and *DinoTrux*, as well as *DreamWorks Dragons*, *Kung Fu Panda* and *Voltron*. *DreamWorks Classics* will continue to engage fans with initiatives around *Felix*, *Noddy*, *Lassie* and *Waldo*. Franchises *Shrek* and *Madagascar*, along with the recent *Home*, round out the studio's portfolio. *AwesomenessTV* is also poised for a landmark 2015 as the multi-platform media company continues to captivate audiences with short- and long-form content, led by an ever-expanding roster of talent.



18

AUTHENTIC BRANDS GROUP

\$3.2B (PRIVATE)

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WWW.ABG-NYC.COM

Top licensed properties in 2014 include celebrity brands Marilyn Monroe, Muhammad Ali, Elvis Presley, Michael Jackson (2015); women's fashion and accessories brands Juicy Couture, Judith Leiber, Adrienne Vittadini, Taryn Rose and Misook; men's fashion brands Hickey Freeman, Hart Schaffner Marx, Palm Beach and Bobby Jones; and sports brands Airwalk, Prince, Spyder, Vision Street Wear, TapouT, Hind, Above The Rim and Sportcraft. Top retail partners and licensing programs in 2014 were at retailers Bergdorf Goodman, Neiman Marcus, Dillard's, Nordstrom, Harrod's, Lane Crawford, Selfridges, Liverpool, Lord & Taylor, Macy's, Kohl's, TJ Maxx, Sears, Winners, Walmart, Kmart, Payless, Sports Authority, Dick's Sporting Goods, Under Armour, Decathlon Sports, Sports Direct, Big W and El Palacio. ABG will continue to focus on global licensing and marketing initiatives to drive domestic and international awareness of its portfolio and expand its customer base. Additionally, ABG will pursue mergers and acquisitions and acquire premium global properties.

19

NATIONAL BASKETBALL ASSOCIATION

\$3.2B (E) (PRIVATE)

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WWW.NBA.COM

The NBA is a global sports and media business built around three professional sports leagues—the National Basketball Association, the Women's National Basketball Association and the NBA Development League. The league has established a major international presence with games and programming in 215 countries and territories in 47 languages and NBA merchandise for sale in more than 125,000 stores in 100 countries on six continents.

20

PENTLAND BRANDS

\$3B (PRIVATE)
 EAN BROWN, EXECUTIVE DIRECTOR, +44.020.8346.2600
 WWW.PENTLAND.COM

Properties include Speedo, Lacoste, Berghaus, Brasher, KangaROOS, elleSe, Boxfresh, Kickers, Ted Baker, Mitre, ProStar, Red or Dead and Gio Goi.

21

PROCTER & GAMBLE

\$3B (E) (NYSE: PG)
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 WWW.PG.COM

**Electrolux**

22

ELECTROLUX

\$2.7B (NASDAQ: ELUXY)
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 WWW.ELECTROLUX.COM/LICENSING

Electrolux's top licensed brand continues to be the German brand AEG. This brand is licensed for products ranging from commercial energy to consumer electronics. Other top licensed brands worldwide include Electrolux, Frigidaire, Zanussi, Eureka and White-Westinghouse. In North America, Frigidaire extended into food storage containers and Eureka extended into home portable heaters. In Europe, Electrolux concluded licensing deals in France for the Arthur Martin brand for cookware and Zanussi extended into photovoltaic solar panels in the U.K. and cookware for Europe. Also, the Electrolux brand was licensed for water softeners and purifiers for Europe. In Asia, the Electrolux brand was licensed for refrigeration products in Bangladesh. Electrolux is one of the world's leading appliance makers, producing over 50 million products per year and selling into 150 countries globally. The brand licensing business works adjacent to the core business, offering brand extensions in almost every category. These licensing programs provide the consumer with an opportunity to enjoy their favorite brands across more product ranges and geographies. In 2015, Electrolux global brand licensing will continue to focus on working with excellent partners who understand how to translate strong brand equity into desirable consumer products.

23

FERRARI

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WWW.FERRARISTORE.COM

The company continues to reinforce its lifestyle approach with various luxury partners such as Tod's, Hublot, Vertu and Damiani. There are currently more than 50 Ferrari stores worldwide. Last year, Ferrari opened the doors to a new company-owned flagship store in Milan's historic Palazzo Ricordi near the Duomo. The store encompasses 750-square-meters over three floors and was created by architect Massimo Iosa Ghini.

24

RALPH LAUREN

\$2.5B (E) (NASDAQ: RL)
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 WWW.INVESTOR.RALPHLAUREN.COM

25

WEIGHT WATCHERS INTERNATIONAL

\$2.5B (NYSE: WTW) (INCLUDES WEIGHT WATCHERS
 SMART ONES BY HEINZ)

WWW.WEIGHTWATCHERS.COM

26

CATERPILLAR

\$2.1B (NYSE: CAT)
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WWW.CAT.COM

Growth in the footwear, phones, apparel, bags, toys and industrial products like battery chargers and jump starters were key drivers for retail sales in 2014. Twenty-nine freestanding Cat lifestyle retail stores opened worldwide in 2014, bringing the total of these stores to 107. The lifestyle collection continues to attract new consumers. In 2015, Caterpillar will launch additional Cat retail lifestyle stores in Central America, South America and China, and expand distribution of Cat phones and mobile accessories including the Cat S50 rugged smartphone. Additionally, look for the Cat brand in mobile apps, videos, games, tool storage and safety work wear and in special projects like the Ducks Unlimited/Cat duck calls. The company will continue working with current licensees to develop exciting new styles and products that reflect Cat brand attributes.

27

TWENTIETH CENTURY FOX CONSUMER PRODUCTS

\$2.1B (NASDAQ: FOXA)
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The Simpsons 25th anniversary program was a key driving force for Fox Consumer Products' properties in 2014, including partnerships with LEGO and MAC, as well as fashion collaborations with global brands like Drop Dead, Uniqlo and Eleven Paris that introduced clothing for The Simpsons. The brand also saw significant growth in Asia and Europe thanks to partnerships with such global brands as Etam, A Bathing Ape, Joyrich, MC2 Saint Barth and Just Hype. Capitalizing on its franchises and to commemorate the 35th anniversary of Alien, FCP released the Alien Isolation video game, which sold through 1.2 million units in the first three months of release, won over 50 press Game of the Year accolades and has had multiple nominations for major industry awards. FCP also celebrated the 35th anniversary of Alien with partnerships with SEGA and NECA and the Alien vs. Predator Maze at Halloween Horror Nights at Universal Studios. Internationally, Ice Age remained strong due to the global live show tour, Ice Age Live! A Mammoth Adventure; mobile game apps such as Ice Age Adventure; and fashion apparel partnerships such as Monnalisa, a high-end Italian children's brand; and X5 Russia's DTR program. Emmy Award-winning series Modern Family contributed to the company's record-breaking year thanks to several promotions in Australia such as the Australian

Toyota promotional campaign starring Ty Burrell in a series of seven commercials as well as an integration promotion with Qantas Australia. 2014 also marked the end of Sons of Anarchy, which evolved into a true lifestyle brand thanks to 60-plus final season licensees across all categories including newly released SOA slot machines; Metal Mulisha, a collection of a men's, women's and juniors apparel; an SOA-themed comic series by BOOM Comics; and the Sons of Anarchy Men of Mayhem–Gale Force Nine board game. The FX series The Strain had a strong premiere and spun off to create Fifth Sun apparel programs, while the popular series Family Guy continued to bring in business via new apparel programs with Rook and Famous Stars & Straps. Fan-driven brands such as Planet of the Apes, Predator, Home Alone, Rocky Horror Picture Show, Firefly, The X-Files and Buffy the Vampire Slayer also saw increased success in 2014 thanks to new collectibles, publishing, apparel, accessories and seasonal products. The Simpsons 25th anniversary partnerships with top accounts such as Toys 'R' Us, Primark and Hastings, along with fashion collaborations, were popular thanks to global brand partners including MAC, Uniqlo, Converse and Joyrich. The box office boom from The Fault in our Stars translated to sales for the film's apparel program with partners Hot Topic and Target, among others. FCP saw slot machine business growth with Avatar, Titanic, Sons of Anarchy and more. The Planet of the Apes' classic and current program targeted fans and collectors alike with apparel, publishing and collectibles. The Alien 35th program was anchored by Alien: Isolation and other partners including SEGA, NECA, Funko and Diamond Select. FCP held seasonal and holiday programs for Home Alone, Alvin, Ice Age, and others. FCP has several licensing initiatives that will drive growth for the company in 2015 and beyond. Empire broke numerous records, including the becoming the only show in the history of the Nielsen ratings to grow every episode of its season. On the film side, Ice Age will see its ongoing programs continue to grow in 2015 with its next film slated for release in 2016. The Asia Pacific region is a huge growth priority for the division for several properties including The Simpsons. The Simpsons ongoing programs, such as the Simpsons World app and streaming in China via Sohu, will further drive growth, as will the brand's new global partnerships to be announced throughout the year. Additional core FCP properties include Alvin and the Chipmunks 4, The Strain, American Horror Story and long-running animated sitcom Family Guy. Location-based entertainment remains a priority for FCP. The first-ever Twentieth Century Fox World theme park is set to open in Malaysia in 2016, with other global parks to be announced soon. Additional highlights include Springfield USA at Universal Orlando resort and the spring 2015 expansion of Springfield at Universal Studios Hollywood in the U.S., as well as new live shows, 4D shows, touring exhibitions, family dining experiences and more.

28

CARTOON NETWORK ENTERPRISES/TURNER CN ENTERPRISES

\$2B (NYSE: TWX)
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In 2014, Cartoon Network's portfolio of animated brands led the way with its signature comedy series, Adventure Time and Regular Show, along with the emergence of new series Clarence, Steven Universe and

The Amazing World of Gumball. Rounding out the portfolio are Cartoon Network's classic original series including The Powerpuff Girls, Dexter's Laboratory, Johnny Bravo and others, as well as boy's action franchise Ben 10. CNE has been and will continue to be widely distributed at retail across all key retailers and all tiers of distribution throughout the world. Numerous feature shops, direct-to-retail programs, end caps, circular support and dedicated email blasts and sweepstakes throughout holiday 2014 and other key buying seasons helped to generate sales and awareness among the group's portfolio of brands and product lines. Cartoon Network enters 2015 and beyond with a lineup of brands in its portfolio. Adventure Time will continue build on its global footprint with the enlisting of new licensing partners and collaborations to expand the brand and its products into new categories and retailers across the globe, while Regular Show and upcoming, soon-to-be-announced original Cartoon Network series will continue to carve out new licensing opportunities and product extensions. The Powerpuff Girls will celebrate a global launch of a new series, complete with full consumer products program, when it hits the network in 2016, led by its new global toy partner Spin Master. Additionally, on the young adult/millennial audience front, Rick and Morty leads the way for Adult Swim franchises to expand beyond home entertainment and into various product categories ranging from toys and apparel to publishing and more, all debuting at retail starting this summer. Additionally, a portfolio of Adult Swim original series will continue to drive sales across home entertainment, electronic sell-through, music and live events from top franchises.

29

CHEROKEE GLOBAL BRANDS

\$2B (NASDAQ: CHKE)

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 WWW.CHEROKEEGROUP.COM

Key properties available for license include the namesake Cherokee brand, Tony Hawk and Hawk Signature brands, Liz Lange, Sideout, Carole Little, ale by Alessandra and Point Cove. The Cherokee brand is an American family lifestyle brand offering classic casual comfort at affordable prices. Founded in 1973, the Cherokee brand offers an assortment of men's, women's and children's apparel, accessories, footwear and home products. The brand is licensed in more than 50 countries and sold in over 5,000 locations. The Tony Hawk and Hawk Signature brands, born in California and named after its founder Tony Hawk, a pioneer and one of the original innovators of board culture, is globally recognized as a premier board culture lifestyle brand, combining style and performance. Product categories include apparel, accessories, footwear, underwear, backpacks, luggage, school supplies and home décor. The Liz Lange brand is a maternity brand that brings women versatile, fashionable, comfortable, affordable and flattering style for every stage. With its beach volleyball heritage, founded in 1983, the Sideout brand represents an easy California beach lifestyle. Founded in 1975 by designer Carole Little, the Carole Little brand is known for its colorful signature prints for women. The ale by Alessandra brand is inspired by international fashion icon Alessandra Ambrosio. The Point Cove brand, newly developed, is inspired by the youthful spirit of California and features apparel, accessories and footwear. Retail partners for the Cherokee brand include Target stores in the U.S.; Comercial Mexicana in Mexico; Tottus, a division of Falabella in Chile, Peru and Colombia; Argos in the U.K. and Ireland; Nishimatsuya throughout Japan; RT Mart throughout China; Big C in Thailand; Megamart in India; Pick 'N Pay in South Africa and certain North African countries; Max Stores,

a division of The Landmark Group, throughout the Middle East; Magnit in the Soviet Republic; and Shufersal in Israel. Kohl's department stores is Cherokee's key retail partner in the U.S. for the Tony Hawk brand. Target stores in the U.S. and Mom & Me in India are the key retail partners for Liz Lange, and the Marmax Group is its key partner for Carole Little. In 2015, Cherokee will intensify its e-commerce in conjunction with its retail partners, grow free-standing retail locations for all its brands, continue to grow and expand through the development of new international territories and the further development of its proprietary 360-degree approach.

30

FORD MOTOR COMPANY

\$2B (NYSE: F)
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WWW.FORD.COM; WWW.GLOBALICONS.COM

Ford Motor Company has many leading brands including the Ford Oval, Mustang, Built Ford Tough and Vintage marks, in addition to many nameplates. These marks are attached to merchandise



spanning across many categories including apparel, toys and games, auto accessories, home décor and power tools, among others. Ford's widespread presence in licensed products is visible across all retail channels—mass, department, club, specialty, home improvement and automotive stores, including Walmart, Target, Kohl's, Nordstrom, Gilt.com, Toys 'R' Us, Home Depot and Pep Boys. Paying tribute to Mustang and its 50 years in production, a limited edition licensed merchandise collection was developed and launched into the market. A select group of licensees helped mark the milestone with branded products ranging from apparel, headwear, home goods, books, toys and collectibles, a special edition golf cart, as well as a special edition pinball machine. Lucky Brand expanded its capsule collection and features archival Ford, Mustang and Cobra logos with pieces available at Nordstrom, Macy's and on LuckyBrand.com. A recent collaboration with Dynasty Apparel, featuring a Mustang burnout augmented reality experience, rolled out at all Walmart stores in October 2014. Meanwhile, a Ford women's tee by Junk Food retailed in fashion boutiques and select Nordstrom stores and was featured in the lifestyle magazine, Serendipity. Ford teamed up with OPI to create a limited edition nail lacquer collection that featured six Mustang-inspired shades and hit stores in July 2014. As of late August, the Mustang line for OPI had sold over 4 million bottles. In partnership with Ford Motor Company, pop artist Burton Morris hand-painted a series of 10 original 2015 Ford Mustang ponies. The #MustangUnites campaign kicked off in September 2014 at the Sunset Marquis in Los Angeles, Calif. Limited edition paper prints and other items were offered for sale online at www.MustangUnites.com. Stern Pinball, the sole producer of pinball machines, unveiled a Ford Mustang 50th anniversary pro pinball machine. The game comes with artwork by veteran Ford GT designer Camilo Pardo and a soundtrack from Sony Music spanning five decades. For the pool playing crowd, Ford has licensed a collector's edition 1965 Mustang pool table complete with working lights, real chrome tires and trim—and it even comes with its own VIN and title. Step 2 launched the 2-in-1 Ford F-150 SVT Raptor Ride-on in late summer 2014. The Fisher-Price Ford F-150 Power Wheels truck takes its cues from the parent version 2015 F-150 and made its debut in fall of 2014 at Walmart, Toys 'R' Us, Target, Kmart and more. The F-150 SVT Raptor golf cart by Caddyshack was unveiled at the Texas State Fair in September 2014. NINE HK, showcased the full Ford

line up at the 2014 Cologne Hardware Show and is now expanding to other global territories. The all-new Ford pressure washer by Pulsar is available online at major home improvement retailers, such as HomeDepot.com. Ford has long been a leading brand on the shelves at Pep Boys, and recently Pep Boys has expanded the Ford line-up with more branded products such as garage stools and headwear. Ford's Garage Restaurant is the first-ever restaurant to be officially licensed by Ford Motor Company. Presently there are four locations open in Florida. The chain has long-term plans for expansion in Ford's home state as well. 2015 is expected to be another solid year as Ford begins exporting the Mustang to China, bringing the car to approximately 120 foreign markets, as well as bringing the Focus RS stateside for the first time and launching the new GT worldwide. The program—taking its cues from Ford's Go Further message—will continue to expand into more unique licensed products and categories and build upon the global brand favorability and deliver on the Ford brand promise.

31

KATHY IRELAND WORDLWIDE

\$2B (PRIVATE)

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kathy ireland Worldwide continues to experience growth, offering designs in better sportswear, fine jewelry, luxury cashmere sweaters/accessories, infant and toddler apparel, socks, footwear, NuGene International, anti-aging skincare for men and women, furniture, flooring, area rugs and hard surfaces, indoor and outdoor lighting, ceiling fans, accessories, window treatments, home office, upholstery, leather and microfiber, top of bed, mattresses, sheets, mattress covers and pillows, candles, hand-painted fine porcelain and decorative shelving. kiWW launched strategic relationships with American Family Insurance, Raymond & Flanigan, Nebraska Furniture Mart, National Business Furniture, Bayes Cleaning solutions, and A&B Home Fashions. kiWW is expanding into several new categories such as fine china and flatware, crystal, organic florals, storage solutions, stationery, towels, sheets, pet products, home remodeling, quick-to-assemble furniture, futons and klik klaks, garden, food, kitchen, bath cabinetry, publishing and children's educational toys. kathy ireland Designs, ACafé by Chef Andre and Jardin by Nicholas Walker offer casual dining, mattresses, leather and upholstery with Primo International. Design It Yourself Crafting Supplies offers decorative trims, fabrics, stickers, decals and appliques. Other categories include Design it Yourself jewelry, real estate, vacation events, wedding events and planning, wedding program licenses, music and film licenses, publishing and greeting cards. kiWW entered into a multi-year licensing renewal with Pacific Coast Lighting for all indoor/outdoor lighting needs and accessories. A wholly owned kathy ireland Worldwide subsidiary manages licensing and entertainment for Janet Jackson, including her New York Times No. 1 best-selling book True You, which includes 30 recipes for healthy living developed by Chef Andre of ACafé. kiWW also represents global beauty icon José Eber. Key retail partners of kiWW continue to be more than 65,000 independent retail doors, which are located in 50 countries. Fine retailers include Macy's, and Bed Bath & Beyond. kathy ireland Office can be found at retailers across the country including National Business furniture and Staples. Kathy Ireland philanthropic work supports many non-profits including the Elizabeth Taylor HIV/AIDS Foundation, Feed The Children, Providence Educational Foundation, The American Israel Public Affairs Committee, The Anti-Defamation League, Jewish Defense League and 9-1-1 for Kids.

32

MGA ENTERTAINMENT

\$2B (PRIVATE)

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Key franchises include Little Tikes, Lalaloopsy, Moxie Girls, Project MC2 and Bratz. Lalaloopsy continues to be an evergreen preschool property backed by a toy range and has new content on Nickelodeon. MGA has expanded the product categories for Little Tikes to include a newborn range and a preschool fashion program for 2016. Project MC2 entertainment content launches summer 2015 followed by toys and fashion for back-to-school.

NBCUniversal

33

NBCUNIVERSAL

\$2B (NASDAQ: CMCSA)

AMYTAYLOR, EVP AND GM, STRATEGY, BUSINESS DEVELOPMENT AND OPERATIONS, UNIVERSAL

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Universal Partnerships & Licensing oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. In 2014, Universal Pictures and Illumination Entertainment's blockbuster franchise Despicable Me saw exponential growth. On the TV side, UP&L saw significant success with The Biggest Loser and Sprout. With \$1.5B in box office globally, Despicable Me is bigger than every other animated franchise over its first two films, and even without in-year entertainment, the franchise's consumer products and promotional programs continued to pick up steam in 2014. Now more than 740 licensees worldwide are developing thousands of SKUs across all categories. Major global retailers across all channels including Walmart, Target, Toys 'R' Us, Asda, Liverpool and Big W continue to embrace the brand. To date, retail sales have topped \$1 billion. The cornerstone of the Despicable Me franchise licensing program is global master toy partner Thinkway Toys, who won the 2014 Toy Industry Association Boy Toy of the Year with its talking Minion action figure. Hasbro continues to release Minion-themed classic board games and recently unveiled the first-ever Despicable Me Play-Doh products, while Mega Bloks launched construction sets in 2014. In the digital space, Gameloft's Despicable Me: Minion Rush has over 500 million downloads and won the 2014 Nickelodeon Kids' Choice award for Favorite App, along with the BAFTA Kids' Vote award for Best Video Game. In 2014, NBC's The Biggest Loser capped off 10 years and 16 seasons with new partners, including a wearable fitness device, The Biggest Loser vivofit from Garmin; branded publications from Time, Inc.; and two new resort locations. From kids' network Sprout, the Sprout Channel Cubby kids' tablet launched at Walmart last August and finished the year as the No. 1 selling children's tablet, laying the foundation for a strong Sprout merchandising program in the coming years. Furious 7 launched in theaters in April 2015. UP&L developed several noteworthy partnerships, including deals with Xbox which created an original stand-alone experience, Forza Horizon 2 Presents Fast & Furious; and Kabam who released Fast & Furious: Legacy, the official mobile game of the film series. June 2015 sees the release of the long-awaited next installment in the Jurassic Park film series, Jurassic World. UP&L has signed more

than 165 licensees worldwide, including global master toy partner Hasbro and The LEGO Group. In addition, UP&L has developed games across all platforms and age demographics. And in July 2015, Universal Pictures and Illumination Entertainment will release the prequel, Minions, centering on the iconic Minion characters. Licensees include Thinkway Toys (master toy), Hasbro (games) and Mega Bloks (construction). The property will be supported by significant retail partnerships around the globe. NBC and Esquire Network's American Ninja Warrior will make its consumer products debut as the show returns for a seventh season in May 2015. Additionally on NBC, Heroes will continue with the miniseries Heroes Reborn. The Biggest Loser franchise will continue expanding with new products from lifestyle partners and retail launches of food and household products. Other TV focuses include The Tonight Show Starring Jimmy Fallon, Brooklyn Nine-Nine, Battlestar Galactica and The Office. Looking beyond 2015, UP&L is focusing on Universal Pictures and Illumination Entertainment's The Secret Life of Pets, which will release in February 2016. Also in 2016 is an original animated comedy event about courage, competition and carrying a tune, written and directed by Garth Jennings. And in 2017, Despicable Me 3 will release in theaters worldwide and will continue the adventures of Gru, Lucy, their adorable girls and the Minions.

34

THE POKÉMON COMPANY INTERNATIONAL

\$2B (PRIVATE)

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Pokémon features a wide array of offerings from video games, the Pokémon trading card game, animation and wide variety of licensed lifestyle products, making it one of the most diverse and beloved entertainment franchises in the world. Highly anticipated Pokémon Omega Ruby and Pokémon Alpha Sapphire launched in November and, with only six weeks of sales, became the best-selling set of video games in 2014, adding to the more than 270 million Pokémon video games sold to-date. Excitement for the new titles penetrated the entire brand, leading to Pokémon being top-of-mind among its fan base and beyond. With more than 21.5 billion Pokémon TCG cards shipped globally and nearly 800 episodes currently in its animation library, Pokémon is a long-standing market leader and enjoyed an incredibly strong year at retail in 2014. The popular Pokémon TCG continues to be a leader in the trading card game category at major retail and hobby shop locations around the world. In 2014, four new Pokémon TCG expansions were launched, achieving record sales, and four more sets will launch in 2015, along with various incremental Pokémon TCG products, including collectible tins and box sets. Additionally, an app that enables people to play the Pokémon TCG on Apple devices launched successfully in 2014. The newest Pokémon full-length feature film, Pokémon the Movie: Diancie and the Cocoon of Destruction, aired on Cartoon Network in the U.S. and other broadcast partners across the globe starting in November 2014, with the launch of Pokémon Omega Ruby and Pokémon Alpha Sapphire. For fans of the Pokémon animation series, The Pokémon Company International continued to make available the free Pokémon TV application for Apple and Android devices as well



as Roku and Amazon Fire TV. In addition, deals were signed to distribute Pokémon animation on Netflix, Hulu, iTunes, and Amazon, expanding the ways Pokémon fans can access their favorite episodes on demand. Throughout the year, The Pokémon Company International partners with national retailers to distribute Pokémon characters to fans who own the video games. In 2014, Pokémon character distributions were held at different times at GameStop locations in the U.S., EB Games in Canada and other retail partners across Europe. A Pokémon MegaStop debuted at GameStop in-step with the launch of Pokémon Omega Ruby and Pokémon Alpha Sapphire, offering a one-stop shop for Pokémon product. The Pokémon Company International also supported several key retailers with exclusive items and various other cross-promotions that helped drive retail traffic throughout the year. Building on the breakaway success of numerous Pokémon products like Pokémon Omega Ruby and Alpha Sapphire and strong Pokémon TCG sales, the Pokémon brand will enjoy a strong year in 2015. With a newly expanded licensing team at the helm, the department has been restructured for growth. Lifestyle licensing experts have been hired to support three main categories: fashion and home, toy and game and consumer packaged goods. Expanded demographics outside of boys and males now include females 14-plus and adults. By rounding out specialty, expanding mid-tier and introducing new product lines into mass in 2015, the foundation for explosive growth of Pokémon licensed products has been established. The 18th season of Pokémon animation, Pokémon the Series: XY, debuted in February on Cartoon Network in the U.S. and Teletoon in Canada, and launched in April in the U.K. on CITV. The new season will air in other markets around the world throughout 2015. Pokémon's VOD offerings continue to thrive in 2015, with Pokémon animation available on Netflix, Hulu, iTunes and Amazon. These offerings join Pokémon's own Pokémon TV app in providing fans hundreds of Pokémon episodes and movies on demand. Pikachu Press, The Pokémon Company International's publishing arm, features a collection of Pokémon-themed books that include new Pokémon adventures, fun puzzles, sticker collections and more. The Pokémon Company International invests millions of dollars in marketing, advertising and retail promotions in support of Pokémon video games, the Pokémon TCG and the Pokémon brand overall.

35

SEQUENTIAL BRANDS GROUP

\$2B (NASDAQ: SQBG)

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WWW.SEQUENTIALBRANDSGROUP.COM

Sequential Brands Group owns, promotes, markets and licenses a portfolio of consumer brands in the fashion, active and lifestyle categories. In 2014, the company closed an acquisition, adding global athletic brands AND1 and Avia to its portfolio, and doubled its annual global retail sales from \$1 billion to \$2 billion. The acquisition also added new retail partners including Walmart, the Sports Authority and Dick's Sporting Goods to its distribution platform. With a strong fashion and celebrity portfolio, the company expanded relationships with key retail partners including Nordstrom's, Lord & Taylor and Macy's and added movie star Paula Patton as brand ambassador for its fashion brand



Ellen Tracy to celebrate its 65th anniversary. 2015 is promising to be Sequential's best year yet with projected global annual retail sales reaching approximately \$3 billion. A significant factor that will drive growth for the company in 2015 includes the recent acquisition of a majority interest in the Jessica Simpson brand. The global fashion brand offers over 31 categories and generates approximately \$1 billion in annual retail sales. The company plans to leverage its global activation platform across all brands to further expand into international markets as well as organically grow its brands through e-commerce and new category extensions.

36

BBC WORLDWIDE

\$1.8B (PRIVATE)

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WWW.BBCAMERICA.COM

BBC Home Entertainment titles continue to perform solidly at retail, with strong placement at major retailers including Walmart and Target. BBC Earth programming has returned to BBC America and will be showcased on the channel as a premier brand. BBC Worldwide continued its theatrical release schedule in the U.S. with Private Peaceful, Wings 3D and finally the Doctor Who eighth season premiere and theatrical event. BBC Worldwide is also growing its live events business. 2013-14 was a busy year for live events, with shows in the U.K., U.S., Australia, Russia, South Africa, Finland, Hong Kong and China. Walking with Dinosaurs, rated one of the most successful world tours of 2010 (Pollstar), returned from hiatus, roaring into continental Europe in 2012 and returned stateside in June 2014. In the U.K., BBC Worldwide's live events business continued the Doctor Who Experience in 2013, now a permanent attraction, as well as a Deadly 60-branded area at Longleat Safari Park. This year, CBeebies Land will open at Alton Towers. It has also staged theater and arena tours, concerts, large-scale exhibitions and even themed cruises on Holland America Line in the U.S., titled Dancing with the Stars: At Sea. Doctor Who was once again the No. 1 licensed television brand in specialty retailers including Hot Topic, hitting over \$100 million in sales. The brand will be a focal point for growth, adding new product categories and growing consumer products at new and existing retail stores such as Hot Topic, Hastings, Transworld/FYE and more. Sherlock made its North American licensing debut in 2014 with a plethora of licensees ranging from textiles to electronics. Top Gear continues to be a strong broadcast performer with the original U.K. show and local formats. Revenue and growth for BBC Worldwide consumer products is driven by the company's key core brands: the longest running sci-fi series Doctor Who, Top Gear, natural history division BBC Earth and Dancing with the Stars, with over 40 unique versions currently airing in over 80 countries. Growth over the next year will be driven by the extension of existing licensing properties both in the U.K. and internationally. BBC Worldwide expects to grow revenue with licensing programs around Doctor Who, Top Gear, BBC Earth's Planet Earth and Frozen Planet, the Walking with Dinosaurs franchise and preschool series such as Sarah and Duck and Dino Paws.



37

PGA TOUR

\$1.63B (PRIVATE)

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In 2014, the PGA Tour continued to expand its global position as the top-of-mind golf and affinity lifestyle brand through its diverse range of products and services. The PGA Tour portfolio of licensed indicia most notably includes the PGA Tour, Champions Tour, Web.com Tour, PGA Tour Latinoamérica, PGA Tour China, PGA Tour Canada and TPC's in addition to more than 30 unique tournament brands. These brands have been licensed in more than 120 product and service categories across the globe. PGA Tour licensing endeavors in 2014 included expanding the footprint of branded brick-and-mortar retail spaces, the opening of the inaugural airport-based PGA Tour Grill, venturing into new international markets, adding two licensees in private label categories and revitalizing the PGA Tour brand package in the marketplace. The PGA Tour capitalized on its relationship with its flagship branded retailer, PGA Tour Superstore, as three brand new state-of-the-art stores opened their doors in 2014, bringing the total store count to 22. On the heels of the success of the PGA Tour's licensed airport-based retail outlets, the inaugural PGA Tour Grill, an airport-based restaurant chain developed by partner HMSHost, welcomed its first patrons in May in San Diego International Airport. Subsequent airport restaurant locations included Las Vegas and Honolulu. Designed to reach golfers and non-golfers alike, PGA Tour Grill leverages existing Tour assets in local tournament markets and actively integrates all entities to embody the complete PGA Tour experience. Complementing the already well-established PGA Tour Apparel program, in 2014 the PGA Tour signed licensees, ACI International and Tru Fragrance, to create footwear and fragrance products, respectively, in order to round out the brand's private label licensing portfolio. One new international highlight was the PGA Tour entering the Philippines via The Brand Kartel to establish PGA Tour branded brick-and-mortar retailers in conjunction with a private label line of apparel, golf and fashion accessories, stationery and home products, with projections to open doors in early 2015. In 2015, the PGA Tour will prioritize its development efforts based on potential value coupled with brand relevance across four primary segments: participation, merchandising, lifestyle and entertainment. In addition to traditional licensing, further emphasis will be placed on exploring vertical business models that could potentially deliver greater financial and strategic value. From a retail brand perspective, the PGA Tour has developed a rejuvenated brand package to unify licensees at retail by way of a consistent and recognizable brand experience throughout stores, spaces, services and products. Expected to roll out in mid-2015, this re-branding initiative will enhance the authenticity of the PGA Tour brand in retail environments and emphasize a shared commitment among all licensees and the Tour to giving back through the PGA Tour's charitable initiative, Together, Anything's Possible.



38

SESAME WORKSHOP

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WWW.SESAMEWORKSHOP.ORG

In 2014, MakerBot announced Sesame Street as its first global licensed brand and brought 3D printable, Sesame Street licensed content to the MakerBot digital store and to MakerBot retail stores. Mr. Snuffleupagus was the first Sesame Street character to be available for download and 3D printing. Additional characters Elmo, Bert, Ernie, Big Bird and Oscar

the Grouch soon followed. Funko and Sesame Workshop introduced a series of Sesame Street Pop! Vinyl Figures. The partnership launched at New York Comic Con with a first-to-market release of Super Grover Pop! vinyl figure. A complete Sesame Street Pop! series including Bert, Ernie, Big Bird, Oscar, The Count, Elmo, Cookie Monster and Grover will follow in 2015. Sesame Workshop partnered with Beijing Kowloon Blueocean Technology Company, provider of the early childhood application service platform 3ikids, on a brand-new, interactive learning system featuring the Sesame Street characters for families in China. The Sesame Street parent/child series, a subscription-based series available to parents and teachers, introduces learning products and kicks off with two interactive offerings. The collaboration continues the tradition of research and testing to ensure that children are engaged in a way that maximizes learning. Phoebe Furchester-Fuzz, Funella and Furgus from the TV series The Furchester Hotel, made their debut at Brand Licensing Europe 2014. The series launched on CBeebies in September 2014 and will be featured in a spring/summer 2015 line-up of products for the U.K. including plush and figurines from Hasbro; story, activity, character and novelty publishing titles from Penguin; a dedicated magazine from Immediate Media; and DVDs from Abbey Home Media. Additional key categories will roll out in autumn 2015. The fresh produce industry's efforts to inspire children to eat more fresh fruits and vegetables through "Eat Brighter!," a movement forged by Sesame Workshop, Produce Marketing Association (PMA) and the Partnership for a Healthier America (PHA), continues to gain national attention through a video starring First Lady Michelle Obama, Big Bird and actor and comedian Billy Eichner. The star-studded video highlights the importance of fruits and vegetables in kids' health, leveraging Sesame Street character images in fresh produce marketing. The comedic video is making its way to consumers' social feeds, televisions and smartphones across the U.S. and features the trio participating in a game show in the produce department at a Safeway grocery store. Hasbro's Play All Day Elmo, targeted for kids 18-months to 4-years-old, will make its debut. Play All Day Elmo is light, soft and huggable, but full of technology that gives him 150 different responses. Also new this year will be Universal Studios Japan and Hotel Kintetsu Universal City themed hotel floor featuring Sesame Street characters. From the moment hotel guests step out from the elevator, they will be immersed in the look and feel of the iconic brand—playful patterns and colorful characters that will delight any family.

39

BLUESTAR ALLIANCE

\$1.5B (PRIVATE)
JOSEPH GABBAY, CEO, +1.212.290.1370
WWW.BLUESTARALLIANCE.COM

Key properties include English Laundry, Kensie, Hot Kiss, Harve Bernard, Larry Levine and Catherine Malandrino.

40

GIOCHI PREZIOSI GROUP

\$1.5B (E) (PRIVATE)
GRAZIANO DELMAESTRO, LICENSING DIRECTOR,
+39.01.96.47.51

WWW.GIOCHIPREZIOSI.COM

Key properties include Gormiti, Puppy in My Pocket and Dinofroz.

41

THE HERSHEY COMPANY

\$1.5B (NYSE: HSY)
ERNIE SAVO, DIRECTOR, GLOBAL LICENSING,
+1.717.508.3112

WWW.THEHERSHEYCOMPANY.COM

The Hershey Company is the leading North American manufacturer of quality chocolate and non-chocolate confectionery. With a portfolio of 200+ iconic brands, including Reese's, Hershey's Kisses and Twizzlers, and a 120-year history, The Hershey Company achieves a \$10 billion turnover annually, with products in over 70+ countries worldwide. 2014 saw continued strength in baking with fully branded Betty Crocker mixes and frostings and Reese's Puffs Cereal. Hershey's licensed food products across Asia are proving to be a huge growth driver for the company with successful partnerships in Korea, Japan and Southeast Asia with flavored milks, ice cream and desserts. In the non-food category, World Trade Jewelers continues to lead with their iconic Kisses jewelry line as well as Lotta Luv, which produces lip balms, nail polish, and other HBA products across all of the Hershey brands. The Hershey licensing program focuses on the food and beverage and lifestyle categories, with a primary focus on the Hershey's and Kisses brands. With licensed product available in 600,000-plus retail doors worldwide, and a rapid extension program underway in Asia, key programs in 2014 included selling the No. 1 multipack ice cream, first ever chocolate/almond milk and sell-out chocolate pudding in Japan, No. 1 flavored milk and first ever chocolate cone ice cream in Korea, as well as the world's first ever cobranded soy milk in Southeast Asia. Domestically, the non-food program continues to grow at all levels of distribution including all doors of Walmart, with increasing product category presence as well as penetration of Target. With such a diverse and pioneering licensed product offering, supported by updated and inspiring style-guides, the Hershey licensing program is on track to continue to grow in 2015 and beyond. Hershey will expand its partnership with a delicious new flavor variety of a co-branded Breyers Blasts! They plan to introduce Hershey's Mini Kisses filled with caramel and will also be launching a line of premium Jolly Rancher frozen beverages nationally and in Mexico and Canada. The Asia licensing business will continue to be a key growth driver, generating significant business. New products include single-serve ice cream, baked goods and ready-to-drink chocolate milks. Partnerships with Focus, in small kitchen electrics and bakeware and Fitz & Floyd in tabletop will drive the non-food business through strategic collaborative programs with key retailers which will complement the food business perfectly.

42

PLAYBOY ENTERPRISES INTERNATIONAL

\$1.5B (PRIVATE)

MATT NORDBY, PRESIDENT, GLOBAL LICENSING, AND CHIEF REVENUE OFFICER, +1.310.424.1800
WWW.PLAYBOYENTERPRISES.COM

Top properties in 2014 were Playboy and Rabbit Head design. Playboy celebrated its 60th anniversary in



2014. The brand partnered with top tier retailers across the globe, such as Collette (Paris), Lane Crawford (Hong Kong, Beijing and Shanghai), Isetan (Tokyo), Marc Jacobs (global) and included fashion icon Kate Moss in the celebration. In 2014, Playboy continued its strong growth in Asia with new licensing agreements in categories ranging from women's designer shoes to VIP-branded men's suits, establishing the Playboy brand as one of the largest licensed brands in Mainland China with presence in more than 3,500 stores. Additionally in 2014, Playboy signed a strategic partnership with global music superstar, Pitbull, which was comprised of a series of content and experience-related initiatives that embodied the Playboy lifestyle and spirit. In 2014, Playboy also created new lifestyle content

across its media properties, including Playboy Magazine, its 22 international editions and the newly redesigned non-nude Playboy.com, which attracts 20 million unique visitors per month. A series of retail partnerships in 2014 spearheaded by top-designers sold out around the globe. This included limited edition pieces from Olympia Le Tan, Lucien Pellat Finet, Marc Jacobs and Hillier. Playboy also partnered with Marc Jacobs to design a limited edition t-shirt featuring an exclusive photo of Kate Moss that sold at select Marc Jacob stores and online at marcjacobs.com. Multiple Playboy-emblazoned women's sweaters were also produced as part of Marc Jacobs' fall/winter 2014/2015 collection. Playboy has also partnered with streetwear brands through partnerships with SUPREME, I.T. Group's Bathing Ape and Hysteric Glamour, amongst others. SUPREME x Playboy launched a spring/summer 2014 capsule collection, focusing on stylish staples, such as a hooded leather jacket, a denim jacket, a series of colorful football jerseys and Vans sneakers, all featuring the Playboy Rabbit Head. Playboy's most recent activation with Hysteric Glamour marked the fourth consecutive collaboration in a row for the brands. In addition, Playboy had a successful launch with international streetwear label, JOYRICH, creating a series of shirts, scarves and dresses garnished with the Rabbit Head. Among other areas of retail, Playboy further grew its presence in the intimates scene with a BIOFIT x Playboy collection, featuring bras and panties in the U.S., a Playboy collection with Bras N Things in Australia, as well as a lingerie line with partner D.R. Lingerie in Brazil. Playboy Fragrances powered by COTY entered Brazil, in a 2014 partnership with beauty giant Avon. Today, Playboy Fragrances are the number two selling male and female fragrance brand in Europe. Other noteworthy licensing partnerships and collaborations in 2014 included Hello Kitty (Sanrio) for its 40th anniversary, Tommy by Tommy Hilfiger, Izzue, Selima Optique, Freemans Sporting Club, Del Toro, Lexdray, Fingercroxx, Alexis N, Parvez Taj, JART Skateboards and Sugar Factory. Moreover, Playboy in 2014 worked with retail partners such as Bloomingdales, Urban Outfitters, Frederick's of Hollywood and online platforms such as HauteLook, GILT and Urban Daddy in the U.S. market. Playboy expanded its international brick and mortar establishments, adding two new retail stores in Mexico for lingerie and men's and women's shoes. Playboy Club Hyderabad's opening marked the brand's first of many fashion nightlife venues in India. In 2014, Playboy focused on both expanding its existing audience base and attracting a new generation of consumers, appealing to both men and women. As Playboy has revamped its licensing portfolio in recent years, the enterprise remains focused on establishing long-term, brand-enhancing partners and activations. Playboy's licensing program in 2015 will include the introduction of the popular Brazil Kirin premium beer Devassa by Playboy in the U.S. Playboy has also partnered with Weber Haus to introduce the U.S. consumer to Brazilian cachaca. Projects signed with Heaven Hill Distillery will be unveiled in the second half of the year, and a premium Champagne product will arrive mid-year from an expert manufacturer. Two exciting experiential venues will also be announced in the U.S. territory displaying a modern heritage look and feel. Playboy's relationship with Pitbull will continue to develop based on secured deals from 2014, including a Pitbull- and Playboy-themed gaming franchise with Scientific Games, as well as a multi-channel loungewear apparel partnership in Mexico. They have teamed to also launch the After Dark brand, which will debut in Latin America in 2015 followed by a global roll out. Playboy will build on its loyal consumer base in Mainland China by introducing more apparel and accessories licensed goods for female consumers. Retail and fashion collaborations will continue to be at the forefront of Playboy's 2015 initiatives, including Dolce & Gabbana, SUPREME, Freemans Sporting Club, Hysteric Glamour, Philipp Plein, Goodlife, Schott,

Number 9, Rogues, Good Worth & Co. and a new collaboration in the lingerie category. Playboy will continue to aggressively increase its presence globally, focus on emerging markets and expand its offerings for North American consumers.

43

STANLEY BLACK & DECKER

\$1.5B (NYSE: SWK)

JOHN CUNNINGHAM, VP, GTS BUSINESS DEVELOPMENT AND LICENSING, +1.410.716.7467

WWW.STANLEYBLACKANDDECKER.COM

With over \$1.5B in retail sales and over 70 licensees worldwide, the Stanley Black & Decker licensing program is one of the most comprehensive and successful



in the construction/DIY and home improvement industry. Licensed products are seamless with SBD's core offering and provide the same high quality standards, effectively and creatively meeting consumer needs, and feature highly-functional and appealing designs. In fact, industrial design and product innovation form the backbones of the program. Licensees are encouraged to sit with SBD engineers and brainstorm ideas for new product development and work closely with designers to ensure the values of each brand are embodied and translated in each licensed product. SBD has also integrated licensees into its web presence. Licensed products can be seen on each brand's respective website, and licensees are encouraged to participate in SBD's social media efforts. Finally, the program offers a wealth of creativity through its unique merchandising and promotional resources. Licensees are also able to tie into SBD's corporate partnerships with MLB, NASCAR and English Premier League, to strengthen their retail promotions and give retailers a point of differentiation. Brands represented in the program include Black+Decker, Stanley, Dewalt, Porter-Cable and Bostitch. Black+Decker has been a preeminent brand in the home and consumer DIY sector for over 100 years. The brand has 98 percent brand awareness and market share leadership in most categories. Black+Decker is a trusted, innovative brand that strives to make consumers' lives easier and transform their house into a home. Black+Decker has strategically entered into licensing as an extension of their core products and some of the licensed categories include upright vacuums, small domestic appliances, gardening tools, 12 volt automotive and electronic products, safety gear, ladders, toys, how-to books, industrial cleaning and air purifiers and humidifiers. Stanley is a brand that's been around for over 170 years and is preferred with professionals and serious DIYers. It is the leading global manufacturer of tools, hardware and security solutions for consumer, professional and industrial use, and enjoys 98 percent of brand awareness. Stanley's licensing program is the most comprehensive in the tool and hardware industry. Through licensing, Stanley has extended its brand prominence in the hardware category and has reinforced its pro-quality image with core consumers. Some of the current licensed categories include welding equipment, storage solutions, generators, wet/dry vacs, 12 volt automotive and electronic products and work lights, cable management, work gloves, work wear, industrial fans and heaters, garden sprayers and ladders. Dewalt is a 90-year-old brand known for quality, innovation and jobsite durability, and is the market leader for professional power tools and equipment. With its premium market position, Dewalt designs and continually optimizes professional workhorse solutions—tools, accessories

and service—to ensure absolute confidence for the toughest jobsite conditions. Licensed products include wireless alarm systems, professional trade reference books, worksite storage, pressure washers, ladders, jobsite safety equipment, footwear, generators and air compressors. With presence in over 40 different categories and retail placement growing to 90,000-plus doors in 2014, the SBD licensing program has seen acceptance at retail far greater than ever before. The program extends into six continents North America, Europe, South America, Australia, Africa and Asia, and licensed products are placed in a variety of channels—from industrial and home improvement channels, to mass markets and even DRTV. Retailers rely on SBD licensed product to complement the core offering and even fulfill the needs where SBD core products do not reach. Licensees have unsuccessfully opened up not only new aisles and categories within stores, but have also penetrated new channels for the brand (e.g. workwear specialty stores). In 2015, Stanley Black & Decker's licensing program will continue to expand into new strategic product categories for home and jobsite and extend its reach across the globe by broadening the scope of existing partnerships. Capitalizing on the strength of our battery systems will provide a new platform from which to develop products. Additionally, new brand opportunities also exist in MAC Tools, Facom, USAG and Sidchrome. New licensees added in 2014 across a host of categories, including DIY, upright vacuums, workboots, publishing and workwear, have all already started gaining traction at retail and provide opportunities for increased brand impressions and new retail channel growth. Current licensees will drive growth by working and collaborating closely with Stanley Black & Decker and focusing on expanding their placement across a broad range of retail accounts. New products will continue to be introduced through effective marketing strategies and product innovation practices.

