

# LICENSE®

THE LICENSING INDUSTRY'S THOUGHT LEADER  
**LICENSEMAG.COM GLOBAL**

October 10, 2017 | Day 1

## LONDON BRAND LICENSING EUROPE 2017

### London Calling!

Welcome to Brand Licensing Europe, now open for three solid days of deal-making and networking.

This year welcomes back many exhibitors including brands such as Nickelodeon, Toei Animation, Mattel, Universal Brand Development, Entertainment One, Moomins, Saban Brands, Beanstalk and Smiley, among many others; while attendees will find new brands like 24H Le Mans, Admiral Sportswear, Ducati, Emoji, Endemol Shine, Juventus, OpSec Security, Rugby World Cup 2019, TF1 Licenses, The Point 1888, SYBO Games, Striker Entertainment and more.

New in 2017 is the Gaming Activation Zone.

The dedicated area will provide attendees with insight into some of the many ways gaming IP can be taken from screen to store, including a mock retail environment. A keynote, "Gaming: Dispelling the Myths" with Mark Howsen, Sony Interactive Entertainment Europe, will also take place.

Be sure to visit the revamped Brands & Lifestyle Zone to view a product showcase that highlights merchandise from more than 25 exhibitors and 60 brands. The zone is also home to the BLE Live Stage and Seminar Theatre, which offers presentations, interviews, demonstrations and panel discussions. For the full schedule of free-to-attend sessions, see **page 57**.

BLE is part of the Global Licensing Group, organized by UBM and sponsored by LIMA.

### News

#### Baileys Toasts Ledo

Beanstalk has signed licensee Ledo, a producer and distributor of ice cream and frozen food, to develop a range of Baileys topped ice cream.

Beanstalk represents Baileys for brand extensions.

The Grandissimo Deluxe Baileys Ice Cream products launched in August across Eastern Europe.



#### Peanuts x Cedar Fair

Peanuts Worldwide, a subsidiary of DHX, has renewed its agreement with amusement park company Cedar Fair through 2025.

The agreement extends Cedar Fair's North American exclusive use of Peanuts in its attractions, entertainment, sports, food and beverage, lodging and retail operations.

An added five-year option brings the potential contract extension to 2030.

#### Today's Events

- **11 a.m.** – Character Parade @ Main Aisle
- **12 p.m.** – "Gaming: Dispelling the Myths" Keynote @ Licensing Academy

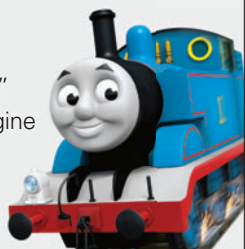
For today's full Licensing Academy schedule, turn to page 56.

#### 'Thomas' Rides the Rails on New International Adventure

Mattel's "Thomas & Friends" is setting out on a global adventure, anchored by brand-new content and merchandise.

The newest iteration, "Thomas & Friends: Big World! Big Adventures!," takes the iconic train engine farther than ever before as Thomas travels the world to experience new countries, learn about other cultures and make new, international friends along the way.

Read more on **page 6**.



#### WBCP Builds Justice League Program Ahead of Film

Warner Bros. Consumer Products has tapped a number of licensees for a global licensing and merchandising program inspired by DC Entertainment's action-adventure film *Justice League*, hitting theaters worldwide in November.

The program hit markets in August.

Read more on **page 20**.



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# Connect with Leading Executives in Brand Licensing and Retail

The NYC Licensing Summit returns in 2018 with a jam-packed speaker slate and enhanced focus on all aspects of retail

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## Retailers Unlock Universal's U-Vault for Classic Brands

Retailers have discovered an untapped source of classic movie titles that offers fresh opportunities in every category: Universal Brand Development's U-Vault, a formidable archive, which is 104 years old and contains many of the biggest movies and most popular TV shows ever made.

High street retailers such as Next and Primark have utilized U-Vault recently for fashion lines that tap into the '80s nostalgia trend through classic imagery and graphics from entertainment properties such as *Jaws*, *E.T. The Extra Terrestrial*, *Back to the Future* and *The Breakfast Club*.

The programs are part of a wider strategy from Universal Brand Development to open up these assets to licensees and partners in all retail sectors.

"Remember *Chucky* and 'Saved by the Bell?' There are

so many great memories in the U-Vault," says Hannah Mungo, country director of the U.K. and Ireland, Universal Brand Development. "We have created fresh assets for these '80s brands and are building partnerships from halo to mass so that everyone can enjoy them."

Recent partnerships include *Jaws*-inspired Sperry boat shoes and fashion collections from Supreme, the Hundreds and Foundation. Universal also plans to target the "mini-me" market.

In addition to '80s hits, the U-Vault houses an impressive collection of classic monsters such as *Frankenstein*, *Dracula* and *the Invisible Man*, which Universal says is perfect for use at fast fashion retail.



## 'Thomas' Reboot Reinigorates Evergreen Brand

Animated children's series "Thomas & Friends" has some exciting changes lined up for 2018. The newest iteration, "Thomas & Friends: Big World! Big Adventures!," features 26, 11-minute episodes that take the iconic train engine farther than ever before. Thomas will travel the world to experience new countries, learn about other cultures and make new international friends along the way.

The new show will have a more contemporary feel and global appeal for

preschool viewers. The series will feature an all-new format, fast-paced plots, humor, more action and adventure-based storylines that have fantasy and musical elements.

The content features new themes designed to appeal to both girls and boys. Storytelling will remain at the heart of the "Thomas" brand, and publishing will continue to be a key category. Regional partner Egmont is on board for books and magazines supporting the new content. New partner Signature Gifts will also be introducing a

line of personalized *Thomas* books based on the original railway series that will be available both in the U.K. and U.S.

Other partners include Finsbury Foods for a line of celebration cakes, Golden Bear, Rainbow Designs, Kinnerton and Ravensburger.

MV will continue to produce wheeled goods, and Mondo Balls and HTI will produce pocket money ranges. Trends Consumer Electronics will launch a range of products in the EU, and Blazed will expand its "Thomas" range beyond the U.K.





Dr. Seuss'  
**The GRINCH**

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**ILLUMINATION**



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## Mondo TV Builds Korean Partnerships

Mondo TV, one of the largest European producers and distributors of animated content, has announced another important collaboration with a major player in the Korean market.

Following its co-production with Aurora World Corporation for the upcoming 3D, CGI-HD show “YooHoo & Friends,” and CJ E&M for co-production of season two of “Robot Trains,” Mondo TV will be collaborating with Young Toys for “Metalions.”

Mondo TV is the agent in Italy for TV and licensing sales for this animated show about Elon, an 8-year-old inventor whose world changes forever when he discovers his role as protector of the Earth and its environment. The environmental theme that combines magic, adventure, engaging characters (humans, beasts, and robots) and a race against time, arrives on screens in 2018.

Young Toys and Mondo TV have high hopes for this adventure series aimed at boys ages 5 to 8. Young Toys, a toy company in Korea that specializes in plastic toys, will be the master toy licensee for the “Metalions” brand.

The series “Robot Trains” is also performing well for Mondo TV with several licensing partners already on board in Italy and Iberia, and a second season is in the pipeline.

## Emoji Adds Partners Around the World

The Emoji Company, which now has more than 400 licensees across multiple categories around the globe, continues to increase its reach to consumers around the world, and has teamed up with new international partners for a number of fresh programs.

Along with partner Bravado, The Emoji Company has signed on with Novomatic Group’s Bell-Fruit Games division for prize machine merchandise that will be distributed across Europe in arcade centers, pubs and other establishments. The machines are targeted to the 18-and-older demographic, a growing sector for Emoji, the company says, and are rolling out in test markets now. Product is expected to hit the U.K. in Q4, with a wider European launch to follow next year.

Emoji has also signed with Dubai-based UAE Invent for an array of activities, from mall activations to character appearances.

In August, Invent developed an activation program based on the Emoji brand for the City Center Bahrain. Invent will be working on more events for the brand going forward.

The Emoji Company has also signed with Istanbul-based Richard Morris, a fashion distribution and manufacturing outfit in the MENA region, for a line of apparel, accessories and bags. An exclusive Emoji brand collection launched in August, and Richard Morris is working on new designs set to launch early next year.

Emoji has also inked several new partnerships in China.

The Emoji Company partnered with VIP.com, an online mall in China, for an Emoji brand day in August.

The promotion included an array of licensees including Peace Bird, Vinda, Babama, Mead Johnson and Missha, and featured retail



campaign and consumer web pages decorated with patterns created by The Emoji Company.

Vinda, a household paper company in China, recently launched an Emoji paper line in online and offline channels. Vinda named Chinese actress Jiang Xin as the Happy Expression ambassador for the brand. More marketing promotions for the branded tissue range will be coming soon.

Emoji has also teamed up with snack food company Laiyifen for a branded line of snacks. Laiyifen, which serves nearly 60 million people each year through its 2,300 stores located in more than 10 providences and

municipalities such as Shanghai, Jiangsu, Zhejiang, Anhui, Shandong and Beijing, is creating Emoji-branded moon cakes, lollipops, milk biscuits, cupcakes, pastries, meat snacks, nut fruits and preserved fruits. In September, Laiyifen launched the first product in the line, Chinese moon cakes, in Laiyifen online shops and will make the products available in chain stores soon.







DREAMWORKS  
**Trolls**

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# Hits Keep Coming from BBC Worldwide

BBC Worldwide will hit the Brand Licensing Europe show floor with several key properties from its brand portfolio. Its catalog includes “Doctor Who,” alongside preschool brands “Hey Duggee” and “Go Jettters,” which round out the roster of top properties to be touted at this year’s show.

“Doctor Who” returns to BLE with its first female Doctor, to be played by actress Jodie Whittaker. In preparation for her tenure as the show’s 13th Doctor, BBC Worldwide is looking to add to the brand’s licensing portfolio.

U.K. master toy licensee Character Options recently renewed their licensing deal with BBC Worldwide for the “Doctor Who” series. Following the success of Penguin Random House’s collection of Dr. Men books (a co-brand with Sanrio’s Mr. Men Little Miss), BBC Worldwide, in partnership Sanrio, has signed a deal with RP2 Global to launch a range of Dr. Men figurines in the U.K. The first wave of product will launch this fall and will feature Dr. First, Dr. Fourth, Dr. Eleventh and Dr. Twelfth.

Gifting licensee Half Moon Bay will also continue to work with BBC Worldwide to create giftable ceramics and homewares for the brand, and licensee Pyramid is creating a range of Dr. Men gifting cards, calendars and stationery.

CBeebies’s “Hey Duggee” recently became available on Amazon Prime Video as part of a BBC Worldwide kids’ content deal, which also includes “Go Jettters” among a plethora of other BBC children’s shows. Master toy partner Golden Bear is developing a new “Hey Duggee” plush product range for fall/winter 2018, and U.S.

master toy licensee Jazwares recently launched a range of collectible plastic figure packs, small plush toys and a talking “Hey Duggee” plush toy. “Hey Duggee” apps created with partner Scary Beasties also continue to be successful.



Earlier this year, “Hey Duggee” hit the one million download mark for its apps, which include “The Big Badge,” “The Big Outdoor” and “We Love Animals.” More recently, the brand launched its first puzzling app “Hey Duggee Jigsaw,” featuring 22 puzzles for “Duggee” fans of all ages.

