

ADVERTISEMENT

License!

GLOBAL

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

STAR TREK™

Resistance
is Futile



cbsconsumerproducts.com

TM & © 2013 A CBS Company. © 2013 Paramount Pictures Corp. The trademarks and logos are trademarks of their respective owners. All Rights Reserved.

STAR TREK™

Constructing a New Universe in 2013

KRE-O
CREATE IT.



cbsconsumerproducts.com

TM & © 2013 A CBS Company. © 2013 Paramount Pictures Corp. The trademarks and logos are trademarks of their respective owners. All Rights Reserved. © 2013 Hasbro. All rights reserved.

Exclusive: Top 150 Global Licensors

MAY 2013 VOLUME 16 NUMBER 2

License! GLOBAL!

LICENSEMAG.COM

THE SOURCE FOR LICENSING & REVENUE INTELLIGENCE

A Perfect **FIT**

Gwyneth Paltrow and Tracy Anderson, co-founders of the Tracy Anderson brand, are teaming up to build a comprehensive licensing program that includes consumables, apparel and lifestyle products.



Plus:

- Licensing Expo Preview
- What's Appetizing in Food
- Saban's New Division

ADVANTAGE
LICENSING

EXCLUSIVE: TOP 150 GLOBAL LICENSORS

License! Global

MAY 2013

BBC
Worldwide

Consumer
Products

BBC
EARTH

BBC
Worldwide

**COME
FIND US**

AT
LICENSING SHOW
2013

**BOOTH
0151**



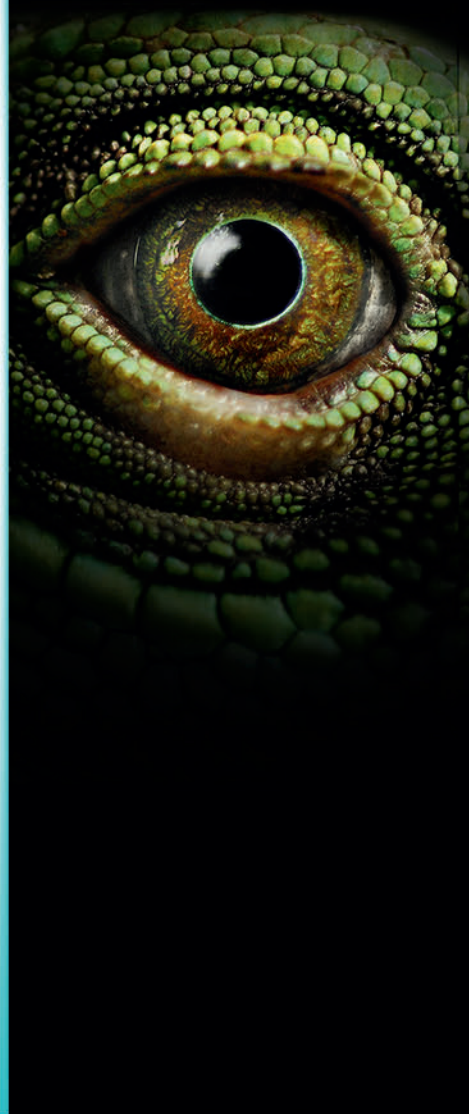
LOVE OUR CONTENT, EXPLORE OUR WORLD

© 2013 BBC WORLDWIDE AMERICAS, INC. ALL RIGHTS RESERVED. © FRED OLIVIER. DOCTOR WHO LOGO ©2012. TOP GEAR TM & ©BBC 2012. SHERLOCK TM AND © HARTSWOOD FILMS 2013. LICENSED BY BBC WORLDWIDE LTD. BBC LOGO TM © BBC 1996. WALKING WITH DINOSAURS IS A TRADEMARK OR REGISTERED TRADEMARK OF THE BRITISH BROADCASTING CORPORATION ©2011 BBC EARTH MD (WWD) LIMITED EVERGREEN MD, LLC/RELIANCE PRODO. ©BBC WORLDWIDE LIMITED ALL RIGHTS RESERVED.

SHERLOCK



WALKING WITH
DINOSAURS
THE 3D MOVIE



THE AMERICAS

Carla Peyton
carla.peyton@bbc.com
212 705 9300

TOP 150 GLOBAL LICENSORS

T1 **Top 150 Global Licensors**

The most authoritative guide to the world's largest licensors and properties.



p72

72 **Ahead of the Curve**

Mobile, social media and brand licensing were among key retail trends discussed at the annual Global Retailing Conference, "Accelerate Your Brand—Get Ahead of Your Shopper," sponsored by the University of Arizona.

78 **Kids Rule in Cannes**

MIPTV, which took place in Cannes, France, April 8-11, presented a plethora of children's programming to international broadcasters, ranging from new franchises to old favorites.

82 **Licensing Expo Preview**

The Licensing Expo, to be held July 18-20 at the Mandalay Bay Convention Center in Las Vegas, Nev., will showcase more than 400 companies and more than 5,000 brands.

116 **Licensing University**

Organized by the International Licensing Industry Merchandisers' Association (LIMA), the Licensing University is a line up of seminars for newcomers and licensing veterans looking to build their industry knowledge.



p24

24 **Eating Up the Competition**

Food and beverage licensing is a consistent growth area, continuing to rank as one of the three largest consumer product categories in the business.

64 **A Perfect Fit**

Gwyneth Paltrow and Tracy Anderson, co-founders of the Tracy Anderson brand, are teaming up to build a comprehensive licensing program that includes consumables, apparel and lifestyle products.



p64



p64

On the Cover: Gwyneth Paltrow and Tracy Anderson.

consumer & retail trends

8 **editor's note**

10 **bizbriefs**

Retail news, deals and more.

20 **chartbuster**

What's for dinner, Mom?

118 **lastword**

Fox's global approach.

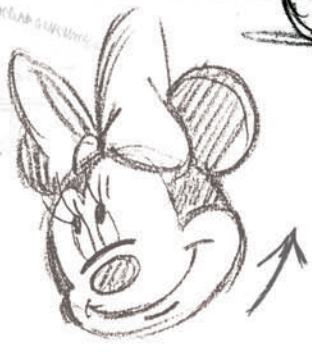
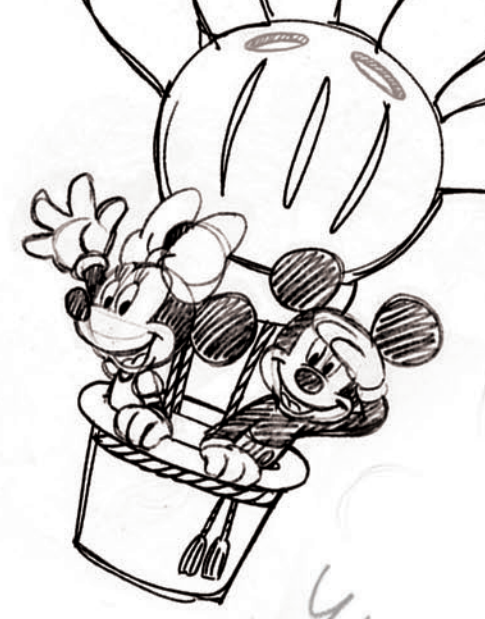
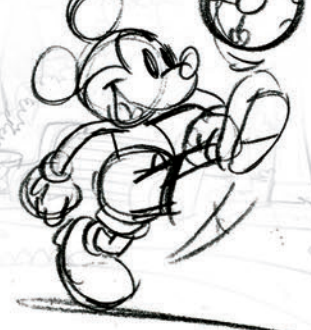


p118

Fox's Rosalind Nowicki

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

ATIVE AND
T EXPERIENCES."



Disney

The world's most admired entertainment company is at Licensing Expo with more opportunities than ever!*

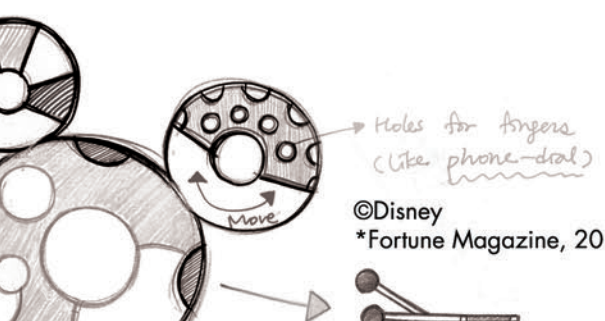
YES!



Hi, Mouseke
Got you
EV



"I believe in being an innovator."
- Walt Disney



©Disney
*Fortune Magazine, 2013

FOSTER.®

JENNY FOSTER

SOPHISTICATED FRIVOLITY



Bold, sweet and refreshing—
a celebration of color, creatures and the spirit of life.



Licensing Expo 2013 Booth #G-60
WWW.JFOSTERSTUDIO.COM
 EMAIL: JENNY@JFOSTERSTUDIO.COM

License! GLOBAL

641 Lexington Ave., 8th Fl.
 New York, NY 10022
licensomag.com

ADVANSTAR LICENSING

editorial department

group publisher
 Steven Ekstract 212.951.6684
sekstract@advanstar.com

global editorial director
 Tony Lisanti 212.951.6740
tlisanti@advanstar.com

managing editor
 Amanda Cioletti 310.857.7688
acioletti@advanstar.com

web editor
 Nicole Davis 310.857.7689
ndavis@advanstar.com

art department

art director
 Steph Johnson-Bentz 218.740.6411
steph.johnson@media.advanstar.com

senior production manager
 Karen Lenzen 218.740.6371
klenzen@media.advanstar.com

advertising department

advertising manager
 Sharon Weisman 212.951.6637
sweisman@advanstar.com

reprint marketing advisor
 877-652-5295 ext. 121 /
bkolb@wrightsmedia.com
 Outside U.S., U.K., direct dial:
 281-419-5725. Ext. 121

audience development director
 Anne Brugman
abrugman@advanstar.com

audience development training manager
 Peggy Olson polson@advanstar.com

ADVANSTAR

chief executive officer
 Joe Loggia

chief executive officer fashion group, executive vice president
 Tom Florio

executive vice president, chief administrative officer & chief financial officer
 Tom Ehardt

executive vice president
 Georgiann DeCenzo

executive vice president
 Chris DeMoulin

executive vice president
 Ron Wall

executive vice president, business systems
 Rebecca Evangelou

senior vice president
 Tracy Harris

vice president, media operations
 Francis Heid

vice president, legal
 Michael Bernstein

vice president, human resources
 Nancy Nugent

vice president, electronic information technology
 J Vaughn



©2013 Advanstar Communications Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including by photocopy, recording, or information storage and retrieval without permission in writing from the publisher. Authorization to photocopy items for internal/educational or personal use, or the internal/educational or personal use of specific clients is granted by Advanstar Communications Inc. for libraries and other users registered with the Copyright Clearance Center, 222 Rosewood Dr. Danvers, MA 01923, 978-750-8400 fax 978-646-8700 or visit <http://www.copyright.com> online. For uses beyond those listed above, please direct your written request to Permission Dept. fax 440-756-5255 or email: mcannon@advanstar.com.

Advanstar Communications Inc. provides certain customer contact data (such as customers' names, addresses, phone numbers, and e-mail addresses) to third parties who wish to promote relevant products, services, and other opportunities that may be of interest to you. If you do not want Advanstar Communications Inc. to make your contact information available to third parties for marketing purposes, simply call toll-free 866-529-2922 between the hours of 7:30 a.m. and 5 p.m. CST and a customer service representative will assist you in removing your name from Advanstar's lists. Outside the U.S., please phone 218-740-6477.

License! Global does not verify any claims or other information appearing in any of the advertisements contained in the publication, and cannot take responsibility for any losses or other damages incurred by readers in reliance of such content.

License! Global welcomes unsolicited articles, manuscripts, photographs, illustrations and other materials but cannot be held responsible for their safekeeping or return.

To subscribe, call toll-free 888-527-7008. Outside the U.S. call 218-740-6477.

Coke is it!



Coca-Cola[®]

Visit us at Booth #E111 during the Licensing International Expo.
For licensing opportunities please contact Kate Dwyer.
katedwyer@coca-cola.com | 404-676-2121

The Top 150 Debuts

This comprehensive and authoritative report ranks the world's largest licensors by retail sales and identifies new products, strategies and retail promotions for hundreds of brands.



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

There are no better examples of the power, impact and scope of brand licensing around the world than the exclusive articles in *License! Global's* May issue.

This month's cover story not only reflects the celebrity aspect of licensing, but also the importance of the health and wellness category among consumers. The article reveals the new initiatives of Gwyneth Paltrow and Tracy Anderson and why the Tracy Anderson brand is poised to become one of licensing's hottest new properties.

The Licensing Expo Preview spotlights what the majority of exhibitors will be featuring, and serves as the perfect planning guide for appointments at next month's show in Las Vegas, Nev.

The University of Arizona's Global Retail Conference report not only addresses key challenges in retailing, but also reflects the importance of licensing as a merchandising strategy.

And there's the Top 150 Global Licensors report, which accounts for almost \$230 billion in retail sales of licensed products worldwide in 2012, with an impressive 56 licensors reporting retail sales of \$1 billion or more.

These are remarkable numbers compiled and reported by many of the world's largest and most reputable entertainment, fashion, sports league, non-profit and consumer products companies.

To put this in greater perspective and context, the total retail sales of licensed merchandise represents almost five percent of the cumulative total—\$4.2 trillion—of the Global Powers of Retailing Top 250 (published by the National Retail Federation, *Stores* and Deloitte).

■ Top licensors added to the Top 150 include Meredith, IBML, Rovio, Ralph Lauren, Hershey, Blue Star Alliance, Authentic Brands Group, Focus Brands, Sequential Brands, HIT Entertainment, Activision, Televisa, Energizer Brands and Tommy Bahama. These licensors represent dozens of well-known and diverse properties in apparel, entertainment and corporate such as Better

Homes & Gardens, Everlast, Angry Birds, Marilyn Monroe, Hickey Freeman, Cinnabon, William Rast, Thomas the Tank and Skylanders, to name a few.

- Acquisitions and restructures have resulted in several licensors dropping from the rankings, but they are still very much a part of brand licensing. They include Lucas Licensing, which was acquired by Disney; Classic Media, which was acquired by DreamWorks Animation; and Lazytown, which was acquired by Turner.
 - Meredith joined the list at No. 4, reporting \$11.2 billion in retail sales based on its core properties Better Homes & Gardens and Parents.
 - Sanrio reported \$7 billion in retail sales in 2012, adding \$2 billion in retail sales over the prior year.
 - Several brand management companies joined the Top 150 report this year including Bluestar Alliance, Authentic Brands and Sequential Brands.
 - Fashion licensors, in addition to brand management firms, are now a part of the report and include Ralph Lauren, Pierre Cardin and Tommy Bahama.
 - Activision makes its debut with \$200 million in retail sales.
 - Boy Scouts of America is expanding its licensing efforts and joins the ranking for the first time. From t-shirts to the haute couture designs featuring an unlikely character to the celebrity connections to the co-branding partnerships to live events, brand licensing is the business of choice for thousands of start-up and iconic properties.
- In addition, licensors, licensees and retailers are becoming more innovative with new product designs and categories and focused on creating an integrated 360-degree approach to brand extensions.
- Brand licensing is a robust market when compared to just a few short years ago as more acquisitions have been made, new properties have been introduced and the apps market continues to explode—all trends that will continue in the foreseeable future. ©

NEW YORK CITY



FDNY



NYPD

NYC



This is your opportunity to partner with a city like no other, one whose brand is instantly recognizable and never goes out of style.

As the exclusive worldwide licensing agent for the City of New York, NYC & Company is your official source for developing successful licensed products that feature over 30 of the most iconic brands across the globe.

Contact Christina Rowley: crowley@nycgo.com
212-484-5437

NYC NYC & Company
nycgo.com

Saban Brands: Thinking Globally, Acting Locally

Saban has continued to expand its licensing activities and is reorganizing its business to accommodate that growth, both domestically and abroad.



Elie Dekel

With a consistently growing portfolio of powerhouse properties in increasingly more territories around the world, Saban Brands is lending even more support

to its consumer products business with the development of a designated division—Saban Brands Global Consumer Products.

The new division will merge the current domestic and international licensing and merchandising teams into one cohesive unit.

“We are approaching our third anniversary, and we’ve grown dramatically,” says Elie Dekel, president, Saban Brands. “We’ve made several acquisitions that have transformed our business including Vortexx, Zui.com and The Playforge, which have provided extra capability, business and resources, enabling our platform brands to reach more consumers.”

Vortexx (a programming block on the CW network), Zui.com (a safe online environment for children with curated content) and The Playforge (a mobile games developer and publisher), flagship properties such as Power Rangers and Paul Frank, other recent IP acquisitions,



Kirk Bloomgarden

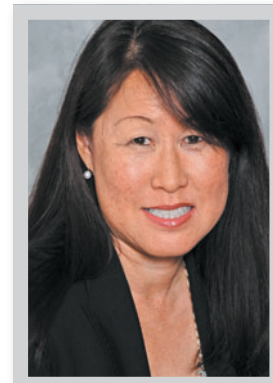
both executed and in the pipeline, and their subsequent evolution and integration into the Saban Brands fold is reshaping how the company operates and is revising how it is approaching

its consumer product programs.

Prior, Saban Brands had a separate domestic licensing team and international team; this new structure will align all global consumer products under one banner, leveraging the talent the company has within its own management team to grow the business and empower staff to execute programs on a far-reaching basis.

Saban Brands Global Consumer Products will be headed by senior vice president Kirk Bloomgarden, who will be responsible for the global expansion of licensing programs for all Saban Brands properties and for driving the strategic consumer product plans with licensees, retailers, broadcasters and agencies worldwide. Nina Leong will serve as senior vice president, strategic business development, and will spearhead efforts to expand and broaden the Saban Brands portfolio, as well as grow current properties.

The team will also be supported around



Nina Leong

the world with satellite locations, including in the U.K. and Asia, which are key markets for the brand, alongside greater Europe, Australia and Latin America. Saban Brands will open doors

to its offices in the U.K. and Asia this year.

Paul Frank is busy expanding retail locations worldwide, with 100 stores on track to launch in China alone by year-end. The company is also readying launch of “Julius Jr.,” a new preschool series that will receive a supporting product program with Fisher-Price signed on as master toy partner. Digimon is another recent acquisition and has a product program and entertainment component in the works. Saban Brands is also eyeing additional properties in the lifestyle and fashion category.

“We are now at a point where we are looking at global expansion,” says Bloomgarden. “We are looking to partners to grow the business locally, and manage brands proactively on a regional and local basis, leveraging many of our partners around the world instead of just domestically.”

“The new strategy is about a global view and a local application,” says Dekel.

Marvel Arms Iron Man with Full Merch Range



Marvel Entertainment and Disney Consumer Products have unveiled the full lineup of new products for *Iron Man 3*.

The armor and suit-inspired assortment features apparel, collectibles, lifestyle products, books and toys inspired by the film, which opened around the world this month.

“This innovative product assortment reflects the technological savvy and classic design of Iron Man, coupled with the ingenuity and individuality of Tony Stark,” says Paul Gitter, senior vice president of licensing for Marvel, Disney Consumer Products. “From radio-controlled flying figures and customizable action figures, to deluxe costumes and role play items, we have developed an extensive collection

of products that will allow fans of all ages to create their very own superhero adventure.”

The Iron Man 3 collection of products is available now at retailers across the U.S. and the Disney Store, as well as on the Disney Store and Marvel websites.

Among the products included in the collection are an action figure line and a range of role play products from Hasbro; a remote-controlled flying Iron Man from EB Brands; a range of construction sets from LEGO, each featuring a key scene and iconic characters from the film; and a bike and folding scooter from Huffy.

Other products include shirts from Under Armour for boys and adults; an adult fleece from Mad Engine; boys and adult costumes

from Jakks Pacific; fruit

snacks from Kellogg’s; a Pop! bobble head from Funko; exclusive boys’ costumes available only at the Disney Store, as well as exclusive boys’ swimwear and accessories; a limited edition line of RealD 3D eyewear from CDM; and an iHome Electronics collection.

Additionally, an app, “Iron Man: Armored Avenger,” has been released and features mini-games, animated artwork and interactive activities. Marvel Press, an imprint of Disney Publishing Worldwide, has also released several titles for print and e-book formats.

DreamWorks Acquires New Properties

DreamWorks has made several acquisitions under its new management team and its commitment to innovative properties and global expansion.

DreamWorks Animation has announced plans to acquire one of the most subscribed-to teen networks on YouTube, AwesomenessTV, for \$33 million in cash.

DreamWorks, which expects to complete the sale this month, will also make additional cash payments at certain intervals throughout 2014 and 2015 if certain earnings targets are met, up to \$117 million.

AwesomenessTV’s multi-channel YouTube network has 55,000 channels, 14 million subscribers and 800 million video views. The brand also recently extended into

television and film.

“Awesomeness TV is one of the fastest-growing content channels on the Internet today and our acquisition of this groundbreaking venture will bring incredible momentum to our digital strategy,” says Jeffrey Katzenberg, chief executive officer, DreamWorks. “[Founder] Brian Robbins has an extraordinary track record in creating family content both for traditional and new platforms and his expertise in the TV arena will be invaluable as we grow our presence in that space.”

In April, DreamWorks also announced the acquisition of the iconic Troll franchise from the Dam Family and Dam Things of Denmark. DreamWorks is now the



exclusive worldwide licensor for the classic brand and its dolls (excluding Scandinavia). To support the re-introduction of the brand to market, Shawn Dennis was named head of its brand management for the studio.

“Trolls is one of those rare, proven and universally adored brands,” says Dennis. “There is incredible potential here to engage kids across multiple platforms in a way that is fun, enduring and meaningful. It is truly an amazing opportunity to be able to re-launch a brand like this one.”

GAME OF THRONES™



HBO
GLOBAL LICENSING

TRUEBLOOD®

GIRLS

*Eastbound
& DOWN*

SEX AND THE CITY®

TREME

THE Sopranos®

VEEP®

THE NEWSROOM®



Jon Snow Statue



Daenerys & Drogon
Collectible Bust



Tyrion Statue

House
Lannister
Pint Glass



House Stark Mug



Iron Throne Replica



Hand of the
King
Lapel Pin



Petyr "Littlefinger"
Baelish Replica Pin



Vinyl Figures by Funko

For more information on licensing opportunities, please contact Josh Goodstadt:
josh.goodstadt@hbo.com / 212-512-7047

For retailer inquiries, please contact Michele Caruso: michele.caruso@hbo.com / 212-512-7391

Licensing Expo Adds Two Keynotes to Industry Event

The Licensing Expo is set to kick off June 18-20 in Las Vegas, Nev., and at this year's annual event, attendees can expect two informative keynotes.

Sponsored by the International Licensing Industry Merchandisers' Association and Advanstar Licensing, parent company to the Licensing Expo, the keynotes will feature four of the industry's foremost experts and a new face to licensing with plenty of star power.

The initial keynote, "A Licensing Roadmap: Where are we Headed?," will be helmed by Brad Globe, president of Warner Bros. Consumer Products; Andy Prince, senior category director of toys at Walmart; Josh Silverman, executive vice president of global licensing for Disney Consumer Products; and Henry Stupp, director and chief executive officer of The Cherokee Group.

"The opening keynote session has consistently been one of the best attended

and most informative events at Licensing Expo," says Charles Riotta, president, LIMA. "This year's distinguished group of panelists features leading experts and visionaries representing several of the largest and most successful companies in the world. The session presents a unique opportunity for attendees to interact with some of the best and brightest minds in the industry today."

The four executives will participate in a wide-ranging discussion in which they will explore the state of licensing today and the forces that will impact the industry's future—from the globalization of retailing, communication, brands and products to the effects of technology on interaction with retailers, brands and content, how the changing media landscape will affect business and more.

The executive keynote panel will be followed by a keynote presentation, "Brands on the Brink of Global

Expansion," headlined by actress, fashion icon and entrepreneur Gwyneth Paltrow. The presentation will be followed by a question-and-answer session with Paltrow and her business partner, fitness expert Tracy Anderson. The Q&A session will be led by Tony Lisanti, global editorial director, *License! Global*.

"Advanstar Licensing is delighted to welcome Gwyneth Paltrow as a keynote speaker at Licensing Expo," says Jessica Blue, vice president, Licensing Expo. "We look forward to sharing her business knowledge and experience of building successful brands with show attendees."

The expert panel keynote will open this year's Licensing Expo and take place June 18 at 8:30 a.m. at the Mandalay Bay Convention Center, followed by Paltrow's keynote presentation at 11:30 a.m. The events are free to all Licensing Expo attendees.



Brad Globe,
Warner Bros. Consumer
Products



Henry Stupp,
The Cherokee Group



Josh Silverman,
Disney Consumer Products



Andy Prince, Walmart

The Little Prince Celebrates 70 Years

Happy 70th birthday to the Little Prince property!

First published in April 1943, *The Little Prince* is Antoine de Saint-Exupéry's most famous novella and has been an enduring property for decades. It's translated into more than 270 languages, making it one of the most translated non-religious books in the world, and boasts 400 million readers worldwide. More than 150 million copies have been sold, making it also one of the best-selling books of all time.

To celebrate the important milestone, Propertiz Licensing, Little Prince's worldwide agent, in collaboration with its U.S. and Canadian licensing agent, Lawless Entertainment, has developed a wide product program with many licensees attached.

On board is Gallimard for a new edition of books and e-books; a 70th anniversary medal from Monnaie de Paris; a special

range of high quality faux-leather bookends from Züny; a new range of figurines from Pixi; a resin, life-size, limited edition statue from Leblon Delienne; and a collection of agendas from Moleskine utilizing Little Prince colors.

Also planned is a wide-ranging publishing program launched in April in the U.S. from Houghton Mifflin Harcourt that features three new editions of *The Little Prince* including a 70th anniversary boxed set that includes an audio CD narrated by actor Viggo Mortensen; a new edition with an introduction by author Gregory Maguire; and a new edition of the graphic novel by Joann Sfar. An e-book for tablets will also be published.

Additionally, the property will also get a host of apps from Thomson, Moffing and Andy Tab, as well as a 4D animation at Futuroscope in France, Isla Magica in Spain, Bakken Park in Denmark,



the Moscow Planetarium in Russia and Vilvite in Norway. The Little Prince will also be featured at the Grevin Museum in Montreal, Canada.

An interactive "Draw Your Planet" mural/street art exhibit will debut in Montreal in October, and the original book draft and drawings will be exhibited at The Morgan Library and Museum in New York in 2014.

To further support the 70th anniversary, The Little Prince website has also been branded to celebrate the event.

AGP Promo Launches

American Greetings Properties, the licensing division of American Greetings Corporation, is kicking off a worldwide QSR promotion with Burger King for the Care Bears brand. The promotion is launching this spring around the globe.

Burger King customers can expect to receive one of four Care Bears premiums with purchase of a BK Kids Meal. The promotion is tied to the series "Care Bears: Welcome to Care-a-Lot," which airs on the The Hub network in the U.S.

"We are very excited about this partnership with Burger King restaurants for a Care Bears Kids Meal promotion," says Carla Silva, vice president of global licensing, American Greetings Properties. "The Care Bears are internationally recognized pop culture icons, and we are happy to be able to bring the cheerful bears to fans around the world."

The program will run in participating restaurants in the U.S. and Canada, and in select countries in Asia, Latin America, the Caribbean, Europe and the Middle East.

CBS Preps for Star Trek

As fans prepare for the release of *Star Trek Into Darkness*, CBS Consumer Products is developing a universe of new Star Trek gear.

Product will begin arriving at retail across the U.S. later this month, with the Paramount Pictures film premiering May 17.

"The Star Trek franchise has continued to grow thanks to innovative licensees and unique products," says Liz Kalodner, executive vice president and general manager, CBS Consumer Products. "We want to engage hardcore fans and introduce new fans to the expansive Star Trek universe and these new deals will continue to make it so."

The new licensing deals are wide, spanning apparel to collectibles and include t-shirts and accessories from BioWorld, debit cards from Card.com, Star Trek checks from Checks In The Mail, housewares from iCup, four fragrances from Palm Beach Beaute and a collectible statue from Ruckus, among many others.



Sears Launches Celebrity Fashion Group

Sears Holdings has created a new business unit—Shop Your Way Brands—that will focus on the development of entertainment-driven fashion and lifestyle brands.

The first releases from the new division will be the previously announced collections from pop stars Adam Levine and Nicki Minaj, which will be available exclusively on ShopYourWay.com and at Kmart stores.

“Shop Your Way Brands will offer exciting new merchandise reflecting the authentic

personal style of iconic artists from the worlds of music and entertainment,” says Eddie Lampert, chairman and chief executive officer, Sears Holdings. “We’ve already seen tremendous initial fan enthusiasm about the Adam Levine and Nicki Minaj apparel lines on ShopYourWay.com, with thousands of members following Adam and Nicki long before their products are available.”

Bernt Ullmann and his team from Star Branding will lead the new business unit, working to develop apparel collections

that generate a conversation through the social shopping platform ShopYourWay.com.

“Working with Sears Holdings, Adam Levine, Nicki Minaj and their fans is a very exciting opportunity,” says Ullmann. “Our proven ability to create compelling entertainment based lifestyle brands combined with Adam Levine and Nicki Minaj’s significant talent, and Sears Holdings’ visionary position in retail and online communities creates a powerful fashion proposition for the consumer.”

Myron Ullman Returns to J.C. Penney, Switches Up Retail Strategy

In 2010, the then-CEO of J.C. Penney, Myron E. Ullman III, announced an ambitious plan to increase the company’s revenue by \$5 billion in four years. He certainly couldn’t have seen the twists and turns the company would take in the interim, including his own resignation and subsequent reinstatement.

The last three months have seen the retailer backtrack on many of the dramatic changes it instituted under chief executive officer Ron Johnson (who held his post for 18 months) and wage a legal battle with Macy’s over the rights to Martha Stewart-branded home goods.

Johnson, known for creating the Apple Store, made short work of instituting a complete makeover of the retailer. His changes included the institution of a new floor model that featured branded in-store shops, the elimination of the company’s sales and coupons in lieu of lower prices across the board and a new brand identity

complete with refreshed logo and the shortened moniker JCP.

Ultimately, though, the changes failed to take. For fiscal 2012 (ended Feb. 2.), JCP reported a decline in revenue of 24.8 percent to \$12.9 billion, a decline of 25.2 percent in comp store sales and a net loss of \$985 million.

Johnson resigned in April and was replaced by his predecessor, Ullman, who swiftly announced that the company would borrow \$850 million from its revolving credit facility to fund a turnaround.

While JCP has brought back its sales and coupons for the moment, the retailer is continuing with its branded shops strategy. The company rolled out its revamped home department and a new jewelry department—the Bijoux Bar—in April.

The home department faced troubles of its own when Macy’s challenged JCP’s right to sell Martha Stewart home goods, saying that the planned shops infringed on its own

license with the brand.

The legal battle was resolved in April, with a judge ruling that JCP could sell the \$100 million of disputed goods they had already manufactured, but not under the Stewart brand. The Stewart-designed products will be sold under the JCP Everyday banner.

No word yet on Ullman’s future plans for the retailer, but if the about-faces of the last few months are any indication, his approach will likely be more conservative.

“While J.C. Penney has faced a difficult period, its legacy as a leader in American retailing is an asset that can be built upon and leveraged,” he said. “To that end, my plan is to immediately engage with the company’s customers, team members, vendors and shareholders to understand their needs, views and insights. With that knowledge, I will work with the leadership team and the board to develop and clearly articulate a game plan to establish a foundation for future success.” ©

Connecting with 100 million women

**Better
Homes**
and Gardens.

FamilyCircle

Parents

EatingWell

allrecipes.com

**Successful
Farming**



Meredith Brand Licensing is **now accepting appointments at the Licensing EXPO** to explore how our brands engage consumers and can increase sales of your products and services.



Call Claire Pierce
at (515) 284-2638
to reserve your appointment.



Email us at
claire.pierce@meredith.com
for more questions



Or visit our website at
meredith.com/brandlicensing



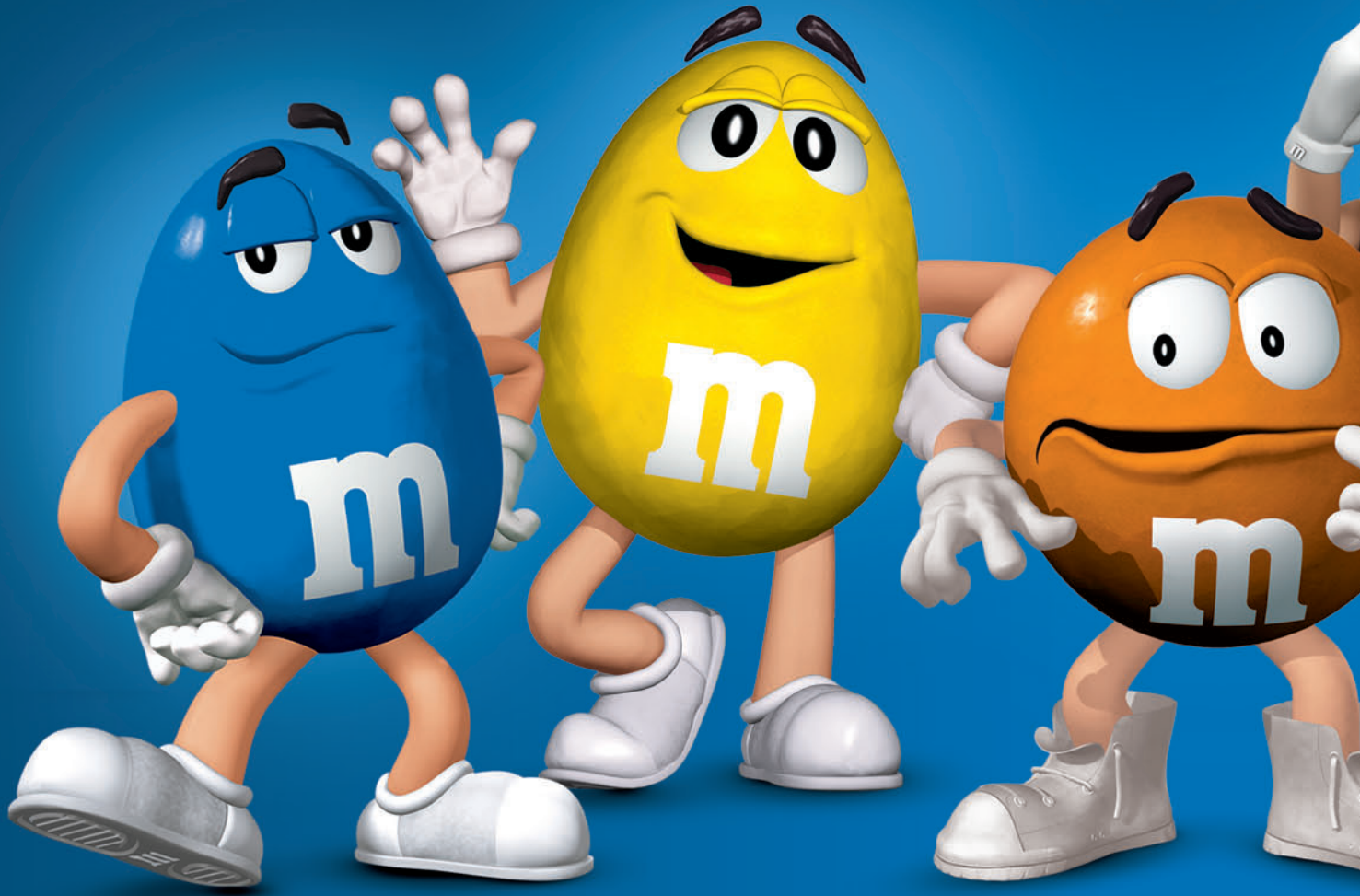
**WE'LL SEE
YOU AT THE
LICENSING
EXPO!**

6/18-6/20 ²⁰₁₃

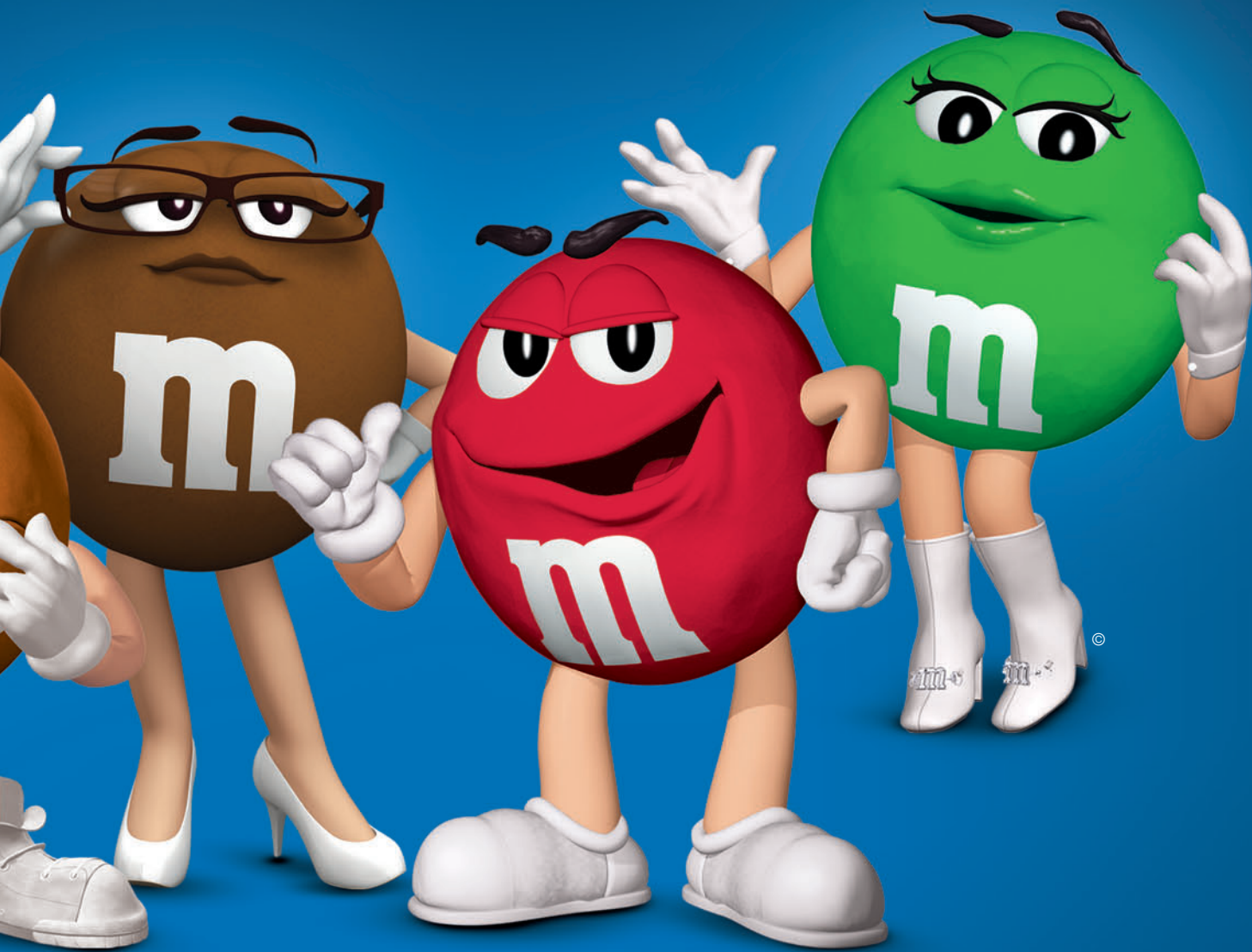
MANDALAY BAY, LAS VEGAS, BOOTH #L145



Colorful Chocolate Fun



m&m's[®]
BRAND
CHOCOLATE CANDIES



Mars Retail Group brings unique, meaningful, high-quality products to life at retail through the strength of our licensing partnerships.

MARS
retail group

What's for Dinner, Mom?

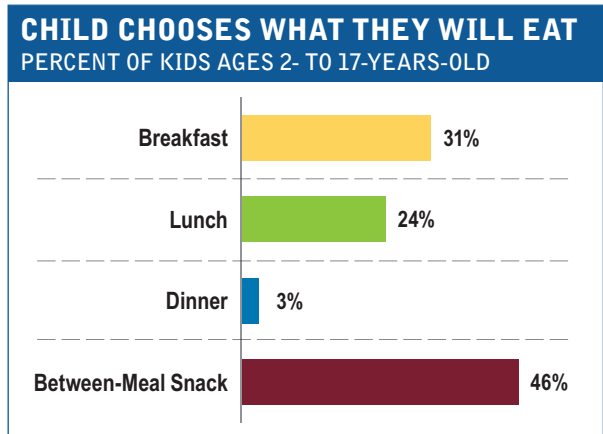
One third of children decide what to eat for breakfast, but few kids control household dinner decisions, presenting an opportunity for licensors to market to the whole family for meals.



Kids are eating 43 more meals at home each year than they did a decade ago and have influence over some but not all in-home eating occasions, finds new food market research by global information company The NPD Group. A recently released report by NPD finds that 31 percent of kids influence what they eat for breakfast, but few control what they eat for dinner.

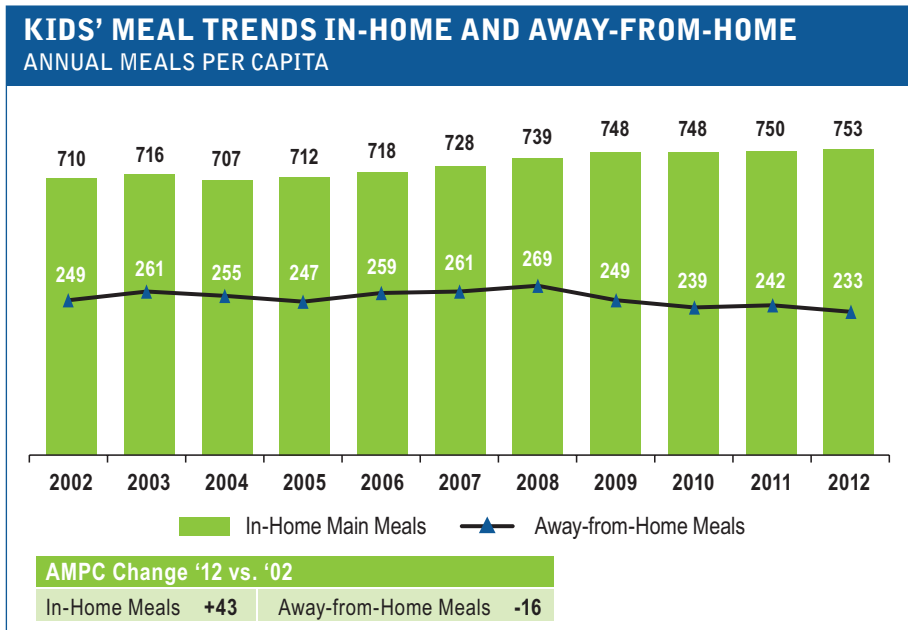
The food and beverage choices at breakfast and the morning snack are most heavily influenced by kids of every age, according to NPD's "Generation Mom: How Moms Provide and Kids Influence Consumption Patterns in the Home" report. Twenty-four percent of kids ages 2 to 17 choose what to eat at lunch, and only 3 percent decide what to eat at dinner. The dinner meal remains the family meal in which moms try to get everybody together at the same time. Between-meal snacks are chosen by 46 percent of

One in three kids decide what they will eat for breakfast ... but few kids control dinner decisions.



Source: The NPD Group/Moms Custom Survey, October 2012.

Kids are eating more meals at home today than they have in the past decade while cutting back on meals purchased and consumed away from home.



Source: The NPD Group/National Eating Trends; years end in May.

kids. Teens are more than twice as likely to influence what will be eaten for any in-home meal occasion.

More in-home meals and snacks means more food shopping, and households with children more than 6-years-old are making more shopping trips throughout the year, finds NPD. Additionally, with kids influencing some of the meals and snacks, feeding the entire family together usually means that mom needs to stick to one primary menu. Since moms are struggling to find new meal ideas, NPD's report suggests that manufacturers and retailers promote meal planning strategies that provide simple ideas the entire family will like.

"Stay-at-home dinners are quickly growing across all kids age groups, especially as tight budgets continue to restrict the amount of restaurant meals families can afford," says Darren Seifer, food and beverage industry analyst, NPD. "More kids plus more meals being eaten at home represents a growing opportunity for food and beverage manufacturers. By understanding who controls the meal and what is commonly consumed at each meal, you can more effectively target your audience." ©

SONIC™

THE HEDGEHOG

For over two decades, Sonic has appeared in over 60 video games, 4 series animations, and he's just getting started...

Sonic's world consists of a rich cast of friends and enemies

CHARACTER SELECT



\$1B+ Evergreen property!



One of the most recognizable video game characters of all time.



Global licensing programs across all categories.



Over 24 million Sonic titles downloaded on Mobile devices!



Visit us at booth# Q200
at Licensing Expo!

FOR LICENSING QUERIES, PLEASE CONTACT:

US, Canada and Latin America
Cindy Chau
email: cindy.chau@sega.com
Tel: +1 415 701 3836

Europe
Sissel Henno
email: shenno@sega.co.uk
Tel: +44 (0) 208 996 4568

Rest of World
Yukari Takeuchi
email: overseasm1@soj.sega.co.jp
Tel: +81-3-6871-7122



THE PRINCESS BRIDE

GEISHA HOUSE



karen katz



CONCORD MUSIC GROUP



FEATURING THE HOTTEST ACTS IN LICENSING ...

Sunkist...one of the top global licensing brands delivering fresh citrus worldwide

The Princess Bride...an enduring classic family film directed by Rob Reiner

Whisky A Go-Go...a legend in L.A. rock-and-roll history

The Roxy Theatre...iconic club on the Sunset Strip

The Laugh Factory...one of the top comedy clubs in the country

Concord Music Group...legendary Jazz, Blues and Soul artists

Ray Charles...international musical icon and humanitarian

Hot Sauces!...dozens of label art from CaJohns, Mike & Diane's, Heartbreaking Dawns, Ashley, Mild to Wild

Saddle Ranch...Sunset Strip rock-western chop house, home of the mechanical bull

Rainbow Bar & Grill...legendary rock 'n' roll restaurant and bar on the Sunset Strip

Frijolitos...celebrating Latin-American culture, traditions, folklore and language

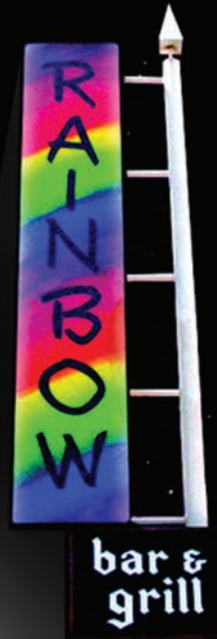
Theo Westenberger...an award-winning photographer featuring Southern California lifestyle

Ryan Graeff...Los Angeles-based street artist

Geisha House...world-renowned modern Japanese restaurant on Hollywood Boulevard

Karen Katz...beloved, best-selling children's book author and illustrator

Ray Charles



theo



VISIT ACT III
at the LICENSING SHOW!
BOOTH C51

To schedule an appointment,
email jjensen@actiii.com

ACT III
LICENSING

100 N CRESCENT DR SUITE 120
BEVERLY HILLS CA 90210
P. 310.385.4111
ACTIIILICENSING.COM

Eating Up **THE** Competition

Food and beverage brand licensing is a consistent growth area, continuing to rank as one of the three largest consumer product categories in the business.

By **Amanda Cioletti**



Food and beverage logos and iconography are some of the most easily identifiable in the marketplace, presenting licensors and licensees with a lower risk bet for a successful product extension. Brands such as Kellogg's, Hershey's, Chiquita and Dr Pepper have lasting heritage and built-in brand awareness, giving their product an edge on an increasingly crowded retail shelf. And as the sector continues to grow quickly in the U.S. and abroad, entertainment and lifestyle properties and brands are increasingly looking to the food and beverage category for brand extensions, as well.

Food and beverage licensing is a growth segment. According to *The Licensing Letter*, food and beverage licensing grew 9.5 percent in 2010 to \$8.04 billion, making it the third largest category behind apparel and accessories and 9.3 percent of total licensed merchandise. Retail sales of licensed merchandise worldwide in 2011 topped more than \$10 billion. Most products tend to extend to adjacent food and beverage categories, but innovations and product diversifications are becoming more and more common in the marketplace.

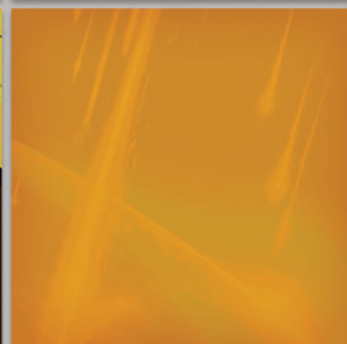
But times have been hard, both for business and the consumer. Brand loyalty is waning for the third year in a row, so says Deloitte in its annual American Pantry Study, as consumers look for lower cost alternatives to their favorite products. With this in mind, it becomes increasingly important that consumable brand extensions are meaningful, have a clear connection to the original source, provide innovation and that they offer value.

For brands such as Welch's, its licensing agent The Licensing Company and licensee Nature's Touch, successful brand extensions are those that are



Discover great licensing opportunities from the worldwide leader in video games

GLOBAL REACH. ICONIC BRANDS. PASSIONATE FANS.



#1 GAMES PUBLISHER



FOR MORE INFO, CONTACT US:

Electronic Arts:

North America - Alexander Lee, alexlee@ea.com, 650 628 3864

Europe - Stephen Wanigesekera, swanigesekera@europe.cea.com, +44 7743 853746

Plants vs. Zombies & Bejeweled:

Brennan Townley, brand_licensing@popcap.com, 206 316 5464

©2013 Electronic Arts Inc.