44

TECHNICOLOR

\$1.5B (NASDAQ: TCLRY)

MANUELE WAHL; MARIE-JOSEE CANTIN; CLAIRE VILLENEUVE, +1.323.817.6600

WWW.TECHNICOLOR.COM

Top licensed properties in 2014 include RCA, Thomson, Proscan, Victor and HMV (limited), Nipper & Chipper, NordMende, Saba and Ferguson. Key retail partners include Walmart, Amazon, Kmart, Best Buy, Sears, Sam's Club, Carrefour, Darty, Jumbo, Staples and OfficeDepot. The brand licensing programs continue their solid growth. The RCA, Thomson and Proscan properties, among others, have seen continued expansion internationally with license agreements in North America, Latin America, BRIC and EMEA countries. The RCA brand launched a new Made for Moments brand campaign at CES 2015 capitalizing on its strong American brand legacy and affordable innovation. The licensed categories under the RCA brand include televisions, tablets, smartphones, appliances, laptop computers and home telephones and VOIP, for both the retail and B2B markets. Thomson, a 120-year-old brand, has partnered with selected licensees in a large spectrum of CE categories that include televisions, audio/video products and accessories, phones (GSM, DECT and smartphones), tablets, IT products, home automation, set-top-boxes, home appliances, green energies and lighting. In 2015, growth initiatives will include expanded product categories such as LED lighting, more tablet and smartphone models in more geographies, 4K televisions, Chromebook computers and innovative appliances, through expansion of product placement across retail accounts and introduction



of new products through effective marketing strategies and product innovation. The brands are also expanding efforts to penetrate the Indian and Chinese market. Technicolor, as brand licensor, contributes to its licensees' businesses by bringing value and market differentiators through technology offerings, design services, corporate partnerships and brand alliances.

45

SUNKIST GROWERS

\$1.4B (PRIVATE) (AGRICULTURAL COOPERATIVE)
MARK MADDEN, MANAGING DIRECTOR, GLOBAL
LICENSING, +1.818.379.7262

WWW.SUNKIST.COM

Sunkist Global Licensing has more than 50 licensees operating and marketing the Sunkist brand in over 85 countries. Eighty percent of Sunkist's business is in beverages, primarily juice, juice drinks and soda. The majority of sales are in North America and Asia, but the company operates in Europe, Africa, the Middle East and Australia. In addition, Sunkist will continue to gain traction into new countries with both new and existing licensees. More than 730 different licensed products carry the Sunkist brand globally.

46

NFL PLAYERS INC.

\$1.34B (PRIVATE)
STEVE SCEBELO, VP, LICENSING AND BUSINESS
DEVELOPMENT, +1.202.572.7472

WWW.NFLPLAYERS.COM

Top 10 NFL players by product sales are Peyton Manning, Russell Wilson, Colin Kaepernick, Dez Bryant, Tom Brady, Aaron Rodgers, JJ Watt, Richard Sherman, LeSean McCoy and Marshawn Lynch. Top retail partners featuring NFL Players Inc. product include Academy Sports, Best Buy, Champs, Dick's Sporting Goods, GameStop, Fanatics, Kohl's, Lids, Modell's, Target and The Sports Authority. NFLPI's strong foundation of retail sales is driven by anchor licensees in core categories such as multimedia (Madden NFL 15 by EA Sports), hardlines (trading cards from Panini America and Topps—NFLPI announced an exclusive agreement with Panini to begin in 2016 that will chart new courses for the trading card business) and apparel (jerseys from Nike). NFLPI will continue to generate new dimensions and opportunities in its licensing program, identifying categories and industries that get fans thinking differently about engaging with their favorite NFL players on consumer products. NFLPI has identified specific growth areas for NFL players including made-to-order apparel, 3-D printing and Toys-to-Life collectible figure gaming, as well as more traditional partnerships including footwear and sporting goods. This dual-track in non-traditional and traditional licensing categories will balance calculated long-term development with immediate impact opportunities and ensure sustained growth. NFLPI will continue to build co-brand partnerships that provide an opportunity for fans to engage with their favorite players beyond the traditional boundaries of a sports property. NFLPI plans to use co-brand partnerships to identify strategic new licensees, access different or segmented audiences, and innovate the way NFL player intellectual property is utilized. The NFLPI brand ambassador program enters into its second year by integrating active players further into partners' business functions, sales engagement efforts, social media marketing and B2B advertising and promotions. NFLPI also continues its ongoing efforts to participate in industry thought leadership, trade shows and conference sponsorships and retail partner promotions.



NFL PLAYERS
INCORPORATED

47

THE COCA-COLA COMPANY

\$1.3B (NYSE: KO)

KATE DWYER, GROUP DIRECTOR WORLDWIDE LICENSING,
+1.404.676.2121
WWW.COCA-COLA.COM

The Coca-Cola Company is the world's largest beverage company, with more than 500 sparkling and still brands. Led by Coca-Cola, The Coca-Cola Company's portfolio features 20 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia, Dasani, Fuze Tea and Del Valle. Consumers in more than 200 countries enjoy the beverages at a rate of more than 1.9 billion servings a day. In 2014, Coca-Cola further solidified its position as a global fashion and lifestyle license by partnering with fashion designers to launch collections by Marc Jacobs, Ashish, Kit Neale and Arzu Kaprol. Collaborations with leading brands such as Joyrich, A Bathing Ape and Uniqlo debuted at retail outlets around the world. Beauty brand OPI partnered with Coca-Cola to release new limited edition nail lacquers; and Riedel designed a glass to optimize the sensorial experience and unique flavors of Coca-Cola. In 2015, Coca-Cola celebrates 100 years of the Coca-Cola bottle. With its unmistakable curves and a distinctive contour, the bottle has become a global icon, inspiring a century's worth of signature moments in film, social history, design and the arts. To commemorate this occasion, The Coca-Cola Company invited contemporary designers and artists from around the world to reimagine vintage artwork celebrating the bottle throughout its 100 years. The program is a stunning array of artwork that has been translated onto unique and everyday items from Moleskin notebooks to Herschel bags. In February, Ashley Williams and Sophia Webster debuted capsule collections of apparel and accessories at London Fashion Week. In early April, Coca-Cola and leading retailer Colette launched a limited edition collection of products including a new book with Assouline, Kiss the Past Hello—100 years of the Coca-Cola Bottle in Art and Design, handbags and backpacks from Herschel Supply Co., Friends headphones, scarves and bags by Becksondergaard, journals by Moleskine, phone cases by Skinny Dip and tote bags by RooTote. Throughout the year, pop-up shops will travel around the world to showcase the evolving product mix in a brand immersive and experiential environment. Sustainability remains front-and-center as Coca-Cola continues to leverage its partnership with will.i.am to collaborate with iconic brands under the Ekocycle label. In 2014, the brand partnered with 3D Systems to launch a revolutionary printer that uses post-consumer waste materials for 3D printing. In 2015, Ekocycle announced a partnership with luxury retailer Harrods and expanded the recycled product offering to 150+ SKUs with more than 14 brand partners. Starwood hotels also joined the movement and will offer W hotel bedding made from rPET across all W hotels in North America.

48

NHL

\$1.3B (PRIVATE)
JOHN GULLA, SENIOR MANAGER, CONSUMER
PRODUCTS MARKETING, +1.212.789.2166

WWW.NHL.COM

The National Hockey League, founded in 1917, is the second oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 member clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters.

49

BEVERLY HILLS POLO CLUB

\$1.2B (E) (PRIVATE)
S. HADDAD, PARTNER, +1.646.266.3024

The Beverly Hills Polo Club image evokes the casual, relaxed elegance of the Southern California lifestyle. The name Beverly Hills suggests luxury, success, style, elegance, self-confidence and comfort. The game Polo, known as the sport of kings, strongly reinforces these aspirational characteristics, as well as the Beverly Hills image, with added dimensions of both the fun of competitive sport and individual physical strength. The Beverly Hills Polo Club brand is focused on international expansion and a new shop concept.

50

WWE

\$1.2B (NYSE: WWE)
CASEY COLLINS, EVP, CONSUMER PRODUCTS,
+1.203.352.8600

WWW.WWE.COM

WWE is an extremely diverse multi-platform sports entertainment brand. WWE currently has three weekly TV shows including Monday Night Raw, Thursday Night SmackDown and Total Divas on E. These TV programs combine for over 15 million weekly viewers. WWE is committed to family friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE programming reaches more than 650 million homes worldwide in 35 languages. WWE Network, the first-ever 24/7, over-the-top premium network that includes all 12 live pay-per-views, scheduled programming and a massive video-on-demand library, is currently available in more than 170 countries. WWE has a wide range of consumer products that are manufactured by more than 150 licensees worldwide. WWE Books has placed 24 titles on the New York Times best-sellers list since 1999, including DK's WWE 50 and WWE Encyclopedia. WWE video games have sold more than 62 million units since 1999, generating more than \$2 billion in revenues. WWE has global distribution and is in all doors at the biggest retailers in North America including Wal-Mart, Target, Kmart and Toys 'R' Us. Its home video collection is carried in all doors at Best buy, FYE and all other major Home Entertainment retailers. WWE's TV programming, live events and wide-ranging home video collection has helped propel the brand to over 1 billion dollars in consumer product sales. WWE is a brand that relates and delivers product to the most diverse audience all over the world. In 2014, WWE and Kmart saw big success with the John Cena Never Give Up DTR program. The "Never Give Up" DTR program has continued to grow and see increased sales since its inception in late 2013. WWE also had a Toys 'R' Us feature shop around one of our major pay per view events, SummerSlam. In Walmart last year, WWE had numerous key out of aisle activations around key pay per view events which proved to be a big success by driving incremental sales. WWE has numerous plans in both the interactive and toy categories that will contribute to significant growth in 2015. Our master toy partner, Mattel, will be expanding on our very successful core action figure line. In 2015, Mattel will be expanding the range with the Create a Superstar series. Create a Superstar is Mattel's new product range that puts the power of customizing and creating their very own Superstar in the hands of fans and consumers everywhere. With endless



combinations featuring themes and accessories from the hallowed history of WWE, kids will be able to mix and match accessories to create their favorite WWE Superstar. In 2015, WWE will be significantly expanding on interactive and mobile content. This year, WWE partnered with WB Games to release a new mobile game called Immortals. Immortals launched as the No. 1 free game in the iTunes app store in 96 countries.

51

ROVIO ENTERTAINMENT

\$1.1B (PRIVATE)
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WWW.ROVIO.COM

In 2014, Rovio's licensing business included more than 500 licensees worldwide and products were available in 150 countries. Rovio put together a slew of Angry Birds spin-offs such as Angry Birds Space, Angry Birds Star Wars, Angry Birds Go!, Angry Birds Transformers and Angry Birds Stella. The brand brought and continues to bring fans original content such as games, books and animation, all of which have garnered billions of downloads, impressions, views and purchases. Angry Birds participated in cross-category programs around the world across all retail channels, including mass, mid-tier, club and specialty, supporting the continued evolution of the brand. Some of the retailers include Walmart, Target, Tesco, Toys 'R' Us, Kohls, H&M, C&A, Renner, Ripley, Liverpool, Justice and Argos. In September 2014, Rovio launched a new spin-off brand, Angry Birds Stella, which offered a wide range of new entertainment content including an animated series, books and a game launch. Rovio partnered with retailer Justice to offer original content and exclusive products such as Catazines, in-store posters, door hanger bag-stuffers, music videos and on the Justice Hot Cool Stuff website. Rovio's second major release in 2014 was the brand mash-up Angry Birds Transformers in collaboration with Hasbro. A line of Transformers Telepods accompanied the mobile game, allowing players to teleport figural characters into the game experience. Rovio and Hasbro partnered with Toys 'R' Us to become the exclusive carrier of the Angry Birds Transformers Telepods. In fall 2014, additional news of the Angry Birds Movie was revealed, showcasing the look of the Angry Birds CGI-animated characters and announcing the all-star cast. Angry Birds is a brand that can be experienced in multiple touch points like books, animation, activity parks and family entertainment centers. Licensed promotions, as well as live events, will continue to play a strong part in 2015. Rovio will continue to grow and invest in the development of the Angry Birds brand with the help of its category leading partners as the company gets ready to bring Angry Birds to the big screen in May 2016.

52

FCA US

\$1.07B (NASDAQ: FCAU) (FORMERLY CHRYSLER GROUP)
ROHENA DUA, GLOBAL LICENSING OPERATIONS, FCA
US; KIM RAY, SVP, GLOBAL PROGRAM MANAGEMENT
AND LEGAL COUNSEL, THE LICENSING COMPANY +1.248.712.6430
WWW.FCANORTHAMERICA.COM; WWW.TLC.INTERNATIONAL

Top licensed properties in 2014 include Jeep, Chrysler, Dodge/SRT, Ram, Fiat and Mopar. Jeep brand retail stores saw strong annual growth in store numbers for 2014. The Jeep brand currently has 140 stand-alone stores and 4,200 shop-in-shops across China, Southeast Asia, Korea, Australia, South Africa, Panama, Europe and Venezuela. In China, the Jeep Xtreme Performance brand currently has 126 retail locations, including a flagship store in Beijing. In 2014, the Jeep Spirit brand launched its first retail spaces in China, and by yearend there was a total of 56 retail

locations. For infant and toddlers, there are currently 11 shop-in-shop locations under the J is for Jeep brand. The European expansion of the Jeep brand continues with plans to grow into Italy and U.K. A Jeep Xtreme Performance capsule collection will launch in autumn/winter 2015 in the European Jeep brand stores, and an expansion of the J is for Jeep brand is expected in North America. During 2014, the Dodge brand celebrated its 100th anniversary. The celebration was fueled by several licensed product categories, including apparel, accessories, replicas and publishing. In addition, SRT continues to be one of the most sought-after vehicle lines to license in the gaming and replica categories, with the Dodge Viper SRT and Charger and Challenger SRT Hellcats leading the way. Ram has reinvigorated its brand extension program with a segmentation strategy targeted at brand-specific categories such as hunt, camp, fish, equestrian and more. By following this strategy, many new products were launched during 2014 in the replica, apparel and accessories categories. The focus for 2015 is the expansion of the hard goods category with products like hand tools, garage storage systems and coolers. Chrysler continues to expand its current model vehicle presence in gaming and die-cast with the launch of the all-new Chrysler 200. The brand will also be focusing on vintage vehicle use in apparel and accessories. The Fiat brand fully launched its North America licensing program in 2014. Categories included apparel, die-cast replicas and ride-ons. The focus for 2015 is to expand the apparel and accessories categories. The Mopar licensing program continued its streak of retail sales growth in every quarter of 2014 vs. 2013, and has done so for 11 of the last 12 quarters. Universal and Custom Fit Accessories continue to expand as the automotive segment strengthens overall. Apparel, toys and collectibles continue growth that reinforces the impact of Mopar car culture affinity. 2015 will focus on the expansion of available Mopar apparel and lifestyle products at retail as well as the growth of customization and restoration products to meet the growing consumer goal to Make It My Own.

53

DISCOVERY CONSUMER PRODUCTS

\$1B (NASDAQ: DISCA)

NICOLAS BONARD, SVP, +1.240.662.2000

WWW.THESTUDIOSGROUP.COM/CONSUMER-PRODUCTS

Top properties for the Discovery Consumer Products program span the various brands created from Discovery networks worldwide. Discovery Expedition, the only lifestyle brand with the core DNA of Discovery Channel, had continued growth throughout Asia in 2014 featuring apparel and equipment for the outdoor adventurer. With 180 Discovery Expedition retail locations currently across Asia alone, the brand is also expanding worldwide and already resonates strongly with consumers across Europe. Discovery Kids continued to thrive around the world and remains a key property featuring toys, games and apps for children of all ages. In Latin America, Doki-themed product creates a complete licensing program around the TV series airing on the region's top preschool network. Animal Planet drives an expansive toy program globally, a robust pet offering in the U.S. and growing throughout Europe, and a bedding and apparel line outside the U.S. In 2014, Discovery Consumer Products partnered with Chinese leading outdoor product provider, Fei Fan, to expand the Discovery Expedition line and introduced Bear Grylls as DX ambassador in China. Additionally, Joel Lambert of Discovery Networks International's Manhunt became an ambassador for the brand around the world. Animal Planet renewed its partnership with Toys 'R' Us, approaching 15 years in the U.S.,

growing the toy line, and featuring new packaging and a nearly 20 foot space across stores. The Toys 'R partnership also expanded to Australia in 2014 and continues to grow worldwide this year. In fall 2014, Discovery Consumer Products teamed up with Princess Cruises to create Discovery at Sea. The success of Discovery Expedition in Asia continues to drive awareness and demand for the brand. Expanding DX worldwide provides the exclusive opportunity to take the Discovery Channel from TV to retail as a leading outdoor brand. Discovery at Sea with Princess Cruises debuts across ships and global ports in 2015 offering cruisers an immersive experience with both onboard activities such as Star Gazing at Sea and unique Discovery Channel and Animal Planet recommended shore excursions. Discovery Kids remains a leading property going forward and Discovery Consumer Products is continuously looking for new licensees worldwide to provide kids and parents alike with innovative and unique products. Discovery's annual TV event, Shark Week, is being translated into a robust product offering across many categories including apparel, toys and more. The growing property represents one of Discovery Channel's longest running programming events and a pop-culture phenomenon each summer.

54

JARDEN CORPORATION

\$1B (E) (NYSE: JAH)

CARLOS COROALLES, VP, LICENSING, JARDEN CONSUMER SOLUTIONS, +1.561.912.4511; ROBERT MARCOVITCH, JARDEN OUTDOOR SOLUTIONS; JEFF LOTMAN, PRESIDENT, GLOBAL ICONS, +1.310.873.3560; ROSS MISHER, CEO, BRAND CENTRAL GROUP, +1.310.268.1231
WWW.JARDEN.COM

55

MARTHA STEWART LIVING OMNIMEDIA

\$1B (E) (NYSE: MSO)

PATSY POLLACK, SENIOR EVP, MERCHANDISING, +1.212.827.6575
WWW.MARTHASTEWART.COM

The key properties are Martha Stewart and Emeril Lagasse. New categories and international expansion for merchandising are being developed. Key retail partners are Macy's, JCPenney, Home Depot, Staples, PetSmart, Michael's and Jo-Ann Fabric and Craft Stores.

56

NASCAR

\$1B (E) (PRIVATE)

BLAKE DAVIDSON, VP, LICENSING AND CONSUMER PRODUCTS, +1.704.348.9613
WWW.NASCAR.COM

57

PERRY ELLIS INTERNATIONAL

\$1B (NASDAQ: PERY)

STANLEY SILVERSTEIN, PRESIDENT, INTERNATIONAL DEVELOPMENT AND GLOBAL LICENSING, +1.212.536.5424
WWW.PERRYELLIS.COM

Key licensed properties are Perry Ellis, Original Penguin and Laundry by Shelli Segal. Licensing partners include top market leaders in their respective product categories. Servicing department stores and better specialty stores. A top licensing initiatives that will drive growth in 2015 and beyond is international growth.

58

PIERRE CARDIN

\$1B (E) (PRIVATE)
 PIERRE CARDIN, FOUNDER, +33.1.40.06.00.68
 WWW.PIERRECARDIN.COM

59

U.S. POLO ASSN.

\$1B (PRIVATE)
 JIM SCULLY, VP, LICENSING, +1.859.219.2113
 WWW.USPOLOASSN.COM

Key licensed categories for the company include men's, women's and children's apparel, accessories, luggage, watches and shoes. In addition to wholesale licensing, the company is also setting up retail license franchisees and is currently operating 450 retail stores worldwide.

60

GENERAL MILLS

\$950M (NYSE: GIS)
 DANIELLE ANDREWS, GENERAL MILLS OUTBOUND
 LICENSING LEAD, +1.763.293.4157; CINDY BIRDSONG,
 BRAND LICENSING TEAM, +1.678.324.3270
 WWW.GENERALMILLS.COM

For nearly 150 years, General Mills has been nourishing lives. Its brands are known around the world for quality, starting with Gold Medal flour, which was launched in 1880 and, to this day, remains a top-selling branded flour in the U.S. The company is one of the largest food companies in the world, marketing in more than 100 countries on six continents. The General Mills brands are with you at the family dinner table, on a nature trail, or at a special celebration, and licensing plays a big role in connecting with consumers and supporting the brand message. Key licensed brands include Betty Crocker, Green Giant, Fiber One, Cheerios, Yoplait, Pillsbury, Old El Paso, Progresso, Nature Valley, Trix, Lucky Charms, Cocoa Puffs and Wheaties. Other valuable properties in the portfolio include Cinnamon Toast Crunch, Cookie Crisp, Golden Grahams, Kix, Totino's, Hamburger Helper, Fruit Roll-Ups, Gold Medal, Cascadian Farm, Muir Glen, Larabar, Bugles, Wanchai Ferry, Bisquick, Toaster Strudel and Chex Mix. Significant growth to date has come from Betty Crocker decorating products, Green Giant Fresh produce and Fiber One fresh bread. General Mills is looking to expand in both food and non-food categories in North America. Food licensing opportunities exist in fresh, frozen and refrigerated categories. Non-food opportunities exist across a number of categories with a focus on apparel and accessories, home and kitchen, seasonal celebrations and gifting, beauty, collectibles, toys and crafting.

61

ENTERTAINMENT ONE

\$934M (OTC: ENTMF)
 ANDREW CARLEY, HEAD OF GLOBAL LICENSING;
 HANNAH MUNGO, HEAD OF U.K. LICENSING; AMI
 DIECKMAN, HEAD OF INTERNATIONAL LICENSING; REBECCA
 HARVEY, HEAD OF MARKETING; JAYNE BEVITT, HEAD OF
 PRODUCT DEVELOPMENT; JOAN GRASSO, VP, LICENSING, NORTH
 AMERICA; CANDY HO, SENIOR TERRITORY MANAGER, ASIA; CON
 GOUTZOULUS, COMMERCIAL DIRECTOR, AUSTRALIA; TRISH
 PADOUIN, COMMERCIAL DIRECTOR, AUSTRALIA; TARA BLITZ,
 SENIOR DIRECTOR, LICENSING, NORTH AMERICA, POP CULTURE,
 +02.03.691.8600
 WWW.ENTERTAINMENTONE.COM

Peppa Pig is the cornerstone of Entertainment One's licensed portfolio and in 2014, the licensor made huge strides forward in the global expansion of

the brand. There were over 200 new international broadcast and licensing deals signed in this period and significant growth for Peppa in Australia, Spain, Italy, Latin America and CEE. Merchandise launched in new European markets—France and Germany, in addition to Russia and Southeast Asia, where the TV show attracted strong ratings. Retail sales for Peppa Pig in the U.K. grew a further 10 percent in 2014, driven by the brand's 10th anniversary celebrations. Peppa Pig's first theatrical release of special extended episode, The Golden Boots, and four other Peppasodes was a success when it launched in 400 cinemas across the U.K. during February 2015, grossing £2.3 million in two weeks. In the U.S., the licensing program gathered pace with new toy, publishing and softline partners. Significant increases in toy sales were recognized in 2014 with forecasts 150 percent above plan. National rollout of DVD's began in March 2014 with placement at all key retailers. All new DVDs released in 2014 achieved week one sales figures of 12-13,000, and the Christmas DVD sold over 100,000 units in eight weeks. A nationwide restaurant promotion with Chick-Fil-A was one of their most successful 3 and under programs to date, selling out of the mini book premiums in eight weeks. Peppa Pig merchandise is stocked by all major retailers in all key territories. With over 65 licensees globally, Ben and Holly's Little Kingdom is also gaining momentum in a number of international territories. Successful consumer products programs are established in the U.K. and Spain. There are also early signs of commercial success in Australia where retail exclusive merchandise launches generated strong sales last year. Having significantly expanded its licensing team and recently opened offices in Australia, Hong Kong and Los Angeles, eOne is poised to accelerate the growth of Peppa Pig in international territories. The licensor is preparing the mass market roll out of Peppa merchandise in the U.S. which will see product debut in retailers like Walmart for the first time, beyond home entertainment. The stage show will also roll out in the U.S. In the U.K., licensee Tumuv is pioneering an interactive, story-based movement program called Move with Peppa to encourage physical activity among preschoolers that is rolling out across leisure centers nationwide. Brand exposure will be bolstered in Italy this year with the opening of the country's first Peppa Pig-themed attraction House of Peppa that launched at Leolandia March 28. A second arena, festival Un Dia Con Peppa, will tour Spain. Expansion in China and Japan is in progress and continuing to build upon the roll out in Southeast Asia. Peppa Pig is now on track to exceed \$1 billion in retail sales worldwide in 2015. In addition to their preschool properties, eOne continues to drive the growth of its lifestyle properties in the U.S. Following the licensor's acquisition of Art Impressions, eOne has been building a long term multi-platform strategy for SO SO Happy and SKELANIMALS that will see the brands embark on new licensing categories, develop trend driven style guides and create fresh digital content that will be supported by comprehensive marketing campaigns in the U.S. and internationally.



62

FOCUS BRANDS

\$900M (PRIVATE)
 PATRICK MCGUIRE, DIRECTOR, LICENSING,
 +1.404.705.2062
 WWW.FOCUSBRANDS.COM

Atlanta-based Focus Brands is the franchisor and operator of over 4,000 ice cream shops, bakeries, restaurants and cafes in the U.S., the District of Columbia, Puerto Rico and 60 foreign countries under the brand names Carvel, Cinnabon, Schlotzsky's, Moe's Southwest Grill, Auntie Anne's and

McAlister's Deli, as well as Seattle's Best Coffee on certain military bases and in certain international markets. Focus Brands engages in a variety of licensing initiatives within



CPG, foodservice and manufacturing, working with dozens of partners on more than 100 SKUs. Partners include B&G Foods, Beam Suntory, Flowers Foods, General Mills, Kellogg's, Keurig Green Mountain, Ovation Brands, Pegasus Foods, Pinnacle Foods, Reckitt Benckiser, Rich Products, Sun-Maid, Taco Bell and WhiteWave Foods. Focus Brands is committed to its vision of being the world's best developer of unique limited-service food brands through franchising, licensing and foodservice operations.

63

FRIGIDAIRE

\$900M (NASDAQ: ELUXY)
PHILIP RAI, SVP, LMCA, +1.212.265.7474

The Frigidaire licensing program is built around key categories such as central air-conditioning and heating. Products have been recognized for technological sophistication and energy efficiency.

64

HARLEY-DAVIDSON MOTOR COMPANY

\$900M (E) (NYSE: HOG)

STUART RUDOLPH, DIRECTOR OF GENERAL MERCHANDISE, +1.414.343.8621; ERIN NAPIER, MANAGER, STRATEGY AND BUSINESS DEVELOPMENT, GENERAL MERCHANDISE, +1.414.343.8496

WWW.HARLEY-DAVIDSON.COM

65

DR. SEUSS ENTERPRISES

\$850M (PRIVATE)
SUSAN BRANDT, PRESIDENT, +1.858.459.9744
WWW.SEUSSVILLE.COM

Key properties are book-based properties and characters including The Cat in The Hat, Green Eggs & Ham, Horton Hears a Who, Horton Hatches an Egg, Horton and the Kwuggerbug, The Lorax, The King's Stilts and How The Grinch Stole Christmas. Top retail partners and licensing programs during 2014 include Target for Dr. Seuss's birthday; Barnes & Noble for Dr. Seuss's Birthday, Horton: A Person's a Person No Matter How Small and Grinchmas: Grow Your Heart 3 Sizes campaign; and Pottery Barn Kids/Pottery Barn Teen for Dr. Seuss's Birthday and Grinch. Top licensing initiatives that will drive growth in 2015 and beyond include the 25th anniversary of Oh, The Places You'll Go, Dr. Seuss's 111th birthday, the annual NEA Read Across America celebration, the release of Dr. Seuss's 45th book What Pet Should I Get? and the celebration of the holiday spirit through the Grinchmas: Grow Your Heart 3 Sizes campaign.

66

SABAN BRANDS

\$850M (PRIVATE)
ELIE DEKEL, PRESIDENT; DANIEL CASTLE, MANAGING DIRECTOR, SABAN BRANDS LIFESTYLE GROUP;

KIRK BLOOMGARDEN, SVP, GLOBAL CONSUMER PRODUCTS, +1.310.557.5230

WWW.SABANBRANDS.COM

Saban Brands experienced significant growth throughout 2014 with the continued success of its core properties, plus the development of new brands and acquired properties being added into its portfolio.

Saban Brands' top licensed properties in 2014

were Power Rangers, Paul Frank and Julius Jr. Saban Brands debuted the 21st season of Power Rangers Super Megaforce, which premiered on Nickelodeon in the U.S. in February 2014, followed by a global roll out in more than 150 markets. Bandai continued to serve as global master toy licensee for the Power Rangers franchise, debuting an epic toy line, which tapped into the Legendary Rangers from the past 20 seasons. The Power Rangers brand has over 200 licensees globally, with distribution at all major retailers, and



has remained a top 10 boys action brand for two decades. Paul Frank, Saban Brands' globally recognized lifestyle brand, has more than 200 licensees around the globe, with merchandise across many categories including apparel and accessories, books, stationery, eyewear, home décor and more. In November, Saban Brands launched the second season of Julius Jr., the animated preschool series inspired by the world-renowned Paul Frank brand, on Nick Jr. in the U.S. The series also launched internationally in France (TF1), Germany and Italy (Disney Jr.), Latin America (Discovery Kids) and many other key markets worldwide. Fisher-Price serves as the global master toy licensee for Julius Jr., and the brand's full range of products including play sets, plush, role play toys and more launched at Toys 'R' Us in summer 2014, followed by larger distribution in the fall. Other licensees, including Random House Children's Books, rolled out additional Julius Jr. product throughout the remainder of the year. Saban Brands developed new entertainment properties as well as solidified major lifestyle acquisitions in 2014, which will help drive additional growth for the company this year. The newly developed brands include Popples, Luna Petunia and Emojiville. The recently acquired brands include Macbeth, Mambo and Piping Hot. These new brands, along with Power Rangers and Paul Frank will all drive growth for the business in 2015 and beyond. With the company's rapid growth in 2014, Saban Brands announced the formation of two new units within the company, Saban Brands Lifestyle Group and Saban Brands Entertainment Group. SBLG was established to drive major expansion within the company's fashion and lifestyle properties. SBLG currently includes Macbeth, Mambo and Paul Frank. SBEG was formed to oversee the company's growing entertainment portfolio of brands including Power Rangers, Julius Jr., Popples, Cirque du Soleil's Luna Petunia, Emojiville and others in development. Saban Brands is also looking to further grow their portfolio with additional new properties and acquisitions for both SBEG and SBLG throughout 2015.

67

FREMANTLEMEDIA

\$800M (FREMANTLEMEDIA IS PART OF RTL GROUP, WHICH IS IN TURN 75.1 PERCENT OWNED BY BERTELSMANN)

RICK GLANKLER, EVP AND GM, FREMANTLEMEDIA KIDS & FAMILY ENTERTAINMENT; ANDREA BRENT, VP, LICENSING AND LIVE EVENTS, FREMANTLEMEDIA NORTH AMERICA; TRACY GRIFFITHS, VP, LICENSING AND CONSUMER PRODUCTS, EMEA AND AUSTRALIA, FREMANTLE KIDS & FAMILY ENTERTAINMENT; HENRY OR, VP, ASIA, FREMANTLE KIDS & FAMILY ENTERTAINMENT, +44.207.691.6000

WWW.FREMANTLEMEDIA.COM

FremantleMedia North America launched a slate of new licensed products in the gaming and gambling space surrounding

FREMANTLEMEDIA



their game show properties. This last year, the company launched the new The Price Is Right Showcase Showgirls slot machines with WMS. The partnership brought some of the most popular The Price Is Right games to casino floors around the country. In addition, the Family Feud and Friends 2 game premiered on Facebook and mobile devices. To-date, the game has been downloaded more than 3.6 million times and reached No. 2 for iPad and No. 3 on iPhone. In the lottery world, FremantleMedia North America expanded their relationship with MDI Entertainment to activate several state lottery scratch-off ticket programs featuring various game shows including The Price Is Right, Family Feud and Let's Make A Deal. FremantleMedia also had success with the lottery program (as above) featuring authentic, iconic images from the Latin American traditional game, Loteria. Other products launched for Loteria include graphic tees from Mad Engine and stationery and paper goods from Chronicle Books. Over in food and beverage, FMNA launched the new SELF Healthy Kitchen frozen food line with Conde Nast and the new Epicurious line of cookware from Tabletops Unlimited is now available exclusively at JCPenney. This past year, FMNA also became the licensing agent for the original production Deadliest Catch. In a first for the company, they partnered with EVINE Live to create a line of Deadliest Catch-inspired seafood, food preparation and serve ware products that were sold via a live television broadcast with special host, Captain Sig Hansen. Kids' series Tree Fu Tom saw continued growth for FremantleMedia Kids & Family Entertainment Tree in 2014. The series now airs in 123 territories, 12 of which have rolled out DVD and additional consumer products. In total there are now 43 international licensees signed to the property. In the U.K., the consumer products roll out for comedy series Strange Hill High saw the launch of books, DVDs, toys, a magazine, puzzles and pajamas. With the forthcoming launch of the brand new series of Danger Mouse on CBBC in 2015, FMKFE has been running a twin-barreled licensing campaign and has signed a number of new licensees for the classic 1980s series that is targeted at adults. The new deals include Wow! Stuff, which is the master gift licensee; TVMFashion Lab for apparel, underwear and nightwear; Misirli UK for socks; and Paul Lamond for a collection of puzzle and card games. Additionally, a deal has also been agreed with Casa Chicos for a retro babywear range. In the U.K., licensing for the non-kids' properties has continued to fare well. Baywatch has a number of successful licensees and the dress up range is in Smiffy's top three best-selling brands. Cerebral game show QI signed Wow! Stuff for a gifting range, and Paul Lamond hit the high notes to sign leading music panel show Never Mind the Buzzcocks for a new board game. The 30th anniversary of leading soap Neighbours has also provided an opportunity for tie-in products including a commemorative stamp set and a compilation album in Australia. In 2014, FMKFE division saw the international growth of a number of its properties. In the U.K., the Tree Fu Tom Ultimate Tom figure from Flair sold out at U.K. retailers over Christmas, and the brand saw the launch of the Tree Fu Tom Training Camp attraction at Alton Towers Resort, along with a specially themed room at the resort's hotel. It has also been a hit in home entertainment, with over 160,000 DVDs sold in the U.K. to date. In the digital space, two best-selling preschool apps were launched—the Tree Fu Tom 3D Adventures and Squizzle Quest from Cupcake Digital. Tree Fu Tom took to the road for a U.K. shopping center tour with SGA at Westfield that included a corresponding retail promotion with retailer The Entertainer, while a separate gift-with-

purchase DVD promotion also ran with toy retailer Smyths. In France, Tom made appearances at Gulli's summer beach roadshows, and a DVD gift with purchase offer supported the toy launch. A similar initiative also ran in South Africa; and in Australia, the first DVD enjoyed good sell-through following an exclusive launch at ABC stores. 2014 also saw the launch of Strange Hill High toys, which were supported by window displays across The Entertainer and FSDU's in all U.K. Toys 'R' Us stores. In Australia, the toy launch was supported by a high profile PR campaign. For the year ahead, FMNA will look to continue growing the company's business within the gaming space. It will be looking to expand its slots programs by bringing Family Feud, Baywatch and Loteria to casino floors. In addition, it will be looking to extend many of its properties to unique events and consumer experiences. There are multiple opportunities for growth in the Kids & Family Entertainment division. With Jazwares now on board as the new Tree Fu Tom master toy licensee, the first products will launch at retail in Australia in summer, followed by other key territories, and there will be two new home entertainment releases. Tree Fu Tom is set to take off in the live entertainment space this year. The live theater tour will be visiting over 80 separate venues across the U.K., and FMKFE is also partnering with family attraction Whipsnade Zoo for their butterfly house. Following the successful series launch last year of the new girls' preschool series Kate & Mim-Mim, the consumer products roll will begin in the U.K. in spring 2015 with a few select lines. The first DVD, app and magazine special were also supported by character appearances. The DVD will also roll out internationally, with launches in Germany and the Nordics in 2015. In addition, the international reach of the brand will spread as the show airs in France, the Nordics and CEE, and FMKFE is set to expand Kate & Mim-Mim's consumer products presence across Europe by appointing a number of agents across the continent. With the forthcoming launch of the new series of Danger Mouse on CBBC later this year, the licensing team is busy securing a wide range of best-in-class partners and will be announcing their first raft of partners in the near future. The recent announcement that the series will air in multiple territories on Netflix, including the U.S., Canada and Latin America in 2016 provides multiple global opportunities for the brand.

68

TELEvisa CONSUMER PRODUCTS

\$780M (NYSE: TV)

MARY CARMEN ROTTER, MANAGING DIRECTOR,

CONSUMER PRODUCTS, +1.786.265.2500

WWW.TELEvisa.COM

Key properties include El Chavo and Patito Feo, Club America and Hablando Sola (Talking to Myself).

69

LEGO GROUP

\$650M (E) (PRIVATE)

WWW.LEGO.COM

Key properties include LEGO Classic, LEGO City, LEGO Duplo, LEGO Legends of Chima, LEGO Star Wars, LEGO Disney Princess, LEGO Marvel Super Heroes, LEGO DC Comics Super Heroes, LEGO Junior, The LEGO Movie, Mixels, Ninjago and more.

70

ENDEMOL SHINE GROUP

\$610M (E) (PRIVATE)

WWW.ENDEMOL.COM

Endemol and Shine 360°, together with Core Media Group, merged together in 2014 to form Endemol Shine Group. Key properties

include MasterChef, MasterChef Junior, Big Brother, The Biggest Loser, Hell on Wheels, Kingdom, Wipeout and Steve Harvey, among others.

71

DR PEPPER SNAPPLE GROUP

\$569M (NASDAQ: DPS)

MEGAN MAY, BRAND LICENSING MANAGER, +1.972.673.7000
WWW.DRPEPPERSNAPPLEGROUP.COM

Properties in the DPS Group include Mott's, Snapple, Dr Pepper, 7UP, CRUSH, A&W Root Beer, Yoo-hoo, Schweppes, Mr & Mrs T, Clamato and Hawaiian Punch. Through joint planning and partnering closely with licensees, DPS continued to grow in 2014 with multiple product extensions with current licensees including Snapple K-Cup flavor extensions, Cherry Dr Pepper and Crush bubble gum; Dr Pepper, Hawaiian Punch and Crush licorice and Hawaiian Punch frozen novelties. DPS is looking to create long-term relationships with a few key partners. The focus in 2015 will be continuing to expand these diverse, flavor-based trademarks into complementary food categories with both current and new partners. With flavor consumers already know and love, licensees can provide their retailers with a strong pipeline of innovation opportunities.

72

DFB-WIRTSCHAFTSDIENSTE

\$560M (PRIVATE) (SUBSIDIARY OF THE GERMAN FOOTBALL ASSOCIATION)

HOLGER MARK, HEAD OF MERCHANDISING AND LICENSING,
+69.67.88.475

The German national team is the premium brand of the German Football Association (DFB) and winners of the FIFA World Cup trophy 2014. As the sports-themed entertainment depends on events, the association and the DFB-Wirtschaftsdienste, a 100 percent subsidiary that is responsible for DFB's licensing business, knew to benefit from the FIFA World Cup and arranged a wide licensee and product portfolio prior to the Cup. Altogether more than 40 licensees produced and sold about 450 official products at the national and international marketplaces with a retail turnover of about \$560 million. These include the jersey sales with about 3 million pieces worldwide in 2014 and more than 30 percent outside of the German market. One of its success stories is the loyalty campaign that saw the REWE Group as the official nutrition partner and licensee of the German Football Association. Through May and June 2014, REWE distributed 163 million collectible cards and 1.3 million collector's albums. It also sold additional products in about 3,300 REWE stores. The REWE Group spent a budget of about \$11 million and proudly announced that 2014 was the most successful of the last three event years. DFB's top licensed property, the German National Football team, will benefit from three upcoming events—The World Cup Championship in 2016 (UEFA European Championship in France), the 2017 FIFA Confederations Cup in Russia and in 2018 and the FIFA World Cup, also in Russia. These are predicted to be as successful as the World Cup 2014 in Brazil. DFB will work on a continual national and international optimization of its licensee portfolio (designs, product lines and partners).

73

POLAROID

\$550M (E) (PRIVATE)

SCOTT W. HARDY, PRESIDENT, PLR IP HOLDINGS,
+1.952.641.1020

WWW.POLAROID.COM

Polaroid continues to expand its licensed products announcing a deal with L'Image Home Products for new line of Polaroid-branded home lighting products in Canada, Spain and Russia. The company also recently entered the smartphone market in Europe. Polaroid also continues to expand its Fotobar retail store format and now has 11 locations in Florida, Las Vegas and California.

74

A+E NETWORKS

\$515M (PRIVATE)

KATE WINN, SVP, A+E NETWORKS CONSUMER PRODUCTS, +1.212.210.1400

WWW.AENETWORKS.COM

A+E Networks includes the flagship brands of HISTORY, Lifetime, A+E and its lifestyle network FYI. The broad-reaching portfolio provides a unique opportunity to target both men and women who have a passion for great storytelling on and beyond the screen. Key properties include Duck Dynasty, Wahlburgers, Swamp People, Ancient Aliens and Bring It! Through packaged media, digital offerings, apparel, novelty items, gaming and publishing, viewers can have a 360-degree brand experience, allowing them to extend their relationship with the shows and characters. Look for more scripted series extensions at retail in 2015.

75

IRONMAN

\$500M (PRIVATE)

BILL POTTS, VP, GLOBAL LICENSING AND PARTNER SERVICES, +1.813.868.5906; BILL MCCLINTON, SVP, LICENSING, GLOBAL ICONS, +1.310.820.5300
WWW.IRONMAN.COM; WWW.IRONKIDS.COM; WWW.IRONGIRL.COM; WWW.GLOBALICONS.COM

The iconic IRONMAN triathlon, the largest and most iconic participation sports platform in the world, has five unique brands—IRONMAN, IRONMAN 70.3, 5150 Triathlon Series, Iron Girl and IronKids. Since its debut in 1986, the Timex IRONMAN watch line remains one of the best selling sports watches in the world. In 2014, Timex unveiled its IRONMAN One GPS+, a watch that comes with all of the same features as a smart-watch, but doesn't need a phone to operate. Timex IRONMAN watches retail in stores such as Macy's, Walmart, and Target. In addition, Foster Grant continued its success with IRONMAN sunglasses at tens of thousands of retail doors, enhanced with its launch of IRONMAN optical frames. Additionally, IronKids Gummies, a popular line of gummy vitamins for children, are sold throughout Canada. IronKids Gummies are produced by Life Science Nutritionals and are available in six different selections for kids: Fibre, Omega 3, Multivitamins, Vitamin D, Calcium and Omega 3—Bursts. IRONMAN also spans a broad range of merchandise such as athletic equipment, fragrances, electronics and accessories available at retailers worldwide. We expect another solid year of IRONMAN and IRONKIDS licensed product sales as IRONMAN and IRONKIDS continue to grow and add events throughout the world. 2015 will also see the release of many new products in the health and wellness area, including an IRONMAN protein powder created by IVC. Other health and wellness initiatives that we look forward to unveiling this year include a line of consumer electronics products from Zeikos; a specialized detergent by Hex Performance, the leaders in the maintenance of high-performance gear and athletic apparel; and homeopathic muscle cramp relief by Muscle Cramp 911. IRONMAN will also continue its expansion into Latin America with compressionwear and athletic accessories such as elastic therapeutic tape and cooling towels.