New licensees on softlines include Dreamtex for bedding and home textiles, and Paper Projects for stickers. Other recent partnerships include Aykroyd and TDP for nightwear, underwear and swimwear, and Blue Sky Designs for a range of art, stationery and activity products. Publishing partner Penguin Random House created a range of companion books, and Immediate Media publishes the official *Hey Duggee* magazine.

With its second season set to debut on

CBeebies this fall, “Go Jettters” is one of the top five program requests for CBeebies content on iPlayer this year in the U.K., says BBC. The show is the highest-rated kids’ title on France 5, ranks in the top five most-watched programs on ABC in Australia and has had almost 20 million views on China’s iQiyi since launching on the digital platform in May. Fisher-Price, the global master toy licensee for “Go Jettters,” launched its first range of toys in the U.K. in fall/winter 2016, including the Jet Pad, the Grimbler and the Vroomster. New “Go Jettters” lines from Fisher-Price are due to launch in next spring, with further rollouts planned in other markets. Last spring, the Vroomster Ride launched at the CBeebies Land at Alton Towers.

Dreamtex has inked a deal with BBC Worldwide to create “Go Jettters” bedding and home textiles, and Paper Projects are the new licensee for stickers. Current licensees for the brand include Aykroyd and TDP with nightwear, underwear and swimwear, Blue Sky Designs for a range of art, stationery and activity products and Ravensburger for puzzles and games. BBC Worldwide developed apps in-house with partner Scary Beasties, publishing partner Penguin Random House launched a range of companion books and Immediate Media publishes the official *Go Jettters* magazine.

Golden Bear has retained the master toy license including games and puzzles for the CBeebies show “Something Special.” The licensee recently refreshed and re-designed the “Something Special” offering under the new banner of “Mr. Tumble Something Special.”

## Neil Lane Expands Beyond Jewelry with ABG



Authentic Brands Group recently purchased a majority interest in the fine jewelry and accessories company founded by jewelry designer Neil Lane.

The acquisition gives ABG a leading position in the fine jewelry space and further strengthens its portfolio of luxury and fashion brands, which includes Judith Leiber, Juicy Couture, Frye and Hickey Freeman.

“We are honored to welcome Neil Lane to the ABG family,” says Jamie Salter, chairman and chief executive officer, ABG. “Neil’s influence in jewelry, bridal and entertainment provides a solid foundation to grow the brand into a full lifestyle property.”

“I’m excited to have my brand as part

of ABG’s esteemed portfolio,” says Lane. “ABG’s capabilities in building value are unparalleled and I’m confident that together we will take my brand to the next level.”

Lane, an entrepreneur, innovator and designer with a long history in Hollywood, formed relationships with emerging starlets early in his career and quickly rose to fame alongside them, becoming the go-to jewelry designer for celebrities’ red-carpet appearances. He became a household name when he signed on with “The Bachelor” more than a decade ago. While jewelry will continue to be a cornerstone of the brand, ABG plans to expand Neil Lane into lifestyle offerings as well, such as home, travel and fashion.



DREAMWORKS  
**DRAGONS**

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# GOOD YEAR



# Lifestyle Collections



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# Beanstalk Showcases Vast Slate of Top Brands

Global licensing agency Beanstalk has been appointed by Yildiz Holding to represent the Godiva, Flipz and Turtles brands in key strategic territories.

Beanstalk will also represent McVitie's in Europe and the U.K., and will be looking for new opportunities for the company's portfolio of brands including Jaffa Cakes, Digestives, Hob Nobs and Nibbles. The company's initial strategy will expand to new core categories, such as desserts, ice cream, yogurt and gifting.

New agreements have also been signed for Diageo, a global brand in adult beverages which Beanstalk represents for licensing extensions. Guinness has partnered with Windyridge, a specialty cheese producer, for a new range of Guinness-flavored cheddar cheese that will be available in major U.K. grocers this month.

On the apparel side, Guinness partnered with German clothing retailer EMP for men's and women's apparel and footwear that is set to launch across 17 countries in EMP stores and in its catalogs, on its online store, via apps and at trade shows this summer. Uniqlo will also carry the merchandise.

In June, Baileys launched a new coffee pod with Tassimo, a combination of espresso and Baileys. A new range of Baileys sharing cakes and cupcakes is scheduled to launch in early 2018



from food manufacturer Finsbury Food Group at U.K. grocers.

Beanstalk worked with Stanley Black & Decker to develop a global licensing program for its three key brands: Stanley, Black+Decker and Dewalt. The Dewalt program has added fall protection equipment and ladders, while Black+Decker has expanded into the small domestic appliances category across Europe.

TGI Fridays launched its international licensing program this year with a slow-cooked meats line, available at Morrison's in the U.K. Handcrafted Restaurants launched TGI Fridays BBQ Ribs in July at Costco in Taiwan. Additional licensees for 2018 retail launches in the U.K., Australia, Korea and Japan are in the works. TGI Fridays is also launching a gifting range for the holiday season by IG Designs, available at Boots in the U.K.

Beanstalk signed Greencore to develop a Chupa Chups cake, which launched in March in Asda stores across the U.K.



And Beanstalk continues to grow the global licensing program for Energizer. Beanstalk is focused on extending the brand into more categories and territories in Southeast Asia.

Tinderbox, Beanstalk's digital division, is working with Microsoft's "Halo" to develop its European licensing programs such as an adult apparel collection with Bioworld Europe and boys apparel from Blues Clothing, which is set to debut at retail later this year.

## NatGeo Revitalizes Licensing Strategy

National Geographic Partners, a joint venture between 21st Century Fox and the National Geographic Society, will introduce its revitalized global licensing business at Brand Licensing Europe.

NGP is leveraging its media and commercial properties which includes TV networks, magazines, books, maps, a kids' business, a travel business, social, digital, web, consumer products and global licensing.

The company reinvests 27 percent of its proceeds from the sale of its merchandise and experiences to fund the National Geographic Society, a global non-profit organization committed to research, science, conservation and exploration.

National Geographic has launched an aggressive company expansion initiative in Europe and Africa to create and implement the newly revamped licensing program,

which positions National Geographic as a premier exploration brand and will focus the first phase of its new strategic licensing rollout on apparel, outerwear, accessories, footwear and STEAM products.

Ultimate Explorer Family Entertainment Centers, in partnership with IP2 Entertainment, is rolling out a series of indoor, interactive family exploration centers worldwide, drawing on National Geographic's content. The first location will open in Shenyang, China in May.

Licensee SPE Partners has opened "Encounter: Ocean Odyssey," an immersive holographic 3D attraction that transports audiences on an extraordinary journey beneath the Pacific Ocean, in New York City's Times Square this month.

On the retail front, the Nature Company is NGP's fastest-growing licensee with more than 46 National Geographic-branded

flagship stores and retail spaces throughout South Korea. The stores feature branded outdoor adventure apparel, accessories, bags, luggage and camping gear.

National Geographic has appointed Eagle Creek as its adventure travel gear partner in North America, with product set to launch at retail by fall 2018.

A partnership with new outdoor technical footwear licensee Dachstein Outdoor in Europe will launch in 2018.

National Geographic has partnered with Manfrotto for branded camera and media bags and is adding camera tripods to their photography bag range, to be launched next year.

Other partnerships include Buffalo Games for a two-part collection of board games based on the National Geographic Emmy-nominated series "Brain Games," and a direct-to-retail partnership with PetSmart in North America.



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# YooHoo

## & FRIENDS

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# eOne Preps for 'Peppa Pig' Milestone



Entertainment One heads into Brand Licensing Europe 2017 with global licensing and merchandising opportunities for its trio of award-winning entertainment properties: "Peppa Pig," "PJ Masks" and "Ben & Holly's Little Kingdom."

With more than 800 licensees supplying products globally, "Peppa Pig" has a strong retail presence in the U.K., Australia, New Zealand, the U.S., Iberia, France, Central and Eastern Europe, Latin America, Russia and Asia. Consumer products programs are accelerating in mainland China, Korea and India, where "Peppa Pig" has a rapidly growing fanbase. The licensor is gearing up for the brand's 15th anniversary celebrations in 2019, which will be marked by new episodes, top-tier partnerships, retail events and special product lines.

Just Play's master toy line for eOne's preschool superhero property "PJ Masks" hit shelves across North America, the U.K., France, Spain, Italy, Australia, Russia, Greece, Israel and South Africa in the past 12 months and retail reports say sales surpassed expectations with many stores selling out lines across the range.

Consumer products will launch in multiple EMEA regions including Germany, Austria, Switzerland, Benelux, the Nordics, and Central Eastern Europe, Turkey and the Middle East in addition to Latin America and Asia in late 2017. The second season launches on air across the EMEA region in spring 2018 on the Disney Junior network. The new series will introduce new characters and locations that will give licensees and retailers inspiration for product lines. A third season is now in development.

Animated series "Ben and Holly's Little Kingdom" introduced its toy range from Jazware at retail in August, while in the U.K. the property has been boosted with new partnerships including food company Naturelly, a promotional tie-in with The Woodland Trust and a fresh toy line from Character Options set to debut at retail in Q4. The property also continues to grow in Asia with Pro Pacific preparing to launch Character Options' toy range in Taiwan. Viacom18 has been appointed as the brand's licensing agent in India, and an array of new video-on-demand broadcast deals for the region will be announced soon.



## Brandgenuity Expands Clients, Extends Reach

With new clients, new employees and new partnerships, Brandgenuity Europe is having a blockbuster year serving more than 100 clients in London, Munich and Hong Kong.

Brandgenuity is working to grow the National Football League Players Association into new categories across Europe, including toy collectibles, stationery, fashion apparel and accessories and mobile accessories.

Gas Monkey Garage has seen positive retail tests on the U.K. and German high streets as well as a new DTR with EMP. ASOS recently launched a limited collaboration with MTV for a range of men's and women's 1980s-inspired apparel, which garnered coverage in top fashion and lifestyle publications across Europe.

This spring, Brandgenuity assumed management of BMW on a global basis in categories including lifestyle, toys/mobility and video games. The agency also signed Anheuser-Busch InBev and will extend the brewer's powerhouse Budweiser, Corona and Stella brands as well as its regional brews in Europe, Asia and Canada. New food client Welch's has tapped Brandgenuity to help extend into adjacent food categories in the U.K.

"We've had an action-packed year since BLE 2016," says Teri Niadna, managing director, Brandgenuity. "Hawaiian Tropic's range of body mists launched at Superdrug to great success and has now expanded to Boots and other leading retailers, with new categories coming online soon. The NFLPA program has grown, and 2017 will see significant marketing activation from partner EA Sports in support of their 'Madden' title, as well as strong results from Nike and Fanatics, with new partnerships coming online this season."



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**YOUNG TOYS**

**WINSING**  
ANIMATION  
赢声动漫

## Xilam Inks French Publishing Deal

Xilam Animation has secured a deal with France and U.K.-based publisher, Centum Books, to license its flagship brand “Oggy & the Cockroaches” in France. The deal, which also includes Xilam’s “Zig & Sharko,” will launch in spring 2018 with a premiere range of story books and novels.

Centum Books will develop the two properties into all book formats, including, but not limited to, activity books, coloring books, sticker books, annuals, joke books, hardbacks and paperbacks, character guides and handbooks.

The deal, together with Lansay’s launch of “Oggy & the Cockroaches” toys and games in January 2018, will strengthen “Oggy’s” presence in its home country next year in these core categories.