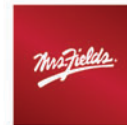




“ Food and beverage licensing grew 9.5 percent in 2010 to \$8.04 billion, making it the third largest category behind apparel and accessories and 9.3 percent of total licensed merchandise.

a natural fit for the company and that appears seamless on shelf. For Welch’s, TLC has launched eight frozen fruit SKUs since 2011 into a niche category (frozen fruit) they say tops \$720 million annually, up 15 percent since product launch.

Beanstalk North America has brought together the classic Chiquita Brands with The Jel Sert Company to launch a range of fruit snacks—Chiquita Fruit Bites—and will look to take the brand into other categories including fresh fruit cups, fruit purée, frozen novelties, yogurt, cereal, snack bars and baking mixes. Beanstalk U.K. has also brokered deals for Jack Daniel’s, adding two limited edition flavor profiles to the BBQ sauces in Europe from Baxters Food Group in summer 2014.



GlobalIcons
ELEVATE YOUR BRAND

We are the world’s largest global brand licensing agency, specializing in the development and extension of corporate brands and trademarks.

Visit us at Licensing International Expo, Booth G81

For our complete client roster, please visit our website at: www.globalicons.com

LOS ANGELES

DETROIT

LONDON

MUNICH

HONG KONG

For other brands, such as the Dr Pepper Snapple Group and its licensing agent Brand Central, innovating on the brand's most trusted assets is a great way to broaden product offerings.

"Flavors are a fun way to spice up a classic product line and appeal to the existing consumer who already likes and trusts the brand," says Ross Misher, president, Brand Central. "Taking flavors from one category and using it to enhance the credibility in another category—such as a beverage flavor into a food product—is a great way to bring food news to a category. For Brand Central, leveraging "flavor equities" to extend product lines beyond their core, whether it be utilized as an ingredient in another or co-branding the product with another, is a worthwhile strategy.

Brand Central also predicts other trends are at the forefront of modern brand extensions for the category including fresh, farm-to-table ingredients or brands that represent that ideology; health and wellness brands and the use of specific, health-centric ingredients such as chia, almonds, Greek yogurt and coconut water, along with gluten-free products; and a continued opportunity for celebrity chef extensions, particularly as consumers increasingly look to bring the restaurant into their home kitchens. Those trends then translate into extensions for properties such as Miraval Resort &

Spa as it looks to build its brand through licensing, or a consumer product program for Beekman 1802, which was created by former Martha Stewart Living executive Dr. Brent Ridge and Josh Kilmer-Purcell, creative director, J. Walter Thompson, and is founded on artisanal goods that combine a sophisticated city design with a country perspective.

According to Joanne Loria, executive vice president and chief operating officer, The Joester Loria Group, a successful food and beverage extension can become a major touch point for a brand.

"Food and beverage brands gain the most success when their brands are extended into the consumables category, not only from a revenue perspective," Loria says. "Successful food and beverage extensions enhance brand awareness



hi

Stop in and say "Hi" at the JTMG booth (E151) during the 2013 Licensing Expo.

ohiya™ | the art of making friends

www.ohiyafriends.com



for Asia Licensing Contact: Cynthia Money
cynthiamoney@pursuit.bz • 415.989.5888

for U.S. Licensing Contact: Joy Tashjian
joy@jtmgllc.com • 925 736-0512

for all other inquiries contact info@ohiyafriends.com



TM & © 2013 twelve31 Studios LLC



“**Flipping the script, literally and figuratively, are entertainment brands as they try to break into the food and beverage category and capture a piece of that consumer product pie.**”

by creating consumer touch points, gaining multiple in-store placements and bring the brand into new channels of distribution. In non-food categories, the most successful extensions are in categories that most closely align with the brand.”

Kellogg's recently premiered its new homeware collections in March. The collection from Tabletops Unlimited uses vintage Kellogg's graphics and retro and contemporary versions of the brand's iconic characters such as Tony the Tiger, Toucan Sam and Snap, Crackle and Pop. Acme International also launched a range of kitchen tools and gadgets, including Kellogg's vintage tools and Keebler baking tools. Licensee Evriholder is also continuing to expand its collection of food and storage products for several Kellogg's brands in grocery and mass channels.

Food and beverage household names are further extending themselves into non-traditional categories, such as jewelry, like Hershey's with a range of fashion jewelry and accessories from World Trade Jewelers. The Hershey's Kiss collection will be distributed in more than 3,500 retailer jewelers including Kohl's and online at Amazon.

Flipping the script, literally and figuratively, are entertainment brands as they try to break into the food and beverage category and capture a piece of that consumer product pie.

Consider HBO's large push into the sector for several of its hit shows. The extensions are highly creative and leverage a feel, a concept or a particular story angle that dive deeper into the brand.

For its series "Game of Thrones," HBO is partnering with Brewery Ommegang for a range of beers. The first beer to launch—Iron Throne, a blonde ale—launched in March alongside season three. A second beer will be released this fall, and is darker in style and related to darker elements of the series. A third beer is planned for spring 2014 in conjunction with the series' fourth season, and will likely be inspired by character Daenerys Targaryen, a fan favorite.

Other extensions by HBO include cookbooks for the series "Treme" and "True Blood." The cookbooks, particularly *True Blood Drinks & Bites*, play on the series and its fanhood, and is marketed towards weekly viewing parties. The recipes are decidedly insider, and feature cheeky names such as Scorn Fritters, Cheese Stakes and Maenad a Trois.

Whether it be a true food and beverage extension, such as with Welch's, or an innovative companion product, such as HBO's ranges, the category is clearly on the rise with no sign of slowing down. ©



SO SO HAPPY™

Encourage kindness, build self confidence, inspire positivity, and make cool stuff!

SO SO Happy contributes 10% of its profits to organizations that support kids in crisis.

Stelanimals

Stelanimals are adorable animals who have met an untimely end due to their reckless behavior. They love people with warm hearts, after all they're just bones!

MilkyWay AND THE Galaxy Girls

The "out-of-this-world" girls' property from Emmy-winning animator Lauren Faust (PowerPuff Girls, My Little Pony)!

COME SEE US AT LICENSING SHOW BOOTH #F91

Ai Art Impressions Licensing Group

FOR FURTHER INFORMATION PLEASE CONTACT US AT: (818) 591-0105 cindy@artimpressionsinc.com



THE MOST IMPORTANT EVENT OF THE YEAR IS COMING... **ARE YOU READY?**

License! GLOBAL
LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

THE OFFICIAL PUBLICATION OF LICENSING EXPO

License! GLOBAL SHOW DAILY
JUNE 12, 2012 DAY 1
LICENSEMAG.COM THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

Welcome to the 2012 Licensing Expo!

The industry's largest annual event opens today and this year's exhibition promises to deliver the best in brand licensing with key representation on the show floor from retailers, manufacturers, IP owners and marketers.

Don't miss the Licensing Expo Keynote, to be delivered by Kathy Ireland, chief executive officer and chief designer of Kathy Ireland Worldwide today at 8:30 a.m. The LIWW empire tops annual sales of more than \$2 billion, designating it as a Top 125 Global Licensor (ENW) was No. 25 this year, according to *License! Global*. In her talk, "Brand Building Through Licensing: My Journey from the Beach to the Boardroom and Beyond," Ireland will discuss the principles on which her company was built, business lessons learned along the way and thoughts on the current state of the licensing business and

Continued on page 46

Breaking News

Big Tent Brokers Burger King Proms for Discovery

Discovery Communications has announced today that it will bring its innovative Discovery Kids brand to Burger King's kids meals, thanks to a deal brokered by Big Tent Entertainment, North American licensing agent for Discovery Kids.

Continued on page 46

TCNE's Ha Ha Hairies Debuts

Turner CN Enterprises is debuting its new preschool property, Ha Ha Hairies, today, under the Cartoonito banner. From the creators of the Chicken hit series "Grandpa in my Pocket" comes a

Continued on page 46

June 12 Live Events:

- 10 a.m.-12 p.m. - Larry the Cable Guy will sign autographs at #2778.
- 1 p.m. - Norena Balboa Ramirez 2012 Queen will appear at #31015.
- 2 p.m. - Dan Haggerty ("Ghastly Adams") will appear at C3 #3278.
- 4 p.m. - Top Landry ("Cleaning People") will appear at Brandgenuity #6162.

TRY OUR NEW LICENSING EXPO 2012 MOBILE APP!

3 WAYS TO CONNECT

- Download from your App Store
- Click here to get more details
- Scan the QR Code

Babar Celebrates 80th Birthday

Babar the Elephant is celebrating his 80th anniversary celebration this holiday season with exciting new retail promotions.

Continued on page 46

A Monster Costume Deal for Mattel

Mattel and Barbie's Costume Company are joining forces to bring the popular Monster High brand to adult costumes this Halloween.

The deluxe costumes, which will be offered for Frankie Stein, Draculaura and Clawdeen Wolf, feature intricate designs that showcase each character's

Continued on page 46

License! Global is Your Insurance Policy for More Licensed Business

Ensure your success at Licensing Expo by showing off your brands in *License! Global's* exclusive June Licensing Expo issue and Show Dailies.

LICENSE! GLOBAL IS...

- The ONLY official publication at Licensing Expo 2013.
- Distributed in multiple exclusive bins at the show and by models on the show floor.
- The only publication to provide three full days of exclusive coverage in LIVE SHOW DAILIES.
- Seen by more than 89,694 monthly viewers.

License! Global provides you with an award-winning editorial and design staff, plus a subscription base of the industry's leading executives and decision-makers, making it the BEST value for empowering your marketing message.

BOOK YOUR SPACE NOW!

Group Publisher
Steven Ekstract
+1 212 951 6684
sekstract@advanstar.com

Advertising Manager
Sharon Weisman
+1 917 727 1155
sweisman@advanstar.com

MAY 2013 VOLUME 16 NUMBER 2

License!® GLOBAL

LICENSEMAG.COM

THE SOURCE FOR LICENSING & RETAIL INTELLIGENCE

TOP 150 GLOBAL LICENSORS

The most authoritative guide to the world's largest licensors and properties, which represent almost \$230 billion in global retail sales of licensed merchandise, provides sales data and trends for a broad spectrum of popular brands.

Sponsored by

EISNERAMPER
ACCOUNTANTS & ADVISORS



PROTECT. PROACTIVELY.

Your intellectual properties possess great value, generate significant revenue and represent the essence of your brand and your business. These vital assets need to be protected proactively. Don't put your IP at risk and let profits slip away!

Contact EisnerAmper today to find out how we have been helping the Licensing Community proactively protect its interests for more than 20 years or visit www.eisneramper.com

Let's get down to business.®



Lewis Stark, CPA

Partner-in-Charge

EisnerAmper Royalty Audit and Contract Compliance

212.891.4086

lewis.stark@eisneramper.com

IP owners turn to EisnerAmper to protect their intellectual properties and maximize revenue from their licensing programs by:

- Conducting forensic royalty & compliance audits
- Providing litigation support
- Protecting personally identifiable information
- Valuing intellectual properties, and
- Providing business intelligence

Combining these services with our renowned financial business solutions - including audit, tax and wealth management - EisnerAmper offers a one-stop financial resource to the Licensing Community.

www.eisneramper.com

EisnerAmper LLP

Accountants & Advisors

Independent Member of PKF International

Follow us:



TOP 150 GLOBAL LICENSORS

By **Tony Lisanti**

The exclusive annual retail sales ranking of the world's largest owners of intellectual property, compiled by *License! Global*, has been expanded yet again. What began as The Nifty Fifty in 1998 and was subsequently expanded to 75, 100 and 125 licensors, now officially becomes the Top 150 Global Licensors.

The addition of more than 25 prominent companies representing many well-known brands not only reflects the popularity and sophistication of brand licensing worldwide, but also its importance to retailers across all sectors as a bona fide merchandising and marketing strategy.

Despite uncertain economic factors and retail challenges to varying degrees around the globe, the salient fact is that brand licensing is clearly still a growth business. The Top 150 Global Licensors accounted for almost \$230 billion in retail sales of licensed products worldwide in 2012. An impressive 56 global licensors reported retail sales of \$1 billion or more.

Among the top licensors added to the Top 150 are Meredith, IBML, Rovio, Ralph Lauren, Hershey, Blue Star Alliance, Authentic Brands Group, Focus Brands, Sequential Brands, HIT Entertainment, Activision, Televisa, Energizer Brands and Tommy Bahama. These licensors represent dozens of renowned and diverse properties in apparel, entertainment and corporate such as Better Homes & Gardens, Everlast, Angry Birds, Marilyn Monroe, Hickey Freeman, Cinnabon, William Rast, Thomas the Tank Engine and Skylanders, to name a few. The new licensors appearing on the ranking for the first time account for almost \$30 billion in retail sales of licensed merchandise worldwide.

Acquisitions and restructurings have resulted in several licensors being dropped from the rankings, but still are very much a part of brand licensing.

They include:

- **Lucas Licensing**—Disney acquired George Lucas' company, parent to the venerable Star Wars franchise, in October 2012, and is now in the midst of a corporate integration process as well as planning for the next film, Episode 7, in 2015.
- **Classic Media**—DreamWorks Animation acquired the owners of an extensive library of classic content including Lassie, Casper and Rocky & Bullwinkle last July.
- **Lazytown**—Turner acquired this kids' property with a health and wellness theme in 2011.
- **Marathon Media**—With an ongoing restructuring of operations and accounting methodology, Marathon/Zodiak Kids, which reported \$710 million in retail sales for 2011, is not included in this year's report.
- **Other notable licensors**—Ford, Paramount, Lionsgate and Discovery, among others, are not included in this exclusive report for various reasons, but their respective properties are still viable in the marketplace and represent an estimated \$4 billion in retail sales.

The Top Global Licensors experienced a few changes this year as one new licensor joined the top of the list and another reported a significant jump in retail sales.

Disney Consumer Products, once again with the distinction as the world's largest licensor, reported a total of \$39.3 billion in retail sales of licensed merchandise worldwide in 2012, including Marvel and Lucas.

Both Iconix Brand Group and PVH Corp. reported \$13 billion in retail sales 2012, garnering the No. 2 and No. 3 rankings respectively.

Meredith joined the Top 150 Global Licensors at No. 4, reporting \$11.2 billion in retail sales based on its

core properties Better Homes & Gardens and Parents.

Mattel and Sanrio both reported \$7 billion in retail sales earning the No. 5 and No. 6 spots, respectively. Sanrio added \$2 billion in retail sales over the prior year, while Mattel reported the same number as 2011.

Warner Bros. Consumer Products, which reported \$6 billion in retail sales, dropped to No. 7.

A major trend that is clearly evident in the Top 150 is the continued growth and expansion of the brand management companies that have added several well-known properties to their respective portfolios. Consider the following examples:

- **Iconix**, which recently added several brands including Umbro, Buffalo and Lee Cooper, has grown consistently, adding \$4 billion in retail sales since 2009.
- **Bluestar Alliance** joined the Top 150 at No. 35 with \$1.5 billion in retail sales.
- **Authentic Brands**, which recently added Judith Leiber, Hickey Freeman and Hart Schaffner Marx Brands to its group, joined the Top 150 at No. 61 with \$800 million in retail sales.
- **Sequential Brands**, which recently added the Caribbean Joe and Ellen Tracy brands to its portfolio, entered the ranking at No. 65, reporting \$750 million in retail sales.
- **Saban Brands**, which has grown significantly in a short time and is celebrating its third anniversary this month, continued to climb the rankings to No. 67 with \$650 million in retail sales up from \$375 million in 2011.

It's clearly evident that brand licensing is a vibrant and viable business. As brand licensing continues to grow, *License! Global* is well on its way to expanding the list again, so get ready for the Top 200 Global Licensors in years to come!

To view the Top Global Licensing Agents list, please visit www.licensemag.com.

*All global licensors and/or licensing agents submitted retail sales figures, which are based on worldwide sales of licensed merchandise in 2012, unless otherwise noted by (E) (estimated). Some international sales figures may have been slightly affected by currency exchange rates and were based on the most recent rates at press time. *License! Global* consults various industry sources, financial documents, etc. 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 Advanstar Communications and *License! Global*.

1 DISNEY CONSUMER PRODUCTS

\$39.3B

JOSH SILVERMAN, EVP, LICENSING, +1.818.544.0001

WWW.DISNEYCONSUMERPRODUCTS.COM

The Avengers: Marvel's The Avengers became the third biggest film of all time in 2012. The Avengers franchise was launched with a near-perfect coordinated strategy across film, TV, digital, publishing and consumer products. Strong and sustained product sales across action figures, role-play, construction, bedding, apparel, party, stationery and consumables showed its broad appeal. Add to that future content plans, consumer affinity and new product releases and it is clear that it is a franchise that has long-term potential. Both the film and products exceeded expectations, especially in franchise-indicating categories like bedding and construction. Disney Junior: DCP unveiled a colorful and playful assortment of more than 130 toys inspired by four series on the Disney Junior network—Jake and the Never Land Pirates, Mickey Mouse Clubhouse, Minnie's Bow-Toons and Doc McStuffins. The line features colorful play sets, figures and feature plush from Fisher Price; role play sets, accessories, plush and dolls from Just Play; interactive board games from Wonder Forge; children's electronics from VTech; ride-ons from Kiddieland; and bikes and scooters from Huffy, among other products. Disney Princess—Cinderella: DCP captured the grace and poise of Cinderella in a new collection of products for children and adults inspired by the 1950 Disney animated classic film, which released as a digitally re-mastered Diamond Edition title on DVD and Blu-ray in October 2012. The collection of products featured toys, fashions, home décor and collectibles and was available at all retailer tiers, including mass, department and specialty retailers nationwide and at Disney Store locations and DisneyStore.com. Additionally, a product line designed for the princess in all women included The Disney Reigning Beauties Cinderella Collection by SEPHORA, The Cinderella Diamond Wedding Gown Collection by Alfred Angelo and DSW's The Glass Slipper Collection, among other products. With a pipeline of robust and innovative content carrying it into 2013 and beyond, Marvel's Avengers will continue to build as a franchise licensing opportunity through films with Marvel's Iron Man 3 (May 2013), Thor 2: The Dark World (November 2013) and Captain America: The Winter Soldier (2014). Additionally, the Avengers will come to life on the small screen and DVD in 2013, as Disney XD premieres two animated television series on the Marvel Universe programming block—"Marvel's Avengers Assemble" and "Hulk and the Agents of S.M.A.S.H." Marvel continues to develop a comprehensive licensing program with blue-chip licensees and has created new style guides to help unify consumer products that fall under the individual films and overall franchise. Retail enthusiasm has also reached new heights following the record-setting sales of Marvel's The Avengers Blu-ray/DVD. Marvel continues to work closely with buyers and retailer marketing teams to develop innovative Avengers programs to ensure there is a 365-day presence at all major retailers. With the upcoming theatrical release of The Amazing Spider-Man 2 (May 2014), Marvel continues to work closely with licensees, buyers and retail marketing teams to build momentum and ensure a 365-presence at major retailers. The Spider-Man franchise is supported by continual publishing content and an animated series, "Ultimate Spider-Man," continues to be a top property for Disney XD in the Boys 6–11 demo. Spider-Man consumer products are growing across all categories for core consumers and expanding into multiple demographics. For Lucasfilm, excitement around the Star Wars brand has spiked anew with the announcement of a new series of films launching into theaters. In 2013, supported by a robust co-branded merchandise program with LEGO and the continued Angry Birds Star Wars collaboration, the evergreen brand remains popular as ever, even among younger generations; Star Wars is still the No. 1 licensed toy in the U.S. among boys. Merida is the newest Disney Princess. The Disney Princess brand now accounts for 11 princess characters whose stories, personalities and inner qualities serve as role models inspiring girls around the world. DCP continues to develop comprehensive licensing programs across multiple product categories to support these home entertainment releases. The Little Mermaid and Ariel have long been fan favorites and a proven success at retail, and this fall DCP expects to make a big statement. To support The Little Mermaid, DCP provided best-in-class licensees CDI, Jakks, Mattel and Tollytots, among others with the opportunity to incorporate some of the cherished songs from the film into products across multiple categories. The product collection of toys, dolls and role-play items will be available beginning in July 2013. In the fall, The Little Mermaid will also be supported by clothing

and makeup collections for adults. DCP will continue to expand Minnie's lifestyle product offerings across all categories including fashion and accessories, beauty, shoes, consumer electronics and more. Since its launch as a 24-hour channel last spring, Disney Junior has ascended to the top among preschool and parent viewers alike. Disney Junior's spring consumer products are expanding and gaining shelf space. Disney Junior is working closely with licensees and major retailers to grow new product segments beyond tent pole TV windows, making the franchise's cast of characters into a true evergreen property. Planes releases theatrically in the U.S. August 2013 and internationally throughout the summer. With vehicle role play as a central part of boys' play patterns, Planes will deliver hours of imaginative fun and play as they re-enact stories filled with colorful characters. In May 2014, Disney-Pixar will present The Good Dinosaur. Dinosaurs are a key play pattern for boys, and DCP is in development on an innovative toy line.

2 ICONIX BRAND GROUP

\$13B

NEIL COLE, CEO, +1.212.730.0030

WWW.ICONIXBRAND.COM

Iconix has a diversified portfolio of 33 owned brands across women's, men's, athletic, home, consumer electronics and entertainment that it licenses globally with over 1,000 licensing partners. International growth remains a key priority for Iconix. In 2012, international represented approximately 24 percent of its business and is projected to grow to approximately 33 percent in 2013. Through four international joint ventures in Latin America, Europe, China and India, as well as the recent acquisitions of Umbro, Buffalo and Lee Cooper, all of which have strong international businesses, Iconix is well positioned to continue to expand its global footprint. In 2012, Iconix announced that it signed a Peanuts movie deal with Twentieth Century Fox and Blue Sky Studios. The company anticipates the movie to be a significant contributor to organic growth over the next few years as it gears up for the worldwide release in 2015. Iconix also remains focused on adding iconic brands to its portfolio. The company continues to demonstrate strength with its direct to retail business model. Ongoing key partnerships include Mossimo and Fieldcrest at Target; Candie's and Mudd at Kohl's; Starter, DanskinNow and OP at Walmart; Bongo, Joe Boxer and Cannon at Kmart and Sears; and Material Girl at Macy's.

3 PVH CORP.

\$13B

KENNETH L. WYSE, PRESIDENT OF LICENSING AND PUBLIC RELATIONS, HERITAGE BRANDS, +1.212.381.3628; JOHN VAN GLAHN, PRESIDENT, GLOBAL LICENSING AND CALVIN KLEIN COLLECTION, +1.212.292.9167; ANNE MARINO, PRESIDENT, U.S. LICENSING/EVP GLOBAL LICENSING, TOMMY HILFIGER, +1.212.548.1341
WWW.PVH.COM

PVH continues global expansion of its growth brands Calvin Klein and Tommy Hilfiger, as well as its heritage brands Arrow, Izod, Van Heusen and G. H. Bass. PVH's heritage brands saw its Arrow, Izod and Van Heusen brands penetrate new markets and focus on expansion in China, India, the Middle East, Australia and Latin America. Arrow continued its international growth signing new licensing arrangements for Brazil, the U.K. and countries comprising the E.U., as well as additional store openings in India, China, France, the Philippines, Peru, Chile, Guatemala, and, for the first time, in El Salvador. G.H. Bass has signed a number of new international agreements and domestically continues to enjoy success with its classic Weejuns and Buck offerings. The Izod brand continues its international growth and launched in the Middle East with its first store opening in Abu Dhabi in late 2012. With focused expansion efforts in China, the brand has rolled out 50 locations by the end of the year and broadened its reach in Mexico with 24 points of branded distribution. Domestically, the brand partnered with an expert in the denim bottoms category, extended its childrenswear offering and further expanded its brand presentation at J.C. Penney. Van Heusen continues to expand its footprint in Central and South America opening four freestanding stores in Costa Rica in 2012 with plans to open an

additional store in Guatemala in 2013. Peru opened an additional freestanding store for a total of seven stores in Lima. Mexico will be expanding into 70 Sears Mexico and 150 Coppel doors in 2013. Australia and India continue to demonstrate strong growth and capture market share in their respective regions, with India planning to open new freestanding stores in 2013 for a total of approximately 270 stores. Domestically, expansion of the brand into Kohl's has offered new opportunities for licensees—placement of suit separates and small leather goods in 2012 and additional plans to broaden the program and expand into men's jewelry for 2013. Tommy Hilfiger's power as a truly iconic global designer lifestyle brand was demonstrated by its \$6 billion in global retail sales in 2012. Tommy Hilfiger eyewear and watches grew by double-digit percentages in 2012. Tommy Hilfiger opened free-standing travel retail stores in Atlanta and Miami International Airports. Tommy Hilfiger Europe entered into a joint venture with Inbrands. The new company, Tommy Hilfiger Brazil, will own and operate retail stores in key locations, franchise retail stores in secondary cities, wholesale to high-end multi-brand stores throughout the country and launch an e-commerce website seamless with our corporate e-commerce website. Additionally, Tommy Hilfiger opened seven new stores in Mexico, bringing the total store count to 30. In 2012, Calvin Klein remained one of the best-selling designer brands in the world. The EBIT of Calvin Klein business grew to \$285 million in 2012, as Calvin Klein executed on its global strategy across Calvin Klein Collection, ck Calvin Klein and Calvin Klein brands. Revenue increased by 8 percent for the year, fueled by strong performance in North American men's dress shirt, neckwear and sportswear and retail businesses. North American retail stores achieved 5 percent comparable store sales growth and (mid-single digit) square footage growth, primarily driven by the roll out of "megastores" of 20,000 square feet and more. North American wholesale revenue increased 16 percent, while licensing revenues from its licensees and partners in the BRIC countries grew significantly. The Calvin Klein global retail footprint saw the majority of its square footage expansion in emerging or underdeveloped markets. The most significant accomplishment for the brand this year was the announcement that PVH had entered into a definitive agreement to acquire Warnaco and reunite the House of Calvin Klein. This acquisition represents the next chapter, transforming the Calvin Klein business from a predominantly licensed model to a more directly operated model. Looking ahead, Calvin Klein will seek to capitalize on their control of the two largest apparel businesses—jeanswear and underwear. Over the next few years, the Calvin Klein brand looks to achieve 8 percent to 10 percent annual growth in global retail sales.

4 MEREDITH
\$11.2B

ELISE CONTARSY, VP BRAND LICENSING, +212.455.1201
WWW.MEREDITH.COM

The Better Homes and Gardens brand is America's No. 1 choice in magazine readership, trust and market share within the service/lifestyle category, lifestyle website traffic and lifestyle followers on Twitter and Pinterest. This brand drove the majority of retail sales in 2012 through a combination of products sold online and through retail distribution channels, as well as branded services. The Parents brand also contributed retail sales through its specialty toy program. In 2013, Meredith Brand Licensing will leverage its strong portfolio to create new licensing programs for Family Circle, AllRecipes.com and Eating Well. These brands suggest new product categories such as apparel and food. Several other initiatives for 2013 that will drive growth for the Better Homes and Gardens brand's existing programs include the following. Mass: In the Walmart DTR relationship, the brand will continue to grow through a robust combination of Meredith media services. Real Estate: Better Homes and Gardens Real Estate expands its direct to consumer marketing to include an industry-focused campaign that aims to increase the size and presence of the network. The Be Better campaign targets prospective brokers to join the brand, and the I'm Better campaign serves to recruit new agents. Floral: The BHG licensing partnership with FTD grows to present a special collection of Editors' Choice Mother's Day floral arrangements inspired by top lifestyle brands Better Homes and Gardens, Family Circle, Parents, More, Traditional Home, and Ladies Home Journal. Key partners in 2012 were Walmart, Better Homes and Gardens Real Estate and FTD. Meredith renewed its direct-to-retail relationship for the Better Homes

and Gardens brand in 2012, and embarked on expanding the relationship with 75 product categories and the style selection also expanded to offer greater choice to the customer at the "better" value point. There are more than 5,000 branded products available in stores/online. Better Homes and Gardens Real Estate is the fourth year of an unprecedented 100 year licensing relationship with Realogy, which added Better Homes and Gardens Real Estate to their franchise network in 2008 and 15 new brokerage companies came into the network in 2012, bringing the overall size of the franchise system to 258 offices, 44 companies and approximately 8,350 sales associates. FTD: The Better Homes and Gardens brand brought a fresh design point of view. The arrangement and plant offerings are inspired by the stylists who create the signature BHG look.

5 MATTEL
\$7B

DIANE REICHENBERGER, VP CONSUMER PRODUCTS, NORTH AMERICA, +1.310.252.2000
WWW.MATTEL.COM

As a perfect reflectio of fashion, cultural relevance and aspiration, the Barbie brand remains relevant to girls of all ages with representation in more than 45 different consumer products categories including apparel, accessories, home décor, beauty, publishing, sporting goods and electronics. This year, Barbie launched a global campaign highlighting the iconic Barbie Dreamhouse featuring real life, life-sized experiences, online engagement and retail touch points that bring it to life in new ways. As the No. 1 die-cast vehicle brand in the world, Hot Wheels continues to deliver thrilling vehicle experiences for boys of all ages spanning multiple consumer product categories including vehicles, apparel, sporting goods, publishing and innovative toys. Already a global phenomenon in more than 50 countries, Monster High centers on the fashionable teenage descendants of the world's most famous monsters with strategic partnerships in fashion, publishing and programming. Mattel's largest brand, Fisher-Price, delivers innovative products and play experiences for infant and preschool children as well as solutions for parents in categories including baby gear and care, layette, infant accessories, publishing, music and party supplies. With a powerful portfolio of trusted brands and iconic properties, Mattel will continue to unveil new best-in-class partnerships and product offerings for infants, kids, tweens and adults. In 2013, Mattel further optimizes existing partnerships with Disney, Warner Bros., WWE, Nickelodeon and DreamWorks. Specifically this year, Mattel will launch toy lines for several new theatrical blockbuster properties including Man of Steel, Disney Planes, Frozen and Turbo. Mattel has also introduced new toy offerings for kids' television properties including Bubble Guppies, Sophia the First, Mike the Knight. Additionally as a part of the Mattel portfolio of brands HIT Entertainment properties continue to be a priority offering new and exciting opportunities. The Monster High franchise continued to experience growth across consumer products categories. With innovative ways to promote at retail, Monster High and Walmart captured fans attentions with an in-store scavenger hunt complete with scanning bar codes and exclusive on-site photo opportunities. Additionally, Monster High rolled out a comprehensive bedding and home line at Target; leveraged prominent retail space at Kmart featuring apparel, sleepwear, accessories, jewelry and toys; while simultaneously introducing new publishing partners spanning traditional and digital launches. Barbie launched the Barbie Mega Bloks line in a strategic partnership in December 2012 and continues to launch new co-branded products into 2013. Barbie also expanded its reach in the appeal aisle of both Walmart and Kmart with an all-new Barbie-branded stylish apparel line for girls. Hot Wheels focused on a thrill-inspired back-to-school program re-entering the backpack category, giving boys a handy way to hold school supplies and their favorite Hot Wheels cars. Fisher-Price's robust line of products proved to offer innovative solutions for parents and fun in 2012. The stylish and practical line of FastFinder Diaper Bags by A.D. Sutton was expanded to offer even more styles for busy parents. Partner Prestige Toys introduced a line of infant plush toys in Fisher-Price's SnugaMonkey fashion theme at Target and TCG introduced a line of preschool puzzles at Toys R Us, Walmart and Target that feature Fisher-Price's Little People characters.

6**SANRIO**\$7B (WHOLLY OWNED SUBSIDIARY OF SANRIO CO., LTD.)
JANET HSU, PRESIDENT AND COO, +310.896.3262

WWW.SANRIO.COM

In 2012, Sanrio continued to focus on expanding programs and categories for Hello Kitty, its flagship lifestyle brand. In addition to Hello Kitty, Sanrio worked closely with its partners to build programs for emerging characters as well as the newly acquired Mr. Men Little Miss brand. Key licensing initiatives will include the launch of several new partnerships and collaborations that cater to Hello Kitty fans of all ages. This includes a broad and diverse merchandise mix of lifestyle products. Earlier this year, Sanrio launched a collaboration with BLIK for Hello Kitty wall decals, a limited edition infant line with aden + anais and a new intimate apparel collection with Hanky Panky. Sanrio will also launch anniversary programs with Sephora, Vans, Swarovski and Build-A-Bear Workshop with new collections launching throughout the year. Apparel, accessories, home, consumer electronics, activity and stationery will continue to be a focus for Sanrio along with the growing categories of toy, sporting goods, publishing and digital. New programs for toy and sporting goods as well as novelty collectibles, new book formats such as graphic novels, video games and apps will debut in 2013. With Hello Kitty becoming generational with mothers who grew up with the brand, there is also emphasis on expanding categories and products for infant and toddler. Sanrio partnered with retailers from mass to specialty to department stores to build special programs for Hello Kitty. In 2012, Sanrio launched several new retail programs that catered to different consumer demographics. These programs supported Sanrio's goals of expanding categories and offering fans an ever-growing selection of lifestyle products at accessible points for purchasing.

7**WARNER BROS. CONSUMER PRODUCTS**

\$6B

KAREN MCTIER, EVP, DOMESTIC LICENSING AND WORLDWIDE MARKETING, +1.818.954.3008; JORDAN SOLLITTO, EVP, INTERNATIONAL LICENSING, +1.818.954.7807

WWW.WARNERBROS.COM

Key properties include DC Comics (Superman, Batman, Wonder Woman, Supergirl, Green Lantern, The Flash.); television comedy series "The Big Bang Theory;" perennial favorites Looney Tunes and Scooby-Doo; The Hobbit Trilogy; Harry Potter, the most successful film franchise of all time; and The Wizard of Oz, kicking of its 75th anniversary celebration in 2013. With more than 3,700 active licensees, Warner Bros. Consumer Products continues to offer a rich portfolio of entertainment properties. This summer's blockbuster event, Man of Steel, is supported by master toy licensee Mattel and many other global partners. Middle-earth continues to capture the hearts and minds of fans who are gearing up for the next two films of the trilogy based on The Hobbit from Academy Award-winning filmmaker Peter Jackson—The Hobbit: The Desolation of Smaug (December 2013) and The Hobbit: There and Back Again (December 2014). WBCP is working with top-tier licensees, including master toy partners The Bridge Direct and Vivid Group and many more global partners bringing the trilogy to life. Buzz also continues to build around the upcoming tent pole feature films, 300: Rise of an Empire (2013) and Godzilla (2014), both presentations of Warner Bros. Pictures and Legendary Pictures. The upcoming 75th anniversary of The Wizard of Oz is delighting fans of the classic film. Master toy licensee Jazwares, as well as USAopoly and Mattel, are among the many partners helping to honor one of the most beloved properties in all of film history. Perennial favorites the Looney Tunes, Scooby-Doo and Tom and Jerry are garnering new generations of loyal fans, and partnering with top licensees to support each program. The launch of the Batman Classic TV series product line is bringing back the nostalgia for fans of the original DC Comics 1960's "Batman" series and new Batman enthusiasts. The fun, retro-inspired program captures the playful and stylish spirit of the iconic series with partners like Junk Food Clothing, Mattel, Rubie's Costumes, Funko, Mezco, New Era and many more. Additionally, Harry Potter: The Exhibition, in partnership with Global Experience

Specialists, continues to bring an interactive state-of-the-art exhibition highlighting costumes, props and other artifacts from the Warner Bros. films to Harry Potter fans all over the world. The Wizarding World of Harry Potter, the Harry Potter themed environment at Universal Orlando Resort, will be coming soon to Universal Studios Japan and Universal Studios Hollywood, as well as expanding at Universal Orlando Resort. The hit television comedy "The Big Bang Theory" continues to grow into a global licensing phenomenon, with more than 70 licensees supporting the top comedy series on television.

8**NICKELODEON CONSUMER PRODUCTS**

\$5.5B

WWW.NICK.COM

9**MAJOR LEAGUE BASEBALL**

\$5.2B (E)

HOWARD SMITH, SVP OF LICENSING, +1.212.931.7900

WWW.MLB.COM

10**HASBRO**

\$4.8B

SIMON WATERS, SVP, GLOBAL BRAND LICENSING AND PUBLISHING, +1.401.431.8697
WWW.HASBRO.COM

In 2012, Hasbro continued to aggressively extend the reach of its global brands including Transformers, Nerf, My Little Pony, Littlest Pet Shop, Monopoly and Furby. The company expanded worldwide licensing programs, invested in resources and talent and generated retail momentum from licensed merchandise, digital gaming, feature films, and television programming. Through its premier portfolio of licensees, Hasbro brought highly innovative and on-trend lifestyle products and experiences to market across every major licensing category. Hasbro continues to focus on the following brands: Transformers—The iconic brand has become one of the most successful entertainment franchises of the 21st century and features on multiple story telling platforms including film, television, digital gaming, publishing and theme parks. In 2012, Transformers Rescue Bots, which caters to the youngest fan set, also became a mega hit supported by licensed goods and a television series created by Hasbro Studios and airing on The Hub TV Network in the U.S. and other networks globally. A comprehensive line of Transformers-branded licensed merchandise for all ages spans every major category around the globe, including digital gaming, toys, apparel, sporting goods and more. The Nerf franchise continued to expand through targeted social media campaigns, cutting-edge technology and captivating competitive events. More than 60 licensees brought merchandise to the global market supporting the No. 1 blaster property in a host of categories, including sporting goods, electronics, accessories and apparel. My Little Pony is an evergreen lifestyle brand with 200+ licensees around the world in all major categories. Inspired by the "My Little Pony: Friendship is Magic" animated television series, created by Hasbro Studios and airing on The Hub TV Network in the U.S. and other networks globally, licensed merchandise ranges from publishing to digital gaming, apparel, plush, housewares and fashion and beauty. The Littlest Pet Shop brand continues to remain a global franchise, including the 2012 launch of an animated television series, created by Hasbro Studios and airing on The Hub TV Network in the U.S. and other networks globally. It has become one of the hottest licensed lifestyle properties among girls across all major categories at retail including apparel, accessories, publishing and digital gaming. The Monopoly game is one of the world's most popular games with millions of fans in nearly every country across the globe. Whether playing a face-to-face game, engaging on digital platforms, or participating in casino or lottery gaming,

there is an experience to fit every lifestyle. Adding to the “anytime, anywhere” play experience is a variety of licensed merchandise from fashion to home décor. Almost 15 years after its debut, the iconic Furby creature returned in 2012 with a “mind of its own” and advanced technology that gives each Furby an unpredictable nature that continues to delight and surprise children and fans of all ages. The wildly popular plush electronic creature has inspired a highly creative and innovative licensing program in 2012. Merchandise from apparel to home decor, party goods, food and beverage and sporting goods landed at hypermarket and specialty stores as well as wholesalers throughout the U.S. and Europe. Hasbro will continue to build its brand franchises through the right entertainment platforms, innovation in its toy and game categories and the continued expansion of its worldwide licensing program. The company will launch “brand fit” categories such as pets, food and beverage and plush, enter new retail channels, and seek ways to literally bring “play to life” via new experiences. The year will usher in a new era for its Transformers brand with the introduction of Beast Hunters, an expansive multi-platform brand experience. The My Little Pony brand momentum is also expected to continue its surge with more than 200 licensees around the world creating merchandise across all major categories. Taking inspiration from the TV series, the global marketplace will continue to showcase products across all major licensed categories. Hasbro will continue to expand its plush line to mass, mall-based and specialty stores with licensees such as Aurora, Build-a-Bear Workshop, Funrise and Ty. Hasbro will also expand range of Littlest Pet Shop licensed merchandise across key categories with a strong bent toward fashion. Monopoly will grab an even brighter spotlight on the global fashion stage in 2013 with plans underway to deliver a trendy accessory program to a major mall-based retailer. Additionally, the 20-plus-year McDonald’s campaign will once again reach and delight millions of fans worldwide. The Nerf property will continue as a high performance sports brand with attraction experiences set to open throughout the U.K. that combine Nerf-branded merchandise and action arenas. Additionally, Hasbro plans to launch a breakout line for Nerf Pet! including toys, agility and training items for consumers’ loyal sidekicks. Hasbro generated toy and game sales based on its strategic relationships with companies including Lucasfilm for Star Wars, Sesame Workshop for Sesame Street, Marvel for Captain America and Thor, TakaraTomy, d-rights and Nelvana for Beyblade and American Greetings Properties for Strawberry Shortcake. Lastly, on the heels of a highly successful market re-entry in 2012, the Furby licensing program will follow suit in 2013 bringing fun, fashionable and inventive merchandise to worldwide fans across all major categories.

11 THE COLLEGIATE LICENSING COMPANY

\$4.62B (PRIVATE) (AN IMG COMPANY) (TOTAL COLLEGE MARKET)
JIM CONNELLY, SVP, IMG COLLEGE; CORY MOSS, SVP AND MANAGING DIRECTOR, +1.770.956.0520
WWW.CLC.COM

Top collegiate properties included Texas, Alabama, Kentucky, Florida and Michigan, as well as the NCAA, the Tournament of Roses, the BCS and the South Eastern Conference (SEC). Women’s, youth and housewares will continue to be growth categories in the college market in 2013. Vintage-inspired products and the use of vintage college logos through the College Vault program will also continue to be key products for expanding retail distribution channels. With 173 million passionate fans, the largest of any sport, college will continue to develop into a lifestyle brand with merchandise well beyond traditional game day gear. Walmart continued to be the largest retailer of collegiate licensed product. College-branded merchandise programs continued to show strong sales at non-traditional college retailers such as Old Navy, PINK, Justice, and Best Buy. Online retailers such as Fanatics and Dreams continue to be key partners in reaching displaced college fans. College Colors Day, a fan holiday created by The Collegiate Licensing, will continue to provide a strong marketing platform for retailers during the critical back-to-school selling period, with other retail marketing programs such as Saturday Ritual, Rock Your Colors, Holiday Cheer Section and others providing retailers solid platforms for raising consumer awareness and driving sales of college merchandise.

12 IBML (INTERNATIONAL BRAND MANAGEMENT & LICENSING)

\$4B

BARRY LEACH, CEO; PETER WOOD, MANAGING DIRECTOR, U.K., EMEA AND ASIA PACIFIC, +44.0.845.1299.288; NEIL MORTON, MANAGING DIRECTOR, AMERICAS, +1.212.239.0990
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.

13 WESTINGHOUSE

\$3.995B

ALLAN FELDMAN, CEO, LMCA, +1.212.265.7474

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 and B2B lighting, electric power generation, nuclear, solar and wind renewable energy, landscape lighting, kitchen and personal care appliances, air purification, central heating and air-conditioning, intercoms and electrical and computer and audio accessories. Program growth continues to come from geographic and new category expansions and market share gains.

14 RAINBOW

\$3.8B (PRIVATE)

MAURIZIO DISTEFANO, EVP AND GENERAL MANAGER,

GLOBAL CONSUMER PRODUCTS, +39.07.175.067.500

WWW.RBW.IT

Winx Club continues to be one of the “hottest” properties in Rainbow portfolio on a retail sales point of view. 2012 was a strategic year for Winx thanks to many different facts including the worldwide launch of the season five; the strong launch of Winx CP program in U.K. and LATAM; the extension of Winx fashion dolls market share in all European countries, including Russia, Benelux and Asia; the confirmation of Winx leadership in some strategic markets as Italy and Russia; and the launch of Winx digital strategy. The Winx dolls, constantly ranked among the top five best-selling licensed fashion themed dolls in more than 50 countries worldwide and are produced by Witty Toys, part of the Rainbow Group, except in North America, Australia and New Zealand and U.K. where Jakks Pacific is the master toy licensee. The Russian market maintains its leadership as best performing country for Winx Club revenues with 100 licensees on board, covering from the traditional licensed categories to the unconventional ones, from electronic appliance target to all family to the brand new Winx matrioska toy collection. To strengthen this leadership, Rainbow is focusing its attention on the creation of a strong marketing plan, setting a lot of retail promotions, finalizing DTR fashion deals and increasing the number of the live shows. In 2012 the property continues to grow its revenues in other strategic categories such as the fashion dolls and the BTS, with an increase of 30 percent in revenues estimated for 2013. In term of publishing, the monthly magazine continues to increase its market share with, up 65 percent in sales during 2012. One of the assets that are becoming more and more strategic for Winx’s brand evolution is the digital platform, on which Rainbow is developing a number of projects. After the complete renovation of the Winx Club website (www.winxclub.com), Rainbow has recently signed major partnerships with national and international digital players from Cubovision, with a channel dedicated to Winx content and more (it also hosts the series “Huntik,” “PopPixie,” “Monster Allergy,” etc.), to Tsumanga who is working with Rainbow to develop a new platform for online gaming. Publishing, too, is moving into the digital space, as Rainbow planned to launch now their first e-book titles on Amazon’s Kindle, on Nook and iPad. Another major property for Rainbow is Gladiators of Rome, the

ambitious colossal in CGI created by Rainbow to celebrate the endless myth of the gladiators living in ancient Roman time. There are many food promotions for this property—Big Babol/Perfetti chewing gum, a chip and salty snack promotion, customized S. Benedetto thè bottles and a retail promo with 100 Chef Express restaurants. There are also strategic media partnership and co-marketing activities with Vodafone, Sky, Poste Italiane and Trenitalia, as well as a Gladiator's cruise (in partnership with MSC cruise company) and the customization of a historic museum in Rome. Rainbow Magicland theme park is located outside of Rome with many attractions dedicated to the Rainbow's properties (Winx Club, Huntik, PopPixie and Monster Allergy). 2012 represented a strategic year for the park, becoming the No. 2 best performing Italian theme park in term of visits. The expectations for 2013 are to multiply the 1.5 million visits of 2012 and investing more on the marketing strategy. "Mia and Me" launched internationally in 2012. There are more than 65 international partners on board (Panini, Unilever Deutschland, Belltex, Egmont, Nestlè, Ravensburger, etc.), generating 500,000 licensed products so far. Rainbow is also the exclusive agent for the Nickelodeon licensing portfolio in Italy. Rainbow's licensing strategy for 2013/14 will focus on some key important assets including managing locally all the other countries not covered by Nickelodeon; reinforcing the structure of its branch offices in Russia, Italy and Singapore; completing the map of Rainbow's agents on board; opening new strategic markets such as Asia; supporting its main properties with a strong marketing plan country-by-country, focusing on retail activities and consumer events extended throughout 2013, but also multiplying the business opportunities in the category of recreation; investing more of its attention on the digital devices; investing in new contents for the existing properties; promoting the launch of brand new franchises; focusing on strategic FMCG deals for 2014/15 that will give great exposure to Rainbow's brands, starting with Winx Club; launching a new strategy for Winx Club as fashion brand—fairy couture—that will capitalize on the trendsetting value of the property; and celebrating Winx Club's 10th anniversary, with many empowered initiatives worldwide that will cover all 2014.

15 GENERAL MOTORS

\$3.5B (E)
 GENE REAMER, MANAGER, TRADEMARK LICENSING,
 +1.313.667.8545
 WWW.GM.COM

16 NATIONAL FOOTBALL LEAGUE

\$3.25B (E) (PRIVATE)
 LEO KANE, VP, CONSUMER PRODUCTS, +1.212.450.2758

17 ELECTROLUX

\$3.1B (PRIVATE)
 MATTHEW YOUNG, HEAD OF GLOBAL BRAND LICENSING,
 +1.928.236.4030
 WWW.ELECTROLUX.COM/LICENSING

Key licensing properties were AEG for power tools in South America, food storage containers in the U.S. with the Frigidaire brand, water purification products in India with the Kelvinator brand, a line of pressure washers in the U.S. under the Eureka brand and in Europe for the AEG brand. There were also key deals made with AEG for professional printers, small kitchen appliances for India with Kelvinator, kitchenware in Eastern Europe with the Zanussi brand, and solar cells installation with the Volta brand in Scandinavia. The business grew over 20 percent for the fifth consecutive year. Key initiative for 2013 will continue to focus on building networks in India, Eastern Europe and South America while also growing in the U.S. market as Western Europe struggles to find footing. Key segments include sustainability categories as well as consumer products in the U.S. Key retail partners are being identified for the U.S. market while the company will

maintain its relationships with Tesco and Metro in Europe and DSC in Hong Kong and Alghanim in Kuwait.

18 DREAMWORKS ANIMATION

\$3B
 MICHAEL FRANCIS, CGBO; MICHAEL CONNOLLY, HEAD OF
 CONSUMER PRODUCTS, +1.818.695.3863
 WWW.DREAMWORKSANIMATION.COM

DreamWorks Animation delivered licensing programs in 2012 inspired by franchise favorites as well as the newly formed DreamWorks Classics. Highlighted franchise properties at retail included the summer blockbuster Madagascar 3: Europe's Most Wanted, the hit Nickelodeon series, Kung Fu Panda: Legends of Awesomeness and Penguins of Madagascar as well as the evergreen Shrek. DreamWorks Classics continues to build on its success reinventing the classics of yesterday. Key properties driving growth in consumer products in 2012 were Where's Waldo?/Where's Wally?, Noddy, Olivia and Postman Pat. Looking forward, DWA has set the stage to be the hub for family friendly IP on a global level. In 2013, properties tied to theatrical and television franchises including Turbo, Madagascar, How to Train Your Dragon and The Croods will lead the charge at retail along with the classic properties of Where's Waldo? and Olivia. Beyond 2013, DWA looks to build on its strong franchise portfolio with new programming around feature films including: How To Train Your Dragon 2, Mr. Peabody & Sherman and B.O.O.: Bureau of Otherworldly Operations, as well as a vast array of classic properties including the holiday television classics of Frosty the Snowman, Santa Claus is Comin' to Town and Rudolph the Red-Nosed Reindeer. DWA's retail efforts in 2012 were highlighted by World of Madagascar, a global Toys 'R' Us exclusive that featured toys based on characters from all three Madagascar films. This in-store and online boutique coincided with the June 8 theatrical release of Madagascar 3: Europe's Most Wanted and highlighted exclusive toys from Fisher-Price, as well as a full range of lifestyle products.