76

STUDIO 100 GROUP

\$500M (PRIVATE)
CHRISTOPHE DREVET, DIRECTOR, INTERNATIONAL
CONSUMER PRODUCTS, +32.38.77.60.35

WWW.STUDIO100.COM

As the longest running CGI series from Studio 100, Maya the Bee tops the list of global licensed properties for the company. Broadcast in 160 countries, the success of the series has been replicated in its licensing portfolio with more than 300 licensees in all major categories. Also, with Maya making her movie debut in September 2014 (which already reached 4.2 million admissions), the property looks to be going from strength to strength. Brands that have been successful in 2014 in their local markets have been K3 and Bumba in the Benelux region and the Plopsa theme parks have also been a strong revenue-driver for Studio 100. Maya the Bee: Movie has been the main focus for the licensing team in 2014 with retail partnerships and licensing programs initiated across Europe. For example in Germany, H&M offered 29 items for Maya fans to purchase. The licensing team also secured a number of significant licensing programs with Unilever (Holland), McDonald's (Poland), Eurest (France) or Pizza Hut (Benelux). As well as Maya the Bee remaining a focus, with the release of the movie in the U.S., Latin America and the U.K., new CGI brands will roll-out their own licensing programs. Heidi, the updated CGI version of the classic series, has been sold to over 100 countries and has been a huge TV ratings success in France, the first country to broadcast the program. Major licensing sectors include publishing, home and living, accessories, apparel and food, as well as Famosa releasing product in autumn as the master toy partner for the brand. Blinky Bill is another classic character who has been re-vamped in CGI and the movie is being released in September, initially in Australia and New Zealand. Vic the Viking also remains a popular program in 80 countries and an exciting live show is launching this year to further engage budding Vikings.

77

THE THOMAS KINKADE COMPANY

\$425M (PRIVATE)

KRISTEN BARTHELMAN, DIRECTOR, LICENSING, +1.408.201.5273
WWW.THOMASKINKADE.COM

The Thomas Kinkade Company's partnerships with premier licensed properties such as Disney Consumer Products, Warner Bros. Consumer Products, Major League Baseball, NASCAR, Rockefeller Center, Indianapolis Motor Speedway, the Biltmore Estate, Radio City Music Hall and Lionel extend the reach of Thomas Kinkade Studios' art into new markets and new audiences. The alignment with these valued partners further enhances and strengthens the Thomas Kinkade brand. Thomas Kinkade licensed products can be found in a variety of more than 16,000 retail locations such as mass, grocery, drug, book, toy, specialty, craft, gift and stationery stores in the U.S. alone. The network of Thomas Kinkade galleries offer limited edition and open edition art and collectibles. Through our partnerships with longstanding licensees, we will continue to develop a wide assortment of products embellished with the art of Thomas Kinkade and Thomas Kinkade Studios. The Thomas Kinkade Company plans to expand their portfolio of licensed products in the home décor categories of bedding, dishware, furniture and garden. The brand has excellent recognition in the U.S. and further opportunities internationally will drive growth. Kinkade's well-known images depict gardens, cottages, estates, cityscapes, plein airs, holiday scenery and commemorative American landmarks. Thomas Kinkade Studio continues in the path that Thomas

Kinkade himself started and developed. Thomas Kinkade Studio Artists paint in the true Thomas Kinkade style with great attention to detail and an overwhelming appreciation of the way a picture can tell a great story.

78

MAJOR LEAGUE SOCCER

\$420M (PRIVATE)
MARIBETH TOWERS, SVP, CONSUMER PRODUCTS,
+1.212.450.1200

WWW.MLSSOCCER.COM

Key properties include Major League Soccer Clubs and its players, United States Soccer Federation (men's and women's U.S. National Teams) and Federation of Mexican Futbol. Key licensing initiatives in 2014 included expanded lifestyle and performance product assortments targeting Gen-Y consumers; expanded offering for women's and kid's accessory categories; and name, number and new authentic on-field kits.

79

MICHELIN LIFESTYLE

\$417M (PRIVATE)
CHRISTIAN DELHAYE, MANAGING DIRECTOR,
+44.1.782.402000

WWW.MICHELIN.COM

The top selling Michelin licensed products in 2014 were wiper blades, car care products (traditional and



eco), co-branded footwear and car mats. Michelin licensed products are distributed via a network of 51 licensees to more than 56,000 points of sale worldwide. Future growth will come from two main areas: geographical expansion, particularly in emerging markets such as South America and Asia; and product evolution, including wider distribution of existing products such as wiper blades and tire sealant plus new products such as technical soles for footwear.

80

ITV STUDIOS GLOBAL ENTERTAINMENT

\$400M (LSS: UK:ITV)

STEVE GREEN, EVP, KIDS' CONTENT AND DISTRIBUTION;
TRUDI HAYWARD, SVP AND HEAD OF GLOBAL MERCHANDISING,
+44.20.7491.1441
WWW.ITVSTUDIOS.COM

ITV Studios Global Entertainment own Thunderbirds Classic, The Gerry Anderston Supermarionation portfolio and the brand-new children's action adventure property Thunderbirds Are Go. In addition, ITVS GE represents third-party brands including Playmobil, Super 4, The Matt Hatter Chronicles, Cut the Rope, Digimon Fusion and Village People. In 2014, ITVS GE made significant investment across their whole brand portfolio, building licensing programs and raising the property profile of its properties both on TV and at retail in the U.K. and internationally. Launching at Licensing Expo 2014, ITVS GE made huge strides in growing the international profile of Thunderbirds Are Go ahead of its 2015 international TV debut. ITVS GE has successfully balanced the expectations of the brand's loyal fanbase while also appealing to a new generation of fans. This approach has seen ITVS GE sign partners such as original master toy licensee Vivid and BeyondtheStory, who can harness the brand's potential in the digital and technology sector. ITVS GE has assembled a strong line up of licensing deals across key categories and is in



the process of appointing international agents once TV broadcasters are signed in international territories. ITVS GE initiated an extensive consumer products campaign for Playmobil's 40th anniversary in 2014, aimed at the adult retro/nostalgic market whilst also introducing its new animated TV show Super 4 inspired by the world of Playmobil. Cut the Rope attracted major FMCG and retail promotional partners including a highly successful 37 territory promotion with popular family restaurant chain McDonalds. Ahead of its 50th anniversary later this year, The Classic Thunderbirds extensive licensing program aimed at the adult market now has 38 partners in the U.K. and a further 37 in international territories across all major categories. 2015 will see the program continue to expand. Premiering in spring 2015, Thunderbirds Are Go will debut on the U.K.'s leading kids' commercial TV channel, CITV and ITV. Vivid Imaginations has been signed as the master toy licensee, and the new line will be supported by one of ITV's most extensive digitally integrated consumer marketing and retail campaigns. Following its broadcast debut in 2014, momentum is also rapidly building for the CITV show Super 4. Launched at this year's London Toy Fair and Nuremberg shows master toy licensee Playmobil launched its first Super 4 line of heroes, play scenes and vehicles (set to debut at retail in September 2015), which will drive the licensing program for the show.

81

TGI FRIDAYS

\$400M (PRIVATE) (A DIVISION OF CARLSON RESTAURANTS)
CARL ROBIE, VP, GLOBAL STRATEGIC SOURCING AND
BRAND LICENSING, +1.305.447.6594

WWW.TGIFRIDAYS.COM

For over a decade, TGI Fridays, America's most iconic bar and grill, has successfully leveraged its positioning and strong brand awareness among casual dining restaurants into a wide array



of licensed food and beverage products sold in the grocery, mass market, convenience, drug and club channels. Key licensees in 2014 included HJ Heinz for frozen snacks, Inventure Foods for salty snacks and Marc Anthony Group for malted and distilled alcoholic beverages. In addition, the Fridays licensing program continued to experience growth with the launch of fresh soups, sides and sauces by the Campbell Soup Company. In 2015, licensing agency Beanstalk will focus on strategically expanding the Fridays brand into complementary refrigerated and frozen foods with current and new licensing partners both, domestically and internationally.

82

WELCH FOODS

\$400M (PRIVATE)
GLENN HENDRICKS, GROUP MANAGER, BUSINESS
DEVELOPMENT, LICENSING, +1.978.371.3708

WWW.WELCHS.COM

Welch's, a trusted American icon and worldwide leader in grape and fruit-based products, has extended their equity through a variety of products including fruit snacks, fresh fruit, frozen fruit, frozen fruit Greek yogurt smoothie kits, juice freezer bars, licorice, sparkling juice cocktails, dried fruits, freeze dried fruit, trail mixes, in-home beverage concentrates and foodservice spreads. Top licensees in 2014 were promotion in Motion and Nature's Touch. Promotion in Motion continues to have the No. 1 fruit snack in the U.S. with Welch's, and its PB&J snacks are now sold nationally. Nature's Touch recently introduced frozen fruit and veggie smoothie kits, the first time that Welch's has

used licensing to associate itself within the vegetable segment.

In 2014, distribution of Welch's licensing program continued to grow leaps and bounds with top retailers in the U.S. and Canada including Walmart, Costco, Stop & Shop, A&P, Albertsons, Shop Rite, Meijer, Associated Grocers, Kroger, Walgreens, Winn Dixie, Costco, BJ's, Loblaws and Sobey's. Top licensing initiatives that will drive growth for Welch's licensing program in 2015 include Welch's dried fruit and freeze dried fruit, continued category expansion of Promotion in Motion's PB&J snacks, continued retail doors growth of Nature's Touch frozen fruit, release of in-home beverage concentrates from SodaStream and release of sparkling juice beverages from Arizona beverages. In addition, Welch's will be announcing several new exciting partnerships and launches in 2015 that will continue to drive the No. 1 fruit-based brand in licensing forward to at least \$450M in retail sales in 2015.



83

AMERICAN GREETINGS PROPERTIES

\$384M (PRIVATE)

JANICE ROSS, HEAD OF GLOBAL LICENSING; ANGELINA CASTRO,
HEAD OF MARKETING, +1.818.426.8608

WWW.AGPBRANDS.COM

Top licensed property in 2014 was Care Bears. Top retail partners were Target, Toys 'R' Us and Walmart. Domestically, Just Play is the master toy partner and includes medium plush with entertainment, jumbo plush, plush beans and figurines. Lionsgate is the home entertainment partner. There are costumes for teens/tweens from Leg Avenue and kids' costumes from Disguise. For pets, Fetch for Pets has created Care Bears dog toys and accessories at Petsmart. On the international side, Care Bears enjoyed a successful co-branded partnership with Sanrio in Japan named Kiki & Lala x Care Bears, as well as a collaboration pop-up shop at Parco, also in Japan. In 2015, Care Bears was named one of the Top 5 Toys at the 2015 New York International Toy Fair, and Care Bears Sing-a-Longs will be available fall. Just Play will also release additional characters and seasonal plush that will be rolling into the core plush line, as well as play sets, bath squirters and figures with accessory sets. There will also be new product launches in 2015 that will include bikes by Dynacraft, girl's costumes by Disguise and puzzles by Karmin. In apparel, a collaboration between Care Bears and the junior's apparel label, Iron Fist, will bring style to tweens, teens and young adults as Iron Fist puts their fashion-forward spin on the Care Bears line. Finally, Fetch for Pets will expand on its successful 2014 program with new dog toys and apparel through Petsmart. Internationally, famed Spanish fashion designer and trend spotter, Krizia Robustella, created a new Care Bears fashion collection that was presented at 080 Barcelona Fashion on Feb. 4. It will be available at specialty stores in September. Ichiban Clothing has created a trendy teen/adult apparel line that is currently available at Asos, which is the U.K.'s largest independent online fashion and beauty retailer. Additionally, Care Bears are planning an international toy roll out in over 25 countries.

84

TOEI ANIMATION ENTERPRISES

\$380M (E) (PRIVATE)

HIROYUKI KINOSHITA, CEO, +81.3.5261.7619
WWW.TOEI-ANIMATION.COM

Key properties include Dragonball, One Piece, Pretty Cure, Saint Seiya, Sailor Moon, Digimon and Toriko.

85

HEARST BRAND DEVELOPMENT

\$375M (PRIVATE)

GLEN ELLEN BROWN, VP AND DIRECTOR, BRAND DEVELOPMENT,
+1.212.492.1301
WWW.HEARST.COM

HEARST *brand development*

2014 marked the launch and expansion of a number of legacy brand extensions. Leading the way was the Metropolitan Home Collection in case goods, extension into outdoor furniture and the launch of soft home bedding and wall art; followed by the Seventeen fashion collection at Sears that leveraged the teen/millennial 70-year equity and authority in fashion and beauty, and Esquire's editorially curated ties and perfect fit shirts at Men's Wearhouse. Car and Driver also continues to lead the enthusiast's wants and needs with a must-have collection of automotive car care accessories with strong retail expansion growth and consumer acceptance. Hearst Brand Development's range of legacy brands and audience reach allows for national distribution. In 2014, its brands benefited from both multiple distributions as well as exclusive partnerships, including the Metropolitan home collection at national and regional furniture retailers and soft home at BBB.com, Car and Driver at mid-tier and specialty doors, the Esquire shirt and tie collection at Men's Wearhouse and Seventeen apparel at Sears. In 2015, Hearst Brand Development will continue to expand on substantial partnerships with Seventeen in fragrance and beauty, Metropolitan Home in all hard home categories, re-launch the Country Living Home and Artisans collection, further the fashion category expansion for Esquire and a branded spirit, as well as launch professional services and travel tours.

86

TOMMY BAHAMA

\$355M (NYSE: OXM)

TERRY PILLOW, CEO; DOUG WOOD, PRESIDENT AND COO; CHRISANN FURCIATO, SVP, LICENSING; ROB GOLDBERG, EVP, MARKETING, +1.206.622.8688
WWW.TOMMYBAHAMA.COM

Tommy Bahama, which celebrated its 20th anniversary in 2013, is a global lifestyle brand that encourages the world to Make Life One Long Weekend. The brand produces men's and women's apparel, footwear and accessories, and over the years has evolved to include an assortment of personal and home product categories to further complement its relaxed island-inspired style. Licensed categories include watches, hats, loungewear/sleepwear and luggage that seamlessly integrate into the collection. In 2014, Tommy Bahama launched a new men's personal fragrance with Parlux, named Compass, which was followed with the launch of Island Life, a fragrance for both men and women. Tommy Bahama also launched a co-branded collaboration with luxury sun care company COOLA Suncare for an exclusive line of sunscreen products. The success of Lexington Home Brands indoor and outdoor furniture collections lead to other licensors for rugs, bedding, table linens, home fragrance

and the recently launched mattress collection with Therapedic. Tommy Bahama products are available at U.S. retailers as well as more than 150 Tommy Bahama retail locations worldwide including Asia, Australia, Canada, Dubai and Japan and at tommybahama.com. Beyond the retail stores, the company also has 15 restaurant and bar locations and will be opening its latest Tommy Bahama restaurant, bar and store—a three level flagship—in Waikiki, Hawaii, in fall 2015.

87

MARS RETAIL GROUP

\$340M (PRIVATE)

JOHN CAPIZZI, GENERAL MANAGER, RETAIL BRAND ACTIVATION, +1.973.691.3500

WWW.MMS.COM

Mars Retail Group's key properties are iconic brands from Mars, Inc., including M&M's characters, M&M's brand candies, Snickers Bar, Starburst brand and Skittles brand. Top retail partners and licensing programs during 2014 include ERE (apparel, housewares and plush), CandyRific (novelty and candy dispensers), Maxell (electronic accessories), Trends International (calendars), EB Brands (travel accessories) and Mad Engine (apparel). Mars Retail Group specializes in bringing colorful chocolate fun to life in new and different ways, allowing customers and consumers to experience the thrill and excitement of its trademark M&M's World locations, now available in everyday retail stores. MRG can create themed displays that align with seasons, holidays or special events, such as family game night, family movie night and sports. Key initiatives include implementing a Mars One Voice strategy that creates themed displays with candy and merchandise that can be customized and executed in many forms at various price points. The company's continued interest in exploring international opportunities and strategically adding categories to grow the current assortment bring the One Voice strategy alive at retail locations throughout the U.S. including independent retailers, Kroger, Sam's Club, Target, Walgreens and Walmart.



88

GOODYEAR TIRE & RUBBER COMPANY

\$324M (NASDAQ: GT)

NANCY RAY, DIRECTOR, LICENSED PRODUCTS, +1.330.796.7972
WWW.GOODYEAR.COM

During 2014, the Goodyear licensing program focused on the growth of existing licenses as well as identifying and executing new licensing opportunities throughout the world in categories such as automotive accessories, garage, footwear and fashion apparel. New licenses were secured in numerous countries. Moving forward, the Goodyear licensing program will continue to develop a variety of equity-driven licensees across a broad range of categories.

89

BROMELIA PRODUÇÕES

\$300M (PRIVATE)

JULIANO PRADO; MARCOS LUPORINI, +55.19.3241.5135
WWW.GALINHAPINTADINHA.COM.BR

The creators of the blue chicken named Galinha Pintadinha that has become a Latin American phenomenon have many reasons to smile lately. Not only it is currently the No. 1 Brazilian preschool brand, but it also has 60-plus licensees, 1.8 million DVDs sold and 8 million app downloads in



Brazil alone. It was created after a video loaded on YouTube for pitching purposes that was never removed. After 6 months, the video had silently and surprisingly reached 500,000 views. And while it was not intended to be viral, Galinha Pintadinha became a member of the family in virtually every Brazilian household. Today, with 1.4 billion views on the Brazilian YouTube channel, a milestone achieved by few, the Gallina Pintadita has recently reached over 830,000,000 on its

Spanish YouTube equivalent. To expand its tremendous success, Gallina Pintadita, as it is commonly known in Spanish, has joined forces with 4 major licensing agencies—Televisa (Mexico), CPLG (Spain), Character Mix (Argentina/Colombia) and P&L Global (Peru/Chile), covering all countries in South America, Caribbean Islands, Mexico and Europe. The international program had its debut in Las Vegas at the 2014 Licensing Expo. Redibra (licensing agency) and Bromelia (producer) promoted an event that gathered the agencies that are currently working the brand in Hispanic territories under Redibra's guidance, prospects and some Brazilian licensees. The main goal was to connect these groups so they could discuss partnership opportunities and future engagements. This resulted in over 25 international licensees, which are now developing products for their local markets. Summits are now taking place in each region with a strategic presentation so that prospects understand the licensing, marketing and overall brand strategies. Mexico was the first country to organize this gathering. Prospects, licensees and retailers were very enthusiastic after listening to the morning speech delivered by Redibra, Bromelia, YouTube and Televisa's team. The property is in all major retailers in Brazil. Its goal in 2015 and beyond is to explore other countries, launch a new series and create new style guides.

90

C3 ENTERTAINMENT

\$300M (PRIVATE)
ANI KHACHOIAN, EVP, LICENSING AND CONSUMER
PRODUCTS, +1.818.956.1337

WWW.C3ENTERTAINMENT.COM

Key brands are The Three Stooges brand, The Three Stooges Movie, The Grizzly Adams brand, Celebrity Chef Jason Santos, The Magic of Michael Grandinetti, Motor Marc Lacourciere, The Big Bopper and Barbi Benton. Top retail partners and licensing programs during 2014 include high-end collectibles that expand the brand presence in the collectible and memorabilia category globally with such products as Three Stooges 8-inch collectible figures of Larry, Moe, Curly and Shemp dressed in colorful outfits from some of the most memorable scenes from The Three Stooges shorts. New Three Stooges apps and themed email programs launched in 2014, with additional apps to come in 2015. The Chronicles of The Three Stooges trading card set came to market in 2014 with the first two of four releases. This is the most complete Three Stooges trading card set featuring all 190 Columbia shorts plus their feature films and other work. The complete set also includes several add-on packs of various recognizable artist sets and several special sets, including supporting players sets. Three Stooges online gaming and digital licenses hit in 2014, with more games coming online in 2015. The Connecticut Lottery ran its third Three Stooges Scratch game in 2014 and used the brand in a statewide media campaign. Connecticut is scheduling a fourth Three Stooges game for 2015. The Three Stooges Lottery program also expanded with the addition

of eInstants online lottery games, now available to states along with the traditional scratcher games. Major advertising licenses for The Three Stooges brand include Fox Sports 1, which used the brand to promote its 2014 Major League Baseball coverage, and a national multimedia campaign in Argentina with Quilmes Beer that enjoys a 75 percent market share. The new The Three Stooges movie global video release at retail with Twentieth Century Fox Studios also continued. The company additionally leveraged co-branded merchandise opportunities from the 2012 The Three Stooges movie with selected promotional partners (NASCAR, Six Flags and others) to penetrate additional retail distribution networks, and coordinated with key licensees to expand current direct to retail programs for Three Stooges merchandise and other brands represented to include in-store, online and the development of future HSN and QVC offerings. Key Retailers include thousands at all retail levels including mass, mid-tier and specialty throughout North America and globally. Specific product and category licenses and licensing opportunities for The Three Stooges brand and other C3 represented brands for 2015 and beyond include expanded home goods licenses for The Three Stooges brand and the Grizzly Adams brand for woven throw blankets and tapestries, fleece blankets, beach towels, pillow cases, throw pillows and bandanas; Zynga added The Three Stooges brand to its popular Facebook-based Hit It Rich Game in April 2015; The Three Stooges coin operated arcade game is at market with worldwide placements continuing in 2015 and 2016; high-end art from Photorealism hit market in January 2015 and recently showcased in New York City's Times Square; The Three Stooges video game currently is in development for digital download as well as a retail version; a new nine-part miniseries, Hey Moe! Hey Dad!, which details the history of The Three Stooges will hit retail as a boxed DVD set, memorabilia packet and booklet with an initial retail presence at Target in late spring 2015, with other major retailers following in fall 2015 and in 2016. Specific licenses for other C3 represented brands to market in 2015 are a VISA-branded debit card for Chef Jason Santos; a high-end interactive magic kit for The Magic of Michael Grandinetti; a license for Motor Marc Lacourciere for regular and embossed tin signs, MDF signs, canvas wall art and framed art; and an online slots game for The Big Bopper. These all add additional retail presence for C3 represented brands that is expandable. The new The Three Stooges Movie distributed by Twentieth Century Fox Studios worldwide in 2012 created a new movie-themed licensed product line that remains at market, expanding the brand's retail presence, including for the existing licensed classic Three Stooges product line through acquisition of additional domestic and international licensees and a larger global retail presence. The program will continue and create a placement base at retail and for additional licensees with the next new Three Stooges movie currently in development. Additional Three Stooges entertainment productions will enhance licensing opportunities in 2015 and beyond. Current entertainment projects include the next all new The Three Stooges movie from C3 Entertainment featuring the continuing adventures in mirth, merriment and mayhem; and the all-new, animated Three Stooges will be coming to television. There's also a TV special, One Hundred Years Of Stooges, which follows all The Three Stooges from boyhood through their long distinguished career in vaudeville, films and television. Entertainment initiatives for other C3 represented brands will create additional licensing opportunities for current licensees and future licenses. These initiatives include several projects currently in development such as a cooking series for chef Jason Santos, a TV series for Grizzly Adams, TV specials for The Magic of Michael Grandinetti, a reality show for Motor Marc Lacourciere and a feature film biopic for The Big Bopper.

91

CBS CONSUMER PRODUCTS

\$300M (NYSE: CBS)

LIZ KALODNER, EVP AND GENERAL MANAGER,

+1.212.974.7795

WWW.CBSCONSUMERPRODUCTS.COM

A diverse slate of TV and film brands drove 2014 activity for CBS Consumer Products. Star Trek continues to expand as it prepares for its 50th anniversary in 2016. New Star Trek pop-up shops at major fan conventions, Star Trek films enhanced with live orchestra, and the chance to contribute their ship designs to a calendar gave fans new ways to engage with the brand. The introduction of the award-winning Phaser Universal Remote Control prop replica brought cosplay to a new level, amplifying fans' experiences while watching their favorite series. CBS Consumer Products also added MacGyver and The Honeymooners to its classic portfolio with licensing programs set to launch in 2015. E-commerce initiatives extended with the launch of a dedicated I Love Lucy shop and a shop with fan-inspired gear for CBS Films' The Duff. Specialty and e-commerce retailers led programs in 2014. Official Star Trek online shops in the U.S., U.K., Germany, Japan and Brazil delivered popular products locally to fans across the world. ThinkGeek.com expanded their Star Trek collection with new categories. Penny Dreadful leads licensing plans for current series in 2015 with a number of licensees launching new collections for the second season premiere in May 2015 on Showtime. Publishing for primetime shows, such as Elementary and Showtime Series Penny Dreadful, are also an initiative for 2015. The upcoming year will focus on finalizing strategic marketing, merchandising and promotional plans for Star Trek's 50th anniversary.

92

BRIGGS & STRATTON

\$285M (NYSE: BGG)

JOHN MERRICK, LEMUR LICENSING, +1.770.794.1111

WWW.BRIGGSANDSTRATTON.COM

Key properties are Briggs & Stratton, Snapper and Murray. Top retail partners include Walmart, The Home Depot, Lowe's, Tractor Supply Company, Sears, Meijer, Advance Auto Parts and AutoZone. Top licensing initiatives that will drive growth in 2014 and beyond include outdoor power equipment, fuel cans, oil, batteries and premium ethanol-free gas.

93

VOLKSWAGEN

\$280M (NASDAQ: VLKAY) (VOW3.DE)

MARKUS MÄHR, GENERAL LICENSING MANAGER, VOLKSWAGEN ACCESSORIES;

SIMON GRESSWELL, VICE PRESIDENT, EUROPE AND INTERNATIONAL, IMG WORLDWIDE LICENSING; GIUSEPPE FARANNA, DIRECTOR LICENSING, IMG WORLDWIDE LICENSING
Top licensed properties in 2014 include Classic Beetle, The Beetle, Camper Van/T1 Bus, Golf, Golf GTI, as well as Touareg, Jetta, Amarok and Polo R WRC. Key retail partners and licensing programs in 2014 include Pull&Bear, Thomas Sabo, Target, Kaufhof/Karstadt, Next and Urban Outfitters. Volkswagen has generated an outstanding growth rate over the last three years and the company is exploring further lifestyle areas like apparel, accessories, luggage, watches, eyewear, furniture, camping and outdoor, consumer electronics and location-based themes. The company is interested in all territories, but foremost in Asia, the U.S., Canada, Europe, Australia/New Zealand and LatAm.

94

NISSAN MOTOR COMPANY

\$265M (TYO: JP7201)

GLEN KONKLE, CEO, EQUITY MANAGEMENT INC.,

+1.858.558.2500

The Nissan licensing program remained strong in 2014 founded on its rich history of producing innovative, inspiring and exciting vehicles. Under EMI's management, the Nissan program experienced growth in key categories such as software, for which several new licenses were developed, and the continued popularity of the partwork replica program. The growth in software was supported by the release of new game titles, such as Ubisoft's The Crew, and the latest edition of Natural Motion's popular racing game, CSR Classic. The partwork replica program continued to thrive in 2014 fueled by the introduction of a new 1969 Fairlady Z, as well as continued expansion in markets throughout Europe and Asia. Moving forward, EMI will continue to leverage the powerful brand equity of both new and classic Nissan and Infiniti vehicles globally in categories such as automotive accessories, replicas, consumer electronics and apparel.

95

TEN: THE ENTHUSIAST NETWORK

\$260M (PRIVATE) (FORMERLY SOURCE INTERLINK

MEDIA)

TYLER SHULZE, SVP, ENTERPRISES, +1.310.531.9900

WWW.ENTHUSIASTNETWORK.COM

Today's automotive, sports and outdoor enthusiast consumer market is enormous and no other company appeals and speaks to this audience like The Enthusiast Network. TEN began in publishing and has expanded to a multi-media leader with the top brands in each enthusiast segment. TEN's portfolio includes leading automotive brands Motor Trend, Hot Rod, Lowrider, Super Street, Four Wheeler, Automobile and Roadkill, to sports brands like Surfer, Surfing, Snowboarder, Powder, Bike, SUP, Transworld, Slam, Baseball America as well as fast growing outdoor brands Recoil and OffGrid. TEN has over 50 publications, 60 websites, 50 events, the world's largest automotive VOD channel and the world's largest action/outdoor sports media platform. TEN partners with select manufacturers to develop high quality licensed products, leveraging the consumer awareness and trust of our leading brands. The licensing program has hundreds of branded products in various categories including apparel, footwear, automotive accessories, tools, consumer electronics, home décor, publishing, gift and novelties, toys, video games and more. TEN licensed products are currently sold in thousands of retail stores across multiple channels with major big box retailers, specialty stores, catalog and e-commerce. As we continue to strategically grow licensing, we are looking for established manufacturers to develop quality licensed products for our family of brands. Beyond available license opportunities within TEN's long-standing automotive and sports brands, we are excited to introduce three new titles for licensing that target strong up and coming, on-trend enthusiast markets, SUP (stand up paddleboard), Recoil (a holistic lifestyle experience for modern firearms enthusiasts) and OffGrid (a fresh look at emergency-related scenarios in the urban environment). Categories such as apparel, accessories, go bags/bug out kits, survival gear, security, nonperishable food, camping equipment, backpacks, portable power and others are available for licensing.

96

M4E

\$254M (MU4: XETRA)
HANS ULRICH STOEFL, CEO; BERND CONRAD, HEAD OF LICENSING, +49.8102.99453.0

WWW.M4E.DE

The m4e Group is an international kid's and family entertainment and brand management company. m4e's library of nearly 2,300 episodes includes brands such as Mia and me, Tip the Mouse, Rainbow Fish, Miffy, Lizzie McGuire, Conni and many more. Currently m4e has 130 episodes in production and eight all-new IPs in development. Its subsidiary company Telescreen B.V., with 32 years of experience in media distribution and an established network, provides a strategic media distribution also to third parties. Apart from m4e's own productions/co-productions, Telescreen represents a wide range of international producers and broadcasters, selling and distributing high quality programs to all major TV channels in the world. 2014 has seen continued success of the TV series Mia and me, which is produced by Hahn, m4e Productions and Rainbow, and distributed internationally by m4e and Rainbow. The property is growing constantly on TV, being successfully broadcast in more than 80 markets. The Mia and me licensing program is supported by more than 140 licensees globally, and sees a continuous growth. Mattel is the global toy partner. m4e also co-produced the preschool TV series Tip the Mouse, which was successfully launched on TV in Germany, Italy and France in fall 2014. SUPER RTL is handling all consumer products for the German-speaking markets. Deichmann, Europe's leading footwear retailer, ran a Mia and me promotion in 2014. The launch of the licensed show range was supported by a TV campaign, flyers, special in-store placement and an exclusive Mia and me give away. In addition to ongoing relationships with key retail partners such as Rossmann, Müller and mytoys, further retail programs are currently planned for 2015 and 2016. In 2015, the adventures of Mia and me continue with the brand-new second season, while season 3 is going into production, slated for delivery in fall 2016. A feature film is in development, with an original concept and storyline. For every season of Mia and me, a new style guide is developed. Mattel launches further extensions of the toy line, with even further products in the pipeline. The Mia and me licensing program will be further extended into key markets such as the U.K. and U.S. in 2015. With Wissper, m4e has a new original TV series in the starting blocks. The property is produced by m4e and Absolutely Cuckoo and created by Dan Good. The commissioning broadcaster is U.K.'s Milkshake! and co-producer is German BASTEI Media, a subsidiary of publishing house BASTEI Lübbe, which will handle international publishing, apps and games, as well. Delivery of the series starts in fall 2015. For Tip the Mouse, m4e and its co-production partners plan to develop season two, and the slapstick comedy TV series Atchoo! is about to go into production within 2015. m4e is also about to produce a live action TV series based on the successful children's book series Me, Mum & Mystery, published by Atlantica.



RSV globally, and Tatty Teddy ranks consistently amongst the top traditional plush brands in the U.K. Following the success of Me to You and a growing multi-generational fan base, Carte Blanche has expanded its product offering to include a nursery proposition—Tiny Tatty Teddy, an adorably gentle character with universal appeal to parents and grandparents, as well as new mums of babies and nursery aged children. With evergreen potential, Carte Blanche's Blue Nose brands find the perfect balance between being relevant and fashionable, yet instantly recognizable and classic. Not only does Carte Blanche work with best-in-class licensees, but they are also an international creator, distributor and licensor, having signed a deal with Syco Entertainment in 2014 to create a new brand, Pudsey the Dog, inspired by Britain's Got Talent winners from 2012, Ashleigh and Pudsey. Carte Blanche delivers both international retail success and creative excitement across a variety of product categories including plush, gifts, greetings, apparel, nursery, food and print-on-demand. It's stable of cute, classic brands continue to captivate audiences across traditional and digital media through their incredible heritage and versatility.

98

JOHN DEERE

\$250M (E) (NYSE: DE)
DALE PASCHKE, GLOBAL MANAGER, BRAND LICENSING, +1.919.804.2725

WWW.JOHNDEERE.COM

99

MIND CANDY

\$250M (PRIVATE)
DARRAN GARNHAM, CCO; SAM FERGUSON, HEAD OF LICENSING AND RETAIL; +44.0.7803.874.927
WWW.MINDCANDY.COM

Mind Candy shifted from a one brand company to a multi-brand company in 2014, with a big focus on Moshi Monsters, PopJam and World of Warriors. Mind Candy launched its first digital touch point for the World of Warriors brand with a mobile game in November 2014. On launch, the game was a global Best New Game with an average 4.5 star rating, and also featured on Apple's 'The App Store's Best of 2014' list. It has also received the Apple's Editor's Choice feature across the globe. A full licensing program, including global master toy and console partner, will be launching in Spring 2015. In 2014, Mind Candy secured master rights for World of Warriors with Giochi Preziosi and Moose Toys, Topps Trading Cards, Penguin Books, Egmont Magazines, as well as a raft of other secondary category licensees. The Moshi Monsters toy line continued to sell well at retail, with multiple brand refreshes and spin off launches. To support the Moshi Monsters Food Factory toy line, Mind Candy has partnered with Jamie Oliver to create an exclusive Food Tube episode that features Furi cooking with the famous celebrity chef. A new Moshi Monsters Food Factory app will also be launching on mobile and tablet this spring. Spring also sees the launch of World of Warriors product at retail in the U.K., with strong retail placement and cross category promotions in place on launch. Mind Candy has also secured agency representation, across North America, Canada, Europe and Australasia with sell in taking place this year. We also hope to announce long, short form and movie partnerships for all our IP.

97

CARTE BLANCHE GROUP

\$250M (PRIVATE)
SARAH QUIGLEY, HEAD OF U.K. LICENSING, +44.0.1243.792600

WWW.CBG.COM.UK

Carte Blanche is best known for Tatty Teddy, the signature character of the Me to You brand. Me to You is now worth over \$250 million

100

NATIONAL GEOGRAPHIC

\$250M (NON-PROFIT)
KRISTA NEWBERRY, SVP, LICENSING, NORTH AMERICA, +1.202.857.7374

WWW.NATIONALGEOGRAPHIC.COM

101

ENERGIZER HOUSEHOLD PRODUCTS

\$249M (NYSE: ENR)

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WWW.ENERGIZER.COM

By leveraging the premier positioning and marketing presence of the Energizer and Eveready properties, the licensing program was strategically expanded to include innovative consumer products that complemented the company's core line. Under the power and lighting categories, the licensing program included LED lightbulbs, automotive batteries, generators, power inverters, mobile chargers and accessories, photo accessories, power solutions for gaming, power connectors, solar lighting, battery-operated candles and Energizer Bunny costumes. In addition, the Energizer and Eveready licensing program made impact at retail in the U.K., Europe, Latin America and Australia/New Zealand for a variety of products in the power and lighting segments. Key licensing Initiatives that will drive growth in 2014 and beyond include further global expansion of licensed product through current partners as well as new licensing partners. The launch of new branded product lines will help us grow market share in both domestic and international markets. Energizer and Eveready's lines of licensed products include an extensive array of popular products which are sold through retailers such as Walmart, Target, Sam's Club, Costco, Game Stop, Home Depot, Kroger and Amazon, as well as Carrefour, Tesco and a direct-to-retail program at B&M in the U.K.

102

AT&T

\$240M (NYSE: T)

CAREN CHACKO, AVP, BEANSTALK, +1.212.421.6060

WWW.ATT.COM

Leveraging AT&T's premier positioning and marketing presence, AT&T licensed products strategically complement the brand with more than 200 SKUs including corded and cordless telephones, business telephony products, answering machines, telephone accessories, financial service products, consumer electronic services products and more. AT&T licensed corded and cordless phones are sold in over 16,000 retail doors, and can be found in almost every major retailer. AT&T branded phones' top five retail partners include Walmart, Best Buy, Costco, Staples, and Sam's Club. The top five trade partners include Jenne Distributors, Teledynamics, United Stationers, Ingram Micro and S.P. Richards. Given the state of landline telephony, the AT&T branded phone strategy is to maximize the revenue of its corded and cordless revenue market share in a declining category. The licensed program maintains strong partnerships with a wide array of retailers, and the service levels, inventory planning and product development efforts for the program are focused on maximizing sales in the channels served.



103

DHX MEDIA

\$240M (TSE: DHX.A, DHX.B)

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DHX Media formed DHX Brands this year, a dedicated consumer products and brand management division which, less than nine months since its inception, has firmly put itself on the map.



DHX Brands has very quickly established a reputation for being one of the most pragmatic, responsive and creative licensors in the industry. Right out of the gate, DHX Brands has injected momentum into its core properties which include well-loved, globally-recognized brands In the Night Garden and Teletubbies, as well as evergreen international hit properties such as Yo Gabba Gabba!, Caillou and Johnny Test. In addition, with the acquisition of Vancouver's Nerd Corps, boy's action property Slugterra has joined the DHX Brands line up with top ratings, toy sell-outs and new licensing deals for the brand around the globe. The DHX Brands approach is exemplified by the speed in which Teletubbies has developed from a new strategy, through to a greenlit production with numerous best-in-class licensees to bring the property back to the forefront of the licensing stage. In the Night Garden has been boosted through new branding, a new website, a yearlong integrated social media and marketing plan, high profile events and brand-new style guide. This focused attention not only made it the fastest selling preschool toy license of 2014, but it ended the year as the fifth largest preschool brand in the U.K. (source: NPD, full year 2014). It is also the only stage show to run a live tour for five consecutive years and has proven success outside its domestic market with a top 10 international brand position in China. Established hit Yo Gabba Gabba! is demonstrating continued momentum with a successful fall 2014 live stage show, Music is Awesome, across 50 cities in the U.S., building on its consistent popularity and bringing a party to preschoolers, parents, teens and adults. Evergreen animated favorite Caillou kicked off a 25th anniversary year in 2014 with a dedicated campaign including Can do with Caillou, which features weekly episode clips that empower preschoolers to take on life's big adventures, and tie-in product from master toy partner Imports Dragon and publishing partner Chouette. A brand new app has also been ranked No. 1 on the iPad for kids in over 60 countries. In further licensing activity on its enduringly popular brands, Cartoon Network U.S.'s most aired show, Johnny Test, has seen new collectible consumer products rollout across key retailer in the U.S. and Canada this year, following a deal with master toy partner Imports Dragon. Also in the U.S., new brand Ella the Elephant has seen consumer products launch into retail following the series' strong rating on Disney Jr. Last but not least, there has been a significant and widespread resurgence on Teletubbies in active international markets following the revived content announcement and new launch plans. DHX Brands has been readying a comprehensive and heavyweight new strategy for the U.K. and global market. Rapidly becoming a preschool favorite on CBeebies, brand-new property Twirlywoos is innovative, inspiring entertainment with slapstick humor. With the licensing program building momentum, market-leader Golden Bear has come on board as master toy partner for the brand, and will launch toys from July including talking Twirlywoos plush, which won Best New Toy at London Toy Fair. The consumer products program will be supported by online and social media campaigns and strong print and TV advertising campaigns. With a slate of further licensees already on board and more joining the charge, additional product will roll out from summer and DHX Brands will be looking to extend this globally. In addition, DHX Media will be launching the much-anticipated new Teletubbies television series and consumer products in the U.K. and the U.S., as well as new deals across key international territories, with bespoke retail programs. Core licensees already are in place including Character Options as the global master toy

partner and Egmont for global master publishing. Also from DHX's slate of established brands, In the Night Garden continues to go from strength to strength, and the company will be looking to consolidate this success in the U.K. and focus on global expansion taking the property beyond core territories of the U.K., Australia and China. In new launches, Make it Pop is set to premiere on Nickelodeon U.S. in April with an international rollout in August on the same platform, followed by a consumer products program. The series is a live action, high school musical comedy that centers on three charismatic lead characters with a shared love of the K-pop aesthetic. It has high energy flair and humor that is appealing for girls ages 8- to 12-years-old.

104

THE FOOTBALL ASSOCIATION

\$228M (NON-PROFIT)

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105

SONY PICTURES CONSUMER PRODUCTS

\$225M (NYSE: SNE)

GREGORY ECONOMOS, SVP, GLOBAL CONSUMER

PRODUCTS, +1.310.244.4188
WWW.SONYPICTURES.COM

2014 was a great year for properties like Breaking Bad and Ghostbusters as Sony celebrated the film's 30th year of franchise success. Sony created a Ghostbusters program that started with a traveling art show in partnership with Gallery 1988, followed by a limited engagement theatrical re-release of the original 1984 film re-mastered in 4K, a collaboration with Krispy Kreme donuts, the release of Blu-ray anniversary editions of both Ghostbuster films and vinyl LPs with the soundtrack. It also launched a merchandise line to round out the program. The franchise will make a return to the big screen in July 2016. Breaking Bad is not slowing down. Even though the series came to an end in the summer of 2013, as a brand it continues to be one of the strongest licensing titles for all of Sony Pictures Entertainment's properties. In 2014, Sony Pictures Consumer Products continued to increase the brand's scope and reach in both domestic and international markets with over \$100 million in retail sales across all categories and distribution channels. Breaking Bad products encompass a vast range of designs and functionalities—from a Golden Moth methylamine barrel, inspired adult onesies, to hazmat-shaped desk lamps and everything in between. There are few categories from apparel to housewares to publishing, accessories and toys, where Breaking Bad is not fully represented. With over 1,000 skus and more than 50 licensees around the world, what started as specialty items for super fans and collectors has evolved and expanded to include global mass market retailers as well. Domestic and International distribution have Breaking Bad-branded merchandise in more than 20,000 doors across key retailers and each of their respective e-commerce sites including specialty (Best Buy, Hot Topic and Spencer's Gifts), e-tailers (Amazon, Generator and CafePress) and mass market (Target and Walmart). 2014 also marked an innovative partnership with



GHOSTBUSTERS

market (Target and Walmart). 2014 also marked an innovative partnership with

Target for Sony Picture's theatrical release of a modern version of the film Annie. Target and Sony partnered with award-winning costume designer Renée Ehrlich Kalfus to create a 25-piece girl's fashion and accessory collection. Inspired by the fashion in the film and a re-imagined version of the renowned red dress, it was featured across all retail outlets and Target.com. The program was also supported with a comprehensive marketing campaign, including brand integration, print ads, in-store signage, digital media and a social media outreach, all resulting in more than 300 million impressions at launch. For 2015, Sony has news for both film and TV properties. On the film side, Pixels will open the studio's summer line up. Sony is working on select licensing program with softlines from Freeze and Bioworld, enhanced with costumers from Rasta Imposta. Following the slate is Hotel Transylvania 2. The film's spooky plot naturally lends itself to a Halloween product extension, with seasonal items planned to round out the program and activations across retail channels that leverage the movie thematics and characters to celebrate safe scares. Rounding out the slate is Goosebumps, based on the R.L. Stine book series that sold over 400 million copies worldwide. Sony is partnering with Scholastic to release a comprehensive licensing program geared towards young adults and the original fans of the franchise. The program will be broad across all major licensed categories (apparel and accessories, home furnishings, publishing, toys and gifts, stationery and paper goods, costumes and interactive). On the TV side, for Better Call Saul, the Breaking Bad prequel, Sony launched a partnership at Hot Topic that included significant marketing and social media support in addition to an end-cap merchandising statement. The studio was also able to partner with e-tailers like Jack Threads and support a tune-in message and part of the merchandising. As the show continues and the fans are demanding product, Sony is working on an expanded licensing line and increased retail support. Black List is another strong TV title that continues to garner strong ratings. Sony is working with Titan publishing and the show's creators to release a series of comic books. On the classic TV side, Jeopardy and Wheel of Fortune will deliver product extensions, and 2015 is the 50th anniversary of I Dream of Jeannie. The celebration will start with IGT's re-launch of a Dream of Jeannie Video slot machine, a commemorative high-end fashion doll from Tonner Dolls, die-cast cars from Greenlight Collectibles, costumes from Rubie's for kids and adults, t-shirts from Trecvo and home entertainment DVD re-promote of the series across major retailers.