“We are delighted to be working with such an innovative and creative company as Centum Books—this partnership is a perfect fit for Xilam,”

says Marie-Laure Marchand, senior vice president of global consumer product and media distribution for Asia-Pacific, U.S. and U.K., Xilam. “We know that with their expertise, the ‘Oggy’ and ‘Zig & Sharko’ publishing ranges will launch successfully in France. Our fans are always eager to discover new products, so this marks another step in our growing and successful licensing program.”

“We are all very excited and looking forward to working with Marie-Laure and her colleagues at Xilam on both of their well-loved brands; ‘Oggy’ and ‘Zig & Sharko,’” says Fiona Macmillain, managing director, Centum. “Our French office has seen significant growth in the last 18 months and securing these two brands within our portfolio takes the company into the next part of our journey.”

The new season of “Oggy & the Cockroaches” premiered in August on French channel Gulli,



and both seasons of “Zig & Sharko” currently air more than 18 times a day on Gulli, and air on Gulli’s new Gulli Toon block along with “Oggy & the Cockroaches.”

## Warner Bros. Takes *Justice League* Global

Warner Bros. Consumer Products has tapped a number of licensees for a global licensing and merchandising program inspired by DC Entertainment’s action-adventure film *Justice League*, hitting theaters worldwide in November from Warner Bros. Pictures.

The program hit markets in August, and invites fans to show off their allegiance to their favorite DC Super Hero and the Justice League with an impressive range of product offerings, including toys, collectibles, apparel, accessories, publishing, home décor and more.

JoinTheLeague.com continues to serve as an all-encompassing hub for fans featuring an array of exclusive content, activities, games and weekly sweepstakes, as well as an inside-look at film-inspired product, cast interviews and film news. As the release of the feature film draws near, members have even more to look forward to on the site, with this fall’s debut of exclusive augmented reality content.



WBSP’s multi-category program pairs best-in-class licensees, including Mattel, The LEGO Group, Rubie’s Costume Co., Funko, Jakks Pacific, Hot Toys, Kotobukiya, Under Armour, Converse, New Era and many more, with top retailers including Walmart, Target, Toys ‘R’ Us, Amazon, Gap, Hot Topic and Party City, along with a broad array of global, regional and local partners, to unleash a lineup of *Justice League*-inspired merchandise around the world.

Throughout Europe, the Middle East and Africa, retailers and partners have an array of product on shelf supporting *Justice League*, including Primark, EMP, Tesco, El Corte Ingles, Detsky Mir, Top Toy and Carrefour.

Regional partners GB Eye and Pyramid International are offering posters and stationery; Panini has launched a sticker album featuring the film across EMEA, as well as Latin America and North America; among many more. In the U.K., grocers Tesco and Asda are supporting *Justice League* across key categories in stores and online. Toy specialists Argos, Smyth’s Toys and Toys ‘R’ Us are supporting ranges from Mattel, The LEGO Group, Rubie’s Costume Co., Funko,

Jakks Pacific and more.

Other licensees on board include Bon Bon Buddies, Smith & Brooks, Global and Aykroyds. In Italy, OVS has released film-inspired apparel collections with dedicated window displays featuring *Justice League* product, and Campari has introduced film-inspired, limited-edition soft drinks. In Germany, the film is seeing support from Elbenwald and EMP, with dedicated catalog covers alongside social campaigns, and Mauritius with a *Justice League*-inspired leather collection. Other partners include Müller and Muckle with life-size sculptures of the team, and Schleich with collectible figurines.

*Justice League* also has the support of an extensive list of licensees in Spain and Portugal developing products in several key categories, including back-to-school with Cerdá Group, Karactermania and Grupo Erik; apparel and accessories from Inditex and Springfield and themed food items from Gullón Company.



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

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# Rainbow Sprinkles Magic at BLE

Rainbow is lighting up Brand Licensing Europe with three of its global hits, “Regal Academy,” “Maggie & Bianca Fashion Friends” and “World of Winx,” and will debut its brand-new CGI series “44 Cats.”

“Regal Academy” centers on character Rose Cinderella, an ordinary girl who comes to learn that her grandmother is Cinderella. In the first season, Rose found herself enrolled at Regal Academy, a school for fairy tale characters such as Hawk SnowWhite, Travis Beast, Joy LeFrog, Astoria Rapunzel and LingLing Iron Fan.

Thanks to the huge global success of the first season, according to Rainbow, season two has rolled out with more adventures for Rose, her friends and new characters. “Regal Academy” has been sold into more than 100 countries.

“Maggie & Bianca Fashion Friends” is a pre-teen, live-action show centered on the funny and touching adventures of young American girl Maggie and Italian princess Bianca, who meet at the Milan Fashion Academy.

Rainbow has produced three seasons of the series, as well as two TV movies and two music CDs (in



partnership with Sony).

This fall, the band from the show will entertain crowds throughout Italy on a live tour, with dates in major Italian towns and cities.

“Maggie & Bianca Fashion Friends” reaches millions of fans through TV broadcast in Italy, Russia, Brazil, France, Germany, Greece, Poland and Benelux, and is available on Netflix worldwide.

“World of Winx” is inspired by Rainbow’s evergreen “Winx Club” property, and finds the famous Winx fairy friends going undercover to outfox a villain called the Talent Thief, a mysterious and evil criminal who is capturing gifted children. The show has aired on Netflix since November 2016 around the world.

New from Rainbow is “44 Cats,” a preschool animation about cats and how they see the world. The show is a physical, character-driven comedy with storylines based on powerful musical assets. Targeted to both boys and girls, the series offers key themes of friendship and altruism alongside magical stories that promote tolerance, diversity and offer important life lessons.

## Bioworld Int’l Showcases Top Gaming Brands

Bioworld International, serving western Europe and the surrounding territories, brings an ever-increasing portfolio of marquee brand partners, including Warner Bros., Activision and Nickelodeon, to retail and brand product partners across Europe.

The company will feature product assortments for properties such as “Call of Duty,” “Destiny” and “Five Nights at Freddy’s” in the BLE Gaming Activation Area.



“We have one of the strongest gaming rosters in the industry that cuts across all product categories. Bioworld International offers fans the true brand story from their favorite games on all the products they

love,” says Jason Mayes, marketing operations manager and intellectual property manager, Bioworld Merchandising.

The company’s integration with global merchandiser Bioworld Merchandising allows Bioworld to service its partners with unprecedented resources. With a fully integrated office in the U.K. Bioworld Merchandising is expanding its industry leading product offering across Europe with a marketplace that is truly global.

## Brand Central Launches Insights Branch

Brand Central, headquartered in Los Angeles, Calif., with offices in New York and Louisville, recently added a new trend intelligence service, Brand Central Insights, to its portfolio of services. Brand Central Insights offers customized trend reports for international agents, manufacturers and global retailers, which enables clients to anticipate and proactively respond to evolving consumer attitudes and behaviors associated with their company, brand, products and services.

The topical trend intelligence is 100 percent customized for each client, including actionable recommendations based on how trends take shape, evolve and translate into new business opportunities.

“We are looking forward to expanding our network of partners throughout the international licensing community and introducing our new trend intelligence service to European licensees and retailers,” says Ross Misher, founder and chief executive office, Brand Central.



# ACTION, ATTITUDE & A NEW SERIES COMING SOON



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# COMING SOON

# Juventus FC Re-Brand Drives New Licensing Opportunities

Italian football club Juventus is kicking things up a notch. The franchise is making its Brand Licensing Europe debut with a completely revamped brand identity and recently overhauled licensing program, all with an eye on international growth.

“On July 1, we launched our new visual identity, built around a new logo, which was completely refurbished to replace our historical logo, which has remained largely unchanged since the 1920s,” says Luca Montesion, licensing executive, Juventus, which is one of the biggest football clubs in Italy with a fanbase numbering 12 million regionally and 300 million worldwide. “It is a logo developed with the principles of building a global icon that we feel can express itself in any context. Juventus aims to give its

brand a wider and more profound meaning.”

Juventus gave partners a sneak peek of the new brand at Licensing Expo in Las Vegas this May. Now that the re-brand has been formerly launched, the team is actively seeking to expand its licensing business around the world, and that work has already begun.

“Prior to 2015, licensing and retail activities were not managed directly by the Juventus Football Club,” explains Montesion. “In the two years since, we have substantially revised our licensee portfolio, consolidating firstly our market in Italy, and then overhauling our international development program. Now we are covering nearly every product category and counting



more than 100 licensees worldwide. Juventus is now poised to delve into an even wider brand licensing program including a range of product categories. We aim to give a wider, deep and transversal meaning, seeking new targets and looking for new distribution channels.”

The brand is already represented outside of Europe by EDGE Americas Sports in the U.S. and IMG in Asia Pacific.

Stop by and hear all about it first-hand when Montesion takes the stage at the Brands & Lifestyle Theatre today at 3:30 p.m in a session titled “Juventus: From a Football Team to a Global Brand.”

## CAA-GBG Shares Exclusive Insights from Top Clients



Brand extension leader CAA-GBG has teamed up with *License Global* to offer you insider insights from five of its key clients and some of the biggest names in licensing—The Coca-Cola Company, Fred Segal, Jennifer Lopez, Kodak and Nicole Scherzinger—in a new white paper now available on LicenseMag.com and at the CAA-GBG Stand, L100.

CAA-GBG is the largest licensing and brand management company in the world. Created as a joint venture between Global Brands Group and Creative Artists Agency’s licensing division, CAA-GBG works with some of the biggest brands in the world, using its years of experience to deliver award-winning strategic brand solutions.

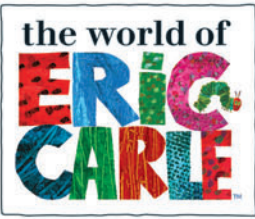
One of those clients, Kodak, has seen massive growth in recent years due in large part to its licensing program, which has been led by CAA-GBG in partnership with Kodak’s business development team since 2016.

The brand has big plans for 2018, and they tell us all about them in this exclusive report. As a sneak peek, here is a snippet of the interview with Joel Satin, vice president of global brand licensing and consumer products, and Brian Cruz, vice president and general manager, Consumer Products Group, Eastman Kodak

Company, as they discuss the three factors that they think are shaping our world and their business.

- 1. Human value**—Artificial intelligence, robotics, big data...these will all have a place in the world of business, but human beings offer superior social and interactive skills. Which company will you perceive more highly, company A who puts you through five minutes of automated customer service responses, or company B, who has a real, live person answer the phone?
- 2. Ownership**—From government to companies to individuals, it’s important for everyone to take ownership. Ownership makes for more productive meetings, processes and overall productivity.
- 3. Communication**—In a world that is becoming increasingly virtual (50 percent of Kodak’s brand licensing team works remotely), it’s important to over-communicate, and that doesn’t just mean sending e-mail after e-mail. Pick up the phone and talk through issues.

You can go to LicenseMag.com now to download the full report, or visit CAA-GBG at Stand L100 to get access to these insights and many more.



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# Capcom Unveils Action-Packed Plans

This year, Capcom will focus on the “Resident Evil,” “Street Fighter,” “Mega Man” and “Monster Hunter” brands at Brand Licensing Europe.

In 2018, Capcom will release “Monster Hunter: World” building on the growing success of one of its most successful franchises to-date, which has sold more than 40 million units globally. “Monster Hunter: World” will mark the first time the action game had a truly global release and will be available on multiple platforms.

Earlier this year, Capcom launched “Resident Evil 7” and plans additional releases for the brand throughout the year including the upcoming console releases of “Resident Evil Revelations” and additional content for the critically acclaimed release of “Resident Evil 7.” The company has ancillary product in the pipeline to celebrate the series.