19 NATIONAL BASKETBALL ASSOCIATION

\$3B (E) (PRIVATE)
 SAL LAROCCA, EVP, GLOBAL MERCHANDISING, +1.212.407.8000
 WWW.NBA.COM; WWW.NBASTORE.COM

Key licensing properties are NBA, WNBA, NBA Development League and USA Basketball. Key licensing initiatives for 2013 will continue to be driven together with its premier partners. Additionally, the NBA's entertainment product lines will continue to expand, spurred by the league's popular and successful gaming business. Building off the success of NBA2K13, winner of 25 Sports Games of the Year awards last year, video game partner 2K Sports will continue to bring together the combination of NBA performance, athleticism and culture in the much-anticipated NBA2K14 on an extensive variety of platforms worldwide. The emerging mobile and social gaming industry will also present the league with new partners and diverse types of gameplay over the next year. Finally, the NBA and Spalding will be celebrating the 30 years of partnership, continuing to deliver authentic basketballs, backboards and accessories. Based on Spalding's record global sales in 2012, NBA expects continued growth in 2013, especially on an international scale. Champs Sports and Kids Foot Locker continue to be key retail partners.

20 PENTLAND BRANDS

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

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

21 PROCTER & GAMBLE

\$3B

GAYLE JONES, MANAGER, TRADEMARK LICENSING AND COMMERCIAL INNOVATION, GLOBAL BUSINESS DEVELOPMENT, +1.513.626.7666

22 CARTOON NETWORK ENTERPRISES/TURNER CN ENTERPRISES

\$2.8B

PETE YODER, VP, CONSUMER PRODUCTS, NORTH AMERICA, CNE, +1.212.275.6535; ALAN FENWICK, VP, TURNER CN ENTERPRISES, EMEA WWW.CARTOONNETWORK.COM

In 2012, the brands driving the widespread, global success of Cartoon Network Enterprises/Turner CN Enterprises are the company's portfolio of standout original animated comedy and boys' action brands. Adventure Time, Regular Show, The Amazing World of Gumball and Ben 10 have helped to solidify the company's position as a key force in the licensing industry and, by creating unique, strategic and comprehensive licensing programs for these brands, CNE has built a robust lineup of products from hundreds of best-in-class partners across the world. After dominating the specialty retail market in 2011, 2012 was a year of explosive expansion and growth for Adventure Time as it transitioned into the mid-tier and mass retail channels in the U.S. without sacrificing any success at specialty. Internationally, the brand brought its pandemonium to the far reaches of the globe, complete with strong retail placement and exciting executions throughout Europe, Australia, India and many others. Adding to its success in comedy, CNE has built a strong consumer products program for Regular Show that includes a successful toy line from Jazwares, strong soft lines products and partners with fantastic retail placement and support, top-selling home entertainment releases and more. Additionally, The Amazing World of Gumball, the unique mixed media series from Cartoon Network Europe, continues to excite and delight partners and fans around the world, with significant growth opportunities on the horizon. Cartoon Network's signature boys' action franchise and international powerhouse brand, Ben 10, once again delivered a strong global retail performance, led by its toy line from Bandai and successful video game franchise from D3Publisher, live events executions and more. With great momentum behind its portfolio worldwide, 2013 and beyond present huge opportunities for CNE as the company continues to build its business and attract new consumers. Building on massive expansion both domestically and internationally in 2012, Adventure Time will continue to grow and expand in to new territories this year, led by strong hard lines, soft lines, publishing, home entertainment and interactive programs. Adding to its success in the comedy space, CNE will also expand Regular Show into international markets, creating new growth opportunities, and will continue to build out the licensing program around The Amazing World of Gumball, which continues to perform well on-air and internationally and is poised for an explosive presence in the U.S. in the coming year. Ben 10 continues to perform led by the Ben 10 Omniverse franchise and its accompanying toy line from Bandai and interactive franchise from D3Publisher. The LazyTown brand will also provide new opportunities for the group in the U.S., now that CNE serves as the preschool brand's licensing agent in that market. Finally, CNE's Adult Swim business will continue to drive sales in the home entertainment, electronic sell-through, music and live events from top franchises. CNE has been and will continue to be widely distributed at retail across all key retailers and all tiers of distribution throughout the world. With outstanding retail support and placement throughout 2012, key brands were able to enjoy success led by strong retailer and marketing programs, especially throughout the pivotal fourth quarter. Numerous feature shops, direct to retail programs, end caps, circular support and dedicated email blasts and mailers throughout holiday 2012 and other key buying seasons helped

to generate strong sales and awareness among the group's portfolio of brands and product lines.

23 WEIGHT WATCHERS INTERNATIONAL

\$2.8B (INCLUDING WEIGHT WATCHERS SMART ONES BY HEINZ)
STACY GORDON, SVP, PRODUCTS, LICENSING AND PUBLISHING, +1.212.589.2700
WWW.WEIGHTWATCHERS.COM

Weight Watchers is the leading global weight management brand and licenses the WW brand and related intellectual property to carefully selected partners worldwide. WW has a robust licensed and endorsed consumer products presence around the globe, including the U.S., Canada, the U.K., Continental Europe, Australia and New Zealand. A signpost for healthy weight loss, the Weight Watchers brand gives shoppers the confidence they need when considering healthier alternatives and access to better-for-you lifestyle solutions. In North America, key 2013 growth initiatives include integrated marketing and retail activities to support our portfolio of licensed and endorsed products, as well as the addition of new products and categories. Today more than 400 SKUs of WW product are distributed in over 15 categories on a national level. In U.K., 2013 heralds significant plans to drive brand consideration and increase penetration through our largest ATL activity for Weight Watchers Foods, supported by extensive trade activity at all major multiples. In Australia and New Zealand, growth drivers include addition of new core categories, further differentiation of the product range, and multi-media campaigns aligned to key weight-loss periods. In North America, WW executed multiple trade marketing programs across various retailers during three peak seasons. Program executions included Spend & Gets at ShopRite, Price Chopper and Safeway, FSIs at Walmart and Publix and a dunnhumby coupon mailer sent to Kroger consumers. 2012 retail programs covered over 50 percent of total volume for WW-branded and endorsed products. In the U.K., Weight Watchers Foods currently operate across 44 categories, with more than 240 SKUs. The brand has strong market share of the Low Calorie category with nearly 50 percent household penetration. During 2012, the Weight Watchers Foods range underwent a significant packaging modernization to make it even more relevant and appealing for today's U.K. consumer that resulted in healthy sales growth. New products for this year include Weight Watchers crumpets, Weight Watchers Greek style yogurt and extensions to the more premium Weight Watchers Select range. In Australia/New Zealand, WW focused on driving retail investment and support in 2012. Initiatives included catalog exclusive WW pages with Woolworths and Progressive, in-store media campaigns, sampling, coupon promotions and price promotions.

24 FERRARI

\$2.6B (PRIVATE)

STEFANO SAPORETTI, HEAD OF LICENSING, +39.053.694.9200
WWW.FERRARISTORE.COM

Partners include Puma, Acer, Microsoft, Hublot and Perfume Holding. The company's goal is to reinforce lifestyle approach with luxury partners such as Tod's, Hublot, Vertu and Damiani. New business development in Brazil and Mexico. There are currently 50 Ferrari Stores worldwide, with openings in Madrid and Rio de Janeiro planned.

25 RALPH LAUREN

\$2.5B (E)

ROGER FARAH, PRESIDENT AND COO, +1.212.813.7868
WWW.INVESTOR.RALPHLAUREN.COM

26**TWENTIETH CENTURY FOX
CONSUMER PRODUCTS**

\$2.35B

JEFFREY GODSICK, PRESIDENT, +1.310.369.1000

WWW.FOXCONSUMERPRODUCTS.COM

Fox Consumer Products' revenue in 2012 was attributed to the success of multiple properties. Ice Age, with the launch of various location based entertainment attractions and the release of Ice Age: Continental Drift, drove merchandising programs in multiple categories. The Sons of Anarchy property accelerated globally in 2012. The series debuted to record-breaking numbers in Europe, sparking the introduction of product in new markets and expanding the brand to new categories. The Simpsons, in its 24th season, entered the world of high fashion in 2012 and appeared in multiple promotional campaigns around the globe. Alvin and the Chipmunks, following the launch of The Chipettes at retail, continued to expand its holiday presence in 2012. The Aliens franchise also generated buzz as fans awaited the theatrical release of Prometheus and the video game from Sega, "Aliens: Colonial Marines." New Girl merchandise debuted to an e-commerce audience on foxshop.com and at retail with the release The Douche Journals. Family Guy and Diary of a Wimpy Kid also experienced success throughout the year. Location-based entertainment will be a key focus for FCP in 2013. The company will expand to all areas of this category including 4-D entertainment, theme park attractions and live shows across North America, Europe and Asia with several of its properties. FCP will also grow existing attractions in the marketplace to further engage consumers and offer a more immersive experience. FCP will leverage The Simpsons in 2013, introducing the brand to all-new categories and partnering with both returning and new licensees for exciting new merchandise and promotional programs that are not only trend-forward but also commemorative. FCP will roll out new e-commerce initiatives including the launch of property-specific shops on foxshop.com, offering increased varieties of as-seen-on, on-demand and licensed merchandise. FCP will also explore flash sale outlets as well as other web-based opportunities to drive brand awareness in the upcoming year. Promotional opportunities have been announced with partners such as Nestle and Google, in addition to program launches at QSR's around the world. FCP will also leverage its robust film catalog in 2013 by capitalizing on key clip licensing opportunities. Initiatives to drive growth for the division will include high fashion partnerships in North America, Latin America, Europe and Asia markets, and the introduction of adult-focused online gambling and beverage programs around the world. In 2012, FCP launched several location-based entertainment programs for the Ice Age franchise including a 4-D attraction, Ice Age: Dawn of the Dinosaurs—The 4-D Experience, now featured at multiple locations around the globe. Ice Age Live! A Mammoth Adventure debuted in November. FCP also unveiled Ice Age-themed attractions in Europe. The success of Ice Age continued in-store with cross-merchandising programs tied to the theatrical release of Ice Age: Continental Drift at Toys 'R' Us and X-5. In the interactive space, Ice Age was featured on both console and online games from Activision and Bigpoint. FCP ramped up its Sons of Anarchy merchandise program particularly in new territories including the U.K., Austria and Germany. On the domestic front, Sons of Anarchy nearly doubled in category offering. 2012 marked the debut of Bart Simpson on the fashion scene. Through a partnership with designer Jeremy Scott, Bart was featured within Scott's collection at New York Fashion Week. In Japan, street brand Joyrich partnered with The Simpsons to launch a Bart-themed winter collection.

27**HIT ENTERTAINMENT**

\$2B

EDWART CATCHPOLE, SVP, +44.207.554.2500; SIDDARTH

MATHUR, VP, THE AMERICAS, +1.212.463.9623

WWW.HITENTERTAINMENT.COM

In 2012, Thomas & Friends was the No. 1 license in the preschool toys category in the U.S., according to The NPD Group. The unrivaled popularity of the global brand continues with Thomas ranking as the top toy property in the U.K. and also holds the No. 1 preschool toy license in Japan and Australia. Thomas & Friends

introduced new friends and destinations on the Island of Sodor in the CG animated movie, Blue Mountain Mystery. Thomas & Friends licensees worldwide, including Fisher-Price, Random House, Egmont, Mega Bloks and Tomy, supported the event with more than 60 tie-in products, including books, games, engines, play sets, apparel, bedding and accessories. In Latin America, new apparel and accessories partners lined up, and in Asia, a Thomas & Friends licensing program kicked off following the program's launch on CCTV in China in 2011. New property, Mike the Knight continued to reach the homes of preschoolers around the world on broadcast. Through 2012, licensees around the world signed up including Simon & Schuster as global publishing partner. Mike the Knight's international expansion continued with the appointment of CPLG Benelux and TF1 Licenses as licensing agents in their respective territories. Fireman Sam celebrated his 25th anniversary year in 2012. Master toy licensee Character Options launched a new range of toys internationally including play-sets, vehicles and figurines. Fireman Sam's first app, Fireman Sam Junior Cadet was a favorite for fans worldwide. Angelina Ballerina continues to dance into the hearts of children around the world. Last year, the home entertainment release, Angelina Ballerina Dreams Do Come True debuted. AB Studio Licensing licensed a customized Angelina Ballerina dance curriculum to dance studios in North America. The Angelina Ballerina Dance Academy officially launched last fall in 118 studios. HIT partnered with the Nick Brooke theatre company to produce 'Angelina Ballerina: The Mousical', the first ever live musical stage show for the brand in the U.K. The program toured over 24 theaters nationwide. In Latin America, new partners were added to Angelina Ballerina's dance card for apparel and accessories. To support the global preschool film King of the Railway, movie-themed toys from Fisher-Price across three different train systems will be available for the first time, including the Thomas Wooden Railway. In addition, best-in-class partners across the globe including Mega Brands, Ravensburger, Random House and Egmont will create 65+ tie-in King of the Railway-themed products across books, games, engines, play sets, apparel, bedding and accessories. A King of the Railway-inspired app and a dedicated microsite will extend King of the Railway to digital and social media. In digital entertainment, apps continue to perform well for HIT properties across all platforms and devices. New and updated apps for Thomas & Friends, Mike the Knight, Fireman Sam and other properties in HIT's portfolio will launch in 2013. Mike the Knight launches in the key categories of toys, publishing and home entertainment in 2013. Fisher-Price rolls out Mike the Knight toys globally (15-plus countries) starting this spring. The first Mike the Knight home entertainment title, Knight in Training, hits U.S. retailers in June. Global publishing partner Simon & Schuster is off to strong start with Mike publishing, introducing Mike books at nearly all major retailers in the U.S. and U.K., with eight additional titles to be added this year. Mike the Knight continues its charge in new consumer products categories around the world with more than 98 licensees in 16 countries signed to date. Fireman Sam rolls out a brand new CGI series of 24 x 10 episodes, plus a feature-length special has been greenlit. Barney launches a new toy line from Character Options at Toys 'R' Us in the U.S. this fall. This is being supported by a new online and social media campaign, Barney 25 Million Hugs.

28**KATHY IRELAND WORLDWIDE**

\$2B (PRIVATE)

ROCCO INGEMI, VP, BRAND MANAGEMENT AND RETAIL;

CLAUDE ERGAS, INTERNATIONAL MARKETING AND BRANDING CONSULTANT, +1.310.557.2700

WWW.KATHYIRELAND.COM

kathy ireland Worldwide continues to experience growth, offering designs in bridal and special occasion gowns, fine jewelry, luxury cashmere sweaters/accessories and furs, apparel, infant and toddler apparel, socks, footwear, 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 Raymour & Flanigan, Nebraska Furniture Mart, National Business

Furniture, Bauhaus (a La Z Boy company), Lloyd's of Chatham, American Legend Cooperative, American Family Insurance and BrandSource. kiWW is expanding into several new categories such as fine china and flatware, crystal, luxury chocolates, 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 kiWW 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 such as Belk department stores and macys.com carry kiWW products. kathy ireland Office can be found at fine retailers across the country including National Business furniture, officedepot.com and staples.com. 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.

29 THE CHEROKEE GROUP

\$2B

HENRY STUPP, CEO; HOWARD SIEGEL, COO; SALLY MUELLER, CBO; JAMIE CURTIS, VP, MARKETING; JASON BOLING, CFO, +1.818.908.9868
WWW.CHEROKEEGROUP.COM; WWW.CHEROKEEUSA.COM

Cherokee Inc.'s key properties available for license include its namesake Cherokee Brand, Liz Lange, Sideout, Carole Little, and ále by Alessandra. The Cherokee Brand is an iconic American family-lifestyle brand offering classic, casual comfort at affordable prices. First founded in 1973, Cherokee offers an assortment of men's, women's, and kids' apparel, accessories, footwear and home products. The brand is licensed in over 40 different countries and sold in more than 5,000 locations. Liz Lange was acquired by Cherokee in September 2012 and is one of the most recognized and respected maternity brands sold throughout North America. Sold exclusively at Target stores, Liz Lange Maternity has revolutionized modern maternity wear by providing pregnant women stylish, fashion-forward clothing and accessories. Sideout was first conceived in 1983 by a California Volleyball player and has since grown into a sportswear and active wear line that is beach and street-inspired and active and genuine in style. The brand is sold in various countries around the world. Carole Little and Saint Tropez West are women's apparel brands sold directly through TJ Maxx. They were first acquired by Cherokee in December 2002. In February 2013, Alessandra Ambrosio, a recognized supermodel and fashion icon with over 15 years experience in the style industry, formed an exclusive partnership with Cherokee Inc. to market and license ále by Alessandra as a worldwide lifestyle brand. The brand brings a collection of feminine, colorful and effortless apparel to savvy, fashion-minded women around the world. Cherokee Inc.'s key areas for growth in 2013 and beyond include organic growth by expanding product categories/lifestyle footprint and strengthening retail partnerships; gaining new international retail partners to expand the company portfolio into additional geographic marketplaces; strategic acquisitions by targeting selected style-focused lifestyle brands that would be accretive to both the Company and shareholders and have high potential for international market growth. Cherokee's key retail partners include Target Stores (U.S. & Canada), Tesco (U.K., Ireland and certain Central European countries), RT-Mart (Peoples Republic of China), Pick 'n Pay (Republic of South Africa, Zambia, Namibia, Zimbabwe, Lesotho), Falabella (Chile, Peru and Colombia), Arvind Mills (India), Shufersal LTD.(Israel), Comercial Mexicana

(Mexico), Eroski (Spain), Nishimatsuya (Japan), Magnit (Russia), Landmark Group's Max Stores (certain Middle East and North Africa countries) and the TJX Companies (U.S., Canada and Europe).

30 ROVIO ENTERTAINMENT

\$2B (E)

ANDREW STALBOW, EVP, STRATEGIC PARTNERSHIPS,
+358.207.888.300
WWW.ROVIO.COM

2012 was another record-breaking year for the mobile entertainment provider and creator of Angry Birds franchise. The company, which launched four new games, reported that consumer products revenue was more than three times that reported in 2011 and accounted for 45 percent of sales.

31 BBC WORLDWIDE

\$1.7B (PRIVATE) (BBC WORLDWIDE IS THE COMMERCIAL ARM AND A WHOLLY OWNED SUBSIDIARY OF THE BRITISH BROADCASTING CORPORATION)

CARLA PEYTON, SVP, LICENSED CONSUMER PRODUCTS, +1.212.705.9300
WWW.BBCAMERICA.COM

Revenue and growth for BBC Worldwide consumer products is driven by the company's key core brands: the 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," "Baby Jake" and "Dino Paws." In Blu-ray and DVD, BBC Home Entertainment titles continue to perform solidly at retail, with strong placement at major retailers including Walmart and Target. BBC Earth's Africa, which premiered in January 2013, saw strong ratings and has been a major Blu-ray and DVD release title for BBC Worldwide in February 2013. BBC Worldwide launched its first limited nationwide theatrical release in the U.S. in over 450 theaters in February 2013. BBC Worldwide is also growing its live events business; 2012-13 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 the most successful world tour of 2010 (Pollstar), returned from hiatus, roaring into continental Europe in 2012 and continues to tour 2013. In the U.K., BBC Worldwide's live events business opened a permanent 35,000-square-foot Doctor Who visitor attraction and a new Deadly 60 visitor attraction. It also staged theater and arena tours, concerts, large-scale exhibitions and even a 16-week residency of Dancing with the Stars- live in Las Vegas. The "Doctor Who" series is celebrating its 50th anniversary in November 2013. 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. "Top Gear" continues to be a strong broadcast performer with the original UK. and local formats.

32 MGA ENTERTAINMENT

\$1.7B (PRIVATE)

ANDREW LELCHUK, VP OF LICENSING, +1.818.894.2525
WWW.MGAE.COM

Key licensing properties for retail sales in 2012 include Bratz, Lalaloopsy, Moxie Girls, Bratzillaz and Little Tikes. The "Lalaloopsy" television series debuted on Nickelodeon and MGA launched the national Bratz girl empowerment campaign for 2013. MGA also expanded the product categories for Little Tikes. In 2012 MGA had strong success with an encore Lalaloopsy promotion for QVC's 'Christmas in July' special segment.

33**SESAME WORKSHOP**

\$1.6B (NON-PROFIT)

MAURA REGAN, SVP AND GENERAL MANAGER, GLOBAL

CONSUMER PRODUCTS, +1.212.875.6416

WWW.SESAMEWORKSHOP.ORG

Sesame Workshop is excited to continue its partnership with Hasbro. Products from Hasbro's Playskool brand will feature a full range of Sesame Street characters. Fan can look forward to Big Hugs Elmo, which can actually hug kids back, and the Sesame Street Roads & Rails collection, which includes three vehicle themed play sets featuring Elmo, Ernie or Cookie Monster. Sesame Workshop has partnered with Qualcomm and created an app called "Big Bird's Words," available this year. This app will feature the first ever use of Qualcomm Vuforia augmented reality platform's text recognition capability. Within the app, children are guided, via the use of a virtual "wordoscope," to search for and find new words in their environment. In partnership with Microsoft through the magic of Kinect for Xbox 360, Sesame Workshop launched season two of "Kinect Sesame Street TV." This year marks the 30th anniversary of "Big Bird in China," the iconic one-hour special. Sesame Workshop will be celebrating with special events, a social media campaign, and online activity. It is also continuing to air Sesame Street's "Big Bird Looks at the World." Through the lens of scientific investigation, children are encouraged to ask questions, make observations and form conclusions. This February also marked a rare achievement for any media brand, let alone one that focuses solely on the preschool set: Sesame Street exceeded 1 billion views on YouTube, making us the first nonprofit organization and the first children's program to reach the milestone. To top it all off, a new indoor themed ride named Sesame Street Spaghetti Space Chase debuted at Universal Studios Singapore. Great products featuring a range of everyone's beloved Sesame Street characters were introduced to Hasbro's Learning Line, including Ernie's Alphabet Notepad which is designed to help kids explore their ABC's while learning on a colorful LCD screen tablet. Sesame Workshop launched bakeware products in-store with Williams Sonoma. Internationally, "Sesamstrasse," the German co-production of "Sesame Street," celebrated its 40th anniversary. In commemoration, NDR aired a 4-hour televised 40th special featuring appearances from Sesamstrasse Muppets, German and American celebrities and a documentary segment. There were also museum exhibits. "Plaza Sésamo," the Latin American adaptation of "Sesame Street," also celebrated its 40th anniversary. In addition to an exciting kick-off event at Teatro Aldama with live Muppet performances, there was also a traveling photo exhibit at 18 shopping malls throughout Mexico. Elmo and Cookie Monster had a whirlwind tour of Australia in July. With visits to some of Australia's most popular attractions and appearances on morning and daytime, Elmo and Cookie Monster got to make some new friends down under. Then in August, Sesame Street's Elmo, Grover and Abby Cadabby visited London to cheer on Team USA at the 2012 Olympic Games.

34**THE POKÉMON COMPANY INTERNATIONAL**

\$1.6B (PRIVATE)

KAREN EGGLESTON, LICENSING MANAGER, +1.425.274.4807

WWW.POKEMON.COM

Pokémon, one of the most popular entertainment franchises in the world, had an extremely successful 2012 across all its pillars—video games, Pokémon trading card game and animation, as well as its wide portfolio of licensed product. The successful October launch and record sales of the highly anticipated "Pokémon Black 2" and "Pokémon White 2" video games for the Nintendo 3DS and Nintendo DS family of systems was one of many exciting new offerings. The Pokémon trading card game, which has shipped more than 20 billion Pokémon TCG cards worldwide, continues to be a leader in the trading card game category at major retail and hobby shop locations around the world. Launching in 2012 were four new Pokémon TCG: Black & White expansions and various incidental Pokémon TCG product, including collectable tins and box sets. The newest Pokémon full-length feature film, Pokémon the Movie: Kyurem vs. The Sword of Justice, aired on Cartoon Network in the U.S. and other broadcast partners across the globe, and the two-disc DVD of Pokémon the Movie:

Black-Victini and Reshiram and Pokémon the Movie: White-Victini and Zekrom came to retail. Licensed product in the toys and plush, Pokémon TCG and video game accessories, apparel and accessories, domestics, back-to-school, party supply, and costume categories rounded out another blockbuster year for the Pokémon brand. The retail success Pokémon continues to enjoy in 2013 coincides with the January announcement of Pokémon X and Pokémon Y for the Nintendo 3DS system. The titles will launch simultaneously around the world in October 2013. Pokémon X and Pokémon Y will inspire an extensive array of licensed product at retail, including a new toy and plush line by TOMY International, a new Pokémon TCG series and a new season of Pokémon TV animation. Additional licensing categories will be announced later this year. Also recently launched is the Pokémon TV app for iOS and Android devices. One new expansion from the Pokémon TCG: Black & White series has already launched in 2013 with additional expansions debuting later this year. The 16th season of Pokémon animation, "Pokémon: BW Adventures in Unova," debuted in February on Cartoon Network and has been rolling out in other markets over the course of the year. The DVD for Pokémon the Movie: Kyurem vs. The Sword of Justice launched April 2 in the U.S. by VIZ Media. 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.

35**BLUESTAR ALLIANCE**

\$1.5B

JOSEPH GABBAY, CEO, +1.212.290.1370

WWW.BLUESTARALLIANCE.COM

Key properties include English Laundry, Kensie, Hot Kiss and Harve Bernard.

36**THE HERSHEY COMPANY**

\$1.5B

ERNIE SAVO, DIRECTOR OF GLOBAL LICENSING AND

INTERNATIONAL PARTNER RETAIL, +1.717.534.8139

WWW.HERSHEYS.COM

Key licensing properties include Hershey's, Hershey's Kisses, Reeses, Jolly Rancher, Ice Breakers, Cadbury's and Heath. The Licensing Company was appointed to grow Asia business across core five global brands. Klondike Heath Bars remain the No. 3 Klondike bar. It is Unilever's No. 3 Klondike SKU overall, behind only original and Krunch. Reese's 48 oz. remains Unilever's No. 2 Breyers Blasts! SKU. Other well performing products include Wells' Blue Bunny/Cadbury frozen novelties with more than \$27 million in sales since launching in Q3 2012. White Wave International Delights coffee creamers had sales of \$90 million in 2012.

37**GIOCHI PREZIOSI GROUP**

\$1.5B

GRAZIANO DELMAESTRO, LICENSING DIRECTOR,

+39.01.96.47.51

WWW.GIOCHIPREZIOSI.COM

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

38**PERRY ELLIS**

\$1.4B

MARIA FOLYK-KUSHNEIR, SVP, LICENSING, +1.212.536.5718

WWW.PERRYELLIS.COM

During 2011, Perry Ellis International increased penetration in licensed categories for brands such as Perry Ellis, Original Penguin, Laundry by Shelli Segal, Pro Player and Jantzen, while also introducing additional classifications. This year the company will emphasize continued expansion of its international distribution for its portfolio of brands including Perry Ellis, Original Penguin, Laundry by Shelli Segal, Jantzen, C&C

California, Manhattan, John Henry, Gotcha, Pro Player, Cubavera and many others. Key retail partners this year and last are Macy's, Dillard's, Belk's, Kohl's, J.C.Penney and Sears.

39 BEVERLY HILLS POLO CLUB

\$1.3B (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 instantly 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 major international expansion with and new shop concept. BHPC has a significant focus on South America and Eastern Europe.

40 THE COCA-COLA COMPANY

\$1.3B

KATE DWYER, GROUP DIRECTOR, WORLDWIDE LICENSING,

+1.404.676.2121

WWW.COCA-COLA.COM

Led by Coca-Cola, the world's most valuable brand, The Coca-Cola Company's portfolio features \$16B brands including Fanta, Sprite, vitaminwater, Powerade, Minute Maid, Georgia and Del Valle. More than 500 million consumers purchase its licensed merchandise annually. In 2013, Coca-Cola will continue to focus on collaborating with designers, illustrators and artists to bring new products to life. In February, Coca-Cola launched a capsule collection of apparel and accessories designed by NIGO under the Human Made label. Additional regional and global collaborations are planned throughout the year with leading fashion brands at all retail tiers. Coca-Cola will continue to infuse the drinkware category with innovation. More than 250 million Coca-Cola glasses are sold around the world each year. The Arciform and Coca-Cola Heritage Glasses designed by Thomas Meyerhoffer debuted in February. A designer series of Coca-Cola decorated drinkware will launch later this year at key retailers around the world. In 2012, Coca-Cola collaborated with Nendo, the renowned design firm, to create a range of blown glass tableware made from recycled Coca-Cola bottles. The collection first debuted at Design Tide in Tokyo and was later featured at influential retailers around the world. Plans are in place to gain wider distribution in 2013. Coca-Cola recently embarked on a long-term partnership with HSN to create an omni-channel retail experience for consumers. Several programs are planned in 2013 as well as an interactive digital experience and online store at HSN.com. Sustainability will remain 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 2012, Levi's, Beats by Dre, RVCA, New Era, MCM and Case-Mate joined the movement and produced EKOCYCLE licensed merchandise made from recycled materials. Retail activations are planned for EKOCYCLE throughout 2013 along with the addition of new partners including adidas and the NBA.

41 NBCUNIVERSAL

\$1.3B

AMY TAYLOR, EVP, UNIVERSAL PARTNERSHIPS & LICENSING,

+1.818.777.0276; KIM NIEMI, SVP, NBCUNIVERSAL TELEVISION CONSUMER PRODUCTS, +1.818.777.4559

WWW.NBCUNI.COM

NBCUniversal has two divisions responsible for the company's consumer products licensing and promotional partnerships—Universal Partnerships & Licensing and NBCUniversal Television Consumer Products. UP&L oversees Universal's consumer product licensing, film and home entertainment promotions and all corporate

alliances for Universal's theatrical, home entertainment, theme parks and stage productions. The NBCUniversal Television Consumer Products Group is dedicated to television licensing across NBCU's family of television networks. UP&L had a strong showing in retail, promotional and licensing support in 2012 behind some of the year's most popular films, including innovative programs surrounding the epic action-adventure Snow White and the Huntsman and partnerships with several marquee brands for Illumination Entertainment's third feature Dr. Seuss' The Lorax, which was supported by more than 150 partners across the globe including Whole Foods Market, Pottery Barn Kids, Seventh Generation and Stonyfield Farms. "Jurassic Park: Builder" was Apple's "Best of" App Store feature for top grossing iPhone and iPad app of 2012 while "Jaws: Revenge" made it to No. 2 in Top Free iPhone Apps in the U.S., thanks, in part, to a cross-promotional program which included Discovery's Shark Week and the launch of Jaws on Blu-ray. On the traditional side of the licensing business, UP&L secured renewals with Stena Line Cruises and Minnesota Children's Museum for Curious George and secured a second-year partnership with Pepsi/Frito-Lay for a Halloween-themed promotion centered on the Universal Monsters. Throughout 2012, the UP&L team continued to bolster their corporate alliances with key partners including American Express, Hilton Hotels, Coca-Cola, Nestle Waters and Gibson. Some highly anticipated theatrical releases will lead UP&L's success including Despicable Me 2, Fast & Furious 6, 47 Ronin, Jurassic Park 4, Minions and more. In 2012, NBCUniversal Television Consumer Products built upon several key franchises for Universal Media Studios and Universal Cable Productions respectively, successfully partnering with key licensing agencies including Joy Tashjian Marketing Group, Big Tent Entertainment, ACI Licensing, Consumer Strategies, Paradox Entertainment and Pottinger-Nichols Media Group. "The Biggest Loser" brand continues to grow with key partnerships and product releases in the health and wellness category across various platforms. "The Office" continues to increase in popularity and maintained success in the marketplace through new product licenses including multiple calendars with Andrews McMeel and Trends International, fun mini-kit collectibles with Running Press, Hallmark greeting cards and Dunder Mifflin-branded copy paper from Quill. This year Quill launched new Dunder Mifflin-branded office products. "Parks and Recreation" delighted fans with the Ron Swanson You Had Me at Meat Tornado t-shirts at Old Navy from Ripple Junction. "Late Night With Jimmy Fallon" product launches included Thank You Notes 2, the second hilarious book from Jimmy Fallon, and Fallon's comedy album, "Blow Your Pants Off." New partners were brought in for the Grimm property, including Titan Publishing for the official magazine, Breygent for trading cards, Fifth Sun for apparel, Dynamite Entertainment for comic books and Dark Horse for prop replicas and novelties, all to launch in 2013. The first season of "Smash" brought a soundtrack with original show songs and cover tunes from Columbia Records and sheet music songbooks from Alfred Publishing. The new Facebook Social Game for Universal Media Studios' "House," House MD: Critical Cases, launched this year as well. Reality competition series, "Fashion Star," brought an unprecedented approach to television licensed products through partnerships with key retailers, Saks Fifth Avenue, Macy's and H&M, making the fashion apparel seen in the show available for purchase online the very same night. Sewing patterns from The McCall Pattern Company featured designs directly based on styles from the show. "Minute to Win It" kids meals returned to Wendy's with fun, exciting "Minute to Win It" challenges for the entire family. Top-performing cable properties continued to flourish in the licensing space. USA programs shined in the publishing arena with top selling original novels for "Psych" from Penguin Publishing. On Syfy, "Warehouse 13" has seen continued success with a mini-farnsworth replica and animated maquettes from Quantum Mechanix, and "Alphas" season one trading cards launched this year from Cryptozic. A vast catalog of classic television properties, including "The Munsters," "The Six Million Dollar Man," "Battlestar Galactica," "Knight Rider," "Saved by the Bell" and "Leave it to Beaver" continue to resonate with fans of all ages. These iconic series have found renewed strength in apparel, collectibles, toys and lifestyle goods with licensing partners such as EFX Collectibles, Diamond Select Toys, Moebius Models, Aoshima, Hallmark and Bif Bang Pow. The Telemundo consumer products program has continued to build momentum in the financial services categories with successful lines of award winning gift cards with Incomm and a reloadable prepaid debit card from Western Union. NBCUniversal Television Consumer Products also manages e-commerce stores on behalf of the broadcast networks, providing direct to consumer sales platform for its programs.

42 NHL

\$1.3B

JOHN GULLA, SENIOR MANAGER, CONSUMER PRODUCTS

MARKETING, +1.212.789.2166

WWW.NHL.COM

43 SUNKIST GROWERS

\$1.3B (PRIVATE) (AGRICULTURAL COOPERATIVE)

MARK MADDEN, MANAGING DIRECTOR, GLOBAL LICENSING,

+1.818.379.7262

WWW.SUNKIST.COM

Sunkist Global Licensing has more than 45 licensees operating and marketing the Sunkist brand in over 55 countries. 80 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 expand into new countries with both new and existing licensees. More than 700 different licensed products carry the Sunkist brand globally.

44 U.S. POLO ASSN.

\$1.3B

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 some 450 retail stores worldwide. Key retail partners and programs during 2012 include with LI & Fung in Asia, ARVIND in India, Aydinly in the Middle East and Enabravo in South America.

45 WWE

\$1.23B

CASEY COLLINS, EVP, CONSUMER PRODUCTS,

+1.203.352.8766

WWW.WWE.COM

In 2013, WWE is focused on expanding its global infrastructure with the appointment of new consumer products employees in Miami, London, Singapore, Shanghai and Mumbai. WWE continues to broadcast in 145 countries in more than 30 languages. The company's flagship event, WrestleMania XXVIII, was the most lucrative yet, generating more than \$67 million from ticket sales and global PPV buys from 105 countries in more than 20 languages. Today, WWE has over 150 licensees around the globe. WWE's toy program with Mattel continues to enjoy strong success, ending the year as the No. 2 action figure brand in North America and the U.K. (source: NPD). Mattel also launched the new WWE Brawlin' Buddy line that has captured the imagination of the younger consumer. WWE continued its success in the video game category with the release of "WWE'13" in October 2012, which has sold over 2 million units to date. WWE DVDs held the No. 1 position in the sports category for 48 out of 52 Weeks in 2012. WWE will continue to grow our licensed merchandise footprint within 2013 through several key initiatives that include enhanced investment in creative designs and brand management activities to provide exclusive and relevant retailer, category and channel merchandise offerings; growth in the core action figure toy sub-category through continued product innovation and also broader penetration into new toy sub-categories; driving the widely popular WWE video game franchise to new heights via our new partnership with Take2 Interactive; further segmentation of the WWE's top rated sports entertainment slate of DVD and Blu-Rays with new and unique box-set offerings to satisfy the hardcore and casual WWE fans; execute key cross-category promotions at retail that showcase the full breadth and depth of WWE's licensed merchandise portfolio and that tie to marquee WWE tent-pole PPV

events; leverage the investment in recently hired WWE licensing sales headcount in key overseas markets as we partner with a revamped roster of licensing agents. These international licensing activities to be supported by our dynamic WWE live event shows and exciting roster of WWE TV shows. WWE has a broad distribution footprint globally with retailers including Walmart, Toys 'R' Us, Kmart, Asda, Carrefour, Auchan, Hot Topic, Best Buy, Kroger, Dollar General and Walgreens.

46 CHRYSLER GROUP

\$1.214B (PRIVATE)

ROHENA DUA, MANAGER, LICENSING OPERATIONS,

CHRYSLER GROUP; ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, THE LICENSING COMPANY, +1.212.413.0880

WWW.CHRYSLERGROUPLLC.COM;

WWW.THELICENSINGCOMPANY.COM

Key properties are Jeep, Chrysler, Dodge, Ram, SRT and Mopar. In November 2012, Jeep launched a premium technical apparel and accessories brand called Jeep Xtreme Performance (JXP) in China. In 2013, the brand will continue to grow with launches in South East Asia, Europe and North America. The Dodge brand is gearing up for its 100th anniversary in 2014 that will be supported by several licensed product categories. Ram has declared 2013 "The Year of the Farmer" and has reinvigorated the brand extension program with a segmentation strategy targeted at the core Ram consumer. The SRT Viper launch in 2013 has been very well received and a point of focus for gaming, toy and replica categories. Chrysler continues to build a Made in America merchandise program around its Imported from Detroit campaign that has successfully recaptured attention for this classic American brand. The Mopar licensing program's mainstay categories of restoration parts and universal fit accessories grew as the market rebounded and additional growth came from new apparel and collectibles partners. Jeep retail stores have seen growth of up to 30 percent annually in terms of store numbers and retail sales. There are currently 271 stand-alone stores and 1,331 shop-in-shops in China, South East Asia, South Korea, Australia, South Africa and Venezuela. In China, the Jeep Xtreme Performance brand had 44 retail locations open by the end of 2012.

47 SONY PICTURES CONSUMER PRODUCTS

\$1.2B

GREGORY ECONOMOS, SVP, GLOBAL CONSUMER PRODUCTS, +1.310.244.4188

WWW.SONYPICTURES.COM

2012 was a big year for Sony Pictures with successful films at box office and strong TV properties. In 2012, SPCP focused on new films such as Men In Black 3, which had a limited but successful program, selling especially well internationally. SPCP kept the "blue" alive with Smurfs after the success of the film in 2011. On the TV side, "Breaking Bad," the hit series with a huge cult following, SPCP was able to fulfill the needs of the core fan base with apparel and accessories that were in high demand. Ongoing licensing programs include other TV and classic film properties, such as Wheel of Fortune, Jeopardy, Ghostbusters, The Karate Kid, Taxi Driver, Married with Children, Charlie's Angels, Easy Rider and many more. In 2013, Sony's blockbuster property is The Smurfs 2, and SPCP has a wide array of products, even greater than the first film. The retail presence will boost the brand's awareness even more, and they hope to keep the momentum of the Smurfs going through the third film in 2015 and beyond. The Mortal Instruments: City of Bones is a film based off of the best-selling young adult novel and releases on Aug. 23. This is another property with a built-in core fan-base SPCP is catering to. SPCP is expecting the licensed product, which is mostly fashion and novelty based, to do very well at retail. They are also working on Cloudy with a Chance of Meatballs 2, releasing Sept. 27, which will have a lot of promotional support. The 2014 film Popeye, based on the original cartoon and TV series, will bring fun licensed products to kids across all categories, especially toys and games. After the huge success of Hotel Transylvania in 2012, SPCP is gearing up for the sequel in 2015, which will no doubt have a strong presence at retail that fall. Men In Black 3 hit strongly at retail internationally with promotional programs in

multiple countries around the globe including big retailers like Toys 'R' Us, Tesco, Asda and Sainsbury's, and online programs with Amazon and Argos. Another of SPCP's successful retail programs from 2012 was the Breaking Bad promotion with Hot Topic. Hot Topic's demographic is very aligned with the TV show's core fan group. The in-store presence and promotional elements were really strong, and the products were flying off the shelves. This promotion helped the property to gain more awareness at retail and spread beyond the initial specialty stores where product was located.

48 STANLEY BLACK & DECKER

\$1.2B

SCOTT BANNELL, VP, BRAND MANAGEMENT AND LICENSING;
MIKE MCDOWELL DIRECTOR, GLOBAL LICENSING, +1.860.827.5075; CAREN
CHACKO, AVP, BRAND MANAGEMENT, BEANSTALK, +1.212.303.1112
WWW.STANLEYBLACKANDDECKER.COM

The licensing program in 2012 covered three key Stanley Black & Decker brands. Black and Decker has been a preeminent brand in the home and consumer DIY sector for over 100 years. The brand has 100 percent brand awareness and 80 percent household penetration and No. 1 share in most categories. Black & Decker has strategically entered into licensing as an extension of their core products and some of the licensed categories include small home appliances, gardening tools, 12 volt automotive and electronic products, safety gear, ladders, handheld flashlights, toys, how-to books, industrial cleaning and pressure washers. Stanley is a 170-year-old brand that is dominant with serious DIYers and professionals. 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, industrial fans and heaters, jobsite mobile accessories, garden sprayers and ladders. DEWALT is a 77-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, work wear, generators and air compressors. In 2013, Stanley Black & Decker's licensing program will continue to expand into new, strategic product categories for the home and jobsite. New licensees added in 2012 across a host of categories, including work boots, BBQ grills and jobsite heaters, will provide opportunities for increased brand impressions and new retail channel growth. Current licensees will drive growth by working and collaborating closely with SBD and focusing on expanding their placement across a broad range of retail accounts and introducing new products through effective marketing strategies and product innovation practices. Stanley Black & Decker's portfolio of brands can be found in almost every channel of trade including major DIY retailers, hardware retailers, industrial and commercial channels, mass, mid-tier and home specialty. The existing retail partners are expected to continue to be strong, strategic partners of licensed product across all brands in 2013.

49 FREMANTLEMEDIA ENTERPRISES

\$1.1B (FREMANTLEMEDIA ENTERPRISES IS PART OF FREMANTLEMEDIA,
WHICH IS OWNED BY THE RTL GROUP, WHICH IN TURN IS 92 PERCENT
OWNED BY BERTELSMANN AG.)
DAVID ELLENDER, CEO, FREMANTLEMEDIA INTERNATIONAL AND KIDS &
FAMILY ENTERTAINMENT, +44.0.20.7691.6000
WWW.FREMANTLEMEDIA.COM

Current properties in FremantleMedia's portfolio include kids' brands such as Tree

Fu Tom, Monsuno and Wizards Vs Aliens; top entertainment franchises Idols, Got Talent and The X Factor; third-party brands such as Bellator, Rebecca Bonbon and Conde Nast's Epicurious and SELF; and a broad range of popular game show brands such as The Price Is Right, Family Feud, Press Your Luck and Let's Make a Deal. The company currently has 15 kids' shows in production and recently formed a landmark partnership with BBC Children's for the continual creation of new original kids' content over the next five years. Extending beyond television screens, the deal sees FremantleMedia representing a range of global ancillary rights, including merchandise, home entertainment, live events, publishing, worldwide distribution and more. FremantleMedia has also sold its original kids' programming globally to networks such as Disney XD, Nicktoons, CBBC, CBeebies, Cartoon Network, HBO Family Latin America, Sprout, The Hub, ABC Australia, BBC Kids Canada, etc. Shows such as "Monsuno" and "Tree Fu Tom" have experienced phenomenal success. With a comprehensive international licensing strategy in place, and an EMEA master toy agreement with Giochi Preziosi, Tree Fu Tom is establishing itself as a powerhouse property in the global preschool market. There are over 20 licensees supporting Tree Fu Tom at retail in the U.K., with everything from toys, books, DVDs and nightwear. Current licensees include Giochi Preziosi Flair Group as the master toy licensee for EMEA for figures, play sets, role-play; Random House for publishing products such as picture books and activity books; TDP Textiles and Akroyd and Sons for nightwear and underwear; Blues Clothing for T-shirts; World's Apart for pop-up tent, ready bed; VMC Accessories for dress up and accessories including hats, scarves and sunglasses; MV Sports for scooter and accessories; and Ravensburger for puzzles. Additional product categories such as bedding, lunchware, arts and crafts and outerwear will follow later in 2013. Retail presence has been outstanding, with products secured in major U.K. retailers such as Toys 'R' Us, Tesco, The Entertainer, John Lewis, Smyths and Sainsbury's. In addition to great retail programs, FremantleMedia has also continued exploring new distribution avenues for making its content available to consumers. Over the past year, the company has formed digital partnerships with leading companies such as Netflix, iTunes and Hulu. FremantleMedia has also capitalized on its great TV programming by providing opportunities for consumers to experience the shows live and in-person. The company currently produces The Price Is Right Live! tour, which has been playing to sold out audiences around the US; Let's Make A Deal Live! And the ever-popular Family Feud Live! In addition, The American Idol Experience is a permanent attraction that creates a daily exciting competition to find America's next rising star within Disney's Hollywood Studios at Walt Disney World. America's Got Talent Live in Las Vegas has been attracting crowds at the Palazzo, while Australia's Got Talent Backstage Tour provides exclusive behind-the-scenes access. This year, FremantleMedia, Syco and NBC struck a major deal with Snapple beverage for a lead sponsorship of America's Got Talent, making them the first-ever exclusive beverage sponsor for the series. Combined with the Coca-Cola sponsorship of American Idol and the Pepsi sponsorship of The X Factor USA, FremantleMedia has successfully formed partnerships with the three largest beverage companies in the U.S. The company has also continued to expand its brands through online and digital gambling efforts, which include the recent acquisition of the Canadian based multi-platform gaming company Ludia. FremantleMedia currently has successful online games available for properties such as The Price Is Right, Family Feud and Press Your Luck, while the company's U.K. gambling division has struck deals for Trivial Pursuit and Connect 4 branded slots and instant win games for online and mobile.

50 CATERPILLAR

\$1.12B

LINDA STOKES, RETAIL BUSINESS DEVELOPMENT,
+1.309.675.4563
WWW.CAT.COM

Growth in the footwear, apparel, bags and accessories' collections (eyewear, watches and gloves) and toys were key drivers for retail sales in 2012. Twenty-five freestanding Cat lifestyle retail stores opened worldwide in 2012 bringing the total of to 49. In 2013, Caterpillar will launch additional Cat retail lifestyle stores in Central and South America, China, India and Italy. In addition, it will launch new categories of fabric, battery chargers, power inverters and jump starters as well

as work/service lights and 4G Android Smartphones. It will continue working with current licensees to develop exciting new styles and products that reflect Cat brand attributes. Caterpillar has agreements with key licensees who work with their distributor partners throughout the world in 143-plus countries.

51 CARTE BLANCHE GREETINGS

\$1B (PRIVATE)

RICHARD EDMONDSON, COMMERCIAL DIRECTOR,

+44.1243 792600

WWW.CARTEBLANCHEGREETINGS.COM

2011 was another successful year for Me to You, with the licensing portfolio expanding as Tatty Teddy entered new categories and into new partnerships with Do Crafts, Flair Leisure, HTI, Funky Pigeon, Kennedy Publishing, Fun to See and Euromark. Tatty Teddy now appears on a wide variety of top selling licensed products, including apparel, confectionery, children's bikes and homewares. The global brand presence of Me to You is set to increase through partnerships with licensing agents covering the key territories of North America, Canada, Australia, New Zealand, South Africa, India and France. In 2011 licensing agents were appointed in Russia and the South Americas. Sub-brand Tiny Tatty Teddy has continued with its success in the nursery market on strollers, cot bedding, apparel and home furnishing. Bespoke images of Tiny Tatty Teddy continue to feature across the Simple Baby skincare range, consolidating Carte Blanche's brand partnership with Simple. My Blue Nose Friends, launched by Carte Blanche in 2008, has gained appeal with the younger consumer and made its debut on gift cakes, confectionery and nightwear in 2011, with a bedding range planned for late 2012. Alongside its own proprietary products, Carte Blanche is working with leading toy licensees including Worlds Apart, Flair, HTI, Ravensburger, Raleigh, Alligator Books and Inspiration Works. The new Tatty Teddy and My Blue Nose Friends range is due to hit the shelf in August 2012. Products include interactive plush, collectible figures and play sets, outdoor play, role play, prams and pushchairs, craft kits, games and activity books. Me to You remains one of the top selling character brands at Marks and Spencer; Tatty Teddy maintained its position as one of the best selling characters in ladies nightwear, girls nightwear, underwear and newborn clothing. Me to You continues to grow at Argos featuring products across multiple categories including jewelry, gifting, toiletries, duvet sets and craft materials and apparel. The Me to You sub brands have also been launched at Argos, including Softly Drawn and Sketchbook. Carte Blanche will develop new categories with Argos in 2012. The Me to You brand has continued to grow in Sainsbury's with 2011 being its best year ever. Tesco gift sales are showing significant growth year in 2011 with gifting also due to go online in 2012. Licensing opportunities are also growing and expanding into new categories within the grocery sector. For New Look, Me to You remains the best selling character brand across nightwear, gifts and footwear.