106

THE TRUMP ORGANIZATION

\$225M (E) (PRIVATE)

CATHY GLOSSER, EVP, GLOBAL LICENSING, +1.212.836.3242
WWW.TRUMP.COM

107

ACTIVISION PUBLISHING

\$222M (NASDAQ: ATVI) (WHOLLY OWNED SUBSIDIARY OF ACTIVISION BLIZZARD)

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WWW.SKYLANDERS.COM

The Skylanders licensing program, a first-of-its-kind for Activision, is represented in every major category outside of the core interactive game and action figure product lines, which are produced by Activision. The franchise has generated more than \$3 billion in retail sales worldwide, making Skylanders the No. 1 kids' console videogame franchise for three consecutive years. Skylanders has also outsold all top action figure lines

with more than 240 million toys sold worldwide. The Call of Duty phenomenon continues to drive sales in licensing across categories, including apparel and accessories, headsets, publishing and construction. Last year's Call of Duty: Advanced Warfare was the No. 1 top-selling console game of 2014 globally, based on physical game unit sell-through. And the Call of Duty series was the No. 1 gaming franchise in the U.S. for the sixth year in a row, based on revenue. The franchise has generated more than \$11 billion in retail sales and has inspired legions of fans worldwide. Destiny is the most successful new video game franchise launch of all time. The licensing strategy for Destiny has been focused on partnering with industry leaders and category experts that can reflect the rich universe of the game. Efforts to deliver a meaningful merchandising program include partnerships in key categories including apparel and accessories, publishing including art book and poster books, strategy guides, posters and figurines. The Skylanders franchise continues to lead the toys-to-life category with Skylanders Trap Team, the No. 1 videogame for kids globally in 2014. In North America, our focus is on driving game, toy and licensed merchandise sales through Walmart, Target, Toys 'R' Us, Best Buy, GameStop and Amazon. We work closely with our licensees to create account-specific programs. The Meet the Minis program at Walmart featured exclusive Mini toy packs and licensed merchandise with unique Mini artwork. At Toys 'R' Us, we continued to extend the Legendary Series of toys and licensed products, which included partnering with IDW to create three Legendary Mini comic books each with an exclusive Trap. At holiday, Skylanders Trap Team topped gift guides and retail lists including Toys 'R' Us' Fab 15 on the 2014 Holiday Hot Toy List, while the dedicated footprint for the brand increased by more than 25 percent across key retailers in North America during the last two years. Skylanders is currently represented in every major category in addition to the core interactive game and action figure product lines, which are produced by Activision. Building on its partnership with category leader Crayola and its line of color and activity products, Skylanders was the only boys license that was integrated into the launch of the new Color Alive! format. The Skylanders publishing program also saw growth with new partners including Immediate Media with introduction of the first Skylanders Magazine in the U.K. and global partner IDW that brought Skylanders to comic books. Additionally, category leader American Greetings will expand their birthday footprint across all Party City stores nationwide with a 3-foot Skylanders section. Promotional partnerships continue to drive growth with General Mills launching an interactive Go-Gurt campaign in September 2014 and an eight-week national cereal program across six different beloved brands in February 2015. Call of Duty continues to drive sales in licensing across categories including apparel and accessories, headsets, publishing and construction. The Call of Duty Collector construction sets by MEGA Bloks saw unprecedented results, proving to be Activision's No. 1 license across its portfolio. The program will continue in 2015 across publishing, game peripherals and novelties, creating additional touch points for the brand.



network reaching 97 million U.S. homes with 1,200 hours of programming each year, has become the benchmark for success in home licensing programs. HGTV HOME has developed a brand platform and an established point-of-difference in the market that consumers are responding to, built on three pillars: updated, trend-right aesthetics, education and the power of the HGTV network. HGTV HOME brings consumers the ideas, the inspiration and the designer that they are looking for and always has their best design interests at heart. HGTV HOME products leverage the network's fresh style and authoritative voice to bring enthusiasts home products that make it easy for them to create smart, stylish, inspired spaces. With nine partners on board and 11 product lines in market, the full HGTV HOME product assortment reached cumulative brand placement of over 8,000 doors across North America in 2014. HGTV HOME products were sold in key home and garden categories including paint, furniture, flooring, plants, indoor lighting, outdoor living, solar lighting and decorative fabric and trim. Additionally, HGTV Magazine launched in 2012 and continues to be the No. 1 best-selling monthly magazine on newsstands within the home lifestyle set and in the Top 10 of best-selling monthly magazines on newsstands across all categories. 2014 marked a year of impressive organic growth for HGTV HOME. Partners continued to launch new products, introduce spot-on designs and expand distribution at brick-and-mortar retailers and online. Partner highlights include HGTV HOME by Sherwin-Williams introduced a new wallpaper book and launched in Canada in 2014, now offering the product assortment at an additional 85 Sherwin-Williams locations since June. In addition, a new Softer Side paint collection debuted in April; Bassett's HGTV HOME Design Studio provides a makeover experience, offering over 800 fabrics and leathers from around the world in Bassett inventory and an additional 200 offered as made-to-order; HGTV HOME flooring by Shaw introduced new carpet SKUs with a focus on patterns. Updates ladder back to HGTV HOME's sustained passion for fresh, modern design with a focus on updated color, pattern and creative comfort; the HGTV HOME baby collection launched The Grayson collection in 2013 and it continued to perform well at retail in both finishes, dusk and midnight, throughout 2014; HGTV HOME decorative fabric and trim is now at 800 JoAnn Fabric and Craft stores, and in a combined total of 1,080 doors. There are now 200 fabric SKUs available as P/K Lifestyles has focused on building an archive and a legacy for the brand; The HGTV HOME furniture collection now has five collections available and 46 accounts (74 doors) committed to the program. City Center launched with a defined point-of-view, a casual urban look with clean classic lines. The design elements speak to a sophisticated mid-century styling that has a vintage Danish modern feel; The HGTV HOME plant collection now includes perennials and edibles, including patio veggies and herbs in addition to the annual and shrub offerings that existed prior to 2014. Additionally, Agricola added a master nursery coop to their grower network, launched a national ad campaign and a new website, HGTVhomeplants.com, in early 2014 to provide consumers with more visibility to the plant collection, the HGTV HOME brand and smart and stylish gardening solutions from the experts at HGTV; HGTV HOME solar lighting was an extremely successful program. On promotion at Costco, the program experienced over \$2 million in wholesale sales (43,000 sets sold) over just four days; HGTV HOME indoor lighting experienced an increase of over 30 percent in dollar sales vs. 2013; HGTV HOME and HSN partnered to launch the HGTV HOME outdoor living program



108

HGTV HOME

\$217M (NYSE: SNI)

RON FEINBAUM, SVP AND GM, CONSUMER PRODUCTS, HOME CATEGORY, SCRIPPS NETWORKS, +1.865.560.4804

WWW.HGTVHOME.COM

HGTV's award-winning consumer products brand, HGTV HOME, provides consumers with a branded collection of smart and stylish products from the experts at HGTV. HGTV, America's leading home and garden television

in 2013, redefining the outdoor home category at HSN. The program offers both branded and curated products, including outdoor equipment, plants, lighting, water accessories, outdoor entertaining, garden tools and outdoor solutions. Products were featured on Today Specials throughout 2014. HGTV HOME's branded 1600 PSI portable pressure washer was featured in April and all available units were sold out, achieving nearly \$1.5 million in net sales in one day. The HGTV HOME program is undergoing continued expansion in 2015 and beyond with plans to grow product assortments and increase distribution. Cumulatively, the full HGTV HOME line is on target to reach over 9,100 doors by the end of 2015. HGTV HOME™ by Sherwin-Williams will be launching at Lowe's in May, bringing their innovative paint concept to this important retailer with 1,700 doors. There will now be 16 designer-inspired color collections available that will provide room-to-room harmony. HGTV HOME Design Studio only at Bassett is gaining increased visibility as Bassett continues to open additional U.S. locations and store formats. Bassett will continue to support the HGTV HOME Design Studio through a large, national television campaign that airs on HGTV. Bassett is also on target to launch more custom upholstery pieces, fabric and finish options this year. HGTV HOME flooring by Shaw will be debuting 10 new carpet styles and 50 colors in an updated palette. HGTV HOME outdoor living continues to offer more branded and curated products. The HGTV HOME plant collection by partner Agricola has secured a test at over 100 Home Depot stores for the 2015 season and will also launch patio vegetables across the U.S. In partnership with Bassett, HGTV HOME baby collection is launching Kinston, a wire brushed ash louvered collection, at buybuy BABY stores in late May.

Protect Plus—delighting millions of Arm & Hammer consumers with new and innovative odor neutralizing solutions to common household problems. Key highlights included the launch of the licensed Hefty Ultimate with Arm & Hammer premium waste

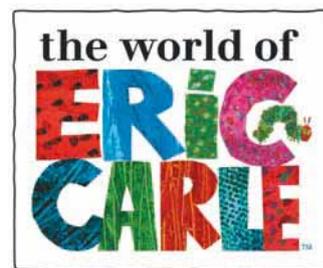


bag, featuring everything consumers need in one bag—ultimate strength, gripping technology and the unmatched odor control of Arm & Hammer. The 8 SKU line was supported with a 360-degree marketing campaign that resulted in over 1 billion brand impressions. The Munchkin with Arm & Hammer diaper pail was named one of Adweek's best brand extensions of 2014. Protect Plus launched scented shelf liners and air filters at numerous retail destinations on special merchandising fixtures. Petmate's cat and dog waste management products found success as the complete in-home pet solution and expanded their line to pet beds and a kitten starter kit, bringing together both licensed and core product. Arm & Hammer boasts several more innovative and market-leading licensees including Electrolux for vacuum bags and filters, Dutch Boy with Arm & Hammer for Refresh Paint, London Luxury for bedding, and more. Stain-fighting leader OxiClean found success with a line of specialty cleaners including stainless steel, granite & stone and cooktop spray cleaners and wipes from Betco, while Kaboom launched its moisture removal products for the bathroom with Metro Design at Home Depot. Church & Dwight's key brands were featured in key retailers across all channels of distribution including Walmart, Target, Bed Bath & Beyond, Home Depot, Lowe's, PetSmart, Delhaize, Menard's, Wakefern, Wegman's and many more. In 2015, Arm & Hammer, OxiClean and Kaboom will continue to grow licensed products into new categories across major retailers. Licensee Reynolds will launch the next generation of waste bags, the Hefty Ultimate Flex with Arm & Hammer, still a premium bag with improved flexible strength.

111 THE ERIC CARLE STUDIO

\$200M (PRIVATE)
DEBRA JOESTER, PRESIDENT, THE JOESTER LORIA GROUP; POLINA REY, VP, THE JOESTER LORIA GROUP; JACKIE DEMAIO, BRAND MANAGER, THE JOESTER LORIA GROUP, +1.212.683.5150
WWW.JOESTERLORIAGROUP.COM

The World of Eric Carle is based on the author's publishing franchise consisting of 175 titles. The centerpiece of the program is The Very Hungry Caterpillar, and art and characters from titles including Brown Bear, The Very Busy Spider, Little Seed, Papa, Get Me the Moon and The Grouchy Ladybug are also featured on product and promotions. The Very Hungry Caterpillar is one of the top-selling children's books of all time. The global consumer products program has experienced exceptional growth, with 135-plus licensees in apparel, toys, games, home, apps and publishing that are in more than 35,000 doors in better retail channels in 15-plus countries. 2014 was the 45th Anniversary of The Very Hungry Caterpillar and the yearlong celebration delivered over 1 billion impressions. Highlights for the



109 HI-TEC SPORTS

\$206M (PRIVATE)
CHRIS MOLE, GROUP LICENSING DIRECTOR, +31.20.711.84.00
WWW.HI-TEC.COM



Hi-Tec is an athletically inspired outdoor and sports brand that sells great value performance footwear and associated products into mid/upper tier retail globally. Magnum is the No. 1 global uniform boot brand that makes lightweight durable footwear and associated products for police, military, EMS, service and industrial workers across the world. The brand portfolio also includes 50 Peaks, which is an entry-level outdoor brand, plus Interceptor and Viper, which are both entry level uniform boot brands; outdoor products in food and petrol retail loyalty programs in Europe and Asia; outdoor/sports apparel and camping equipment in sports retail in Eastern Europe; and entry-level footwear at Walmart under the 50 Peaks and Interceptor brands. In 2015 and growth will be driven by a recently signed Western European license for wearables and smart technology related to sports, travel and walking; increasing the territories that will have licensees for apparel, bags/luggage and camping equipment/accessories; continuing to expand the territories for licensed outdoor loyalty programs; and offering footwear licenses for 50 Peaks and Viper to mass retail.

110 CHURCH & DWIGHT

\$200M (NYSE: CHD)
TAMMY TALERICO-PAYNE, DIRECTOR, LICENSING, +1.609.806.1495
WWW.CHURCHDWIGHT.COM

In 2014, the Arm & Hammer licensing program, featured new launches from licensees including Electrolux, Hefty, Munchkin, Petmate and

year included the launch of two apps that entered iTunes top five in the U.S., U.K., Australia, Japan and Germany; a DTR for children and infant apparel and sleepwear with Gymboree; a yearlong Wendy's promotion that distributed 4 million books; a Langer's juice promotion in 10,000 doors; produce for Kids healthy recipe promotion in Meijer and Publix stores; and the award-winning Giant Wiggle in partnership with Action for Children in the U.K. Dynamic, multi-platform marketing supports the consumer products program worldwide, with social media and blogger campaigns engaging moms, as well as traditional PR and media. 2015 will once again include dedicated retail promotions, promotional partnerships and in-store events. New categories/product include HBA, home, apparel, new apps and much more. Other priorities for the brand include a new Amazon homepage supported by advertising in Q4; the Hello Kitty collaboration that includes Sanrio stores worldwide and events at Puro Land in Japan; a calendar of Zulily-branded flash sales; new product at Kohl's and Babies 'R' Us; Mothercare and Sainsbury's sections in the U.K.; and new partners, Big W and Myers, in Australia. 2015 promotional retail partnerships are off to a strong start with the ongoing Gymboree DTR and Whole Foods promotion across 9 SKU's of their 365 Everyday Value cereal and six flavors of juices through 2017. Preparations are underway for the 50th anniversary of Brown Bear, Brown Bear, What Do You See?, which is kicking off in fall 2016.

112

FOOD NETWORK

\$200M (NYSE: SNI)
MICHAEL SMITH, SVP AND GM, COOKING CHANNEL,
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WWW.FOODNETWORK.COM

Since its 2007 launch, the Food Network licensing program has continued to engage and delight both its fans and business partners. The network's eight year partnership with Kohl's now offers over 1,200 Food Network-branded housewares products sold exclusively at Kohl's 1,164 stores. Food Network partnered with Wente Vineyards in 2011 to create entwine, a line of accessible, food-friendly wines. Via a partnership with the Delaware North Companies, FN opened two restaurants, Food Network Kitchen, at Atlanta and Fort Lauderdale airports. Shortly after its introduction in 2008, Food Network Magazine (a partnership with Hearst) grew to become the third best-selling monthly magazine of any type on newsstands and the No. 1 magazine in the epicurean category. Food Network's book publishing enterprise also continues with best-selling books. Finally, Food Network continues to sponsor its South Beach (February) and New York City (October) Food & Wine Festivals, which annually raise millions of dollars for its charitable partners, Share Our Strength, Florida International University and the New York Food Bank.

NELVANA

113

NELVANA ENTERPRISES

\$200M (TSX: CJR.B)
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HEAD, +1.416.479.7000

WWW.NELVANA.COM

Nelvana is one of the world's leading international producers and distributors of children's content. With a robust portfolio spanning preschool to boy's action, Nelvana's library features more than 4,000

half-hour animated episodes which air in over 160 countries around the world. As a key force in developing popular global brands such as Beyblade, Babar and Franklin, Nelvana has expertise in optimizing commercial opportunities by offering animation and live action short- and long-form content development and production, broadcast sales and distribution, merchandise licensing, digital media, art asset development, brand assurance, PR and brand marketing. Nelvana works with the industry's best to provide a strong pipeline of innovative opportunities, ensuring successful placement of programs at retail and optimizing sell-through. Nelvana continues its tradition of bringing brands to life with the induction of Little Charmers in 2015. A co-production between Nelvana and Spin Master, Little Charmers debuted in January 2015 in the U.S. It quickly became the No. 1 series for kids ages 2-5 and girls ages 2-5 on Nick, and is set to launch in territories worldwide starting in May. With global master toy partner Spin Master releasing the toy range in fall 2015, Little Charmers is projected to amplify growth in 2015 with an array of leading licensees including a worldwide English-language publishing deal with Scholastic and best-in-class licensees within the apparel, sleepwear, back-to-school, arts and crafts, bedding and bath, Halloween costumes, novelty and cake décor categories. In February 2015, Nelvana announced a partnership with Cepia to re-launch the multi-billion dollar ZhuZhu Pets brand. Nelvana Studio is set to produce a new animated series based on the property and Nelvana Enterprises will oversee global merchandising of the brand in conjunction with distribution of the new series.

114

SMILEYWORLD

\$200M (PRIVATE)
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+44.207.378.8231

WWW.SMILEY.COM

Top retail partners and licensing programs during 2014 include Splash in the Middle East and a continuation of its expansion into FMCG with McCain serving millions of Smiley meals weekly on a global scale. New deals were signed with Giraudi, Hellema and Inter Snack, all producing 3D Smiley meals. SmileyWorld also continued to be a player in the back-to-school market and gained significant retail exposure and market share through its licensing partnerships with Herlitz PBS, Lannoo Publishing NV and NICI; while the brand's publishing division saw existing partner Grund sign a global distribution deal. Smiley, the flagship bearer for the happiness movement and the truly evergreen universal signature collection from SmileyWorld, enjoyed its most successful year, with catwalk collaborations with Moschino and Anya Hindmarch positioning Smiley center stage in high fashion. At the same time, Smiley maintained DTR deals with middle market retailers such as Topman, Li & Fung, Urban Outfitters, H&M, ETAM and Zara, with total unit sales of 3.2 million and turnover in excess of \$14.7 million. Smiley's social media community grew in 2014 to 4.2 million fans, and at the same time, the brand gained a cult celebrity following with Katy Perry, Pharrell Williams, Rita Ora, Chris Martin and Idris Elba all photographed out wearing Smiley.

115

THE WIGGLES

\$180M (E) (PRIVATE)
PAUL FIELD, MANAGING DIRECTOR, +41.8602.654
WWW.THEWIGGLES.COM

After the retirement of three of the original cast members after 21

years, The Wiggles now has three new additions (including the first female) along with the original creator Anthony Field. The company recently completed the second series of Ready, Steady, Wiggle.

116

WEIL LIFESTYLE

\$175M (PRIVATE)

CALLIE BONINE, DIRECTOR, BRAND LICENSING,
+1.480.703.2643; ROSS MISHER, CEO, BRAND CENTRAL,
+1.310.268.1231

WWW.DRWEIL.COM

Dr. Weil is a world-renowned leader and pioneer in the field of integrative medicine. The mission of Weil Lifestyle is to provide consumers with a range of best-in-class products and services that enhance health and well-being and help them live a lifestyle guided by the philosophy of integrative medicine. Dr. Weil donates all after-tax profits from royalties from sales of Weil Lifestyle licensed products directly to the Weil Foundation, a not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public and policy reform.

117

JIM SHORE DESIGNS

\$168M (PRIVATE)

JOANNE OLDS, PRESIDENT, THE BUFFALO WORKS;
GERALD MASSIE, VP, MARKETING, +1.952.475.3013

WWW.JIMSHORE.COM

The Jim Shore brand continued its growth pattern in 2014 to hit its all time high of \$168 million in retail sales. The brand still enjoys a very strong QVC business, continued its seasonal program with Lowe's and had another very successful year with its JS brand of fashion jewelry and accessories. The major program that drove retail sales was the continued strength of Jim Shore's Heartwood Creek brand with licensing partner Enesco. Key licensing initiatives that will drive growth into 2015 and beyond will be the addition of additional co-branded collections from Enesco. These will add to the already strong co-brand portfolio of Disney, Peanuts and Looney Tunes, to name a few. The brand continues on a growth trajectory, along with the addition of several new licensing partners in the fabric, home and gift arenas. Integral to the success of the Jim Shore brand at retail is the mid-tier department and specialty stores. That will remain and continue to grow as the showcase distribution channel. Retail store signings and appearances with independent retailers and department stores like Macy's Herald Square will continue to be a high priority.

118

KAWASAKI

\$165M (TYO: JP7012)

GLEN KONKLE, CEO, EQUITY MANAGEMENT INC.,
+1.858.558.2500

WWW.KAWASAKI.COM

The diverse Kawasaki product line includes their best selling Ninja sportbikes, classic Vulcan cruisers, rugged Brute Force ATV's, Mule/Teryx side-by-side vehicles and the iconic JET SKI watercraft. All of these exciting powersports products, along with the iconic Kawasaki brand, form the foundation for the company's core positioning of "Let the Good Times Roll!" In 2014, the Kawasaki licensing program achieved positive growth in a variety of product categories including power tools, toys, gaming software and replicas. Also, a significant new dealer merchandise license was secured in 2014, and the new product line is currently under development for launch later this year. This license will ensure Kawasaki dealers, riders and enthusiasts have access to apparel,

accessories and general merchandise that positively reflects the brand's equity of power, performance, style, innovation and unrestrained fun. Moving forward in 2015, there will be an increased focus on lifestyle categories such as eyewear, watches, travel goods, apparel and accessories as well as new brand extension opportunities for all of the Kawasaki brands including Ninja, KX, Mule, Teryx, Vulcan, Brute Force and JET SKI. These new opportunities, along with the existing licenses, will continue to successfully reinforce the affinity Kawasaki enthusiasts have for the various brands while also attracting new consumers.

119

CONDÉ NAST

\$150M (PRIVATE)

ELIZABETH MUSMANNO, LICENSING AGENT, THE
MUSMANNO GROUP, +1.212.308.2100

Condé Nast is a premier media company renowned for producing the highest quality content for the world's most influential audiences. Attracting 115 million consumers across its print, digital and video brands, the company's portfolio includes Vogue, Vanity Fair, Glamour, Brides, Self, GQ, The New Yorker, Condé Nast Traveler, Details, Allure, Architectural Digest, Bon Appétit, Epicurious, Wired, W, Golf Digest, Golf World, Teen Vogue, Ars Technica, Style.com, Gourmet and House & Garden. Condé Nast has exclusive licensing partnerships with best-in-class manufacturers and retailers. Over the past 20 years, Condé Nast has increased its profits, tripling its topline growth and exponentially expanding its content distribution. During the same period, the company earned several editorial, design, digital, advertising, video and business awards including being recognized as one of the fastest-growing companies in the digital video business and was one of LinkedIn's Top 25 Most In-Demand Employers. The company has recently relocated to its new global headquarters at 1 World Trade Center in New York City, where it plays a role in the resurgence of Lower Manhattan. The Musmanno Group, the exclusive licensing agent across all Condé Nast properties, is actively looking for world-class partners across a variety of sectors.

120

JANE SEYMOUR DESIGNS

\$150M (PRIVATE)

MARK MATHENY, +1.818.590.8864

Top licensed properties in 2014 include Open Hearts by Jane Seymour, Jane Seymour and Jane Seymour Home. Top retail partners and licensing programs during 2014 include the KAY Jewelers Open Hearts by Jane Seymour collection, collaboration with Michael Amini/AICO for furniture, a partnership with JS Botanicals for permanent botanicals and StyleCraft for lighting. The company will continue to expand business with 2014 partners, and have added the following categories of business to be announced prior to product launches: fashion bedding, window coverings, soft bath, utility bedding, wall decor, home fragrance, handbags and skin care.

121

WOLFGANG PUCK WORLDWIDE

\$148M (PRIVATE)

JOSEPH C. ESSA, PRESIDENT, +1.310.432.1541
WWW.WOLFGANGPUCK.COM

Austrian-born Wolfgang Puck opened his first restaurant, Spago, on Hollywood's Sunset Strip in 1982. Building on Spago's phenomenal success, he has become one of the most influential chefs in North America with an

empire that includes a growing number of fine dining restaurants, catering venues and casual restaurants. Complementing Wolfgang Puck's fine dining restaurants, catering venues and casual restaurants are his licensed restaurant properties, Wolfgang Puck Express, The Kitchen by Wolfgang Puck, The Kitchen Counter by Wolfgang Puck and WPizza, which are located primarily at airports, grocery stores and various retail locations as well as at major entertainment venues such as Universal Studios, Los Angeles. In addition to the licensed restaurants, Wolfgang Puck sells many licensed consumer products



through various distribution channels. These include Wolfgang Puck Organic Soup, in partnership with Campbell's Soup Company; Wolfgang Puck whole and ground coffee bags, pods and K-cups for hotels, offices, and retail distribution, as well as Internet sales, in partnership with WP Coffee Company; Wolfgang Puck Signature Wines, in partnership with California's Delicato Family Vineyards; branded housewares and appliances as seen on Home Shopping Network, in partnership with WP Productions and Appliances, for which Wolfgang Puck commits over 100 hours annually of personal on-air time; and seven cookbooks. Top retail partners and licensing programs include over 100 restaurants, serving 10 million people annually and growing, with new restaurants opened in Atlanta, Las Vegas and Dubai. Wolfgang Puck recently launched The Kitchen Counter by Wolfgang Puck (salads and sandwiches) and WPizza, with plans for 12 locations over the next three years. New licensed counter service concepts for airports, casinos, universities, hospitals and other select retail environments are in the planning stages. The Wolfgang Puck Organic Soup line has experienced phenomenal success; Campbell's and Wolfgang Puck have worked in concert to bring Chef Puck's signature taste, premium ingredients and quality to a soup that taste great and is organic, has no preservatives or added MSG, and offers gluten free varieties. The Wolfgang Puck assortment includes 17 varieties sold in the U.S. and Canada across grocery, mass and natural food stores. The program continues to perform exceedingly well; 2014 marked another great year of success—Wolfgang Puck Soup is the No. 2 selling organic RTS canned soup brand in the nation and Wolfgang Puck Free Range Chicken Noodle Soup is the No. 1 selling organic meat soup in the nation. Moving into 2015, Wolfgang Puck will continue to drive growth of his licensed restaurant properties and consumer products. There are plans to open restaurants in Shanghai Disney, Doha, Istanbul, Singapore and Macau and three new restaurants in Bahrain Bay at the Four Seasons. Other initiatives to grow the business in 2015 and beyond include the roll-out of a complete brand refresh on all packaging and collateral, and the development of an expanded cross-category licensing program with strategic distribution across high-end, specialty food retailers.

122

GOLD'S GYM

\$142M (PRIVATE)
NICK WILCOCKSON,
LICENSING MANAGER,

+1.214.296.5053

WWW.GOLDSGYM.COM

Gold's Gym-branded fitness accessories and equipment have great representation at Mass and is also available at Sporting Goods



stores like Dick's Sporting Goods. 2015 is an exciting year for Gold's Gym as it celebrates its 50th anniversary as the global authority in health and fitness. Gold's Gym has engaged Brand Sense Partners to expand the licensing footprint of the brand at all points of distribution including Gold's Gym's in-gym retail shops. In 2015, Gold's Gym is looking to build on its heritage and existing licensing program by making a big push to roll out a platform of lifestyle-oriented products across a number of categories that address consumer needs. Key categories include casual apparel, activewear, footwear, consumer electronics, publishing and consumables (nutrition, supplements, snacks and beverages). International growth is also helping fuel Gold's Gym expansion with over 700 gyms worldwide across 23 countries and presents the perfect support for licensees who also have international distribution.

123

AARDMAN ANIMATIONS

\$140M (PRIVATE)
ROB GOODCHILD, HEAD OF LICENSING,
+44.011.7984.8485

WWW.AARDMAN.COM

Aardman's top licensed properties are Shaun the Sheep, Wallace & Gromit and Morph. Aardman's Shaun the Sheep The Movie launched in spring with a strong box office performance and achieved four- and five-star reviews across the board. The TV show, now in production on its fifth season, is broadcast on kid's channels in 170 territories; and a brand-new half-hour special in production is set to premiere to a family audience at Christmas. The brand continues to expand its portfolio of live events and attractions with the Shaun in the City charity arts trail set to be a summer highlight in the U.K., and similar art exhibitions are planned for China and Japan later in 2015 and early 2016. As the movie opens across the world and with the U.S. release imminent, Aardman continue to develop an international licensing program for the property across a host of core categories and are planning to present new product opportunities and style themes for 2015-2016 and beyond at Licensing Expo in June. The studio will also be looking forward to celebrating 40 years next year and are planning a host of special events, exhibitions and commemorative merchandise ranges to mark the occasion.

124

LA-Z-BOY

\$140M (NYSE: LZB)
GLEN KONKLE, CEO, EQUITY MANAGEMENT INC.
+1.858.558.2500

WWW.LA-Z-BOY.COM

First introduced in 1928, the iconic La-Z-Boy brand has continued to evolve over the subsequent decades to not only become the leading furniture brand in the U.S., but also a trademark that is recognized globally. Throughout its rich history, La-Z-Boy has shown strong innovation while continuing to maintain its core brand equity of comfort and quality. EMI was successfully able to capitalize on La-Z-Boy's ownership of comfort and quality once again in 2014 as the licensing program continued to grow. The outdoor portion of the licensing program remained strong, with the La-Z-Boy spa program experiencing significant growth year-over-year, as well as the continued success of the outdoor casual furniture business. Within the home, the exciting new line of office chairs was introduced and continues to gain traction at retail, which will further reinforce La-Z-Boy's leadership position in the furniture category. In 2015, EMI will continue to pursue new and exciting opportunities that will leverage the powerful La-Z-Boy brand equity and their compelling marketing platform of "Live Life Comfortably."

125

ROTO-ROOTER

\$140M (NYSE: CHE)
 HAL WORSHAM, MANAGING DIRECTOR, LMCA,
 +1.212.265.7474

WWW.ROTOROOTER.COM

The program, begun by LMCA in 2000, has evolved cautiously. Focused as an extension to Roto-Rooters' nationwide plumbing service, the primary licenses are for retail lines of chemical drain cleaners and plungers that are positioned as precursors to a service call. Distribution encompasses supermarket, mass merchant and hardware channels, and strong synergies have developed between the licensed and core product sides of the company.

126

SMITHSONIAN ENTERPRISES

\$138M (NON-PROFIT)
 BRIGID FERRARO, VP, CONSUMER AND EDUCATION

PRODUCTS, +1.202.633.6080
 WWW.SI.EDU

Smithsonian priorities in 2014 included the expansion of the Smithsonian toy program with master toy licensee NSI and new play set partner MerchSource; the launch of a long-term partnership with The Great Courses for consumer-focused courses on DVD; and the launch of a fine jewelry program based on the National Gems and Minerals Collection at select jewelry stores nationwide. Top licensed and retail programs included a brick-and-mortar launch of fine jewelry products at select jewelry stores nationwide, and two QSR promotions with Arby's Restaurants for Kids' Meal offerings centered on Arctic and Amazonian animals. Publishing programs with partners, DK, Silver Dolphin and Capstone continue to offer non-fiction titles loved by adults and children alike. Collectibles were also an exceptionally strong category, led by licensee GovMint and the launch of a series of high-end collectible coins based on the Smithsonian National Zoo's beloved giant pandas. Smithsonian Licensing plans to expand its Home program in 2015 with the launch of several key sub-categories in furniture and décor. Softlines, including kids' apparel and bedding, will be a natural follow-on. In addition, new product launches with master toy Licensee NSI will drive growth in toys, with additional toy categories rounding out the assortment. As always, educational content for both formal and informal settings will provide robust opportunities in publishing, collectibles, apps, instructional content, and digital products.



127

KATHY DAVIS STUDIOS

\$135M (PRIVATE)
 SARAH VAN AKEN, VP, MARKETING, +1.215.444.9544 EXT. 106

WWW.KATHYDAVIS.COM

Kathy Davis Studios signed 12 new licenses in 2014 and has key licensing partnerships in categories home, fashion, social expression, gift and stationery. Those licensees include American Greetings (social expression), ACCO Brands (dated stationery), Creative Converting

(paper party), NES Jewelry (giftable jewelry), Nostalgia Home Fashions (bedding), Creative Bath Products (bath accessories), Demdaco/Silvestri (gift), Zero2Sixty (wall art), Madison Park Group (stationery), Prestige Arts (wall art) and Fabric Traditions (fabric). Kathy Davis Studios brands reach three core market channels: better/best specialty and department stores, mid-tier key accounts and independent specialty and mid-mass drug and grocery. Some of those retailers include Macy's, Bloomingdale's, Papyrus, Clinton's, Target Stores, JC Penney, Kohl's, Meijer, Sears, American Greetings, Barnes & Noble, Carlton Cards, Costco, Shopko, PetSmart, Kroger, CVS, Wal-Mart, Rite Aid, Safeway, Albertsons, Inc., Shoppers Drug Mart, Kmart, Wegmans Food Market, Fred Meyer, Big Lots, Super Value, Walgreens Drug, Govt/AAFES, Food Lion, Hannaford, Ralphs Grocery Company, Toys 'R' US, Babies 'R' US, Harris Teeter, Price Chopper Supermarkets, Great Atlantic Pacific Tea Co., Shaw's Supermarkets, Jo-Ann Fabric and Craft Stores, Michaels, Calendar Club and CostPlus World Market. Kathy Davis is poised to gain significant brand awareness in 2015 in both core product lines with international expansion in Social Expression and in the lifestyle categories of home and fashion. Having signed 12 new licenses in 2014, the company is releasing key products at markets this year and has significant traction at retail with these new licenses. Key initiatives for the company in 2015 include licensee expansion in lifestyle categories, building on retail traction and collaborative license opportunities in core and new business and dedicated market expansion in wedding and baby.

128

LAMBORGHINI

\$135M (E) (LAMBORGHINI IS A DIVISION OF AUDI AG)
 MARIA LUCIA LAZZARINI, MANAGER, LICENSING,
 +39.051.6817655

WWW.LAMBORGHINI.COM

129

JCB

\$130M (PRIVATE)
 SAM JOHNSON, +44.0.18.89.593499
 WWW.JCB.COM

The brand extension program for construction equipment makers JCB delivers products and experiences across kids and adults markets. 2014 saw growth across its core four sectors—kids, DIY, trade equipment and safety footwear/apparel. In the kids sector, JCB achieved over 60 percent year-on-year growth within the U.K. toddlerwear category and gained a significant in store presence within 450 George at Asda (Walmart) stores. 2014 also saw new licensing partnerships and a new family experience partner in the form of Diggerland Theme Park in W. Berlin, New Jersey. The DIY and Trade sectors saw further market share growth with new generation power and hand tool launches in the U.K., Poland, Turkey and India. JCB also became the fourth largest battery brand in the U.K. market during 2014 thanks to deeper and wider retail selections. Footwear and workwear sales have also expanded in the U.K., Europe and India with key partners driving promotions and selections in each of those



territories. 2015 will see further growth inside and outside the home U.K. market led by expansion in the tools and power tool accessories categories. New partners for luggage and eyewear will launch during the year and the kids' category will see new toys, new categories and new U.K. experience partnerships bolster the program.

130 REYNOLDS CONSUMER PRODUCTS (HEFTY)

\$128M (PRIVATE)

GLEN KONKLE, CEO, EQUITY MANAGEMENT INC. +1.858.558.2500
WWW.HEFTY.COM

Foundational to the success of the Hefty licensing program is the brand's powerful equity of strength, durability, quality and convenient solutions. The Hefty program continued its upward trajectory in 2014 through the continued growth of existing licensed businesses and the introduction of new products. Hefty wastebaskets maintained its significant market share in both mass and home improvement channels, while the sales of Hefty home storage solutions grew significantly through expanded distribution and new product offerings. 2014 also saw the continued expansion of the Hefty permanent food storage containers with increased distribution in the grocery, mass and specialty channels. The Hefty licensing program will achieve continued growth in 2015 based on the expansion of existing, successful licenses and the pursuit of new opportunities in equity appropriate household product categories.

131 SKECHERS

\$125M (NYSE: SKX)

STEVEN MANDEL, DIRECTOR, GLOBAL BRAND LICENSING, +1.310.406.0115

WWW.SKECHERS.COM

Top licensed properties in 2014 include Skechers, Skechers Kids, Skechers Performance Division and Twinkle Toes by Skechers. Licensed products based upon the above-referenced brands are sold through a variety of retailers including Skechers stores worldwide; mid-tier/department stores such as Kohl's, JC Penney, Sears, Dillard's, Nordstrom and more; regional store chains such as Stage Stores, Fred Meyer, Meijer, Shopko, Bon Ton, Belk and more; specialty stores including toy stores, sporting goods stores, footwear retailers and kids' stores; off-price retailers such as Marshalls, TJ Maxx and more; and Internet retailers like Amazon, Zappos and more. In light of the enormous success of footwear worldwide—notably those lines sold through our Skechers Performance Division (Skechers GOrun, Skechers GOWalk and more), as well as the continued growth of our world famous Twinkle Toes brand, Skechers is focusing its efforts in 2015 on developing licensed products that support the performance initiative for adults, and the sparkle, color, lights, glitter and bling of Twinkle Toes for girls. The company will also continue to build upon the success of its Skechers Kids licensing program, growing the business in kids' apparel, socks, eyewear, bags and more. Skechers will also pursue growth opportunities worldwide and continue to develop and build upon targeted programs with many of the top retailers around the world.

132 4K MEDIA

\$120M (A WHOLLY-OWNED SUBSIDIARY OF KONAMI DIGITAL ENTERTAINMENT)

JENNIFER COLEMAN, VP, LICENSING AND MARKETING;
KRISTEN GRAY, SVP, OPERATIONS, BUSINESS AND LEGAL AFFAIRS,
+1.212.590.2120

WWW.YUGIOH.COM

4K Media was created to manage the Yu-Gi-Oh! franchise outside of Asia. 4K Media is responsible for brand management, licensing and marketing of the Yu-Gi-Oh! brand, as well as production and distribution of the Yu-Gi-Oh! television series.

133 BEAM SUNTORY

\$120M (NYSE: BEAM)

JEFF CHRISTENSEN, PRESIDENT, THR3E LICENSING,
+1.630.809.1101

WWW.BEAMSUNTORY.COM

Key properties include Jim Beam Bourbon, Sauza Tequila, Canadian Club Whisky, Pinnacle Vodka, Cruzan Rum, Courvoisier Cognac, Knob Creek Bourbon, Hornitos Tequila and Calico Jack Rum. THR3E is building the Beam Suntory portfolio of iconic brands into global retail relationships and licensed products that enhance and



support the consumption occasion for premium distilled spirits. Spirits are a unique ingredient in savory and sweet culinary applications, and the company developed licensed partners in condiments, drink mixers, proteins, salty snacks, desserts, confections and gift sets. Additional partners were secured in wearables, home décor, and home recreation products. THR3E will leverage Beam Suntory's spirits innovation in new categories, flavors and brand experiences as the cornerstone from which to expand the licensing initiative.

134 EASTMAN KODAK

\$120M (NYSE: KODK)

EILEEN MURPHY, VP, BRAND LICENSING, +1.508.359.1091
WWW.KODAK.COM

Key Kodak licensing properties include batteries, chargers and flashlights, binoculars, camera accessories, digital cameras and pocket video cameras, eyeglass lenses, inkjet paper and specialty media, mobile phones, personalized and document Imaging, video monitors, and wide format inkjet media. Kodak will continue to expand global territories of existing licensees and will pursue new licensee opportunities worldwide.

135 HAMILTON BEACH BRANDS

\$105M (NYSE: NC)

JAIME LEWISOHN, VP, BUSINESS DEVELOPMENT, BSP,
+1.310.867.7242
WWW.HAMILTONBEACH.COM

136 KISS

\$100M (E) (PRIVATE)

DELL FURANO, CEO, EPIC RIGHTS, +1.310.289.8220

137 MELITTA

\$100M (PRIVATE)

PHILIP RAI, LMCA, +1.212.265.7474
WWW.MELITTA.COM

LMCA's focus on this program has been oriented to the coffee experience

and related products. Melitta's licensed line of consumer coffee makers has received industry recognition for being innovative (including the first in-pod technology) and stylish. The licensed products have continued to enjoy both distribution and share gains throughout North America. As the brand continues to innovate, we seek licensees in the chocolate confectionery category and those that are committed to quality coffee products that capture the European essence.

138 PEPSICO NORTH AMERICA

\$100M (E) (NYSE: PEP)

JOANNE LORIA, EVP AND COO, THE JOESTER LORIA GROUP,
+1.212.683.5150
WWW.PEPSI.COM

Key licensed brands for PepsiCo North America include Pepsi, Mountain Dew and Aquafina.

139 RODALE INTERNATIONAL

\$100M (PRIVATE)

KEVIN LABONGE, +1.202.573.0348
WWW.RODALEBRANDS.COM

Top licensed properties in 2014 were Men's Health, Women's Health and Runner's World. Our top retail program for the actual magazine sales are through newsstands and subscriptions. We also have retail partnerships for exclusive products in the U.K. with Tesco, Sainsbury's and Argos, and with DM in Germany. Along with our licensing agency, The Wildflower Group, our top initiatives for 2015 and beyond are to expand our domestic footprint, specifically in the areas of food/beverage, sports nutrition and wellness and fitness gear and equipment. In addition, we will continue to capitalize on niche opportunities within each magazine brand to cater to unique consumer needs across all relevant categories.

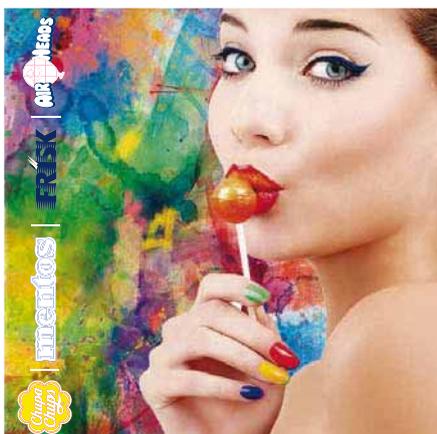
140 PERFETTI VAN MELLE (CHUPA CHUPS)

\$97.7M (PRIVATE)

CHRISTINE COOL, LICENSING AREA MANAGER; MARTA BALLESTEROS, +34.937.739.200
WWW.PVMLICENSING.COM

Key properties include Chupa Chups and Airheads. After the success of Unilever's Air Heads popsicle on the American ice cream shelves, Perfetti Van Melle has also teamed up with Koldwave Foods for a standalone line of Airheads-branded ice cream and novelty products. The launch is already creating a buzz in the category, as the product offers true innovation

and fun products that capture the intrinsic Airheads flavors and textures. The products will be distributed at most grocery retailers in the U.S. In the high street, candy is quite the hype for fast fashion retailers such as



H&M and Uniqlo, who have launched happy Chupa Chups prints in their stores worldwide. The lollipop brand also brings its flavors to the personal care category, with Chupa Chups lip balms distributed in retailers such as Claire's, Boots and Primark. Mentos, the group's most international brand, is following in the tracks. Based on its unique heritage and its strong emotional value, a collection of artwork has been developed for lifestyle categories. The first partnership has been a fashion collection co-branding with the global authority on color, Pantone, which has teamed up with Mentos and Chupa Chups to mix and match their iconic brands to create an amazing international premium outerwear collection. In 2015, the group will look for further licensing opportunities in the ice cream and frozen novelty category through a strategic partnership with The Beanstalk in the U.S. and Europe with its two leading brands, Mentos and Chupa Chups.

141 ANHEUSER-BUSCH INBEV

\$97M (NYSE: BUD)

TRACY NEIER, LICENSING MANAGER, +1.314.577.4259
WWW.ANHEUSER-BUSCH.COM

Key properties include Budweiser, Bud Light, Bud Light Lime-A-Rita, Stella Artois, Natural Light, Rolling Rock, Michelob Ultra and Busch. The Anheuser-Busch InBev brands are supported by 55 licensing partners in more than 10 core markets. The brands have a reach of 160,000-plus retail doors across all channels and enjoy placement year round at Urban Outfitter's, Amazon, Walmart, Kohl's and Target with special programs occurring frequently at Nordstrom's and Bloomingdale's. Over the course of 2014, Anheuser-Busch InBev has worked to increase integration of their digital platforms and licensed products with the inclusion of special Super Bowl promotions with Palmer Cash, Alife New York with their Made in America concert series and support of their music platform with a limited edition Skull Candy Air Raid speaker. It has grown the breadth of distribution and depth of product by pursuing specialty projects for an increased number of the beer brands in its portfolio. Beginning spring 2014, the program launched a licensing program for Labatt trademarks in Canada across all tiers of distribution for Alexander Keith's, Labatt Bleu and Kokanee. During summer 2014, co-merchandising programs at mass resulted in double-digit gains for both licensed and core product for Bud Light Lime-A-Rita, Anheuser-Busch InBev's No. 1 innovation brand. The mass programs are balanced by high-end product collaborations with partners like Alife New York, Skull Candy and Urban Outfitters. In 2015, the program will enjoy increased co-promotional events in all tiers of retail distribution, as well as launching a Budweiser licensing program in China, Brazil and Russia. Additionally, the brand's music and food platforms will be emphasized with high profile collaborations in apparel, electronics and food partnerships. Finally, the Anheuser-Busch InBev family will see the re-launch of a Corona licensing program to a new global audience.

142 U.S. ARMY

\$92.5M (PRIVATE)

PAUL JENSEN, DIRECTOR, ARMY TRADEMARK LICENSING PROGRAM, +1.703.325.5868
WWW.GOARMY.COM; WWW.DEFENSE.GOV/TRADEMARKS

The U.S. Army licensing program leverages the brand values of pride, performance and personal development to build positive brand awareness and create multiple touch points for Americans to show support for the U.S. Army. In 2014, the program consisted of 270-plus licensees across categories including gift and novelty, personal accessories, consumer electronics, headwear, footwear, collectibles, cutlery, health and beauty,

toys, digital and interactive platforms and tailgating. The three biggest categories included apparel, sporting goods and gift and novelty items. U.S. Army licensed products can be found at every channel of trade in the U.S., including mass merchandisers, mid-tier retailers, sporting goods stores, toy, craft and grocery stores, dollar stores and tourist/museum centers. The program has also gained heavy traction online with retailers such as Cafepress.com and Zazzle.com, among others. There were several key programs driving growth for the U.S. Army program in 2014. Army's apparel program, ranging from t-shirts to loungewear/sleepwear to performance gear, proved a huge success in 2014, with one specific licensee receiving placement on the wall at Walmart. Additionally, the U.S. Army partnered with powerhouse brands such as Nike to offer a co-branded line of t-shirts and performance wear. Item customization was also a success driver of 2014, with the addition of more than three licensees focusing on customized product. This allows customers to add their names, ranks and other customization to categories such as drinkware, apparel and gift and novelty items. E-tailers are able to capitalize on novel pieces, which are becoming a trend in consumer goods. Specialty niche shops like mall kiosks have become key to this customization for the Army brand, resulting in over 150 top malls in America taking in product from various licensees. For 2015, the U.S. Army program will focus on growing the existing licensees' businesses organically, by adding new product categories and targeting new distribution channels. In addition, the U.S. Army will continue to focus on combating brand infringement through a number of different initiatives, such as introducing a new hologram program and continuing its retail education initiative. Additionally, The U.S. Army is working with various retailers to implement U.S. Army/ Patriotic themed in-store promotions surrounding various holidays such as Veteran's Day, 4th of July, Memorial Day, Flag Day and Father's Day. Lastly, a new and improved style guide was launched in early 2015, enabling licensees to create fresh and original designs for a modern approach to the U.S. Army brand.