The “Mega Man” retro favorite released a “Legacy Collection” this summer and a new TV series is slated to run on Cartoon Network in the U.S. next year.



Among the companies Capcom is working with to develop licensing programs to support its games is HalfMoonBay, who’ll release its first homewares collection for “Street Fighter” followed by a “Mega Man” range of products.

Funko Europe released Pop Vinyl collections for “Street Fighter,” “Mega Man” and “Resident Evil.” A number of apparel collections are being developed with licensees Fashion U.K., Cotton Division, Rubber Road and new lines from Innocent Clothing, Parks Agency and Textiss in addition to underwear and hosiery ranges from Dutexdor.

More collectibles from Ikon, plush from Pop Buddies for “Mega Man” and plush for “Street Fighter” from PMS are also releasing later this year.



“Street Fighter” continues to be a key series for Capcom with additional characters released. eSports fans can now watch “Street Fighter V” game play on BBC3 eSports broadcast of the Gfinity Elite Series. Capcom will showcase the “Street Fighter” gaming franchise and retail product in BLE’s Gaming Activation Area, including “Marvel vs Capcom Infinite,” now in the market.

# Cartoon Network Unveils EMEA Partners for ‘Rick and Morty’



Turner’s Adult Swim series “Rick and Morty” is making strides in EMEA as well as the U.S. In addition to its social buzz, the animated sci-fi comedy’s third season is now available in select EMEA markets on Netflix.

With an expanding licensing program in the U.S., Turner’s Cartoon Network Enterprises is looking to mirror this success across EMEA with a line of merchandise targeting adults, ages 16 to 35. For fans in the U.K., Poetic Gem is on board for a range of menswear and underwear, CID U.K. is developing menswear and Roy Lowe will introduce a collection of socks. Bolstering the apparel line up, Spreadshirt and CID Germany are also on board for menswear for the German market. In a slate of pan-European deals, Just Funky will launch homewares and kitchenware. The new products will begin rolling out this fall and winter across independents, specialists, grocers and online.

“‘Rick and Morty’ season three is without doubt one of the most anticipated animated series right now,” says Johanne Broadfield, vice president, Cartoon Network Enterprises EMEA. “Its established success Stateside, and the global social buzz around the brand, is creating significant demand with Millennial audiences in European markets. We’re confident it has the potential to be one of the hottest properties at BLE this year.”



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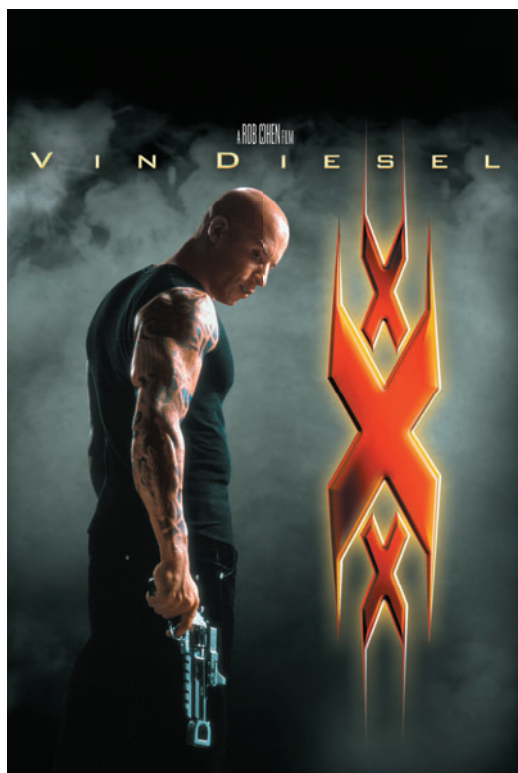
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## Revolution Names Global Licensing Agent

Revolution Studios has signed Creative Licensing Corporation as its worldwide merchandise licensing agent to represent its film and television library.

Titles in Revolution's library include *xXx*, *Black Hawk Down*, *White Chicks* and *Daddy Day Care*, as well as titles recently acquired by Revolution Studios such as Morgan Creek International's *Ace Ventura: Pet Detective*, *Major League* and GK Films' *The Tourist*, among others.

CLC will introduce Revolution Studios' titles to an international audience here at BLE. Under the terms of the agreement with Revolution, CLC will develop worldwide licensing programs for Revolution Studios' large library of films and television series.

"This relationship allows us to continue to develop and exploit our film and television titles so they'll reach an even larger audience worldwide," says Vince Totino, chief executive officer, Revolution Studios. "This is the perfect way to bring even more exposure to the Revolution Studios library."

"Revolution Studios has a vast array of iconic, award-winning films that are a natural fit in our portfolio," says Rand Marlis, founder, president and chief executive officer, CLC. "The initial interest has already proven strong and we are looking forward to our burgeoning partnership with the Revolution team."

## Chupa Chups Readies for 60th with Fashion Line

Perfetti van Melle's Chupa Chups will celebrate its 60th anniversary with a new collaboration with designer Fyodor Golan for a capsule collection.

The London-based label is known for its luxury womenswear, infusing a sportswear aesthetic with technology for distinctive textiles and 3D embroideries.

The Chupa Chups collection, which will offer empowering messages and a transformation of its logo, appeared on the catwalk at London Fashion Week in September. The collection will become available for consumers in February 2018 at exclusive retailers.

"For Chupa Chups, design has always been a key asset, so we are very excited to have Fyodor Golan's privileged creative minds propose an empowered and exquisite version of our brand elements in this fashion

collection," says Christine Cool, area licensing manager, Perfetti van Melle. "It is fascinating to see how they have made an artistic conception by fusing the brand icons with surprising materials and disrupting shapes."

"We wanted to metamorphose the lollipop," says Fyodor Golan. "Engage with its perception of disposability and turn it into splendor. Casting Chupa Chups lollipops in gold, silver and rose gold, we were attracted to this oxymoron of everyday object turned into deity or valuable object. Chupa Chups' strawberry taste printed wrapper inspired us to recycle the wrapper and adapt it into this season's prints and accessories."

Perfetti van Melle will reveal other collaborations and new projects for its other brands in its portfolio at BLE including Mentos, Brooklyn and Smint.



## Line Friends Continues to Branch Out

This year, Line Friends has expanded its portfolio to feature a wide range of character products, animations and mobile games along with cafés, hotels and theme parks around the world. The property features 11 characters originally created for use as digital stickers for "Line," a Japan-based mobile messaging app with more than 200 million active worldwide users.

Focused on long-term programs, Line Friends has collaborated with brands Samsung Electronics, Beats by Dr. Dre, L'Occitane, Swedish crafts brand Gustavsberg, German stationery brand LAMY, Dutch design studio Mr. Maria and British folding bicycle brand Brompton for products.

Line Friends continues to partner with global brands, and has been seeking new opportunities to collaborate with licensing partners, particularly in business industries such as artificial intelligence, information technology and information technology devices.

Since its inception in 2012, Line Friends has signed more than 100 licensing deals in countries including Japan, China, Taiwan, Thailand and Hong Kong.

In July, the brand opened its first official U.S. store in New York City's Times Square. The flagship store marks the first time an Asian character brand has opened a large-scale store in the U.S. and signifies Line Friends' first permanent entry into the North American market as part of the company's global expansion efforts. Within 10 days after the opening, the Line Friends Times Square store had more than 300,000 visitors.

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REINVIGORATE THE GENRE"**  
- NIKI HAMILTON, 7 NETWORK

# THE DEEP

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- FRANK DIETZ, SUPER RTL

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AUSTRALIA**

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# No.1 Brand Robocar POLI

Robocar POLI consolidates its position as a No.1 pre-school brand in Russia. According to NPD's research on 2016 Russian pre-school toy market, Robocar POLI has ranked No.1 from the pre-school category. POLI has been also selected as 2nd fastest growing brand.

## TOP Selling Brand in Italy

Since its launching in February in Italy, POLI is getting more and more market share in the Italian market. In 4 months, Robocar POLI toys became one of the top selling toys.



## Everywhere with Robocar Poli

### Collaboration of No.1 Book Store Chain and No. 1 Kids Character in Korea

Kyobo bookstore, the No. 1 book store chain in Korea and Robocar POLI collaborated for a promotion. This is a promotion that people bring used books to earn points. All of the books that are bought by the people will be donated to local organizations.



### 5th ROBOCAR POLI Theme Park in China

5th Robocar POLI theme park opened at Shuion plaza, Wuhan, China. The park in Wuhan is the two-story and the largest among the Robocar POLI theme parks which are located in Beijing, Chongqing, Nanjing, and Guanzhou. The unique attractions, themed with the characters and elements of Robocar POLI series are finally unveiled in this park.



### Second ROBOCAR POLI restaurant Open in Taiwan

The second Robocar POLI restaurant opened on 8th June at Global Mall in Taiwan. Robocar POLI restaurant now provides new menus and many events such as VIP day and birthday party. Robocar POLI became a place where children can experience a popular character brand, Robocar POLI.

# Traffic Safety with Poli

## Robocar Poli had 2nd FIFA Road Show with Hyundai Russia

Starting from April of 2017 in Sochi, Robocar POLI Rescue Team toured the major cities in Russia for Traffic Safety Campaign including Novogorod, Volgograd, and Ekaterinburg until the end of May, 2017.



4 Major City Tours in Russia



## Robocar POLI Traffic Safety Playpark Opens

The third place to educate traffic safety to children with Robocar POLI, 'Robocar POLI Traffic Safety Playpark', starting this year, was developed by cooperation with Hyundai Motors, Citeizen's Coalitions for Safety and ROI VISUAL. As a real life version of traffic safety education, the playpark expects more than 30,000 visitors each year.



© ROI VISUAL / EBS

## Hot Items

### Sunkist POLI, 20% increase in sales only within 2 months after its launching

Only 2 months after its launching with 4 kinds of pet beverage, 'Sunkist POLI' has received tremendous love from children. Comparing to sales of Disney Sunkist product last year, sales of 'Sunkist POLI' showed an increase about 20%.



### 100% Pure Fruit Juice in Taiwan

100% pure orange and apple juice were launched. Kuang Chuan Daily, the most well-known beverage company in Taiwan, launched Robocar POLI fruit juice as its first licensing product.



## Fashion U.K. Remains a Trending Topic

Fashion U.K. returns to Brand Licensing Europe this year with new properties, including *Jurassic World*, Universal and Hatchimals, along with classics such as Mr. Men Little Miss, Disney, Marvel, Warner Bros. and Barbie.

The company has had major growth in its U.K. design department, which has been supported

by its offshore design office. Further expansion of the creative department and international comp shops are planned for the coming year.

Fashion U.K., named one of *License Global's* 150 Leading Licensees of 2017, also won a Brand & Lifestyle Licensing Award for its children's range from M&Co.

"As creativity is at the core of our company, we are always trying to find new and innovative ways to help grow a brand," says Amber Hill, creative director, Fashion U.K. "Our aim for all our properties is growth and longevity."

"Our designers have been working with WGSN, ensuring we have unrivalled insight on future trends," says Ashley Hammond, head of sales, Fashion U.K. "We currently have more than 25 styles in Next across several licenses, including classics such as Disney and The Rolling Stones. As well as this, we are making strong connections and establishing ourselves in European markets, allowing us to expand our product expertise into other countries. As a result, we are seeing the company expand in several directions, including territories and properties. Since we recently expanded into footwear, we are experiencing products expansion as well."