52 JARDEN CORPORATION

\$1B (E)

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

Jarden Corporation is a leading provider of niche consumer products, which are divided into four primary business units: Branded Consumables, Consumer Solutions, Outdoor Solutions and Process Solutions. Branded Consumables brands include Ball, Bee, Bicycle, Crawford, Diamond, Dicon, First Alert, Forster, Hoyle, Java Log, Kerr, Lehigh, Leslie-Locke, Loew-Cornell and Pine Mountain; Consumer Solutions brands include Bionaire, Crock-Pot, FoodSaver, Health o meter, Holmes, Mr. Coffee, Oster, Patton, Rival, Seal-a-Meal, Sunbeam and VillaWare; and Outdoor Solutions brands includes Adio, All-Star, Abu Garcia, Berkley, Campingaz, Coleman, Fenwick, Gulp!, JT, K2, Marker, Marmot, Mitchell,

PENN, Pflueger, Rawlings, Shakespeare, Sevylor, SpiderWire, Stearns, Stren, Trilene and Volk. During 2012, Jarden Consumer Solutions had continued success with GrillMaster BBQ grills, Sunbeam garment care which included sewing machines and garment steamers, Oster cookware and gadgets in Latin America, Mr. Coffee coffee accessories: pump pots, travel mugs, French presses and Crock-Pot cookbooks and recipe calendars. Jarden Consumer Solutions 2012 initiatives included, the launch of Crock-Pot seasoning mixes, Crock-Pot shelf-stable dinner kits; Crock-Pot fresh roasts for slow cookers, a Crock-Pot Recipes app and the following categories under Sunbeam: Consumer Electronics, Home Organization and Butane Lighters. Jarden Outdoor Solutions iconic brands have been involved in several key licensing initiatives that will drive growth in 2012 and beyond by extending into new categories within soft lines and hard lines. Coleman lifestyle will extend into apparel and accessories and builds on its outdoor living products with the launch of a new extensive backyard BBQ line. Coleman's continues to actively look for expansion into new categories that complements the brand. K2, Marker and Marmot also look to extend their well known brands into adjacent categories such as accessories and footwear. Pure Fishing's family of brands that includes Shakespeare, Berkley, and Ugly Stick have signed additional apparel partners to round out their current lifestyle collection. The re-launch of the Adio brand in footwear positions the brand for expansion in apparel and accessories focused on the skate lifestyle. Rawlings continues to look for new opportunities in "Outside the Lines" categories that further expand their lifestyle products such as eyewear and electronic accessories. Brand licensing efforts for Jarden Branded Consumables and Outdoor Solutions are being led by Brand Central.

53 MARTHA STEWART LIVING OMNIMEDIA

\$1B

PATRICIA DIPETTE, SVP, LICENSING, +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, J.C.Penney, Home Depot, Staples, PetSmart and Michael's.

54 NASCAR

\$1B (E) (PRIVATE)

BLAKE DAVIDSON, VP LICENSING AND CONSUMER

PRODUCTS, +1.704.348.9613

55 PIERRE CARDIN

\$1B (E) (PRIVATE)

PIERRE CARDIN, FOUNDER, +33.1.40.06.00.68

WWW.PIERRECARDIN.COM

56 PLAYBOY ENTERPRISES INTERNATIONAL

\$1B (PRIVATE)

CHRISTINE COFFELT, SVP, GLOBAL LICENSING; REENA PATEL, VP OPERATIONS AND HEAD OF MOBILE LICENSING, +1.310.424.1800
WWW.PLAYBOYENTERPRISES.COM

Key licensing properties are Playboy, Rabbit Head design and Playmate. Key licensing initiatives that will drive growth in 2013 and beyond include beverage and apparel categories. Its products are sold to department stores, mid-tier, mass and specialty.

57 GENERAL MILLS

\$950M

JOHN ALLGAIER, LICENSING DIRECTOR; JESSICA KURTH, LICENSING MANAGER, +1.763.293.3944
WWW.GENERALMILLS.COM

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. Licensing growth will continue to come from both food and non-food products. Food licensing growth will be primarily in categories on the store perimeter—fresh, frozen and refrigerated. Non-good growth will be from new international markets as well as expansion in key U.S. categories including apparel, housewares, toys and collectibles. Green Giant Fresh produce, Yoplait Frozen yogurt and Betty Crocker decorating products are category leaders that continue to expand via distribution gains. Significant growth is also coming from Fiber One fresh bread and baked goods. Apparel and housewares had significant potential across every major channel.

58 NELVANA ENTERPRISES

\$900M

ANDREW KERR, HEAD OF CONSUMER PRODUCTS, THE AMERICAS AND ASIA-PACIFIC, +1.416.479.6283; ANTOINE ERLIGMANN, VP, LICENSING, EMEA, +33.1.42.71.0828
WWW.NELVANA.COM

Throughout 2012, Nelvana Enterprises continued to drive global licensing and merchandising activity through key brands including BEYBLADE, Babar and Franklin and Friends. Following the re-launch of the "BEYBLADE" TV series and toy line, the franchise is now in more than 80 countries with more than 200 licensees. BEYBLADE has consistently ranked as the No. 1 battling toy brand for kids. 2013 will witness a global regeneration of the brand with the launch of BEYBLADE: Shogun Steel, a complete brand refresh, featuring a new TV series, toy innovation from master toy licensee Hasbro, and extensive retail promotions designed to showcase the enduring power of BEYBLADE. Babar continues the celebrations of his 80th anniversary with the renowned Parisian concept shop, Colette, which unveiled an exclusive Babar men's couture fashion line by designer Soulland. The collection is designed and distributed by Colette will roll out at Opening Ceremony shops in the U.S. and other high-profile retailers worldwide. Nelvana is also expanding its Franklin and Friends program through a multi-platform partnership with America's premier aquatic theme park, SeaWorld. Launched earlier this year in Orlando, San Diego and San Antonio, the program includes a dedicated Franklin home in-park where visitors can interact with Franklin and purchase exclusive merchandise. Inspired by this new partnership, two new Franklin and Friends specials will see Franklin exploring the natural world far outside of Woodland for the first time. 2012 saw the kickoff for Babar's 80th American anniversary with several high profile brand partnerships in North America. These included dedicated Babar boutiques in 21 Saks Fifth Avenue stores plus the flagship store in New York City, which featured Babar in its window displays during the holidays, and the transformation of Books of Wonder, New York City's largest independent children's bookstore, into the "World of Babar."

59 FRIGIDAIRE

\$900M

PHILIP RAIA, SVP, LMCA, +1.212.265.7474
WWW.FRIGIDAIRE.COM

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.

60 HARLEY-DAVIDSON MOTOR COMPANY

\$900M

STUART RUDOLPH, DIRECTOR OF MERCHANDISE, GENERAL MERCHANDISE, +1.414.343.8621; ERIN PETRZELKA, MANAGER, BUSINESS DEVELOPMENT, GENERAL MERCHANDISE, +1.414.343.8496
WWW.HARLEY-DAVIDSON.COM

61 AUTHENTIC BRANDS GROUP

\$800M (PRIVATE)

JAMIE SALTER, CEO; NICK WOODHOUSE, PRESIDENT AND CMO, +1.212.760.2411
WWW.ABG-NYC.COM

Key properties for retail sales in 2012 include Marilyn Monroe, Misook, Christopher Blue, Hickey Freeman, Hart Schaffner Marx, Hickey by Hickey Freeman, HSM 1887 by Hart Schaffner, Palm Beach, Graham and Gunn, Prince, Ektelon, Viking, Tapout, Silverstar and Sportcraft. Factors that will drive growth on 2013 include the recent acquisition of Judith Leiber, Adrienne Vittadini and Taryn Rose; continued international expansion of all brands; the Marilyn Monroe brand continues to grow both as an endorser and as a licensed property; increased penetration in all forms of digital and social media; and brand extensions into non-traditional categories. Key retail partners and programs during 2012 included Bergdorf Goodman, Neiman Marcus, Saks Fifth Avenue, Dillard's, Nordstrom's, Macy's, Kohl's, Sears, The Sports Authority, Modell's, Dick's Sporting Goods and Sports Direct.

62 TELEVISA CONSUMER PRODUCTS

\$780M

MARY CARMEN ROTTER, MANAGING DIRECTOR, CONSUMER PRODUCTS, +1.786.265.2500
WWW.TELEVISA.COM

Key properties are El Chavo and Patito Feo. Televisa's leading genre is telenovelas for teens/kids, and this year has proven successful again in Brazil. SBT (Sistema Brasileiro de Televisao) has launched to the market CARROSSEL and has launched an animated spin off of the brand. In Mexico, Televisa owns one of the most important soccer teams, Club America, which has more than 1,000 different products developed every year. Televisa created a girl's property in 2008 based on a book, Hablando Sola (Talking to Myself), which now has sold more than 250,000 copies and has 2 million followers in its social networking spaces. It is now in development for animated and TV content.

63 PGA TOUR

\$770M (PRIVATE)

TIM HAWES, SVP, RETAIL LICENSING, +1.904.285.3700
WWW.PGATOUR.COM

In 2012 the PGA TOUR family of brands continued to expand its global position as the prominent golf and lifestyle brand. Worldwide more than \$770 million in retail sales of PGA TOUR products were sold. The PGA TOUR has an extensive range of products from apparel items to hard goods and services distributed in 96 countries across six continents. The PGA TOUR licensed brands portfolio has expanded to 5 tours with the addition of PGA TOUR Canada and PGA TOUR Latinoamérica in 2012 to the brand family. The two new tours join the PGA TOUR, Champions Tour and Web.com Tour, as well as 32 tournament brands that are all under the licensing control of the PGA TOUR. These brands have been licensed for over 100 product and services categories, including apparel (men's, women's and children), office accessories, golf accessories, household and lifestyle products, jewelry, electronics, publications, food

and beverage, vacations, instructional services, golf simulators, minted coins and retail stores. The PGA TOUR has private label men's, women's and boy's apparel, accessories and luggage programs in the U.S., Canada, Latin America and Asia, which are sold in over 5,000 doors. The PGA TOUR has three key retail partnerships: PGA TOUR Superstores (15 locations) and PGA TOUR Airport Shops (34 locations) in the U.S. and Canada, and PGA TOUR Stores (56 locations) in China. PGA TOUR Grill, a chain of airport-based, health-centric restaurants, will be opening in 2013 with target of 16 to 20 restaurants in the next five years. In 2012, PGA TOUR licensee PGA TOUR Experiences released the TOURAcademy Home Edition DVD Instructional Series. Through the PGA TOUR's licensing program it has been able to develop licensing positions in traditional sports licensing categories (golf apparel, accessories, etc.), as well as establish a premium position with branded services not previously penetrated by any other sports program. In the traditional licensing category, the PGA TOUR developed unique relationships with specialty tie (Vineyard Vines) and memorabilia (Token & Icons) licensees in 2012. Tokens & Icons' untraditional application of golf balls pulled from the water at the iconic 17th hole at TPC Sawgrass, notably one of the most famous holes in golf, onto cufflinks and necklaces, among other licensed products, is a prime example of the PGA TOUR's innovative licensing programs. This memorabilia program provides expansion for the PGA TOUR brand in the high-end retail market, with distribution currently in Allen Edmonds and Red Envelope. PGA TOUR products are sold worldwide in over 10,000 stores. In China there are currently 56 PGA TOUR branded retail locations, with 18 opening in 2012 alone. In Japan PGA TOUR apparel, hard goods and accessories are sold in over 800 golf courses, golf specialty stores and apparel stores. In the U.S., PGA TOUR Superstore expanded to 15 locations in 2012 with the opening of three additional locations, and plans to open four more locations in 2013. The PGA TOUR's global network of on-site tournament merchandise at over 100 tournaments worldwide is an additional distribution channel offered to licensees. PGA TOUR Apparel, men's, women's, and boys' apparel line produced by Perry Ellis International, has initiated a PGA TOUR player pool program sponsoring six PGA TOUR professionals garnering additional exposure for the licensed program.

64 FOCUS BRANDS (AUNTIE ANNE'S, CARVEL, CINNABON, MOE'S AND SCHLOTZSKY'S)

\$750M (PRIVATE)

PATRICK MCGUIRE, BRAND LICENSING MANAGER, +404.705.2062
WWW.FOCUSBRANDS.COM

While Cinnabon accounted for a majority of 2012 sales, expansion of Cinnabon and Moe's programs will continue in 2013, with tests planned for Auntie Anne's, Carvel and Schlotzsky's. Key Cinnabon partnerships include Burger King, General Mills, Kellogg, WhiteWave (International Delight), Sun-Maid, B&G Foods (Cream of Wheat), Pinnacle Foods (Lender's) and Flowers Foods (Mrs. Freshley's). Another highlight is the Moe's Southwest Grill partnership with BJ's Wholesale Club for a line of fresh, restaurant-inspired products.

65 SEQUENTIAL BRANDS GROUP

\$750M

RICK PLATT, GROUP PRESIDENT, BRAND MANAGEMENT,
+1.646.564.2577

WWW.SEQUENTIALBRANDSGROUP.COM

The past 12 months was a transformational time for Sequential Brands Group, as it evolved from an old apparel company into an acquisitive brand management firm that already includes six brands in its portfolio: William Rast, People's Liberation, Ellen Tracy, Caribbean Joe, DVS & Heelys. Brand highlights in 2012 include Ellen Tracy recorded its largest year ever in 2012, both in terms of revenue and year over year growth. Ellen Tracy product is now available in over 13,000 selling locations in the U.S., Canada, Mexico, U.K., Korea, Taiwan and Japan. Ellen Tracy is also

available in over 4,000 specialty stores with eyewear. William Rast, fashion brand co-founded with Justin Timberlake, transitioned fully in 2012 from a wholesale operation to a DTR with J.C.Penney that launched in more than 500 stores. Peoples Liberation also transitioned from a wholesale model to a licensed model in 2012, and Sequential launched women's apparel at Maurices, which has over 800 stores across the U.S. Caribbean Joe is casual Island lifestyle brand that is available in over 10,000 selling locations in the U.S., Canada, Mexico and the U.K., including Macy's, Dillard's, Belk and Bon Ton. Growth initiatives include Ellen Tracy will continue to grow the business at Macy's and every major department store in the U.S. and Canada. Major growth will also come from new licensing initiatives and category launches. Caribbean Joe growth will come from increased door penetration in men's and women's apparel and swim, as well as home, at many major retailers. There are also major initiatives under way in Mexico, Central America and Europe. Caribbean Joe will also have a 300 door exclusive launch in May at a major Japanese retailer. Expanded product assortment launches are also planned in kitchen, outdoor furniture, skin care, bedding, towels, luggage and footwear. William Rast growth will come from the exclusive partnership at JCP in the U.S. and the Canadian launch at The Bay. The company is also developing William Rast international growth with new licensing initiatives and expects to have major exclusive partnerships in every major European country for spring 2014. People's Liberation growth will come from the January women's launch at Maurices. Heelys, currently in over 3,000 doors around the world, hopes to re-claim its place as the fun and cool "wheeled" brand for 5- to 12-year-olds. Currently, Heelys is available in over 30 countries, with a major presence in Italy, Japan, France, Germany and the U.K. In 2014, Heelys will be available in over 50 countries through 20 distributor relationships increasing worldwide retail penetration to over 10,000 doors

66 TECHNICOLOR

\$700M

MANUELE WAHL, SVP; MARIE-JOSEE CANTIN, VP

+1.323.817.6600

WWW.TECHNICOLOR.COM

Key properties are RCA, Victor (limited), Thomson, SABA, Ferguson, Nordmende and Proscan. In 2013, the company plans to further develop existing brands and focus on growing more geographical territories, expanding marketing and communication plans and further expanding global presence by developing new product categories.

67 SABAN BRANDS

\$650M (PRIVATE)

KIRK BLOOMGARDEN, SVP GLOBAL CONSUMER PRODUCTS;

NINA LEONG, SVP STRATEGIC BUSINESS DEVELOPMENT, +1.310.557.5230

WWW.SABANBRANDS.COM

Saban Brands' portfolio of properties has grown dramatically in the past year and currently includes Power Rangers, Paul Frank, Vortexx, Zui.com, The Playforge, Julius Jr., Digimon Fusion and Popples, among others. In 2012, Saban Brands primarily licensed its Power Rangers and Paul Frank brands. In February 2012, Saban Brands launched "Power Rangers Super Samurai," its 19th season of the franchise, on Nickelodeon. Saban Brands continued its partnership with global master toy licensee, Bandai, to launch boy's action. Power Rangers now has nearly 200 additional licensees globally, creating product spanning across all categories including toys, apparel, games, party goods and much more. The Power Rangers franchise is seen in more than 150 markets around the world, translated into numerous languages and is a mainstay in the most prominent international children's programming blocks. The brand has seen tremendous growth, with sales more than doubling from 2011 to 2012. Paul Frank is a dual-gender, multi-generational property that has proven itself as a fashion and lifestyle brand with a whimsical appeal across the globe. The brand has 180 licensees worldwide, creating merchandise for all ages including apparel, accessories, home décor, books, stationery and much more. Paul Frank's vast selection of licensed products can be found in its more than 60 stand-alone stores around the globe (with plans to grow from 50 to over 100 stores in China alone by the end of

2013) and through retail partners both in-store and online. Saban Brands recently developed a new structure for its licensing, merchandising and retail strategy by creating its Global Consumer Products division. The new structure has merged the domestic and international licensing and merchandising teams and will allow the company to apply expertise on a global scale. Saban Brands plans to open offices in Europe and Asia later in 2013. As the Power Rangers franchise celebrates its 20th anniversary in 2013, the brand is building on that success by not only providing licensed products for the current season on Nickelodeon, "Power Rangers Megaforce," but also by creating limited edition 20th anniversary and "throwback" Mighty Morphin Power Rangers product for Power Rangers enthusiasts. In 2013, Paul Frank is also continuing to build on its ongoing success with new licensing and retail partners for products for infants to adults, globally. Saban Brands is also in development with future licensing and merchandising initiatives for some of its newer brands including Vortexx, Digimon Fusion and Julius Jr. In 2012, Power Rangers Super Samurai products could be found globally in all major markets throughout North, South and Central America, Europe, Australia, India and South Africa with toys leading as the strongest product category, followed by back-to-school products, sporting goods, apparel and publishing. Domestically, Power Rangers products are sold at multiple mass retailers including Walmart, Toys "R" Us, Target, and K-Mart; grocery/drug stores, including Walgreens, CVS and Rite-Aid; Halloween specialty stores such as Spirit Stores; Bookstores with comics and publishing programs; Amazon.com; and other specialty stores, including Hot Topic and Costco. Power Rangers products can also be found at mass retailers worldwide, with Toys 'R' Us being a key retailer in many markets. For Paul Frank in 2012, the brand was present in multiple tiers of distribution around the world from mid-tier to high-tier channels. Domestically, the brand had a large presence both in-store and online at Macy's, Delia's, Kohl's and Amazon.com. In addition, Paul Frank had an exclusive national "Small Paul" line with Babies 'R' Us. Internationally, Paul Frank product was sold in the 60 flagship stores around the globe as well as in many additional retail stores.

68 HEWLETT-PACKARD

\$600M (E)
TIM CARTER, MANAGING DIRECTOR, PATENT AND BRAND
LICENSING, +1.208.396.6426
WWW.HPCOM

69 LEGO GROUP

\$585M (PRIVATE)
ANDREA RYDER, HEAD OF LICENSING, +45.79.506070
WWW.LEGO.COM

Key properties include LEGO Classic, LEGO CITY, LEGO DUPLO, LEGO Atlantis, LEGO Star Wars and LEGO Batman.

70 POLAROID

\$550M (E) (PRIVATE)
SCOTT W. HARDY, PRESIDENT, PLR IP HOLDINGS,
+1.952.641.1020
WWW.POLAROID.COM

71 AT&T

\$500M
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's existing telecommunications services, with more than 200 SKUs including corded and cordless telephones, business telephone

systems, answering machines, headsets and telephone accessories, Bluetooth audio products and more. Key licensing initiatives that will drive growth in 2013 and beyond include further expansion of licensed products into the business market including SIP Endpoint technology, as well as licensed products gaining additional market share in domestic and international markets. AT&T is committed to bringing fresh and innovative products to consumers worldwide. The 2013/2014 product roadmap contains wireless accessory products that complement and enhance the smartphone and tablet experience. Products include a wide range of Bluetooth audio products, an innovative Miracast HDMI adapter, award winning Sonic Emotion wireless speakers, and more, by licensee Concept 101. AT&T is expanding their assortment of walkie-talkies to offer high-end FRS technology that will allow the AT&T brand to expand into other aisles of the store outside of the kids toy market. AT&T's newest licensing initiative targets innovative products with wireless capability to keep consumers connected. AT&T licensed corded and cordless phones are sold in over 27,000 retail doors, and can be found in almost every major retailer carrying the product category including Staples, Best Buy, Office Depot, OfficeMax, The Home Depot, Walmart, Target, Kmart, Sears, BJ's, Costco, Sam's Club and amazon.com. AT&T Consumer Electronics can also be found on the Home Shopping Network, Fry's Electronics, Amazon.com, The Golub Group (regional supermarkets) and more. Licensee, Concept 101, will be scaling up current domestic distribution partners and expanding to new large electronic retailers nationwide. Concept 101 is also working with international partners in South America, Europe and the Mid-East to expand the AT&T brand to those local markets for 2013 and beyond. AT&T licensed walkie-talkies are found in Walmart, K-Mart, Toys 'R' Us, Ross Stores and many other toy and electronic retailers across the country.

72 AMERICAN GREETINGS PROPERTIES

\$460M
CARLA SILVA, VP, GLOBAL LICENSING, +1.212.386.7355
WWW.AGPBRANDS.COM

Care Bears, Strawberry Shortcake, Holly Hobbie Classic and Hollie Hobbie and Friends continue to be the cornerstones for American Greetings Properties. Key initiatives expected to drive sales in 2013 and beyond include a focus on classic, evergreen properties including Care Bears and Strawberry Shortcake, which appeal to infant, children and tweens/teens, into new product categories and at key retailers worldwide. In addition, AGP will expand its digital presence with apps and e-books. Growth for American Greetings properties in 2012 centered on the Care Bears and Strawberry Shortcake brands globally. A Strawberry Shortcake DTR and toy program sold exclusively in the U.S. at Toys 'R' Us, which also included home entertainment, publishing, bikes, electronics, and cosmetics. Other key retail partners continued to be Walmart, Target, specialty stores, food and drugstores, retail chains and an expansion of its online activities. International growth was centered on the success of Care Bears in Asia, including promotions with KFC, McDonalds, and Jollibee. In addition, Strawberry Shortcake continued to expand in Brazil with new licensed categories and an expanded retail presence.

73 DR PEPPER SNAPPLE GROUP

\$430M (NORTH AMERICAN SALES ONLY)
MEGAN MAY, BRAND LICENSING MANAGER, +1.972-673-7000
WWW.DRPEPPERSNAPPLEGROUP.COM

Key properties in the DPS Group include Mott's, Snapple, Dr Pepper, 7UP, CRUSH, A&W Root Beer, Yoo-Hoo, Schweppes, Mr and Mrs T, Clamato and Hawaiian Punch. DPS is looking to create long-term relationships with a few key partners. The focus will be continuing to expand the diverse, flavor-based portfolio of trademarks in complementary food categories. With flavors consumers already know and love, licensees can provide their retailers with a strong pipeline of innovation opportunities. Through joint planning and partnering closely with licensees, DPS continued to grow in 2012 including the launch of Mott's Fruit Snacks, Dr Pepper and CRUSH bubble gum, Mott's Yogurt and a Clamato Chelada line extension.

74 THE THOMAS KINKADE COMPANY

\$425M (PRIVATE)

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

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes his art and related collectibles through a global network of independently owned galleries, an extensive network of branded and licensed dealers and strategic marketing relationships. Kinkade's artistry includes imagery of gardens, cottages and estates, cityscapes, plein airs, holiday scenery, and commemorative American landmarks. Kinkade, known as the "Painter of Light," is the most collected artist in U.S. history. Thomas Kinkade's Masterworks celebrated historic occasions, prestigious anniversaries and the most beloved sites in America. Through key licensing partnerships with brands such as Disney Consumer Products, Warner Bros., NASCAR, Elvis Presley Enterprises, Rockefeller Center and Major League Baseball, Thomas Kinkade Studios will continue to commemorate milestones on canvas. 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.

75 MAJOR LEAGUE SOCCER

\$420M (PRIVATE)

MARIBETH TOWERS, SVP, CONSUMER PRODUCTS,
+1.212.450.1200
WWW.MLSSOCCER.COM

Key properties include all 19 Major League Soccer Clubs and its players, United States Soccer Federation, Federation of Mexican Futbol and CONCACAF. Key licensing initiatives that will drive growth in 2013 include expanded lifestyle and performance product assortments targeting Gen-Y consumers; expanded offering for women's, kids and accessory categories and name, number and new authentic on-field kits. Key retail partners and programs include new and enhanced stadium retail locations, apparel and sporting goods promotions across all tiers of distribution including Dick's Sporting Goods, Toys 'R' Us and Macy's.

76 ITV STUDIOS GLOBAL ENTERTAINMENT

\$402M

JEAN-PHILIPPE RANDISI, EVP, CONSUMER PRODUCTS, +44.20.7157.6200
WWW.ITVSTUDIOS.COM

Key properties are Thunderbirds, Cut The Rope, Babar, Matt Hatter, Come Dine with Me and Hell's Kitchen. ITV is building its U.K. business via a number of strategies, including the development of our wholly owned Thunderbirds Franchise, the acquisition of third party representation rights in the U.K. and internationally and developing existing portfolio of represented rights through a mix of marketing initiatives, retail partnerships and close licensee relationships. Internationally, ITV continues to grow through its network of appointed sub agents.

77 ABC TELEVISION GROUP

\$400M

JANICE VARNEY-HAMLIN, EXECUTIVE DIRECTOR,
+1.562.305.9012
WWW.ABC.COM

Key licensed properties in 2012 include Dancing with the Stars, Castle, Lost and Revenge. Licensed properties that will drive growth in 2013 include Dancing with the Stars, Castle, Revenge, Once Upon a Time, The Chew and Scandal. The Revenge

Double Infinity Fine Jewelry Collection was launched with Helzberg Jewelers in fall of 2012 and was the most successful jewelry launch in their history. The Chew Cook Book premiered in 2012 with an exciting integration and in-show on-air launch that drove guests to Barnes & Nobles and Amazon taking the lead on sales in its genre and positioning the book on the New York Times best-seller list for over 16 weeks in a row. Castle novels, inspired by the ABC hit television show, have continued to grow season to season. Each publication (seven novels and three graphic novels) continues to take a position on the New York Times best-seller list. With a major event in the fall of 2012 at Barnes & Nobel and at BN.com, Castle novels, DVDs, calendars and the game created a strong, synchronized success story timed to the premiere of the show's fifth season.

78 HEARST BRAND DEVELOPMENT

\$400M (PRIVATE)

GLEN ELLEN BROWN, VP, +1.212.492.1301

WWW.HEARST.COM

Key initiatives in 2012 were marked by several highly successful launches including Metropolitan Home Furniture, a collection that leverages the 30-plus year equity of a long-standing luxury design aesthetic and will be sold in over a dozen nationally recognized specialty furniture retailers; the Good Housekeeping Custom Blinds & Shades program, available at top selling e-retailers in the window market; the House Beautiful Marketplace, the first fully e-commerce brand to launch on HSN.com, which encompasses curated and editorialized integration in home décor, occasional furniture, art, lighting and rugs; Cosmopolitan, in partnership with JCP, translates "fun, fearless, female" to a successful line of lingerie, sleepwear, footwear and handbags as well as the dramatic expansion of the Seventeen bedding collection into Kohl's, Belk, Bon Ton and Macy's. In addition, brand development will launch Seventeen confections with It's Sugar, is exploring major licenses/DTR in apparel, accessories and footwear. The Esquire Network, launching summer 2013, will bring the iconic brand to television as the definitive network for the modern, multi-faceted man. In 2013, Hearst Brand Development will continue its strategic focus on new business and expansion of foundation partnerships for Country Living, Seventeen, Esquire, Popular Mechanics, Car and Driver and Road & Track.

79 STUDIO 100

\$400M (PRIVATE)

SANDRA VAUTHIER, CBO; MARIE-LAURE MARCHAND, INTERNATIONAL LICENSING DIRECTOR (ROW); TOM GRYPONPREZ, COMMERCIAL DIRECTOR (BENELUX); GERD RUSSWURM, HEAD OF LICENSING (GAS); CHRISTINE BLÉRIOT, LICENSING DIRECTOR (FRANCE), +32.38.77.60.35
WWW.STUDIO100.TV

Key licensed properties by region include in the ROW and France, Maya the Bee, Vic the Viking and Heidi; in Benelux Maya the Bee, K3, Bumba, Kabouter Plop (Gnome Plop), Samson & Gert and Hotel 13; in the GAS Maya the Bee, Vic the Viking, House of Anubis, Hotel 13, Kids Classics (e.g. Peter in Magicland, Snowman, Bannertail), DFL and Heidi; and in Australia, Blinky Bill, Maya the Bee, Vic the Viking and Tashi. Key licensing initiatives that will drive growth in 2013 and beyond include the Maya the Bee movie and Blinky Bill movie. In the ROW, Maya global launch with extensive PR campaign as well as new Maya Baby addendum to the style guide; Heidi Vintage; key international distribution deals for Studio 100 Maya plush; Kid's Day in Turkey and Russia; IMC's Maya Mastertoy launching internationally; TV advertising campaign from our major Maya partners; new Maya rep agents in Russia, Latin America, South Korea and the Middle East. In France, new Maya Baby addendum to the style guide; Heidi Vintage; meet and greets retail animation; TV ads from Mastertoy; national PR campaign; Sponsorship programs; TF1 broadcast promotional and communication support; retail promotional program in toys specialists (La Grande Récré and Toys 'R' Us); an online sponsored campaign with 40 bloggers ("digital mums") with kids aged from 3- to 8-years-old; an online media plan on top kids and mums websites (allo famille; Magic maman; Famili...); PR events at Christmas season; and Maya the Bee spoken bee of the French Ministry of Agriculture. In Benelux, a joint loyalty program,

JBC (apparel) and a PR campaign with VTM Kzoom fall press conference. In the GAS, TV promotion and TV specials on KIKA and promotions. Key licensing partners include IMC, VTECH, Leomil, Smoby, Grand toys, Chupa Chups, Egmont, Lansay, Educa Borrás, Hemma, Nathan, JBC NV, C&A, Brantano NV, Fun, Dreamland/Colruyt, Bart Smit, Intertoys, Blokker, Belgian Ice Cream Group, Global Impact and Terbeke-Pluma.

80 **TGIFRIDAY'S**
\$400M (E) (A DIVISION OF CARLSON RESTAURANTS)
RICKY RICHARDSON, PRESIDENT AND COO
WWW.TGIFRIDAYS.COM

81 **TOEI ANIMATION**
\$384M (PRIVATE)
HIROYUKI KINOSHITA, DIRECTOR OF GLOBAL STRATEGY
COORDINATION AND EXECUTION, +81.3.5261.7619
WWW.TOEI-ANIMATION.COM

Key properties include Dragonball, One Piece, Pretty Cure, Saint Seiya, Sailor Moon, Digimon and Toriko. Key initiatives for 2012 include: brand new series for Saint Seiya (Omega); expanding global reach within broadcast, merchandising and online distribution of the existing titles; developing business of animation co-production with global partners.

82 **SHINE 360°**
\$360M
BEN LIEBMAN, CEO; LORI HEISS, BRAND DIRECTOR,
+44.20.7985.7000
WWW.SHINEGROUP.TV

First established in 2010, and with offices in Sydney, Paris, London and Stockholm, Shine 360° is the global commercial and rights management division of the Shine Group, responsible for developing the company's brands across sponsorship and advertiser partnerships, digital and interactive, retail and consumer products, as well as live experiences. The key Shine 360° properties for 2012 were MasterChef, Junior MasterChef and The Biggest Loser. Other brands that contributed to Shine's success in 2012 were One Born Every Minute/Baby Boom, with partnerships including those with Mothercare and P&G and key local productions in various territories including The Voice in France and Australia. Generating almost \$480 million in global retail revenue since 2009, MasterChef now has active licensing programs in 27 countries across the world (and growing)—current territories with ancillary activity are Australia, China, Croatia, Denmark, France, Greece, India, Indonesia, Ireland, Israel, Italy, Malaysia, Netherlands, New Zealand, The Philippines, Poland, Portugal, Romania, South Africa, Spain, South Korea, Sweden, Thailand, Ukraine, the U.K., the U.S. and Vietnam. The Biggest Loser has also struck a chord with consumers as a highly credible health and fitness brand, and it has generated more than \$590 million in consumer spend since the first products launched in the U.S. From sponsorship deals and integrations to consumer products, publishing, home entertainment, digital and retail, it has become a stand-out health and lifestyle brand, with active licensing programs in five countries and over 15 million products sold. The continued expansion of MasterChef into new territories globally, and the rise of kids' extension Junior MasterChef, will see the brand grow, with a focus on extending the brand into food products for the first time, as well as new initiatives around toys, travel and hospitality, live events and global publishing. The Biggest Loser will also continue to grow with productions in new territories and a focus on DTC propositions. Shine 360° will also look to growing licensing programs for other key properties including One Born Every Minute, Minute To Win It and The Face. The MasterChef brand has produced over 4 million books and magazines since the first title was published in Australia in 2009. Publishing continues to be one of the biggest drivers for MasterChef. Live events are also a key part of the MasterChef licensing program. Promotional activity is also a big driver for MasterChef, with key partnerships with leading brands around the world bringing the brand to consumers

through varied touchpoints including retail, digital, travel and leisure and experiential. MasterChef has a variety of consumer products licensed in various territories around the world. Product categories include cookware, bakeware, homewares, BBQs, textiles and small domestic appliances. MasterChef products can be found at major retailers worldwide including John Lewis, Bed Bath & Beyond, Williams-Sonoma, Carrefour, Woolworths, Tesco, Argos, Target, David Jones and Myer. The Biggest Loser licensing program in the U.S. is the most established and saw the most activity across 25,000 retail doors. Featuring a full service destination Resort/Spa program in the U.S., an online membership Club, a home delivery meal plan, a certified pro-training program, best-selling books, fitness DVDs, Kinect/Wii/DSi video games, music CDs, fitness equipment, assorted food products and licensed promotion partners that are supported by organic product integrations in the show. The Biggest Loser's global program, which spanned Australia, the Philippines, Portugal, the U.K. and the U.S., included The Biggest Loser books, the online membership Club, food products and supplements, home exercise equipment, music CDs, fitness DVDs and promotional partners, including Subway which has run initiatives in the U.S., U.K. and Australia. Other brands which contributed to Shine's success in 2012 were One Born Every Minute/Baby Boom with partnerships including those with Mothercare and P&G and for key local productions in various territories including The Voice in France and Australia.

83 **THE GOODYEAR TIRE & RUBBER COMPANY**

\$336M
BOB PACIULAN, MANAGER, LICENSED PRODUCTS, +1.603.626.6663
WWW.GOODYEAR.COM

The key licensing properties for retail sales in 2012 were Goodyear (and winged foot design), Goodyear (vintage design), Goodyear Racing, Blimp and Winged Foot. Key licensing initiatives that will drive growth in 2013 and beyond include global expansion to all continents. Further growth in successful categories such as auto accessories, lifestyle apparel, tools, power products and bicycles is a key initiative. In 2013 and beyond it will continue to develop a broad range of equity-driven licenses for prospective licensees. Two successful programs in 2012 were with adidas for the Co-branded Originals Division and Costco for Goodyear licensed wiper blades.

84 **ENTERTAINMENT ONE**
\$330M
ANDREW CARLEY, HEAD OF GLOBAL LICENSING,
+44.20.7907.3797
WWW.EONEFAMILY.COM

Key properties include Peppa Pig in the U.K., Spain, Scandinavia, Australia, Poland, CEE, Russia and the U.S.; Ben and Holly's Little Kingdom in the U.K.; Humf in the U.K.; and Justin and the Knights of Valour in the U.K. Peppa remains the top selling and top rating girls preschool property in the U.K. Ongoing investment in new programming and enhanced retail and promotional initiatives will help retain its position in the U.K. International rollout continues with launches for mid- to end-2013 in Canada, Korea, Benelux, Italy and in 2014 in Mexico, the rest of LatAm, Benelux and Germany. Ben and Holly will roll out into Spain and Benelux in 2013/2014. Key retail includes all retail in the U.K., with particular emphasis on Next, Asda/George, Tesco and TRU; in Spain, TRU and El Cortes Ingles; in Australia ABC stores; and TRU in the U.S.

85 **MICHELIN LIFESTYLE**
\$321.5M (PRIVATE)
CHRISTIAN DELHAYE, MANAGING DIRECTOR,
+44.1.782.402127
WWW.MICHELIN.COM

Key licensing properties in 2012 were the MICHELIN logo and the Michelin Man. For 2013 and beyond growth will come from two main areas: the introduction of

MICHELIN automotive accessories in to new markets and the expansion of Michelin footwear—both MICHELIN branded footwear and also co-branded outsoles which feature innovations and technologies derived from Michelin's tire-related expertise. Key retail partners for the automotive accessories business in 2012 were major auto specialty retailers such as AutoZone, Pep Boys, Advance Auto, Norauto, Feu Vert and Halfords; major supermarkets such as Walmart, Carrefour and Tesco; warehouse clubs such as Sam's Club and Costco, plus tire dealers. For footwear key retail partners included leading department and fashion stores, safety footwear wholesalers and leading sporting goods chains and independents.

86 C3 ENTERTAINMENT

\$300M (PRIVATE)

ANI KHACHOIAN, EVP, LICENSING & CONSUMER PRODUCTS,
+1.818.956.1337
WWW.C3ENTERTAINMENT.COM

Key properties include The Three Stooges brand, The New Three Stooges Movie, The Grizzly Adams brand, Monica Warhola, Arrow Classics and Barbi Benton. Initiatives in 2012 include the new The Three Stooges Movie distributed by Twentieth Century Fox Studios worldwide. C3 created a new licensed product line that remains at market expanding the brand's retail presence. C3 also expanded the existing licensed classic Three Stooges product line through acquisition of additional domestic and international licensees creating an expanded retail presence. The all-new series "Three Little Stooges" will be coming to television in early 2014 and create a new brand extension. Additional online gaming and digital licenses are coming in 2013. Expanded Three Stooges themed Lottery Program with addition of elnstants online lottery games to the traditional scratcher games. (The Three Stooges brand is the most used entertainment brand by state lotteries.) Acquired IPs current licensed product portfolios with addition of new domestic and international licensees (C3 representing IPs for licensing and merchandising licensing programs). A coordinated cross license program between current The Three Stooges brand licensees and other brands represented licensees for category and product expansion and greater retail presence for all brands. New promotions from licensee CARD.com for The Three Stooges Visa Debit Card. Acquire additional brands to represent for licensing and merchandising and integrate licensees into the cross license program.

87 CBS CONSUMER PRODUCTS

\$300M

LIZ KALODNER, EVP AND GENERAL MANAGER,
+1.212.975.7795
WWW.CBSCONSUMERPRODUCTS.COM

Star Trek, The Good Wife and CLUB CSI: led retail activity in 2012. Geek chic products and iconic designs drove Star Trek activity. New additions such as the Inflatable Captain's Chair, Art Prints and Door Chimes, along with the 25th anniversary of Star Trek: The Next Generation, engaged fans around the world. CBS's hit drama, The Good Wife, teamed with internationally acclaimed home furnishings company Mitchell Gold + Bob Williams to develop a line of co-branded pieces composed of exact items featured on the hit series. The first official license for both The Good Wife and Mitchell Gold + Bob Williams, the CBS Consumer Products deal integrates the show's stature and style with elegant furniture, resulting in an effortlessly organic licensing program that is unique and unprecedented. A new CSI: brand extension, CLUB CSI:, debuted in 2012. The children's book series features school-based mysteries that expose readers to forensic science. The launch was supported by a national in-school program reaching over three million students. The CLUB CSI: brand offers a natural way to introduce children to forensics through a recognizable name, all while making it fun and relatable at the same time. Star Trek's pop culture phenomenon will hit a new high in 2013 with the release of the summer blockbuster, Star Trek Into Darkness. Hasbro and NAMCO will lead retail activity featuring nearly 100 new licensees around the world. Expanded publishing programs and new initiatives in social gaming, food and beverage and co-branded collections will drive consumer engagement. The launch

of international ecommerce platforms will further CBS Consumer Products' reach into local markets. Providing better consumer access to CBS's top properties will improve fan engagement and expand retail distribution. The Good Wife furniture collection from Mitchell Gold + Bob Williams further expanded CBS Consumer Products' integrated retail strategy. The unique program showcases key items throughout The Good Wife sets and was seen by nearly eleven million viewers each week. From print to online, the collection was a central fixture of Mitchell Gold + Bob Williams' marketing activities, from in-store to catalog, the phrase "Lights. Camera. Comfort." accentuates the link between the aspirational world of television and the warm luxury of home.

88 WELCH'S

\$294.7M (PRIVATE)

KAREN MITCHELL, DIRECTOR OF MARKETING, STRATEGY,
WELCH FOODS LICENSING; ANGELA FARRUGIA, GROUP MANAGING
DIRECTOR, THE LICENSING COMPANY, +1.212.413.0880
WWW.WELCHS.COM; WWW.THELICENSINGCOMPANY.COM

Welch's is the processing and marketing subsidiary of the National Grape Cooperative. Welch's has extended their fruit credentials by signing major licensing partnerships including frozen fruit, frozen at-home fruit smoothie kits, fruit snacks, fruit-flavored sodas, fresh produce and portion control jellies and jams. Welch's products are sold throughout the U.S. and in approximately 50 countries around the globe. Important initiatives for Welch's in 2012 included the launch of at-home fruit smoothie kits and filled licorice. In 2013, Welch's will further expand its frozen fruit and at-home fruit smoothie kit offerings in the U.S. and Canada.

89 CHURCH & DWIGHT

\$250M

TAMMY TALERICO-PAYNE, DIRECTOR OF LICENSING,
+1.609.279.7334; JAY ASHER, PARTNER, BRANDGENUITY, +1.212.925.0730
WWW.CHURCHDWIGHT.COM

In 2012, a number of exciting new licensees came on board with Church & Dwight's iconic brands, while existing licensees remained strong. Licensing agency Brandgenuity brokered the first license agreements for OxiClean as well as foremost bathroom cleaner KABOOM. Arm & Hammer, one of the world's most trusted brands, leveraged its unmatched odor neutralizing technology in an array of products. Protect Plus found success with Arm & Hammer shelf liners and placed Arm & Hammer food storage items with built-in odor control and antimicrobial protection as a Walmart exclusive. Petmate's litter pans, litter filters, cat mats, deodorizer dispensers and litter liners continued to find success as the complete in-home pet solution. Arm & Hammer boasts several more innovative and market-leading licensees including Electrolux for vacuum bags and filters, Dutch Boy for re-fresh paint, Munchkin for diaper pails and nursery accessories, and London Luxury for bedding among many others. New licensees will launch a full line of component items for OxiClean stain-fighting use as well as in a line of extended OxiClean cleaning solutions and wipes. A line of KABOOM moisture removal products for the bathroom is also in the works. Arm & Hammer licensees will continue their exciting and innovative products that deodorize, whiten and clean, including Protect Plus' food storage, rubber gloves from Karmin, and pet products from Petmate. OxiClean and KABOOM licensing programs include broad support at retail with key retail partners Walmart, Target, Bed, Bath & Beyond & PetSmart driving sales in 2012 and 2013.

90 MIND CANDY

\$250M (PRIVATE)

DARRAN GARNHAM, CBD0, +44.0.7803.874.927
WWW.MINDCANDY.COM

Moshi Monsters remained Mind Candy's key property throughout 2012 with continued growth through toys, video games, publishing and digital. The game

currently stands more than 75 million registered users globally and 2013 initiatives will expand and broaden its fanbase and include further product innovation, a move on to tablets for the first time, global promotional partnerships and the upcoming Moshi movie, as well as further animated content. It also has new IP in development for launch throughout 2013 and beyond. Mind Candy has mass retail distribution in the U.K. including seasonal campaigns, TV support and retailtainment. Retail presence in Australia is strong across mass stores including, BIGW, Target, TRU, Myer, Kmart and Jasnor and Farmers in New Zealand. Its U.S. presence continues to grow with mass distribution of our Moshi game time cards and collectibles at independent retailers nationwide, plus an exciting new partnership across all Build-a-Bear stores in North America.

91 ENDEMOL WORLDWIDE BRANDS

\$250M (PRIVATE)
WWW.ENDEMOL.COM

Key properties include Deal or No Deal, Wipeout, The Money Drop, Ready Steady Cook, Big Brother and Miss France.

92 NATIONAL GEOGRAPHIC

\$250M (E) (NON-PROFIT)
KRISTA NEWBERRY, SVP, LICENSING, NORTH AMERICA,
+1.202.857.7572
WWW.NATIONALGEOGRAPHIC.COM

93 JOHN DEERE

\$247M
DALE PASCHKE, GLOBAL MANAGER, BRAND LICENSING,
+1.919.804.2725
WWW.JOHNDERE.COM

Key product categories include toys, apparel, hats, footwear, workwear, gifts and collectibles at www.JohnDeereGifts.com. Key initiatives include global expansion with increased offerings in China, India, South America and Mexico, as well as renewed focus on North America dealer channel.

94 TOMMY BAHAMA

\$230M
TERRY PILLLOW, CEO; DOUG WOOD, PRESIDENT/COO;
CHRISANN FURCIATO, VP, LICENSING; ROB GOLDBERG, SVP, MARKETING,
+1.206.622.8688
WWW.TOMMYBAHAMA.COM

Tommy Bahama is part of the Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries. Tommy Bahama's main licensing categories are home including residential furniture, fabrics, bedding, table linens, rugs and ceiling fans; outdoor/beach including outdoor furniture and beach accessories, which includes chairs, umbrellas and coolers; accessories/lifestyle products such as watches, eyewear, luggage, fragrance and a Hacker-Craft boat. Tommy Bahama has retail licensees in Australia, Canada and Dubai. New for 2013 is a new fragrance launch for men and women, an outdoor furniture collection (re-launch of the collection), pet products that will be sold at PetSmart and will benefit the PetSmart charities to save homeless pets and cell phone cases and covers. Key retail partners include better department and specialty stores. Based on the product category, retail distribution ranges from Nordstrom and Federated, fine home furnishings stores Louis Shanks and Baers Furniture and PetSmart for the pet product collection.

95 THE FOOTBALL ASSOCIATION

\$228M (PRIVATE) (NON-PROFIT)
NICKY STANTON, BUSINESS DEVELOPMENT MANAGER,
+44.0.844.980.8200
WWW.THEFA.COM

Key licensing properties for retail sales in 2012 include England, FA Cup and Wembley. Licensing initiatives that will drive growth in 2013 and beyond include the launch of The FA Cup licensing program and celebrations of The FA's 150 anniversary driving interest for the properties, as well as key events/matches, a new partnership with Nike that opens international distribution and build up to WC 14 in Brazil. Retail partners include main grocers including Tesco.

96 FOOD NETWORK

\$220M
SERGEI KUHARSKY, SVP/GM, LICENSING, MERCHANDISING
AND NEW BUSINESS DEVELOPMENT, +1.646.336.3784
WWW.FOODNETWORK.COM

In 2012, Food Network Kitchen was launched. Developed in partnership with Delaware North Companies, the Food Network Kitchen airport concept uses the freshest regionally sourced ingredients to bring classic fare with local flavor to travelers in Ft. Lauderdale Airport. Food Network also currently offers concessions and in-suite dining in 23 stadiums and arenas across the country in partnership with Delaware North Companies. Food Network Magazine (a partnership with Hearst) is the fourth best-selling monthly magazine on newsstands and the No. 1 magazine in the epicurean category. Food Network publishing was behind three New York Times best-selling books in 2012 that were on the best-sellers list for a combined total of 48 weeks. Food Network and Wente Vineyard launched entwine in 2011 to deliver food-friendly wine and enrich consumers' dining experience all at an attractive price point of \$12.99. Over 1450 housewares products are sold exclusively at more than 1,100 Kohl's stores under the Food Network and Bobby Flay brands. In 2013 Food Network launched a line of scented candles with fragrances inspired by Food Network kitchen recipes. Candles launched in November 2012 in limited retail stores and will launch nationally in 2013. Food Network's food service initiatives will continue in 2013 with expansion of our concessions and airport concepts. In concessions, offerings will continue to expand past suite level to general admission areas in multiple sports arenas. Additionally, Food Network expects to open a new 1,800-square-foot "Grab and Go Gourmet Market" serving classic fare with a uniquely Atlanta flavor in the Atlanta airport in fall 2013. Food Network is actively pitching new airport locations in partnership with Delaware North Companies for 2014 and beyond. In partnership with Kohl's, the Food Network team is developing hundreds of new SKUs and refreshing packaging in 2013 to continue to grow and expand upon the success of the housewares program at Kohl's. Food Network Magazine continues to grow with subscription rates up double digits and e-reader circulation on track to more than double from 2012 numbers. Food Network will continue its success in publishing partnering with Alex Guarnashelli to launch Old-School Comfort Food in April 2013, Bobby Flay for BBQ Addition in April 2013, Guy Fieri for Diners, Drive-Ins and Dives: The Funky Finds in Flavortown in May 2013, Anne Burrell for Own Your Kitchen in October 2013, and Sunny Anderson for Sunny's Kitchen in September 2013. Several titles are already in development for 2014. With the growth and success of entwine, Food Network Magazine and the launch of Food Network candles, retail success will continue with the confluence of these products at retailers nationwide. In May 2013 a program will launch nationwide with Walgreen's with an in-store display featuring entwine, Food Network Magazine and Food Network Candles. Food Network will continue to sponsor Wine and Food Festivals, such as the South Beach, New York and Atlantic City Festivals, to allow fans to interact with the brand over the course of a weekend.