143 V&A ENTERPRISES

\$92M
LAUREN SIZELAND, DIRECTOR, LICENSING AND
BUSINESS DEVELOPMENT, +44.20.7942.2981
WWW.VANDALICENSING.COM

The V&A is the world's leading museum of art and design. The Decorative, the Glamorous, the British and the Exotic are the four key aesthetics in its collections that resonate with consumers offering a unique framework with which to develop and promote the treasures through merchandise ranges. In the U.K., distribution reaches major department stores at the mid to upper level, such as Harrods, Selfridges, Fortnum & Mason, John Lewis, House of Fraser, Debenhams and other multiples such as Waterstones and WH Smith, as well as independent boutiques and gift stores. On a global level, in Thailand, V&A products are sold in The Mall, Loft, and in the exclusively English tabletop boutique Nathanpin in Bangkok. Japanese licensed jewelry is distributed through Chow Sang Sang throughout Hong Kong and China. Bedding and apparel is sold through Japanese department stores such as Mitsukoshi, Isetan and Takashimaya. Creative Tops bespoke tableware ranges are selling in American department store Dillard's and Costco and in Europe with bespoke ranges for Spanish department store El Cortes Ingles. Home textiles and wallpapers by Sparkk and Caprice were launched in Australia and NZ. V&A Licensing marketing campaigns are wide in scope incorporating distribution materials, product launches, TV, magazine and digital advertising.

144 AGFAPHOTO

\$90M (PRIVATE)
RAY UHLIR, MANAGING DIRECTOR, LMCA,
+1.212.265.7474

This venerable, German-based photography brand began licensing just five years ago and has extended into camera accessories, memory, optics, film cameras, batteries, tablet computers, smartphones and others. Distribution extends from Europe to Asia, the Middle East, Africa and North America, with plans for further expansion. Many new areas including imaging and visual products are available.

145 ARMORED AUTOGROUP

\$90M (E)
AUSTIN KATZ, VP, BUSINESS
DEVELOPMENT, BSP,
+1.310.867.7203
WWW.ARMOREDAUTOGROUP.COM



146 BETHANY MOTA

\$80M (PRIVATE)
TONY MOTA, MANAGER
WWW.YOUTUBE.COM/USER/MACBARBIE07
Bethany Mota launched and continued
to build a clothing collaboration with retailer Aeropostale.

147 BLACK FLAG

\$75M (NYSE: SPB)
ALAN KRAVETZ, PRESIDENT AND COO, LMCA,
+1.212.265.7474

LMCA has extended Black Flag into high-tech bug zappers and, as a co-brand, into landscape lighting and into caulks and sealants, each of which also incorporate Black Flag technology. Distribution is focused largely on North American mass merchant and hardware channels.

148 MACK TRUCK

\$75M (OTCPK: VOLVY)
ALAN KRAVETZ, PRESIDENT AND COO, LMCA,
+1.212.265.7474
WWW.MACKTRUCKS.COM

The company is reviewing domestic and global initiatives in consumer, commercial and B2B categories.

149 JELLY BELLY CANDY COMPANY

\$65M (PRIVATE)
VU MYERS BABCOCK, LICENSING MANAGER,
+1.707.399.2390
WWW.JELLYBELLY.COM

With over 14 billion Jelly Belly jelly beans enjoyed across the globe every year, Jelly Belly Candy Company manufactures the world's most famous and loved jelly bean. Its strategic, 10-year year, award-winning



licensing program brings to life the unique bean shape, along with the fun, flavor, scents and colors of the brand. Numerous product categories include fashion accessories and apparel, candles and home fragrances, kitchen appliances and accessories, bath and body products, stationery and school supplies and uniquely flavored and scented food/beverage products. Important initiatives in 2014 for the Jelly Belly licensing program included the launch of Jelly Belly popsicles nationwide in the U.S., new dessert jellies in the U.K., lip balm gift-sets, home fragrance offerings, men's and ladies' apparel in Primark and the ongoing development of its car air freshener offering. With nearly 40 best-in-class partners in 49 territories globally, Jelly Belly's licensed products are available in 40,000-plus retail doors across all channels including food, drug, mass, convenience, and specialty. Top retail partners in the U.S include Bed Bath & Beyond, Target, Walmart, Walgreens, Kroger, Safeway and Ahold; internationally at Costco, HBA, Tesco, Sainsbury's, Primark, ASDA, Halfords, Boots and ASOS. The Jelly Belly licensing program continues to expand its food and beverage, automotive accessory, fragrance, apparel and gift presence through quality partnerships and geographic expansion. Top licensing initiatives in 2015 and beyond will include ice cream and frozen novelty innovation programs, alongside further developed tech and car accessories globally, and the introduction of multi-faceted fragrance offerings and health and beauty products in the U.S.

150 MINOR LEAGUE BASEBALL

\$60.3M (PRIVATE)

SANDRA HEBERT, DIRECTOR, LICENSING, MiLB; ELIOT RUNYON, DIRECTOR, LICENSING, THE MINOR LEAGUES, MLB PROPERTIES, +1.727.822.6937
WWW.MiLB.COM

The Minor League Baseball licensing program oversees licensing efforts for 160 Minor League Baseball teams that are affiliated with Major league Baseball teams in the U.S. and Canada. The top-selling properties in 2014 included the Charlotte Knights, Durham Bulls, El Paso Chihuahuas, Lehigh Valley IronPigs and the Toledo Mud Hens. Baseball caps and apparel are Minor League Baseball's top retail properties. The top-selling licensees include 47 Brand, Bimm Ridder Sportswear, Majestic Athletic, New Era Cap Company, Nike and OC Sports Headwear. Major League Baseball Properties serves as the licensing agent of Minor League Baseball. Top retail partners and licensing programs during 2014 include the Stars & Stripes on-field and retail cap program benefiting Welcome Back Veterans, which ran for its fifth consecutive year. During the Independence Day holiday weekend, players wore specially designed Stars & Stripes caps from New Era Cap Company. A total of 113 teams wore the specialty caps as part



of fundraising and awareness initiatives for Welcome Back Veterans, an organization dedicated to addressing the ongoing needs of military personnel and their families. Minor League Baseball, in conjunction with its licensing partner Major League Baseball Properties, donated 100 percent of the royalties from cap sales to the program. The number of participating teams continues to increase annually, growing from 72 teams in the first year. In another program, Minor League Baseball calculated its list of top 25 teams in licensed merchandise sales, with the combined totals of all 160 teams topping more than \$60.3 million in retail sales, an 8.8 percent increase from 2013. The total licensed merchandise sales were calculated for Jan. 1 to Dec. 31, 2014, and are based on the 160 teams in the domestic-based leagues that charge admission to their games. Online sales also played a significant role in the steady growth of merchandise sales. The MiLB online store platform hosted 142 live sites throughout 2014, which included both team and league sites. Fans can shop for apparel, caps, collectibles, novelties, MiLB logo products and publications, the Hometown Collection of historic team merchandise and umpire products in the online store. Minor League Baseball and Major League Baseball Properties offers Little League teams across the country the opportunity to brand their local team with MiLB names and marks. In 2014, 42 team names and logos were available for use. OC Sports produces the headwear, while Majestic Athletic produces jerseys, uniforms and shirts. Approximately, 20,000 to 25,000 youth baseball teams across the country play in a MiLB replica uniform each year. The El Paso Chihuahuas revealed their new team name and logo prior to the 2014 season with rousing success. Within the first week product was available for purchase, the equivalent of a month's worth of sales were processed. The Chihuahuas' online sales also excelled, with orders placed from all 50 states, and orders shipped to six foreign countries (United Arab Emirates, Canada, England, Germany, Japan and Mexico). The team's new cap was also featured on MLB Network at the 2013 Baseball Winter Meetings in Orlando, Florida. In January 2014, the Charlotte Knights unveiled their inaugural season logo. Along with featuring the Uptown Charlotte skyline, the logo featured a Knights shield, two swords and the team's new primary C logo. All of the Knights' new logos showcased gold and silver, colors synonymous with royalty, as well as black with white accents. Top licensing initiatives that will drive growth in 2015 and beyond are Star Wars co-branded retail product. Minor League Baseball, in conjunction with Lucasfilm and Major League Baseball Properties, created a co-branded team/Star Wars retail program with New Era Cap Co., OT Sports and Gear For Sports. New Era Cap launched a collaborative Star Wars/MiLB booking program for the middle of 2015 season. Gear For Sports is producing specific Star Wars themed T-shirt and sweatshirt designs with their Champion Brand. OT Sports is producing Star Wars-themed jerseys for on-field use, and jerseys and socks for retail sales. In an effort to freshen up and create uniformity among Minor League Baseball teams' store displays, a signage package was created by the Minor League Baseball licensing department. MiLB will also continue its Stars & Stripes on-field retail cap program in 2015. In January 2015, the Nashville Sounds unveiled a new logo, as well as all new caps and uniforms to be utilized during the 2015 season. In November 2014, the new team in Biloxi, Mississippi, revealed its identity as the Biloxi Shuckers for the 2015 season. The West Virginia Black Bears are entering their inaugural campaign in 2015, having relocated from Jamestown, New York, where they were known as the Jamestown Jammers. The Morgantown-based franchise announced its name in October; some four months later, they unveiled the logo that brought the identity to life.

AND THE REPORT GOES ON...

151. 41 ENTERTAINMENT

\$50M (PRIVATE)

ALLAN BOHBOT, MANAGING DIRECTOR; ANNA KISLEVITZ, SENIOR LICENSING MANAGER, +1.203.717.1122

WWW.41E.TV

Top licensed properties in 2014 included Pac-Man and the Ghostly Adventures and Classic Pac-Man. Top retailers in the U.S. are Kmart, Walmart, Tesco and Toys 'R' Us, while globally they are Tesco, GAME, Toys 'R' Us, Entertainer, Argos, Asda, Corte Ingles, Mercadona, Woolworths and C&A. The main drivers in 2014 were Bandai as master toy; Namco as videogame licensee; Burger King, Frito Lay and Uniliver as the main consumer promotions partners; Hybrid and Blues for apparel; Hachette, Phidal and Random House for publishing; Play by Play for beanies; and Giromax for stickers and card games. In 2015, 41 Entertainment has a promotion with McDonalds coming up and it ran a commercial with Budweiser during the 2015 Superbowl. It is also in talks with Burger King to run a promotion for its upcoming properties, King Kong and Tarzan and Jane, premiering on Netflix Kids in 2015.

152. SCHOLASTIC MEDIA

\$50M (E) (NASDAQ: SCHL)

LESLYE SCHAEFER, SVP, MARKETING AND CONSUMER PRODUCTS, +1.212.389.3900

WWW.SCHOLASTIC.COM

153. VIZ MEDIA

\$50M (PRIVATE)

DAISUKE AOKI, VP, ANIMATION LICENSING, +1.415.546.7073

WWW.VIZ.COM

Naruto and Naruto Shippuden continue to be the strongest properties in 2014. Bandai Namco Entertainment sold over 535,000 units of their 2014 video game Naruto Shippuden: Ultimate Ninja Storm Revolution in North and South America. In addition, all their Naruto and Naruto Shippuden video games were added to the Steam online game platform. New licensees continue to grow with partners including Everything Legware (hosiery), Pacific Solution Marketing (sword replicas and umbrellas), Scorpis Posters, Tsume (figures) and Lace and Lore (high fashion apparel). 2014 was Doraemon's debut year in North America, and quickly became the No. 2 property in sales. Licensees and partners included JFC (Yummy buns), Bioworld (apparel, bags and accessories), Great Eastern (novelties), Bandai America (toys), House Foods (tofu), Hukilike (Hawaiian-themed t-shirts and bags), Buckledown (buckles and belts). Death Note continues to be evergreen and to do well at market. Top retail partners included Hot Topic, with heavy sales of the Ripple Junction's Naruto and Death Note t-shirts, as well as Diamond Comics, which featured a Doraemon graphic novel sample and poster in their 2015 January issue, exposing the brand promoting to a new market and well received from their customers. New merchandise deals for Doraemon are moving forward, with Bandai America debuting vinyl figures available at Toys 'R' Us, and Funko will release a Doraemon POP! series figure in late 2015. Several projects are in the works for Doraemon, partnering with companies in the food and event industries. Two newly announced titles, Terra Formars and Jojo's Bizarre Adventure, will have 3D posters debuting from YesAnime. Scheduled for release are also some high-end figures from Japan. Great Eastern is signed to produce novelties.

154. ART LICENSING INTERNATIONAL

\$47.5M (PRIVATE)

MATTHEW APPELMAN, VP, LICENSING DIRECTOR, +1.802.549.1214

Key artist properties include Dean Russo, Anderson Design Group, Nicky Boehme and Color Bakery. Art Licensing International remains the leader in independent artist agent representation and boasts over 500 artists currently under their umbrella. Top retail partners in 2014 include Walmart, Target, Home Depot, Kirkland's Home, QVC and HSN. In 2015 Art Licensing International will be focusing on expansion into Asia and Australia, as well as pursuing a new entertainment-based programs.

155. BOY SCOUTS OF AMERICA

\$44.6M (NON-PROFIT)

DAVID HARKINS, ASSOCIATE DIRECTOR, RETAIL BUSINESS DEVELOPMENT; GREG WINTERS, MANAGER, LICENSING PROGRAMS, +1.800.323.0732

WWW.Scouting.org/licensing

Pinewood Derby was one of Boy Scouts of America most popular properties in 2014. Introduced in 1953, Pinewood Derby is one of the most iconic brands in the Boy Scouts of America that promotes and encourages imagination, craftsmanship and sportsmanship among youth ages 6-10. Today, more than 100 million Pinewood Derby cars have been built by youth in this gravity based racing activity. We are also seeing growth with our Be Prepared brand. Key retail partners in 2014 include national craft and hobby stores in addition to national hardware retailers. Regional sporting goods retailers and department stores also carried licensed products. Key licensing initiatives in 2015 and beyond to drive growth include further expansion into the outdoor and toy and educational product category spaces. The Boy Scouts of America continues to grow its Be Prepared brand. Be Prepared has been the motto for the BSA since 1910 and highly recognized among U.S. consumers. The idea behind building the brand was to create new opportunities in the outdoor industry by partnering with those manufacturers who have the capability to associate an element of preparedness to item with the brand. BSA saw this not only as an extension to our active and alumni bases, but also as a value add for the broader outdoor enthusiasts and first time family campers who are in search for those items that better serve this product category gap or who may not have as much knowledge in certain activities. In the toy product category space, the BSA recently introduced the Wilderness Explorers brand targeting preschool aged boys to help introduce outdoors and outdoor concepts in a play-oriented manner. Licensed products are being developed to encourage age appropriate learning and exploration in an outdoor themed setting. In the educational product category space, the BSA re-launched its Kid Skills brand to excite and help develop various skill building in youth ages 6-10 through reading, arts, electronics, handicrafts, science and other educational tools. For youth 10-plus, the BSA recently introduced the RoboUniversity brand in 2014, which was specifically developed to create hands-on opportunities for teaching the basic principles of STEM (science, technology, engineering and mathematics).

156. DISSERO BRANDS

\$28M (PRIVATE)

DAVID TODD, CEO, +64.9.309.6363

WWW.DISSEROBRANDS.COM

Dissero Brands owns and manages the evergreen Rachael Hale brand. As a world leader in animal photography, the Rachael Hale brand captures "the world's most lovable animals" in images that can be seen on a wide range of products across more than 60 countries around the world.

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Lewis Stark lewis.stark@eisneramper.com

A License! Global

SPECIAL REPORT

Licensing Expo
Exhibitor Preview

2015

License! Global has the exclusive preview of Licensing Expo 2015, the world's largest and most influential trade show dedicated to brand, character, entertainment, fashion and art licensing.

This June 9-11 at Mandalay Bay Convention Center in Las Vegas, Nev., Licensing Expo connects more than 15,700 retailers, licensees, manufacturers and

advertising professionals with the industry's most powerful and recognizable intellectual properties in all consumer product categories.

At the 2015 show, find more than 5,000 of these brands showcased in 480-plus booths merchandised in four zones—Character + Entertainment, Brands + Agents, Art + Design and Sourcing + Production.

24IP Law Group

www.24ip.com

Booth: C37

Contact: Christian Fortmann, partner, German patent attorney, European trademark attorney
fortmann@24ip.com

+49 89 23 23 0230

24IP Law Group is a collaboration between the law firms Sonnenberg Fortmann, 24IP Law Group France, 24IP Law Group USA and the Ferdinand IP with offices in Munich, Berlin, London, Paris, Basel, Alexandria, Annapolis, New York, Westport, San Diego and Los Angeles. Protecting a company's intellectual property has been an important task for management. They demonstrate not only the creativeness and innovation within a company, but also allow it to remain a leader in its field. We partner with industry and science. Our services include strategy and implementation of intellectual property, preparation, prosecution and enforcement; patents, utility models trademarks and design patents; Internet domains copyright; competition and sponsoring law; anti-counterfeiting and border seizures; licensing, evaluation, utilization and valuation; intellectual property rights portfolio management; and strategy consulting

3292 Brands

www.3292Brands.com

Booth: B77

Contact: Rachel Dahlen
rachel@3292brands.com

714-321-1524

3292 Brands is a full service licensing, entertainment and talent management company. Launched by Korie and Willie Robertson, 3292 Brands focuses on heartland brands and new talent that resonate family values, southern hospitality and American pride. The company is made up of professionals with a combined 20-plus years experience in the industry building brands, launching licensing programs and establishing retail exclusives. 3292 Brands has strong entertainment and media connections, and leverages those connections with its clientele. The brand house represents and manages established and upcoming brands including Duck Commander, Sadie Robertson Live Original, Junk Gypsy and Team Never Quit.



41 Entertainment

www.41e.tv

Booth: H187

Contact: Anna Kislevitz, senior manager, licensing and merchandising sales

anna.kislevitz@41ent.com

203-717-1122

41 Entertainment is a global animation company engaged in the production, distribution, licensing and marketing of animated television programs and related consumer products in all forms for the PAC-MAN and the Ghostly Adventures, Classic PAC-MAN, Kong-King of the Apes and Edgar Rice Burroughs' Tarzan & Jane properties.

4K MEDIA INC.
a member of konami group

4K Media

www.yugioh.com

Booth: S181

Contact: Jennifer Coleman, vice president, licensing and marketing

jcoleman@4kmedia.com

212-590-2120

4K Media, a brand management company and wholly owned subsidiary of Konami Digital Entertainment, currently manages the Yu-Gi-Oh! franchise outside of Asia. The company is responsible for the brand management, production and distribution of the Yu-Gi-Oh! franchise.

Aardman Animations

www.aardman.com

Booth: N194

Contact: Molly Van Den Brink

molly.vandenbrink@aardman.com

+44 11 7984 8911 ext. 8485

Aardman Animations is a world leader in animation and creators of the award-winning characters Wallace & Gromit and Shaun the Sheep. The Rights and Brand Development division is renowned for developing and building enduring character brands across all media. They specialize in marketing and realizing the commercial potential of their properties in a way that celebrates and respects their intrinsic creative values. Classic brands in the portfolio also include Morph, Timmy Time and Creature Comforts, along with third party representation of other top children's properties.

The studio produces feature films, TV series, commercials and digital entertainment for an international market.

Accu-Track by Credit & Financial Services

www.accu-track.com

Booth: C30

Contact: Brady Callis, director

bcallis@creditfinancialsvc.com

860-236-8002

Accu-Track Licensing Management Solutions is the ultimate "one stop service" for meeting your licensing management and compliance needs. Our staff will contact licensees, to insure that all monetary and non-monetary obligations are met and reports and royalties are being collected and maintained in centralized and secure location for ready access.

Activision

www.activision.com

Booth: R171

Contact: Ashley Maily, vice president, licensing and partnerships

ashley.maily@activision.com

424-744-5782

Headquartered in Santa Monica, Calif., Activision Publishing is a leading developer, publisher and distributor of interactive entertainment and leisure products. Activision maintains operations in the U.S., Canada, Brazil, Mexico, the U.K., France, Germany, Ireland, Italy, Sweden, Spain, Norway, Denmark, the Netherlands, Australia, mainland China and the region of Taiwan.



AG Properties

www.agpbrands.com

Booth: N157

Contact: Angelina Castro, head of marketing

acastro@ag.com

818-514-5348

AG Properties is the intellectual property and outbound licensing division of American Greetings Corporation, which was built upon the successful re-launch of Care Bears and other iconic kids' entertainment brands, including Holly Hobbie and Madballs, as well as new properties Boofle, Packages from Planet X and Twisted Whiskers.





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{ Licensing Expo Exhibitor Preview }

AGP develops multi-platform entertainment franchises across all media channels, and extensive consumer merchandising programs that immerse children and adults in brands they love.



Alchemy Media Group/Corday Photography

www.cordayphotography.com

Booth: H24

Contact: Kathy Corday, principal

kathycordayusa@me.com

312-361-4611

Alchemy Media Group/Corday Photography showcases photographs by PBS talent and Walt Disney Imagineer, Kathy Corday. Lovingly capturing moments, she paints life's passion in the blink of an eye. A portfolio of Corday's photography is included in the WIPI Archive at Yale University. Licensing, collaborations and commissions by request.



All Art Licensing (a division of J'net Smith)

www.allartlicensing.com

Booth: C13

Contact: Jeanette Smith, president/owner

jnet@allartlicensing.com

206-719-1905

J'net Smith is a respected art licensing coach, educator, consultant, agent and blogger with years of industry experience building the Dilbert brand as vice president, United Media, and training artists, cartoonists and new brands on the intricacies of the business. As the official Art+Design and Brands+Agents Blogger for the Licensing Expo, J'net will be available at the Resource Center during the Licensing Expo to assist attendees and exhibitors in answering questions, matchmaking and navigating the show.

All-American Licensing & Management Group

www.AALMG.com

Booth: F37

Contact: Michael Gottsegen, partner

michael@aalmg.com

818-749-7236

AALMG is a full service branding



agency specializing in licensing, endorsements, retail development and product integration into TV shows and theatrical releases. AALMG provides their clients with a global network of best-in-class manufacturers. Founded by veteran licensing executives Michael Gottsegen and Tim Rothwell, the agency also includes Reed Nettles, Al Ovadia, Don Rothwell, Terry Immekus, Bill Freeman and Silvia Kremer.

Amazon Studios

www.amazonstudios.com

Booth: J121

samantha@outofthebluenyc.com

212-764-0266

Amazon Studios most recently debuted its first live-action series for kids ages 6 to 11, "Gortimer Gibbon's Life on Normal Street." The studio has also launched three additional children's series, the Anney International Animated Film Festival award-winning and Annie award-winning "Tumble Leaf" from Bix Pix Entertainment; "Creative Galaxy" from Angela C. Santomero and Out of the Blue Enterprises, the creators of "Blue's Clues;" and "Annedroids" from Emmy nominated Sinking Ship Entertainment. All four children's series have been honored by the Parents' Choice Foundation.

American Cancer Society

www.cancer.org

Booth: A39

Contact: Matt Coleman, managing director, cause marketing

matt.coleman@cancer.org

404-329-7523

The American Cancer Society is a nationwide, community-based voluntary health organization dedicated to eliminating cancer as a major health problem. Together with millions of our supporters, we help people stay well and get well, find cures and fight back against cancer.

American Mensa

www.americanmensa.org

Booth: F34

Contact: John McGill, national marketing director

johnm@americanmensa.org

817-607-0060

American Mensa is the high IQ organization with more than 56,000 members nationally and more than 110,000 members globally. Working with us is "pure genius!"

American Posterity

Booth: E14

Contact: Macey Schoen, manager

americanposterity@yahoo.com

702-348-8113

American Posterity

specializes in character and property development using original artwork

and storylines to encourage learning. Our patent protected infant stimulation device compliments these character properties in their earliest stages. Our new property for 2015 is Zini and Friends, a character set that grows with children from infancy to ages 8-10. The characters morph with each stage of child development—as the characters grow, they teach everything from understanding emotions to Common Core Standards. This innovative property provides an organic blend of entertainment and education, finding a place in the classroom and living room alike. We are looking for partners in animation, film and product design.



American Rebel

www.americanrebelusa.com

Booth: E29

Contact: Joe Young, vice president, sales

joe@rebelgirl.com

586-201-6148

American Rebel is a leader for the last 15 years in the motorcycle fashion and entertainment industry that is based on art, design and attitude. It's a brand that holds true to their rebel soul. Born from the streets of Detroit Rock City, the lifestyle brand has a unique Americana, country strong, rock and roll vibe that speaks louder than its art.



Animal Jam

www.animaljam.com

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Contact Kim Cauley: VP of Licensing
212.294.7503 • Kim@freezecmi.com
1400 Broadway, Suite 1605, New York, NY 10018

Booth: L197

Contact: Meg Griggs, event, PR manager
meg.griggs@wildworks.com
801-355-4440

Animal Jam is a safe and exciting online playground for kids who love animals and the outdoors. Players create and customize their own animal characters and dens, chat with friends, adopt pets, team up for adventures and feed their curiosity about animals and the natural world around them.

Anne Was Here

www.annewashereandthere.com

Booth: E13

Contact: Anne Bollman
annebollman@gmail.com
708-220-4198



Art and illustration for products and publications, designed with humor and style that is meant to make you smile.

GP ARB Worldwide Corp.**Booth: J33**

Contact: Jessy Tan, business director
jessy@arb-worldwide.com

We are a specialist exporter of licensed kid's footwear, and we accept OEM production.

GP Art Ask Agency

www.artaskagency.com

Booth: B63

Contact: Maria Strid, managing director
maria@artaskagency.com

+34 93 645 22 25

An internationally established licensing agency based in Barcelona, Spain that offers full service to licensees and brand owners around the world. What makes us different? Our experience with designers, illustrators, photographers, character lines and pop culture brands goes well beyond any borders. We create unique concepts together with established or emerging properties that work with worldwide rights, offering full service, fast turnaround, approvals, feedback, newsletters and advertising. Most importantly, we maintain direct personal relationships with all parties.

Art in Effect

www.artineffect.com

Booth: G19

Contact: Maurice Middendorf, owner
mauruarend@gmail.com
386-785-3712

Art in Effect is a small interactive art production company based in Orlando, Fla. We specialize in concept designs transcending a variety of products. We offer illustration services to the gaming, medical, film and television industries, meeting a wide variety of industry needs.

Art Makers International-AMI!

www.amifineartlicensing.com

Booth: G24

Contact: Leslie Brewin, president
les@artmakersintl.com
727-343-2800



Art Makers International has over 40,000 designs available for licensing. AMI! represents Air Waves, Vicky Howard, Designs by Current, Morehead, Susan Heuer, Gina Jane and Patty Krizan. Art ranges from traditional to fun graphics and adorable children and animal designs.

Artestar

www.artestar.com

Booth: F46

Contact: David Stark, president
dstark@artestar.com

212-627-7242



Artestar is an international brand licensing and consulting company that specializes in creating market opportunities through consumer product, retail, advertising and promotional campaigns. The company has over 20 years of experience representing internationally renowned artists, designers and brands including Keith Haring, Jean-Michel Basquiat, Robert Mapplethorpe, Maripol, Kenny Scharf, Michael Halsband, Herb Ritts, Patrick Nagel, Ryan McGinness, Ai Weiwei, How & Nosh, Aiko, Crash, Jeremyville, Gary Taxali, Joe Grillo, Patricia Field, e.vil and Junk Food Clothing.

ArtMoose

www.artmoose.com

Booth: B21

Contact: marc@artmoose.com

714-582-3483



ArtMoose is a company dedicated to the arts.

We introduce artists to the world by producing professional, HD quality interviews of them discussing their life and artwork. ArtMoose develops and produces TV and web broadcast series and live art-related events. ArtMoose is a collaborative effort of artists gathered together to share their artwork with the world via television and the Internet.

Authentic Brands Group

www.abg-nyc.com

Booth: S208

Contact: Jeremy Castro, marketing manager

jcastro@abg-nyc.com

646-430-8361

Authentic Brands Group, in partnership with Leonard Green & Partners, is an intellectual property corporation with a mandate to acquire, manage and build long-term value in prominent consumer brands. Headquartered in New York City, ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and direct-to-retail partnerships. ABG brands include Marilyn Monroe, Elvis Presley, Muhammad Ali, Juicy Couture, Judith Leiber, Adrienne Vittadini, Taryn Rose, Misook, Hickey Freeman, Hart Schaffner Marx, Bobby Jones, Palm Beach, Prince, Spyder, TapouT, Sportcraft, Ektelon and Viking.

**GP Automobili Lamborghini**

www.lamborghini.com

Booth: C59

Contact: Elena Azzali, licensing
extern.elena.azzali@lamborghini.com

+39 051 6817980

Automobili Lamborghini is not only super sports cars like Aventador, Huracán and Veneno, it's much, much more. A wide range of trendy items branded with the Raging Bull insignia developed under license with major international market leaders exemplifying the key values of Lamborghini: lifestyle, hyper technology, absolute and pure.

**AwesomenessTV**

www.youtube.com/user/AwesomenessTV/

featured

AWESOMENESS TV

Booth: R187

Contact: Erin Morris, head, consumer products and retail

erinm@awesomenesstv.com

310-601-1130

AwesomenessTV is multi-platform media company serving the global teen audience through a YouTube channel and network (which has over 7 billion views), a consumer products division, music and publishing. AwesomenessTV also produces television and film, including the No. 1 social movie of 2014, Expelled. It is owned by DreamWorks Animation and Hearst Corporation.

The Baltimore & Ohio Railroad Museum

www.borail.org

Booth: A29

Contact: Ashley Portrey, community development coordinator

ashley.portrey@borail.org

410-752-2462 ext. 218

Our Museum strives to preserve the physical legacy and the experience of American railroading and to develop programs for public appreciation of the railroad industry. The B&O Railroad is a national brand and it's historic footprint covers the territory Washington D.C. to New York, Chicago and St. Louis. In addition to being branded for almost 100 years on the Monopoly game board it is a brand widely recognized and marketable in areas which include furniture, toys, wall decor, jewelry and many more. In addition, we are affiliated with the Smithsonian and also come with that branding.

Bandai Namco Entertainment

www.bandainamcogames.co.jp/english

Booth: E155

Contact: Maiko Azuta, overseas content licensing sales section

maiko_azuta@bandainamcogames.co.jp

+81-3-6744-5360

As a part of Bandai Namco Holdings, we are a leading global publisher and developer of interactive content including all major



video game consoles, amusement machines (arcade products) and network platforms such as mobile and online. The company is known for creating and publishing many of the industry's top video game franchises including "PAC-MAN," "Tekken," SoulCalibur," the "Tales Of" series, "IDOLM@STER," "Galaga" and "Ridge Racer."

Bavaria Media

www.bavaria-media.de

Booth: A23

Contact: Kadir Karakaya, after sales manager

kadir.karakaya@bavaria-film.de

+49 896 499 3773

Bavaria Media, a subsidiary of the Bavaria Film Group, was established in 1979 as Bavaria Sonor. The company's headquarters, Bavaria Filmstadt, are located in Geiseltal, near Munich, Germany. In February 2013, several divisions, including music publishing, film and TV rights and the licensing division that represents the entire rights catalog of the Bavaria Film Group, consolidated its efforts and began operating under the Bavaria Media banner. Bavaria Media also represents a considerable number of rights of outside companies, entities and rights holders in all business sectors.

BBC Worldwide

www.bbcworldwide.com

Booth: O145

Contact: Carla Peyton, senior vice president, licensed consumer products

carla.peyton@bbc.com

212-705-9395

BBC Worldwide is the main commercial arm and wholly-owned subsidiary of the British Broadcasting Corporation. The consumer products division within BBC Worldwide manages a portfolio of brands including "Doctor Who," "Top Gear," "BBC Earth" and "Sherlock" in the U.S., U.K. and international markets. The business further extends brands across numerous categories through robust licensing programs. BBC Worldwide Consumer Products is one of the U.K.'s largest licensors and a major operator in the international licensing industry. All profits garnered by BBC Worldwide are returned to the BBC to invest in future output.



B.B. McBee

www.bbcmcbee.com

Booth: M193

Contact: Mark Wasson, owner

mark@bbmcbee.com

760-567-1534

Meet B.B. McBee, an adorable children's character and our planet's newest environmental hero. His tagline is "fly right" and his mission statement is to promote the ethical treatment of all beings and the environment through love, kindness and respect. The B.B. McBee property is available for publishing, animation, products and multi-media.



GP Beanstalk/Blueprint/Tinderbox

www.beanstalk.com

Booth: G89

Contact: Debra Restler, vice president, business development and marketing

debra.restler@beanstalk.com

212-303-1146

Beanstalk, a global brand extension agency, works closely with clients to unlock brand equity and create many of the world's most recognizable products and services. Beanstalk offers a breadth of services including brand licensing, direct-to-retail program management, license acquisition for manufacturers and royalty auditing. Blueprint—Powered by Beanstalk, our consulting division, advises clients through four key practice areas including brand extension and retail development. Tinderbox, our digital division, works with new media properties to realize their potential in consumer products. Beanstalk has global capabilities and is a part of Diversified Agency Services, a division of Omnicom Group.



Beijing Heliview International Exhibition

Booths: J23-J27, K17-K28

Contact: Zhang Liang

fair@heliview.cn

+86 10 64614702

Beijing Heliview International Exhibition is host to the China Sourcing Pavilion and has gathered together leading factories in China with the capability and experience in producing licensed

products. It is a leading Chinese exhibition company founded by exhibition experts and specialists. Having established close relationship with many world premier organizers, Heliview organizes and represents over 120 events and exhibitions throughout the world and has become one of the biggest exhibition agencies in China.

Bentley Licensing Group

www.bentleylicensinggroup.com

Booth: D19

Contact: Mary Sher, president

mary@bentleylicensing.com

925-208-1302

Bentley Licening Group is a leading art licensing agency representing over 50 artists with images that range from traditional to contemporary. Thousands of images are available for all of your product categories and custom work can be provided.

Benton Arts

www.jimbenton.com

Booth: H38

Contact: Kristen LeClerc, assistant

kristenleclerc@yahoo.com

248-644-5875

Jim Benton is an author, artist and creator of licensing hits. His "It's Happy Bunny" has generated over \$250 million dollars at retail, and he is a five-time LIMA award winner. His books are *New York Times* best-sellers.



GP Big Tent Entertainment

www.bigtent.tv

Booth: H155

Contact: Justina Tang, marketing associate

jtang@bigtent.tv

212-624-2461

Big Tent Entertainment is a brand marketing agency specializing in licensing, management and product development for intellectual properties and consumer brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. The company represents the viral sensation Domo (worldwide, excluding Asia),



Discovery Kids from Discovery Communications, NBC/Universal's "Biggest Loser" franchise, Miffy in North America, global food icon Campbell Soup Company, YouTube channel "Something Fuzzy" and global personalization brand Pixfusion.

billboard

Billboard and The Hollywood Reporter

www.billboard.com, www.billboardmusicstore.com, www.hollywoodreporter.com

Booth: G37

Contact: Francisco Arenas, senior vice president, business development and licensing

francisco.arenas@billboard.com

212-493-4197

Billboard: The world's most trusted and iconic music brand that defines industry trends with an authoritative voice and brings experiences to life for brands and fans everywhere. The Hollywood Reporter: The most influential and definitive voice in high-end entertainment with unprecedented access to Hollywood's news, fashion and lifestyle.

Blaylock Originals

www.blaylockoriginals.com

Booth: G25

Contact: Harold Blaylock, sales and licensing

haroldb@blaylockoriginals.com

480-834-5092

Ted Blaylock is a nationally known wildlife and western artist, also known as one of the premier eagle and train artists of this day. Ted's originals are in private collections as well as licensed to top companies such as The Bradford Exchange, Mead, Masterpiece Puzzles and more.

Blizzard Entertainment

www.blizzard.com

Booth: J177

Contact: Bryan Langford, manager, global e-commerce

blangford@blizzard.com

949-955-1380

Best known for blockbuster hits including "World of Warcraft" and the "Warcraft," "StarCraft" and "Diablo" franchises, Blizzard Entertainment, a division of Activision Blizzard, is a premier

developer and publisher of entertainment software renowned for creating some of the industry's most critically acclaimed games. Blizzard Entertainment's track record includes nineteen No. 1 games and multiple Game of the Year awards. The company's online gaming service, Battle.net, is one of the largest in the world, with millions of active players.

Bloomers Edutainment

www.bloomersisland.com

Booth: H30

Contact: Cynthia Wylie, chief executive officer

cynthia@bloomersisland.com

855-465-6694

Bloomers! is a new, engaging experience bringing the magical world of nature to life for kids online, outside, at home and in schools. Kids play, learn and grow with adorable garden characters that teach healthy eating and lifestyles. Bloomers! knows that when kids grow their own vegetables, they eat them!



Boy Scouts of America

www.scouting.org/licensing

Booth: F59

Contact: Greg Winters, licensing programs

greg.winters@scouting.org

800-323-0732

The Boy Scouts of America is one of the nation's largest and most prominent values-based youth development organizations. The BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship and develops personal fitness.

Brand Central

www.brandcentralgroup.com

Booth: H59

Contact: Ross Misher, chief executive officer

ross@brandcentralgroup.com

310-268-1231

Brand Central is a premiere  BRAND CENTRAL licensing and brand consultancy headquartered in Los Angeles, Calif., with offices in New York and North Carolina that provides comprehensive business solutions in the areas of brand extensions, brand acquisitions

and brand creation to some of the world's most recognized brands including Are You Smarter Than a 5th Grader?, BabyFirst, Beekman 1802, Cupcakes and Cashmere, DryBar, Dwell magazine, Dominique Ansel, The Cronut, Dr. Weil, Dr Pepper Snapple Group (Dr Pepper, A&W, 7UP, Crush, Hawaiian Punch, Motts and Clamato), Kikkoman, Krispy Kreme Doughnuts, MasterChef, MasterChef Junior, Mister Rogers, Moleskine, Reading Rainbow, Spoon Fork Bacon and Tapatio.

Brandgenuity

www.brandgenuity.com

Booth: A89

Contact: Andrew Topkins, managing director
andy@brandgenuity.com

212-925-0730

Brandgenuity



is a leading

independent brand licensing agency based in New York. Brandgenuity extends iconic brands into new categories, offering a full suite of licensing services: strategic planning, prospecting, legal support, retail development and assisting manufacturers in the strategic acquisition of licenses. Clients include Stonyfield Organic (YoBaby and YoKids), Church & Dwight (Arm & Hammer, OxiClean and Kaboom), Energizer Personal Care (Banana Boat, Hawaiian Tropic and Playtex), Pepperidge Farm Goldfish, Gas Monkey Garage, Ferrara Candy Company (Trolli, Brach's and Lemonhead), The Boppy Company, MGM Studios (Pink Panther, Robocop, Vikings and Fargo), A&E, Winnebago Industries, Pella and World Poker Tour.

The Brand Liaison

www.thebrandliaison.com

Booth: H29

Contact: Steven Heller, president

steven@thebrandliaison.com

561-302-7838

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating lucrative revenue streams for our clients through licensing, strategic partnerships and other brand extension programs. Representing both licensors and licensees, we work closely with our clients to ensure that our brand extension activities complement the strategic goals

and objectives of our clients. Clients include Loudmouth, iGeneration, iStyle Originals, David Tutera, Debra Valencia, Debbie Brooks, Zulu Nation, Official Anniversary of Hip Hop, I American, Co-Edikit, idesign + co, Assaf Frank Photography, In the Pink, along with Synergy Licensing showing Laura Ashley.

The Brands Club

www.thebrandsclub.cl

Booth: J39

Contact: Alejandro Eluti, production manager
alejandro.eluti@thebrandsclub.cl

+56 963031922

We are a Chilean company with offices in China, Shenzhen. We manufacture products such as PJs, underwear, slippers, t-shirts, etc. in China and have a design team in Chile. We work with licenses, and can design the products for you, including creative packagings in different materials and provide a price that's similar to those of any other factory in China, but with the service of giving our customers different options of design for each item, so they can have a good sellable collection. Please visit us and we can provide you with costs and ideas for your next collection.

Bravado International Group

www.bravado.com

Booth: P197

Contact: Jaison John, director, licensing
jaison.john@bravado.com

212-445-3534

Bravado is the leading global, full service merchandising company that develops and markets high quality licensed merchandise to a worldwide audience, with offices in 45 countries and with over 400 employees worldwide.

Brazilian Brands

www.brandsbr.com

Booth: F165

Contact: Barbara Carnieri, marketing manager
barbara@abral.org.br

Brazilian Brands is a project that fosters exports of brands, images, and intellectual property or copyright that have been created and registered in Brazil. This business platform is the result of a partnership entered into between the Brazilian

Licensing Association (ABRAL) and the Brazilian Trade and Investment Promotion Agency (Apex-Brasil). Besides promoting exports, the Brazilian Brands project also contributes to Brazil's image and positioning, showing to the international markets Brazil's capacity to create and market brands, licenses or characters for content and consumer products.

British Heritage

Booth: C54

abuky@iwm.org.uk

+207 091 3072

Representing the U.K. for the first time at Licensing Expo is the British Heritage Pavilion. The new space features exhibits from Imperial War Museums, National Museums of the Royal Navy, The Royal Ballet (The Royal Opera House), The Natural History Museum and the Shakespeare Birthplace Trust.

Brother International Corporation

www.brotherdtg.com

Booth: A77

Contact: Mark Bagley, director, marketing
mark.bagley@brother.com

908-655-9996

Start a garment decorating business or generate new profit opportunities with the Brother GT-3 Series Direct to Garment Printers. Visit our booth for a demonstration and to discover more about this exciting and powerful garment decorating tool.

Butterfly Stroke

www.butterfly-stroke.com

Booth: E165

info@btf.co.jp

+81 3 5541 0061

Butterfly Stroke, a Tokyo-based advertising agency

founded in 1999, branched into character licensing in 2003. Its design team has consistently set itself apart with the creation of highly dynamic original characters, memorable storylines, and original artworks. BTF represents the best of creative content through a wide range of creative tools.



C3 Entertainment

www.c3entertainment.com

Booth: D177

Contact: Ani Khachioian, executive vice president, licensing and consumer products
sakhachioian@c3entertainment.com
818-956-1337

C3 Entertainment is a global company involved in the entertainment business, motion picture and television productions, as well as the licensing and merchandise business for world class brands all over the globe. C3 is also The Three Stooges' brand owner.

Capcom

www.capcom.com

Booth: X199

Contact: Susan Suarez, licensing specialist
susans@capcom.com
650-350-6500



Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including best-selling franchises "Resident Evil," "Street Fighter," "Mega Man" and "Devil May Cry." Capcom maintains operations in the U.S., U.K., France, Germany, Tokyo, Hong Kong and Korea, with corporate headquarters located in Osaka, Japan.



CardConnect

www.cardconnect.com

Booth: W190

Contact: Connor Coughlin, director, sales
ccoughlin@cardconnect.com
312-465-5246

CardConnect is a full-service, rapidly growing provider of electronic payment technology and processing services for merchants, independent sales organizations and financial institutions. It helps more than 45,000 businesses across the U.S. accept billions of dollars in bank card transactions each year. CardConnect offers a comprehensive line of solutions for credit and debit cards, gift cards, electronic check conversion, verification and guarantee, online

payment gateway solutions, ERP integration and PCI compliance.

Carte Blanche Group

www.cbgroup.co.uk

Booth: Y204

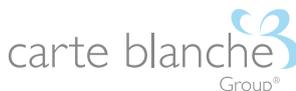
Contact: Julia

Andrews, trade marketing manager

julia.andrews@cbgroup.co.uk

+44 0 1243 792518

Carte Blanche Group International is creator, distributor and licensor of character branded products that include gifts, plush, greeting cards, apparel and homeware. Best known for Tatty Teddy, the cute grey bear with the blue nose and the signature character of the much-loved Me to You brand, which is now worth over \$500 million globally. Inspired by Tatty Teddy, Tiny Tatty Teddy is another much-loved brand owned by CBG. The character is an endearing and familiar nursery brand with instant parental appeal.



Cartoon Network Enterprises

www.cartoonnetwork.com

Booth: D121

Contact: Sandy Capretta, associate director, marketing

sandy.capretta@turner.com

404-885-7977

Cartoon Network Enterprises is the global licensing and merchandising arm of Cartoon Network and Adult Swim, managing the consumer product programs for the networks' award-winning original programming, brands and characters. Franchises supported by the division include current hits "Adventure Time," "Regular Show," "Ben 10," "The Amazing World of Gumball" and "Rick and Morty," among others, as well as upcoming Cartoon Network original series such as "The Powerpuff Girls" and "We Bare Bears." CNE also manages the non-toy licensing efforts for the jointly-produced "LEGO Mixels."



Caterpillar

www.cat.com

Booth: J43

Contact: Phil Raso, program manager

raso_phillip@cat.com



309-675-1161

For 90 years, Caterpillar has been making sustainable progress possible and driving positive change on every continent. Customers turn to Caterpillar to help them develop infrastructure, energy and natural resource assets. Caterpillar has embarked on ambitious licensing efforts throughout its history to help the brand grow beyond its roots.