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## Genius Brands Premieres 'Rainbow Rangers'

Genius Brands will debut its new preschool property, "Rainbow Rangers," scheduled to air on Nick Jr. in 2018. The company will create a global merchandising, licensing, and retail program across all key categories to coincide with the series' launch.

"Rainbow Rangers" is an all-new CGI-animated preschool series featuring an all-star team of creators including Rob Minkoff, director of Disney's *Lion King*, Shane Morris, co-writer of Disney's *Frozen*, Tim Mansfield and *New York Times* best-selling author and Emmy-Award nominated writer Elise Allen ("Dinosaur Train" and "Lion Guard"), who is serving as head writer and co-creator. Emmy Award-winning producer of more than 5,000 episodes of children's programming, Andy Heyward serves as executive producer. Key designs are created by Disney alumnus Ruben Aquino, who designed most of the major Disney characters from films *The Little Mermaid* and *Frozen*.

"Rainbow Rangers" is a behind-the-curtain peek at the real lives of superheroes, called Earth's First Responders.

Fisher-Price has been appointed as the global master toy partner for preschool products in the toy category and will create dolls/figures, play sets, plush, vehicles, technology and interactive toys, musical toys, role play and much more.

Genius Brands has signed additional licensees including Global Design Concepts for bags and luggage, Handcraft for underwear and Taste Beauty for beauty and bath products.

Following its 2016 launch with licensed product at retailers such as Claire's, Toys 'R' Us and Kohl's, Genius Brands' music-driven brand "SpacePOP" will expand internationally this year into Southern Europe and China.

The company is gearing up to expand product lines and accessories for a broader age range, including a retail launch with Spirit Halloween this fall. Genius Brands aims to grow the brand internationally with content distribution across traditional broadcast channels as well as digitally.

The "SpacePOP" brand, with 17 million YouTube channel views and more than 60,000 subscribers, launched with a vast array of products from Taste Beauty (beauty and bath products), Macmillan Children's Publishing Group (books), Commonwealth/License 2 Play (bags), Madame Alexander (deluxe collectible fashion dolls), KIDdesigns (headphones and microphones bags), FAB Starpoint (backpacks and water bottles), Berkshire Fashions (socks, umbrellas and cold weather accessories), Canal Toys (activity sets), Goliath (board games and



puzzles), Flix Candy (novelty candy), Sony Pictures Home Entertainment (DVDs) and Sony Music/Legacy Recordings (music).

In addition to "SpacePOP's" reach on YouTube and at retail, entertainment content is also available across platforms such as Toon Goggles, PopJam, BatteryPOP and the Kid Genius Cartoon Channel on Comcast, as well as on OTT platforms including Amazon, Apple, Roku and more, which brings the combined audience reach to nearly 50 million.

This year, Genius Brands also debuted a new "SpacePOP" app, available on Amazon Fire, Apple TV and Roku, further expanding the series' distribution. Additionally, "SpacePOP" is available via Musical.ly.

"SpacePOP" is comprised of 108 adventures featuring original music woven into a narrative that follows five teenage princesses who disguise themselves as musicians and form a band while they secretly plot to vanquish an evil Empress who is seeking to enslave the galaxy.

# FLYING HIGH!



## POKÉMON POPULARITY ENTERS NEW TERRITORY

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

- As of October 2016, Pokémon was the #1 licensed game brand in the UK, and in February 2017, it was the #3 toy brand in the UK (by value), showing a phenomenal 529% increase year over year (NPD 2017).
- From January to April 2017, Pokémon averaged as the 4th biggest property of the year (NPD 2017).
- *Pokémon Sun* and *Pokémon Moon* launched in November 2016 and combined to sell more than 13 million units worldwide in just under three months, adding to the more than 290 million Pokémon video games sold worldwide.
- *Pokémon Ultra Sun* and *Pokémon Ultra Moon* will shine a new light on the Alola region on 17 November 2017.
- *Pokkén Tournament DX*, the first Pokémon title for Nintendo Switch, will be released on 22 September 2017.
- Following record-breaking Pokémon Trading Card Game sales in 2016, the latest expansion, *Sun & Moon—Burning Shadows*, launched 4 August 2017.
- *Pokémon the Series: Sun & Moon*, the 20th season of Pokémon animation, continues to air on CITV in the UK.
- World phenomenon Pokémon™ GO was the most downloaded app from the Apple App Store in 2016, and exceeds more than 650 million downloads worldwide.\*
- A compelling rolling licensing programme continues, with special partnerships to be announced.
- The live-action Pokémon movie *Detective Pikachu* enters production this year.



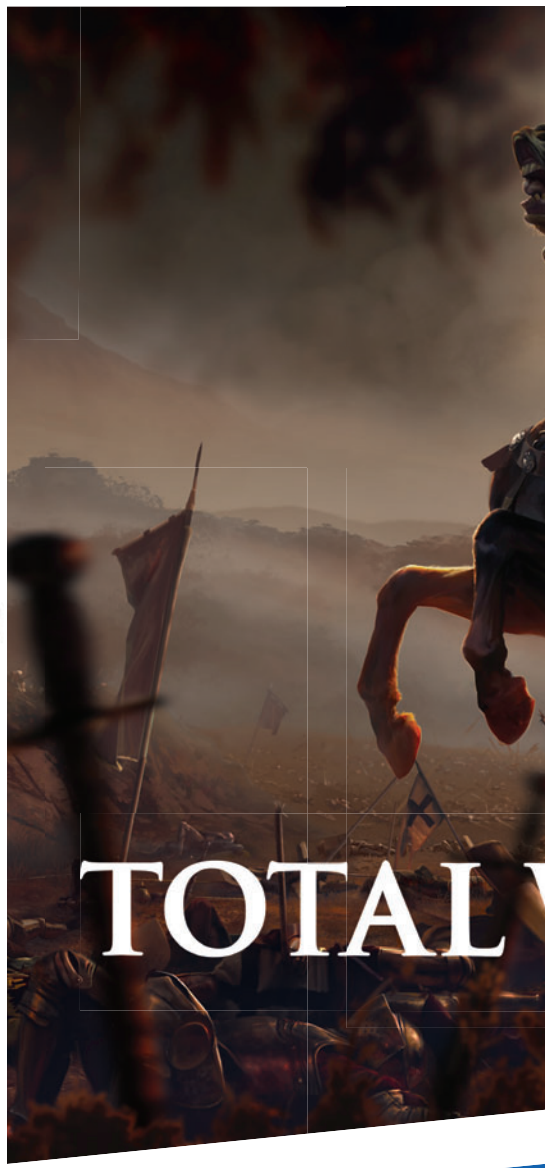
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# 'Watership Down' Inks Publishing Partner

ITV Studios Global Entertainment recently named Pan Macmillan as the master strategic publishing partner for the forthcoming CGI mini-series from BBC and Netflix based on the novel *Watership Down*.

In a deal that covers all territories and languages, Pan Macmillan, the original publisher of several heritage classics including *Alice in Wonderland* and *The Jungle Book* as well as modern children's favorites such as *The Gruffalo*, *Dear Zoo* and *The Moomins* will launch the tie-in publishing range from fall/winter 2018 to coincide with the series' broadcast premiere.

Incorporating imagery and stills from the program for a cohesive, contemporary feel, there will be a picture story book that will take artwork from the animation to bring the *Watership Down* story to life in a stunning, full-color hardback edition. A high-end coloring book will also be available. Both products will launch in fall/winter 2018.

"We are delighted to be working with the award-winning team at Pan Macmillan on the publishing program," says Trudi Hayward, senior vice president and global head of merchandise, ITVS GE. "Their passion for the project, attention to detail and understanding of their craft is shining through already, and we are excited to bring these media tie-in editions to a whole new generation of families."

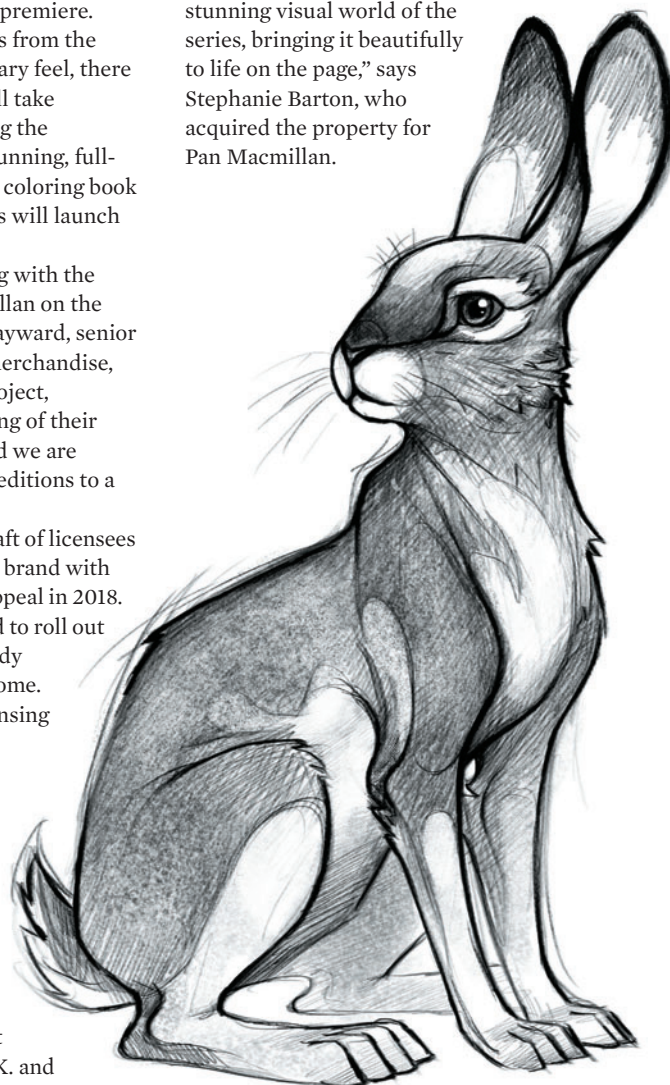
Pan Macmillan is just one of a raft of licensees to get behind what promises to be a brand with strong national and international appeal in 2018. Other licensed product is scheduled to roll out in fall/winter 2018, with deals already underway and announcements to come.

ITVS GE is seeking further licensing opportunities for the new series, particularly in the gift, stationery, homewares, conservation-themed promotions and gardening accessories categories.

Richard Adams' classic *Watership Down* is one of the best-loved novels of all time, with more than 50 million copies sold worldwide. Reimagined as a four-part, animated television event that will premiere on the BBC in the U.K. and

globally on Netflix (excluding the U.K.) in 2018, this new CG animation features an all-star voice cast including James McAvoy as Hazel, John Boyega as Big Wig, Sir Ben Kingsley as General Woundwort and Nicholas Hoult as Fiver. The mini-series is aimed at an older family audience, and alongside these exquisitely designed books, is sure to inspire a new generation of fans.

"It's a privilege to work on this extraordinary brand, and we look forward to launching our creatively exciting publishing that captures all the emotional power and stunning visual world of the series, bringing it beautifully to life on the page," says Stephanie Barton, who acquired the property for Pan Macmillan.



## Global Icons Looks to Brand Expansions

Brand licensing agency Global Icons is showcasing its key brands at Brand Licensing Europe this year.

Among the brands under the Global Icons umbrella is Vespa, which has attracted leading licensees in the eyewear, footwear and apparel categories, complementing recent collections with Giorgio Armani and Peuterey. Global Icons partnered with Br-Ex, the same company that launched Pantone's footwear range, to produce a line of Vespa footwear.