97 THE TRUMP ORGANIZATION

\$215M (E) (PRIVATE)
CATHY GLOSSER, EVP, GLOBAL LICENSING, +1.212.836.3242
WWW.TRUMPCOM

98

SOURCE INTERLINK MEDIA

\$215M (PRIVATE)

HOLLY ARNESEN, VP, BRAND DEVELOPMENT, +1.310.531.9900

WWW.SOURCEINTERLINKMEDIA.COM

In 2012 Source Interlink Media continued the transformation into a multi-media content creator and full service agency. SIM is the owner of over 70 brands and is the largest provider of licensed content for enthusiast media in the U.S. Mobile apps for iPads, iPhones, Android Phones, and tablets as well as emerging media is a key focus of the business. In the consumer goods market the automotive category once again drove sales for 2012 with products including windshield frost guards, jumper cables, jumpstarts, organizational tools, multi-tools, and pet car safety. Motor Trend cellular accessories and Bluetooth items continued their success as the assortment grew and GPS accessories were added as well. 2012 also saw an expansion of the GrindMedia/Action Sports Group brands, including full programs for SLAM basketball apparel and shoes and Surfer Magazine swimwear for both men and women. SIM continues with 4 branded TV shows and an exclusive Motor Trend channel on YouTube. Each month SIM content reaches over 100 million consumers, nearly a third of the U.S. population. Mobile apps for iPads, iPhones, Android phones and tablets, as well as emerging media is a key focus of the business. In the consumer goods market the automotive category once again drove sales for 2012 with products including windshield frost guards, jumper cables, jumpstarts, organizational tools, multi-tools and pet car safety. Motor Trend cellular accessories and Bluetooth items continued their success as the assortment grew and GPS accessories were added as well.

99

NISSAN MOTOR COMPANY

\$215M

GLEN KONKLE, CEO, EQUITY MANAGEMENT, +1.858.558.2500

WWW.NISSANUSA.COM

The Nissan Licensing Program continued its strong performance in 2012 and experienced the most successful year for the program since its inception. This growth can be attributed to Nissan's success across a variety of categories including software, replicas, toys, and accessories. In particular, the Nissan Part Works replica business has continued expansion across both Asia and Europe and the development of new, downloadable game licenses has increased Nissan's presence in the software category worldwide. Moving forward, EMI will look to leverage new and exciting Nissan and Infiniti vehicle introductions in categories such as automotive accessories, die-cast, radio control, software and lifestyle. Also, the Nissan licensing program will target emerging markets to support the rapidly increasing sales of vehicles with licensed products.

100

ACTIVISION PUBLISHING

\$200M (WHOLLY OWNED SUBSIDIARY OF ACTIVISION BLIZZARD, INC.)

ASHLEY MAIDY, VP, HEAD OF GLOBAL LICENSING AND PARTNERSHIPS, +1.310.255.2058

WWW.ACTIVISION.COM

In 2012, Activision Publishing established a licensing and promotions department that has helped to add a dynamic new layer to the company. With the launch the Skylanders franchise in 2011, which captured the hearts of millions with an innovative video game experience and a robust cast of collectible characters, the Licensing and Promotions team has seen tremendous growth. In just 15 months, the franchise generated more than \$1 billion in retail sales worldwide. This milestone was reached faster than any other kids' gaming property, making it the No. 1 kids' video game franchise in 2012. More than 100 million toys have been sold worldwide, which quickly turned Skylanders into the No. 1 action-figure line in the U.S., outselling popular toy franchises at retail. The Skylanders property is the first of its kind to successfully bring toys to life by merging the video game and toy worlds and giving rise to consumer demand for meaningful branded product extensions in 2012. Currently, Skylanders is represented in every major category,

including publishing, gaming accessories, apparel, back-to-school, construction sets, plush, board games, costumes, party goods and bedding. In addition to Skylanders, Activision has been focused on building a lifestyle merchandising program for Call of Duty that includes categories such as headsets, mobile devices, apparel and accessories. In 2013, it will continue to bring the magic of Skylanders to life with top-quality, brand-enhancing product extensions. Fans will have multiple touch points available to them, including the company's first-ever McDonald's Happy Meal promotion based on Skylanders Giants, in North America, Europe and Australia, with additional promotional partnerships planned for 2013 and beyond and ongoing key licensing initiatives with more than 150 licensees and partnerships worldwide. Retailers are expanding their footprint based on the unparalleled success in 2012, which will increase awareness of the brand and further drive sales. Additionally, the Call of Duty merchandising program will be expanding into new lifestyle categories in 2013 with the support of assigned agents in Europe and Australia who will lead the charge on expansion outside of the U.S. As a video game brand, Skylanders secured an unparalleled gaming footprint in more than 50,000 retail stores, including feature space outside electronics departments, with more than 100,000 linear feet of merchandising space at retail in North America and over 58,000 linear feet across Europe. Skylanders Giants reached global distribution with major retailers worldwide including Toys 'R' Us, Target, Walmart, Best Buy, Amazon, Best Buy and many more.

101

ASPCA

\$200M (PRIVATE) (NON-PROFIT)

ELYSIA HOWARD, VP, MARKETING AND LICENSING,

+1.212.876.7700

WWW.ASPCA.ORG

Key properties include ASPCA Pet Health Insurance, Bank of America credit and debit cards, We-Care.com and ASPCA-branded products. Key licensing initiatives include build out the core pet categories; continue to grow the ASPCA's "pet people" product line including kids toys and plush led by Commonwealth Toy & Novelty, as well as gifts, fashion apparel and accessories; and new product packaging will be introduced to reflect the strength of the ASPCA brand and cause, adding to the ASPCA's innate ability to connect to the 72 million U.S. households with pets. Key retailers and promotions include ASPCA Jewelry in Zales nationwide; Forever 21, PB Teen, West Elm holiday cause-related programs; end cap display of ASPCA/American Greetings cards in Target; and Bank of America credit and debit program.

102

KRAFT FOODS

\$200M

PAULA PHILLIPS, LICENSING CONSULTANT, +1.502.551.5846

WWW.KRAFTFOODS.COM

103

SEAWORLD PARKS & ENTERTAINMENT

\$200M (E) (PRIVATE)

DEANA DUFFEK, DIRECTOR OF GLOBAL LICENSING, +1.949.395.6460

WWW.MYSEAWORLD.COM

104

BIG TENT ENTERTAINMENT

\$194M (PRIVATE)

RICH COLLINS, CEO; RICH MARYANEK, CMO, +1.212.604.0064

WWW.BIGTENT.TV

Key licensing properties for retail sales in 2012 include Domo, Pixfusion, Discovery Kids and Cake Boss. Domo's dominance continues to grow across the globe with a

powerful lineup of partners who only amplify the brand's pop-culture presence. A recent co-branding effort with DC Comics, a special section at retail legend YRB in New York City and a promotional program with the VANS Warped Tour are just a few Domo efforts that have taken the brand to new heights. Discovery Kids continues to grow year-over-year, has a great core group of licensees and new partners on board for 2013. New for 2013, Big Tent Entertainment is spearheading the licensing efforts to build the Sprout network and extend their everyday media reach into retail. Pixfusion is rolling out new 3D rendering and mobile technologies as well as new licensed relationships for its Kideo Video brand.

105 SMILEY WORLD

\$180M (PRIVATE)

NICOLAS LOUFRANI, CEO, +44.0.20.7378.8231

WWW.SMILEYCOMPANY.COM

106 THE WIGGLES

\$180M (PRIVATE)

MIKE CONWAY, MANAGING DIRECTOR; ANDRIA MICHAEL,

SENIOR BRAND MANAGER, +61.3.9520.1000

WWW.WIGGLETIME.COM

Key properties are The Wiggles and Dorothy The Dinosaur. The company will focus on increased national and international touring commitments, two CD and DVD releases, new television content and refreshed creative, with new product lines in key categories to be launched in fourth quarter 2012.

107 WEIL LIFESTYLE

\$175M (PRIVATE)

DAVID STOUP, CEO, +1.602.432.3252; ROSS MISHER, 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 to enhance their 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 501 c 3 not-for-profit organization dedicated to advancing integrative medicine through training, research, the education of the public, and policy reform. In addition to strong current licensees, Weil Lifestyle continues to drive growth in 2013 and beyond with new licensing initiatives including the successful expansion of Weil Integrative Footwear, with its ground-breaking design and Aided Motion System (AMS) combines innovative and clinically proven technologies to help consumers walk in comfort. Orthaheel technology is incorporated into footwear that Dr. Weil endorses. Weil Lifestyle programs also include FoodState, a whole-food supplement company with a consumer facing brand, MegaFood as well as a direct-to-practitioner brand, Innate Response; Dr. Andrew Weil for Origins, an natural line of topical skin care products; Weil for Vital Choice offers sustainably harvested wild Alaskan salmon and other natural and organic foods; Weil by Dansk is a premium, high quality line of small kitchen electrics.

108 JIM SHORE DESIGNS

\$159M (PRIVATE)

JOANNE OLDS, PRESIDENT, THE BUFFALO WORKS; GERALD

MASSIE, VP, MARKETING, +1.952.475.3013

WWW.JIMSHORE.COM

The major programs that drove an increase in retail sales were the continued strength of Jim Shore's key licensing partner, Enesco. The brand also almost doubled

its QVC business over 2011, enjoyed a new seasonal program with Lowe's and had a very successful year with licensee, Bethlehem Lights. Additionally, Jim enjoyed a 10 percent increase in his Canadian distribution and a significant bump in the co-branded sales with Disney globally. Key licensing initiatives that will drive growth into 2013 and beyond will be the addition from Enesco in the handbag and jewelry product categories that launched in Q4 2011 and Q1 2012. The outlook for QVC and Lowe's are on a growth trajectory along with the addition of several new licensing partners in the craft, home and gourmet food 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.

109 KAWASAKI

\$152M

GLEN KONKLE, CEO, EQUITY MANAGEMENT, +1.858.558.2500

WWW.KAWASAKI.COM

Kawasaki licensing continued to grow and develop in 2012 with product programs such as power tools, toy and sporting goods, vehicle replicas and gaming software appealing to both existing and new consumers. Kawasaki toy and replica products enjoyed strong sales with products such as the Kawasaki KFX Ride-On positively reflecting the excitement, performance, and fun of the Kawasaki brand. Licensees have focused primarily on the Kawasaki and Ninja brands to develop product programs that meet the expectations of motorcycle enthusiasts of all ages. In 2013, a focus will be placed on developing new apparel and accessory programs that will appeal to both existing Kawasaki enthusiasts/owners while introducing new consumers to the brand. New brand advancement product categories will also be implemented within areas such as travel goods and outdoor recreational products while brand extension programs will be developed across a variety of new categories. The launch of above new initiatives will complement the existing product programs and continue to showcase the exciting Kawasaki equities of balanced performance, power, quality engineering, innovation and unrestrained fun.

110 WINCHESTER

\$150M

VICKI BEDNAR, MANAGER, LICENSED PRODUCTS,

+1.618.258.2365.

111 LAMBORGHINI

\$135M

MARIA LUCIA LAZZARINI, MANAGER, LICENSING,

+39.051.6817655

WWW.LAMBORGHINI.COM

112 INVISTA TECHNOLOGIES

\$130M (PRIVATE)

MICHELLE ALFANDARI, PRESIDENT, CEO, MODA LICENSING,

+1.212.687.7640

WWW.INVISTA.COM

Coty is the exclusive licensee for the LYCRA brand in cosmetics, and has co-branded LYCRA brand collections with the Rimmel and Astor businesses globally. The two businesses are showing strength in a fiercely competitive market. Product introductions like the successful Scandaleyes Mascara and exciting advertising featuring top models keep consumers and retailers engaged. Key licensing initiatives that will drive growth in 2013 and beyond include new products/

shade extensions such as the new Rimmel Salon Pro with LYCRA nail polish collection launched spring 2013 and the Astor LYCRA Perfect Stay nail enamel launched 2013; continued expansion of the Rimmel business in China and Japan featuring LYCRA technologies and brand in cosmetics; and ongoing development of new concepts/advancements leveraging LYCRA technology. New marketing and advertising campaigns and promotions to support in-store efforts, e.g. print, POS, social media and PR for Rimmel featuring Kate Moss and for Astor featuring Heidi Klum.

113 LUDORUM

\$127M

MAUREEN TAXTER, SVP, U.S. CONSUMER PRODUCTS,

+1.212.972.7210

WWW.LUDORUM.COM, WWW.CHUGGINGTON.COM

"Chuggington" continues to make tracks! Season three of this CGI-animated television series premiered in over 178 countries around the world in 2012. Ludorum is investing an additional \$10 million in new production and will launch season four beginning fall 2013. The new season will include "Chuggington's" first-ever television special, "Chug Patrol-Ready to Rescue!," a high-energy adventure which introduces Jackman, the leader of the Chug Patrol. Original music videos will also debut beginning in 2013. In the U.S., "Chuggington" ratings continue to grow on Disney Junior and Disney Junior the Channel with airings 20 times per week. On the consumer products front, master toy partner, Tomy, expands the extensive Chuggington line with the introduction of the Stack Track railway system, the first-ever to enable kids to achieve elevation in toy train play. Over 30 new SKUs including play sets and high performance engines allow budding engineers to take train play to new heights. In the digital space, the new "Chuggington Traintastic Adventures" iOS app by Budge Studios was downloaded over 1 million times and new titles are in development for 2013. Ludorum continues to build this preschool brand with innovative marketing programs including a first-ever national QSR promotion in Q3 2013, an expanded public service campaign with the National Highway Traffic Safety Administration (NHTSA) teaching young families about safety, and a new content program for preschoolers and their parents, Its Training Time!, featuring social readiness content and learning activities.

114 EASTMAN KODAK

\$125M

EILEEN MURPHY, VP, BRAND LICENSING, +1.508.359.1091

WWW.KODAK.COM

Key Kodak licensing properties in 2012 included prescription ophthalmic eyeglass lenses, inkjet photo-specialty paper, recordable media, PC cleaning accessories, SD & MicroSD memory cards, memory card readers and wide-format inkjet media. The company is committed to extending the reach of its brand through licensing opportunities. In 2013 it will launch a new portfolio of digital cameras and digital camera accessories, wide format inkjet media and Matchprint proofing media. Kodak will continue to expand global territories of existing licensees and will pursue new licensee opportunities worldwide. Key retail partners include leading retailers in consumer electronic, office super stores, online e-tailers, mass and food, drug and warehouse clubs.

115 MACK TRUCK

\$125M

ALAN KRAVETZ, EVP, LMCA, +1.212.265.7474

WWW.MACKTRUCKS.COM

The company is implementing domestic and global initiatives in consumer, commercial and B2B categories. New initiatives have included an expansive work and casual apparel line for adults.

116 ROTO-ROOTER

\$125M

HAL WORSHAM, MANAGING DIRECTOR, LMCA,

+1.212.265.7474

WWW.ROTO-ROOTER.COM

The program, begun by LMCA in 2000, has evolved slowly and 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. New plumbing products will launch at retail in 2013.

117 HI-TEC SPORTS

\$111M (PRIVATE)

CHRIS MOLE, GROUP LICENSING DIRECTOR

WWW.HI-TEC.COM

Key licensing properties for retail sales in 2012 include Hi-Tec, Magnum, 50 Peaks and Interceptor brands. Key licensing initiatives that will drive growth in 2013 and beyond include the expansion of current licensed categories of apparel, accessories, camping and sports equipment into other territories; regional Golf licensing deals; and roll out of European-wide loyalty program. Key retail partners and programs during 2012 were outdoor/sports/uniform work apparel, accessories, camping equipment, sports equipment, luggage, specialty footwear, socks and promotional products.

118 ESPN

\$105M

JON ACHAR, VP, CREATIVE SERVICES AND CONSUMER

PRODUCTS, +1.646.547.5202

WWW.ESPN.COM

ESPN consumer products consists of both the ESPN and X Games brands, along with ESPN sub-brands and co-brands including SportsCenter, College GameDay, Baseball Tonight, NBA on ESPN, NASCAR on ESPN, SEC on ESPN, BCS on ESPN, branded video games, ESPN Films and ESPN Books. The ESPN and X Games consumer products business strives to strategically partner with best-in-class licensees to create tangible brand extensions for sports fans of all ages—fulfilling the company-wide mission "To Serve Sports Fans. Anytime. Anywhere." Expanding the current consumer products business with collections that embody the personality of ESPN is central to its brands' growth. These products span across the categories of apparel, headwear, personal accessories, toys, indoor/outdoor recreation, sporting goods, tailgating and entertainment. The continued growth of ESPN co-branded programs is also a key factor to expanding the consumer products business. These include hot market programs for College GameDay (football and basketball), the BCS Announcement Program, SEC on ESPN, NBA on ESPN and NASCAR on ESPN. Notable efforts in 2013 include a re-launch of the ESPN table game business, launch of a premium retro inspired ESPN Classic apparel and accessories collection and further growth of the mass market apparel and accessories business. Inspired by the premier event in action sports, X Games consumer products continue to capture the excitement and energy of the competition that acts as the international gathering place of action sports champions, challengers, enthusiasts and fans. In 2013, the X Games has expanded its global footprint from two to six world class events in unique locations around the world. The key initiative for 2013 is to leverage the increased X Games coverage, content and brand awareness to expand the X Games consumer product portfolio in all global territories. Notable initiatives include; the launch of a co-branded children's Pro Force Greek Yogurt by Yoplait at grocery stores nationwide, the launch of X Games BMX bikes at Walmart, expansion of X Games standalone stores in China, and the continued growth of the X Games consumer products offering internationally, especially in international event territories,

such as France, Brazil, Spain and Germany across sporting goods channels. ESPN branded and co-branded collections were distributed to a wide range of partners and retail channels including Dicks Sporting Goods, Target, Walmart, K-Mart, Kohl's, Finish Line, Lids, J.C.Penney, Nordstrom, Bloomingdales, Urban Outfitters, Aéropostale, NBA Team Shops and campus bookstores nationwide. Key retail programs included a 14-week hot market initiative supporting College GameDay Football (apparel and headwear), an eight week apparel program supporting College GameDay Basketball, BCS Announcement apparel and headwear in collaboration with adidas, an SEC on ESPN apparel program at Dick's Sporting Goods, a customized ESPN online fan portal on CafePress.com, the critically acclaimed "30 for 30" ESPN Films documentary series and an assorted collection of ESPN Books. The X Games brand has a strong global presence in territories such as the U.S., Canada, Asia, Brazil, Latin America and France. Key U.S. programs include a sporting goods collection at Target composed of skateboards by Bravo and helmets by Bell Sports, an X Games apparel collection at Aéropostale supported by a win-a-trip promotion and a youth apparel collection at J.C.Penney's. International X Games highlights include a robust X Games skate and bike program at Toys R Us and Walmart with Stoneridge Cycle in Canada, the re-launch of X Games apparel in Canada at Giant Tiger, the continued growth of X Games standalone stores and store-in-store concepts across China with Everextreme. In Europe, apparel/accessories and protective gear were promoted and sold at X Games branded pop up stores during the X Games Tignes event. Additionally, multiple in-store and window displays at ski-specific shops and Intersport locations showcased and sold the X Games collection. Expansion of the X Games collection at Intersport France locations is planned for 2014. A full line of watches and bags are available in Brazil with promotions surrounding the X Games Foz do Iguacu event. In Latin America, X Games apparel/accessories are available in Argentina online and at specialty skate retailers, while a full line of apparel/accessories and sporting goods are available in Chile at Hites and various department and specialty retailers. An in-store autograph signing in Santiago, Chile, by a local X Games athlete, Coco Zurita, supported the holiday 2012 launch of the new X Games BMX bike. Sunglasses are available in Mexico, with a planned launch of protective sunglasses in spring 2013.

119 HAMILTON BEACH BRANDS

\$105M

JAIME LEWISOHN, VP, BUSINESS DEVELOPMENT, BSP,

+1.310.867.7242

WWW.HAMILTONBEACH.COM

Key licensing properties for retail sales in 2012 include Hamilton Beach and Proctor Silex. New products are scheduled to launch in the portable fans, ceiling fans, floor care, water dispenser, touchless soap and sanitizer dispenser, cookware, bakeware, cutlery, kitchen tools and gadgets categories. Key retailers include Walmart, Target and Kmart.

120 JCB

\$105M (PRIVATE)

JOHN ATKINSON, DIRECTOR AND GENERAL MANAGER,

CONSUMER PRODUCTS, +44.0.18.8959.3499

WWW.JCB.COM

The JCB Brand extends across kids, DIY (do-it-yourself) and trade adult markets. In the kid's sector, My 1st JCB aims at preschoolers and JCB BOYS is targeted at children ages 4- to 8-years-old. The JCB product portfolio for adults covers a wide range of tools, workwear and safety footwear, phones, heaters and batteries. 2013 marks a significant international step change in the JCB licensing program with hand and power tools launching in India, Russia and other key export territories. Tough mobile phones will also see territory and range growth in 2013. A growing and diversified range of products for children, including new apparel, party and food partnerships will see the My 1st JCB brand gain further prominence in 2013. B&Q remains a key partner for JCB in the DIY sector with over 200 products stocked

and promoted in-store and online. In the kid's apparel sector, Asda, Mothercare and Tesco developed deeper in-store ranging in 2012 and Argos remain a key destination.

121 LA-Z-BOY

\$105M

GLEN KONKLE, CEO, EQUITY MANAGEMENT, +1.858.558.2500

WWW.LA-Z-BOY.COM

The La-Z-Boy licensing program continued to develop and grow strongly in 2012 as exciting new initiatives and increased distribution drove licensed retail sales. This successful licensing program capitalized on La-Z-Boy's ownership of the powerful comfort equity and its other established components of quality and great value. Licensed product sales in the outdoor casual furniture category generated strong additional placement and exceptional revenue growth within a variety of big box retailers and specialty stores. The outdoor program was further enhanced by the positive growth of the premium spa collection and the La-Z-Boy brand continues to solidify its relevance and credibility in the outdoor environment. Within the home, the domestics product program continues to gain traction and has successfully enhanced La-Z-Boy's reputation for comfort and quality. In 2013, the existing La-Z-Boy licensed businesses will continue to build distribution and placement while EMI continues to pursue exciting new comfort related opportunities that can leverage the powerful La-Z-Boy brand equity and their compelling marketing platform of "Live Life Comfortably."

122 BEAM BRANDS

\$102M

WWW.BEAMGLOBAL.COM

123 AARDMAN ANIMATIONS

\$100M (PRIVATE)

ROB GOODCHILD, HEAD OF LICENSING, +44.117.984.8485

WWW.AARDMAN.COM

Key properties include Shaun the Sheep, Wallace & Gromit, Timmy Time, Morph and Animals. Key initiatives include Animate-It! the home animation brand for kids and global growth for Shaun the Sheep brand including merchandise roll out plans across Asia, Middle East, Europe and U.S. in anticipation of the Shaun the Sheep Movie in 2015.

124 BLACK FLAG

\$100M

ALAN KRAVETZ, EVP, 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.

125 GB LICENSING

\$100M (PRIVATE)

BRAD PETERSON, VP, +1.612.759.1482

WWW.LARRYTHECABLEGUY.COM

Key licensing properties for retail sales in 2012 include food, clothing, hardware, cleaning products and gift. Licensing initiatives that will drive growth in 2013 and beyond are TV and product sales. Retail partners include Walmart, Kroger's and Bass Pro.

126 HGTV

\$100M

RON FEINBAUM, SVP AND GM, CONSUMER PRODUCTS, HOME CATEGORY, SCRIPPS NETWORKS, +1.865.560.4804
WWW.HGTV.COM, WWW.HGTVHOME.COM

HGTV has launched a collection of licensed consumer products for the home, offering "smart, stylish products from the trusted experts at HGTV." In 2012, the HGTV HOME line was sold in over 4,500 doors across North America in key home and garden categories including paint, flooring, furniture, plants and lighting. The program includes HGTV HOME by Sherwin-Williams paint, wallpaper and paint accessories, HGTV HOME Flooring by Shaw, the HGTV HOME Furniture Collection, the HGTV HOME Design Studio only at Bassett, the HGTV HOME Plant Collection and HGTV HOME Indoor Lighting. The HGTV HOME program is undergoing rapid expansion in 2013 and beyond with launches into new product categories, new retail partners, expansion of existing lines and increased marketing initiatives. HGTV HOME's 2013 launches include HGTV HOME Outdoor Living on HSN, HGTV HOME Decorative Fabric and Trim in partnership with P/K Lifestyles and Simplicity Creative Group and HGTV HOME Solar Lighting with partner Alpan Lighting Products. Expansion of existing partners' lines will also be a key driver of growth for 2013 and beyond. Elk Lighting launched a new, fresh fixture collection to the HGTV HOME Indoor Lighting assortment in January 2013. In January 2013, HGTV HOME Flooring by Shaw made updates to carpet, hardwood, laminate and resilient tile lines. In early 2013, HGTV HOME Design Studio only at Bassett introduced styling and fabric updates to their custom upholstery offering. The HGTV HOME Furniture Collection is introducing a new collection at April High Point Market with updated, trend-right aesthetics. In April 2013, the HGTV HOME Plant Collection will offer new annuals, shrubs and blooming perennials and will be placed in over 850 doors in the U.S. and Canada. HGTV engaged in multiple, innovative cross-partner marketing initiatives in 2012 and these will continue to be an important driver of growth and increased brand awareness for the HGTV HOME licensing program in 2013. HGTV heavily supports its HGTV HOME line in compelling ways on-air, online, in print and via experiential marketing. The HGTV HOME line was sold in over 4,500 doors across North America in 2012. HGTV HOME by Sherwin-Williams was sold exclusively in almost 3,000 Sherwin-Williams retail stores. HGTV HOME Flooring by Shaw was distributed at 610 independent flooring retailers. HGTV HOME Furniture Collection was sold in 60 doors of the top 100 U.S. furniture retailers. HGTV HOME Design Studio only at Bassett was placed exclusively in 90 Bassett retail locations. HGTV HOME Plant Collection was in over 600 doors, in independent garden centers, hardware stores and grocery stores. HGTV HOME Indoor Lighting was placed in 600 specialty lighting doors.

127 KISS

\$100M (E) (PRIVATE)

JANET DWOSKIN, EXECUTIVE DIRECTOR OF LICENSING, LIVE NATION MERCHANDISE, +1.415.247.7126
WWW.LNMLICENSING.COM

128 PEPSICO NORTH AMERICA

\$100M

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

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

129 MHS LICENSING

\$100M (PRIVATE)

MARTY SEGELBAUM, PRESIDENT, +1.952.544.1377
WWW.MHSLICENSING.COM

Key properties include traditional recognized wildlife brands Al Agnew, The

Hautman Brothers and Darrell Bush drove significant royalty volume across a wide range of product categories including puzzles, over-the-counter fabric and home textiles. Their awareness in the marketplace is such that retailers ask for their images and products by name. Strengthened product development teams at Tina Higgins Designs and Robin Surface Designs (Robin Roderick) led to successful programs in key categories like tabletop and bath at major retailers. Newer designs such as Louise Carey's trend-leading typography and Sparky & Marie's innovative patterns continued to entice new licensees to sign on. There are three focused growth initiatives for 2013. The first is capitalizing on the initial success of our emerging properties including Stephanie Ryan, Mamasana and Patrick Reid O'Brien, each having recently partnered with category leaders in tabletop, stationery and gift. The second is maximizing its strength in the peaking trend of inspiration-driven art by emphasizing the work of Amylee Weeks and Christine Adolph. The third initiative is to make selecting designs and working with MHS Licensing even easier for licensees through a significant investment in enhancing its website capabilities, launching this summer. MHS continues to differentiate its brands and segment them by channel of retail, recognizing that the value chains like Dollar General offer huge potential for the right properties. Programs in the outdoor channel at retailers like Cabela's and Bass Pro will continue to drive its wildlife-themed business. As its licensees in key categories, like tabletop and home textiles, develop exclusive programs for retailers such as Walmart and Target, MHS will partner with their product development teams creating custom collections and product innovations.

130 ARMORED AUTOGROUP

\$98M

AUSTIN KATZ, VP, BUSINESS DEVELOPMENT, BSP, +1.310.867.7203
WWW.ARMORED AUTOGROUP.COM

131 ANHEUSER-BUSCH INBEV

\$91M

TRACY NEIER, SENIOR MANAGER, LICENSING, AB-INBEV;
ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, THE LICENSING COMPANY, +1.212.413.0880
WWW.AB-INBEV.COM

Key licensing properties include Budweiser, Bud Light, Beck's, Stella Artois, Michelob ULTRA, Busch and Natural Light. TLC will leverage each brand's unique history, powerful initiatives and sponsorships to build comprehensive product platforms and usage occasions. In addition, regional and local brands will develop licensing programs throughout the world. Key retail partners and programs during 2012 include Walmart, Target, Urban Outfitters, Old Navy and Bed Bath & Beyond.

132 REYNOLDS CONSUMER PRODUCTS (HEFTY)

\$90M

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

The Hefty licensing program, launched in 2009, continued to expand in 2012 through exciting new products and increased retail distribution. This highly successful program is built around Hefty's powerful equity of strength, durability, quality, and convenient solutions. Hefty indoor wastebaskets has maintained its strong presence in both mass and home improvement channels, capturing a substantial market share due to the strength of the trademark. Overall, the Hefty licensing program is expected to expand substantially in 2013 through expanded retail distribution of indoor and outdoor wastebaskets, home

storage products, and the launch of the permanent food storage containers into grocery, mass and specialty in addition to the pursuit of new opportunities in household categories.

133 PERFETTI VAN MELLE (CHUPA CHUPS)

\$88.3M (PRIVATE)
CHRISTINE COOL, SENIOR BRAND MANAGER, +34.93.773.9316
WWW.CHUPACHUPSUNIVERSE.COM

Key licensed properties include Chupa Chups and Airheads. In 2012, Perfetti Van Melle experienced a steady growth with both brands. Chupa Chups, the global lollipop brand, concentrates on building a lifestyle licensing program in Europe and Asia. The brand taps into its world of colorful wrappers and nostalgic advertising to create a large bank of designs that appeal to teenagers all around the world. The iconic Airheads brand, found in almost every grocery, drug and convenience store in the U.S. today, is developing a licensing activity mainly concentrated on food and beverage products but also expanding into a few lifestyle categories such as apparel, cosmetics, stationery and electronics. In 2013, on the occasion of its 55th anniversary, Chupa Chups will launch vintage inspired capsule collections that will be presented in retail events that will include lollipop samplings. There are also exciting launches planned in the publishing and digital gaming sectors. Moreover, this diverse flavor brand is a perfect match for aroma based product ranges that will surprise the candy fans. Moving forward, Chupa Chups will continue its expansion into new territories such as Russia, Poland and Mainland China. The main categories for the Chupa Chups licensing program are apparel and cosmetics. Key fashion retailers in 2012 included Pull&Bear (Zara Group), Uniqlo, Primark, Pimkie, Cache Cache, Oviessie, Kiabi and El Corte Inglés. The Airheads Popsicle by Unilever is the 7th best-selling SKU across all frozen novelties in major grocery chains. Walmart is a key retailer for the Fruit Squeezer beverages by Jel Sert and apparel and beauty items.

134 SHABBY CHIC

\$80M (PRIVATE)
RAMEZ TOUBASSY, CEO, SHABBY CHIC BRANDS
WWW.SHABBYCHIC.COM

135 AGFAPHOTO

\$75M (PRIVATE)
RAY UHLIR, MANAGING DIRECTOR, LMCA, +1.212.265.7474
WWW.AGFA.COM

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

136 MELITTA

\$75M
NATASHA MURAZEW, LMCA, +1.212.265.7474
WWW.MELITTA.COM

LMCA's focus on this program has been very much oriented to the coffee experience and related products. Melitta's licensed line of consumer coffee makers has received industry recognition for being so innovative (including the first in-pod technology) and stylish. In 2012 the licensed products enjoyed both distribution and share gains in both the U.S. and Canada. As the brand continues to innovate we seek licensees that are committed to quality coffee products that capture the European essence of Melitta.

137 WPT ENTERPRISES

\$75M (PRIVATE)
HALEY JONES, MARKETING, +1.323.330.9900; ANDREW TOPKINS, BRANDGENUITY, +1.212.925.0730
WWW.WORLDPOKERTOUR.COM

138 CANCER COUNCIL AUSTRALIA

\$72M
NEIL HENNEY, LICENSING MANAGER, +612.8063.4123
WWW.CANCER.ORG.AU

Cancer Council, in partnership with its licensees, provides a range of high quality, affordable sun protection products (including sunglasses, sunscreen, headwear, apparel and shade products), which is designed to reduce the incidence of skin cancer and melanoma. The brand is now available in over 23 countries worldwide. Cancer Council is seeking to expand further its International markets by partnering with local licensees and retailers, and supporting local cancer charities. Cancer Council merchandise is available through chemists, department and mass market merchants.

139 U.S. ARMY

\$70M
CAREN CHACKO, AVP, BRAND MANAGEMENT, BEANSTALK, +1.212.303.1152
WWW.DEFENSE.GOV/TRADEMARKS, WWW.GOARMY.COM, WWW.ARMYMWR.COM

The U.S. Army licensing program leverages the brand's 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. The program consists of 120 licensees across categories including apparel, footwear, jewelry, personal accessories, paintball, sporting goods, consumer electronics, gift and novelty, collectibles, cutlery, health and beauty, and toys. Several new product launches and high growth programs will drive growth in 2012 and beyond. The brand finds best-in-class licensees to manufacture quality products that bear the Army marks. The U.S. Army translates well into licensed products across many categories, and a major win for the brand was expanding the brand's footprint in the sporting good space by adding a new airsoft gun line by Crosman Sports along with a fitness apparel partnership with Adidas. These licensed programs piggybacked on the success of the U.S. Army Paintball line to grow the brand in the sporting goods space. The Army went digital in 2012, by adding two consumer facing portals with Café Press and Zazzle. The Army made it a point to increase their presence at retail by signing on Global Tissue Group, one of the world's largest consumable companies, to create a line of consumer paper goods including paper towels. The brand has focused on reaching consumers in authentic categories that embody the equities of the Army, and an initiative for the brand was to expand in the toy/video game category. It is a goal to embody the characteristics of being a soldier, "strong in body and strong in mind", so the Army signed on Kidz Toyz to do a line of U.S. Army branded Walkie-Talkies, role play toys, binoculars and flashlights available at retail across the country. This category was strengthened with the further expansion of video game peripherals and accessories by CTA Digital. The camping/outdoor category is an area of tremendous growth for 2012 and beyond. The Army has taken on Bestway International as a licensee to manufacture a line of PVC inflatable airbeds for outdoor and indoor use, to allow consumers the chance to use the brand on the go. U.S. Army licensed products are available at major retailers across the U.S. including Walmart, Target, Toys "R" Us, Dick's Sporting Goods, The Sports Authority, J.C. Penney and K-Mart, among others key retailers. Several key programs drove growth in 2012. Eugene Textiles secured orders from JoAnn's, Hobby Lobby and Hancock for its line of U.S. Army branded fleece and cotton fabrics. Tippmann Sports established the U.S. Army brand as the second best-selling brand in the paintball category, right after its proprietary Tippmann brand, with product available at Walmart and virtually every major sporting goods retailer. Select-A-Vision launched a line of Army sunglasses at Wawa and Walgreens locations nationwide and for a second year in a row, with over \$1 million in sales for the line. Additional U.S. Army program successes in 2012 included Jerry

Leigh's T-shirt program at Target and Walmart, BioWorld's t-shirt program at Walmart, U.S. Army branded knives, axes and pens by Master Cutlery sold in sporting goods and specialty stores across the country (including Dick's Sporting Goods, Big 5 and Academy Sports + Outdoors) and MBI, Inc.'s line of jewelry sold via direct mail and catalogs. A new and exciting retail win is the partnership between Zappos and Authentic Apparel.

140 VIZ MEDIA

\$70M (PRIVATE)

DAISUKE AOKI, VP, ANIMATION LICENSING, +1.415.546.7073

WWW.VIZ.COM

NARUTO is very key and strong property for VIZ Media. The "NARUTO" uncut anime has been airing on Adult Swim since November 2012, and is consistently in the No. 1 or No. 2 spot in viewership rankings. "NARUTO" episodes are also airing and getting great exposure on Neon Alley, VIZ Media's new 24/7 live streamed English-dubbed and uncut anime channel for PS3 and Xbox. VIZ Media also launched Toshin, a new consumer products brand and design style concept for properties NARUTO, BLEACH and DEATH NOTE. The CafePress online retail partnership for the Toshin brand launched late 2012. Not only are the most popular warriors from NARUTO, BLEACH and DEATH NOTE available on a line of highly customizable gear, fans can access a range of character artwork and backgrounds to create their own unique Toshin merchandise. Namco Bandai released the "Naruto Shippuden: Ultimate Ninja Storm Generations" video game, and it sold over 420,000 units in U.S. Diamond Comics will debut Japanese imports based on VIZ Media properties, including the ever popular NARUTO, bringing over more high-end collectibles and figures to the U.S. market. Namco Bandai's "Naruto Shippuden: Ultimate Ninja Storm 3" game debuted in March 2013. Compared to the previous game in the franchise (spring 2012), even greater sales are expected due to the strength of the property.

141 V&A ENTERPRISES

\$68.5M (PRIVATE)

LAUREN SIZELAND, DIRECTOR OF LICENSING,

+44.20.7942.2981

WWW.VANDALICENSING.COM

V&A entered into apparel as a new category. Two new licensees launched in the U.K. and Japan. Key retail partners include John Lewis, Waitrose, Sainsbury and Coast in the U.K. and El Corte Ingles in Spain.

142 MARS RETAIL GROUP

\$66M (PRIVATE)

JOHN CAPIZZI, GENERAL MANAGER, LICENSING,

+1.973.691.3500

WWW.MMS.COM

Mars Retail Group's key properties include M&M's, Snickers and Skittles. 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 OneVoice strategy alive at retail locations throughout the U.S. including Kroger, Walgreens and Walmart.

143 MOONSCOOP

\$60M (PRIVATE)

LIONEL MARTY, PRESIDENT, WORLDWIDE CONSUMER

PRODUCTS AND DISTRIBUTION, +33.0.1.5335.9090; DAVID DI LORENZO, VP, CONSUMER PRODUCTS AND MARKETING, NORTH AMERICA, +1.818.227.8942

WWW.MOONSCOOP.COM

144 SCHOLASTIC MEDIA

\$50M

LESLYE SCHAEFER, SVP, MARKETING AND CONSUMER

PRODUCTS, +1.212.389.3900

WWW.SCHOLASTIC.COM

The kick off of the 50th anniversary of Clifford the Big Red Dog was a big driver for 2012, with new product releases from Lionsgate, Douglas, Zoobies, Patch Products, Buy Seasons, Bendon Publishing and Derma Sciences, as well as new print and digital publishing from Scholastic. Mills Entertainment's Clifford: A BIG Family Musical live show also was a significant driver for awareness and publicity, with engagement in over 50 cities. Goosebumps also marked a significant milestone—its 20th anniversary. Key licensing activity included six new DVD releases from Fox Home Entertainment, new games from Fundex and new publishing from Scholastic. Key retail drivers for The Magic School Bus included the video game release of "The Magic School Bus: Oceans" for LeapFrog Explorer as well as new digital content for the LeapFrog App Center. The brand also enjoyed a re-launch of its home video library from New Video, which released newly repackaged product and enjoyed strong retail distribution. The I Spy seek-and-find phenomenon saw new board games and puzzles released by long-time partner Briarpatch, as well as the release of two interactive game packs for Nintendo DS/Wii and new publishing from Scholastic. Under the Scholastic brand, there were several new releases in the Scholastic Storybook Treasures DVD line as well as new titles from Scholastic Audio. 2013 promises to be another successful year for Scholastic Media, with a strong line-up of new products planned in the months ahead. As Clifford the Big Red Dog's 50th anniversary celebration continues, 2013 will see an array of product releases for the brand. Planned new releases include apparel from Hybrid Apparel and JCorp Inc., bedding and bath from American Homes & Textiles, food and beverages from Color-A-Cookie and Hansen, publishing from Scholastic and Bendon, plush toys and fashion accessories from Douglas, board games from Patch Products, science kits from the Young Scientists Clubs, amusement/toys from A&A Global, plush rockers from Foland Group, book pals plush from Zoobies, and bookmarks from Andrews Blaine. In addition, Buffets Inc. (owner/operator of HomeTown Buffet, Old Country Buffet, Country Buffet, Ryan's and Fire Mountain restaurants) will come on board to underwrite the Clifford The Big Red Dog television show on PBS KIDS. Clifford will enjoy promotional support at all Buffets Inc. restaurants in 2013—along with Clifford branded activities, placemats, stickers and coloring books for their family customers at their locations nationwide. 2013 will also see a bevy of new QSR promotions for the iconic seek and find franchise I Spy here in the U.S.: at Wendy's this spring, at Popeye's this summer and at Sonic later this fall. There will also be three new game releases from Briarpatch. And 2014 will see the release of "I Spy Spooky Mansion" for Leapster Explorer along with new apps for the LeapFrog App Center. The Magic School Bus will see the release of "The Magic School Bus: Dinosaurs" for Leapster Explorer this fall, and The Young Scientists Club will release two new kits. The Goosebumps franchise continues to extend the "safe" scare with new Halloween costumes and masks being released from Gemmy this year, along with new books in the Most Wanted series from Scholastic. On the promotions front, Ralcorp will feature an on-pack Goosebumps book offer on 3 million boxes of cereal and crackers for Halloween. Internationally, Wendy's will feature Goosebumps branded premiums in their Kids Meals at over 160 locations including Mexico and New Zealand among others. Kids Station and Tara Toys will both release new Scholastic-branded product including educational science kits and games and puzzles respectively, in addition to a line of Scholastic infant toys from Baby King. The Scholastic Storybook Treasures DVD product line will release new titles as will and Scholastic Audiobooks into 2014. And Scholastic's definition dynamo WordGirl will enjoy promotional support at all Buffets Inc. restaurants in 2013 along with WordGirl-branded activities, placemats, stickers, bookmarks and reading logs for their family customers at their locations nationwide.

145 JELLY BELLY CANDY COMPANY

\$49M (PRIVATE)

VU MYERS BABCOCK, LICENSING MANAGER, JELLY BELLY,

+1.707.399.2719; ANGELA FARRUGIA, GROUP MANAGING DIRECTOR, THE LICENSING COMPANY, +1.212.413.0880

WWW.JELLYBELLY.COM

With over 16 billion Jelly Belly jelly beans sold across the globe every year, Jelly Belly

Candy Company is the world's most famous and loved jelly bean. The strategic global licensing program translates the fun, flavor, unique bean shape and colorful image of the brand into giftware, stationery, kitchen appliances and accessories, bath and body products, food-service yogurt and ice cream dispensing machines, and unique Jelly Belly licensed flavored food and beverage products. Important initiatives for Jelly Belly licensing program in 2012 included the launch of food-service yogurt and ice cream dispensing machines, tabletop products and at home cotton candy machines used with Jelly Belly licensed flavored sugars. In 2013, Jelly Belly licensing program will continue to expand its' kitchen appliances and accessories, food, giftware and stationary offerings. The Jelly Belly licensing program retail partnerships include key retailers in specialty, grocery, mass, national convenience, and food service throughout the U.S. and internationally.

146 DISSERO BRANDS

\$45M (PRIVATE)

DAVID TODD, CEO, +1.649.309.6363

WWW.DISSEROBRANDS.COM

Dissero's evergreen brand Rachael Hale—the world's most lovable animals—looks forward to continued success in 2012 and has recently partnered with the Morris Foundation.

147 SUZY'S ZOO

\$42M (PRIVATE)

CATHY MALATESTA, LICENSING AGENT; BRYAN TAW,

LICENSING AGENT; SONDRÁ CONTINO, LICENSING AGENT, +1.323.201.2678

WWW.SUZYSZOO.COM

Suzy's Zoo was created by award-winning artist Suzy Spafford in 1968 as a line of greeting cards and since then, has grown to feature over 200 named characters on a wide range of social expression products. In its 44-year history to date, more than 250 million Suzy's Zoo greeting cards alone have been sold worldwide. Little Suzy's Zoo is the infant/toddler brand. Duckport is the original Suzy's Zoo character set. This brand is targeted for children ages 2 to 5 and includes books, coloring books, greeting cards which were sold in a variety of boutique locations as well as at Target, Dollar Tree and online in 2012. Wags and Whiskers is a greeting card and stationery line featuring dogs and cats that was created in 1998 and quickly became one of the best-selling collections in Suzy's Zoo history. In 2012, Wags and Whiskers merchandise was available at boutique outlets as well online. Suzy's Zoo's initial entree into the online community was the launch of their redesigned, interactive website in June 2011. The Flipbook, Rainy Day Friends, was added to the website in February 2012. With feet successfully wet, the Suzy's Zoo team surged forward with their exploration into the online world by launching their U.K.-focused website, www.witzvandfriends.com, in June 2012. The website includes interactive games, puzzles and coloring activities, a crafting section (in collaboration with Joanna Sheen, LTD), and story time with Suzy's Zoo creator, Suzy Spafford. After many months of research, design, animation, and voice-overs in conjunction with iStoryTime, the first series of digital apps were launched in November 2012. And as the team at Suzy's Zoo enjoys the success of the recent launch of their digital apps, they are currently in the design phase for three NOOK eBooks and three eBooks, which will launch mid-2013. Further plans include securing licensees in all the major markets of the world—U.S., France, U.K., Germany, Italy, Spain, Australia, Canada, etc. Multiple deals have recently been concluded and will drive growth in 2013 and include the following: Pioneer Balloons are developing latex, foil, bubble and punchball balloons; Hoffman California Fabrics is developing 100 percent cotton, screen-printed fabrics utilizing the Classic Suzy's Zoo character sets; StickerYou, will continue to offer personalized stickers utilizing all three of the Suzy's Zoo character sets for purchase on their website; Joanna Sheen, LTD will continue to develop a variety of craft items for the Little Suzy's Zoo character set; Flickback Media developed greeting cards, calendars, etc. utilizing all three of the Suzy's Zoo character sets; Dalmatian Press will continue to develop books and coloring books, with multiple

titles planned for launch in 2013; Fun Rugs launched Little Suzy's Zoo and Wags and Whiskers rugs in spring 2012; Suncrest has developed an extensive line of nursery bedding and accessories; Blue Sky developed books utilizing the Little Suzy's Zoo character set; and University Games will continue to develop board, card, travel and electronic board games, color forms and jigsaw puzzles utilizing Suzy's Zoo and Little Suzy's Zoo character sets.

148 BOY SCOUTS OF AMERICA

\$40M (PRIVATE) (NON-PROFIT)

DAVID HARKINS, ASSOCIATE DIRECTOR, RETAIL BUSINESS

DEVELOPMENT; GREG WINTERS/MANAGER, LICENSING PROGRAMS, +1.800.323.0732

WWW.Scouting.org/licensing

The Boy Scouts of America offers different licensed properties, each with different demographic focus. One of the key licensed properties for retail in 2012 was Pinewood Derby. The property targets youth and teaches skill building. Among the newest properties launched is Be Prepared, which targets the outdoor enthusiast and encourages overall preparedness. "Be Prepared" is the motto of the Boy Scouts of America. The Boy Scouts of America has more than 50 million living alumni in the U.S. Its goal is to create or develop new licensed products to reconnect with alumni, and those with affinity for the BSA, in relevant ways through their daily activities. Continued expansion of Be Prepared and Pinewood Derby brands will be at the core of expansion initiatives in the near-term. The Boy Scouts of America has achieved tremendous success in growing the Pinewood Derby program at major craft, hobby, book, and hardware retailers. In 2012, the BSA launched a co-branded Batman, Superman and Scooby-Doo Pinewood Derby car kit with Revell. Eagle Scouts: A centennial history, a book produced with licensee DK Publishing gained placement in major bookstores, along with previous BSA licensed books. Additionally, in the outdoor sporting goods product category, Medline Industries (Curad) successfully introduced a Be Prepared First Aid kit late in the year in regional food and drugstore chains in the mid-west.

149 ONE THREE MEDIA

\$35M (PRIVATE) (FORMALLY MARK BURNETT PRODUCTIONS)

AMANDA HARRELL, SVP, BUSINESS AND LEGAL AFFAIRS, ONE THREE MEDIA, +1.310.903.5661; ROSS MISHER, CEO, BRAND CENTRAL GROUP, +1.310.268.1231

"Are You Smarter Than A 5th Grader?"'s popularity carries on with the beloved show continuing to be seen in reruns each week around the U.S. The top-rated television game show series has built a full line of ancillary merchandise in several categories including gaming, publishing and digital, and is carried at major retailers. In recent years, new titles of existing licenses were launched, including a new 5th Grader social media online game as well as iOS and Android 5thGrader games from Ludia, Inc. In addition, One Three Media recently partnered with American Gaming Systems to develop 5th Grader-themed casino slot machines. Key retail partners have included Walmart, Target, Kmart, Toys 'R' Us, J.C.Penney, Walgreens, Barnes & Noble, Costco, Sam's Club and Best Buy. One Three Media has a number of programs on air in 2013, including the premiere its newest game show, "Trust Me! I'm A Game Show Host."

150 RAC

\$35M (PRIVATE)

HOWARD CLARE, ACCOUNT DIRECTOR, +44.0.20.7256.1001

WWW.RAC.CO.UK

The U.K.'s motoring organization is focusing on several categories including satellite navigation systems, pressure washers, mobile phone accessories and flashlights. Key retail partners are Argos and Halfords.

PROTECT. WISELY.



EisnerAmper. Let's get down to business.™

www.eisneramper.com

EisnerAmper LLP
Accountants & Advisors

Independent Member of PKF International

Lewis Stark, CPA
Partner-in-Charge
EisnerAmper Royalty Audit and
Contract Compliance
212.891.4086
lewis.stark@eisneramper.com



brand licensing europe 2013

15-17 October
Olympia, London



Spot the next big thing at BLE 2013

With a fresh new look and dedicated areas, retailers, licensees and sales promotion professionals will find it even easier to discover the latest brands, characters and images available for license at BLE 2013.