CBS Consumer Products

www.CBSconsumerproducts.com

Booth: R155

Contact: Bill Burke, vice president, marketing
bill.burke@cbs.com

212-975-7537

CBS Consumer Products leads worldwide licensing for over 200 properties. The diverse portfolio offers multi-generational opportunities across categories—from the iconic Star Trek franchise to primetime series "NCIS," "The Good Wife" and "Penny Dreadful," and classics such as "The Twilight Zone," "Cheers" and "Mighty Mouse."

Cherokee Global Brands

www.cherokeeglobalbrands.com

Booth: J81

Contact: Sharie Van Gilder, senior regional director

shariev@cherokeeglobalbrands.com

818-908-9868 ext. 341

Cherokee Global Brands is a global marketer and manager of a portfolio of fashion and lifestyle brands including Cherokee, Carole Little, Tony Hawk Signature Apparel and Hawk Brands, Liz Lange and Sideout in multiple consumer product categories around the world. The company has license agreements with premier retailers covering over 50 countries.



Chronicle Books

www.chroniclebooks.com

Booth: G30

Contact: Liza Algar, executive director

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CHRONICLE BOOKS

liza_algar@chroniclebooks.com

415-770-4261

Chronicle Books is a San Francisco, Calif.-based publisher of distinctive illustrated books and gift products in design, photography, food, lifestyle, children's and pop culture. Inspired by the enduring magic and importance of books, our objective is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity and value.



Cisco Sales

www.rallyflipcap.com

Booth: G29

Contact: Jordan Kay, national sales manager
jordan@ciscousa.com

310-326-9300

Rally Flip Caps are high-end novelty hats with two bills. We have taken ball caps to a whole new level that has opened up endless opportunities for the licensed product market. Let our creativity expand your licensed product line.

CMG Worldwide

www.cmgworldwide.com

Booth: G59

Contact: Megan Reinholt, marketing and business affairs associate
megan@cmgworldwide.com

317-570-5000 ext.15

Established over four decades ago, CMG Worldwide is the premier representative of celebrities and their respective estates. Today, CMG is the business agent for over 300 of the world's most sought after and recognizable celebrities. Our client roster includes legends such as James Dean, Bettie Page and Jackie Robinson.



Coca-Cola

www.coca-cola.com

Booth: E89

Contact: Kelly Kozel
kkoz@cooca-cola.com

404-676-4166

November 2015 marks the 100th birthday of the

Coca-Cola bottle. Coca-Cola Licensing is activating events and collaborations throughout the year to celebrate the milestone. Our partners will be activating the program globally with curated vintage collections and new graphic programs inspired by emerging and established creatives. Coca-Cola Licensing is partnering with designers and brands in fashion, home and lifestyle products to deliver a modern interpretation of The Coca-Cola brand and Coca-Cola Heritage via our theme for the year, "Kiss the Past Hello." For more information on Coca-Cola 100 celebration, view our anthem link at <http://cocacola.studionow.com/w/261b330b58e8a/>.

Cogent Partners

www.cogentpartners.net

Booth: K39

Contact: Jason Wang, account manager
jasonwang@cogentpartners.net
909-595-5999

Cogent Partners' promise to you is to provide economical offshore sourcing with honesty and integrity. With over 20 years of experience, our goal is to create highly innovative, captivating, and profitable products that will exceed your expectations.

CopCorp Licensing

www.knockoutlicensing.com

Booth: F69

Contact: Jodi Gottlieb, senior vice president, licensing
jgottlieb@copcorp.com
212-947-5958

Dedicated licensing agency delivering customized, innovative and strategic programs for a highly selective portfolio including "Downton Abbey" (NBCUniversal International Television Production), "Outlander" (Sony Pictures Television), Boo-The World's Cutest Dog, "Little House on the Prairie," Pink Cookie, Fifty Shades of Grey, Singer, Smithsonian Library's Seed Catalog Collection and more. Knockout Licensing is a CopCorp Licensing partnership.



Corpirate

www.corpirate.com

Booth: F13

Contact: Kat Ford, owner/artist

katherine@corpirateusa.com

575-496-5466

Corpirate specializes in original art and character-based properties.

Properties include children's books written and illustrated by Kat Ford, Giddy-Up Fairytale Cowgirl and The Ballad of Emmy Lou. Original art includes watercolor, ink, hammered tin, mixed medium, costume, prop and graphic design. We are looking for partners in animation, film and product design for our character-based properties. We are seeking to license and create original art for clients in all industries.



Crayola

www.crayola.com

Booth: W199

Contact: Warren Schorr, vice president, licensing
wschorr@crayola.com

610-253-6272

Crayola is the worldwide leader in children's creative expression products. Known for the iconic Crayola crayon first introduced in 1903, the Crayola brand has grown into a portfolio of innovative art tools, crafting activities and creativity toys that offer children innovative new ways to use color to create everything imaginable. Consumers can find the wide array of Crayola products in the "Crayola Aisle" at all major retailers.



Creative Licensing Corporation

www.creativelicensingcorporation.com

Booth: C140

Contact: Stephanie Marlis, director, digital media

stephanie@creativelicensingcorporation.com
310-562-7868

CLC is an independent licensing agency representing classic and contemporary films. A

founding member of LIMA, CLC is a global partner being one of the few companies exhibiting at the Las Vegas, London and Hong Kong licensing shows.



Crocs

www.crocs.com

Booth: B30

Contact: Greg Thomas, senior manager, global licensing

gthomas@crocs.com

303-848-7000



A world leader in innovative casual footwear for men, women and children, Crocs offers several distinct shoe collections with more than 250 styles to suit every lifestyle. Crocs footwear provides profound comfort and support for any occasion and every season. All Crocs-branded shoes feature Croslite material, a proprietary, revolutionary technology that produces soft, non-marking and odor-resistant shoes that conform to your feet. Crocs products are sold in 90 countries. Every day, millions of Crocs shoe lovers around the world enjoy the exceptional form, function, versatility and feel-good qualities of these shoes while at work, school and play.

Crown Creative Co.

www.cfg.co.jp

Booth: E155

Contact: Satoko Sakakibara
sakakibara@cfg.co.jp

+81 3 6807 0128

Crown Creative is a Tokyo-based licensing company with over 20 years experience that specializes in fashion, lifestyle and character brands, mostly in the apparel sector. Crown represents brands for Japanese territories and also owns and develops brands. Since 2008, Crown has successfully expanded its own brands internationally with RebeccaBonbon and Sugar&Babe.

Crown Jewel Girls

www.crownjewelgirls.com

Booth: T193

Contact: Tina Schmitt, vice president and executive producer

tina.colon@att.net

773-879-9017

Crown Jewel Girls is an animated modern musical adventure series following musically-gifted teen, Desi, and her rock band, The Fire Girls, as they



unlock elemental superpowers hidden within themselves to band together to save the world from ancient evil.

CTI Solutions

www.CTIsolutionsinc.com

Booth: W179

Contact: Linda Riddle, assistant

lindariddle@colortechology.com

503-294-0393



CTI Solutions offers a suite of product life-cycle workflow management tools. These web based solutions range from ProofTrak for product development, MediaPort for the storage and distribution of libraries of multi-media assets and ContractPort for contract management and royalty reporting.

Curtis Licensing

www.curtislicensing.com

Booth: L165

Contact: Mike Waldner, licensing director
mwaldner@curtislicensing.com

317-633-2070

As the licensing arm of the Saturday Evening Post, Curtis Licensing has been licensing their wide arrange of images to companies around the world for over 30 years. Curtis's collection was originally comprised of cover illustrations from The Saturday Evening Post and Country Gentleman magazines by artists such as Norman Rockwell, J.C. Leyendecker, Stevan Dohanos and many others. However, recently Curtis dug deeper and added thousands of copyrighted inside illustrations, cartoons and images from their children's publications Jack & Jill, Child Life, Humpty Dumpty and Turtle, bringing their archive of images to over 8,000 illustrations.



D. Parks and Associates/Art-Licensing.com

www.art-licensing.com

Booth: C25

Contact: Ayako Parks, president
dpa@art-licensing.com

949-248-9924

D. Parks and Associates is an art licensing agency established in 1982. Over the years in the art

licensing business, D. Parks and Associates grew to become one of the leading art licensing agencies



internationally. We represent premier and well-known artists from around the world that offer thousands of images, covering a wide variety of subjects including landscapes, Americana, dragons, children, floral, teddy bears, still lifes, Santa, Christmas, dogs/cats, birds, wild animals, nostalgia, fantasy and pin-up.

Danken Enterprise Co.

www.danken.com.tw

Booth: J37

Contacts: Christy Yeh, sales; Dora Huang, sales

gsox@danken.com.tw

+88 6 2 28883070



Danken Enterprise Co. is a professional OEM and ODM manufacturer in the hosiery field, established in 1985. Our product range includes socks, supporters, pantyhose and gloves. To upgrade socks and meet different purposes, we are also devoted to using various functional yarns as material.

Dark Horse Comics

www.darkhorse.com

Booth: C140

Contact: Nick McWhorter, vice president, media licensing

nickm@darkhorse.com

503-905-2386

Dark Horse Comics was established in 1986 by Mike Richardson. We are the largest privately held comic book publisher in the U.S. We produce an impressive array of comics, graphic novels, art books and custom publications. In addition to publishing, we create some of the finest products in the marketplace. Our portfolio includes both creator owned and licensed works. Some properties we represent are Hellboy, BPRD, Sin City, 300, The Goon, Yoshitaka Amano, Battlepug, Superhero Girl, Barb Wire, Ladykiller, Ghost, Captain Midnight, Brain Boy, X, Lone Wolf and Cub and many more.

Debra Valencia

www.debravalencia.com

Booth: H22

Contact: Debra Valencia,
president

dv@debravalencia.com

310-266-1577



Debra Valencia, a visionary surface pattern artist, product designer and entrepreneur with a passion for world travel, artisan traditions and popular genres, has branded a California look uniquely her own. Her colorful chic products are found in the licensed lifestyle market, appealing to women who love style, fashion and femininity.

GP DeLiso, Sophie la girafe

www.vulli.fr

Booth: L181

Contact: Stephanie Arnaud,
marketing and operations
manager

stephanie.arnaud@vulli.fr

+33 (0) 4 50 01 06 2



On the strength of her international success as the first baby "it" toy, Sophie la girafe is the indispensable license for early years. Born in 2012, the Sophie la girafe license quickly achieved tremendous success around the world. Represented in primary categories, she established herself in the publishing industry worldwide with over 1 million books sold and three awards won in a year. Since 2014, she is part of the bio and natural skincare market, and 2015 already promises to be a successful year, particularly for layette.



GP Dependable Solutions

www.dependablerights.com

Booth: M187

Contact: Marty Malysz, president
mmalysz@dependablerights.com

424-277-5200

Dependable Solutions delivers Dependable Rights Manager, a contract-based integrated licensing system developed by experienced specialists in licensing, creative and royalty software development; real-time compliance tracking of

contracts; qualify new applicants, create new agreements or renew existing contracts all on a searchable and centralized system; measuring accuracy of royalty reporting; and tracking guarantees.

Design Plus

www.dplicensing.com

Booth: X203

Contact: Carol Janet, chief executive officer
carol@dplicensing.com

404-847-7273

Design Plus is a licensing boutique, headquartered in Atlanta, Geo., with satellite offices in the U.S. and associates worldwide. Design Plus has operated internationally since 1983. Having entered the U.S. market 20 years ago, Design Plus builds brand awareness and consumer loyalty for brand owners through carefully designed licensing programs, best of breed manufacturers and select product categories that strengthen the brand at retail. Design Plus is a proud LIMA member since 1997.

DHX Brands

www.dhxmedia.com

Booth: D155

Contact: Liz Thompson,
director, marketing and
distribution

liz.thompson@dhxmedia.com

416-977-5119

DHX Brands is the dedicated brand management and consumer products arm of DHX Media, a leading creator, producer, marketer and broadcaster of family entertainment. DHX Brands specializes in creating, building and maintaining high profile global entertainment brands within the children's and young adult markets. With expertise in brand development, licensing, marketing and creative, we develop brands that captivate and inspire through engaging content, first-class distribution, quality consumer products, immersive live experiences and digital media. DHX Brands' world class portfolio includes "Teletubbies," "Twirlywoos," "In the Night Garden," "Yo Gabba Gabba!," "Caillou," "Slugterra," "Inspector Gadget," "Degrassi" and "Make It Pop." DHX Brands has offices in London, Toronto and Los Angeles.



Dimensional Branding

www.dimensionalbranding.com

Booth: E49

Contact: Maureen Gottschall, chief financial
officer

maureen@dimensionalbranding.com

707-338-2812

Dimensional Branding Group is a San Francisco Bay Area-based brand extension agency that focuses on brand licensing and business development with a unique emphasis on the interactive and digital channels. DBG specializes in strategic placement of iconic trademarks of all types into new, innovative brand extension markets and entertainment channels. DBG offers a breadth of services including traditional brand and corporate licensing, direct-to-retail program management, licensing and digital branding consulting and license acquisition for manufacturers. Our clients include Highlights, Simmons, Beautyrest, King Kong, Temple Run, Urban Dictionary, Jenga, Skee-Ball, Chronicle Books, Miniclip (Gravity Guy and 8 Ball Pool) and Bob's Space Racers, among others.

Dinah

www.dinahdesignstudio.com

Booth: F21

Contact: Dinah Brothers, western illustrator
dinah@dinahdesignstudio.com

512-965-1985

Dinah is an illustrator who paints the western life she lives and loves. Western images have strong commercial appeal for a wide variety of products. Come talk to Dinah about partnering with her to sell your products.

GP Discovery Consumer Products

www.discoveryconsumerproducts.com

Booth: S187

Contact: Jereme Macready, manager, global
events

jereme_macready@discovery.com

240-662-3845

Discovery Consumer Products builds strong alliances with the world's most respected manufacturers and retailers to create compelling products and experiences across the portfolio of Discovery Communications' brands and properties. From series-based fan gear distributed through

direct-to-consumer platforms to strategic third-party merchandising partnerships, Discovery Consumer Products brings the brands of the world's No. 1 pay TV programmer to consumers around the world.

Disney Consumer Products

www.disneyconsumerproducts.com
South Pacific & Islander Ballroom
818-544-0000

Disney Consumer Products is the business segment of The Walt Disney Company that delivers innovative and engaging product experiences across thousands of categories from toys and apparel to books and fine art. DCP is focused on franchise growth and product quality and innovation. This focus enables DCP to deliver compelling merchandise at retailers around the world, enriching consumers' experience with The Walt Disney Company's iconic brands.



Distroller

www.distroller.com
Booth: C139
Contact: Gabriela Pavon,
licensing director
gaby.pavon@distroller.com
+52 55 5662 0319



A Mexican content generating brand founded by artist Amparin Serrano in 2004, Distroller is famous for "Virgencita Plis," "Neonatos," "Chamoy y Amiguys" and for having a very successful licensing program represented by Cartoon Network worldwide. It is also well known for its rebellious and innovative style of communication, recognizable style of graphic art and for constant exploration of new frontiers of design.

Dominie Luxury

www.dominieluxury.com;
www.jellyhandbags.com
Booth: A53
Contact: Dominie Brazzel,
designer/owner
info@dominieluxury.com
661-222-7300



The ultimate luxury brand that specializes in women's exclusive, one-of-a-kind handbags and

totes. For PGA/NFL regulation compliance, our clear jelly handbags and totes are equipped with interchangeable liners in a spectrum of colors. We also do custom logos on our liners.

GP Dorna Sports

www.motogp.com
Booth: D77
Contact: Phaedra Haramis,
licensing director
phaedraharamis@dorna.com
+34 934738494



Dorna Sports is an international sport management company founded in 1988. Dorna is the exclusive commercial and television rights holder for the FIM Road Racing World Championship Grand Prix known as MotoGP. With 63 years of history, MotoGP is the pinnacle of motorcycle racing and is Dorna's main focus, which is reflected in a consolidated licensing program and portfolio.



Dr. Krinkles

www.drkrinkles.com
Booth: K193
Contact: Joshua Fields, owner
krinkleslaboratory@gmail.com
770-238-6786

Dr. Krinkles is full of the most innovative and creative properties! Enjoy our unique brands filled with the most iconic characters.

Dr. Seuss Enterprises

www.seussville.com
Booth: A165
Contact: Susan Brandt, president
licensing@drseuss.com
858-459-9744

Dr. Seuss Enterprises manages the classic literary-based children's property that celebrates reading, self-confidence and the wonderful possibilities of a child's imagination. Quite simply the most beloved children's book author of all time, Dr. Seuss won a Pulitzer Prize in 1984, an Academy Award, three Emmy Awards, three Grammy Awards and three Caldecott Honors. During his lifetime he wrote and illustrated 44 books for children, including

favorites like The Cat in the Hat, Green Eggs and Ham, How the Grinch Stole Christmas! and the perennial best-seller Oh, the Places You'll Go! Over 650 million books have been sold to-date in more than 95 countries and in over 17 languages. The primary focus of San Diego-based Dr. Seuss Enterprises is to protect the integrity of the books while expanding into ancillary areas.

GP DreamWorks Animation

www.dreamworksanimation.com
Booth: S155
Contact: Michael Connolly, global sales
michael.connolly@dreamworks.com
818-695-3863

DreamWorks Animation creates high quality entertainment including CG-animated feature films, television specials and series and live entertainment properties meant for audiences around the world. The company has world-class creative talent, a strong and experienced management team and advanced filmmaking technology and techniques. DreamWorks Animation has been named one of the "100 Best Companies to Work For" by Fortune Magazine for five consecutive years. The company has theatrically released a total of 31 animated feature films, including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon, Puss In Boots and The Croods.



Electrolux Home Products

www.electrolux.com/licensing
Booth: J43
Contact: Deandra Alfero, licensing coordinator
deandra.alfero@electrolux.com
980-236-4028

Electrolux Global Brand Licensing has more than 100 brand partners in 75 countries, covering nearly 20 different brands in the portfolio (including Electrolux, Frigidaire, Eureka, AEG and Zanussi) and resulting in over \$2.7 billion in annual retail sales.

Electronic Arts

www.ea.com

Booth: O187

Contact: Nancy Stimson, personal assistant to Patrick O'Brien, vice president, EA Entertainment
nstimson@ea.com

650-628-1500

Electronic Arts has been driven by a deep passion for making the world's best games. Our unique portfolio of rich intellectual properties is comprised of a wide breath of franchises ranging from rated "E for Everyone" to "M for Mature." Compounded with our highly engaged fans, Electronic Arts is the definitive interactive company best positioned to drive a game-changing licensing program. IP portfolio includes "Plants vs Zombies," "Battlefield," "Mirror's Edge," "Mass Effect," "Dragon Age," "The Sims," "EA Sports," "Need for Speed," "Titanfall" and "Dead Space."



The Elf on the Shelf

www.elfontheshelf.com

Booth: L169

Contact: Ashlee Emerson, national sales account manager
tradeshows@elfontheshelf.com

877-919-4105

Since its launch in 2005, The Elf on the Shelf has captured the hearts of children everywhere who have embraced the magic of adopting their very own scout elf sent by Santa Claus. Visit us as booth L169 or email helen@elfontheshelf.com for licensing opportunities.

Emily Elizabeth's Designs

www.emilyelizabeths.wix.com/emilyelizabeths

Booth: F16

Contact: Emily E. Cooper, owner
emilyecooper@yahoo.com

801-502-4420

Emily Elizabeth's Designs is a design company from Salt Lake City, Utah. We specialize in creating original art for product design and development. We also sell art at pop-up markets and art shows. We are a team of



artists that have been collectively creating for over 30 years. This year, our portfolio has expanded to offer several new lines which include Abstract, Amy's Dream, Black & White and Flower Power. We are now offering our exclusive designs for licensing opportunities.

Endemol

www.endemolusa.tv

Booth: O197

Contact: Danielle Nicholson, senior franchise manager

danielle.nicholson@endemolusa.tv

310-691-7295

Endemol is the world's largest independent production company and a global leader in entertainment programming. Endemol produces 44,000-plus hours of content each year and partners with more than 500 broadcasters and cross-media platforms worldwide. Endemol Franchise Management is responsible for building our globally recognized brands beyond the TV screen, seamlessly extending them into new consumer experiences and other forms of content through carefully planned and individually tailored strategies and partnerships.

Enitsua Fine Art Korea/Enitsua Foundation for the Arts

www.enitsuafineart.co

Booth: F33

Contact: Shakia Anderson, president
shakia@enitsuafineart.onmicrosoft.com

+82 10 4904 8730

Enitsua Fine Art Korea

(by artist Katherine Austin) art work is based on the use of vibrant, bold tonality as a way to create

a sense of urgency and immediacy. Katherine generally uses the same technique of utilizing vibrant paint application as a way to convey to the viewer jubilant images meant to instantly intrigue the senses and uplift the spirit. Enitsua is not just a collection of fine art works to be displayed and admired, Enitsua's work is a canvas of versatility to be used in various aspect of traditional and non-traditional lines of brand licensing.



Entertainment One

www.eonelicensing.com

Booth: H139

Contact: Andrew Carley, head of licensing
acarley@entonegroup.com
 +44 020 3691 8513

Building long term sustainable licensing programs on a global basis, eOne Licensing manages the creation and development of consumer products and associated marketing and promotional campaigns for some of the most high profile film, TV and lifestyle properties.

Epic Rights

www.epicrights.com

Booth: B121

Contact: Lisa Streff, executive vice president, global licensing

lisa@epicrights.com

310-424-1908

Epic Rights is a full service, global branding, marketing and rights management company dedicated to establishing next generation partnerships between brands and entertainment-based intellectual properties. The company has expertise in global consumer product licensing, corporate brand building, sponsorship and endorsements, worldwide e-commerce management and social media marketing.



Evolution

www.evomgt.com

Booth: F155

Contact: Travis Rutherford, president
travis@evomgt.com

512-828-6362

Evolution is a full-service licensing, brand management, product development and sourcing firm focused on identifying and monetizing all forms of intellectual property. We provide the platform that enables property and brand owners to monetize their IP by managing the entire licensing life cycle from initial concept through to the retail shelf.

Fatburger North America

www.fatburger.com

Booth: H37

Contact: Jonathan Bass, president

jbass@ptmimages.com

818-909-5902

Fatburger remained mostly a California chain until the late 1990s, when it began an expansion in North America. On August 15, 2003, Fog Cutter Capital Group completed a \$7 million investment and financing package for the company. Fatburger operates or franchises over 150 Fatburger restaurants worldwide with over 300 more planned for future development. For several months in 2006, the company was barred from selling additional franchises in California.

Feld Entertainment

www.feldentertainment.com

Booth: K187

Contact: Maya Kobray, licensing director

mkobray@feldinc.com

646-354-7557

Feld Entertainment is the worldwide leader in producing and presenting live touring family entertainment experiences that lift the human spirit and create indelible memories, with 30 million people in attendance at its shows each year. Feld Entertainment's productions have appeared in more than 70 countries on six continents and include Ringling Bros. and Barnum & Bailey, Monster Jam, Monster Energy Supercross, AMSOIL Arenacross, Disney on Ice, Disney Live! and Marvel Universe LIVE!

FIEC International Exhibition & Commerce Co.

www.fiecamerica.com

Booth: L177

Contact: Lu Zhang, director

lu@fiecamerica.com

+86 137 8889 1673

FIEC has been geared mainly to international and domestic exhibitions, planning and organizing conferences, official and commercial visits abroad, cross-cultural communication, international economic and trade consulting, business management and training and consultation programs. FIEC selects appropriate exhibitions,



both domestic and international, that cover such industries as home building materials, food and beverage, machinery and electromechanical equipment, packaging and printing, culture creativity (animation), electronic information, service and trade, textile and garments, footwear, hats and bags, arts and crafts, and light industrial products with participants coming from over 30 countries and regions like America, Latin America, Africa, Asia and the Middle East.

Firefly Brand Management

www.fireflybrandmanagement.com

Booth: F177

Contact: Cynthia Modders, co-owner

cynthiamodders@fireflybrandmanagement.com

818-209-2678

Firefly Brand Management is a full-service brand management and licensing agency specializing in entertainment, interactive and lifestyle properties. The Firefly group represents a variety of brands including Poppy Cat, Laura Ashley, Subway Surfers, Artist-Mary Blair, ABC's Revenge, ABC's Scandal, Chloe's Closet, Anne Geddes, Etch A Sketch, Tapatio, Hell's Kitchen, Mr. Bubble, Spam, The Village People, Puggo, Let God Work, Enchanted Tales and Yummy You.

Foamation-Cheesehead Brand

www.cheesehead.com

Booth: B39

Contact: Eric W., executive producer

ericw@foamation.com

414-481-3337

Home of the Original

Cheesehead hat and Cheesehead brand that is 28-plus-years-old—now, including digitally enhanced products. Recently, the Cheesehead hat was licensed to broadcast and Internet campaigns including State Farm, Jimmy Dean Sausage, Wix.com, Wisconsin Tourism and McDonalds. We also manufacture products for client characters and brands.



The Fred Rogers Company

www.fredrogers.org

Booth: J129

Contact: Bill Isler, president

isler@fredrogers.org

416-260-6160

The company was founded by Fred Rogers in 1971 as the non-profit producer of "Mister Rogers' Neighborhood" for PBS. In the years that followed, it not only created hundreds of episodes of this much-loved program, but also extended Fred's values and approach to other efforts in promoting children's social, emotional and behavioral health and supporting parents, caregivers, teachers and other professionals in their work with children. The Fred Rogers Company continues to build on Fred's legacy in innovative ways through a wide variety of media, and engaging new generations of children and families with his timeless wisdom.

FREMANTLEMEDIA



FremantleMedia

www.fremantlemedia.com

Booth: S197

Contact: Tracy Griffiths, vice president, licensing and consumer products, EMEA and Australia

tracy.griffiths@fremantlemedia.com

+44 0 20 7691 6777

FremantleMedia is a leading licensor of entertainment, factual and drama properties. The Kids & Family Entertainment division works with international partners to build global franchises for its distinctive brand portfolio which includes "Danger Mouse," "Ella the Elephant," "Tree Fu Tom" and "Kate & Mim-Mim." FremantleMedia North America is continuing to expand its popular game show portfolio including the iconic "Family Feud," "The Price is Right" and "Let's Make a Deal" brands, along with the newest game show hit, "Celebrity Name Game." The company will also grow its offerings for the traditional Latin American game, Loteria, and the Emmy-winning hit reality show, "Deadliest Catch."

Frida Kahlo

www.fridakahlocorporation.com

Booth: M194

Contact: Beatriz Alvarado

balvarado@dpsns.com

305-865-7199

Frida Kahlo Corporation owns the rights to the brand, name, image and likeness of Frida Kahlo worldwide.

Frombie

www.frombies.com

Booth: U190

Contact: Adam Litvack, chief creative officer

azlitvack.frombie@gmail.com

561-573-2263

Adam Z. Litvack founded Frombie in 2010 to create something fresh and appealing to the already known zombie era. The company's much sought-after collectible toy and collectible pins can only be found at Frombie's online store, www.Frombies.com, special events such as Comic-Con and in some select retailers worldwide. Within four years, Frombie has been nominated for best collaboration figure in the DTA 2013 (Designer Toy Awards), worked with some of the best talents in the industry and was available in Walmart's nationwide with their back-to-school line. Frombie's app game is currently in development and will be released in the very near future.



meets innovation in lifestyle categories embodying health, wellness, cleaning, quality, durability and options for consumers to simply live Fuller lives. #liveFuller

been translated also to English— www.youtube.com/lottiedottiechicken.

Fulanitos

www.fulanitos.com

Booth: A147

Contact: Albert Rose, vice president, licensing

albertrose@fulanitos.com

+52 44 2225 0930 ext. 109



Don't miss out the opportunity to meet these charming characters. Fulanitos is a Mexican brand with international presence and more than 16 fun characters. Find out which Fulanito is like you! To fully appreciate our brand and extensive product range, please take a little time to visit our website and meet us at booth A147. We would love to meet you and present the creative world we live in.

Futaba Co.

www.futabanenga.com

Booth: E165

Contact: Soichiro Ichikawa

s-ichikawa@futabanenga.co.jp

+81 52 882 1671

TapuTapu the Panda—"Taputapu"—is a very charming panda with heartfelt words. We could be happy or smile by what Taputapu says. The animation has been broadcast since 2012 and "Taputapu" is widening its appeal through tie-ins and a commercialization campaign with various companies.

Garfield/Paws, Inc.

www.garfield.com

Booth: E181

Contact: Jan Cantrell, global account manager
jan@pawsinc.com

765-287-2297

Paws, Inc. handles the business and creative affairs for world famous Garfield and Odie. A cartoon classic with 37 years in the limelight, Garfield stays relevant with 18 million fans on Facebook, the world's most widely syndicated comic strip and "The Garfield Show," currently airing in 211 territories in 27 languages.

Fuzhou Hunter Product Imp. & Exp. Co.

www.globalsources.com/hunterbags.co

Booth: T181

Contact: Hunter Lee, president
managerhunter@vip.163.com

+86 591 8738 3989



We're one of mainland China's outstanding backpack and luggage factory groups. We have earned a good reputation over the past 23 years and are well known as Hunterbags. On top of this, we will soon be releasing a line of intelligent wearable technology. We are a 30-year Swissdigital licensee for intelligent wearable travel products that is looking for distribution partners in individual countries and regions.

Garner Holt Productions

www.garnerholt.com

Booth: V180

Contact: Carole Mumford, director, creative communications

cmumford@garnerholt.com

909-799-3030

Garner Holt Productions is known worldwide for outstanding design and manufacture of animatronics, show action equipment, special effects and themed environments. Clients include Disney, Universal Studios, Chuck E Cheese, Coca-Cola, Movie Park Germany, NASA and Caesars Palace. Founded in 1977, the company owns and operates a 60,000-square-foot full-service design and manufacturing facility in San Bernardino, Calif.



Fuller Brush Co.

www.fuller.com

Booth: E30

Contact: Caitlin Keller, vice

president, product development and marketing
ckeller@fullerbrush.com

707-266-5500



The Fuller Brush Co. is exhibiting at Licensing Expo for the first time, with a reinvention of the iconic American brand (called "absolutely brilliant" by housewares trend guru Tom Mirabile). Nostalgia

Gallina Pintadita

www.gallinapintadita.com

Booth: Q187

Contact: Miguel Moreira, manager

miguel@bromeliafilmes.com.br

+55 19 3241 5135



Gallina Pintadita (The Lottie Dottie Chicken) is an IP based on musical cartoons that have reached more than 2.4 billion views on YouTube in both Portuguese and Spanish. It has sold millions of DVDs and licensed products, going on to become one of the biggest cross-media phenomenon for kids, increasing its audience through mobile apps and video-on-demand platforms. The music has

Geeh the Band

www.geetheband.com

com

Booth: U197

Contact: Alfonso Soto, chief executive officer
alsoto2030@me.com

210-414-8042

Geeh the Band is a virtual rock band for kids ages 4-10. With three albums and 32 songs, in 2013 one song made it to No. 32 on Billboard's Highlight Indicator and in 2014, another song made it to No. 67 on Media Base Main Stream. Its also gotten reviews from different outlets such as Fox News, Yahoo, Popstar Magazine, Mommysh, etc.



Genco

Booth: E165

Contact: Shoji Udagawa
udagawa@genco.co.jp
+81 3 5410 9944



In recent contents market where more contact points are produced, we aim to build an optimized community through creating "Emotional (Memorable) Animation" as new added value. We utilized the know-how we gained through the animation business, in other words, "Most Readily-Accepted Ageless & Effective Communication Tool" for the "Brand-New Contents Business" that brings a change to the relationship between the client.

Genius Brands International

Booth: C49

Contact: Pam Vincent
pam@gnusbrands.com
310-273-4222

Genius Brands is dedicated to creating original "brands with a purpose" that entertain and enrich children. Its growing portfolio includes the fall 2015 re-launch of Baby Genius, Warren Buffett's Secret Millionaire's Club, Thomas Edison's Secret Lab, Stan Lee's Mighty 7 and two soon-to-be announced new brands. In addition, the company acts as global licensing agent and brand manager for Psycho Bunny, From Frank and Celesence.

Giordano Studios

www.giordanostudios.com

Booth: D26

Contact: Bob Giordano, managing partner
funbobbydesign@optonline.net
631-423-6593

Giordano has been licensing art since 1980. A veteran in the industry, the company has a vast portfolio of traditional illustrations designed by the Giordano family of artists, from puppies and kittens to wildlife and birds. The art of Giordano is a proven value to your product offering. Holiday themes include Santa, snowmen, wildlife and birds. Licensees work directly with the artists themselves—the Giordano brothers are sure to develop the best product possible. Giordano designs have been used in conjunction with the Humane Society of the United States, ASPCA,

American Lung Association and many other worthy organizations.



Global Icons

www.globalicons.com

Booth: G69

Contact: Mike Gard, chief operating officer
mgard@globalicons.com
310-820-5300

Global Icons generates new business opportunities through strategic brand licensing. We help our clients unleash their brand's potential with licensed products that raise awareness and reach more consumers in new channels. Our litmus test is simple: Is it authentic? Is it engaging? Does it elevate your brand? Select clients include BMW, Crock-Pot, Dairy Queen, Fireball, Ford Motor Company, IRONMAN, Nintendo and Oxford University, among others. The agency is headquartered in Los Angeles, Calif., and also has offices in Detroit, Mich.; New York; London; Munich; and Hong Kong.



Global Trademark Licensing

www.globaltrademarklicensing.com

Booth: J49

Contact: Thomas Nielsen, director
thomas.nielsen@gtl-int.com
+85 2231 27618

Asia's largest licensing agency with global reach, it specializes in kid's related categories and corporate brands, as well as trademark protection, factory and financial audits.



Glory Innovations

www.glory-world.com

Booth: G187

Contact: Jolene Chuang, sales manager
jolene@glory-world.com
+88 6 2290 1155

Promotional premium company and manufacturer.

Grani & Partners

www.granipartners.com

Booth: E171

Contact: Claudia Pederzini, event manager
c.pederzini@granipartners.com

+39 059 816417

Grani & Partners (Giochi Preziosi Group) deals with the design, development and manufacture of products and licensed collectibles, with particular specialization in 3D figurines, plush and die-cast. Grani & Partners works with leading loyalty promotion agencies and multinational companies operating in the food and beverage sector and with Italian and foreign publishers. It is the preferred premium supplier for IMPS, Sanrio and Viacom and has a strong relationships with Disney, Ferrari and Lamborghini.



Green Kids Club

www.greenkidsclub.com

Booth: A33

Contact: Ashley Perez, executive assistant and educational lead
ashley@greenkidsclub.com
208-881-5184

Green Kids Club—Environmental Adventures for Children. The Green Kids Club books, plush toys and animations introduce difficult environmental issues using colorful stories, animal photos and science facts. They encourage growing up green!

Grumpy Cat

www.grumpycats.com

Booth: A159

Contact: Ben Lashes, manager/agent
benlashes@gmail.com
206-229-6223

The world's grumpiest cat! Internationally famous for her eternal frown, Grumpy Cat has a passionate fan base that includes over 7.5 million Facebook fans and global appeal across all demographics. With a movie, two New York Times best-selling books, TV and public appearances and an ever-expanding line of merchandise, Grumpy Cat has quickly become one of the biggest feline celebrities of all time.



Guide to the Licensing World

www.licensingworld.co.uk

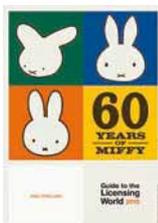
Booth: E33

Contact: Joanna Cassidy, director
joanna@licensingworld.co.uk

{ Licensing Expo Exhibitor Preview }

+44 01892 668444

The Guide to the Licensing World is the most comprehensive international directory for the licensing/merchandising industry. Referencing over 28,000 property listings such as characters, films and brands with over 2,000 licensing agents in 80-plus countries worldwide, it also lists licensees and specialist services which are all supported by our regularly updated Online Guide.



Gumby–Prema Toy Co.

www.gumby.com

Booth: K195

Contact: Joan Rock-Clokey, director, marketing and licensing

joan@premavision.com

805-528-8103

Prema Toy Company

is the rights holder for the Gumby brand, and Premavision is Gumby's production studio. For licensing inquiries, please contact us at Prema Toy. Gumby, the world's original clayboy, is an international icon and TV star, providing entertainment, timeless adventures and limitless fun for generations.



Haley Art & Design

www.haleyart.com

Booth: E19

Contact: Connie Haley, artist

connie@haleyart.com

936-560-0066

We are an art and design studio specializing in digital art.



Hallmark Cards

www.hallmark.com

Booth: J43

Contact: John Nens, licensing director

john.nens@hallmark.com

816-274-4605

From greeting cards and Keepsake Ornaments to heart-touching family movies on the Hallmark Channel, the Hallmark brand touches hearts and minds in powerful ways. No wonder it's on of the top-ranking brands of all time. Creating a brand as powerful as Hallmark started with a promise



of the very best more than 100 years ago. We're here to give you a closer look into the value of a partnership with the Hallmark brand. And to help you better understand our expertise in how consumers connect as well as how to create products that help them do just that.

GP Hasbro Global Licensing & Publishing

www.hasbro.com

Booth: F121

Contact: John Hogue, director, corporate shows

john.hogue@hasbro.com

401-727-5281

Hasbro is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including Littlest Pet Shop, Magic: The Gathering, Monopoly, My Little Pony, Nerf, Play-Doh, Transformers and premier partner brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Learn more at www.hasbro.com and follow us on Twitter (@Hasbro & @HasbroNews).



GP HCA

www.hcacreation.com

Booth: D20

Contact: Herve Chiquet, manager

hca.creation@wanadoo.fr

+33 608224471

HCA is an exciting and timeless iconic French brand founded by Hervé Chiquet 17 years ago. HCA's design studio team of illustrators and graphic designers creates innovative concepts for teenagers and adults. Using contemporary and modern techniques, HCA develops a new graphic style guide every year for its best properties inspired from fashion and contemporary trends. With a portfolio counting over 3,000 design samples and nine unique property collections, HCA keeps expanding its presence globally with over 30 worldwide licensees. HCA properties

include: Catsline, Dogs&Shapes, Kate-Rose Berry, Charming Day, Miss Dolly, Tedinours, Comic Park, Little Charlie and Amiko-Shi.

HEXBUG

www.hexbug.com

Booth: C50

Contact: Darrin Jones, director

darrin_jones@innovationfirst.com

903-453-0839

The HEXBUG brand was launched into the toy industry in 2007 and is now an internationally recognizable brand. HEXBUG is designed to give children a positive experience with robotics at a young age. People are drawn to HEXBUG for our products' fascinating behavior, intelligent bug-like attributes and eye-catching packaging.



Hong Kong Trade Development Council

www.hktcdc.com

Booth: C44

Contact: Julia Son, marketing manager

los.angeles.office@hktcdc.org

213-622-3194

A statutory body established in 1966, the Hong Kong Trade Development Council is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 global offices, including 11 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China and throughout Asia. The HKTDC also organizes trade fairs and business missions to connect companies with opportunities in Hong Kong and on the mainland, while providing information via trade publications, research reports and online.

HoriPro

www.horipro.co.jp

Booth: E155

Contact: Yuichi Kawakami, national sales

manager

kawakami@horipro.net

+81 3 3490 4587

HoriPro, Inc. was founded in 1960 as a management company for singers and musicians. Since then, under the philosophy of



brand licensing europe 2015

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Olympia, London

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& LIFESTYLE

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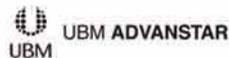
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"promoting culture to inspire people," we have journeyed through our productions with our audience, sharing joy and tears alike. We have expanded into many business fields, discovering and cultivating a diverse range of talent and promoting events.

Howard Robinson & Associates

www.howardrobinson.info

Booth: H26

Contact: Howard Robinson, proprietor

robinson.h@lineone.net

+44 01429 824021

Howard Robinson is a lead designer in several product areas and the most licensed artist today for puzzles. Howard Robinson's instantly recognizable images appear on hundreds of products worldwide. Described as the "artistic master of adorable animals," his artwork is used extensively for zoos, aquariums, pet products, puzzles, greeting cards, stitch kits, t-shirts and beach towels. In 2012, he launched what has become the world's premier 3D lenticular collection of designs and products. Also featuring the Nostalgic Collection of images by Kevin Walsh, and the All our Yesterdays Collection of Faye Whittaker.

Huevocartoon

www.huevocartoon.com

Booth: L193

Contact: Maria Prieto, director, sales and marketing

maria@huevocartoon.com

+52 5556 871738

Huevocartoon is an animation studio with 14 years of success in the teen and children's markets. Mostly Hispanic-oriented until last year, these famous characters are recognized and licensed in 25-plus countries around the world. Our two motion pictures rank in the top 10 of Mexico's box office history, and a third is currently in production that will be the company's first CGI and 3D Mexican movie for U.S. and Latin America release in 2015. We are constantly developing new animated content.

Hye Park & Lune

Booth: C42

Contact: Justin Park, sales director

**HYE PARK
and LUNE**

j.park@hyeparkandlune.com

626-639-6848

Hye Park & Lune is a collection of casual, luxury clothing design by international cover girl, Hye Park, under the Lune brand creating Hye Park & Lune. Lune Couture encompasses all licensed products produced for Hye Park & Lune and is seeking licensed partners in all categories.

Iconix Entertainment

www.iconixbrand.com

Booth: L143

Contact: Cathy Glosser

cglosser@iconixbrand.com

212-293-8508

Iconix Brand Group is the world's premier brand management company and owner of a diversified portfolio of strong global consumer brands across fashion, sports, entertainment and home. Iconix specializes in marketing, merchandising and licensing its brand portfolio and has over 1,000 licenses with leading retailers and manufacturers worldwide that sell across various distribution channels from the mass tier to the luxury market, as well as through various media outlets, Iconix Brand Group is growing its global entertainment sector, which now includes the evergreen brands Peanuts and Strawberry Shortcake.



IMG Worldwide

www.imgworld.com

Booth: G49

Contact: Jordan Moskowitz, licensing manager

jordan.moskowitz@img.com

IMG Licensing is the leading independent licensing agency in the world with an unmatched 50-year track record and global network of offices. We are part of IMG Worldwide, the leading global agency in sports, fashion and media. With over 200 licensing professionals providing local coverage and expertise through a single globally coordinated organization, IMG Licensing provides a unique one-stop-solution for our licensing clients. Many of the world's most prestigious brands, institutions, events, corporate trademarks and celebrities have selected IMG as their exclusive trusted partner to expand, diversify and monetize their intellectual property through professional licensing management.

Imperial War Museums

www.iwm.org.uk

Booth: C54

Contact: Anne Buky

abuky@iwm.org.uk

+44 0207 091 3072

Imperial War Museum's unique collections, made up of the everyday and the exceptional, help to tell the stories of people's spirit, resilience, creativity and innovation in the face of adversity. It includes five museums, including Churchill War Rooms, and will inspire exciting and authentic commercial ideas.

I.M.P.S.

www.smurf.com

Booth: M165

Contact: Philippe

Glorieux, head of marketing

philippe.glorieux@smurf.com

+32 26520220

I.M.P.S., together with LAFIG Belgium, are the official licensors of the little blue-skinned characters, Smurfs. Over the years, I.M.P.S. has worked in close collaboration with its agents worldwide to develop successful licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of the Smurfs. Adding to an ever-growing portfolio, the Smurfs expand their worldwide reach through new initiatives such as an first international live stage show and the opening of theme parks and family entertainment centers. I.M.P.S. is run by the heirs of Pierre Culliford, the author/creator of the Smurfs, who is better known under his pseudonym Peyo. The Culliford family has run I.M.P.S. since 1984 and owns the rights to the Smurfs characters and the Smurfs licensing worldwide.



Ingram Co./San-X Co./Green Camel Co.

www.ingram.co.jp

Booth: Q155

Contact: Masatomo Kainuma, licensing

tomkainuma@ingram.co.jp

714-893-4554

San-X Co. (founded in 1932) creates unique and fun characters that are adored by fans around

the world. Based in Tokyo, it is one of the largest character manufacturing company in Japan specializing in stationery, plush and accessory goods. Characters include Rilakkuma, Monokuro Boo, Mamegoma, Afro Ken, Kutsushita Nyanko, Sentimental Circus and more. Operation includes, production and distribution of plush, stationeries, sundry goods, and paper products with original design.

Ink Brands

Booth: A136

Contact: Annalisa Woods, commercial director
aw@ink-brands.com

+45 3355 6100

Founded in 2001, the Ink Group is a solution provider in entertainment brand building and one of the leading brand licensing agencies in Europe. Together Ink Global, Ink Licensing and Ink ALL form a life-cycle service delivering longevity and profit to IPs. At Ink, brands are our business and we have a strong track record in creating innovative brand partnerships; this has seen us create and develop highly successful licensing programs for some of the most successful properties in the world. From creative development to administration and from media placement to consumer products, Ink offers a complete package in expertise, a global network of partner agents and an ever growing stable of selected licensees.



Interasia & Associates USA

www.asialicense.com

Booth: F49

Contact: Howard Kim, brand assistant
howard.kim@asialicense.com

909-606-3299

Interasia & Associates, established in 1992, is a licensing consulting company that assists manufacturers in negotiating, acquiring license properties, and developing business in the Asian market. We provide many different services including trademark copyrights, secure manufacturers, assist in product and retail development, plan advertising and promotions, etc. Over the years, we have extended our services to hundreds of clients, and represent over a dozen

American and European licensors by developing their properties in the Asia Pacific region.