Emirates, recently named Best Airline in the World in the inaugural TripAdvisor Travelers' Choice Awards for Airlines, is partnering with Global Icons to develop a new licensing program that will capitalize on the brand's global appeal. Several high-profile partners will be launching ranges appealing to consumers who are interested in travel and adventure.

Global Icons will also look for partners across the entire Ford product lineup. Global Icons helped Ford team up with five key partners, including Lucky Jeans, Cracker Barrel, Uniqlo, Microsoft and OPI, for Mustang's 50th anniversary, and have high aspirations for new partnerships in 2018.

## Alchemy Fetes 40 Years

Alchemy Licensing is celebrating its 40th anniversary this year with a move to a new location. The international jewelry company, who labels themselves as "anti-jewelry" for the punk rock/gothic crowd since 1977, has remodeled an 18th-century water mill to a state-of-the-art facility at St. Mary's Mill. The brand's collection, which launched with pendants, has now grown to jewelry created with semi-precious English pewter and Swarovski crystal, and licensed creations including fashion, footwear, bags, vintage clothing and printed products.



# Morning Glory, KOCCA Debut Moongs

The Korea Creative Content Agency and Korean stationery company Morning Glory will introduce mascot character The Camo Master Moongs at Brand Licensing Europe this year.

The flagship character had a strong retail response since debuting at Licensing Expo in 2015, and Morning Glory has now set its sights on the European markets.

Moongs, who escaped from a cotton field for freedom, and can quickly transform into numerous animals such as a panda, a seal, a sheep, or a rabbit using a variety of props such as ash, paint or snowflakes. The positive character can sympathize and give words of comfort or confidence.

The Moongs brand has been featured on more than 300 products including stationery, household products and gift items in 10 countries including the U.S., China, France, Australia and Vietnam.

Since its creation in 1981, Morning Glory has been Korea's No. 1 stationery company, known for its unique designs and thorough quality control system.

Morning Glory launches around 50 new products every month, including paper and household products and school and office supplies, and has been selling products in markets all over the world for the last 20 years.

KOCCA also recently announced that Spoonz is stepping into the global market. First introduced as emoji stickers, Spoonz has gained popularity on Facebook and Twitter. The property's characters



express different emotions through memes imbued with the different characteristics.

The characters can be found on various SNS platforms including "Line," "WeChat" and "Path." Spoonz has recorded more than 1 million downloads and other characters are in development and will be introduced through additional channels.

Webtoons featuring the Spoonz brand have been viewed by close to 1 million users in just two months on the market. Spoonz plans to continue to meet its fans through multiple channels including MCN videos, character products, games and stores.



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## Penguin Random House Celebrates *The Snowman*

The 40th anniversary of Raymond Briggs' picture book *The Snowman* is next year, and Penguin Random House is preparing to celebrate through a series of partnerships and collaborations.

First published in 1978, the picture book (which has sold more than 8.5 million copies around the world and has been published in 15 foreign editions) was adapted into an animated film for the U.K.'s Channel 4 in 1982, and the property has enjoyed a licensing and consumer products program managed by Penguin Ventures.

Penguin Ventures will be working with licensees to launch a range of special anniversary products. Confirmed categories so far include confectionery, apparel and toys. The publishing team will be releasing commemorative editions of the original story, and are collaborating with several partners to produce a series of unique experiential events, including an exclusive partnership with a flagship retailer and two immersive events at key London locations.

Internationally, the U.S. and Japan are important territories for *The Snowman* brand, and the team will be looking to extend their plans to maximize the 40th

anniversary celebrations wherever possible on a global scale.

"The entire business is incredibly excited to be celebrating this milestone for *The Snowman*," says Susan Bolsover, head of licensing and consumer products, Penguin Ventures. "There is a tangible sense of fondness and affection toward the brand from consumers and retailers alike. With *The Snowman*, Raymond Briggs has created a precious tradition for families to come together in a shared experience. This powerful sense of nostalgia offers us something completely unique, and we look forward to creating more opportunities for families to make memories with *The Snowman* in 2018."



## Crimestoppers Breaks into Brand Licensing

JELC is presenting the U.K.-based security and protection brand Crimestoppers at this year's Brand Licensing Europe.

First introduced to the public 30 years ago as an anonymous service to allow people to provide information about crimes without fear of retribution, Crimestoppers has grown to become an independent crime-fighting charity,

helping combat and prevent crime. The brand is partnering with JELC to develop a licensing campaign focused on security and protection.

To date, the brand has already attracted licensees in the lock, video doorbell, security lighting and forensic property marking categories. Further opportunities are available in safes, personal security apps, shredders and

products with a particular focus on assisting the vulnerable in their homes. JELC is assessing numerous other opportunities for products focused on home, vehicle, pets, personal and business security.

Royalties from the Crimestoppers merchandising and licensing program will help the organization fund its valuable operations.

"Today's busy, high-tech world is more security-conscious than ever, and the security and protection products market is more competitive than ever, too," says Jane Evans, founder and managing director, JELC. "What better way could there be to stand out in this market than to associate with a trusted, valued and established crime-fighting brand?"

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# 'Five Nights at Freddy's' Secures New Partners

Striker Entertainment, the licensing agency for Scott Games' "Five Nights at Freddy's" video game series, has announced new deals for the franchise.

New products hitting the market this year include children's backpacks, lunch bags and pencil cases for Latin America from ATM; apparel including leggings, jackets and vests for Latin America from Hockey Exportprint; and

calendars for the worldwide market from Danilo. Funko, the brand's master toy/collectibles partner, has extended the terms of their agreement and added several new categories to their worldwide deal.

"Five Nights at Freddy's" is a series of horror-themed video games in which a player takes on the role of an overnight security guard at Freddy Fazbear's Pizza, a family restaurant

and arcade. At night, the restaurant's life-sized animatronic characters, including Freddy Fazbear, Bonnie, Chica and Foxy, wander the restaurant. As the security guard, the player must keep a close watch over the premises, and surviving to 6 a.m. may prove to be the most difficult part of the job. Launched in 2014, the series includes four game sequels and has a feature film in development.



## New Content Boosts Sony Pictures *Hotel Transylvania*

Sony Pictures Animation is readying for the third film release in its *Hotel Transylvania* franchise.

The story of *Hotel Transylvania* expands with every film, with the introduction of new characters, exotic locations, storylines and, of course, the evolving character arcs of the main monsters. In *Hotel Transylvania 3*, Mavis surprises Dracula with a family voyage on a luxury Monster Cruise Ship so he can take

a vacation from providing everyone else's vacation at the hotel. This is the first time the characters will venture outside of the hotel.

Sony Pictures is also keeping up the momentum for the brand, with the recent launch of an all-new "Hotel Transylvania" TV series on Disney Channel in the U.S. that has seen strong ratings across key demos. The series began rolling out on Disney Channel worldwide this past fall.



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## Sophie la girafe Debuts YouTube Channel

World-renowned children's teething brand Sophie la girafe now has a YouTube channel. The new web series' first season consists of 15 episodes, including 10 learning episodes and five lullabies, with a second season already planned for next year.

The web series was created to answer a growing demand from parents who want content adapted specifically for their children's educational needs using the Montessori educational approach. Sophie la girafe will help young children learn by playing, develop language and learn vocabulary while singing. The episodes focus on shapes, numbers,



animals, fruit, musical instruments, the seasons and baby animals.

Sophie la girafe will also enter the DIY world with knitting kits from Stitch & Story. The craft company has created a collection of knitting kits for a Sophie la girafe baby blanket, hat, mittens, booties, headband and sweater.

Existing licensees have plans for 2018 and beyond

across multiple categories, including bed linens, musical boxes, night-lights, gift sets, layette, and sunglasses, among others

The Sophie la girafe brand is seeking global partners for baby bed linens, jewelry, accessories, luggage, stationery and more.



## Games Workshop Targets Licensing

Games Workshop is looking to significantly expand its licensing portfolio into new categories and territories. Called one of the world's largest tabletop wargame companies, Games Workshop has seen remarkable growth in its core business, with sales for 2016/17 up 34 percent to £158 million and operating profit up 134 percent to £38 million, says the company. And now with a share price that has risen faster than any other company in the FSTE All-Share Index in 2017, Games Workshop is now ranked among the top 400 largest public companies in the U.K. "We have some fantastic momentum behind us at the moment, and brand licensing is now a key component of our ongoing growth plans," says Jon Gillard, head of licensing, Games Workshop. "BLE is the perfect place for us to showcase our world-class intellectual properties to licensees looking for something new to their markets, but with a global fan base built up over 40 years." Until recently, Games Workshop's licensing activities have focused heavily on the video game market, having produced titles such as "Warhammer: Total War" on PC with Creative Assembly and SEGA, and the mobile game "Warhammer 40,000: Freeblade" by Pixel Toys. Games Workshop is now looking for partners across all product categories in all markets. At BLE, the company is featuring the "Warhammer Age of Sigmar," "Blood Bowl," "Warhammer 40,000" and "Talisman" brands.

## Topps Releases Shopkins Holidays Stickers

This holiday season, Topps will have new licensed product launches for Shopkins and "Shimmer and Shine."

The Shopkins and "Shimmer and Shine" sticker collections will hit stores on Nov. 9. The Shopkins World Vacation sticker collection takes fans on an exciting adventure, with brand-new Shopkins and Shoppies from Europe, Asia and the Americas, packed with fun facts, travel tips and activities.





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# The U.K. Licensing Awards 2017

The winners of this year's U.K. Licensing Awards, hosted by Katherine Ryan, saw some 1,400 retailers, licensors, licensees and industry executives pack into The Grosvenor House Hotel in London, Sept. 11.



**The Radar Award–Matalan:** Amy Jones, Disney; Kate Callender, Matalan; Denille Halsall-Rooney, Disney; and Tom Roe, DHX



**Best Kids Retailer of Licensed Products–Tesco:** Anita Serradimigni, Rachael Flowers, Ashwin Prasad, Jennifer Judd and Pippa Smith, Tesco; and Hannah Mungo, NBCUniversal



**Best Retailer of Adult Licensed Products–Primark:** Sarah Jester, Primark, (holding award) was joined on stage by her colleagues and Rachel Wakely, Warner Bros. (far right)



**Best Preschool Retailer of Licensed Products–Sainsbury's:** John Carolan, Sainsbury's, with Katie Rollings, eOne



**U.K. Rising Star Award–** Grace Pantony, Marshall Amplifiers, with Ryan Beard, LIMA



**Top Retailer Award–Tesco:** Tesco's Anita Serradimigni, Ashwin Prasad and Pippa Smith (with awards) and colleagues with Jen Bennett, Mattel



**Best Licensed Retail Execution Award–Disney Princess Dream Big at Tesco:** Claire Terry, Disney, and Anita Serradimigni, Tesco



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**Best Licensed Food or Drink Range—“Candy Crush” Baking Kits from Bakedin:** Joanne Lewis, King, with Joseph Munns, Bakedin, David Scott, Rainbow, and Patrick Munns, Bakedin Productions



**Best Licensed Paper Products or Stationery Range—Ladybird Books for Grown-Ups Greeting Cards from Danilo:** Dan Grant and Martin Carter, Danilo, and Stephanie Freeman, TSBA Group



**Best Licensed Dress-Up or Partyware Range—Disney Princess Dress-Up for Sainsbury’s from Rubie’s:** Allison Watkins, Beano Studios, and Tracey Devine, Rubie’s



**Best Licensed Written, Listening or Learning Range—“Doctor Who” Mr. Men Books from Penguin Random House:** Sarah Quigley, Carte Blanche Greetings (far left) and Gabby De Matteis, Penguin Random House, with colleagues and execs from Sanrio and BBC Worldwide



**Best Licensed Children’s Apparel Range—Pokémon Apparel Range for Next from Fashion U.K.:** Prits Modha, Shailee Chudasama and Laura Clowes, Fashion U.K., Tim Juckes, Saban Brands, and Harris McQueen, The Pokémon Company



**Best Licensed Adult Apparel Range—My Little Pony Collection for Primark:** Members of the Primark and Hasbro teams join David Boyne, Bravado (holding award) and Kirk Bloomgarden, 20th Century Fox Consumer Products



**The Innovation Award—VW Retro Special Edition Fridge from Gorenje:** Graham Saltmarsh, Cartoon Network with Stuart Benson and Iztok Krulc, Gorenje U.K.