- ▶ **New** – Spectacular brands bar & meeting place
- ▶ **New** – Brand Experience seminar theatre
- ▶ **New** – Product-led showcases
- ▶ **2,200** of the latest brands, characters and images
- ▶ **280** leading brands owners
- ▶ **9 FREE** seminar sessions in the Licensing Academy
- ▶ **3 days** not to be missed

Register for free now at www.brandlicensing.eu

Organised by

**ADVANSTAR
LICENSING**

Organisers of

**LAS VEGAS
LICENSING
EXPO 2013**

Official Publication

License! GLOBAL

Sponsored by



A Perfect FIT

Gwyneth Paltrow and Tracy Anderson, co-founders of the Tracy Anderson brand, are teaming up to build a comprehensive licensing program that includes consumables, apparel and lifestyle products.

By **Tony Lisanti**

When Tracy Anderson was knee deep in researching a fitness regime that she believed would revolutionize a women's wellness and body shape, she had no idea how one celebrity would ultimately influence her life and career.

Conversely, Gwyneth Paltrow had no idea how one fitness expert would solve her dilemma of how to lose the extra baby weight from her second pregnancy and keep her looking super fit.

Anderson, who battled the constant challenge of weight gain as an aspiring dancer, was originally influenced by the therapy and exercise regime that her ex-husband, a professional athlete, had followed to rehabilitate after a lower back injury.

"I gained 35 pounds during school, and it kept me from excelling at the one thing I had worked my whole life to do, and it didn't seem fair," Anderson recalls.

**Gwyneth Paltrow and
Tracy Anderson**

It became her passion and purpose in life to find a solution that could benefit all types of women and improve their lifestyle and self-esteem.

Paltrow, who was frustrated trying to lose 20 pounds after her second child was born in 2006, admits she had tried just about everything to get back to her pre-pregnancy weight with minimal success.

“After I had my second child, I had about 20 pounds to lose and I had a very difficult time. I had always been fit but I couldn’t get the weight off or change my body shape. And then I met Tracy,” Paltrow recalls. “In my first 10 days, I lost 11-inches and became obsessed with the program while filming the first *Iron Man* movie. I could not believe the results as all the problem areas I had were disappearing. I was getting the body that I never thought I would have. Every woman should have access to this program.”

With Tracy’s program, Paltrow lost weight, changed the shape of her body and become a true believer in Anderson’s regime. She told Oprah about it one afternoon and the rest, as they say, is history.

Paltrow and Anderson quickly bonded and become partners in a business that now has the potential to become a major player in brand licensing. Over the next five years it could represent as much as \$1 billion in retail sales of licensed merchandise.

So that’s the edited and concise version of what really is a wonderful, feel-good story of two women both searching for lifestyle solutions personally and professionally that now millions of women—and soon to be men—around the world will be a part of.

Through her research, which began in the late 1990s, Anderson slowly established the basis for her fitness program and since 2006, when she hooked up with Paltrow, the two have continued to build the Tracy Anderson brand franchise. It’s been a slow and meticulous process over more than a decade that is now about to enter an accelerated growth phase that will encompass a global brand





Rabbids

COMING TO

nickelodeon
FALL 2013



VISIT US
AT D151



FOR LICENSING AND MERCHANDISING
OPPORTUNITIES CONTACT:

North America
Trey Williamson
trey.williamson@ubisoft.com

Europe
Virginie Sergent
virginie.sergent@ubisoft.com





licensing program comprised of diverse products including apparel, accessories, food and beverages, co-branding and fitness studios.

Several recent initiatives exemplify not only the positioning of the brand, but also its potential for new products and brand licensing in the future:

■ **New logo**—Paltrow says the logo represents the brand in a strong, clean, simple and iconic way.

■ **Program for men**—The

Tracy franchise is moving into the male sector in the next few months with six new programs for men.

■ **Food delivery program**—A daily meal program was recently launched in Los Angeles, Calif., with plans to expand it nationwide over the next few months.

■ **Apparel**—A new fashion line of exercise leggings was recently introduced in several capri styles.

■ **Studios**—Paltrow and Anderson opened a flagship fitness studio last month in Brentwood, Calif., joining other locations in Studio City, Calif., Water Mill, N.Y., and New York City, with private training offered in London.

The timing for expansion is right as Paltrow's celebrity is as popular as ever considering the recent release of *Iron Man 3* in which she once again plays character Pepper Potts; a new cookbook, *It's All Good: Delicious, Easy Recipes That Will Make You Look Good and Feel Great*, released in April; and her recognition by *People* magazine as the World's Most Beautiful Woman for 2013.

In addition, Anderson has continued to develop a huge audience and enhance her reputation with a library of DVDs, consumer products and an online community.

Paltrow and Anderson also appeared on the cover of *Redbook* magazine in January.

Over the past several years, the Tracy franchise has grown in popularity slowly but surely as more and more women have adapted the Anderson program. In 2007, the first DVD was released, and then Paltrow and Anderson appeared on Oprah and the brand entered a new phase of growth.

"That's how we started to reach a mass audience," says Paltrow.

Subsequently, the Metamorphosis Program was

Endless Opportunity

In yet another extension of the Tracy Anderson/Gwyneth Paltrow brand partnership, the duo are also teaming for a digital AOL series, "Second Chances."

The 10-episode series will profile the stories of women who overcome adversity. The show will be produced by Ryan Seacrest Productions, helmed by omnimedia entrepreneur Ryan Seacrest. The series is exclusive to AOL.

"Second Chances" is just another example of the infinite growth possibilities and will further lend exposure to the growing Paltrow/Anderson brand, strengthening awareness and lending more and more clout to the globalization of the franchise.

Paltrow and Anderson (along with hairstylist David Babaii) are also teaming for a blow dry salon out of the Brentwood, Calif., flagship Tracy Anderson studio. The blow dry bar is exclusively for gym members.

Another helpful and impactful win for the brand is Paltrow's personal branding, such as Goop.com, a weekly lifestyle publication that offers tips on fashion, cooking, travel, wellness and culture. Goop is also branching out into products as well—it premieres one exclusive limited edition brand collaboration weekly, ranging from clothing to beauty products and everything in between.

Such a Boy Scout.



You never know who might be a Boy Scout.

For more than 40 years, the Boy Scouts of America's Exploring and Venturing programs have prepared thousands of young women for life by teaching participatory leadership skills and offering "real-world" career experiences.

Since 1910, over 50 million living alumni and their families have connected with the Boy Scouts of America. Today, they are influencers and decision-makers, and their affinity for the Boy Scouts of America's brands has never been stronger.

For learn more about the Boy Scouts of America's licensing program visit www.scouting.org/licensing, call us at 800-323-0732, or email to licensing@scouting.org.



BOY SCOUTS OF AMERICA®
LICENSING PROGRAMS

developed based on four different body types, an infomercial was created and various new DVDs were released.

Despite their success and popularity, Paltrow and Anderson have remained very conservative and cautious regarding growth.

“What makes a brand sustainable and important is authenticity, growth control and never just a quick grab for cash, which dilutes the brand,” says Paltrow. “Everyone wants a piece of it because of how well it works. When you have a brand like this, you have to guard your brand whether it’s being protective of our IP or really being ambassadors of the brand in a careful way. Understanding that women trust us and having deep respect for that trust and faith they have in both Tracy and myself and the method is important.”

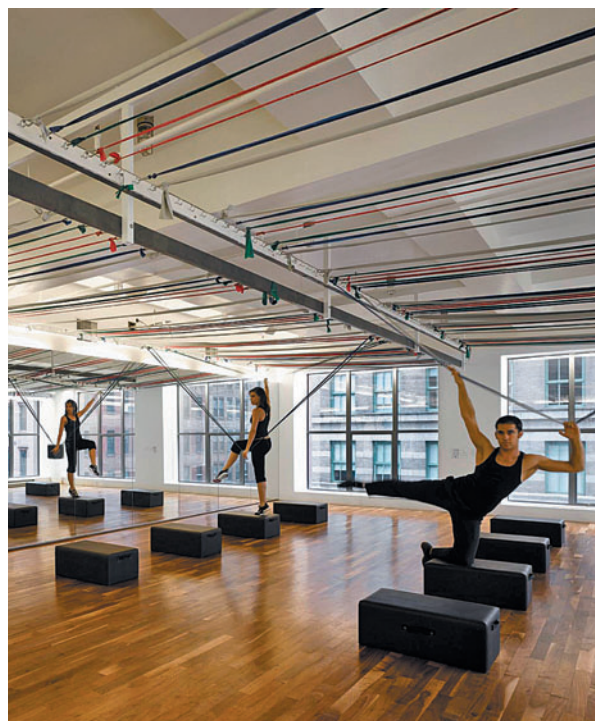
“If you look at the big brands that have been sustainable over time it’s quality, trust and authenticity and that’s exactly what we are trying to provide,” Paltrow and Anderson agree.

“The main goal is to make the brand accessible to everyone as a proven method that can transform your body at every price point, from the free content on YouTube and other sources, to the DVDs, to the studios, which are on the high-end,” Anderson explains.

Understanding the customer has been essential to expanding the Tracy franchise, and this philosophy hasn’t changed since Anderson began her business.

“We keep responding to customers, which is happening in a very organic way. We always listen and interact with our customers,” says Anderson.

Both women agree that the growth capacity is limitless



at this point in every category including apparel, an area they say they haven’t even scratched the surface of yet.

The Tracy brand, which is still in its infancy and poised for extensive expansion, will be exhibiting at Licensing Expo in June to “explore every conceivable option,” says Paltrow.

“It’s the perfect way to position the brand among a different groups of businesses. It’s an interesting place for us to explore relationships and see what kind of partners might be a good fit for us,” explains Paltrow. “Tracy is at the forefront of the wellness trend. We would like a strategic partner to come in with capital and help us expand the way we want to expand as long as they are able to respect the way we have built the brand so far and truly understand what we stand for.”

This high profile award-winning actress and well-regarded fitness guru, who met by happenstance seven years ago, seem to have the perfect partnership and positive outlook needed to expand the Tracy brand worldwide well beyond its current market position.

Based on what Paltrow and Anderson have already accomplished, the future of the Tracy franchise offers unlimited potential for products and partners, and this brand could quickly become one of the hot new stars of brand licensing. ©

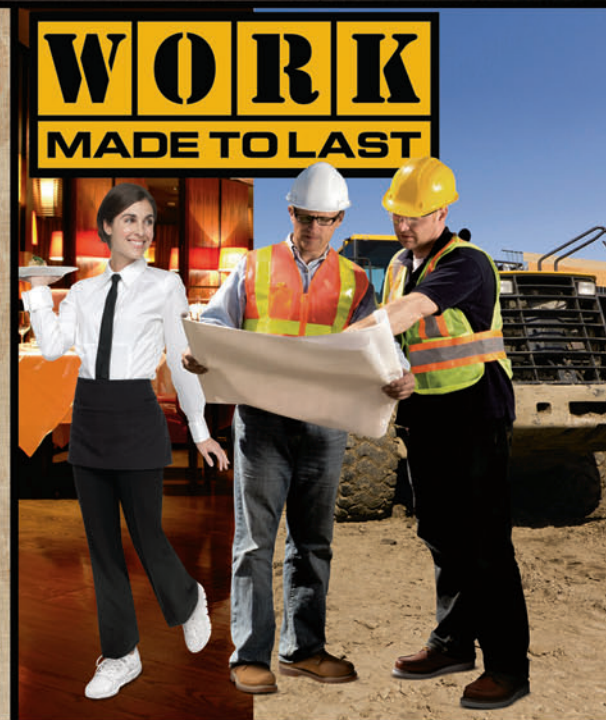




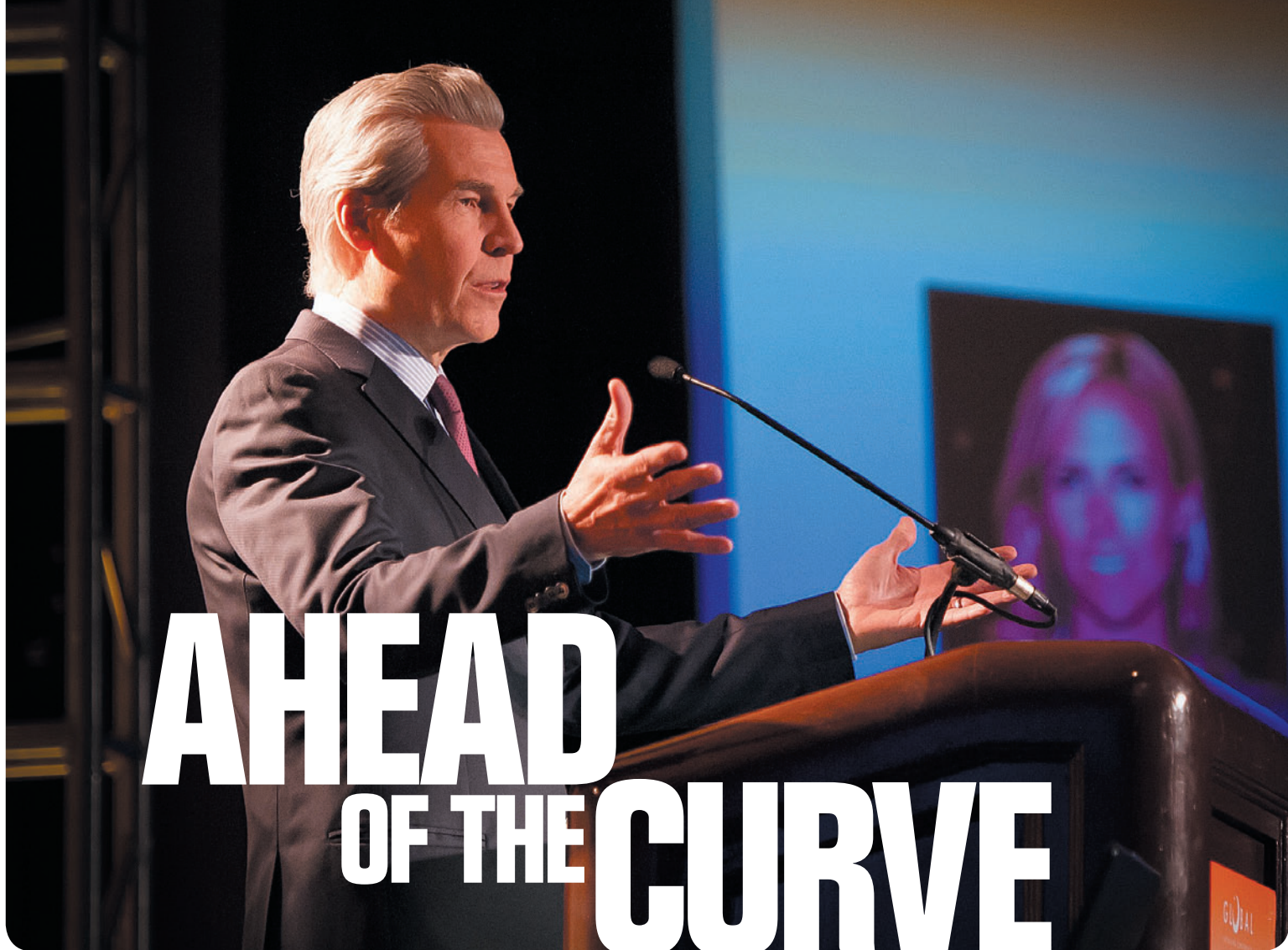
SKECHERS®

World Famous

For licensing opportunities, call Steve Mandel at 310-406-0115



MARK NASON
SKECHERS



AHEAD OF THE CURVE

By **Tony Lisanti**

Mobile, social media and brand licensing were among key retail trends discussed at the annual Global Retailing Conference, 'Accelerate Your Brand—Get Ahead of Your Shopper,' sponsored by the University of Arizona.

Above: Terry J. Lundgren, Macy's

Whether it was the brand management focus of Iconix Brand Group, the resurgence of the Polaroid brand, the big box success of Costco or the mobile strategy of One King's Lane, the critical factors in retailing that were identified by speakers at the 17th annual Global Retailing Conference, produced by the University of Arizona, were the importance of social media, e-commerce, customer engagement, brands and licensing.

Brand licensing was a key topic in several presentations at the annual event, held last month. Among the sponsors for the event were *License! Global*, Iconix Brand Group and Saban Brands, as well as major retailers including Macy's, Walmart, Dick's Sporting Goods, J.C. Penney and Home Depot.

Neil Cole, president and chief executive officer, Iconix Brand Group, discussed the

recent addition of three properties to its brand portfolio, international expansion and how the direct-to-retail model will continue to grow and be a key merchandising strategy for major retailers worldwide.

Cole told attendees that he's "sleeping pretty well these days" after the recent acquisitions of Buffalo, Lee Cooper and Umbro. He also explained the importance of international expansion and how it has grown to represent more than 30 percent of the company's revenue. He projects that number will increase to 40 percent over the next few years.

Iconix is ranked as the world's second largest licensor (behind Disney Consumer Products) with \$13 billion in retail sales of licensed merchandise, according to *License! Global's* Top 150 Global Licensors report.

Scott Hardy, president and chief executive officer, Polaroid, told attendees how the

Innovative & Iconic Brands

A GERRY ANDERSON PRODUCTION
THUNDERBIRDS



CUT the **ROPE**

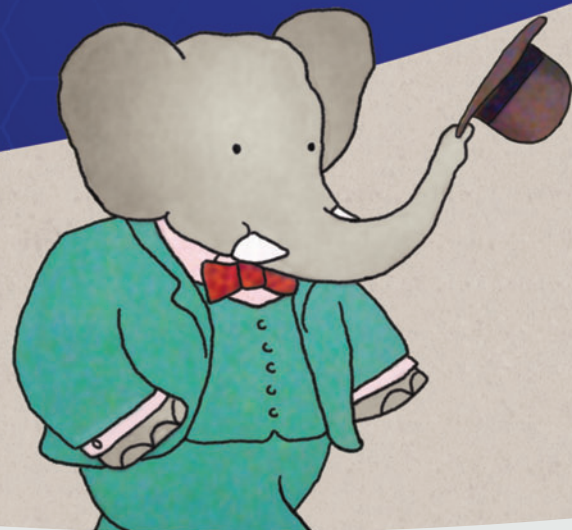


HELL'S KITCHEN



MATT HATTER
Chronicles

BABAR



Meet us at
Licensing Expo
Executive Suites
11 and 12

itv
STUDIOS
GLOBAL ENTERTAINMENT

Contact us about the exciting licensing and retail opportunities available.

Email: consumer.products@itv.com

Thunderbirds™ and © ITC Entertainment Group Limited 1964, 1999 and 2013. Licensed by ITV Ventures Limited. All rights reserved. / ZeptoLab, Cut the Rope, Cut the Rope: Experiments, Om Nom, Nommies and Feed with Candy are the trademarks or registered trademarks of ZeptoLab UK Limited. © 2013. All rights reserved. / Matt Hatter © 2013 Platinum Films/Dream Mill Inc. / HELL'S KITCHEN™ © 2005 ITV Studios Ltd. Used under license. All rights reserved. Hell's Kitchen and HK logos are trademarks of ITV Studios Limited. Babar™ and © Nelvana. Jointly licensed by Nelvana Limited and the Clifford Ross Company, Ltd. All Rights Reserved

“TWO WORMS UP!”

SMART FUNNY
FOR
ALL AGES



Season 1
2 min X 104
Season 2
4 min X 52
Now available!



TUBA
ENTERTAINMENT



Visit us at booth **#E141**
For licensing & Media opportunity,
Contact us for more details at
tuba_chang1@tubaani.com +82 2 512 2550 (ext. 2602)
tuba_ed@tubaani.com +82 2 512 2550 (ext. 2603)
LARVA © TUBA/BMC/SK broadband



Neil Cole, Iconix

licensing model has re-established the Polaroid brand, which is celebrating its 75th anniversary. Over the past several years, Polaroid has expanded its business to include instant and digital cameras, high-definition camcorders, mobile printers, tablets and TVs. According to Hardy, the Polaroid television is Walmart's exclusive brand.

Hardy also discussed the brand's extension to retail stores, called Polaroid Fotobars, where consumers custom print and frame photos. The first store opened in March in Del Ray Beach, Florida, and 10 more stores are being developed in markets including New York, Las Vegas and Boston.

Guest speaker Tory Burch, who has built a luxury lifestyle brand, outlined the history of her company. Founded in 2004, she now has more than 80 freestanding stores worldwide. The brand is also merchandised in more than 1,000 department stores. Burch says that the brand is expanding its licensing strategy in various categories including a recent partnership with Fossil for timepieces, Estée Lauder for a fragrance and cosmetics line and with Luxottica for eyewear.

"The Global Retailing Conference at the University of Arizona is curated each year to engage the audience on the most current retailing trends and access to C-suite talent in the most intimate setting possible. It's particularly important for brand owners and licensors to learn from the big picture thinkers and consider the economic and technological developments driving retail in real time. This is even more critical as lines by sales channel blur and as the customer experience trumps all," explains Martha Van Gelder, director, Terry J. Lundgren Center for Retailing, PetSmart professor of practice, University of Arizona.

The opening keynote, delivered by Terry J. Lundgren, chairman, president and chief executive officer, Macy's, focused on the importance of omni-channel retailing, or mobile retailing. He believes the retailer is addressing the mobile challenge with the My Macy's strategy, which launched several years ago to address consumer needs on a local store basis.

Lundgren says his biggest "changer" is "inventory optimization." He explains that this means having the ability to fulfill online orders in Macy's stores.

Several retail presentations emphasized the importance of e-commerce from the big box warehouse club, Costco, to the upstart e-retailer One Kings Lane.

Jim Sinegal, co-founder and former chief executive officer, Costco, explains the evolution of the company and how the club store truly has never wavered from the original philosophy of being a price-driven, treasure-hunt destination. Yet, as much as Costco has stayed true to the "old" mindset, it has very much embraced and emphasized the new with improvements in mobile apps and e-commerce. Sinegal points out that the company currently generates about \$2.5 billion in sales from its online business and that will continue to grow in the future.

Doug Mack, chief executive officer, One Kings Lane, stresses the importance of mobile apps, pointing out that almost 30 percent of the e-retailer's sales can be attributed to mobile, and that eventually mobile will surpass desktop sales. He says that tablets account for 60 percent and smartphones for 40 percent of that number.

Yet, while Mack emphasizes the importance of technology, he also points out that finding unique products and providing service are also critical for the new home furnishings retailer that was launched just four years ago. It is now among the fastest growing online retailers.

While Walmart's longstanding commitment to its customers is widely known, the retailer's initiatives with social media and Facebook might not be as top of mind.

Wanda Young, vice president, media and digital, Walmart, discussed how the retailer is using Facebook to connect with customers, a strategy that underscores the importance and integration of social media and retail.

Young says that Walmart has the largest fan base in the U.S., with more than 28 million fans, and that there is a Facebook page for every Walmart store in the U.S.

Young says that every person in the U.S. is connected to one fan of Walmart. ©



Tory Burch, Tory Burch



Scott Hardy, Polaroid



Visit us at
Booth J171

Leading the Way in Licensing Software



PROFIT



SUPPORT



CATALOG



ACCESS



MANAGE



APPROVE

- Streamlined Processes
- Improved Communication
- Make Better Decisions

Kids Rule in CANNES

MIPTV, which took place in Cannes, France, April 8-11, presented a plethora of children's programming to international broadcasters, ranging from new franchises to old favorites.



By **Nicole Davis**

Always a showcase for new kids' television franchises, in some cases the script was flipped at MIPTV this year with several top toy and game properties serving as the inspiration for new TV series.

Mattel offered a new game show based on its card game Uno. Created in partnership with The Gurin Company and available in both half-hour and hour-long formats, players will match colors, numbers and wits for a shot at a cash prize.

The KISS Hello Kitty brand was optioned by the Hub to make the transition to TV, as well. Still in development, the series will be produced by KISS Catalogue and Sanrio and will feature the four KISS x Hello Kitty characters (first introduced in a series of co-branded products in 2010) as they pursue their rock 'n' roll dreams.

Moonscoop launched international distribution of the new "Lalaloopsy" series, based on MGA Entertainment's dolls of the same name. The series, co-produced by MGA and Nickelodeon, features all eight original Lalaloopsy characters that come to life when their last stitch is sewn.

BRB Internacional also debuted its new toy-inspired series "Filly," based on Dracco's line of toy horses. BRB will distribute the series worldwide, except in Germany, with the Simba Dickie Group serving as master toy partner for the brand.

Plenty of new franchises made their debut at the annual event, as well.

Saban Brands announced plans for the new girls' superhero series, "Gangnam Girls." Currently in development, the music and fashion-driven animated series will follow the adventures of five teenage girls chosen to protect the Earth.

Zodiak is also targeting girls with its new series, "Lolirock," which will serve as a companion piece to the long-running "Totally Spies." The new music-driven production from Marathon Media is aimed at girls ages 6 to 12 and is being developed in partnership with France Televisions and Disney Channel France. Marathon also plans to form local Lolirock bands in key territories that will serve as a secondary platform for the series.

Corus Entertainment's Nelvana Enterprises announced a new partnership with The Topps Company to develop the boys' action series "Mysticons." Aimed at 6- to 11-year-olds, the animated series is being written by veteran kids' writer Sean Jara ("Redakai" and "Hot Wheels: Battle Force 5"). Nelvana plans to work closely with Topps to incorporate game play into every level of the multi-platform series.

DQE Entertainment announced a new co-production partnership with ZDF Enterprises to create a spin-off of its series "The Jungle Book." The new combination animation/live-action show, called "The Jungle Book Safari," will feature documentary footage of animals combined with animated sequences from "The Jungle Book."

"The Jungle Book" itself continues to expand with new sales

in India, Israel, Thailand and Malaysia, and DQE is currently working with Rollman Entertainment on a theatrical animated feature.

Henson Independent Properties, the third-party media arm of The Jim Henson Company, screened interstitial content for its newly acquired children's brand, I Love Egg. The property, which originated as a series of online shorts in Korea, has become an online sensation in Asia and spawned a raft of product in the region. HIP now has global rights to the brand (created by D&H) outside of Asia. The deal marks the first time that HIP has acquired a property for both global consumer products and international media distribution.

Two other Asian brands also expanded their reach, with Toei Animation presenting "Saint Seiya Omega" and "Driland" for international distribution for the first time. Previously available only in Japan, both series are entering their second season.

"Saint Seiya Omega" is based on the long-running anime property Saint Seiya, which celebrated its 25th anniversary last year, while "Driland" is inspired by a popular mobile game of the same name.

Mattel and FremantleMedia Kids & Family Entertainment greenlit a second season of their action-comedy series "Max Steel," based on the Mattel franchise. The partners also expanded the reach of the series' first season with sales to broadcasters in the U.K., Germany, Australia, New Zealand, Canada, Benelux, Singapore, Belgium, Israel and the Philippines.

Fremantle's "Bindi's Bootcamp," a wildlife-based game show hosted by the daughter of the late Steve Irwin, the Crocodile



Hunter, was picked up by Starz, which began airing the series in early May. FremantleMedia Kids & Family Entertainment also manages global licensing for the show.

Nickelodeon signed a slew of deals with European broadcasters for its top kids' series including "Dora the Explorer," "Teenage Mutant Ninja Turtles," "Bubble Guppies," "Kung Fu Panda," "Big Time Rush" and "Penguins of Madagascar." The network also launched its new preschool series, "Robot & Monster," for international syndication.

Entertainment One Family continued the international expansion of its preschool series "Peppa Pig" in a new deal with Discovery Kids that will bring the series to Latin America later this year.

Rainbow gave broadcasters a sneak peek of season six of "Winx Club," which will hit the airwaves in 2014, while making new sales for previous seasons including to Disney Spain, which picked up the first five seasons. The producer's other hit girls' series "Mia and Me" also made a series of international sales with broadcasters in Spain, Belgium, Hong Kong, Macao, Singapore, Taiwan and Kazakhstan.

Atlantya sold its newly acquired Russian animated series "The Fixies," into Pan-Eastern Europe, Estonia and Turkey. Atlantya acquired the rights to the series from Aeroplane Productions in October 2012 for Western Europe, Eastern Europe, Malaysia, Singapore and Korea.

HIT Entertainment and Corus Entertainment's Nelvana greenlit a second season of their preschool series, "Mike the Knight," which has already been picked up by Treehouse in Canada, CBeebies in the U.K. and Nick Jr. in the U.S.

Studio 100 Media picked up the international TV rights to the preschool animated series "Molly Monster" globally except in Germany, Switzerland, Italy and Scandinavia. Aimed at 3- to 6-year-olds, the series follows the monster Molly and her best friend Edison, a clockwork toy. ©



ASPCA®



American Greetings • Artists' Addiction Records • ASPCA® Pet Health Insurance
Bank of America • Breyer • Chase • Checks in the Mail
Commonwealth Toy and Novelty • David & Goliath • European Home Designs

For more information, contact Helene Gordon,
212-876-7700 ext. 4704 • helene.gordon@aspca.org

For Pets and Their People

Making a Difference for Animals Since 1866



Evenflo • Firestar Diamond • Forever 21 • G Mason • Gel Scrubs
Jewett-Cameron • Paws N Claws Eyewear • Pbteen • PetKing
Puppy Luv Glam • Vans • We-Care.com • West Elm • Zero Waste

Visit us at **Booth A41**

LICENSING EXPO PREVIEW

The Licensing Expo is the world's largest and most influential licensing industry event. The event, which will take place June 18-20 at the Mandalay Bay Convention Center in Las Vegas, Nev., will showcase more than 400 companies and over 5,000 brands.

New this year is a re-merchandised show floor, which will divide the show into four major categories: Art and Design, Character

and Entertainment, Agents and Brands and Fashion. Other features and innovations in 2013 include more than 90 new exhibitors and expanded exhibits from top companies, a new and improved matchmaking experience for attendees and buyers and much more.

The following pages highlight many of the properties attendees can expect to see at this year's event.



*Global Partners are current as of April 2, 2013.

AGENTS AND BRANDS

GLOBAL PARTNER 24IP Law Group

www.24ip.com

P: +49 (0)89 232 30 0

E: info@24ip.com

A collaboration between the law firms Sonnenberg Fortmann, 24IP Law Group France, 24IP Law Group USA and the Ferdinand IP, the company has offices in Munich, Berlin, London, Paris, Alexandria, Vir., Annapolis, Md., New York City and Westport, Conn. Quality, effectiveness and support for the needs of its clients have top priority as it is an international group of advisors working in the field of intellectual property. 24IP Law Group offers advice on the entire range of intellectual property rights based on modern management strategy challenges. The quality of its work, its effectiveness and customer support are the principles which guide the company.

Act III Licensing

www.actiiilicensing.com

Contact: Penny Wright, licensing manager

P: 310-385-4111

E: pwright@actiii.com

Act III Licensing is a licensing and brand building agency based in Los Angeles. Act III will present its current roster of



clients and introduce a collection of world famous Sunset Strip venues including Whisky A Go-Go, Rainbow Bar & Grill, The Roxy Theatre, The Laugh Factory and more.



Art Impressions

www.artimpressionsinc.com

Contact: Cindy Bailey, chief executive officer

P: 818-591-0105

E: cindy@artimpressionsinc.com

Art Impressions is an award-winning brand development/licensing agency specializing in evergreen

lifestyle properties. Its roster includes pop culture brands So So Happy, Skelanimals and Julie West; Lauren Faust's "Milky Way & the Galaxy Girls;" and artists Josephine Wall, Valerie Tabor-Smith and Schim Schimmel.

ASPCA

www.aspc.org

Contact: Paula Chamberlain, marketing coordinator

P: 212-876-7700

E: paula.chamberlin@aspc.org

Founded in 1866, the ASPCA is one of the most recognized and respected animal welfare organizations. It is a non-profit dedicated to providing effective means for the prevention of cruelty to animals. The ASPCA is an expert in pet care, pet rescue and pet adoption, serving the needs of pet owners, animal lovers and animal welfare professionals.

Automobili Lamborghini

www.lamborghini.com

Contact: Maria Lucia Lazzarini, head of sales and licensing

E: lucia.lazzarini@lamborghini.com

Automobili Lamborghini is not only super sport cars like Aventador, Gallardo and Reventon, it's much, much more. A wide range of trendy articles branded with the Raging Bull developed under license with major international market leaders exemplifying the key values of Lamborghini: extreme, unequivocally Italian style and no compromises.

Avanti Press

www.avantipress.com

P: 800-228-2684

E: licensing@avantipress.com

Avanti is known as the "global humor brand." Its style of bright, colorful, character-driven humor appeals to a wide audience cross-generationally, transcending lines of gender and race. It has a one-of-a-kind look with a laser-like focus on relatable humor that includes quick, witty copy. For more than 30 years, Avanti Press has been refining and improving photographic and illustrated content featuring humorous characters with a little bit of attitude. It has honed its expertise, serving multi-store retailers across North America and around the world with a product that has a unique and easily identifiable look.

Bang on the Door

www.bangonthedoor.com

Contact: Karen Duncan, director

P: +353 (0)74 938 6740

E: office@bangonthedoor.com, karen@bangonthedoor.com

Established in 1986, Bang on The Door is an award-winning character-based art and design company. It designs characters that enhance products for babies, toddlers, children, tweens/teens and adults. It is the owners of world famous IP such as FABric Animals, Groovy Chick & Friends and Bang On Door's Classic Animals.

GLOBAL PARTNER Beanstalk

www.beanstalk.com

Contact: Debra Restler, associate vice president, business development

P: 212-421-6060

E: debra.restler@beanstalk.com



Beanstalk, a global brand licensing agency and consultancy, extends brands through the strategic and creative development of licensed products. The company works with corporate brands, celebrities, entertainment properties and other high-profile clients. Beanstalk offers additional licensing services including direct-to-retail program management, manufacturer representation and royalty auditing. Headquartered in New York, its global reach spans across offices in the U.S., Europe, and Asia, allowing it to develop and manage licensing programs for both local and multi-national clients. Clients include Procter & Gamble, Stanley Black & Decker, AT&T, HGTV HOME, Honda, U.S. Army, Old Bay and Iman, among others.

Benton Arts

www.jimbenton.com

Contact: Jim Benton, president

P: 248-644-5875

E: jim@bentonarts.com

Jim Benton is an author, artist and creator of licensing hits. His It's Happy Bunny has generated more than \$750 million dollars at retail, and he is a five-time LIMA winner. His books are New York Times best-sellers, and one is currently in production for a television movie.



Brand Central

www.brandcentralgroup.com

Contact: Ross Misher, president

P: 310-268-1231

E: ross@brandcentralgroup.com

Brand Central is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, brand creation and brand acquisitions to some of the world's most recognized brands including Coleman, Rawlings, K2 Sports, Dr Pepper Snapple Group, NECCO, ABC, Apartment Therapy, Cupcakes and Cashmere, Miraval Resorts and Spas, Dr. Weil, Beekman 1802, Petit Tresor, Mark Burnett Productions, MasterChef, Pee-wee Herman and Mister Rogers Neighborhood.

Brandgenuity

www.brandgenuity.com

Contact: Andrew Topkins, partner

P: 212-925-0730

E: andy@brandgenuity.com

Brandgenuity is a leading independent brand licensing agency based in New York that extends world-class brands into new categories to build awareness and generate incremental revenue. Turnkey licensing services include strategic planning, prospecting, legal support, contract negotiation and retail development. Clients include MGM Studios, Church & Dwight, FX Networks, A&E Networks, Boppy, Wizard101, Harlequin Enterprises, The Juilliard School, The Phantom of the Opera, Rodgers & Hammerstein and Pella Corporation, among others.

Brentwood Licensing

www.brentwoodlicensing.com

Contact: Joel Barnett, president

P: 310-720-3285

E: Joel@BrentwoodLicensing.com

Brentwood Licensing is based in Irvine, Calif., and is both a consultant for manufacturers looking for licensing opportunities and a consultant for brands and artists looking to license their works for consumer products sold around the world.

Buffalo Works

www.thebuffaloworks.com

Contact: Pam Goldwasser, managing director

P: 310-387-4909

E: pam@thebuffaloworks.com

The Buffalo Works represents a group of artists and



designers whose licensed products grossed \$300 million in 2012. It represents Jim Shore, Dan Di Paolo, Just The Right Shoe, Mary Fisher, Georges Monfils and Julie Browning Bova.

C*Mar Corporation

www.nanaritos.com

Contact: Yasmin Rodriguez, sales and marketing consultant

P: 787-645-3520

E: yasmin@cmarcorp.com

Designer Marian Carro launched her characters, the Ñañaritos, as a brand in 2010. C*Mar Corporation handles all Ñañaritos product development, licensing sales and marketing from its headquarters in Puerto Rico. C*Mar offers licensing opportunities in the areas of apparel and fashion, accessories, gifts, novelties, office and school supplies, publishing, stationery, paper goods, crafts and more.



Carte Blanche Greetings

www.cbg.co.uk

Contact: Emma Pethybridge, commercial manager

P: +44 (0)1243792600

E: licensing@cbg.co.uk

Carte Blanche Group celebrates 25 years as an international creator, distributor and licensor of character-branded products including toys, gifts, greeting cards, apparel and homeware. It's best known for Tatty Teddy, the cute grey bear with the blue nose, the signature character of the much loved Me to You brand, which is now worth \$500 million.

In response to a growing fan base, Tatty Teddy & My Blue Nose Friends toys launched in 2012, enjoying



award-winning success. A nursery proposition, Tiny Tatty Teddy, has also been created, appealing to parents and grandparents of babies and nursery aged children.

Christina Bynum-Breaux

www.christinabynum-breaux.com

P: 817-431-4091

E: christina@christinabynum-breaux.com



Christina Bynum-Breaux is a world-renowned photographer specializing in artistic black and white, whimsical children and animal photography. Her images have graced licensed products worldwide from greeting cards to calendars. In 2013 she released her second book, Put a Little "Happy" in Your Life. She also founded Stepping Stones Foundation.

CMG Worldwide

www.cmgworldwide.com

Contact: Megan Reinhold

P: 317-570-5000

E: megan@cmgworldwide.com

Representing the intellectual property of celebratory individuals from then, now and forever.

Coca-Cola

www.coca-cola.com

Contact: Kelly Koziel, project manager

E: kkoziel@coca-cola.com

Coca-Cola Worldwide Licensing will have an enhanced presence at Licensing Expo 2013. The Coca-Cola space will be a platform for its brand message of "optimism" and a showcase for best-in-class global partner programming in fashion, music, technology and home.

Condé Nast

www.condenast.com

Contact: Tanya Isler, executive director, brand development

P: 212-286-7115

E: tanya_isler@condenast.com

Condé Nast is home to some of the world's most



UGLYDOLL™

BOOTH #F161

LAS VEGAS LICENSING EXPO MANDALAY BAY CONVENTION CENTER
uglydolls.com pretty@uglydolls.com (866)-HEY-UGLY

SUPERMAN and all related characters and elements are trademarks of and ™ DC Comics
™ and © 2013, Pretty Ugly, LLC. All rights reserved.



celebrated media brands including Vogue, GQ, Bon Appetit, The New Yorker, Brides and WIRED. In the U.S., Condé Nast publishes 18 consumer magazines, four business-to-business publications, 27 websites and more than 50 apps for mobile and tablet devices, all of which define excellence in their categories.

CopCorp Licensing/Knockout Licensing

www.copcorp.com,
www.knockoutlicensing.com

Contact: Carole Postal,
president, CopCorp, and
co-president, Knockout

P: 212-947-5958

E: cop@knockoutlicensing.com

As agents, CopCorp Licensing and Knockout Licensing represent some of the hottest brands in licensing, including Downton Abbey and Fifty Shades of Grey, as well as It's Happy Bunny, Boo—The World's Cutest Dog, Pink Cookie, Crusade, Ringling Bros., Lil'panda, Elmer the Patchwork Elephant and more.



Creata

www.creata.com

Contact: Russ Muth, vice president, promotional products

P: 630-861-2100

E: russ.muth@creata.com



Creata is the promotional agency and toy manufacturing partner for McDonald's, Activision's Skylanders, Kellogg's, Nestle and more. Through insights-driven ideas, Creata invites people to play with your brand or license to form a personal relationship with it.

Cuipo

www.cuipo.com

Contact: Matt Genova, director of sales

P: 949-612-9522

E: matt@cuipo.org

Cuipo is a lifestyle brand dedicated to preserving prime

rainforest around the globe, one meter at a time. With over 70 licensed categories ranging from apparel and soft goods to children's plush toys,

Cuipo has established its brand in a number of markets. All Cuipo products sold help save rainforest. So far, Cuipo has acquired 13,354,600 square meters of rainforest in Panama and 87,120,000 square meters of rainforest in Brazil.



Danconia Studios

www.danconiastudios.com

Contact: Jay Rifkin, managing director

P: 213-255-5818

E: jay@danconiastudios.com

Danconia Studios is a trans-media design group with an innovative artist and media-driven focus on brand development and creative marketing. Founded by visual artist Sean D'Anconia and award-winning music producer Jay Rifkin, Danconia has positioned itself on the cutting edge of both art and character-based brands, through media, fine art and consumer goods. Its flagship brands are Mayumi-Gumi, Stark Raving Mod, Soul Traffic and Sinarella.



DeLiso/Sophie la girafe

www.vulli.fr

Contact: Stéphanie Arnaud,
marking and operation manager

P: +33450010620

E: info@deliso.fr

Sophie la girafe is an international icon. Created 50 years ago and with more than 50 million copies sold since its creation, Sophie la girafe is the "it" baby toy—the must at birth. In France, she is in collective memory with an outstanding reputation and is now sold in 52 countries worldwide. Last year Sophie la girafe became an evergreen license, for the delight of babies and their mothers. It is a license with timeless, classical, reassuring and friendly values, which seduces multiple targets.

Dena Designs

www.denadesigns.com

Dena is an internationally acclaimed artist, illustrator and lifestyle designer whose best-selling collections

are sold worldwide.

Her signature hand painted "mix and match" blend of beautiful florals, patterns and geometrics can be



found on products ranging from home décor, bedding and tabletop to social expressions, gifts, crafts, books and more.

Doodles the Dolphin presented by Bruce Blitz

www.DoodlesTheDolphin.com

Contact: Bruce Blitz

P: 856-414-9200

E: bruce@bruceblitz.com

Bruce Blitz, four-time Emmy-nominated television cartoonist and host, is introducing his new cast of cartoon characters, Doodles the Dolphin and his Pals. They're featured in Bruce's latest DVD, How to Draw Doodles the Dolphin and his Cartoon Pals. Doodles, is the dolphin that likes to draw.

Dorna Sports

www.dorna.com, www.motogp.com

Contact: Phaedra Haramis, licensing manager

P: +003493 4738494

E: phaedraharamis@dorna.com



Dorna Sports is an international sport management company founded 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.



Electrolux
GLOBAL BRAND LICENSING

Electrolux Global Brand Licensing

www.electrolux.com/licensing

Contact: Dale Bowles, business development manager

P: 980-236-4029

E: licensing@electrolux.com

Electrolux Global Brand Licensing has more than 100 brand partners in 75 countries, doing \$3 billion in sales with its exceptionally strong portfolio of more than 50 global brands.

Evolution

www.evomgt.com

P: 818-501-3186

E: travis@evomgt.com

Evolution is a full service licensing, brand management, product development and sourcing firm, focused on identifying and monetizing all forms of intellectual property. It provides 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.



Global Icons

www.globalicons.com

ELEVATE YOUR BRAND

Contact: Mike Gard, chief operating officer

P: 310-820-5300

E: mgard@globalicons.com

Global Icons, a premier brand licensing agency, serves a rapidly expanding portfolio of market-leading clients such as BMW, Diageo, Ford, Dairy Queen and Motorola, among others. Global Icons utilizes a highly strategic approach to extend your reach, engage with new consumers and elevate your brand, all while increasing your bottom-line.

Global Merchandising Services

www.globalmerchservices.com

Contact: Mary Kean, director of licensing

P: 424-777-4470

E: mary@globalmerchservices.com

Global Merchandising Services provides a non-corporate alternative for artists and entertainment rights holders with a combination of old-school service and cutting edge development that creates unique and innovative

international merchandise programs across all channels of retail including live events, web stores, sponsorships and third-party licensing.

Highlights for Children Licensing

www.highlights.com

Contact: Susan Norden, business development and account manager

P: 614-486-0631

E: susan.norden@highlights.com

Devoted to "Fun with a Purpose," family media brand Highlights for Children has helped children become their best selves for generations. Highlights magazines are one of the best-read children's magazines in North America. Other Highlights offerings include HighlightsKids.com, a children's book company (Boyd's Mills Press), puzzle book clubs and mobile applications.

Hipsta

www.hipsta.com.au

Contact: Kristina Stojkovski, executive director

P: +61420757658

E: info@hipsta.com.au

Australian-based company Innovative Ways is introducing Hipsta to the U.S. market.



Hipsta is the latest and hottest accessory in the world of hydration. It's unique look and design is rapidly making Hipsta the world's most brandable product.

IMG Worldwide

www.imgworld.com

P: 904-224-5100



IMG Licensing is a leading independent global licensing agency with an unmatched 50-year track record and global network of offices. It is part of IMG Worldwide, a 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 its licensing clients.



International Brand Management and Licensing

www.ibml.co.uk

Contact: Adam Bull, marketing coordinator

P: +44(0)845 1299 288

E: abull@ibml.co.uk

IBML is a global brand



owner with offices in London, New York, Hong Kong and Shenzhen. It licenses the use of its world-class sport, fashion and lifestyle brands to partners across the world. IBML offers a unique combination of brand management, marketing, commercial, legal and IP expertise.

It Says Golf

www.itsaysgolf.com

Contact: Anton Tielemans, owner/manager

P: 888-577-2260

E: antont@itsaysgolf.com

Now golfers can express their devotion to the game in a fun and unique way. The simplicity of the brand is a stroke of graphic genius. Golf clubs, golf ball and golf hole says it all... "It Says Golf." Make a statement about this great game. Let the world know where you stand—you love golf!



Jewel Branding & Licensing

www.jewelbranding.com

Contact: Julie Newman, president

P: 404-303-1872

E: julie@jewelbranding.com

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.



The Joester Loria Group

www.joesterloriagroup.com

Contact: Christine McAuliffe, senior vice president

P: 212-683-5150

E: cmcauliffe@tjlg.com

The Joester Loria Group is a full service licensing agency specializing in strategic brand extensions and fully integrated licensing programs. JLG represents Pepsi-Cola North America including Pepsi, Mountain Dew, Aquafina, AMP and SoBe; Discovery Communications including Animal Planet; Kellogg's portfolio; Entenmann's; Oxford University; Stanley Steamer; Waste Management; Hearst Corporation's Car and Driver and Popular Mechanics; The Hive; Coolabi's Poppy Cat; Annoying Orange; and The World of Eric Carle.

JRP Collection Paris

www.jrpcollectionparis.com

P: 310-967-9907

E: julian@jrpcollectionparis.com

JRP Collection Paris is a specialist in fashion perfumes, custom made designs, makeup and skin care. It is the owner of the Jackson tribute of Michael Jackson perfumes and brand partner with the parents of Michael Jackson. It is developing air freshener, sun tanning lotion and hair spray lines. It has clothing in Italy, hand bags, accessories and fashion eyewear all in development.



King Features Syndicate

www.kingfeatures.com/licensing

Contact: Claudia Smith, director of advertising and public relations

P: 212-969-7550

E: cmsmith@hearst.com

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 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, including Brazilian pop culture artist Romero Britto.

Kurz Transfer Products

www.kurzusa.com

Contact: John Keane, vice president

P: 704-927-3700

E: John.Keane@kurzusa.com

Long recognized for the TRUSTSEAL range of optically variable devices designed for product authentication and counterfeit-deterrence, Kurz now offers a true integration of overt, covert and forensic optical security with aesthetic design and the functionality of diffractive codes. The Kurz Group is a global leader in decorative, security and authentication solutions.

Lemur Licensing

www.lemurlicensing.com

Contact: John Merrick, president

P: 770-794-1111

E: john_merrick@lemurlicensing.com

Lemur Licensing is a full service licensing



agency and consulting firm operating from a brand owner's perspective.

Licensing Management International

www.lmiofla.com

Contact: Jim Rippin, managing director

P: 949-582-7879

E: JRippin@LMIOFLA.com

Licensing Management International is a full service strategic licensing and consulting firm that offers turnkey programs and consulting services. It represents Nestle Confections brands including Nerds, SweetTARTS, Laffy Taffy, Butterfinger Crunch and Baby Ruth Goobers, as well as Larry the Cable Guy and World Industries Skate properties.



Licensing Works!

www.licensingworks.us

Contact: Leslie Levine, owner and founder

P: 805-983-7102

E: leslie@licensingworks.us

Licensing Works! is a licensing and promotions company representing creators of original IP. It represents brands including ABC's Castle, Elmer's and X-Acto, Hearts for Hearts Girls, Tetris, Zorro, Tarzan, The Ed Sullivan Show, Buck Rogers in the 25th, the Puppy In My Pocket franchise, Playtime Buddies and Moulin Rouge.

lief! lifestyle

www.lieflifestyle.com

Contact: Natalie Warren, commercial director

P: +31 (0)184 480130

E: natalie@lieflifestyle.nl

lief! lifestyle has become a broad lifestyle brand for the whole family. The concept of the brand from the Netherlands now contains a great variety of more than 40 product groups for almost every phase and moment in life.



Lisa Marks Associates

www.lma-inc.com

Contact: Lisa Marks, president

P: 914-933-3900

E: lmarks@lma-inc.com

LMA brings clients unique, innovative and breakthrough licensing and marketing expertise from some of the world's leading entertainment and communication, consumer brand 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, turnkey licensing programs.