International Brand Management and Licensing

www.ibml.co.uk

Booth: B69

Contact: Adrian Davie, licensing manager
info@ibml.co.uk

+44 0 845 164 1727

IBML is a global brand owner with offices in London, New York, Hong Kong and Shenzhen.

We license the use of our world class sport, fashion and lifestyle brands to partners across the world. IBML offer a unique combination of brand management, marketing, commercial, legal and IP expertise.

iQ License

www.iqlicense.com

Booth: F53

Contact: Vinny Nesi, chief revenue officer
vinny.nesi@iqlicense.com

646-412-3306

iQ License is the revolutionary network connecting today's best brands with leading manufacturers and retailers across the globe. iQ harnesses the power of the world's largest licensing database to help brands identify opportunities in their licensing portfolios and to help licensees find the perfect brand partners.

ITV Studios Global Entertainment

www.itvstudios.com/merchandise

Booth: A121

Contact: Susi Bojdys, project manager
susi.bojdys@itv.com

+44 0 20 7157 3000

ITV Studios Global

Entertainment will be showcasing the groundbreaking new series "Thunderbirds Are Go," which has been produced by ITV Studios in partnership with Pukeko Pictures and highly acclaimed Weta Workshop. As a division of ITV, the largest commercial channel in the U.K., ITVS GE is one of the world's leading international TV distribution and consumer products businesses



and has a growing diverse licensing portfolio which also includes Playmobil, "Super 4," "Digimon Fusion," "Thunderbirds Classic," "Cut the Rope" and Village People.

JAST Company

www.jastcompany.com

Booth: B139

Contact: Steve Chen, managing director
stevec@jastcompany.com

+852 2805 2186

JAST Company (est.1995) is a reputable gift manufacturer of consumer products, including paper and plastic products with embedded electronics technology, such as sound, light/fiber and moving mechanisms for various patented products including musical pens, musical gift bags, musical gift boxes, musical notebooks, musical greeting cards and musical mugs. If you are interested in applying your characters and sounds to these patented products, candy/jewelry/wine packaging and/or professional sports team sound products, please contact us for more details.

Jazwares

www.jazwares.com

Booth: X181

Contact: Bill Graham, vice president, marketing

wgraham@jazwares.com

954-862-7543



With its focus on creativity, innovation and function, Jazwares has established itself as a well-respected leader in the licensed products industry. Delivering diverse lines of toys and consumer electronics, featuring some of the best entertainment properties in the world. A wide array of merchandise found at major retailers globally.

Jenny Foster

www.jfosterstudio.com

Booth: D28

Contact: Jenny Foster, owner
jenny@jfosterstudio.com

480-657-3808

Jenny creates unique fun characters, animals and graphic images that are charming, bold and whimsical. Her style is happy and appeals to children, teens and adults. These happy, colorful

illustrations can be used for textile designs, tabletop, giftware and animation.

Jewel Branding & Licensing

www.jewelbranding.com

Booth: J24

Contact: Tiffany Cullinan, show coordinator and CSR primary

tiffany@jewelbranding.com

404-303-1872

Jewel Branding & Licensing represents a diverse portfolio of brands, designers and artists. Some are well established in the marketplace, and others are up and coming. Each one is hand selected because of the unique style and approach they bring to the marketplace.

Jill McDonald Design

www.jillmcdonaldldesign.com

Booth: C19

Contact: Antonio Gomez, manager

antonio@jillmcdonaldldesign.com

816-914-2438

Jill McDonald Design specializes in prints and illustrations for baby, kids and teens.



GP The Jim Henson Company

www.henson.com

Booth: D147

Contact: Taylor Kane,

coordinator, marketing and PR

tkane@henson.com

323-802-1642

The Jim Henson Company has remained an established leader in family entertainment for over 50 years and is recognized worldwide as an innovator in puppetry, animatronics and digital animation. Recent credits include the Emmy nominated "Sid the Science Kid," "Dinosaur Train" as well as "Doozers" and Syfy's "Jim Henson's Creature Shop Challenge."



Joan Marie—Art that Celebrates!

www.joanmarieart.com

Booth: F22

Contact: Joan Marie, artist/owner

joanmarieart@charter.net

636-207-7834

Iconic and prolific artist Joan Marie launches new designs featuring fine art images, including owls, wild cats, women, kittens and unicorns, combined with vibrant abstract designs for an explosion of pure joy and inspiration. Licensing is Joan's passion, creating art that raises the world's happiness quota every day.

The Joester Loria Group

www.joesterloriagroup.com

Booth: C89

Contact: Christine McAuliffe, senior vice president, international

cmcauliffe@tjlggroup.com

212-683-8545

The Joester Loria Group develops strategic brand extensions with a focus on exceptional product and fully integrated licensing programs. Clients include Pepsi, Mountain Dew, Aquafina, SoBe, Corona, Modelo, Pacifico, Kellogg's, Pringles, Entenmann's, Car and Driver, fashion blogger Aimee Song/SongofStyle.com, designer Amy Coe, chef Fabio Viviani and The World of Eric Carle.

John Wayne Enterprises

www.johnwayne.com

Booth: G178

Contact: Susan Meek, vice president, worldwide licensing

susan@johnwayne.com

203-513-8829

John Wayne Enterprises' mission is to preserve and protect the name, image, and likeness of John Wayne by associating the John Wayne brand with quality and timeless products and experiences that embody the spirit of John Wayne and give back to the community.

JPatton

www.jpattonondemand.com

Booth: J178

Contact: Eric Paul, vice president, sales/marketing

eric@jpattonondemand.com

404-207-1412

JPatton is a global provider of brand protection solutions, specializing in patented holographic security technologies and digital asset

management. Our products and solutions are designed to authenticate, enhance and manage brands. JPaton works with domestic and international partners in various industries including brand licensing, sports marketing, software, government agencies and manufacturing.

JPierce

www.iamjpierce.com

Booth: B17

Contact: Anne-Marie

Joyce, chief executive officer

annej@libertyclothing.com

905-671-2335

JPierce is a young contemporary American artist, who's fine art work can be found in collections around the world. JPierce has incredible design sense and is very colorful, whimsical and graphical. His designs have been licensed for shoes, clothing, and accessories. JPierce has a very positive and happy feel and both young and old can relate to the brand.



Judith Lynn Art

www.vividartagency.com

Booth: H16

Contact: Sue Einersen, president

sue@vividartagency.com

847-682-3819

Judith Lynn's artistic passion is conveyed through her vibrant creations that range from cute, whimsical characters to strikingly smart depictions of music and nature. Classic yet fresh and tastefully innovative, her designs are suitable for a wide variety of products.

K Laser Technology

www.klaser-usa.com

Booth: K40

Contact: Lyn Michaels, sales support

sales@klaser-usa.com

714-897-3978

K Laser Technology USA offers eye catching custom



image holographic labels. Use them on your hang tags, packaging or directly on your product to help protect and promote your brand. We also offer intricate foil decals and pewter labels that

gives your product an elegant high end look. All of our products are easily applied, very durable and reasonably priced.



Kathy Davis Studios

www.kathydavis.com

Booth: G34

Contact: Sarah Van Aken, vice president, marketing

sarah@kathydavis.com

215-444-9544

What began over 25 years ago with a handful of greeting cards is becoming a way of life. Kathy Davis has evolved from the core belief that everyone has the right to create a life they love. In pursuit of that vision we have become valued for the connections we encourage with our expressive painting and inspiring message on products. We are committed to creating meaningful products, fostering connection and above all, honoring the Kathy Davis passion to "make life a work of art."

kathy ireland Worldwide

www.kathyireland.com

Booth: J57

Contact: Claude Ergas, international marketing and branding consultant ergascompany.com

310-557-2700 ext. 165

Kathy Ireland, is chief executive officer and chief

designer of kathy ireland Worldwide, a design and marketing firm. Forbes magazine reports kiWW as a "\$2 billion business model." License! Global magazine named kiWW as the 25th most powerfully licensed brand globally. kiWW offers designs in fashion, weddings, home, office and more.



Kayomi Harai

www.kayomiharai.com

Booth: D24

Contact: Kayomi Harai, artist kayomi@kayomiharai.com

408-266-1634



Kayomi Harai specializes in a wide variety of animal images—cute kittens, tigers, owls, dragons and many more. This year, Kayomi will introduce an ambitious new brand, 365 HappiCats, which is a collection of funny, hilarious and expressive cats. Also a cute character brand is Ninja Kitties, which will come back with new designs.

Kenekt

www.kenektgloves.com

Booth: A55

Contact: Renee Perri, owner kenektgloves@gmail.com

905-520-2451

Kenekt has created a revolutionary patented sporting glove technology that enhances performance play for soccer goalkeepers.



GP King

www.about.king.com

Booth: C155

Contact: Joanne Lewis, licensing marketing manager

joanne.lewis@king.com

+44 0 7539389412

King is a worldwide leader in casual social games with more than 21 billion games played per month globally. King is the developer of "Candy Crush Saga," the leading mobile download and the top application on Facebook. Other titles include "Bubble Witch Saga" and "Pet Rescue Saga." These King titles offer a unique level of synchronization between mobile and web, so players can enjoy the game on the devices of their choice. The typical King player is a female mom, 35-plus who plays our games for both relaxation and a bit of competitive puzzle fun.

GP King Features

www.kingfeatures.com/licensing

Booth: D89

Contact: Noelle Schloendorn, creative manager nschloendorn@hearst.com

212-969-7548

King Features Syndicate, a member of Hearst Entertainment and Syndication Group, is the world's premier distributor of comics, columns, puzzles and games to print and digital outlets worldwide. One of the largest and most

experienced organizations in merchandise licensing and entertainment, King Features represents classic properties, such as "Popeye," "Olive Oyl," "Betty Boop," "Beetle Bailey," "Hagar the Horrible," "Flash Gordon," "The Phantom" and "Mandrake the Magician." The company continues to expand its portfolio and now represents new properties.

Knockout Licensing

www.knockoutlicensing.com

Booth: F69

Contact: Tamra Knepper, co-president info@knockoutlicensing.com

212-947-5958

Knockout Licensing is a dynamic, full-service boutique



licensing agency that delivers customized, innovative and strategic merchandise programs for a varied portfolio of high-profile brands, including entertainment, digital media, fashion/trend, publishing, corporate and children's properties. Current properties include "Downton Abbey" (NBCUniversal International Television Production), "Outlander" (Sony Pictures Television), Boo—The World's Cutest Dog, "Little House on the Prairie," Singer, Smithsonian Libraries' Seed Catalog Collection and more.

GP KOCCA (Korea Creative Content Agency)

www.kocca.kr

Booth: J143; J157

Contact: Ihnjeong

Song, senior manager

song7533@kocca.kr

+82 61 900 6456

Korea Creative Content Agency (KOCCA) was established on May 7, 2009 to efficiently support the growth of the cultural industry by combining several government organizations that had supported different parts of the cultural industry. KOCCA's main role is supporting all areas of Korea's cultural industry. KOCCA's activities include financial support for production of various cultural contents, organizing trade fairs, localization, R&D and more. The Korea Creative Content Agency is fully committed to enhancing Korea's cultural



industry and is prepared to discuss international cooperation with foreign companies for mutual development in various creative industries.

KOKONUZZ™

Kokonuzz Limited

www.kokonuzz.com

Booth: V198

Contact: Alexis Bautista, chief executive officer
gonuts@kokonuzz.com

+852 3586 8587

Kokonuzz is a viral entertainment developer and licensor based in Hong Kong. The company has created and owns a group of lifestyle brands and characters targeted at the teenager, kid's and baby markets, which are developed through viral media (fast, mobile entertainment) combining a global approach with a local sensibility.

Kratt Brothers Company

www.krattbrothers.com

Booth: J129

Contact: Kristen Smith, licensing manager
kristen@wildkratts.com

613-686-6497 ext. 225

Kratt Brothers Company is an industry-leading entertainment company that creates and produces award winning content with a global reach. Founded in 1993 by Martin Kratt and Chris Kratt, and with offices in the U.S. and Canada, the company has produced over 225 episodes of quality television seen on the most respected broadcasting channels around the world. Our interactive products include award-winning websites, interactive television projects and mobile apps.

Laura Seeley Studio

www.bestfriendsartgallery.com

Booth: G20

Contact: Dana Yarger

lauraseeleystudio@gmail.com

310-710-9423

Laura is the creative force behind Laura Seeley Studio and Best Friends Art Gallery in Dana Point, Calif. She's also a New York Times best-selling children's book illustrator, award winning author

and artist, as well as a creator of animal welfare support programs through art, adult gift books and decorative functional items. It has several hundred fresh designs and art available for apparel, fabric, tabletop, giftware, decor and accessories. Content of her award winning picture books are developed for classic and video games and apps for entertainment and education, ESL learning and mental exercises.

Lewis Roca Rothgerber

www.lrrlaw.com

Booth: C32

Contact: Brandi Hobbs, business development manager

bhobbs@LRRLaw.com

602-528-4615

Lewis Roca Rothgerber provides cost-effective legal services to licensors and licensees of famous marks, including handling license deals and worldwide trademark clearance, protection and enforcement.

The Licensing Company (TLC)

www.thelicensingcompany.com

Booth: G77

Contact: Claire Bernard, brand manager

claire.bernard@thelicensingcompany.com

646-839 7407

The Licensing Company, with offices in 8 of the world's top economies—the U.S., U.K., France, Germany, China, South Korea and Japan—is an award-winning, global brand extension agency representing some of the best global brands including Jeep, Jelly Belly, Anheuser-Busch, The Hershey Company, Coca-Cola and Reckitt Benckiser. With unrivalled expertise in brand licensing and consulting, TLC provides impactful solutions to brand owners and retailers, with a highly impressive record including 42 direct-to-retail relationships. In 2012, TLC was responsible for \$3.8 billion in retail sales in over 100 countries. TLC is now part of Li & Fung.

The Licensing Group

www.tlgl.com

Booth: B46

Contact: Danny Simon, president

carey@tlgl.com

323-653-2700

For over 20 years, The Licensing Group has been representing

entertainment, lifestyle and corporate properties domestically and internationally. The company is adept at creating worldwide licensing programs that complement the properties it represents. The Licensing Group also consults for manufacturers for the acquisition of licenses, in addition to providing worldwide licensing consulting services to property owners, manufacturers and government entities.

Licensing Management Intl.

www.lmiofla.com

Booth: E37

Contact: Jim Rippin, licensing director

jrippin@cox.net

949-582-7879

Founded in 1998, Licensing Management is a full-service strategic licensing and consulting firm. LMI offers turn key programs and consulting services. We represent Nestle Confections brands including Nerds, SweeTARTS, Laffy Taffy, Butterfinger, Crunch, Baby Ruth and many others. We also represent Nestle Toll House, Surf Ratz and Pan Am.

Licensing Works!

www.licensingworks.us

Booth: C147

Contact: Leslie Levine, owner

leslie@licensingworks.us

805-983-7102

Licensing Works! is a licensing company representing creators of original IP. We represent some of the world's most well-known brands including: Elmer's and X-Acto brands from Elmer's Products, Inc., "Once Upon a Time" from ABC Studios, Blue Planet Software's "Tetris" brand, "Zorro" from Zorro Productions, "Tarzan" from Edgar Rice Burroughs, "Buck Rogers in the 25th Century" from The Dille Family Trust, MEG Toys' Puppy In My Pocket franchise, Playtime Buddies from Visual Picnic, Kewpie from Kewpie Corporation, Moulin Rouge from Moulin Rouge, Zou from Cyber Group Studios and Gal Designs.

THE LICENSING GROUP LTD



www.licensing.org

Booth: C63

Contact: Charles Riotto, president

info@licensing.org

212-244-1944

LIMA is the leading trade organization for the global licensing industry. Our mission is to foster the growth of licensing around the world, raise the level of professionalism for practitioners, and create greater awareness of licensing to the business community at large. Members in over 35 countries enjoy access to an array of benefits, including our interactive, global directory; educational programming; networking events; and Inside Licensing with the latest in news, deals and trends. LIMA is the exclusive sponsor of Licensing Expo, in addition to shows in London, Hong Kong and Shanghai. Visit www.licensing.org to utilize licensing's definitive online resource.



LIMA Japan

www.licensing.org/japan

Booth: E155; E165

Contact: Kaori Taniguchi, general manager
kaori.taniguchi@licensing.or.jp

+81 3 3591 2793



LIMA Members Lounge

www.licensing.org

Booth: A22

Contact: Charles Riotto, president
info@licensing.org

212-244-1944

LIMA is the leading trade association for the global licensing industry. The LIMA Members Lounge is an exclusive service for our members to meet and network with colleagues from around the world, and this year we will be hosting members of the Toy Industry Association. Meeting space is provided by prior appointment only. LIMA offers a wide array of research, education, and networking for its global membership throughout the year.

Lionsgate Entertainment

www.lionsgate.com

Booth: O205

Contact: Randy Shoemaker, senior vice president, consumer products

rshoemaker@lionsgate.com

310-255-5026

Lionsgate is a premier next generation global content leader with a

strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, channel platforms and international distribution and sales.



Lisa Frank

www.lisafrank.com

Booth: W183

Contact: Laura

Crawford, art assistant to Lisa Frank

lcrawford@lisafrank.com

520-547-1535

Our mission here at Lisa Frank is to strive to create quality products that enable children to exercise their imaginations and creativity. We want to factor fun with an artist's passion. By emphasizing research, innovation and graphically unique studios, Lisa Frank has become the leader in stickers, stationery and school products for children and preteens. We are recognized as, and will continue to be, the catalyst for bringing high quality fashions, color and graphics to these product categories.



Lisa Marks Associates

www.lma-inc.com

Booth: H43

Contact: Lisa Marks, president

lmarks@lma-inc.com

914-933-3900

LMA brings clients

unique, innovative and breakthrough licensing and marketing expertise from some of the world's leading entertainment and communications companies, consumer brands and marketing



service companies, including Disney, Nickelodeon and Omnicom, combined with the know-how, track record and industry relationships necessary to put together powerful, cohesive, turn key licensing programs.

Little Marcel



www.littlemarcel.com

Booth: D44

Contact: Valentine Vuong, executive assistant
valentine.vuong@littlemarcel.com

+33 466 73 13 91

The brand Little Marcel was created in 2005 by Lynda Leseigneur and Eric Schieven. Little Marcel became established in France and several other countries (Spain, Switzerland, Italy, Hungary, Belgium, Japan, Australia and Santo Domingo) thanks to a high demand. With a developing goal for its product line, Little Marcel decided to develop several licenses especially in leather (SARL Sydel), watchmaking (Mister Watch), eyewear (Gem LUNETTERIE), smart phone accessories (Ichic-Gear), belts (SCIME) and one school range (CLAIREFONTAINE).

Live Nation Merchandise

www.lnmlicensing.com

Booth: K165

Contact: Janet Dwoskin, executive director, licensing

janetdwoskin@livenation.com

415-247-7126

Live Nation Merchandise is the merchandise and licensing division of Live Nation Entertainment, representing over 150 top music and concert artists worldwide.

LMCA

www.lmca.net

Booth: D81

Contact: Margie Smith, office manager

msmith@lmca.net

212-265-7474

LMCA is the leader in strategic brand licensing. LMCA is 27-years-old and has created over 500 licenses for its clients in over 100 countries. LMCA ranks as the second largest licensing agency in the world with aggregate annual sales of over



Licensing Expo Exhibitor Preview

\$6.4 billion. The firm is recognized for providing exceptional creativity and client service, and for engineering some of the most productive licensee/licensor partnerships known in the licensing field. LMCA has offices in New York; Boston, Mass.; Atlanta, Geo.; St. Louis, Mo.; Nashville, Tenn.; and Shanghai, China; with affiliates in Western Europe, India and Latin America.

LoCoco Licensing

www.keithkimberlin.com

Booth: L149

Contact: Peter Lococo, president

lococolicensing@mindspring.com

mindspring.com

770-481-0720

Puppies and kittens!

LoCoco Licensing's

Keith Kimberlin brand

offers the most extensive portfolio (50,000-plus images and 20-plus style guides) of kitten and puppy photography in the world. Founded in 1990, we are a full service licensing and design agency with licensed products in over 70 countries.



The Magic Poof

www.themagicpoof.com

Booth: F15

Contact: Stephen Hodges, president/creator

magicsynapse@gmail.com

310-926-1321

The Magic Poof is a multicultural book and animated series about The Poof, a great ball of curly hair that sits on top of young Ange-Marie's head. His magical and mischievous nature will literally pull her and her friends on new adventures! Everything is possible with the "power of The Poof!"



Major League Baseball Players Association

www.mlbplayers.com

Booth: A63

Contact: Evan Kaplan, director, licensing and business development

evank@mlbpa.org

212-826-0809

The MLBPA's Players



Choice group licensing program utilizes the collective marketing power of Major League Baseball players to partner with companies who want to associate their brands and products with the excitement of Major League Baseball players. In addition to licensing and sponsorship opportunities, the MLBPA can help facilitate relationships between brands and MLB players.

Make Peace Movement

www.makepeacemovement.org

Booth: F29

Contact: Paul Felix Montez, chief executive officer

makepeaceday@gmail.com

702-245-5759

Owners of the Make Peace symbol and operators of the Make Peace Museum.



Manu

www.lilledy.com

Booth: D41

Contact: Antonija Majstorovic, creative director

antonija@manucreative.com

+385 1 3751252

Manu is a creative studio bringing unique characters and patterns to life. We create cute characters in a design-y way. Japan meets Sweden. A distinct style

that can be adapted for all markets and a wide age range. We build and develop character driven lifestyle brands with a strong brand DNA supported by enchanting stories, emotions and a sprinkle of stardust.



Mars Retail Group

www.mms.com

Booth: X209

Contact: Robin Posten, licensing specialist

robin.posten@effem.com

973-398-2744

Mars Retail Group develops world class, centralized licensing programs for Mars that builds our brands and drives candy/food sales around the globe.



Masha and the Bear

www.mashabear.com

Booth: P187

Contact: Daria Katiba, PR manager

katiba@animaccord.com

+74 952300180

"Masha and the Bear" is the first Russian animation brand that can speak to families all over the world, thanks to its unique style and hilarious scripts. The show became a hit across Europe, Latin America and Asia, partnering such companies as Turner, Sony and NBC. Masha won the Kidscreen award for Best Animation in 2015.



Mattel

www.mattel.com

Booth: Q133

Contact: Jessi Dunne, general manager/senior vice president, consumer products

jessi.dunne@mattel.com

310-252-2000

The Mattel family of companies is the worldwide leader in the design, manufacture and marketing of toys and family products. Mattel's portfolio of best-selling brands includes Barbie, the most popular fashion doll ever produced; Hot Wheels; Monster High; American Girl; Thomas & Friends and Fisher-Price brands including Little People and Power Wheels; MEGA Brands including MEGA BLOKS; and RoseArt; as well as a wide array of entertainment-inspired toy lines. In 2013, Mattel was named one of the "World's Most Ethical Companies" by Ethisphere magazine, and in 2014 ranked No. 5 on Corporate Responsibility magazine's "100 Best Corporate Citizens" list. With worldwide headquarters in El Segundo, Calif., Mattel's companies employ nearly 30,000 people in 40 countries and territories and sell products in more than 150 nations. At Mattel, we are "creating the future of play."



Mau and Sons

www.mauandsons.com

Booth: A37

Contact: James Demet, president

info@mauiandsons.com

310-573-9499

It started with a cookie! In 1980, three young surfers from Southern California decided to start a cookie company named Maui's Chocolate Chip Cookies. Unfortunately their business venture didn't last long. After burning their first batch of cookies, they turned their attention to designing fashions for surfing and active sports. And the cookie? It became an inspiration for the Maui & Sons logo. Inside, you will see elements representing the earth, sea, sky and fire. It's a celebration of the power of nature and a tribute to the amazing creativity in everything from Maui & Sons.

Mauricio De Sousa Productions

www.turmadamonica.com.br

Booth: F165a

Contact: Enio Kuruma, international business manager

enio.kuruma@turmadamonica.com.br

+55 11 3613.5163

Mauricio de Sousa Productions is an entertainment company from Brazil. In charge of "Monica and Friends" and over 300 other characters that can be found on TV, the Internet, as well as in magazines, books, apps and cinema. With more than 3,000 consumer products around the world, Mauricio de Sousa Productions is the biggest Brazilian child licensing company.

Maxim

www.maxim.com

Booth: D69

Contact: Jill Tully
jtully@maxim.com

212-372-3846



Maxim, one of the most popular men's magazines, is re-branding its image with a renewed focus on luxury lifestyle, high profile celebrities, sophisticated fashion and style and engaging editorial content. More than a magazine, Maxim is a brand with a powerful voice reaching millions of readers every month across print and digital platforms. The launch of Maxim consumer products expands the engagement and will bring aspirational but attainable products to retail.

Members Only

www.membersonlyoriginal.com

Booth: D37

Contact: Ron Malhotra, managing partner

ronm@membersonlyoriginal.com

646-370-4722 ext. 107

Members Only

is an American



outerwear company that remembers what it means to be cool—back to the future with the iconic racer and bomber jackets, the classic 80's style revamped and revised for that retro yet modern look. Rippling muscle and rugged good looks only got Burt Reynolds and David Hasselhoff so far; their Members Only jackets did the rest.

Mercis

www.miffy.com

Booth: E147

Contact: Marja Kerkhof, director

info@mercis.nl

+31 206721640

Mercis, established 1971, is the global licensor responsible for the management and exploitation of all rights relating to Dick Bruna's work, including its most famous character Miffy & Friends (since 1955). These rights are exercised through highly integrated separate business units in the fields of publishing, merchandising and entertainment. 2015 marks its 60th anniversary celebrations!



Meredith Brand Licensing

www.meredith.com/media_portfolio/brandlicensing.html

Booth: C53

Contact: Max Wilker, style director

max.wilker@meredith.com

515-284-3521

Meredith Brand Licensing's brands connect with 100 million consumers and speak to women about what matters the most: her family and the life she creates at home. See how Better Homes and Gardens, Parents, EatingWell, Allrecipes, Traditional Home, Shape, FamilyCircle and Successful Farming can amplify your product sales/services.



MerryMakers

www.merrymakersinc.com

Booth: F181

Contact: Clair Frederick, president

clair@merrymakersinc.com

510-451-2254

MerryMakers spotlights groovy and fun-loving Pete the Cat, preschool charmers Duck & Goose, ever-ready Emily and other characters created by Rosemary Wells, and educational favorite Miss Bindergarten Gets Ready for Kindergarten. Established in 1994, MerryMakers offers a specialty gift line based on best-selling children's books, museum collections and historical sites.



MGA Entertainment

www.mgae.com

Booth: Q165

Contact: Juli Boylan, vice president, global licensing

jboylan@mgae.com

818-894-2525

A children's toy and entertainment company, MGA Entertainment has grown from humble roots into one of the most successful companies in the industry. While toy sales fall all over the country, MGA Entertainment continues to enjoy success with its attitude towards innovation, product, quality, and the market. It has become synonymous with "the next big thing," and values building strong partnerships to both share, and enhance their success.



MGL Licensing

www.mgllicensing.com

Booth: F24

Contact: Alex Rodriguez, image coordinator and licensing assistant
studio@mgllicensing.com

+44 0 208 392 8010

MGL is one of the world's leading art licensing companies. Established 16 years ago, MGL has grown to represent over 10 international artists. With an ever-expanding archive consisting of over

20,000 images, there are images suitable for every product. Artist represented by MGL are also available for commissions.

MHS Licensing

www.mhslicensing.com
Booth: C20
Contact: Mark Fisher, production manager
mark@mhslicensing.com
952-544-1377



MHS Licensing is one of the nation's leading licensing and consulting agencies specializing in representing popular artists and advising manufacturers in the search, evaluation and acquisition of new properties and personalities. Collectively, their properties generate roughly \$100 million in annual sales through their licensee partners.

Mind Yard

www.mindyard.info
Booth: E23
Contact: Shanna Wallace, owner
shanna@my-ny.co
646-441-1088



Mind Yard—where ideas come to play. Properties and custom art for animation, apps, toys, games, educational materials, apparel, novelties, stationery and décor.



GP Mondo TV
www.mondotv.it
Booth: D38
Susanna Masini
susanna.masini@mondotv.it
+39 06 86323293

Mondo TV Group is made up of four companies—the main office, Mondo TV, based in Rome; Mondo TV Spain; Mondo TV France; and the newborn Mondo TV Suisse. The group is a leader in Italy and among one of the primary European operators in the production and distribution of animated cartoon series as well as full-length feature films

for TV and film markets, and counts a library of more than 2,000 episodes that include Mondo TV's classic titles, new releases and third-party TV series. The group has adopted a diversification strategy for several related sectors to exploit the rights of the animated cartoon series. Its strategic approach is a 360-degree property management, from the production to the TV sales and distribution, to licensing and merchandising, marketing activities, Internet and digital.

Moxie & Company

www.moxieco.com
Booth: D49
Contact: Arlene Scanlan, managing partner
ascanlan@moxieco.com
203-259-2729



Moxie & Company represents and manages intellectual property on a worldwide basis, including entertainment, literary, trademark, art and design brands for merchandise licensing (both in and out), publishing, interactive technologies, broadcast media and consumer products and promotions. We are devoted to making a difference in the marketplace. True to our name, we are not a company that retreats from creative challenges, and we strongly believe that our capabilities and credentials in breaking new ground and thinking off the grid make us a natural partner for companies seeking passionately hands-on brand architects. Get Moxie!

www.mrpuppy.com
Booth: B26
Contact: Michael Lee, sales
mike@mrpuppy.com
203-962-3197



We're a fun fashion and accessories brand featuring Mr. Puppy, a cool dog with a classic name. We support the arts and the protection of animals everywhere.

GP MyMediabox (a division of Jonas Software USA)
www.mymediabox.com



Booth: A81
Contact: Emilee Feldman, sales and marketing manager
emilee@mymediabox.com
214-646-8880

The MyMediabox online software suite includes Mediabox—RM for contract, rights and royalty management; Mediabox—PA for product approvals; and Mediabox—DAM for style guide asset management and delivery. Over 100 leading ILicensors and 35,000 licensee users worldwide utilize MyMediabox software daily to generate more licensing revenue and manage their licensing business more efficiently. Contact us to arrange a meeting and demo.

GP Ñañaritos

www.nanaritos.com
Booth: W180
Contact: Yasmin Rodriguez, sales and marketing
yasmin@cmarcorp.com
844-626-2835



Designer Marian Carro launched the Ñañaritos as a brand in 2010. C*Mar Corporation handles all Ñañaritos product development, licensing, sales and marketing, offering licensing opportunities in the areas of apparel and fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods, crafts and more.

GP National Museum of the Royal Navy

www.nmrn.org.uk
Booth: C54
Contact: Giles Gould
giles.gould@nmrn.org.uk
+44 023 9272 7583

National Museum of the Royal Navy is an amalgamation of a number of institutions focusing on Britain's naval heritage. The group's collection includes an archive of sound and images, as well as 11 historic ships and 99 aircrafts. Among the collection is HMS Victory, which celebrates the 250th anniversary of her first launch this year.

National Wildlife Federation

www.nwf.org

Booth: B155

Contact: Deana Duffek, head, brand licensing

duffekd@nwf.org

703-438-6563



National Wildlife Federation has established itself as the leader in protecting wildlife and connecting people with the great outdoors. Ranger Rick leads the charge in providing fun and engaging opportunities for the retail experience. Be part of 15 million people around the globe working together as stewards of the environment.

GP Natural History Museum

Booth: C54

Contact: Zuzi Wojciechowska

zuzikat@nhm.ac.uk

+44 20 7942 5652

Home to over 80 million specimens, from Darwin's original collections to the most complete specimen of a Stegosaurus ever uncovered, the Museum is a British institution and an authority on the natural world. The Museum also hosts the phenomenal Wildlife Photographer of the Year exhibition which tours worldwide, seen by over one million visitors.



GP NECA

www.necaonline.com

Booth: P181

Contact: Jon Bizzarro, sales manager

jonb@necaonline.com

908-686-3300

NECA is a media and entertainment company operating in the U.S. and internationally, with three segments: Consumer Products, Filmed Entertainment and Online Retail/Digital Distribution. NECA is the leading designer, marketer and worldwide distributor of licensed entertainment consumer goods based on some of the world's most established and beloved properties. Together, NECA's divisions provide a comprehensive, end-to-end solution to elevate each property, maximizing exposure and reach,

while protecting the vision of the creator. As a result of NECA's singular passion and reverence for the intellectual property backing its products, some of this generation's most recognized content creators enjoy working with NECA.

GP Nelvana Enterprises

www.nelvana.com

Booth: J166

Contact: Magda Krpan, communications manager

magda.krpan@corusent.com

416-479-6054

Nelvana is a world-leading producer and distributor of children's animated content. Nelvana's library of over 4,000 episodes



includes award winning programs that air in over 160 countries. Nelvana will be showcasing top rated brands including Trucktown and Little Charmers as well as new properties, such as ZhuZhu Pets and Shopkins.

NFL Players Inc.

www.nflplayers.com

Booth: A69

Contact: Ansley Brett, marketing manager

ansley.brett@nflpa.com

202-572-7492



NFL Players Inc. is the licensing and marketing subsidiary of the NFL Players Association. A trusted resource since 1994, NFLPI delivers access to the influence, power, and personal stories of NFL players. NFLPI is a "one-stop shop" for businesses seeking licensing rights, access to players through hospitality and events, marketing strategy and player procurement.

GP Nickelodeon

www.nick.com

Booth: O133

Contact: Rosemarie Maracich

rosemarie.maracich@nick.com

212-258-8241

Nickelodeon, now in its 36th year, is the No. 1 entertainment brand for kids. It has built a diverse, global business by putting kids first in everything

it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in almost 100 million households and has been the number-one-rated basic cable network for 20 consecutive years.



Nintendo of America

www.nintendo.com

Booth: M177

Contact: Jeremy Pack, assistant manager, merchandise licensing

jerepa02@noa.nintendo.com

425-558-7400

Since 1985, when it launched the Nintendo Entertainment System, Nintendo has sold more than 4.2 billion video games worldwide. Nintendo's iconic character franchises such as Mario, Donkey Kong and Zelda are beloved by millions and have become household names.

Nitro Circus Live

www.nitrocircus.com

Booth: A58

Contact: Stephanie Conway, commercial and licensing executive

steph@nitrocircuslive.com

949-429-8310

Nitro Circus is the world's leading action sports and entertainment brand. Co-founded in 2003 by superstar Travis Pastrana, it has exploded to global popularity with a TV series that has aired in over 60 countries and a hit feature film. In 2010, Nitro Circus was transformed into a spectacular live event.



Nitro Circus Live Performance Feature

www.nitrocircus.com

Booth: A62

Contact: Stephanie Conway, commercial and licensing executive

steph@nitrocircuslive.com

949-429-8300

Licensing Expo has partnered with Nitro Circus, the world's leading action sports and entertainment brand, to bring their live event to the 2015 Expo floor. Attendees can expect to see jaw dropping stunts performed on a mini mega ramp featuring top action-sports athletes on BMX bikes, skateboards, scooters, inline skates and some crazy Nitro contraptions. Performances will take place at 11 a.m., 1 p.m. and 4 p.m. on Tuesday, June 9, and Wednesday, June 10, and at 11 a.m. and 1 p.m. on Thursday, June 12, in booth A62 in the Brands & Agents zone.



Octane5

www.octane5.com

Booth: C69

Contact: Mike Dunn, chief brand officer

mike@octane5.com

770-310-1973

Octane5 helps brand owners run their licensing programs faster, smarter and more profitably through our suite of brand compliance solutions. These solutions let licensors manage their entire licensing program—digital asset management, product approvals, contracts, royalties, licensee compliance and more—all from a single dashboard. We also deliver anti-counterfeit and consumer engagement programs that will protect your brand from fakes and grow your program worldwide. Contact us to find out why more Global Top 150 Licensors and Fortune 500 Brands are choosing Octane5.

Old Guys Rule

www.oldguysrule.com

Booth: D43

Contact: Don Craig, president/brand owner

don@oldguysrule.net

949-492-2908

Old Guys Rule has evolved into a worldwide brand that encompasses a community of men from all walks of life. With licensees in the U.S., Canada, Australia, Scandinavia and the U.K., the brand continues to expand its reach. Offering products ranging from t-shirts and hats to accessories, Old

Guys Rule has proven its appeal to customers from ages 35 to 90. Old Guys Rule continues to seek new products and territories. We're very interested in finding partners in South America, Europe and Asia. Old Guys Rule is meant to be worn as a badge of honor, for a life well spent but not nearly over!

One Entertainment

www.one-entertainment.com

Booth: E69

Contact: David Gebel, managing partner

david@one-entertainment.com

818-260-0400

One Entertainment is the leading soccer licensing agency in North America, representing world-class teams such as FC Barcelona and Manchester United. It also represents Copa América 2016, the largest international sporting competition to be organized in the U.S. since the 2002 Olympics.

This soccer tournament will be hosted in multiple cities across the U.S. during summer 2016.



OpSec Security

www.opsecsecurity.com

Booth: K181

Contact: Brandy Spence, director, corporate communications

bspence@opsecsecurity.com

443-371-0073

OpSec is the market leader in protecting, authenticating, and enhancing our customers' brands, services and revenue. We provide cost-effective, integrated solutions to many of the world's largest licensed properties to help them gain valuable brand intelligence and protect their revenue streams, product integrity, and brand reputation.

Out of the Blue

www.outoftheblueenterprises.com

Booth: J129

Contact: Samantha Freeman, president

sam@outofthebluenyc.com

212-764-0266

Out of the Blue is a leader in children's educational

media, with a portfolio of breakthrough, interactive and curriculum-based entertainment concepts that span a variety of platforms. Out of the Blue creates and produces "Super WHY," the hit Emmy-nominated literacy series on PBS KIDS; "Creative Galaxy," a new interactive art series for Amazon Studios; "Daniel Tiger's Neighborhood," the animated series inspired by "Mister Rogers' Neighborhood;" and Nickelodeon's "Blue's Room." The company also handles all licensing and merchandising activity for "Super WHY" and "Daniel Tiger's Neighborhood," and develops top-rated educational game apps, including "Super WHY," "Chuggington: Terrific Trainee" and "Colorforms: Revolution."



GP Outfit7 Limited

www.outfit7.com

Booth: B147

Contact: Melita Kolbezen, head of licensing

melita.kolbezen@outfit7.com

+386 30 998 224

Outfit7 Limited is one of the fastest-growing family entertainment companies on the planet. Its flagship brand, Talking Tom and Friends, has grown from an instant app success into a fully-fledged media entertainment franchise, with a movie in production and a brand new CGI animated series, a global licensing and merchandising program and a chart-topping sensation on YouTube. These lovable 3D animated characters have skyrocketed in popularity with fans across the world, with over 2.5 billion downloads since its launch and 250 million active users each month.

PAN AM

www.panam.com

Booth: E38

Contact: Stacy Beck, vice president, brands and licensing

sbeck@panam.com

603-516-0800

With over 80 years of history and innovation in the air, Pan American World Airways is proud to



offer licensing opportunities to parties interested in continuing a legacy of quality and innovation in categories ranging from apparel to digital with all stops in between. Domestic as well as international opportunities are available.

Paramount Pictures

www.paramount.com

Booth: S141

Contact: Houston Whaley, executive assistant to the office of Bil Bertini

houston_whaley@paramount.com

323-956-4233

Paramount Consumer Products managers worldwide licensing rights for all Paramount properties, from classics like The

Godfather, Top Gun and Grease, to more recent favorites such as World War Z, Anchorman 2: The Legend Continues and Noah. Upcoming opportunities include Monster Trucks, Mission: Impossible 5 and Paramount Animation.



Patterson International

www.pattersonlicensing.com

Booth: E25

Contact: Sean Patterson, president

sean@pattersonlicensing.com

310-456-6864

Proudly representing cartoonist Gary Patterson, a classic property with over 45 years of success. Offering thousands of popular images to complement any product range. Smiles guaranteed! Also representing illustrator Mitch O'Connell, whose art is just plain cool. We look forward to forming new relationships with manufacturers that create quality products.



PBS KIDS

www.shop.pbskids.org

Booth: J129

Contact: Dawn Ciccone, senior director, brand licensing

dlciccone@pbs.org

703-739-8651

PBS KIDS is the No. 1 educational media brand

committed to making a positive impact on the lives of children through curriculum-based entertainment. PBS KIDS consumer products extend this mission with educational, innovative toys that inspire kids to discover who they are and what they can do.

Peanuts Worldwide

www.peanuts.com

Booth: H147

Contact: Melissa Menta, vice president

mmenta@peanuts.com

212-293-8506

Peanuts Worldwide is a joint venture between Iconix Brand Group and Charles M. Schulz Creative Associates. Peanuts reaches fans through a global consumer products program, highly engaged social media, over 50 animated television specials and a daily comic strip available in traditional and digital formats. A highly anticipated Peanuts movie from 20th Century Fox and Blue Sky Studios is also on the horizon for 2015.



Penguin Group (USA)

www.penguinrandomhouse.com

Booth: Y200

Contact: Chloe Goodhart, coordinator

cgoodhart@penguinrandomhouse.com

212-414-3648

Penguin Books is a global source of intellectual property, spanning across Australia and New Zealand, the U.K. and the U.S. We are a company that has been telling great stories for over 75 years. Our licensing and consumer products division is all about content. We transform best-selling series and characters into other platforms for consumers to experience great stories in new ways. Our content is licensed across a variety of platforms, including digital, entertainment, and consumer products, which are all supported and enhanced by successful publishing efforts.

Pink Light Studio

www.pinklightdesign.com

Booth: C43

Contact: Mary Beth Freet

marybeth@pinklightdesign.com

206-200-8324

Pink Light Studio is a licensing agency that represents over 14 amazing artists internationally. In just over three years in business, Pink Light Studio has artwork licensed with their clients in major retailers such as Target, Walmart, Papyrus, Office Max, Best Buy and The Apple Store, to name a few.

PIXELS.COM

Pixels.com

www.pixels.com

Booth: A82

Contact: Sean Broihier, owner

sbroihier@fineartamerica.com

630-606-6412

A professional network for visual artists, photographers, brands, art collectors and gallery owners worldwide.

The Pokémon Company INTERNATIONAL

The Pokémon Company International

www.pokemon.com

Booth: R197

Contact: Monika Salazar, director, licensing

m.salazar@pokemon.com

425-2296341

Pokémon features a wide array of offerings from video games, the Pokémon Trading Card Game, animation and wide variety of licensed lifestyle products, making it one of the most diverse and beloved entertainment franchises in the world. Pokémon is a long-standing market leader and enjoyed an incredibly strong year at retail in 2014.

Polaris Industries

www.polaris.com

Booth: A72

Contact: Mark Boswell, licensing manager

mark.boswell@polaris.com

+44 207 607 0385

Polaris Industries, together with its subsidiaries, designs, engineers, manufactures and markets off-road vehicles, snowmobiles, motorcycles and small vehicles in the United States, Canada and Western

Europe. It offers off-road vehicles such as all-terrain vehicles and side-by-side vehicles for recreational and utility use; and snowmobiles consisting of various models, including independent front suspension, long travel rear suspension, hydraulic disc brakes, liquid cooling for brakes and a three cylinder engine, as well as a four-stroke engine. Polaris owns the brands Polaris, Victory Motorcycle, Indian Motorcycle, KLIM, Polaris Ranger and several other brand names.

Pop the Balloon

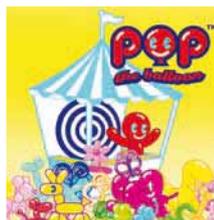
www.poptheballoon.com

Booth: F42

Contact: Carlos Neville

pop@poptheballoon.com

504-430-4715



Pop the Balloon is a cartoon property created by a circus performer. Pop illustrates lessons to overcome fears with a confident balloon that dodges darts and all things sharp. Pop's graphics are bold and attract pop culture aesthetics—designs that are both innocent and a little edgy. Remember YOPO, You Only Pop Once!



PPI Worldwide

www.ppiworldwide.com

Booth: A139

Contact: Helio Baraldi, licensing manager

heliobaraldi@ppibrasil.com.br

+55 15 30237777

PPI Worldwide is a global marketing solutions agency focused on creating novelty premiums, brand loyalty promotions and collectible toys production. Our collectible toy portfolio and manufacturing expertise are unmatched. We are enthusiastic about our innovations, always making sure everything we imagine can be realistically designed, manufactured, packaged, transported and delivered. We strive to maintain excellence, cost control and quality in our integrated worldwide operations. We work under stringent quality control, and social accountability international standards. We specialize in food inserts and are in compliance with international stringent standards such as CPSIA and ICTI.

Precious Moments

www.preciousmoments.com

Booth: E53

Contact: Patrice Paglia, licensing director

patrice.paglia@preciousmoments.com

847-725-9445

The Precious Moments brand is a relevant, evergreen license with broad recognition domestically and internationally. Through its inspirational roots, the Precious Moments brand continues to experience worldwide growth. Precious Moments, Inc. (PMI), the licensor of the Precious Moments brand, strives to be a collaborative, creative and customer service oriented partner to its licensees.



Princess Plié & Friends

www.princessplie.com

Booth: U194

Contact: Mary Dressendofer, president and chief executive officer
info@dancerspointenj.com

908-419-1154

Princess Plié and Friends teach "life skills through dance!" Our characters and stories take every child into a magical world where they will create adventures, explore dance and have lots of fun!