**Best Licensed Toys or Games Range—“PJ Masks” Toy Range from Flair:** Kirsty MacKenzie and Joanna Richards, Flair Leisure Products, with Rikesh Desai, BBC Worldwide



**Best Licensed Giftware Range—Harry Potter Giftware Range from Half Moon Bay:** Sally Thompson, Lauren Harris and Hannah Golightly, Half Moon Bay, and Susan Bolsover, Penguin Random House



**Best Licensed Home Décor, Tableware or Housewares Range—Slush Puppie Range from Fizz Creations:** Matthew Scrase, Fizz Creations; Nick Davison, Spring Fair; and Phil Verrills, Fizz Creations



**Best Licensed Preschool Apparel Range—Peter Rabbit Collection for Mothercare from Paul Dennicci:** Sarah Pinkney and Tania Bines, Paul Dennicci; Marianne James, Nickelodeon; and Andrew Farrow, Paul Dennicci

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**Best Teen or Adult Licensed Property–Pusheen:** Andrew Lane and Charlotte Khan, Fluid World, and Andrew Webster, TVM Fashion Lab



**Best Children’s or Tween Licensed Property–My Little Pony:** Faye Rashad, Misirli (with award) with colleagues from Hasbro and Holly Oldham, Hasbro Consumer Products (right)



**Best Licensed Marketing Communications Award–Trolls:** with Vosene Kids: Stephen Joyce, Sarah Buckley, Lesley Hasson-Egan and Craig Rowell, Lime Communications, and Jenny Purves, BLE



**Best Sports Licensed Property–Chelsea FC:** Mark Bell and Sarah Cobb, Chelsea Football Club, and Karen Clarke, Art + Science



**Best Music or Celebrity Licensed Property–Justin Bieber:** Dan Grant, Danilo



**Best Film Licensed Property–Trolls:** Natalie Branch-Davis, NBCUniversal, and Mordy Benaiah, Pyramid International



**Best Classic Licensed Property Award–Pokémon:** Harris McQueen, The Pokémon Company (with award)



**Best Preschool Licensed Property–“Paw Patrol”:** Marianne James, Nickelodeon (holding award) and Danny Schweiger, Character World and colleagues



**The Licensing Awards 2017 Winners**



**The Honorary Achievement Award:** Anthony Temple, Rainbow Designs and DRi Licensing, with Nikki Samuels, Sambro International



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# THE LICENSING ACADEMY

Positioned at the back of the Grand Hall in the Character & Entertainment zone, the Licensing Academy is a free seminar program that is designed to offer insights on trends affecting the licensing industry across Europe.

## TUESDAY, OCTOBER 10

### Introduction to Licensing

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

### The U.K. Video Games Industry: What Do You Really Know About This Market and Are There Opportunities You Should Be Exploring?

11–11:45 a.m.

Speaker: Dorian Bloch, business group director, GfK  
GfK Entertainment's 20 years of retail analytics covers video games, consoles and the world of gaming accessories. This session will discuss what are the brands that work and how many of them are home-grown and ask what kind of role does licensing play in the world of gaming accessories.

### Keynote – Gaming: Dispelling the Myths

12–1 p.m.

Panelists: Mark Howsen, commercial development director, Sony Interactive Entertainment Europe; Yann Le Bouedec, commercial director, Paladone Products; Seth Barton, editor, MCV; Stuart Dinsey, board member, UKIE, and chairman, Curve Digital; and Ashley Maily, vice president and head of global licensing and partnerships, Activision  
Chairperson: Steven Ekstract, group publisher, License Global

Despite being one of the most creative, exciting, forward-looking and lucrative entertainment markets in the world worth just shy of \$100 billion, video game licensing remains largely untapped. This year's keynote will be a panel conversation and represent all corners of the business segment and will aim to dispel the many myths of gaming licensing.

## WEDNESDAY, OCTOBER 11

### Introduction to Licensing

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

### NPD's Overview of the European Licensed Toy Market in 2017

11–11:45 a.m.

Speaker: Rory Partis, senior account manager, The NPD Group

Forty-eight percent of European toy consumers bought at least one licensed toy last year. This seminar will explore:

- How big is the market?
- Is it growing?
- Where are the growth opportunities?
- How is it changing in the era of social media and hyperchoice?

- What are the market's perspectives?
- A special focus on kids' licensing beyond toys in the U.K. (Which categories are biggest? What do parents buy versus grandparents?)

### Keynote – Licensing: The Next Generation

12–12:45 p.m.

Panelists: Eric Karp, head of licensing, BuzzFeed; Dan Amos, head of new media, Tinderbox; John Erlandson, co-chief business officer and executive vice president, business development, Authentic Brands Group; and Naz Cuevas, co-founder, 212 Degree Strategy Consultancy  
Chairperson: Steven Ekstract, group publisher, License Global

The future of licensing is already upon us, and if you're not already changing your approach, you're going to get left behind. Join a forward-thinking panel of experts from across the industry who'll give their insights into next gen platforms, content, retail and merchandising, commerce and technologies.

### Opportunities in the European Grocery Retail Market

1–1:45 p.m.

Speaker: Milos Ryba, head of discount, IGD

### Playing with Brands: A Look at the Design Process Behind Licensed Toys and Games

2–2:45 p.m.

Panelists: Billy Langsworthy, founder, Mojo Nation; Simon Skelton, director, Big Ideas Product Development; Luc Hudson, creative director, Triclops Studio; Chris Birch, publisher and founder, Modiphius Entertainment; and Richard Heayes, founder, Heayes Design

Whether it's board games that adapt an IP and reflect its style, narrative and tone via gameplay, or toys that embrace the latest tech to bring much-loved characters to life in innovative ways, the world of licensed toys and games has never been as exciting as it is right now. The Playing with Brands panel will see designers lift the lid on how they go about creating licensed toys and games, dissecting the creative constraints and potential pitfalls involved in bringing characters and IP to life in this way, as well as looking at how the toy industry's relationship with licensing has evolved over the years.

## THURSDAY, OCTOBER 12

### Licensing in Europe: The Background, the Present and the Potential Future, Including the Potential Implications of Brexit

10–10:30 a.m.

Speaker: Kelvyn Gardner, managing director, LIMA U.K.

Following the successful webinar held in June, join Kelvyn Gardner and guests for their take on the current state of play in EU Licensing.

### Brand Licensing: The Seven Deadly Sins

10:45–11:15 a.m.

Speaker: John Burns, partner, Gateley

### What Role Does Subscription VOD Currently Play in our Television Viewing Habits?

11:30 a.m.–12 p.m.

Speaker: Samantha Tuck, associate director, GfK  
GfK has uniquely been tracking title level consumption of content on SVOD platforms since March 2015. In this session, GfK will explore the consumption of content across Netflix, Amazon Prime and NOW TV and demonstrate how this study helps broadcasters, producers and distributors understand the true value of their content, alongside the original content released by the platforms themselves.

### Assembling a Pan-European Licensing Program

12:15–1 p.m.

Speaker: Teri Niadna, managing director, Brandgenuity Europe

This session will explore best practices and key considerations for building a pan-European licensing program. With 32 different countries, 16 currencies and many languages and cultures, working across Europe can make your program more scalable and easier to manage, but there can also be disadvantages in local expertise and relationships that must be managed. Learn about the benefits of working across the region, as well as techniques that will help you bring your program to market with maximum efficiency and impact.

### License This! Finale

1:15–2 p.m.

Chair: Kelvyn Gardner, managing director, LIMA U.K.

Judges: Jane Evans, managing director, JELC; Claire Piggott, director, licensing and merchandising, Larkhead Media; Sam Ferguson, senior director, licensing and retail, Jazwares

The License This! competition offers new, creative concepts the chance to break into the global licensing industry. It is open to any new artwork, brand or character that has no merchandising deals in place or pending. Short-listed concepts will present to a panel of judges and the winner will be announced.



# THE BLE LIVE STAGE AND SEMINAR THEATRE

The BLE Live Stage and Seminar Theatre will offer a range of presentations, interviews, demonstrations and panel discussions that bring the world of brand licensing to life. The program is free to attend and positioned at the back of the Brands & Lifestyle zone.

## TUESDAY, OCTOBER 10

### Absurdly Delicious: How the World's No. 1 Liqueur Brand

#### Uncovered New Ways to Savor the Baileys Moment Through Licensing

11:30 a.m.–12:15 p.m.

**Panelists:** Louise French, associate vice president, business development and marketing, Beanstalk, with more to be confirmed

### Creating a Culture of Innovation

12:30–1:15 p.m.

**Speakers:** Angela Farrugia, executive vice president/group managing director, CAA-GBG, and Lisa Shapiro, senior vice president, retail development EMEA, CAA-GBG

Without innovation, there can be no fresh ideas, people or products. This session will look at how to support a culture of innovation and inspiration to avoid stagnation. Creating a culture that delivers extraordinary results and keeps this amazing industry full of vitality and prepped for continued growth. Great work comes from inspired people, and this session will aim to inspire the industry to keep innovating.

### Chocks Away! Making Toys Fly with IWM

1:30–2:15 p.m.

**Panelists:** David Fenton, head of retail and admissions, Imperial War Museum; Anne Buky, licensing consultant, Imperial War Museum; Nicola Woods, product and marketing assistant, Smart Fox (Koch Media); and Steve Kitney, Smart Fox (Koch Media)

Join Imperial War Museum and licensee Smart Fox as they discuss how heritage brands can add excitement, authenticity and educational value to toys and games. With insights into product development, research and trends, we see how museum archives are re-invented to create toys and games with a difference. Featuring product case studies and examples of archive material, this seminar is a must-see for anyone interested in the heritage licensing and toys and games markets.

### Lifestyle and Fashion Marketing: Five Key Trends

2:30–3:15 p.m.

**Speakers:** Paolo Lucci, founder and editor, Brand Jam, and Gavin Brown, researcher and contributor, Brand Jam

If you're a licensor looking to grow your property's reach, or a retailer looking for new ways to engage customers with contemporary, relevant ranges, you won't want to miss this. Since 2011, Brand Jam has been keeping pace with the trends driving the lifestyle and fashion business and licensing's role within it. From established to emerging themes, they will present the most innovative, directional and remarkable case studies and insights from 2017.

### Juventus: From a Football Team to a Global Brand

3:30–4 p.m.

**Speaker:** Luca Montesio, licensing executive, Juventus

Football is increasingly a universal language and a global industry. To continue to play a leading role in this landscape, it is necessary to anticipate social and economic sports transformations. Armed with a new club logo, brand guide and a global ambition, Juventus is poised to delve into an even wider brand licensing program that includes a range of product categories and merchandise available online and at brick-and-mortar retailers.