Liverpool Football Club

www.liverpoolfc.com

Liverpool Football Club was founded in 1892 and has played its home games at the world famous Anfield ever since. The Club has won 18 League Championships, 5 European Cups and numerous other trophies to become England's most successful team and has been represented by a host of footballing legends. Liverpool Football Club has a large worldwide fan base and is one of the most recognized clubs in world football.

LMCA

www.lmca.net

Contact: Allan Feldman, president and chief executive officer

P: 212-265-7474

E: allanf@lmca.net

LMCA is a leader in strategic brand licensing. LMCA is 25-years-old and has created more than 500 licenses for its clients in over 70 countries. 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, Atlanta, St. Louis and Shanghai, China, with affiliates in Western Europe.

Mars Retail Group

www.mms.com

Mars Retail Group has implemented a "One Voice" strategy that creates themed displays with candy and merchandise that can be customized and executed in many forms at various price points.



GLOBAL PARTNER **Marvelpress****www.marvelpress.com****Contact: George Scarvelis, chief marketing officer****P: 801-972-0700****E: gscarvelis@marvelpress.com**

Marvelpress helps you monetize your content. It provides custom manufacturing services for personalization and short run production. Marvelpress B2B fulfillment services are founded on extensive industry expertise in product development, distribution and custom decoration. With operations in Sheffield, U.K. and Salt Lake City, Utah—and a worldwide network of strategic partners—Marvelpress is a global company with the vision, resources and the expertise to deliver solutions for product decoration, e-commerce and fulfillment.

memBrain Licensing**www.membrainllc.com****Contact: Tara Schultz****E: tara@membrainllc.com**

memBrain offers a wide range of services including business affairs, brand management, sponsorships, licensing sales, retail development, social media and strategic marketing and develops entertainment and marketing media programs on behalf of brands including McDonald's, Hasbro, MillerCoors, Intel and Coty. The firm also represents lifestyle and entertainment brands for licensing and merchandising programs worldwide.

The Metis Group**www.themetisgroup.com****Contact: Libby Kavoulakis, Patrick Lauerman****P: 202-822-5080, 360-681-0563****E: lkavoulakis@themetisgroup.com**

The Metis Group is a leader in socially conscious licensing. It represents properties where there is an educational message, providing a bridge between programs and public awareness. As a full-service consulting firm, The Metis Group specializes in identifying market opportunities and unlocking value for real property, financial and intellectual property.

Mighty Kids Media**www.mightykidsmedia.com****Contact: Lisa Selip, president****P: 704-248-5030****E: lselip@mightykidsmedia.com**

Mighty Kids Media manages the licensing of the award winning children's characters Danger Rangers and Mini

Martians and Me to meet all of your media, apparel, toy, product packaging and promotional needs. It helps brands grow!

**mrpuppy.com****www.mrpuppy.com****Contact: Mike Lee, owner****E: mike@mrpuppy.com**

mrpuppy.com features a collection of stylish accessories and shirts with Mr. Puppy.

**Namecorp Screen Printing****www.nemecorp.com****Contact: Ryan Foster, president****P: 866.980.3777****E: ryan@nemecorp.com**

Namecorp Screen Printing specializes in screen printing retail-ready garments for clothing brands, licensing companies and contractors.

The Renewables**www.therenewables.com****Contact: Charles Fisher, assistant director****P: 602-275-5115****E: cf@therenewables.com**

The Renewables are a team of five sustainable superheroes that serve as spokespeople to energize marketing and educational campaigns. Their mission is to educate and excite the next generation of citizens about renewable energy, energy conservation and sustainability. The Renewables have the potential for a wide range of applications, from entertainment to campaign activation.

**Seltzer Licensing Group/Nautilus****www.seltzerlicensing.com****Contact: Stuart Seltzer, president****P: 212-244-5548****E: Stu@seltzerlicensing.com**

Seltzer Licensing Group is a global licensing agency and consultancy with expertise in the implementation

of licensing strategic plans, acquisition of licenses, evaluation of current licensing programs and licensing strategy execution. At Licensing Expo they will feature Nautilus and Bowflex brands.

Senks Circle**www.senkscircle.com****Contact: Steve Senk, founder****P: 415-999-8693****E: steve@senkscircle.com**

Senks Circle offers licensing, merchandising and branding services from inception, design, approval, flowing through to deal memos, contracts, supervising production, royalty accounting and payment—a "one-stop shop" for artists and brands. Steve Senk has managed programs for properties including The Beatles, John Lennon, The Doors, KISS, Woodstock The World Cup and Mouse Kelley, and placed products at Bloomingdales, Target, Walmart, Spencers, Hot Topic and Virgin.

**The Sharpe Company, Inc.****GLOBAL PARTNER** **Sharpe Company****www.sharpeco.com****P: 310-545-6839**

Sharpe specializes in bringing the best in British and European pop culture brands to the rest of the world. Sharpe develops trademark/brand licensing extensions—including the No. 1 best-selling consumer product of all time, the Rubik's Cube—creating focused lifestyle properties through strategic partnerships, licensed merchandise and new media development.

Spin Master**www.spinmaster.com****Contact: Adam Beder, senior vice president****P: 416-364-6002****E: AdamB@Spinmaster.com**

Spin Master designs, develops, manufactures and markets consumer products for children globally and is recognized as a global growth leader within the toy industry. Spin Master is best known for such brands as

Bakugan Battle Brawlers, Air Hogs, Aquadoodle, Tech Deck and Zooble. The company has also launched Spin Master Entertainment, which focuses on the design, development and production of television and other media properties.

Suzy's Zoo

www.suzyzoo.com

Contact: Sondra Contino, licensing

P: 619-640-2355

E: sondra@lawlessent.com



Suzy Spafford's art has 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. Witzzy, Suzy Ducken, Jack Quacker and friends are featured parts of this brightly colored universe.

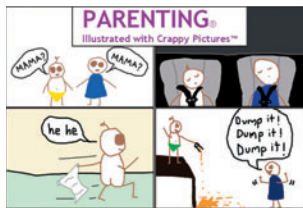
Synchronicity

www.synclicensing.com

Contact: Cynthia Hall Domine, president

P: 207-967-9940

E: Cynthia@Synclicensing.com



Blog sensation and best-selling book Parenting: Illustrated with Crappy Pictures and Cheeky Chats (bold, smart and confident kitties with a positive "chattitude"), join the Tootsie Roll Candy brands, Wham-O toy brands, Sassy and Sporty Slang and Culture Culture at Synchronicity.

Synergy Licensing

www.synergylicensingllc.com

Contact: Karen Diamond, Randi Goodman, principals

P: 201-310-2798, 212-439-6347

E: info@slicensing.com

Synergy Licensing will showcase Safety 1st, Baby on Board, Laura Ashley, Mikasa, Pfaltzgraff and new properties including BuzzingBOTS and Toonbo. BuzzingBOTS celebrates social media and interaction among tween/teens. Global fashion,



plush and interactive programs are planned for 2013-2014. Animated preschool property Toonbo and Let's Sing With ToonBo has garnered over 100 million hits. iPhone apps are available and a full global licensing program is in the works.

GLOBAL PARTNER Teo Jasmin

www.teojasmin.com

Contact: Fabrice Philippe, licensing

P: +33 2 36 10 66 70

E: fabrice@teojasmin.com

Following the success of its mascot bulldog among fans and retailers all over Europe, Teo Jasmin, a French leader for digital printing on decoration items and fashion accessories, has launched the adorable pup as an official license. Follow the adventures of the facetious doggy as a surfer, a pilot or a fireman as he makes his way through pop culture with dashing flair and philanthropy.

The Elf on the Shelf

www.elfontheshelf.com

Contact: Helen Bransfield, executive director, licensing

P: 203-557-0310

E: helen@elfontheshelf.com

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.

GLOBAL PARTNER The Licensing Company

www.thelicensingcompany.com

Contact: Allison Kopcha, executive vice president

P: 212-413-0880

E: Allison@thelicensingcompany.com

The Licensing Company is an award-winning, global brand extension and consultancy agency with a robust track record of success around the world. With six strategically located offices in the world's top economies—the U.S., U.K., France, Germany, Japan and China—The Licensing Company has the ability to

look at brands on a global basis and create long term partnerships that set the standard in the industry. Its global partners include Reckitt Benckiser, Jelly Belly, Anheuser-Busch and Jeep/Chrysler. TLC has a talented group of people, with the spirit and experience to nurture and develop opportunities for brands worldwide.

Tottenham Hotspur Football Club

www.tottenhamhotspur.com

Contact: Gary Jacobson, brand licensing manager

P: +44 (0)208 344 6691

E: gary.jacobson@tottenhamhotspur.com

Tottenham Hotspur represents style, passion and flair. The Club embodies these values by playing attractive, exciting football and boasting world-renowned players. Its unique approach is reflected in the way it works with licensees in the U.K. and abroad, constantly striving to take Tottenham Hotspur into exciting new areas of retail.



Trademarking Resources

www.trilicensing.com

Contact: Mike Rachuy, executive vice president, sales and marketing

P: 248-922-9678

E: mrachuy@trilicensing.com

Trademarking Resources, a full service trademark licensing agency, develops innovative brand extensions and profitable licensing programs designed to unlock the hidden value in each brand and deliver one of the highest ROI values in its client's portfolios.

Trunk Archive

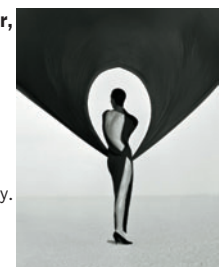
www.trunkarchive.com

Contact: Samira Ali, director, consumer product licensing

P: 424-777-0884

E: sa@trunkarchive.com

Trunk Archive is a full-service premium image licensing agency. Its archive contains over half a million visually stunning examples of celebrity, still life, vintage, conceptual and



TRUNK ARCHIVE
CREATIVE IMAGE LICENSING

fashion photography. Its extraordinary and iconic art is available for licensing within the apparel, home decor, stationery and gift categories among others.

UPS

www.ups.com

Contact: Christi Goddard, licensing

P: 404-828-7121

E: cgoddard@ups.com

Today, UPS is a global company with one of the most recognized and admired brands in the world. It has become the world's largest package delivery company and is a leading global provider of specialized transportation and logistics services. Every day it manages the flow of goods, funds and information in more than 200 countries and territories worldwide.

United States Postal Service

www.usps.com

Contact: Amity Kirby, licensing specialist

P: 202-268-7998

E: amity.c.kirby@usps.gov

As one of the most trusted U.S. federal agency, the United States Postal Service also maintains a highly recognized and trusted brand image. Founded in 1792, USPS has helped build the U.S. from infrastructure to technology to personal relationships. The USPS has shaped the history of the U.S. and chronicled that history with over 200 years of stamp artwork, telling its history through pictures.



Wildflower Group

www.thewildflowergroup.com

Contact: Christina Nix-Lynch, executive sales director

P: 212-924-2322

E: christina@thewildflowergroup.com

A 12-year-old, full service brand licensing agency and consultant, The Wildflower Group offers a suite of licensing solutions for brand owners, manufacturers and retailers. The Wildflower Group represents the Girl Scouts of the USA, the Rock, Roll Hall of Fame + Museum, Rapala,

Aqua Design, Goodnight Moon, Raggedy Ann and Andy, Bunnies By The Bay and See a Heart, Share a Heart.



Withit Licensing

www.withit.co.uk

Contact: Richard Woolf, Dolph Zahid, Brad Gaines

P: +44 (0) 7768 427079

E: richard@withit.co.uk

Withit Licensing is an art and design-based company, specializing in the exploitation of a varied portfolio of characters and designs that have been developed completely in-house. Established in 1996 with global retail and promotional successes, its brands appeal to a wide demographic from preschool through adult, both male and female. It develops its own style guides and trend boards to keep ahead of the latest looks.

ART AND DESIGN



Alchemy Licensing

www.alchemylicensing.com

Contact: Georgia Phillipson, licensing manager

P: +44 1162824824

E: licensing@alchemygroup.com

Alchemy was established in England over 30 years ago (1977) and is one of the best and only recognized worldwide brand names in Gothic, fantasy and alternative cultures. Alchemy Licensing was formed around 2002 to manage the increasingly high demand for the Alchemy brand/artwork and to assist licensees with their product designs. The seeds of its licensing were beginning to be sewn back in the early 80s with a t-shirt license issued to a London company actually owned by one of the U.K.'s leading bands.



Argo Ink

www.argoink.com

Contact: Chris Argo, owner

E: chris.argo@gmail.com

The Argo Ink brand is a universally recognized style with infinite design variations and endless product applications.

Art Makers International (AMI!)

www.artmakersintl.com

Contact: Leslie Brewin, vice president

P: 727-343-2800

E: les@artmakersintl.com

Art Makers International (AMI!) has more than 40,000 designs available for licensing. AMI! represents Air Waves, Vicky Howard, Designs by Current, Morehead and Patty Krizan. Art ranges from traditional to fun graphics plus adorable children and animal designs.

Bentley Licensing Group

www.bentleylicensinggroup.com

Contact: Mary Sher, president

P: 925-208-1302

E: mary@bentleylicensing.com

Bentley Licensing Group is a leading art licensing agency representing more than 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.



Blaylock Originals

www.blaylockoriginals.com

Contact: Harold Blaylock, sales and licensing

P: 800-833-5092

E: Haroldb@blaylockoriginals.com

Ted Blaylock is a nationally known wildlife and western artist and is also known as one of the premier eagle and train artists of this day. Blaylock's originals are in private collections as well as licensed to top companies such as The Bradford Exchange, Mead, Masterpiece Puzzles and more.



Blindspot Fine Arts

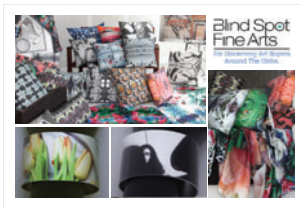
www.marciatreiger.com,

www.blindspotfinearts.com

P: 813-969-3366

E: marciatreiger@gmail.com

Blind Spot Fine Arts sells fine art and imagery to corporate and commercial designers, architects, hotel art buyers, interior designers, etc. Blind Spot also licenses art to larger corporations with needs



for contemporary imagery. Clients looking for art for commercial and corporate spaces, real estate developments, retail spaces, restaurants and images for commercial products will find a fun and sophisticated collection of fine art at Blind Spot.

Bo Bunny Press

www.bobunny.com

Contact: Vicki Bentley, office manager

P: 801-771-4010

E: vickib@bobunny.com



BoBunny is a design and manufacturing company providing products that inspire artistic creativity and imagination. BoBunny products are a favorite of crafters around the world. Fall in love with its designs on your next product.

Caleb Gray Studio

www.calebgraystudio.com

Contact: Caleb Gray, principal

P: 813-221-5282

E: caleb@calebgraystudio.com

Combining elements of contemporary and nostalgic design, art by Caleb Gray Studio has a uniquely modern style with a fun, retro vibe that has become an internationally recognized brand for its style, humor and imagination.



Cheryl Tuck-Tallon

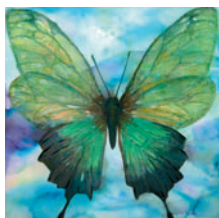
www.blacksprucegallery.com

Contact: Cheryl Tuck-Tallon, director

P: 306-229-1471

E: ctuck@sasktel.net

Growing up a "flower child" due to being raised in her family's chain of floral shops, Cheryl was immersed in the art of fresh flower design.



This later evolved into her unique perspective of flower, insect and nature artwork. Her designs translate perfectly for textiles, housewares, social expressions and decor.

Chuck Pinson—Art with Meaning

www.chuckpinson.com

Contact: Chuck Pinson

E: chuckpinson@gmail.com

With exponential growth, wide scale popular appeal, and rare, meticulous quality, the Chuck Pinson—Art with Meaning brand has brought strong and ever-growing success for its global licensing partners. Chuck's art uniquely captures popular themes in ways that resonate and connect with large demographics. It is the ideal brand for well-developed companies looking for high-quality imagery with proven results to add real value to their products, attract new customers, energize their brand and set themselves apart in the marketplace.

The Comstocks

www.thecomstocks.us

P: 801-856-7002

The Comstocks offer design, illustration, surface design and product development.

It has created work for Hallmark, Shutterfly, TeNeus, Land of Nod,

Cosmo Cricket, Moda fabrics, Provo Craft, EK Success, Publication International and Minted. Its products have been sold in Costco, Target, Michael's, JoAnns, HSN, QVC, Hobby Lobby, Land of Nod and Fab.com, among others.



Denyse Klette Art Studio

www.dklette.com

Contact: Denyse Klette, owner

P: 306-260-7730

E: denyse@dklette.com

Denyse has devoted her life to art and creativity. Her natural tendency toward entrepreneurship and her constant thirst for learning has resulted in a diverse portfolio of art. She has created expansive works of art for hotels and large companies such as Disney Canada and The Body Shop Canada. Her witty "The Girls," the enchanting



"Princess and the Pea" and the colorful "Hanging Loose" series can be found on an ever-growing collection of licensed products.

Eileen2e

www.eileen2e.com

Contact: Eileen Toohey, designer

P: 864-491-8838

E: eileen2e@spring-street-studio.com

A new line-up of playful and on-trend brands for the juvenile, tween and youth markets. Bold, vivid graphics designed for a life full of fun by Eileen Toohey, a licensed artist with consistent top retail performance.



Felittle People

www.felittlepeople.com

Contact: Felicia Kamriani, owner and artist

E: felicia@felittlepeople.com

Whimsical stick figure art with mantras and positive messages for both kids and adults.

Gifty Idea Greeting Cards & Such

www.giftyidea.com

Contact: Kiim Crisler, owner

P: 512-560-2167

E: kcrisler@giftyidea.com

Clean, contemporary and humorous dog and cat (puppy and kitten) inspired photography and design for license. Perfect for stationery, gift bags, gift tags, puzzles, calendars, back-to-school and more.



Giordano Studios

www.giordanostudios.com

Contact: Bob Giordano, partner

P: 631-423-6593

E: funbobbydesign@optonline.net

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 artist. From puppies and kittens to wildlife and birds,



JUST FUNKY LLC 146 E. LIBERTY STREET SUITE 230, WOOSTER OH, 44691 | P: 234-249-0145 | F: 234-249-0146 | E: LICENSING@JUST-FUNKY.COM | WWW.JUSTFUNKY.COM

THE HOTTEST ITEMS
THE HOTTEST BRANDS

Just Funky
Be You. Be Funky...Just Funky!

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.



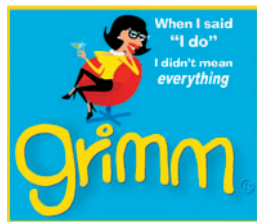
Grimm

www.grimm.ca

Contact: Ileana Grimm, president

P: 416-686-4511

E: igrimm@grimminc.com



Ileana Grimm, a slightly off kilter Canadian with a talent for twisting everyday themes and phrases, turned her doodling during university into the artwork behind the internationally successful gift and licensing company, Grimm.

aquariums, pet products, puzzles, greetings cards, stitch kits, t-shirts, beach towels, packaging, etc. The recently launched, Howard Robinson 3D Lenticular Collection of 55 designs across a 12 product ranges has quickly become established worldwide.



Intercontinental Licensing

www.intercontinental-ltd.com

Contact: Donna Darden-Medina, marketing and sales

P: 212-683-5830

E: interdd@intercontinental-ltd.com

For over 45 years Intercontinental Licensing has developed a large collection of decorative designs and photography that add flavor to all types of products and appeals to all ages. Intercontinental represents the classic fairytale characters of Toon Studio, the famous elegant icons of Dali, the modern and hip graphics of Airwalk and Vision Street Wear and the new smash preschool series "Heroes of the City," very stylish illustrator Elisandra, whose visually appealing designs have been featured on everything from greeting cards to dinnerware, and creative pet photographer Kelly Richardson, with her excellent series of cute pets.

Jennie Cooley

www.jenniecooley.com

Contact: Jennie Cooley, artist and designer

P: 505 490-1155,

505 466-4542

E: sfdoll@cybermesa.com

Big smiles and bigger profits guaranteed with Jennie

Cooley Signature Lines, with 60-plus happy ideas that sell your products. Offered are images of cheerful dogs, tiny girls, one new mom, life with bright colors and some 14-year-old boy humor.



Jenny Foster

www.jfosterstudio.com

Contact: Jenny Foster, owner

P: 480-657-3808

E: Jenny@jfosterstudio.com

Jenny creates unique characters and



graphic images that are charming, bold and whimsical. Her style is a celebration of colors, creatures and the spirit of life.

Kayomi Harai

www.kayomiharai.com

Contact: Kayomi Harai

P: 408-266-1634

E: kayomi@kayomiharai.com

Kayomi Harai specializes in a wide variety of animal images including cute kittens, puppies, monkeys, tigers, pigs, etc. It is introducing exciting new character brands such as Ninja Kitties, a bunch of cute little ninja kittens with bright expressive eyes and unique personalities.



KelleeArt Design Studio

www.kelleeart.com

Contact: Kellee Riley, owner and artist

P: 216-262-4524

E: kriley@kelleeart.com

KelleeArt Design is now in its eighth year of producing top-quality licensed character art for many of the biggest companies in the entertainment industry. At Licensing Expo this year, it will be seeking valued partners for its exciting Nefairious brand, as well as other character properties debuting this year.



Kelly Clark Studio

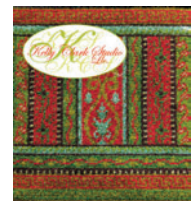
www.kellyclarkstudio.com

P: 713-208-2545

E: kelly@kellyclarkstudio.com

Kelly Clark Studio is a full service art and design company offering an extensive catalog of colorful, highly marketable copyrighted designs. A 30-plus-year career producing designs

in the wallpaper, textile, needlepoint and figurine art industries is now available for license. Her signature style is classic and traditional, updated for today's buyer desiring a refined and nostalgic product.



Khristian A Howel Color & Pattern

www.khristianahowell.com

Contact: Khristian A. Howell

E: info@khristianahowell.com

Khristian A. Howell is a color and pattern expert



HCA

HCA Creation is a famous french design studio, established 15 years ago. Its first successes were with the properties Tedi and Miss Dolly. HCA Creation's team of illustrators and graphic designers create concepts for teenagers and adults. HCA Creation develops a new graphic style guide every year for its best properties with several different lines, from fashion to actuality.

Howard Robinson & Associates

www.howardrobinson.info

Contact: Howard Robinson, licensor and artist

P: +44 (0)1429 824021

E: robinson.h@lineone.net

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,





specializing in surface pattern design, lifestyle consulting and licensing. Her work is licensed on products including fabric, wall coverings, stationery and home accessories. Khristian works with clients including Better Homes & Gardens, Robert Kaufman Fabrics, Andrews McMeel Publishing, Uncommon and more.

Koelbel Studios

www.jennykoelbel.com

Contact: Jenny Whitney-Koelbel, owner

P: 504-708-4507

E: jenny@jennykoelbel.com

Pitchie Patchies say, "We all come from a Pitchie Patchie Place!" Pitchie Patchies are fresh new colorful characters, drawings and collections available for licensing on children's products presented to you by Koelbel Studios.

Laura Seeley Studio

www.bestfriendsartgallery.com

Contact: Dana Yarger, director

P: 310-710-9423

E: Laura@LauraSeeley.com



New York Times best-selling children's book illustrator, award-winning author and artist Laura Seeley is the creator of animal welfare support programs through art,

adult gift books and decorative functional items. Several hundred images available from existing works, as well as new paintings/artworks in realistic and creative interpretations.

Licensing Liaison

www.licensingliaison.com

Contact: Alicia Dauber, president

P: 360-224-5459

E: alicia@licensingliaison.com

A full service licensing agency.

Magnet Reps

www.magnetreps.com

Contact: Chrystal Falcioni, director

P: 866-390-5656

E: art@magnetreps.com

Magnet Reps is a licensing agency representing art brands. Hundreds of new images from Bella Pilar's fun-loving fashion plates, Eleanor Grosch's mid-century masterpieces and Nate Williams' whimsically hip folk art for all product categories. Witty newcomers Graham Roumieu and Red Nose Studio have arrived with artsy characters and built-in fan bases. Holiday, seasonal, juvenile, bridal, inventive everyday themes and supporting accent images are part of extensive licensing collections.



MGL Licensing

www.mgllicensing.com

Contact: Sarah Lawrence, senior licensing manager

P: +44 207-593-0510

E: sarah@mgllicensing.com

MGL is one of the world's leading art licensing companies. Established 16 years ago, MGL has grown to represent over 70 international artists. With an ever-expanding archive consisting of over 10,000 images, there are images suitable for every product. Artists represented by MGL are also available for commissions.

MHS Licensing

www.mhslicensing.com

Contact: Marty Segelbaum, president

P: 952-544-1377

E: marty@mhslicensing.com

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.



Modondi

www.modondi.com

Contact: Peter Lau, co-owner

P: 301-412-6829

E: info@modondi.com

We are an idea factory. We design what we like.



Pangborn

www.pangborndesign.com

Contact: JoAnn Everson, director of business development

P: 313-259-3400

E: joann@pangborndesign.com



Acclaimed artist and graphic designer Dominic Pangborn incorporates his original art into fashion, home decor and other mediums. As a Korean adoptee born during the War and brought to America at age 10, Pangborn's art and design style are a reflection of multi-dimensional life experiences.

Patterson International

www.pattersonlicensing.com

Contact: Sean Patterson, president

P: 310-456-6864

E: sean@garypatterson.com

Proudly representing the Gary Patterson brand, a classic property with more than 40 years of success. Patterson International offers thousands of popular images to complement any product line. It also represents illustrator Mitch O'Connell, whose art is just "plain cool."

Pink Light Studio

www.pinklightdesign.com

Contact: Mary Beth Freet, agent and creative director

P: 206-200-8324

E: marybeth@pinklightdesign.com



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.

Rah Crawford

www.rahcrawford.com

P: 856-534-6404

Visual artist Rah Crawford is a creative pioneer and founder of Npic Art. His unique artwork pulls the viewer in, educates and informs with imagery that sparkles in a fresh new way. Rah's fictitious characters and stories have true classic charm while bounding with energy and optimism for today's generation.

Santa Manía

www.santamania.com.mx

Contact: Roberto Hernández

P: 52-33-33337579

E: licencias@santamania.com.mx

Santa Manía was born in México in the summer 2007 as the result of a dream to build a project that touches people's lives and to promote positive values. Santa Manía has a variety of characters based on the Catholic religion that are also attached to the Mexican and Latin American culture and tradition. They also have developed other non-religious characters such as little angels, children and pets.

Searle-Art.com

www.searle-art.com

P: 954-663-9933

High-end illustration/design studio specializing in lenticular art.

Also licensing both conventional and digital airbrush illustrations to a wide sector of manufacturers worldwide. Considered one of the few leading lenticular artists in the world today, Michael has now transitioned from the commercial art world into licensing his own original images.



Silverfish Press

www.silverfishpress.com

Contact: Mike Rivkin, president

P: 858-625-0220

E: info@silverfishpress.com

Silverfish Press is the owner and master licensor of the incredible Stanley Meltzoff image library. Meltzoff (1917-2006) was one of America's premier mid-century artists and illustrators. The Meltzoff portfolio includes commercial art, history, outdoor, portraiture, science fiction and fantasy, technical illustrations, WWII era scenes and more.



Simply Uhu

www.simplyuhu.com

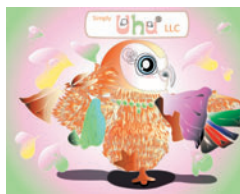
Contact: Oguz (Ozzy) Kucukdogan, vice president

P: 702-875-5459

E: contact@simplyuhu.com

"Uhu" means Eagle Owl in German. Simply Uhu was

established in 2012, in Las Vegas. Its designs are liked by local teenagers and kids so much that they decided to bring them to the global arena.



S P O K E N  T O K E N S [™]

Spoken Tokens

www.thespokentokens.com

Contact: Kathryn L. Johnson, creator and owner

P: 937-830-9858

E: kathryn@thespokentokens.com

Spoken Tokens provide unlimited global sales opportunities. It combines the universal symbol of the heart with a personalized recordable message in any language. Palm-sized hearts with unlimited design options, a velveteen carrying pouch and permanent recording—create cherished keepsakes of special occasions, family vacations and live events.

Studio Renea

www.reneamenzies.com

Contact: Renea Menzies, artist

P: 713-806-7076

E: renea@studiorenea.com

Studio Renea produces original sculpted oil paintings. The paintings are unique in nature due to the heavy texture and the effect of the paint. They are very vibrant and floral, yet very abstract and photographed in such a way that it gives the products a 3D effect. The paintings are printed on fabrics, wallpaper, clothing, accessories and other items.

Thomas Barbey

www.thomasbarbey.com

Contact: Suzanne Berquist

E: sukoba@cox.net

Black and white photomontage photography.



Thomas Kinkade Company

www.thomaskinkade.com

Contact: Kristen Barthelman, director of licensing

P: 408-201-5273

E: k.barthelman@kinkade.com

The Thomas Kinkade Company publishes the work of Thomas Kinkade and distributes the art and related collectibles. Kinkade's artistry includes imagery of

gardens, cottages and estates, cityscapes, plein airs, holiday scenery and commemorative American landmarks. Thomas Kinkade Studios will continue to commemorate milestones on canvas.



Totemic Universal

www.totemic.com

Contact: Ariel Ridley,

brand coordinator

P: 415-233-9749

E: ariel@totemic.com

Totemic Universal acquires, develops and manages unique art and entertainment properties. Leveraging licensing relationships to merchandize related consumer products in markets worldwide, it is establishing a small portfolio of brands, each selected for its niche presence and broader market potential. Brands: Laurel Burch (outside North America), Utopia Joe and Christian Develter.

Laurel Burch

UTOPIA JOE

DEVELTER

Wild Apple Graphics

www.wildapple.com

Contact: Kat Gray, director of licensing

P: 802-457-3003

E: kat.gray@wildapple.com

Wild Apple Licensing 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 9,000 images and new images released monthly, its 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

Contact: Shari Wald, licensing manager

P: 651-345-5355

E: swald@wildwings.com

Wild Wings is a leading producer and distributor of wildlife, sporting and nostalgic/Americana art.



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, 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.



Wolf's Magic

www.surfsharks.com

Contact: Michelle Arthur, president

P: 509-546-9653

E: info@surfsharks.com

Why ride a surfboard when you can ride a Surf Shark? This exciting new brand, based on a series of children's books, features the adventures of young sharks and surfers who take surfing to a gnarly new level. The Surf Sharks brand is the next wave of licensing opportunities.



Zolan Company

www.zolan.com

Contact: Jennifer Zolan, president

P: 480-306-5680

E: Donaldz798@aol.com

Celebrating 35 years in licensing, the Zolan brand continues to inspire and evolve as one of America's classic and timeless children's art properties. Comprising over 250 designs and 10 collections, this Americana brand supports co-branding opportunities together with Made in America programs. Collections include Americana, Heartland, Life's Simple Pleasures, Co-Brands and Joys of Childhood.

ENTERTAINMENT

41 Entertainment

www.41e.tv

Contact: Kiersten Morsanutto, sales and marketing manager

P: 203-542-7308

E: kiersten.morsanutto@41ent.com



41 Entertainment is a global animation company engaged in the production, distribution and marketing of animated television programs and related consumer products. Its primary brand, based on the iconic PAC-MAN character, is the animated TV series "PAC-MAN and the Ghostly Adventures," set for worldwide release in 2013.

4K Media

www.yugioh.com

Contact: Jennifer Coleman, senior director, licensing and marketing

P: 212-590-2100

E: jcoleman@4kmedia.com

4K Media is a wholly owned subsidiary of Konami Digital Entertainment, managing the Yu-Gi-Oh! franchise beyond Asia. 4K Media is responsible for the brand management, production and distribution of Yu-Gi-Oh!

Activision

www.activisionblizzard.com

Contact: Ashley Maidy, vice president, licensing and partnerships

P: 310-255-2058

E: ashley.maidy@activision.com

Activision Blizzard is a worldwide online, PC, console, handheld and mobile game publisher with leading market positions across every major category of the rapidly growing interactive entertainment software industry. Activision Blizzard's portfolio includes video games such as "Call of Duty," "Spider-Man," "X-Men," "James Bond" and "Transformers," and franchises Spyro and Blizzard Entertainment's StarCraft, Diablo and Warcraft, which includes subscription-based massively multi-player online role-playing game, "World of Warcraft."



American Greetings Properties

www.agpbrands.com

Contact: Carla Silva, vice president, global licensing

P: 216-252-7300

E: csilva@ag.com

American Greetings Properties is the intellectual property and outbound licensing division of American Greetings Corporation. Built upon the successful re-launches of Care Bears and Strawberry Shortcake licensed products, which have garnered over \$5 billion in retail sales worldwide combined since 2002, AGP develops multi-platform campaigns for its properties through digital media, entertainment, marketing and merchandising. AGP's active classic brands also include Holly Hobbie and Madballs, as well as new properties Twisted Whiskers, Maryoku Yummy and TinPo. Children can experience AGP online at www.agkidzone.com.

Atlantya Entertainment

www.atlantya.com

Contact: Rachele Geraci, licensing and agent manager

P: +39-3894-352105

E: consumerproducts@atlantya.com

Atlantya Entertainment is Italy's premier transmedia entertainment company. The company's licensing division manages all of the Geronimo Stilton brands and is the Italian licensing agent for Le Petit Prince (both classic and animated), Millimages' "Mouk" animated series, Moonscoop's "Code Lyoko" and "Dive Olly Dive!" Atlantya and co-production partner Moonscoop are currently producing season three of the "Geronimo Stilton" animated series.



BBC Worldwide

www.bbcworldwide.com

Contact: Carla Peyton, senior vice president, licensed consumer products

P: 212-705-9395

E: carla.peyton@bbc.com

BBC Worldwide is the main commercial arm and wholly owned subsidiary of the British Broadcasting Corporation. Consumer Products, within BBC Worldwide, manages a portfolio of brands including Doctor Who, Top Gear, BBC Earth and Deadly 60 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.



Big Tent Entertainment

www.bigtent.tv

Contact: Sondra Seecharan

P: 212-604-0064

E: sondra@bigtent.tv

Big Tent Entertainment specializes in the integrated development and management of media 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. Big Tent currently serves as the worldwide (excluding Asia) marketing and licensing company for viral sensation Domo, 24-hour preschool channel Sprout and serves as the North American agency of record for three of Discovery Communications' most popular brands—Discovery Kids, Honey Boo Boo and SCI. Additionally, Big Tent represents PixFusion, a global leader in personalization products.

Domo™



Brazilian Brands

www.brandsbr.com

Contact: Caio De Cesare, project manager

P: +55 11 3021-7616

E: caio@abral.org.br

For the first time at Licensing Expo, a unique Brazilian booth, the Brazilian Brands, will be showcased. Visit the booth to learn about the advantages of licensing your products with Brazil's most successful properties. Brought to you by ABRAL (Brazilian Licensing Association) and APEX (Brazilian Trade and Investment Promotion Agency).

C3 Entertainment

www.c3entertainment.com

Contact: Ani Khachoian, senior director, licensing

P: 818-956-1337

E: akhachoian@c3entertainment.com

C3 Entertainment is a global company involved in the



entertainment business and motion picture and television productions, as well as the licensing and merchandise business for world-class brands all over the world. C3 is also the The Three Stooges brand owner.

Capcom

www.capcom-unity.com

Contact: Taki Enomoto, senior director of licensing

P: 650-350-6500

E: takie@capcom.com

A video game publisher originally established in Japan, Capcom distributes famous games such as "Street Fighter," "Megaman," "Resident Evil" and others to the worldwide markets. It is very active in the licensing out business for its video game titles and characters.

Captain McFinn

www.captainmcfinn.com

Contact: Kasey Baker

P: 330-747-2661 ext. 770

E: marketing@captainmcfinn.com

By using fiction to teach life's important lessons, "Captain McFinn and Friends" uses a dynamic cast of lovable characters to initiate a positive change one child and one fish at a time. Phyllis Cafaro set out to create a brand that enriches the lives of children, teaching them to respect themselves, others and the world around them. The series consists of picture books, e-books, an appisode, a teachers' kit, puppets and more.



Cartoon Network Enterprises

www.cartoonnetwork.com

Cartoon Network Enterprises (CNE) is responsible for building consumer products and merchandising programs for a wide range of brands by securing and supporting long-term licensing partnerships across all categories. As the global branding and merchandising arm of Cartoon Network, the division manages the consumer product programs for the networks' award-winning original programming, brands and characters including Ben 10, Adventure

Time, Regular Show, The Amazing World of Gumball, The Powerpuff Girls and more. CNE also serves as the exclusive global licensing agent for LazyTown Entertainment and the PGA of America for the youth marketplace.



CBS Consumer Products

www.CBSconsumerproducts.com

CBS Consumer Products leads worldwide licensing for nearly 200 properties. The diverse portfolio offers multi-generational opportunities across categories—from the iconic Star Trek franchise to hit primetime series "NCIS," "The Good Wife" and "Dexter," and classic properties such as The Twilight Zone, Cheers and Mighty Mouse.

Character Arts

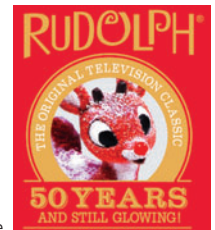
www.characterarts.com

Contact: Jonathan Flom

P: 203-761-6600

E: jflom@characterarts.com

Character Arts handles the licensing for Rudolph and all the characters from the 1964 animated television special "Rudolph the Red-Nosed Reindeer."



Chico Chihuahua

www.chico-chihuahua.com

Contact: Blanca Ruiz, creator

P: +52 (222) 409 85 82

E: ventas@chico-chihuahua.com



Chico Chihuahua and his not so best pal Pulga the flea were created by Blanca Ruiz. These crazy characters were born on the Internet. The concept is a mix between cool illustration and an entertainment property. Constantly growing, they now have online e-cards, comic strips, a line of gift products such as greeting cards, plush toys, novelty items and content for online and printed media in English and Spanish.

MAGIC MARKET WEEK

AUGUST 19-21, 2013*

LAS VEGAS, MANDALAY BAY & LVH HOTEL CONVENTION CENTERS

**SOURCING AT MAGIC & WSA@MAGIC BEGIN AUGUST 18TH*

WWD\MAGIC ||| EN PLATFORM SOURCING
atMAGIC

WSA@ PROJECT THE TENTS PROJECT
MAGIC @PROJECT MVMNT

MAGIC MEN'S POOLTRADESHOW ENKVEGAS

REGISTER NOW AT MAGICONLINE.COM OR CALL US.
DOMESTIC 877.554.4834 INTERNATIONAL 218.740.7092

The Copyrights Group

www.copyrights.co.uk

Contact: Polly Emery, brand and marketing director

P: +44 203 586 7128

E: pollyemery@copyrights.co.uk

Copyrights is a full service international brand licensing agency and consultancy offering strategic worldwide brand development, licensing and retail expertise. Committed to the long-term development of each of its properties, the Copyrights' portfolio includes such classic brands as Paddington Bear, The Snowman and The Country Diary of an Edwardian Lady.



Dependable Solutions

www.dependablerights.com

Contact: Marty Malysz

P: 310-645-2875

E: mmalysz@dependablerights.com

Dependable Solutions (DSI) delivers the latest financial management and creative approval systems and services to agents, licensors and licensees with Dependable Rights Manager, a contract-based integrated licensing system developed by experienced specialists in licensing, creative, and royalty software. DSI is based in Los Angeles, with offices in Dallas, London and Belgrade, and clients across Australia, Canada, Denmark, France, Finland, Hong Kong, the U.K. and the U.S.



DHX Media

www.dhxmedia.com

Contact: Erin Dippold, vice president, consumer products

P: 416-977-5119

E: erin.dippold@dhxmedia.com

DHX Media is a leader in the creation, production and licensing of family entertainment rights. DHX Media owns, markets and distributes over 8,500 half-hours of children's entertainment content, and exploits owned properties through its consumer products licensing business. DHX Media is recognized for brands such as Caillou, Busytown Mysteries, Inspector Gadget, Johnny Test, Animal Mechanicals, Kid vs. Kat, Super WHY!, Rastamouse and Yo Gabba Gabba!. The company also provides programming for Cookie Jar TV, the weekend morning block on CBS. DHX Media's full service international licensing agency, Copyright Promotions Licensing Group (CPLG), represents numerous entertainment, sport and design brands.

through regional offices to analyze international markets in order to break down the programming needs of individual broadcasters within each territory.

Doodle Jump

www.limasky.com

Contact: Eric Karp, chief licensing officer

P: 914-486-1285

E: eric@limasky.com

Lima Sky is a mobile game developer and owners of the No. 3 best-selling app of all time, "Doodle Jump."

Dr. Krinkles

www.drkrinkles.com

Contact: Joshua Fields, president

E: krinkleslaboratory@gmail.com

Dr. Krinkles is full of the most innovative and creative properties. In a world full of boring and redundant properties, Dr. Krinkles stands out and always has exciting new characters, ideas and brands.



Dr. Seuss Enterprises

www.seussville.com

Contact: Susan Brandt, president

P: 858-459-9744

E: susanb@drseuss.com

The primary focus of Dr. Seuss Enterprises is to protect the integrity of the Dr. Seuss books while expanding into ancillary areas. This effort is part of a strategic mission to nurture and safeguard the relationship consumers have with Dr. Seuss characters.



Dracco

www.dracco.com

Contact: Gabor Harangozo

P: +852 2157 5988

E: hgabor@dracco.com.hk

Dracco is a global corporation headquartered in Hong Kong with a significant commitment to brand platforms including product, lifestyle, digital, media, stationery and confectionary. It is dedicated to product development, internal design, manufacturing and emerging trends. It has extensive worldwide distribution for its established licensees and licensors. Dracco has more than 20 years in business and over 150 employees.



Discovery Enterprises International

www.dei.discovery.com

Discovery Enterprises International (DEI) serves as the streamlined access point for all of Discovery Communications' international programs and private network sales, co-financing opportunities, as well as consumer products and licensing in markets outside the U.S. The Enterprises team partners with local clients



Creative Licensing Corporation

www.creativelicensingcorporation.com

Contact: Rand Marlis, president

P: 3104796777

E: Rmarlis@mminternet.com

CLC is an independent licensing agency representing classic and contemporary films. A founding member of LIMA, CLC is a Global Partner and one of the few companies exhibiting in Las Vegas, London and Hong Kong licensing shows.

Curtis Publishing Company

www.curtispublishing.com

Contact: Mike Waldner, director of licensing

P: 317-633-2070

E: mwaldner@curtispublishing.com

As the licensing arm of the Saturday Evening Post, Curtis Publishing's collection is 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 and now includes copyrighted inside illustrations, cartoons and images from Jack & Jill, Child Life, Humpty Dumpty and Turtle.

Dae Lim Enterprise

www.daelimtec.com

P: +82 2 943 0031

Dae Lim Enterprise has been making all kinds of character stickers since 1983, with costs less than in China. Its production line is automatic, so they are able to support good quality products at competitive prices.

GLOBAL PARTNER **DreamWorks Animation**

www.dreamworksanimation.com

P: 818-695-5000

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. All of DreamWorks Animation's feature films are produced in 3D. The company has theatrically released a total of 26 animated feature films including the franchise properties of Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon and Puss In Boots.



GLOBAL PARTNER **Elvis Presley Enterprises**

www.elvis.com

Contact: Susan Meek, director of worldwide licensing

P: 901-332-3322

E: smeek@elvis.com

EPE's licensing division is charged with the responsibility of protecting and preserving the integrity of Elvis Presley, Graceland and other related properties. They accomplish this through the distribution of image licenses and the pursuit of commercial opportunities that fit with its strategies while maintaining branding and positioning for Elvis and its other properties. EPE devotes personalized attention to each of its more than 250 licensees.

Endemol

www.endemol.com

Contact: Kimilyn Whitaker, global head of franchise management

P: 310-860-9914

E: franchisemanagement@endemolusa.tv

Endemol is one of the world's largest independent production companies and a global leader in entertainment programming. Endemol produces 44,000-plus hours of content each year and partners with more than 400 broadcasters and cross-media platforms worldwide. Endemol franchise management is responsible for building its 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.

GLOBAL PARTNER **Entertainment One**

www.entertainmentonegroup.com

P: +0207 907 3553

Entertainment One is an international entertainment company that specializes in the acquisition, production and distribution of film and television content.



established brands
Established Brands

www.established-brands.com

Contact: Bob Traub, president, licensing

P: 612-333-5300

E: btraub@ebimail.com

Established Brands delivers a scalable, go-to-market licensing agency that operates on one simple philosophy, "retail first." With more than 50 years of management success and retail expertise, its "retail-back" process presents retail with the right brand position, products and marketing support. Established Brands also represents over 50 vendors to retail affecting hundreds of millions of dollars in sales.

Exim Licensing Group

www.eximlicensing.com

Contact: Elias Hofman, president and chief executive officer

P: 305-534-1900

E: fcordovez@eximlicensing.com

Exim Licensing Group is a worldwide licensing and entertainment company. It is in the market for more than 30 years and is the agent for some of the most important licensing business companies around the world. It also develops children's live shows in Latin America and the "Bondiband" TV series.

Feld Entertainment

www.feldentertainment.com

Contact: Allison Lort, senior director, licensing

P: 646-354-7557

E: alort@feldinc.com

Feld Entertainment is a worldwide leader in



producing and presenting live touring family entertainment experiences. 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, Nuclear Cowboyz, AMSOIL Arenacross, Disney On Ice and Disney Live.

Felix the Cat

www.felixthecat.com

Contact: Walter Calmette,

P: 973-209-8800 ext. 520

E: walter@felixthecat.com

Felix the Cat Creations is a family oriented company, producing

and managing evergreen characters which include Felix the Cat, Baby Felix and Friends, Poindexter, Kitty Kat, Vavoom and The Squishees. Felix the



Cat Creations is actively involved in the licensing, merchandising, publishing, new technology, finance and distribution of film, home video and television animation productions.



Firefly Brand Management

www.fireflybrandmanagement.com

Contact: Rachel Daheln

P: 805-466-9229

E: Rachel@fireflybrandmanagement.com

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 Subway Surfers, ABC's Revenge, ABC's Scandal, Chloe's Closet, Anne Geddes, Etch A Sketch, Tapatio, Hell's Kitchen, Mr. Bubble, Spam and Yummy You.

Floating Pear Productions

www.floatingpear.com

Contact: Dee Boyd, co-founder

P: 877-244-6641

E: dee@floatingpear.com

Floating Pear Productions is an award winning Rhode Island based Animation Company that provides exemplary motion graphics for online, marketing presentations, children's toys, mobile devices, video games and film/television. Their team members have more than 10 years of experience working with clients such as Hasbro, American Greetings, Atom Entertainment, Scholastic, Team One Advertising and GREE International (Funzio).

Garfield/Paws

www.garfield.com

Contact: Gay Nation, director

P: 765-287-2222

E: gay@pawsinc.com

Cartoonist Jim Davis' company Paws was founded in 1981 to handle the creative end of the Garfield licensing business. Today, Paws is the sole owner of all copyrights and trademarks for the Garfield property, and controls not only the creative angle of the fat cat's flourishing empire, but also the licensing, marketing and brand management of Garfield and the Garfield characters.



the fundamental need for play for children and families through creative expression of the company's world class brand portfolio including Transformers, Monopoly, Play-Doh, My Little Pony, Magic: The Gathering, Nerf, Littlest Pet Shop and G.I. Joe. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere.



Grani & Partners

www.granipartners.com

Contact: M. Rivolta, export manager, and A. Dagianti, sales director

P: +39 059 816411

E: sales@gnps.com.hk

Grani & Partners, a worldwide leading company in the promotional market, offers a wide range of licensed collectibles targeting kids. It has also reached different agreements as "preferred premium supplier" for Hello Kitty, the Smurfs, SpongeBob and other properties soon to come. Grani & Partners sells its products to a large number of major corporate clients worldwide.



Huevocartoon

www.huevocartoon.com

Contact: Eduardo Tellez Giron, sales and marketing director

P: +52 5555365654

E: eduardo@huevocartoon.com

This is an animation studio with 12 years of success in the teen and children markets. Mostly Hispanic oriented until now, these famous humanized Egg characters are recognized and licensed in 25-plus countries around the world.

FremantleMedia

www.fremantlemedia.com

Contact: Abby Squire, global events manager

P: +44 (0) 20 7691 6000

E: abby.squire@fremantlemedia.com

FremantleMedia is one of the leading creators, producers and distributors of television entertainment brands in the world. FremantleMedia is responsible for many of the world's highest rated entertainment, drama, serial drama, factual entertainment and kids and family programming, with market leading capabilities that extend from content creation to licensing, digital and branded entertainment, gaming and home entertainment. FremantleMedia has one of the most comprehensive global networks with operations in 22 countries, creating over 9,200 hours of programming a year, rolling out more than 60 formats, managing over 300 individual titles and distributing 20,000 hours of content in over 150 countries.

Guide to Licensing World

www.licensingworld.co.uk

Contact: Richard Latter and Joanna Cassidy, directors

P: +44 1892 668444

E: info@licensingworld.co.uk

The Guide to the Licensing World is a comprehensive international directory for the licensing 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—all supported by our regularly updated online guide.

I.M.P.S.

www.smurf.com

P: +32 2 652 02 20

IMPS and LAFIG Belgium are the official licensors of the evergreen character The Smurfs and generate Smurf universes worldwide with the help of their different business units and their close collaboration with their agents. Over the years, the team has developed successful licensed merchandising, retail and co-branded promotions, publishing activities and broadcasting deals that have secured the everlasting success of The Smurfs.