Quadrant Licensing Management Consulting Co.

Booth: N187

Contact: Wendy Chang, general manager

wndychn@impact9.com.tw

+86 10 64097700 634

Quadrant, with a cross-regional and cross-industry philosophy, provides enterprises professional value-added services: matchmaking, trusteeship, witness, education, financial and rights protection services in art, design, ACG and brand licensing fields. Ms. Wendy Chang, with the most professional authority in licensing field, leads this largest and most influential licensing industry service platform in China.

Quan Inc.

http://quan-inc.jp/index_en

Booth: E165

Contact: Benjamin Ichihara,

business development

ben@quan-inc.jp

+81 3 6457 4401

Mobile content provider and a world leader in original digital stickers.



Rachael Hale

www.rachaelhale.com

Booth: H23

Contact: Sally McIntosh, product manager

sally@disserobrands.com

+64 9 309 63 63

For 20 years, Dissero Brands has delighted us with Rachael Hale, the world's most lovable animals. We proudly remain dedicated to creating and marketing enchanting photographic imagery and innovative design led brands.

Radio Days

www.radio-days.info

Booth: C165

licensingagent@bmsg.info

877-787-4855

Leading property brand licensing agency featuring the rarest, greatest collection of Hollywood and music nostalgia imagery. Our brand collection features Hollywood's history spanning over 100 years and is now iconic in pop culture. We are proud to showcase vintage as the hottest trend. Our company cross-brands with some of the biggest brand names around the world, we offer a one-stop license, saving you lots of money! We are the most extensive resource content provider that is tailored to meet your retailer's needs. Contact us and see the brands that will live forever and grow through our artistic reinvention!



Rainbow

www.rbw.it

Booth: R181

Contact: Elena Porrello, personal assistant to Joanne Lee
elena.porrello@rbw.it
+39 071 7506 7500

Rainbow is a world leader in the kids' entertainment industry, dedicated to TV and movie productions, along with managing business activities from concept to production to global distribution. Rainbow's successful distribution of its content across diverse media includes TV, theater and Internet, as well as in the consumer products industry, and has led to the company being ranked on the top License! Global magazine's annual Top 150 Global Licensor report, and is first in Europe. Rainbow's property list includes Winx Club, Huntik Secret and Seekers, PopPixie, Tommy & Oscar, Prezzy, Monster Allergy, Maya Fox, Gladiators of Rome, Mia and me and Gon.



Rebel Girl

www.RebelGirl.com
Booth: E29
Contact: Joe Young, vice president, sales
joe@rebelgirl.com
586-201-6148

Attitude, passion and a way of life—this is how Rebel Girl and American Rebel lifestyle brands continue to succeed while holding true to their rebel souls. Their unique designs are described as “art with attitude” by Hamilton Collection, Bradford Exchange, Vaultz, Trim Fit, Lucky Star and a few more select licensees.

Red Nose

www.rednose.com.br
Booth: F165
silvia@rednose.com.br
+55 11 55067350

Red Nose is a Brazilian brand looking for an agent in the U.S. and European market. We already have licensees in Europe, and an agent in Japan and Latin America. We have sponsored some known athletes such as Garrett MacNamara (Town In Surf) and Glover Teixeira (MMA). We would like

to set up a meeting at Licensing Expo or send you more material if you are interested. The brand was created in 1996 and is focused on extreme sports that is licensed in many segments, from classics apparel and back-to-school to food and electronic items, meeting the desires of modern consumers, whether athletes or not.



relentlessGENERATOR

www.rgenerator.com
Booth: U201
Contact: Thai Randolph, vice president, marketing
thai@rgenerator.com
917-328-5109

relentlessGENERATOR is a full-service, direct-to-consumer ecommerce solutions provider to the media and entertainment industry. Many of the biggest names in music, TV, film, sports and gaming rely on GENERATOR to successfully engage, activate and sell directly to fans. GENERATOR provides these services on a global basis as an enterprise-wide solution for brands embracing new, digital business models driven by rapidly changing consumer habits.

Roberta di Camerino

www.robertadicamerino.com
Booth: E44
Contact: Cedric Devroye, senior vice president
cedric.devroye@utg.pe
+86 13918100401

Today, Roberta di Camerino is creating a powerful “made in Italy” product again with a consistent brand presence in Italy, Japan and China. In the '50s, the innovative luxury handbags and accessories made of richly patterned and colored fabrics became protagonists in the fashion world. Princess Grace Kelly made the legendary Bagonghi bag her own. Other devoted admirers include Liz Taylor, Madonna and Farah Fawcett. Nowadays the product is still showcased at 10 Corso Como Milan and in high-caliber boutiques.



RockLove Jewelry

www.rocklove.com
Booth: B37
Contact: Allison Hourcade, owner and designer
info@rocklove.com
314-604-5008



Handcrafted in NYC, RockLove creates clever sophisticated jewelry allowing men and women of all ages to promote their favorite fandom while retaining fashion and professionalism. A jeweler and fan herself, designer Allison Hourcade creates successful collections with Star Trek, The Hobbit, Vikings, Penny Dreadful, Skyrim, Dragon Age, Fallout and more.

GP Rovio Entertainment

www.rovio.com
Booth: C121
Contact: Anu Haapamaki, executive assistant
anu@rovio.com
+35 8 0 50 317 4348

Rovio is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful “Angry Birds” franchise. “Angry Birds,” a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. “Angry Birds” have expanded rapidly in entertainment, publishing and licensing to become a beloved international brand. Rovio has launched eight blockbuster games so far for different platforms—“Angry Birds,” “Angry Birds Seasons,” “Angry Birds Rio,” “Angry Birds Space,” “Angry Birds Friends,” “Amazing Alex,” “Bad Piggies” and “Angry Birds Star Wars.”

GP The Royal Ballet

www.roh.org.uk
Booth: C54
Contact: Gwyneth Campling, head of brand and image licensing
gwyneth.campling@roh.org.uk
+44 0 20 7212 9395

The Royal Ballet, resident at the Royal Opera House, London, is one of the most acclaimed ballet companies in the world. It has 90 dancers from more than 25 different nationalities and a

wide-ranging repertory that includes the great classical ballets as well as new works by leading international choreographers.



RoyaltyZone

www.royaltyzone.com

Booth: C38

Contact: Lou Ellman, chief royalty crusader

lou@royaltyzone.com

512-349-7189

Licensor, agents and licensees use web-based software from RoyaltyZone to manage rights, contracts, invoices, royalties, product approvals, digital assets, accounting and more. Increase revenue, save time and make better decisions. Schedule a 30-minute meeting at the show: <http://royaltyzone.com/licensingexpo/>.

RPM Designs

www.cattreefeeder.com

Booth: D29

Contact: Richard P.

Maroske, president

rpmj90@cox.net

702-675-6879



The Cat Tree Feeder prevents pet owners from having to access food and water dishes from the floor making their maintenance significantly easier. By preventing other family pets from accessing the Cat Tree Feeders, health problems associated with unnecessary weight gain is prevented.



RSG Media Systems

www.rsgmedia.com

Booth: L187

Contact: Matt Klepac, creative marketing director

matt.klepac@rsgmedia.com

646-839-4207

We are a global leader in delivering software and services that help the world's largest and most successful media companies—cable and

broadcast, entertainment, gaming and publishing firms—maximize revenues from their content and advertising inventories.



GP Saban Brands

www.sabanbrands.com

Booth: A98

Contact: Elie Dekel, president

edekel@sabanbrands.com

310-557-5151

Saban Brands acquires and develops a world-class portfolio of properties in the entertainment and lifestyle sectors. The company applies a global 360-degree management approach to growing and monetizing its brands through content, media, marketing, distribution, licensing and retail to markets worldwide and consumers of all ages. Saban Brands Entertainment Group develops innovative branded content that resonates with consumers across all media platforms. SBEG's growing entertainment portfolio of brands includes Power Rangers, Julius Jr., Popples, Cirque du Soleil's Luna Petunia, La Banda, Emojiville and others in development. Saban Brands Lifestyle Group (SBLG) drives major expansion within the company's diverse portfolio of fashion and lifestyle properties. SBLG's portfolio currently includes Paul Frank, Macbeth, Mambo and Piping Hot. SB operates a global network of offices in Los Angeles, New York, London and Sydney.

GP Sanrio

www.sanrio.com

Booth: V209, W209, W211

Contact: Laura Takaragawa, vice president, licensing

ltakaragawa@sanrio.com

310-896-3262

Sanrio, best known for global icon Hello Kitty and home to many endearing characters including My Melody, Little Twin Stars, Keroppi and Mr. Men and Little Miss is a worldwide lifestyle brand founded on the "small gift, big smile" philosophy—that a small gift can bring happiness and friendship to people of all ages. For over 50 years, this philosophy has served as the inspiration

for the broad spectrum of unique Sanrio products and experiences. Today, more than 50,000 Sanrio-branded items are available in 130 countries and upwards of 12,000 U.S. locations including department, specialty and national chain stores and over 100 Sanrio boutiques.

Sara Berrenson

www.saraberrenson.com

Booth: D15

Contact: Sara Berrenson, artist

sara@saraberrenson.com

818-370-1229

Colorful art, illustration, and patterns designed for products.

Sara Berrenson's collections include vibrant florals mixed with playful novelty prints and geometrics, as well as hand-painted holiday and special occasions art. Working primarily in watercolor and gouache, her unique style is cheerful and fresh with a feminine flair.



Sean Danconia

www.popsean.com

Booth: V200

Contact: Rebecca Hilton, PR manager

info@enjingoo.com

213-260-1278

Sean Danconia has built an enthralling, eye-popping universe by marrying cult-cinema, comics & animation to a wild pop-art aesthetic. A renowned Disney artist and Anime Expo 2014 Guest of Honor, Danconia's creative arsenal integrates hand painting, illustration and photography, with 3D and digital mediums, culminating in his signature "SuperPop" stylization.

SeaWorld Parks & Entertainment

www.seaworld.com

Booth: A148

Contact: Travis J. Rutherford, president, Evolution USA (Booth F155)

travis@evomgt.com

512-828-6362

SeaWorld

Consumer

Products

reflects stories,

images and content about our parks, our animals

and our commitment to conservation and care

of the natural world. Our goal is that our licensed

consumer products showcase the fun, learning

and commitment to conservation associated with

the SeaWorld brand, and allow others to engage

with us through these product offerings. In

addition to our theme parks, SeaWorld has a rich

collection of content and intellectual properties

that can be reflected in our licensed products.

Our live-action television shows "Sea Rescue"

and "The Wildlife Docs" have been seen by

almost 300 million viewers. Our family focused

website, SeaWorldKids.com encourages a youthful

audience to learn more about animals, while

Generation Nature, featuring Bindi Irwin, inspires

kids to conserve and protect nature. Additionally,

our ongoing product development promises

new ideas and IP's that can be reinforced in our

consumer products line.



GP SEGA of America

www.sonicthehedgehog.com

Booth: F147

Contact: George Stetar, licensing manager

george.stetar@sega.com

206-418-6400

SEGA's evergreen icon Sonic the Hedgehog

has strengthened its position as a true global

phenomenon with Sonic Boom, a new multi-

platform initiative that launched fall 2014 with its

first-ever CG animated hit television series on

Cartoon Network, successful licensing program

and compelling new video games—adding to the

over 140 million Sonic franchise video games sold

or downloaded worldwide across consoles, PC's,

mobile phones and tablets. Nostalgic for the '90's?

Sonic the Hedgehog's Classic program is stronger

than ever with vintage assets for all categories and

retail outlets.

Seltzer Licensing Group

www.seltzerlicensing.com

Booth: F50

Contact: Stu Seltzer, president

stu@seltzerlicensing.com

212-244-5588

The Seltzer Licensing Group is a global brand

licensing agency

and consultancy that

helps companies

identify the best

paths, and partners,

for a successful

brand licensing

program. To us the

challenge is not to find partners and negotiate

deals, it is to find the right partners and pursue the

best deals!



Sentai Filmworks

www.sentaifilmworks.com

Booth: W202

Contact: Kim McKee

kim.mckee@aesir-media.com

713-482-6222

Sentai Filmworks is a global leader in anime

entertainment, managing one of the world's largest

anime libraries with thousands of hours of content

across traditional and digital media platforms.

As a premier strategic partner, the company

offers industry-leading expertise in all facets of

production, development, localization, licensing,

marketing and distribution.



Sequential Brands

www.sbg-ny.com

Booth: J71

Contact: Sutton Bain

sbain@sbg-ny.com

646-564-2573

Sequential Brands Group owns, promotes, markets

and licenses a portfolio of consumer brands in the

fashion, active and lifestyle categories. Sequential

seeks to ensure that its brands continue to thrive

and grow by employing strong brand management,

design and marketing teams. Sequential has

licensed and intends to license its brands in

a variety of consumer categories to retailers,

wholesalers and distributors in the U.S. and in

certain international territories.

Sesame Workshop

www.sesameworkshop.org

Booth: Q181

Contact: Beatrice Chow, associate vice

president, publicity

beatrice.chow@sesame.org

212-875-6586

Sesame Workshop is the non-profit educational

organization behind Sesame Street which reaches

156 million children across more than 150

countries. The Workshop's mission is to use the

educational power of media to help all children

reach their highest potential. Delivered through a

variety of platforms, including television programs,

digital experiences, books and community

engagement, its research-based programs are

tailored to the needs of the communities and

countries they serve, helping children everywhere

grow smarter, stronger and kinder.

Session Savers Sunscreen

www.sessionsaverssunscreen.com

Booth: C40

Contact: John Burton, president

john@sessionsaverssunscreen.com

619-764-2393

We are the first single-

serve sunscreen

product on the market.

Designed to be an

ideal branding tool and

licensing opportunity.

Perfect for spectators,

hotel guests, travelers, athletes, moms/kids...the

list is endless. TSA carry-on approved and proudly

made in USA.



Shanghai Huayou Capital Co.

www.acglicensing.com

Booth: A156

Contact: David Yan, director, marketing

david.yan@huayoucap.com

+86 15821172328

Shanghai Huayou Capital Co. is invested in by

China Animation
Comic Game Group
to operate the
platform of National
ACG intellectual
property trading.



Huayou is committed to providing service to
ACG industry in video production and innovation,
publication, brand promotion and authorization
management, derivatives design and production,
products sales etc. It creates resolution for the
industrial chain.



GP The Sharpe Co./Sharper Inc.

www.sharpeco.com

Booth: E32

Contact: Charlie Day, president
charlie.day@sharpeco.com

310-545-6839

The Sharpe Company specializes in bringing
the best in pop culture properties to the U.S.
and the rest of the world. We develop brand
licensing extensions—including the No. 1 best-
selling consumer product of all time, the Rubik's
Cube—creating strategically focused lifestyle
brands through strategic partnerships, licensed
merchandise and new media development. Email
allyssa@sharpeco.com to set up an appointment at
Licensing Expo now!

Shopkins

www.shopkinsworld.com

Booth: H177

Contact: Mallory Van Laeken, brand manager
mallory@thelicensingshop.com

416-322-7300 ext. 203

Shopkins, from
Moose Toys,
are super cute,
fun, small
characters
that live in a



big shopping world! With hundreds of characters
to collect and ultra-rare, special and limited edition

characters to find, collect, share and trade them
all to build your own Shopkins world! Once you
shop, you can't stop!

Sinking Ship

www.sinkingship.ca

Booth: J129

**Contact: Blair Powers, executive producer/
partner**

blair@sinkingship.ca

416-533-8172 ext. 2224

Sinking Ship Entertainment is an award-winning
production and interactive company that creates
and produces groundbreaking kid's TV and
transmedia content. Since its founding in 2004,
Sinking Ship has created and produced numerous
children's TV series and has been on the forefront
of TV production and interactive media for kids.

Skechers USA

www.skechers.com

Booth: F77; F89

Contact: Pat Taniguchi
pat@skechers.com

310-318-3100

Skechers USA, an award-winning global leader in
the lifestyle footwear industry, designs, develops
and markets lifestyle footwear that appeals to
trend savvy men women and children.



Slingshot

www.hfaslingshot.com

Booth: L195

**Contact: Lauren Apolito, vice president,
strategy and business development**

lapolito@harryfox.com

212-834-0119

Slingshot, HFA's rights management solution, is
comprised of an information management and
technology platform that simplifies the licensing
and royalty process for both licensees and
licensors and includes license tracking for all types
of IP, data management, royalty calculation and
distribution, reporting, audit services, consulting
services and client support.

GP Smiley

www.smiley.com

Booth: E77

Contact: Margherita Vecchio, licensing manager
margherita@smiley.com

+44 7518972288

The Smiley Company is one of the 150 biggest
licensing companies in the world. The trademark
is registered in over 100 countries and in more
than 12 product categories and has significant
exposure through licensees in sectors such as
clothing, home decor, perfumery, plush, stationery,
publishing and more.



GP Sony Computer Entertainment America

www.us.playstation.com

Booth: Q197

Contact: Jon Regala, director, licensing
jon_regala@playstation.sony.com

650-655-7305

Sony Computer Entertainment America continues
to bring creative and valuable initiatives to the table
while delivering groundbreaking entertainment
and top consumer products. Recognized as the
undisputed industry leader, Sony Computer
Entertainment markets the PlayStation family of
products and develops, publishes, markets and
distributes software including the established
and well known franchises "God of War,"
"Killzone," "LittleBigPlanet" and "inFamous."
After an amazingly successful announce event
for PlayStation 4, this promises to be an exciting
year for Sony Computer Entertainment. The
Sony Computer Entertainment licensing program
provides the utmost dedication to consumers and
retail partners throughout the licensing industry.

Sony Music

www.sonymusic.com

Booth: T197

mathew.vlasic@sonymusic.com

212-833-8000

Sony Music Entertainment is a global recorded
music company with a current roster that includes
a broad array of both local artists and international

superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing



SONY MUSIC

music from every genre, including Arista Nashville, Beach Street Records, Bystorm Entertainment, Columbia Nashville, Columbia Records, Day 1, Descendant Records, Epic Records, Essential Records, Essential Worship, Fo Yo Soul Recordings, Kemosabe Records, Legacy Recordings, MASTERWORKS, Polo Grounds, RCA Inspiration, RCA Nashville, RCA Records, Reunion Records, Sony Classical, Sony Music Latin, Star Time International, Syco Music, Vested in Culture and Volcano. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.



Booth: B45
Contact: Tom Simon, director, marketing
tsimon@source3.io
917-658-5832

Source3 is the one-stop enterprise licensing and rights management platform for distribution of 3D content. Source3 aggregates 3D content from brands and designers and distributes licensed designs for use within the broader 3D ecosystem, including retail and manufacturing marketplaces. We aim to empower the 3D economy by solving ecosystem-wide intellectual property pain.



SPLiCE Lounge
www.SPLiCEonline.com

Booth: J43
Contact: Stefanie Mueller, office manager
stefanie@spliceonline.com
 716-698-2247 SPLiCE is a trade organization founded as a best practice think-tank for trademark brand licensors. We are a community of licensors who share best practices for protecting, promoting and enhancing brand integrity. As a community of practice, our benchmarking success is built upon our foundation cornerstones of legal, marketing and quality that support licensing initiatives.

Sports Afield
www.sportsafield.com

Booth: C34
Contact: James Reed, director, advertising and licensing
advertising@sportsafield.com
714-373-4674

Sports Afield, founded in 1887, is the oldest outdoor magazine in North America. Its extensive licensing program for all manner of outdoor and sporting gear is well established. Safes, footwear, clothing, luggage, camping gear, sun glasses, log cabins, real estate and furniture are but a few categories of Sports Afield's licensing program.

For more than 125 years, this venerable brand has been a leader in promoting our cherished outdoor traditions and now offers a whole new line of products for the outdoor-minded customer.



Striker Entertainment
www.strikerentertainment.com
Booth: C159
Contact: Marc Mostman, partner
marc@strikerent.com
818-225-8452

Striker Entertainment is a full-service global licensing agency dedicated to maximizing licensing opportunities and building brand equity for its clients. Striker's property roster includes AMC's "The Walking Dead," DreamWorks Studios' Big Friendly Giant, "Candy Crush Saga," Ted 2, Chappie, "Orphan Black," "Powers," "House of Cards," Mino Monsters and more.

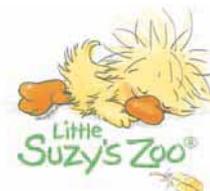
Sun Bum
www.trustthebum.com
Booth: H188
Contact: Tom Rinks, president
tom@trustthebum.com
877-978-6286

Since launching in 2010, this authentic beach sun care and lifestyle company has been blowing up in the coolest surf shops, hippest boutiques and chicest hotels in America.



Sun Bum's iconic mascot "Sonny" is available for the first time to premium beach minded licensees around the world.

Suzy's Zoo
www.suzyszoo.com
Booth: D31
Contact: Sondra Contino, vice president, sales and marketing
sondra@lawlessent.com
949-419-6156



Suzy Spafford's art has

Sony Pictures Consumer Products

www.sonypictures.com
Booth: O165
Contact: Gregory Economos, senior vice president, global consumer products

gregory_economos@spe.sony.com
310-244-4188

Sony Pictures Consumer Products



generates awareness and extends branding potential of individual films, film franchises or television series through the development of co-branded promotions, licensed merchandise and retail promotions. A selection of film properties for which it seeks promotional partners, licensees and/or retail partners includes The Smurfs 3, Hotel Transylvania 2 and Goosebumps for release in 2015. TV properties include "Justified," "The Blacklist," "Wheel of Fortune," "Jeopardy," "Outlander," "Breaking Bad" and "Better Call Saul."

been delighting families since its first publication as greeting cards in 1968. Suzy's Zoo is a happy world of over 265 characters that live in her wonderfully imaginative town of Duckport. Witzu, Suzy Ducken, Jack Quacker and friends are featured parts of this brightly colored universe.

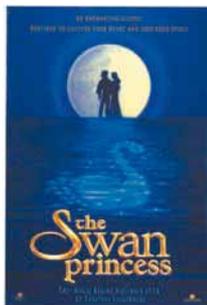
Swan Princess Partners

Booth: V190

Contact: Seldon Young, producer
syoung@nestvillage.com

801-627-6000

Swan Princess Partners is a film production company and owner of the renowned classic *The Swan Princess*! *The Swan Princess* was released in theaters world wide in 1994. The film quickly gained a following of children, teens, tweens, parents and collectors. Swan Princess Partners has since completed four more Swan Princess-themed films and is currently in production for two more to be released in 2016.



Synchronicity

Synchronicity

www.synclicensing.com

Booth: F38

Contact: Cynthia Hall Domine, president
cynthia@synclicensing.com
207-985-8815

Disney artist and Anime Expo 2014 Guest of Honor Sean Danconia and his newest creation, SupaPop, join the Tootsie Roll candy brands, Wham-O toy brands and the art of Holly Ross and retro textile designer Walter Erhard at Synchronicity. But wait, there's more! Come see at F38!

Tails of Whimsy

www.tailsofwhimsy.com

Booth: G21

Contact: Louise Glickman, president
lsglickman@gmail.com
828-273-8783

Stories and characters for publishing, animation

and licensing. Artist Daryl Slaton and Tails of Whimsy specialize in art, character design, illustration and animation. Properties include Scooter and Boots' BrokenHeart Pets Rescue, The Mighty Machines of Mackie McKeens and Wunzees. Introducing Scooter News Network for children's TV.



Team Image

www.teamimagemarketing.com

Booth: M195

Contact: Amanda Hodge, operations
amandahodge@ftc-i.net
803-506-3188

Specializing in customized cardboard cutouts and in store displays. Licensed with NASCAR and Race Teams to make Life Sized and Miniature cardboard cutouts as souvenir items.

Televisa Consumer Products

www.televisaconsumerproducts.com

Booth: F139

Contact: Ana Cristina Gonzalez Gonzalez, marketing and brand manager
acgonzalezg@televisa.com.mx
+52 55 40007608

Televisa Consumer Products is the team in charge of developing official products for Grupo Televisa's brands and characters. TCP capitalizes on nationally and internationally renowned properties, maintaining industry leadership and creating a solid licensing business via the development of a portfolio and multi-target consumer products. TCP creates strategic alliances with international companies to develop consumer products; it's an agent for major endeavors. TCP is a division of Grupo Televisa, the world's largest Spanish-speaking media conglomerate.

Tezuka Productions

www.tezukaosamu.net

Booth: E155

Contact: Yuriko Fukazawa
yuriko_fukazawa@tezuka.co.jp
+81 3 3371 6411

We are engaged in management of Osamu

Tezuka's manga and animation works including "Astro Boy," "Black Jack," "Kimba the White Lion," "Princess Knight," "The Phoenix" and "Buddha," and licensing those characters in the field of merchandising, film-making and publishing. Through licensing his works, Tezuka Productions, taking over late Tezuka's will, strives to deliver his messages contained in his works: "preciousness of life," "beauty of nature" and "dreams to children."



GP The Thomas Kinkade Company

www.thomaskinkade.com

Booth: D59

Contact: Kristen Barthelman, director, licensing
k.barthelman@kinkade.com
408-201-5273

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes the art and related collectibles. Thom's artistry includes imagery of gardens, cottages and estates, cityscapes, plain airs, holiday scenery, and commemorative American landmarks. Thomas Kinkade Studios will continue to commemorate milestones on canvas.

Tipsy Artist

www.tipsyartist.com

Booth: E12

Contact: Tiffany Boher, owner
tiffany@tipsyartist.com
405-757-8779

Tipsy Artist hosts the world's largest paint parties! This brand new license offers thousands of original works of art available for many diverse products and unique platforms.



TIRALBA

www.baldbrothers&baldsisters.com

Booth: U181

Contact: Almir Ndreu, owner
tiralba2005@aol.com

347-342-6918

The newest cartoons on the market for kids and adults alike.

GP Toei Animation Co.

www.toei-anim.com

Booth: A155

Contact: Masayuki Endo, general manager

m-endo@toei-anim.co.jp

310-996-2240

Toei Animation Co. is the largest animation company in Tokyo, Japan, and has produced many celebrated

works ranging from feature films to TV series such as the "Dragon



TOEI ANIMATION

Ball" series, "Sailor Moon," "Digimon" series, "Saint Seiya," "One Piece" and more. With an eye on the global market, Toei Animation is focusing its efforts in the company's Paris, Shanghai, Hong Kong and Los Angeles offices. The main business operations of its international division at the Tokyo headquarters and its affiliate companies include film licensing in all media and merging platforms, merchandise licensing and co-productions with local establishments.

The Toon Studio of Beverly Hills

www.thetoonstudio.com

Booth: D139

Contact: Marianne Phillips, secretary

marianne@thetoonstudio.com

310-859-3536

Toon Studio is your fairy tale headquarters for the largest selection of Snow White, Tinker Bell, Cinderella, Peter Pan, Sleeping Beauty and other iconic characters to super charge your brands. From vintage, to classic, zombie and even teenage renditions, Toon Studio of Beverly Hills is your source of iconic, evergreen characters.

Tottenham Hotspur Football Club

www.tottenhamhotspur.com

Booth: A51

Contact: Gary Jacobson, brand licensing

manager

gary.jacobson@tottenhamhotspur.com

+44 0 208 365 5117

Tottenham Hotspur represents style, passion and flair. The Club embodies these values by playing attractive, exciting football and boasting world-renowned players. Our unique approach is reflected in the way we work with licensees in the U.K. and abroad, constantly striving to take Tottenham Hotspur into exciting new areas of retail.



TSBA Group

www.tsbagroup.com

Booth: B89

Contact: Jack Stokes, licensing manager

jstokes@tsbagroup.com

+44 2036918153

We are TSBA, the industry's best kept secret. TSBA safeguard the reputation of global brands whilst extending their reach to new but appropriate audiences and markets. By immersing ourselves in a brand's entire history we ensure that authentic and relevant programs are put in place. At Licensing Expo 2014, we built a full sized 1960s gas station under the Shell brand and this year looks to be bigger!



TUBA n Co.

www.tubaani.com

Booth: H165

Contact: Euddum Park

tuba_ed@tubaani.com

+82 2 512 2550 x2603

TUBA n Co. is an animation studio based in Korea and is well known for its skillful techniques on 3D CGI. The company has more than 10 years of

experience of creating various portfolios including "Vicky & Johnny," co-produced with BRB; "Oscar's Oasis" with TeamTo; and "LARVA," which is fully produced by its own. There are more than 4 other new projects in development and now company expands its business scope to consumer product licensing, product development and mobile games to reach out every single tier throughout the globe.

GP Twentieth Century Fox Consumer Products

www.foxconsumerproducts.com

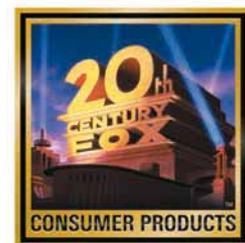
Booth: O153; Q144

Contact: Roz Nowicki, executive vice president, global sales and retail

roz.nowicki@fox.com

310-369-2207

A division of 21st Century Fox and recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf



of Twentieth Century Fox Film Corporation, Twentieth Century Fox Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, the flagship studio leading the industry in supplying award-winning and blockbuster primetime television programming and entertainment content.

Ty Inc.

www.ty.com

Booth: P205

Contact: Tania Lundeen, senior vice president, sales and licensing

tlundeen@tymail.com

630-455-7416

Ty is the manufacturer of the fastest selling collection of soft toys in the world. In addition to providing unsurpassed customer service and support to our licensee's and retail partners; our globally recognized red heart hangtag tells the consumer that they are getting the highest quality and value possible.



GP **Ubisoft Entertainment**

www.ubisoft.com

Booth: P165

Contact: Andrew Heitz, licensing coordinator
andrew.heitz@ubisoft.com

415-571-2074

Ubisoft is a leading creator, publisher and distributor of interactive entertainment and services, with a rich portfolio of world-renowned brands, including Assassin's Creed, Just Dance, Tom Clancy's video game series, Rayman, Far Cry and Watch Dogs. The teams throughout Ubisoft's worldwide network of studios and business offices are committed to delivering original and memorable gaming experiences across all popular platforms, including consoles, mobile phones, tablets and PCs.



UDC Licensing Agency

www.udclicensing.com

Booth: B33

Contact: Albert Sargsian, head of sales
a.sargsian@udclicensing.com

+38 0979172696

Gapchinska is an art brand, based on the works of the popular artist Yevgenia Gapchinska. The brand embodies the values of love and kindness and appeals to various emotions, which is why the brand invariably causes positive reaction amongst female audiences. Yevgenia Gapchinska admirers call her "the No. 1 supplier of happiness."



Uglydoll/Pretty Ugly

www.uglydolls.com

Booth: L157

Contact: Teresa Fazio, director, licensing
teresa@uglydolls.com

732-733-2160

The Uglydoll brand was launched in 2002 by Pretty Ugly. The property is distinguished by David Horvath and Sun-Min Kim's unique aesthetic and voice defining "ugly" as distinctive and unique.

The award-winning Uglydoll characters appear in a variety of toys, books, apparel and other licensed products that are available in thousands of stores, worldwide.

Ultimate Source Limited

Booth: E59

Contact: Kathryn Klingler, director, licensing
kathryn.klingler@creata.com

213-718-3120

Ultimate Source Limited produces innovative toys, novelties, accessories, jewelry, garments, stationery, trading cards and other products for sale into global retail channels. Our mission is to excite consumers around the world with fun, safe and good value products that are emotional souvenirs of their favorite characters. Our programs include direct to retail, promotional and direct to consumer partnerships.



United States Postal Service

www.usps.com

Booth: Y180

Contact: Hillary Shepherd, account manager
hshepherd@czarnowski.com

412-339-2098

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations.

GP **Universal Partnerships & Licensing**

www.nbcuniversal.com

Booth: N165

Contact: Colleen Foster, senior vice president, marketing

colleen.foster@nbcuni.com

818-777-5967

Universal Partnerships & Licensing oversees NBCUniversal's consumer product and digital licensing for Universal Pictures, NBC Television, Focus Features and Sprout Channel. This dedicated division is also responsible for film, home

entertainment and television promotions. UP&L is part of NBCUniversal. NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.



Vidorra Group

www.vidorrargroup.com

Booth: B49

Contact: David San Juan, president
dsj@vidorrargroup.com

904-834-7315

A full-service licensing agency representing POCOYO, CARLOS by Carlos Santana, SANTANA by Carlos Santana, Carlos Santana, Savlen: Catch Every Moment, Masked Republic, Liga de Lucha, National Family Partnership/Red Ribbon Week. Licensing consultancy representing global licensees. - Strategic alliance with Daymond John's Shark Branding. - Hispanic market and Latin American licensing expertise.

Virtual Images

www.virtual-images.com

Booth: H34

Contact: Maile Kaulukukui, sales and marketing program manager

mkaulukukui@viu.com

909-255-7312

Virtual Images is the leading provider of high quality lenticular and remains the cutting edge partner for product design and printing solutions. Find out why Virtual Images continues to be the partner of choice for some of the world's most recognized licensees.

Vistex

www.vistex.com

Booth: M149

Contact: Ron Roscoe, senior marketing manager

info@vistex.com
847-490-0420

Counterpoint Systems, part of the Vistex Group is the world leader in contract administration and royalty management software for the brand licensing and entertainment industries. With over 25 years in the industry, License Maestro is a software package that offers 360-degree control of your licensing business. Our clients include licensors, agents and licensees such as Mattel, Paramount Pictures Corporation, NHL, The Beanstalk Group and Twentieth Century Fox.

Visual Icon

www.visual-icon.com

Booth: V197

Contact: Justin Berardi, creative director

justin@visual-icon.com
888-662-5550



Visual Icon is a premiere licensing and branding agency that exclusively manages clip and still rights for a number of movie libraries including Miramax, Summit, Morgan Creek, Saban, GK Films, Voltage, Recorded Picture Company/RPC, Goldcrest, The Grammys and more.

VIZ Media

www.viz.com

Booth: K177

Contact: Jane Lui, PR and events manager

jane.lui@viz.com
415-546-7073

For over 25 years, VIZ Media has been pioneering new paths in publishing, animation and entertainment licensing of Japanese content in North America. VIZ Media's blockbuster properties, including NARUTO, TERRA FORMARS, JOJO'S BIZARRE ADVENTURE, and DORAEMON, are available in a variety of consumer products for audiences of all ages.

Warner Bros. Consumer Products

www.warnerbros.com

Booth: N139

Contact: Victor Allen, vice president, worldwide marketing

victor.allen@warnerbros.com

818-954-3391

Warner Bros.

Consumer Products, a Warner Bros.

Entertainment

Company, is one of

the leading licensing

and retail merchandising organizations in the world.

It licenses the rights to names, likenesses, and

logos for all intellectual properties in Warner Bros.

Entertainment's film and television library.



Westend Software

www.westendsoftware.com

Booth: T189

info@westendsoftware.com

310-919-4376

Westend Software is an innovative developer of enterprise software solutions with a focus on a dynamic set of business programs for the licensing industry, including contract management, accounting, creative approvals, digital asset management and business process management. Since 2004, Westend Software has developed a strong industry reputation and dedicated following.



Wild Apple Licensing

www.wildapple.com

Booth: E20

Contact: Kat Gray, director, licensing

kat.gray@wildapple.com

802-457-3003

Celebrating 25 years of design and creativity, Wild Apple works with artists from around the world creating collections of trend-right art imagery perfect for a wide variety of decorative products for the home. With more than 12,000 images and new images released monthly, our top-

selling collections range from the simply elegant and traditional to modern, photography, pop, decorative, global, vintage and more.

Wild Wings Licensing

www.wildwingslicensing.com

Booth: D23

Contact: Kelly Dittrich, licensing manager

kdittrich@wildwings.com

651-345-6030

Wild Wings

is one of

today's leading

producers and

distributors

of wildlife,

sporting and nostalgic/Americana art. The

company grew out of a love for the great outdoors

and a desire to share that interest with others.

Founded in 1968, Wild Wings published its first

signed and numbered, limited edition art print in

1970 and mailed its first direct-mail catalog in 1971.

Today, over 45 years after its inception, Wild Wings

continues to lead the industry with innovative

approaches to incorporating nature themes into a

wide range of art products, gifts, home furnishings,

collectibles and apparel.



Wildflower Group

www.thewildflowergroup.com

Booth: C77

Contact: Jeanne Perry, vice president,

operations

jeanne@thewildflowergroup.com

212-924-2322

As a 14-year-old, full-service brand licensing

agency and consultant, The Wildflower Group,

offers a suite of licensing solutions for brand

owners, manufacturers and retailers, that enhance

their brands, build their company profile and add

significant revenue.

Withit Licensing

www.withitworld.com

Booth: D53

Contact: Brad Caines, managing director

brad@withit.co.uk

+44 07590928892

Licenser and product development company

specializing in the exploitation of a varied portfolio of its own characters developed in-house. Established in 1996 with global retail and promotional successes, our brands appeal to wide demographics/ages. We have an office in Hong Kong and we work closely with major retailers and licensees

Women in Toys

www.womenintoy.com

Booth: W192

Contact: Lori Rogers, assistant brand manager

lori@brandberry.com

561-499-0543

WIT is the preeminent networking organization for professional women in the toy, licensing and entertainment industries. WIT members span the globe, and receive meaningful empowerment tools, resources and support that foster ideation, connections, collaboration and education to achieve professional success.



WWE

www.wwe.com

Booth: J165

Contact: Scott Halpern, senior licensing coordinator

scott.halpern@wwecorp.com

203-353-5062

WWE is an extremely diverse multi-platform sports entertainment brand.

WWE currently has three weekly television shows including "Monday Night Raw," "Thursday Night SmackDown" and "Total Divas" on E!. These three television programs combine for over 15 million weekly viewers. This past year, WWE held 12 Pay Per View events along with over 300 other live events worldwide. WWE's TV programming, live events and extensive home video collection has helped propel the brand to over \$1 billion in consumer products sales.



Xavier Games

www.stellaralien.com/licensing

Booth: V193

Contact: Heather Moynihan, rep

licensing@stellaralien.com

928-275-2711

Xavier Games is home to character brand Stellar Alien, created by teen developer Maximillian Polhill. The mobile gaming brand's alien character collection—Starbli, an intergalactic star protector; friend, Roxas; a girl geek and nemeses Rosso; and the Periculum Minions. Polhill's app promotes the characters and lets fans join cosmic quests.



XPELLI

www.xpelli.com

Booth: B38

Contact: Dennis Hodges, co-founder

dennis@xpelli.com

316-247-8788

"Dream. Believe. Do." We all have dreams. No matter how large or small they may be, they're important. It's beautiful when we believe in ourselves and move toward our dreams—sometimes we just need a little nudge. Xpelli is here to help in a lighthearted way.



Zag America

www.zagtoon.com

Booth: A126

Contact: Andre Lake Mayer, president, ZAG Brands

amayer@zag-inc.com

714-686-9741

ZAG, the entertainment firm founded by Jeremy Zag, includes a well-established TV animation division ZAGTOON, originated in 2009. Since then, the company operations have achieved significant growth with offices in Paris, Brussels, Seoul, Tokyo and Beverly Hills. In this time, ZAG has produced and placed high quality CGI TV animation into more than 150 markets worldwide. ZAG is currently in development and production on 12 new and original properties. Ladybug, Ghostforce, Superstar and Powearth will all make their North

American debut at the Licensing Expo 2015. ZAG is also opening large animation studio operations in Glendale, Calif., this summer.

Zeptolab UK

www.zeptolab.com

Booth: G182

Contact: Manaf Hassan

manaf@play.com.ru

+44 007 903 774 9485

ZeptoLab is gaming company dedicated to the science of fun. Redefining gaming with unique gameplay, we've released "Cut the Rope," "Cut the Rope Experiments," "Cut the Rope: Time Travel" and "Cut the Rope 2." The game has been downloaded over 700 million times by fans from across the world.

Zolan Company

www.zolan.com

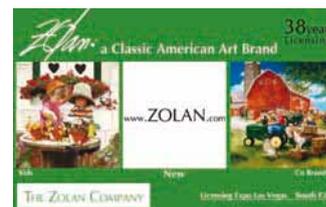
Booth: E26

Contact: Jennifer Zolan, president

donaldz798@aol.com

203-300-3290

The Zolan Company is a fine arts boutique and licensing agency for the Zolan art brand, a classic children's heritage brand of 38 years. The brand comes to life in the new virtual Zolan.com experience with a major focus on future projects, new social initiatives and its 10 collections.



Zoonicorn

www.zoonicorn.com

Booth: E31

Contact: Mark Lubratt, managing member

mpl@zoonicorn.com

651-204-0776

Developer of the Zoonicorn brand.

Zoonicorns are special creatures that visit the dreams of young zoo animals to help them through life lessons.



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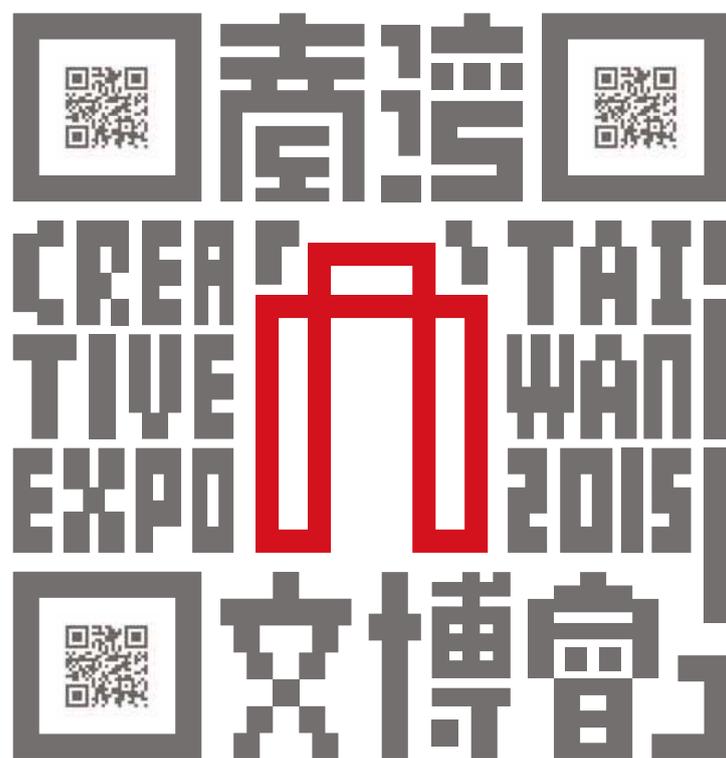
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FIVE FACTS FROM MIPTV

by Tony Lisanti

There has been much discussion and debate about the ever-changing kids' television and entertainment business over the past few months from the NATPE annual event to the Kidscreen Summit, and it was evident yet again at last month's MIPTV market in Cannes, France.

Fact one: The digital media sector in many ways dominated the content and media coverage of MIPTV, which it called the "Millennial Shift," and reinforced that the kids' market is evolving so fast, no one is exactly sure how to react to the changes or even what the formula is for the future.

Certainly, the changes are evident from the brand licensing perspective where the popular kids' properties are facing greater challenges, not only from declining viewership, but also from licensing and product placement. Kids' entertainment studios are taking a multi-screen approach, but it is often easier said than done.

Fact two: Consider the example of Saban Brands, featured in the cover story (page 32) and celebrating its fifth anniversary. Its strategy reflects how the brand management company, studio and major licensor is handling changes in the children's business.

"The notion of a specific program at a specific day and time as a destination of choice is becoming an endangered species," says Elie Dekel, president, Saban Brands. "While the numbers still favor linear television, the genie is leaving bottle. Kids don't think of content as something they schedule a time or a place for—they think of content as close as the nearest screen, which is usually in their pocket.

"This is a paradigm shift that has forever changed our business and everyone in the media space is working to adapt," he adds.

Saban Brands is re-launching its "Popples" property, which was a popular 1980s TV series and licensing program, as a Netflix original kids' series this fall in conjunction with an extensive consumer products program set to roll out in December exclusively at Walmart,

followed by international rollout in fall 2016.

Fact three: One game changer in kids' entertainment that also further complicates the marketplace could be the mobile app that YouTube recently launched, "YouTube Kids," which features shows and original content such as programming from DreamWorks, Sesame Workshop, Jim Henson and HIT Entertainment, mixed with an original series, "uTech," from LaVar Burton of "Reading Rainbow." The app channel joins other similar free apps from Netflix and Amazon, while Nickelodeon recently launched a paid streaming service, Noggin, for preschoolers with such programs as "Blue's Clues," "Little Bear" and "Miss Spider's Sunny Patch Friends."

Fact four: Brand licensing opportunities must be part of the new world of content from the early developmental stages. The digital and social media executives that own this new IP must realize that they need to capitalize on the popularity of their content immediately in the program's cycle. They cannot afford to delay licensing by months, or even years, as was once the case in the traditional TV sector, where waiting for two or more years for a program to capture strong ratings was more the rule than the exception. History tells us that this approach didn't really work.

Fact five: By the way, there were a few new kids' programs—perhaps some with strong licensing potential—that were featured during MIPTV including "Noddy," the classic that will

return to TV in 2016, produced by Gaumont Animation in association with DreamWorks Animation Television and in partnership with France Télévisions; Rainbow's "Royal Academy" (working title) and "My American Friend;" Nickelodeon's "Blaze & the Monster Machines" and "Bella and the Bulldogs;" and the venerable character from the 1950s, Gumby, from Premavision and Jim Henson, might make it back to TV in 2016.

After 60 years, however, are Gumby and his pony Pokey ready to play again in today's tumultuous kids' business? The good news is Gumby is a very flexible character. ©

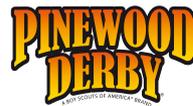




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