## WEDNESDAY, OCTOBER 11

### In Conversation with Lauren Sizeland

11:30 a.m.–12:15 p.m.

**Speaker:** Lauren Sizeland, director, business development and licensing, V&A

**Moderator:** Amanda Cioletti, executive editor, *License Global*

Lauren Sizeland will offer her unique perspective of licensing in the heritage and NFP sector, as well as insight into the V&A's successful brand licensing program.

### The Versatility of a Brand Licensing Program

12:30–1:30 p.m.

**Panelists:** Susan Bolsover, head of licensing and consumer products, Penguin Random House; Christine Cool, licensing manager, Perfetti Van Melle; Gabrielle Sims, head of licensing, Fat Face; and Nicolas Loufrani, chief executive officer, The

### Smiley Company

**Chair:** Richard Pink, managing director, Pink Key Consulting

This Q&A panel will explore concepts and products from brand licensing programs that are innovative and particularly creative. Initiatives that at the time of their release were surprising and not necessarily what the industry or the consumer was expecting. After introductions and examples from the panelists there will be a chance to quiz them on the creative process and where their ideas came from with questions from the audience.

### Licensing Our National Heritage

2–2:45 p.m.

**Speakers:** Jane Evans, managing director, JELC, and Judith Mather, director, buying and brand licensing, The National Gallery

The National Gallery began a journey to extend the reach of its collection of the nation's paintings through licensing when it started working with JELC three years ago. Today, it has nearly 40 licensing partners in the U.K., with expansion planned internationally through 2018. This conversation will look at how the partners went about it and the challenges they faced.

### I Like Birds: A Fledgling Brand's Tale One Year on from License This!

3–3:45 p.m.

**Speakers:** Stuart Cox, co-founder, I Like Birds, and Jane Evans, managing director, JELC

Hear co-founder Stuart Cox describe first-hand I Like Birds' journey from illustrations lost in a drawer to accidental greeting card publisher and License This! finalist that recently launched a multi-pronged licensing program in January. You'll hear what it's like to be a fledgling brand owner, the role of the agent and the strategies behind the company's licensing program.

## THURSDAY, OCTOBER 12

### How Licensable is Your Brand?

11:30 a.m.–12:15 p.m.

**Speaker:** Adam Bass, managing director, Golden Goose

Thirty years of brand equity? Eighty percent brand awareness? How do you decide if you should build a licensing program?

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
0+Media	C120	DELISO SAS - SOPHIE LA GIRAFE	B68	Legendarium	A124	Rainbow S.R.L.	C10
20th Century Fox Consumer Products	E30	Dependable Solutions, Inc.	P12	LEMA Publishing	G57	Riki Group	C120
24H Le Mans	P20	DHX Brands	C30	Lemon Ribbon	H4	Rocket Licensing Ltd	F5
24IP Law Group Sonnenberg Fortmann	F86	DIC 2 Srl	P14	LEONI S.P.A.	E80	ROI Visual	C100
4K Media Inc.	C130	Dicentium Films / Meteoric Entertainment.	A90	Level-5 Abby Inc	D127	Rovio Entertainment Ltd	B10
Aardman Animations	F15	Discovery Consumer Products	C82	Licensing Expo China	G76	Rugby World Cup 2019	N22
Activision Blizzard	E40	Dorna Sports SL	P21	Licensing Link Europe Ltd	B36	Saban Brands	E15
Adams Kids	N40	Dracco Company Ltd	F38	Licensing Management International Ltd	F85	Sagoo SAS	F58
Adidas-Real Madrid	N26	DRI Licensing Ltd	F30	Licensing.biz	A100	Sanrio GmbH	A20
Admiral Sportswear	P51	Ducati Motor Holding S.p.a	N17	LIMA	R135	Santoro Licensing	C2, D5
Agma Ry	C125	Dutexdor	L22	Lions Gate Entertainment	F55	Sarah Hurley	J7
Alchemy Licensing	P52	Dynit srl	G75	Lisle Licensing	C45	Science Museum Group	L15
Allsorts Licensing	C84	EDEBE LICENSING	B30	Live Nation Merchandise	B52	SEGA Europe	C35
American Greetings Entertainment	F20	Edutainment Licensing	G25	LoCoco Licensing Inc	E3	Sharpe Company	C45
Anima Kitchent	B30	EL OCHO LICENCIAS Y PROMOCIONES, S.L.	B30	Lonely Dog	P61	Smiley	C40
Animal Jam	E104	Emoji Company GmbH	E70	Longboard	N32	Sony Interactive Entertainment Europe	D20
Animaru Ltd	J4	Endemol Shine Group/UK	B95	Ludorum	F67	Sony Pictures Consumer Products	E35
APC kids	B54	Entertainment One	C50	Luk Internacional & Genius Brands International	A65	Spain Licensing Pavilion	B30
Arsenal Football Club	L25	ETS STUDIOS SRL	E75	Luv Galaxy Company Limited	A55	Staramba	L32
Art + Science International	A85	Euro Lizenzen	G40	M4E AG	B15	Start Licensing Limited	F71
Art Ask Agency s.l.	P50	Expocontent	C120	Made in Russia	C120	Striker Entertainment LLC	F100
Art Brand Studios	R35	Fantawild Animation Inc.	B115	Magic Light Pictures	C90	Studio 100	B15
Ashcroft Designs	H5	Fashion UK	B20	Mandarin Licensing	M15	Studio Pets by Myrna	C45
Assaf Frank Photography Licensing	H2	FIFA	M25	MANU	J2	StudioCanal	D80
Atlantycia Entertainment	B45	Finnish Licensing Agents & Brands	C125	Markosia Enterprises Ltd	H7	SYBO Games	C155, D132
Authentic Brands Group	A10	Fluid World Ltd	A35	Masha and the Bear	C70	Teddy's Inc. Ltd	J8
Automobili Lamborghini S.p.A.	P10	france tv distribution	G27	Master Italia	N30	Tempting Brands Netherlands BV	N15
Azerty Galerie	H1	FremantleMedia	E55	Mattel Brands Consumer Products	E10	Teo Jasmin	R10
BANDAI NAMCO Entertainment Europe S.A.S	F12	Gallimard Jeunesse	M20	Maui and Sons	Q14	TF1 Licences	N24
Bavaria Media GmbH	N12	Games Workshop Group plc	B32	May The Thoughts Be With You	J14	The Bookseller	J11
BBC Worldwide Consumer Products	E20	Gateley LLP	A120	MAYA STUDIO SL	B30	The Licensing Source Book Europe	G70
Beano Studios Limited	C87	GC Properties S.A.	E105	Mediatoon Licensing	E4	The Light Fund	F69
Beantalk Europe	Q100	Giochi Preziosi Group	A25	Megalisece	C120	The Partnership	N10
Benesse Corporation	E100	Global Icons Europe Ltd	N100	Melnitsa Animation Studio	B54	The Point. 1888	B80
Biplano Licensing SA	B58	Global Merchandising Services Ltd	G74	Merch Traffic	B49	The Pokemon Company International, Inc.	B35
BJA Design	C150	Globetrade / Beetosee	G15	Mercis	F30	The Shape Kids	H8
Blue Zoo Animation Studio	F14	Glory Innovations, Inc.	A70	Metrostar and Brand Central	Q10	Those Licensing People	D115
BM Srl	F105	Golden Goose	P22	MGL Licensing	J1	Tinderbox	Q100
Bonus Marketing Productions	F37	Grani & Partners	A25	Milan Entertainment SRL	Q12	Toei Animation Europe	F35
Brand Central	Q10	GUARDIAN PRODUCTS AND PROMOTIONS S.L.	B30	Monday2Friday	M30	Tokidoki, LLC	B60
BrandComply.com	G30	Hampshire Cultural Trust	J3	Mondo TV	D70	Toncar	F32
Brandgenuity LLC	P60	Hasbro Brand Licensing & Publishing	D40	Monika Suska Illustrations	J5	Topps Europe Limited	F65
BRANDS AND RIGHTS 360 SL	B30	HCA Creation	B86	Moomin	C60	Total Licensing Ltd	G35
Brands With Influence	Q20	Historic Royal Palaces Enterprises Ltd	L30	Multera	C120	Traditional Japan	L18
Bravado	D80	History & Heraldry	J9	MyMediaBox	B66	TT&F Licensing Company Ltd	C94
BroadTeck Co., Ltd	C86	Horipro Inc.	F22	Napa Agency	C125	Tulipop	E103
Bulldog Licensing Ltd	F2	Howard Robinson & Associates	J10	National Geographic	E30	Turner Broadcasting Systems	D50
Bulls Licensing	C62	IBML	P100	Natural History Museum	L35	TY Inc	E110
By Hartwig Braun	J13	IHL   INHOLLYWOODLAND	F76	NBA Properties Inc	M17	Ubisoft EMEA	E50
CAA-GBG Global Brand Management Group	L100	IMG	N20	NECA	B22	Universal Brand Development	D60
CAPCOM	E115	Imperial War Museums (IWM)	R38	Nelvana International Limited	B56	V & A Enterprises Ltd	K10
Caroline Mickler Ltd	A60	IMPS S.A	B50	Nickelodeon & Viacom Consumer Products	D10	Vicki Thomas Associates	J6
Carte Blanche Greetings Ltd	D105	Ink Group A/S	C70	Nintendo	G78	Vivendi	D80
Cartotecnica Sinigaglia	G55	ITV Studios Global Entertainment	C20	Nudinitis	H9	VIZ Media Europe	B90
Celebrities Entertainment GmbH	E2	Jazwares LLC	D125	Nuttery Entertainment AB	A95	Vooz	E90
Centa IP	B92	JCB Consumer Products Ltd.	F50	On Entertainment	B25	Walker Books Ltd	G20
Chelsea FC	L20	JELC LTD	Q25	One Animation	B47	Warner Bros. Consumer Products EMEA	D30
Chupa Chups, S.A Unipersonal	M10	Juventus Football Club	L9	One Target Consumer Product	F32	Warner Music Artist Services	D135
City Football Marketing	K18	Kazachok	F110	OpSec Security	M18	White Space Entertainment	C140
Claire Louise	J12	Keen Advisory	F74	Paramount Pictures	B72	Withit Studios	B40
Coolabi Group	E60	King Features	E65	PEA & PROMOPLAST SRL	A50	Wizart	C120
Copyrights	D80	Kitkase Ltd	M35	Penguin Random House	F45	Women In Toys, Licensing & Entertainment	B64
Country Colour	J17	Kocca	E25	PGS Entertainment	F66	WWE	E45
CPLG	C30	KOOKHAK SAEMI INC.	F115	Pikkuli	C125	Xilam	B110
Crazy Bell Agency	A45	KREAM Helsinki	C125	Pink Key Consulting	Q15	Ypsilon Licensing	G65
Creative Licensing Corporation	F72	KUKUXUMUSU (UNIVERS PALOSECO)	B30	Planeta Junior	B15	Zadorin inc	C120
CTC Media	B54	Last Lemon	F80	POSH Original Art	J18	Zag Animation	B25
Curtis Licensing	F10	LCT Creative	H3	Pro Scarves	N48	Zodiak Kids	F40
Cyber Group Studios	B118	Le Tour de France, Dakar & Paris Saint-Germain	R16	Rachael Hale	B62	Zolan Licensing Agency	G60



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Planeta Junior - B15  
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