Fulanitos

www.fulanitos.com

Contact: Paola de Villasante, licensing manager

P: +52 4422250930

E: licencias@fulanitos.com

Fulanitos was born in Mexico. Characters were originally designed by Gabriela Moad, when she was a nine. She now lives and works in the U.K., although there is definitely still a Mexican feel and appeal to the brand. A wide age range is a key factor with the property appealing to young boys and girls from ages 3 to 12, as well as a crossover market for female teens, tweens and adults.

Hasbro Consumer Products

www.hasbro.com

Contact: Pat Jarret, PR manager

P: 401-431-8697

E: pjarret@hasbro.com

Hasbro is a branded play company dedicated to fulfilling

Ink Brands

www.ink-brands.com

P: +0045 3355 6100

A partner that takes your brand further. Ink Brands are specialists in the field of brand extension and work with the biggest and most well known properties in the world from entertainment



brands through to lifestyle and corporate brands on local and global scales. It combines their many years of experience in the industry with its passion for brands to generate great results.

GLOBAL PARTNER Inoochi

www.inoochi.com

Contact: Vince Chen, chief executive officer

P: 510-856-8456

E: info@inoochi.com

Inoochi's brand features a versatile style of unique and likeable characters that are cute, whimsical, with a twist of humor. "Bring your imagination to life!"

GLOBAL PARTNER ITV Studios

www.itvstudios.com

Contact: Trudi Hayward, head of global merchandising

E: Consumer.products@itv.com

ITV Studios Global Entertainment is one of the world's leading international TV distribution and consumer products businesses. The consumer products division brings together home entertainment, digital, promotions, licensing and publishing under one umbrella, with the merchandise and publishing operation bringing brands to life off screen, working with licensed partners and retailers to bring quality products to consumers. ITV Studios GE's successful and diverse portfolio includes ITV Studios brands like Hell's Kitchen and Come Dine with Me, its wholly-owned iconic Thunderbirds and third party properties such as Cut the Rope (Zeptolab), Babar (Nelvana Enterprises) and Matt Hatter Chronicles (Platinum Films).

GLOBAL PARTNER Jast Company

www.jastcompany.com

Contact: Steve Chen, managing director

E: stevec@jastcompany.com



Jast Company (est. 1995) is a reputable gift and toy manufacturer that provides manufacturing of consumer products, including paper and plastic products, with

embedded electronics technology (musical pens, musical gift bags, musical gift boxes, musical notebooks, musical greeting cards and musical mugs), electronic gifts and toys, IC modules and handmade cards.



Jilin Vixo Animation, Comics and Games

www.vixo.com.cn

Contact: Teresa Zhou, overseas sales manager

P: +852-2805-2186

E: teresazhou@comicyu.com

As the "national cultural industry demonstration base of China," VIXO combines the diversified structure features of creative industry and treats carry forward national culture, develop high-tech supported cultural products as the development orientation. The business scope of VIXO covers animation and game production, distribution, franchise, licensing, website development operation, etc.

The Jim Henson Company

www.henson.com

Contact: Melissa Segal, executive vice president, global consumer products

P: 323-802-1500

E: msegal@henson.com

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" and "Dinosaur Train," as well as "Wilson & Ditch: Digging America" and "Pajanimals."

John Wayne Enterprises

www.johnwayne.com

Contact: Katrina Seidel, business development

P: 949-631-8411

E: katrina@johnwayne.com

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.

Joy Tashjian Marketing Group

www.jtmgllc.com

Contact: David Syatt, publicist

P: 818-907-0500

E: dsyatt@ssapr.com

Formed in 1998, Joy Tashjian Marketing Group specializes in implementation and strategic retail development for entertainment and fashion trademarks.

Kelli Roo Company

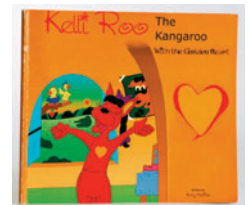
www.kelliroo.com

Contact: Kelly Hollins, creator and owner

P: 503-255-3155

E: khollins001@aol.com

The Kelli Roo Company consists of Kelli Roo books, plush and other Kelli items. Kelli Roo is a kangaroo that was born with a golden birthmark on her chest in the shape of a heart. Kelli Roo is a positive role model for kids, teaching them to be kind. Kelli Roo Company is looking for a licensing agent to take Kelli Roo to the next level.



Lagali

www.lagali.com

Contact: Arne Lauwers, president

P: 329-233-1906

E: info@lagali.com

Lagali is a licensor and an ideas company that sells or licenses its ideas.

Its areas of expertise are games and toys, unique game mechanics, scenarios, books, app ideas, fantasy worlds and figurines. After five years, it has finished its latest property, Gnome Race.



Lately Lily

www.latelylily.com

Contact: Jason Wheeler, director of operations

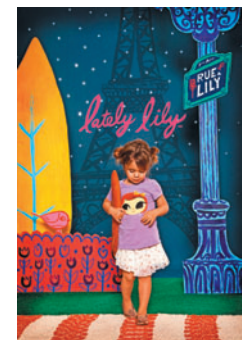
P: 949-400-6952

E: jason@latelylily.com

Follow the Traveling Girl.

Curiosity, adventure, interest and friendship, Lately Lily celebrates the best possibilities of an

open and inquisitive life. Lily travels the world in the company of her best friend, Zeborah. Her careful notes



and personal observations become the inspiration for everything Lately Lily makes.

The Licensing Group

www.tlgla.com

Contact: Danny Simon, president and chief executive officer

P: 323-653-2700

E: danny@tlgla.com

The Licensing Group is an international licensing agency specializing in the representation of entertainment, lifestyle and corporate properties. The company develops licensing programs for the properties it represents worldwide, in addition to representing manufacturers for the acquisition of licenses. The company also provides licensing consulting services to a worldwide clientel.

The Licensing Letter

www.epmcom.com

Contact: Ira Mayer, publisher and executive editor

P: 212-941-0099

E: imayer@epmcom.com

Publisher of The Licensing Letter, Licensing Letter Sourcebook, International Licensing: A Status Report, Royalty Trends Report, Licensing Business Databook, Global Market For Licensed Preschool Brands, Sports Licensing Report, Food/Beverage Licensing Report and more.

Kimberlin brand offers one of the most extensive collections of kitten and puppy photography in the world. Founded in 1990, Lo Coco Licensing is a full-service licensing and design agency with licensed products in more than 70 countries.

Loter

www.loter.com

Contact: Shelley Loter, owner and designer

P: 818-790-1817

E: info@loter.com

Loter is a creative design entertainment studio that specializes in developing ideas with personality.

Ludorum

www.ludorum.com

Contact: Clara Wooller

P: +44 208 246 4014

E: clara.wooller@ludorum.com

Action-packed train adventures come to life in the vibrant, contemporary world of Chuggington! Preschool boys ride the rails with Wilson and his friends Brewster and Koko as they take on exciting challenges that test their courage, speed and determination. Along the way, they learn positive values and new skills, empowering them to become the best trainees they can be.



Mattel

www.mattel.com

With a powerful portfolio of iconic brands and popular properties, Mattel unveils new best-in-class partnerships and product offerings for kids, tweens and adults. Whether as an industry-leading licensor or a trusted licensee, Mattel is a leader in providing meaningful brand experiences that translate into innovative and successful cross-brand partnerships. Mattel delivers unparalleled brand engagement through dynamic cross-category marketing programs that keep its brands relevant and everywhere consumers are today.



Mauricio de Sousa Productions

www.monica.com.br

Contact: Fernanda Ramalho, marketing manager

P: (5511) 3613-5000

E: fernanda.ramalho@turmadamonica.com.br

Mauricio de Sousa Productions is an entertainment company from Brazil that is in charge of Monica's Gang and over 200 other characters that can be found on TV, Internet, as well as in magazines, books, apps and cinema. With more than 2,500 consumer products around the world, Mauricio de Sousa Productions is the biggest Brazilian child licensing company.

Mercis

www.miffy.com

Contact: Marja Kerkhof

P: +31 (0) 20 672 1640

E: info@mercis.nl

Mercis, established 1971, is the global licensor



Masha and the Bear

www.mashabear.ru

Contact: Daria Katiba, PR manager

P: +7 495 775 13 31

E: katiba@animaccord.com

Masha and the Bear is the first Russian animation brand that has the potential to speak to children all over the world, thanks to its style and its universal humour. The ratings speak for themselves: the brand is No. 1 in terms of recognition in Russia.



Lo Coco Licensing

www.lococolicensing.com

Contact: Peter LoCoco, president

P: 770-481-0720

E: lococolicensing@mindspring.com

Kittens and puppies! Lo Coco Licensing's Keith

responsible for the management and exploitation of all rights relating to Dick Bruna's work, including its most famous character Miffy. These rights are exercised through highly integrated separate business units in the fields of publishing, merchandising and entertainment.



Meredith Brand Licensing

www.meredith.com

Contact: Elise Contarsy, vice president, brand licensing

P: 515-284-3000

E: elise.contarsy@meredith.com

Reach. Relevance. Recognition. Meredith Brand Licensing's brands connect with 100 million consumers and speak to women about what matters the most: her family, her home and the life she creates there. Come see how Better Homes and Gardens, FamilyCircle, Parents, EatingWell, AllRecipes.com and Successful Farming can amplify your product sales.



MGA Entertainment

www.mgae.com

Contact: Dante Sandoval, global licensing coordinator

P: 818-894-2525

E: dsandoval@mgae.com

A children's toy 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.



Mind Candy

www.mindcandy.com

Contact: Darran Garnham, chief business officer

P: +44 (0)20 7501 1900

E: darran@mindcandy.com

Mind Candy, creator of the successful Moshi Monsters franchise, is a global entertainment company based in the U.K. with offices in New York and Melbourne. The company was formed by Internet entrepreneur Michael Acton Smith in 2004 and has since reached 75 million registered users worldwide in the online game alone.



Mondo TV

www.mondotv.it

Contact: Micheline Azoury, head of international sales and brand manager

P: +39 0686323293

E: m.azoury@mondotv.it

Mondo TV Group is a leader in Italy and among the primary European operators in the production and distribution of animated TV series and full-length feature films for TV and cinema. It owns one of the largest animation libraries consisting of more than 1,600 episodes of TV series and more than 75 animated movies.

Moxie & Company

www.moxieco.com

Contact: Arlene Scanlan, partner

P: 203-259-2729

E: ascanlan@moxieco.com

Moxie & Company represents and manages

intellectual properties on a worldwide basis, including entertainment, literary, trademark and art and design brands for merchandise licensing (both in and out), publishing, interactive technologies, broadcast media and consumer products and promotions.

MyMediaBox, a Jonas Software USA

www.mymediabox.com

Contact: Emilee Feldman, sales and marketing manager

P: 678-685-8282

E: emilee@mymediabox.com

MyMediaBox was founded by executives with direct experience in the consumer products licensing industry. The MyMediaBox application suite includes Mediabox-PA for online product approvals workflow, Mediabox-DAM for style guide asset management and delivery and Mediabox-DM for deal memo management. Over 80 leading licensors and agents from across the globe utilize MyMediaBox to increase efficiencies in their businesses.

NASCAR

www.nascar.com

NASCAR Team Properties is a NASCAR industry collective trust created to promote efficiency and operational structure for the sport's licensed merchandise initiatives. NTP manages the intellectual property rights for the participating NASCAR teams and the sanctioning body in key categories, including apparel, die-cast collectibles, toys and trackside retail merchandise. Since its inception, NTP has signed on renowned companies as licensees for these categories, including Walmart, Activision and Spin Master Toys.



Nelvana Enterprises

www.nelvana.com

Contact: Andrew Kerr, vice president, worldwide home entertainment

P: 416-479-7000

E: andrew.kerr@corusent.com

Nelvana, is one of the world's leading international enterprises in the development, production and distribution of children's animated and live-action content. Nelvana's library has well over 3,800 half-hour animated episodes, airing in over 160 countries and has received over 70 major international program



awards. For Licensing Expo, Nelvana's consumer products division continues to expand its portfolio by introducing new content and programs around key brands such as Beyblade, Babar, and Franklin as well as introducing new properties at the show. A leader in rights management, Nelvana has opened up new avenues for content delivery through strategic partnerships with pioneering companies.

GLOBAL PARTNER
Nickelodeon

www.nick.com
Nickelodeon, now in its 33rd 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 U.S. 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 18 consecutive years. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc.

NIVPAT

www.nipat.com
Contact: Luigi Boschin,
chief executive officer
P: 305-877-9192
E: luigi.boschin@nipat.com

NIVPAT, which stands for "non-invasive pattern" technology, allows you to create millions of unique combinations of the same artwork by slightly altering some of its visual elements.



These variations are then recognized by a smartphone app. It can be applied to fashion design, logos and security/anti-counterfeiting applications.

On the Avenue Marketing

www.ontheavenuemarketing.com
Contact: Margaret Newman
P: 781-890-2664
E: margaret@ontheavenuemarketing.com
Stop by The New York Times booth for reduced home delivery and digital subscriptions.



Fighting counterfeits on every front

GLOBAL PARTNER
OpSec Security

www.opsecsecurity.com
Contact: Bill Patterson, vice president of global licensing
P: 717-293-4110
E: info@opsecsecurity.com

How can you best ensure you are collecting all your royalties and protecting your brand from counterfeit sales? Come find out why the world's top brands have chosen OpSec as their brand protection partner. Protect your brand. Protect your licensee. Protect your consumer.



Outfit7

www.outfit7.com
Contact: Ines Kondic
P: 38640584202
E: Ines.kondic@outfit7.com

One of the fastest growing entertainment brands, Outfit7's Talking Friends portfolio of 14 fun-loving

characters boast one of the most downloaded apps of all time, 170-plus million monthly users and 800-plus million downloads to date. Open in all licensing categories, the franchise includes a web series, YouTube singles, a toy and merchandise line.

GLOBAL PARTNER
Paper Island Licensing

www.paper-island.com
Contact: Allison Myers, licensing manager
P: +44 1709 535401
E: allison.myers@paper-island.com

Paper Island is a U.K.-based gift company with strong effective brand development and proven design-led licenses with longevity that succeed at retail both in the U.K. and global. Born to Shop is a humorous lifestyle brand for women of all ages. The Good Life is a feel-good brand with a retro touch. Fizzy Moon is a lovable bear brand. Dinosaurus is a 3D rendered artwork—a brand of mammoth proportions. dPals is a kids' virtual world social network.



Paradox Entertainment

www.paradoxent.com
Contact: Leslie Buhler, vice president, licensing
P: 323-655-1700
E: licensing@paradoxent.com

Paradox Entertainment manages, develops, represents and licenses global entertainment franchises across a broad range of categories, including motion picture, television, gaming, publishing and toy industries. Properties include Conan the Barbarian, Spartacus (Starz Entertainment), Battlestar Galactica, Warehouse 13 (NBC/Universal), The Expendables (NuImage) and Mutant Chronicles.

Paramount Pictures

www.paramount.com
Contact: Aaron Sobel
P: 323-956-8694
E: aaron_sobel@paramount.com

Paramount Consumer Products manages worldwide licensing rights for all Paramount properties, from

classics like *The Godfather*, *Top Gun* and *Grease* to more recent favorites such as *The Adventures of Tintin* and *Mission: Impossible—Ghost Protocol*. Upcoming releases include *World War Z*, *Anchorman 2* and *Noah*.



Pavo

www.pavoinc.com

Contact: Jin Hyung Kim, chief executive officer

P: 626-354-5453

E: pavoinc@gmail.com

Pavo aims to achieve happiness in our society by providing innovative and entertaining education to kids all over the world. Pavo offers rich and nourishing tools to preschoolers through learning apps and charming character brands.

PBS Kids

<http://pbskids.org>

P: 212-764-0266

E: sam@outofthebluenyc.com

PBS Kids is committed to making a positive impact on the lives of children through curriculum-based entertainment. This year's booth features a portfolio of PBS Kids television properties, including *Wild Kratts* from the Kratt Brothers Company, *Martha Speaks* from WGBH Enterprises, *Daniel Tiger's Neighborhood* and *Super Why*, licensed by Out of the Blue Enterprises and the PBS Kids brand.

Peanuts Worldwide

www.peanuts.com

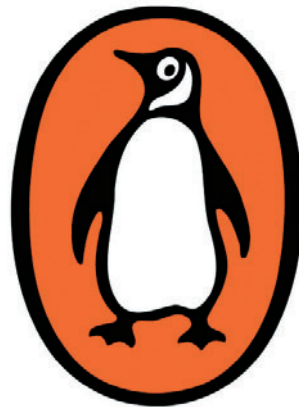
Contact: Leigh Anne Brodsky, managing director

P: 212-730-0030

E: lbrodsky@peanuts.com

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, engaged social media, over 50 animated television specials and a daily comic strip available in traditional and digital formats. A Peanuts movie from 20th Century Fox and Blue Sky Studios is also on the horizon for 2015.



Penguin Group (U.S.)

www.us.penguin.com

Contact: Tatiana Johnson, licensing assistant

P: 212-414-3541

E: tatiana.johnson@us.penguin.com

Penguin Books is a global source of IP. Its licensing and consumer products division is all about content. It transforms best-selling series and characters into other platforms for consumers to experience great stories in new ways. Its content is licensed across a variety of platforms, including digital, entertainment and consumer products, which are all supported and enhanced by successful publishing efforts.



The Pokemon Company International

www.pokemon.com

Contact: Karen Eggleston, licensing manager

P: 425-274-4807

E: k.eggleston@pokemon.com

Pokémon will launch "Pokémon X" and "Pokémon Y" video games in October. Various licensed products inspired by the games, including a toy and plush line, will launch in late 2013. Pokémon is an entertainment brand

with more than 230 million video games sold, 20 billion Pokémon TCG cards shipped and more than 15 seasons of animation aired.



PPI Worldwide

www.ppiworldwide.com

Contact: Victor Audouard, Helio Baraldi

P: +34 93 745 7180

E: victor@mongraphic.com

PPI Worldwide is a global marketing solutions agency focused in creating novelty premiums, brand loyalty promotions and collectible toys production. It is enthusiastic about its innovations, always making sure everything it imagines can be realistically designed, manufactured, packaged, transported and delivered. PPI Worldwide specializes in food inserts and are in compliance with international stringent standards such as CPSIA and ICTI.



Put Me in the Story

www.putmeinthestory.com

Contact: Dominique Raccach, chief executive officer and publisher

P: 630-961-3900

E: dominique.raccach@sourcebooks.com

Put Me In The Story is an innovative personalization platform for best-selling books and brands that makes your child the star of the story. Among its featured brands and authors are Sesame Workshop, Marianne Richmond Studios, New York Times best-selling author

Seoul Character & Licensing Fair 2013



Seoul
Character & Licensing
Fair 2013
www.characterfair.kr



July 17-21, 2013 Coex, Seoul, Korea

Organized by **koCCA**



coex

Supported by



Ministry of Culture, Sports and Tourism

CONTACT Seoul Character & Licensing Fair Secretariat **TEL** +82.2.6000.8572 **FAX** +82.2.6000.1306 **EMAIL** info@characterfair.kr

Jennifer Fosberry, and Olympic Gold Medalist Kristi Yamaguchi.



Rainbow

www.rbw.it

P: +3907175067500

Founded in 1995, Rainbow is a content company that develops animated and multimedia properties. Today it is one of the largest and most internationally renowned animation studios in the world. Rainbow has the unique ability to create content for all kinds of media, providing many different ways of communicating with the public including TV series, movies, events, internet, DVDs, magazines, toys, video games and all product categories subject to licensing. As a result, Rainbow is able to meet the demand for entertainment for the whole family. Rainbow's original properties include Winx Club, Huntik, PopPixie, Monster Allergy, Tommy & Oscar and Maya Fox.



Ripley Entertainment

www.ripleys.com

Contact: Johnny Hood, sales and marketing specialist

P: 407-345-8010

E: hood@ripleys.com

Cartoonist and adventurer Robert Ripley started it all in 1918 when he began drawing his daily feature. Now, with numerous attractions spread across the globe, books, international TV and radio shows and the longest running syndicated cartoon in history, the Ripley's Believe It or Not! brand is globally renowned as the authority on the weird, eccentric and amazing.

Rovio

www.rovio.com

Contact: Claes Kalborg, senior vice president, licensing

P: +358 207 888 300

E: claes.kalborg@rovio.com

Rovio is an entertainment media company headquartered in Finland, and the creator of the Angry Birds franchise. Angry Birds have expanded rapidly in entertainment, publishing and licensing to become an international brand. Rovio has launched

eight games including Angry Birds, Angry Birds Seasons, Angry Birds Rio, Angry Birds Space, Angry Birds Friends, Amazing Alex, Bad Piggies and Angry Birds Star Wars.



Saban Brands

www.sabanbrands.com

Contact: Kelsey Lynch, public relations manager

P: 310-557-5230

E: klynch@sabanbrands.com

Saban Brands is capitalizing on the growing importance and value of brands in the worldwide consumer and media marketplace through content, media and marketing. Saban Brands applies a global omni channel management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions.



San-X/Ingram

www.ingram.co.jp

San-X creates unique and fun characters that are adored by fans. Based in Tokyo, San-X specializes 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.

Scholastic Media

www.scholastic.com

Contact: Gary Hymowitz, vice president, consumer products

P: 212-389-3995

E: Ghymowitz@Scholastic.com

Scholastic Media is a leading producer of quality, family-oriented content across multiple platforms including consumer products, feature film, television, video, interactive and mobile. Their award-winning portfolio includes Clifford The Big Red Dog, I SPY, The Magic School Bus, Goosebumps, The 39 Clues, Maya & Miguel, Turbo Dogs and Fly Guy.

SeaWorld Entertainment

www.myseaworld.com

Contact: Deana Duffek, global licensing and consumer products

P: 407-721-3375

E: deana.duffek@seaworld.com

SeaWorld Consumer Products reflect stories, images and multimedia content about animals, trainers, vets, as well as animal rescue and a variety of conservation efforts. Its goal is that every licensed consumer product share a commitment to conservation, community and education in a fun, engaging way.



www.sega.com

Contact: Anthony Gaccione, licensing coordinator

P: 415-701-3931

E: anthony.gaccione@sega.com

Sonic the Hedgehog is an evergreen property shaped by over two decades of video games, animations and merchandise across all categories. Sonic has appeared in over 60 games and currently has more than 3 million Facebook fans, and he's here to stay.

Sesame Workshop

www.sesameworkshop.org

Contact: Beatrice Chow, assistant vice president, publicity

P: 212-875-6586

E: beatrice.chow@sesame.org

Sesame Workshop is the non-profit educational organization that revolutionized children's television programming with the landmark Sesame Street. The Workshop produces local Sesame Street programs, seen in over 150 countries, and other acclaimed shows to help bridge the literacy gap including The Electric Company.

Shanghai Oleena Communications

www.oleena.net.cn, www.licensingfair.cn

Contact: Bill Fang, marketing manager

P: +86-21-5836 1963

E: service@oleena.net

Oleena is the organizer of the 2013 Shanghai International Licensing & Sourcing Expo, the only licensing show in mainland China. With an integrated media platform and a professional team, Oleena provides holistic licensing services and can help international brands explore lucrative licensing market in China efficiently.

SMC Entertainment Group

www.SMCEntertainmentGroup.com

Contact: Kathleen Disney, manager, operations

P: 818-678-9680

E: Licensing@SMCEntertainmentGroup.com

SMC Entertainment Group is a leading entertainment brand owner and a fully integrated brand management company. SMC Entertainment focuses on classic entertainment brands that resonate with the current marketplace. SMC Entertainment's portfolio includes The Jungle Book, Angry Little Girls!, H2O-Just Add Water and Dance Academy.



Sony Computer Entertainment America

www.playstation.sony.com

P: 650-655-8000

Sony Computer Entertainment America continues to bring creative and valuable initiatives to the table

while delivering ground breaking 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.



Source Interlink Media

www.sourceinterlink.com

Contact: Holly Arnesen, vice president, brand development

P: 310-531-9900

E: holly.arnesen@src.com

Source Interlink Media is a large content creator and a multimedia solutions provider. With over 70 brands and 800 licensed products, it reaches 100 million people each month. Its brands include Motor Trend, Hot Rod, Lowrider, SLAM, Surfer, Skateboarder, Snowboarder, Motorcyclist and many more. All of its brands are open to new licensing opportunities.



Striker Entertainment/Most Management

www.strikerentertainment.com

Contact: Marc Mostman, partner

P: 818-225-9355

E: marc@strikerent.com

Striker Entertainment is a full service global licensing agency dedicated to maximizing licensing opportunities and building brand equity for its clients. Headed by industry veterans Russell Binder and Marc Mostman, Striker has built programs for The Twilight Saga

franchise, The Hunger Games, Angry Birds, AMC's The Walking Dead, Ted and more.

Studio Licensing

www.studiolicensinginc.com

Contact: Robert Miller, president

P: 905-415-1887

E: robert@studiolicensinginc.com

Studio Licensing is a next-generation licensing agency that delivers cutting-edge consumer product solutions and brand experiences. It represents a prestigious range of top entertainment and sports brands, which includes the NBA, Elvis Presley, Muhammad Ali, MGA Entertainment, Cut the Rope, Tickety Toc, Peppa Pig, KIDZ BOP and Angel Cat Sugar.



Tamagotchi

www.tamagotchilife.com

Contact: Barry Stagg, chief communications officer

P: 213-377-5100

E: barrys@syncbeatz.com

Tamagotchi has sold over 79 million units in 54 countries and territories since the world's first virtual digital pet was introduced in Japan in 1996 and in the U.S. one year later. Tamagotchi L.i.f.e. is a new line of lifestyle products that embodies the spirit and qualities of that original experience.



Televisa Consumer Products

www.televisaconsumerproducts.com

Contact: Marcela Palomar, senior marketing manager

P: +01 52 55 52246677

E: mpalomarn@televisa.com.mx

Televisa Consumer Products (TCP) 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 multitarget consumer products. TCP creates strategic alliances with international companies to develop consumer products; it's an agent for major endeavors such as Nickelodeon. TCP is a division of Grupo Televisa, the world's largest Spanish-speaking media conglomerate.

Thailand Department of Intellectual Properties

www.ipthailand.go.th

Contact: Lak Taechawanchai, vice chairman of Thai Digital Entertainment Content Federation
P: 662-9384946

E: lakanon@gmail.com

Don't miss this opportunity to see contents from Southeast Asia such as The Monster and the Maiden, Echo Planet, Sheldon, Ugly Gung-fu ST, Yak-The Giant King and last but not least, Muaythai iGLA, a full-blown digital content project.



THE LICENSING SHOP
 A BRAND MANAGEMENT COMPANY

The Licensing Shop

www.thelicensingshop.com

Contact: Steve Fowler, president

P: 416-322-7300

E: steve@thelicensingshop.com

The Licensing Shop is a global brand licensing agency specializing in the strategic development of consumer products based on entertainment, celebrity, lifestyle and fashion brands. It represents or consults for clients such as Sesame Workshop, CBS Consumer Products, Moose Toys, Harley Pasternak, 9 Story Entertainment, Skechers and Earthbound, among others.



Toei Animation

www.toei-anim.com

Contact: Viviana Reyes, assistant manager

P: 310-996-2250

E: viviana-reyes@toei-anim.co.jp

Toei Animation is the largest animation company in Tokyo, and has produced many celebrated works ranging from feature films to TV series such as Dragon Ball, Sailor Moon, Digimon, 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 international division in Tokyo 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

P: 310-859-3536

Toon Studio is your fairy tale headquarters for one of the largest selections 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.

The Topps Company

www.topps.com

The Topps Company is a leading marketer of trading cards, collectibles and distinctive confectionery. As a licensee, Topps produces trading cards and collectibles for such entertainment brands as Star Wars, Skylanders and WWE, plus major league sports including MLB, NFL, MLS and UFC. As a licensor, Topps is the holder of such diverse brands as Bazooka Joe, Ring Pop, Garbage Pail Kids, BattleTech and Mars Attacks.



Twentieth Century Fox Consumer Products

www.foxconsumerproducts.com

E: fcp@fox.com



A recognized industry leader, Twentieth Century Fox Consumer Products licenses and markets properties worldwide on behalf of Twentieth

Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.



Ubisoft Entertainment

www.ubisoft.com

Ubisoft is always on the lookout for new ways to push back the boundaries of creativity and innovation. Beyond simple games, Ubisoft strives to create immersive and engaging creative worlds that not only offer moments of pure fun, escapism and adventure, but also opportunities for learning and self-discovery.



Ugly Doll/Pretty Ugly

www.uglydolls.com

Contact: Alita Friedman, partner and chief brand officer

P: 908-620-0931

E: alita@uglydolls.com

The ubiquitous UGLYDOLL brand designed by artists

David Horvath and Sun-Min Kim is distinguished by a unique aesthetic and voice defining "ugly" as distinctive, different and beautiful. A worldwide licensing program is underway for all categories of merchandise. Universal Studio's Illumination Entertainment is producing an animated feature film featuring the award-winning characters.

United ERP

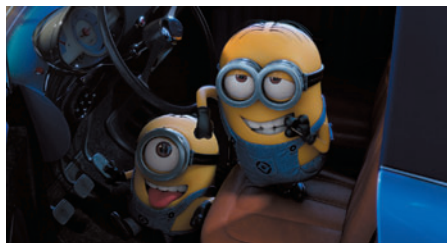
www.unitederp.com

Contact: Fanny Fishbein, business development manager

P: 201-567-6315

E: ffisbein@unitederp.com

United ERP is a Microsoft partner specializing in royalty management and accounting software solutions for licensees, licensors, and licensing agencies in the areas of entertainment, publishing and merchandising. Its comprehensive solutions provide companies with the flexibility and scalability to fully leverage their intellectual property assets.



Universal Partnerships & Licensing

www.universalstudios.com

Contact: Cindy Chang, senior vice president and general manager

P: 818-777-2067

E: cindy.chang@nbcuni.com

Universal brings an impressive slate of properties to this year's Licensing Expo. July 2013's Despicable Me 2 is an all-new animated adventure featuring Gru and his vast army of Minions that has attracted licensing partnerships with Thinkway, Hasbro and Gameloft. Coming Dec. 19, 2014, is the spin-off of the same phenomenally successful franchise, Minions, featuring the voice talent of Oscar winner Sandra Bullock. On June 13, 2014, Universal will release the long awaited next installment of Steven Spielberg's groundbreaking film series, Jurassic Park 4. Spielberg returns to produce the epic action-adventure that will be shot in state-of-the-art 3D.



VIZ Media

www.viz.com

Contact: Jane Lui, publicity and events manager

P: 415-546-7073

E: janelui@viz.com

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, Bleach, Inuyasha, Death Note and Vampire Night, are available in a variety of consumer products for audiences of all ages.



World Wrestling Entertainment

www.wwe.com

Contact: Jess Richardson, senior director, domestic licensing

P: 203-352-8600

E: Jess.Richardson@wwecorp.com

WWE is a diverse multi-platform sports entertainment brand. WWE currently has four weekly television shows including "Monday Night Raw," "Friday Night SmackDown," "Main Event" and "Saturday Morning Slam." In 2012, WWE held 12 pay-per-view events along with over 300 additional live events worldwide. In 2012, WWE was the No. 2 action figure brand in North America. WWE also released over 25 new DVD titles. WWE's TV programming, live events and extensive home video collection has helped propel the brand to nearly \$1 billion in consumer products sales.



Warner Bros. Consumer Products

www.warnerbros.com

Contact: Janice Aguilar-Herrero, director, worldwide public relations

P: 818-954-7980

E: janice.aguilar-herrero@warnerbros.com

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

World Editors/Piegrande

www.condorito.com

Contact: Pablo Bize, general manager, Piegrande

P: +56-2-22332866

E: pabloize@piegrande.cl

World Editors is a publishing company based in Chile and owner of Condorito. Piegrande is the licensing agent

in Chile and the Latin America southern cone. Content One, based in Canada, is the worldwide master agent for Condorito and is represented by Rodrigo Piza in the U.S., Mexico and Central America.

Zappar

www.zappar.com

Contact: Caspar Thykier, managing director

P: +44 7702 161754

E: caspar@zappar.com

Zappar is a world leader in AR-enabled product and entertainment experiences on handheld devices. Using its own proprietary technology Zappar works with leading brands, license partners and retailers to produce innovative, customizable solutions. For more information visit www.zappar.com or download the free Zappar App from iTunes or Google Play.

Zinkia Entertainment

www.zinkia.com

Contact: Otilia Martinez-Almeida

P: +0034915240365

E: otilia.malmeida@zinkia.com

Zinkia is a Spanish company based in Madrid with offices in China. It specializes in the creation and management of entertainment properties for today's global marketplace. Primary focus is the development and production of content for all media platforms. Zinkia is the exclusive worldwide licensor of global

brand sensation Pocoyo, one of world's most successful animation productions.

GLOBAL PARTNER
Zodiak Rights

www.zodiakrights.com

Contact: Nicola Hermann

E: nicola.hermann@zodiakrights.com

Zodiak Rights is the international distribution and rights exploitation arm of Zodiak Media. Operating out of London, Paris and Los Angeles, the company is a market leader in the worldwide distribution of television and home entertainment programming across all platforms. It also has a fully-fledged merchandising and licensing arm and digital exploitation team.

FACTORY INNOVATION ZONE



Kayford Holdings

Contact: Thomas Dausel

P: 85231706808

E: thomas.dausel@kayford-holdings.com

Kayford Holdings is a Hong Kong-based company specializing in sourcing and manufacturing in Asia with its own factories and a wide network of manufacturers. Additionally, it acts as a licensee with such licenses like Ice Age, Asterix, Raving Rabbids and FIFA World Cup 2014 Brazil.

Paradigm Industries

www.paradigmindustries.net

Contact: Jung Park, sales and development

P: 213-268-5884

E: jp@paradigmindustries.net

Paradigm Industries has been offering unique wet processes on tops and bottoms for the American fashion

industry since 2001. It specializes in many unique wet processes: tie dye, mineral wash, sanding, grinding, dip dye, hand paint, and whatever your creative mind desires. It has the capacity to process more than 50,000 garments per day.



Play Visions

www.playvisions.com

Contact: Mark Chernick, chief executive officer

P: 425-482-2836

E: markc@playvisions.com

Play Visions is an highly inovative company who is always striving to develop new and exciting items to dazzle the ever changing toy industry.



ShiningHub.com

www.shininghub.com

Contact: Bert Ma, manager

P: +86-571-88396796-8027

E: Bertma@shininghub.com

As a reputable third-party service provider specialized in apparel and textile industry, ShiningHub provides one stop solutions for your business in China. And now with its new company ShiningStyle, it can help your fashion business in China, from the design floor to the retail floor.

FASHION

ABS by Allen Schwartz

www.absstyle.com

Contact: Janice Carpio, executive vice president, sales

P: 213-895-4400

E: jcarpio@absstyle.com

After 30 years, ABS by Allen Schwartz continues to



be one of the most exciting contemporary lifestyle brands through its own manufacturing and licensing opportunities. Its affordable luxury looks can take you from fashion denim to wedding dresses and everywhere in between. ABS looks are complemented by fine accessories, such as footwear, handbags and jewelry.

And1

www.and1.com

Founded in 1993, AND1 is a preeminent street basketball brand. Its shoes, apparel and accessories can be found on all four corners of the planet, but mostly on the bodies of today's (and tomorrow's) legends of the game.

Authentic Brands Group

www.abg-nyc.com

P: 212-760-2410

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. ABG's mission is to further enhance brand equity through partnering with best-in-class licensees and direct-to-retail partnerships in apparel, sporting goods, action sports, home, celebrity, entertainment and consumer electronics.

The Brand Liaison

www.TheBrandLiaison.com

Contact: Steven Heller

P: 855-843-5424

E: Steven@TheBrandLiaison.com

The Brand Liaison is a boutique licensing, brand extension and brand management agency focused on creating lucrative revenue streams for its clients

through licensing, strategic partnerships and other brand extension programs. Representing both licensors and licensees, it works closely with its clients to ensure that brand extension activities complement the strategic goals and objectives of its clients.



Cherokee

www.thecherokeegroup.com

Contact: Sharie Van Gilder, senior regional director

P: 818-908-9868

E: shariev@cherokeeusa.com

Cherokee is a global marketer and manager of a portfolio of fashion and lifestyle brands it owns and represents in multiple consumer product categories. The company has license agreements with premier retailers and manufacturers in over 40 countries including Target stores, Tesco, RT-Mart, Pick 'n Pay, Falabella, Arvind Mills, Shufersal, Comercial Mexicana, Eroski, Nishimatsuya, Magnit, Landmark Group's Max stores and the TJX companies.

Crocs

www.crocs.com

Contact: Matt Lafone, senior director of kid's

footwear, licensing

P: 303-848-7061

E: mlafone@crocs.com

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.

Defiance USA

www.defianceusa.com

Contact: Lena Hermansson, president and

director of design

P: 213-744 9200

E: Lena@defianceusa.com

Defiance Licensing Group owner Christopher Wicks' companies have licensed such iconic brands as Body Glove, LA Gear, Ocean Pacific and Hang 10 and created brands around Fender Guitars, Jimi Hendrix,

Lenon and McCartney & John Lennon. The company is licensing its other brands such as Da Vinci, Xisses and Rock and Roll Religion, and representing Lenon & McCartney.

Fight Like a Girl

www.signifypink.com

Contact: Janni Jensen, international marketing executive

P: 515-232-6997

E: janni.jensen@sigler.com

Fight Like a Girl by SignifyPink is a brand designed to empower women in the fight against breast cancer. The Fight Like a Girl by SignifyPink brand helps to support research and spread awareness, and can be applied to virtually any item from apparel and gift to home interior products.



Gecko Hawaii/Dinopack/Big Movers

www.geckohawaii.com

P: 510-773-8700

The Original Gecko. Beach lifestyle brand since 1979 with t-shirts, board shorts, swimwear, beach pants, sandals, auto accessories, skateboards, helmets and surfboards.

kathy ireland Worldwide

www.kathyireland.com

Kathy Ireland, is CEO and chief designer of kathy ireland Worldwide, a design and marketing firm. Forbes Magazine reports as a "\$2 billion dollar business model." License! Global Magazine named



kiWW the 25th most powerfully licensed brand globally in 2012. kiWW offers designs in fashion, weddings, home, office and more.



Lifestyle Licensing International

www.lifestylelicensing.com

Contact: Dean Berko, president

P: 808-394-0438

E: Dean@Lifestylelicensing.com

The extraordinary growth and success of their handful of properties has made Lifestyle Licensing International one of the world's leading licensing agencies for lifestyle brand development. Their featured property, Pampered Girls, is a lifestyle fashion brand designed to appeal to girls and youthful women of all ages. Pampered Girls is powered by over 50 licensees and strategic partners including an expanding chain of over 70 retail boutiques and two stand alone flagship retail stores.



Longboard

www.norprotex.com

Contact: Laurent Daniel, export manager

P: +33 490 316 244

E: Export@norprotex.com

Longboard is a young brand well known for its accessibility and its uniqueness and was designed for guys and girls searching for freedom. Same place but

different sport: Ruckfield. Represented by worldwide rugby icon Sébastien Chabal, Ruckfield is a casual sportswear chic brand created for men searching quality products.

Nat Nast

www.natnast.com

Contact: Sam Haddad, licensing manager

P: 212-575-1186

E: sdhaddad@fashionoptions.com

The Nat Nast Company is credited with designing the original bowling shirt with "action back" to allow greater comfort and arm movement. While a lot has changed over the years, the company's core values have not. Nat Nast's attention to detail, emphasis on quality, and appreciation for the finer things in life still live on today.



One Sexy Biker Chick

www.onesexybikerchick.com

Contact: Inessa Hansen, president

P: 612-695-4299

E: inessa@onesexybikerchick.com

Onesexybikerchick offers motorcycle and lifestyle designs for licensing in apparel, accessories, cosmetics, footwear, fragrance, travel accessories, home décor and food and beverage. Sexy and Sassy, it designs fashion forward and functional apparel that has created a strong following in the women motorcyclist niche.

Rebel Girl/American Rebel

www.RebelGirl.com

Contact: Cher Bell, president

P: 586-786-0300

E: Cher@RebelGirl.com

GOT REBEL? Bradford Exchange, Hamilton Collection, Harley Davidson and Trim Fit does! Rebel Girl and American Rebel



continue to show their rebel souls designing for the bold and edgy of the motorcycle and rock n' roll industry. Creating art with attitude.

Skechers USA

www.skechers.com

Contact: Steve Mandel, director of global brand licensing

P: 310-318-3100

E: smandel@skechers.com

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.



Tish & Snooky's Manic Panic

www.manicpanic.com

Contact: Meghan Gearino, executive assistant

P: 718-937-6055

E: execasst@manicpanic.com

Tish & Snooky's Manic Panic NYC has grown from a small boutique into a hair color and cosmetics sensation. Worn by rock stars and celebrities alike and featured in endless fashion magazines, it's hard to escape the hair color craze that Manic Panic made popular.



TRACY ANDERSON

Tracy Anderson

www.tracyandersonmethod.com

Contact: Tracie Reynolds, director of operations

P: 224-358-4998

E: treynolds@tracyandersonmethod.com

The Tracy Anderson brand houses the largest bank of fitness content researched and created by Tracy Anderson, innovations in custom machinery and equipment, state-of-the-art exercise studios, and customized DVD fitness programs. Founded in 1998, the brand provides people with the tools they need for living a fit and healthy lifestyle.

Von Dutch

www.vondutch.com

P: 310-859-8044

Von Dutch is a lifestyle brand inspired by the founding father of "Kustom Kulture," Kenneth Howard. Based on all things motorcycle, Americana and kustom car culture, Von Dutch is a recognized brand globally by fans and consumers alike, as an American Original. The Von Dutch brand has licensees in the U.S., Thailand, Philippines, China, Hong Kong, Taiwan, Italy, Brazil, and America.

wize&ope

www.wizeandope.com

Contact: Victor Louzon, brand manager

P: + 33 1 45 54 03 86

E: victor@wizeandope.com

wize&ope was created on Earth, Paris, France. The brand started three years ago and is selling its products around the world. Its main product categories are watches, music headphones and sunglasses.

XCVI

www.xcvi.com

Contact: Daniela Zeltzer, vice president, marketing

P: 213.749.2661

E: daniela@xcvi.com

California-based lifestyle brand established in 1996. Current retail partners include Bloomingdales, Nordstrom, Neiman Marcus, Saks 5th Ave and Dillards. The versatility of the fabrics used and the thoughtful styling, fit and detail in the garments flatter a



broad spectrum of body types. Current retail shops in three malls; expanding into five locations by the end of the year.

LICENSING UNIVERSITY

SCHEDULE 2013

Organized by the International Licensing Industry Merchandisers' Association (LIMA), the Licensing University is a line up of seminars for newcomers and licensing veterans looking to build their industry knowledge.

MONDAY, JUNE 17

Licensing for Beginners

10 a.m.-1 p.m.

Licensing Law for Beginners

1:30-3 p.m.

TUESDAY, JUNE 18

Keynote: A Licensing Roadmap: Where are We Headed and How Will We Get There?

8:30-9:30 a.m.

A panel featuring Andy Price, senior category director, toys, Walmart; Brad Globe, president, Warner Bros. Consumer Products; Henry Stupp, chief executive officer, The Cherokee Group; and Josh Silverman, executive vice president, global licensing, Disney Consumer Products.

Basics of International Licensing

10-11:15 a.m.

Basics of Art Licensing

10-11:15 a.m.

Keynote: Brands on the Brink of Global Expansion

11:30 a.m.-12:30 p.m.

A presentation by Gwyneth Paltrow.

Anatomy of a Licensing Agreement

1:15-2:45 p.m.

Questions a Licensee Should Ask a Licensor

1:15-2:45 p.m.

Monetizing Digital Platforms

3:15-4:30 p.m.

How to Work with Agents and Consultants

3:15-4:30 p.m.

WEDNESDAY, JUNE 19

Building a Compelling Brand Guide

8:30-9:45 a.m.

From Good to G'RATE: What Every Licensing Professional Should Know About Royalty Rates

8:30-9:45 a.m.

Negotiating a Reasonable Licensing Agreement

10:15-11:30 a.m.

GM LICENSING GROUP, INC.



Specializing in acquisition of
character, fashion, celebrity and sports brands

\$2+ Billion
DOLLARS
in Retail Sales and Growing.....

That's our track record over 21 years in helping our
clients acquire major brands/properties.

If you want your company to grow and become more
successful - licensing must become an essential part of
your business model.

Smart companies use seasoned professional licensing
consultants to keep them ahead of the competition.

We will work hand-in-hand to help you:

- Identify goals to increase revenue and retail space
- Target current viable brands & market trends
- Build a strong comprehensive brand acquisition strategy
- Keep you ahead of your competition via a strong portfolio of top rated licensed brands
- Establish long-term licensee/licensor relationships
- Negotiate win/win contract terms

**Let Us Show You How To Increase Your Sales
Through The Power Of Licensing**

CONTACT GAIL MUNN

a trusted industry leader with a 21 year proven track
record of picking the winners!

818-501-6866
gmlicensing@gmail.com



LIMA Charter Member

**Licensing in Emerging Markets:
A Focus on China and Brazil**

10:15-11:30 a.m.

What's a Celebrity Worth?

12-1:15 p.m.

Advanced Licensing Strategies

12-1:15 p.m.

Crushing the Counterfeiters

1:45-3 p.m.

How to Evaluate a Children's Property

1:45-3 p.m.

**Apparel and Footwear to Home Décor, Beauty and Beyond:
Strategies for Licensing Fashion Brands**

3:30-4:45 p.m.

THURSDAY, JUNE 20

LIMA's Annual Industry Survey

9-10:15 a.m.

Retail Success Stories:

Case Studies from Coke to Kellogg's

9-10:15 a.m.

Activating Licensing Customer Loyalty Programs

10:45 a.m.-12 p.m.

**Royalty Audit and Contract Compliance:
More than Just the Money**

3:30-4:45 p.m.

Fox's Global Approach

Twentieth Century Fox Consumer Products is betting on industry veteran Rosalind Nowicki to bolster its properties such as *The Simpsons*, *Ice Age* and more around the world.

By **Amanda Cioletti**



Rosalind Nowicki
executive vice president,
sales and retail

Nowicki is responsible for overseeing licensing sales and major retail programs on a global scale for Fox's diverse film and television portfolio which includes *Ice Age*, *Rio*, *Diary of a Wimpy Kid*, *Avatar*, "Sons of Anarchy," "The Simpsons," "Family Guy" and Fox Sports. Nowicki also manages the global sales and retail divisions, as well as the London office.

Prior to joining FCP, Nowicki served as the executive vice president, global marketing and licensing, of 4Kids Entertainment; as the vice president of softlines licensing at Universal Studios; and held management positions at GUESS? and The Walt Disney Company.

What are your first impressions of Fox Consumer Products, its properties and its potential in the global marketplace?

I am struck by the amazing roster of diverse properties that Fox owns, from the most successful films in box office history like *Avatar* and *Titanic*, to the No. 1 animated film franchise of all time, *Ice Age*. Our portfolio includes the longest-running prime time television series in history, "The Simpsons," and award-winning shows like "Modern Family" and "Homeland." Fox manages all-family films like *Alvin and the Chipmunks* and *Rio*, while appealing to edgier audiences with television shows like "Sons of Anarchy" and "Family Guy." These properties not only have great merchandise potential, but are also highly recognizable in the marketplace.

What will be the first major initiatives you undertake?

Although I will be putting my attention toward our entire catalog—both film and television—there are some standouts for this year. My initial focus will be on securing global partnerships for the forthcoming sequel to *Rio*, as well as to secure retail support for the 25th anniversary of "The Simpsons," both launching in 2014. A high growth brand for FCP is the hit FX series "Sons of Anarchy," which has been a breakout property for the studio both domestically and internationally. We see the Sons of Anarchy business expanding dramatically this year with the introduction of new partners and new categories.

What is the overall strategy for growth in brand licensing and consumer products for Fox properties?

We have mature properties, new properties and many new introductions of our already successful brands. The key to growing our business is to maximize each property by identifying their unique points of difference and pursuing creative ways to license them, ensuring they have representation at all major retailers.

What categories are leading the charge?

Each brand is different and will have unique drivers. We have robust softline and hardline programs surrounding all of our key brands, but some of our highlight categories include location-based entertainment, online gambling and slot machines and unique collectible programs.

Live events have become a strong driver for program extensions for Fox properties, especially for films such as the *Ice Age* franchise. Do you see that trend continuing and extending to other programs?

Location-based entertainment at FCP is a high growth area for the division and also supports our efforts to license our brands globally. We see this as a critical part of our business in the coming years, expanding the category to include 4D entertainment, theme park attractions and live shows across North America, Europe and Asia for several properties.

What are FCP's dominant global markets and where will you focus the retail and licensing strategy?

We are already very strong in Europe, North America and Latin America. We are planning for additional growth in our licensing business in Asia, Latin America and Eastern Europe.

You've launched major licensing programs in the past, such as 4Kids' *Yu-Gi-Oh!*, to much success, and have held senior roles at top licensors including Universal and Disney. How does that experience translate into your new role with Fox?

My background at major studios provided me with a strong base to tackle major initiatives within a large organization. My recent experience at 4Kids, expanded my understanding of the international marketplace and really allowed me to tap into my entrepreneurial abilities. My strong background in studio licensing, coupled with my ability to manage fast-growing brands in a dynamic environment, makes me well suited for my new role at Fox. ©



BBC

BBC

**FOR LICENSING
INQUIRIES CONTACT:**

THE AMERICAS

Ed Casey
ed.casey@bbc.com
212-705-9351

UK

Maxine Lister
Maxine.Lister@bbc.com
+44 (0) 207 612 3099

INTERNATIONAL

Jackie Ferguson
jackie.ferguson@bbc.com
+44 (0) 207 612 3160

BBC

DOCTOR WHO





MOJO

Select licensing opportunities available.
Contact info@mojobackpacks.com
Visit us at www.mojobackpacks.com