

THE LICENSING LETTER

June 2023



THE DEFINITIVE SOURCE
FOR DATA, ANALYSIS,
NEWS, AND CONTACTS
SINCE 1977

INSIDE THIS ISSUE

- 01 Guide to Licensing Expo
- 08 Bob Mackie - Focus on Fashion
- 11 Support for Ethical Toy Program
- 13 Broad Street's Tasty Podcast
- 15 Brand Central Feature Profile
- 18 JPatton: Protecting Your Brand
- 21 Exodo Brings Licenses to Life!
- 24 Licensing Expo Opening Night
- 25 Licensing Expo Round Table
- 26 The Lightning Report
- 27 Court Rules Against Andy Warhol
- 29 Brandgenuity Signs The Sims
- 30 Jazwares Says "Hello Kitty!"
- 31 Bandai Namco Seeking Partners
- 31 Eleemis + Bridgerton Licensees
- 32 Falcon's Beyond on Roblox
- 32 GBH Appoints Moxie as Agency
- 33 Amazon Rolls Out Shopping Tech
- 35 Mattel and Hasbro Post Losses
- 36 ZAG Announces Miraculous Film
- 37 Kanye West's Billion Dollar Mess
- 39 King Charles on American Idol
- 40 Rube Goldberg's New VR Game
- 41 Forever 21 and Barbie Metaverse
- 42 Who's News
- 46 Deal Sheet: Licenses Granted and Assigned

2023 Plain Language Media.
All rights reserved. No part of this newsletter
may be reproduced without express written
consent of PLM.



EVERYTHING YOU NEED TO KNOW BEFORE YOU GO

Expo Keynotes to Focus on Fashion With Sam Edelman & Robert D'Loren

If you're interested in building your own fashion empire, or extending your existing brands, then you'll want to set aside some time for the two keynote addresses staged by Licensing Expo this year.

The first will feature Sam Edelman and Robert D'Loren on Tuesday, June 13 for the Opening Keynote, as they share their experience and insights on the power of brand extension to build their fashion empire.

Edelman is considered a creative visionary and legend in the footwear industry, making an indelible impact on some of the most renowned contemporary footwear brands over the past 40 years. He has made significant contributions to companies such as Candies with an executive role as assistant to the president and as a co-founder of Kenneth Cole. With four retail stores across the U.S., in premiere locations including Soho and Beverly Hills, Edelman continues to expand its international presences, in cities from Hong Kong to Dubai.

Bob D'Loren's visionary work among consumer products companies includes the recapitalization and restructure of Candie's Shoes, Inc. and subsequent formation and rebranding into Iconix Brand Group, Inc. Some but not all of the Iconix Brand Group, Inc. brands include Candie's, Bongo, Joe Boxer, Badgley Mischka, Rampage, MUDD and Mossimo.

Continued on page 2

Virtual Fashion With Crocs, Minecraft

Continued from page 1



THE DEFINITIVE SOURCE
FOR DATA, ANALYSIS,
NEWS, AND CONTACTS
SINCE 1977

Editor in Chief

Gary Symons
gary@plainlanguagemedia.com

Data & Digital Coordinator

Brian Sharples
brian@plainlanguagemedia.com

Business Development Manager

Andrea Stowe
andrea@plainlanguagemedia.com

Advertising Manager

Ingrid Dilschneider
ingrid@thelicensingletter.com

Customer Service

brian@plainlanguagemedia.com

Layout & Design

Stephanie Symons

Reporter

Allison Watkinson

Managing Editor

Barbara Manning Grimm

CEO

Mark Ziebarth

THE LICENSING LETTER (ISSN: 8755-6235)

is published 12 times a year by
Plain Language Media, LLLP.

The annual subscription price for
THE LICENSING LETTER is \$527 per year.
Call for prices outside North America.

Low-cost site licenses are available for those
who wish to distribute this newsletter to their
colleagues at the same firm. Please contact
our business development department
at andrea@plainlanguagemedia.com
or 888-729-2315 for details.

Plain Language Media, LLLP
15 Shaw Street,
New London, CT, 06320
Phone: 888-729-2315
Fax: 855-649-1623

D'Loren is also Chairman and CEO of Xcel Brands, which owns the Isaac Mizrahi, Judith Ripka, H Halston, C Wonder and Highline Collective brands, all companies featured regularly in the pages of TLL. Xcel Brands is a leading consumer products company with over \$700 million in retail sales as its brands through an Omni-channel distribution platform that includes interactive TV, bricks and mortar and ecommerce.

The second keynote brings up the topic of fashion in the metaverse. While some pundits have prematurely signed a death warrant for the metaverse, people working in the licensing industry have put together many compelling collaborations that set the stage for rapid growth of this nascent technology.

From virtual to real and back again, Crocs and Minecraft will reveal the secrets of their successful collaboration.

Among the pioneers pushing forward into this new frontier are Federico San Martin, Head of Consumer Products for Minecraft, and Matias Infante, Vice President of Brand Partnerships, Collaborations & Licensing at Crocs. The two experts will discuss their journeys in brand development, their approach to licensing partnerships, and the licensing program they launched together in a session on Wednesday, June 14 at 9:30 a.m., at the License Global Theater.

"As we continue to grow the Minecraft brand through category and territory expansion, the fashion space will continue to play an integral role," insists San Martin. "Partnering with a powerhouse brand such as Crocs allows us to meet the demands of gamer and fashion fans alike, as well as tap into a broader potential fanbase."

Infante also sees the metaverse as key to the future of fashion marketing, because popular platforms like Minecraft have literally millions of highly engaged users.

"At Crocs, we seek partners that truly connect and engage with their fans," Infante explains. "It was only right that we partner with Minecraft, a leader in gaming with a loyal and energetic fanbase. We both understand the importance of connecting the digital and physical worlds, from shoes to the metaverse. Through a cohesive strategy, we brought together elevated product design, a worldwide gaming property and strong co-promotion. I am excited to share our collective learnings at the Licensing Expo."

Opening Night Party With Ja Rule

All work and no play makes for some dull licensing folks, so don't forget to have some fun at Expo!

Following up the successful hip hop extravaganza last year, Licensing Expo has booked rapper, singer and businessman Ja Rule to headline the 2023 Licensing Expo's Opening Night Party.

Ja Rule, aka Jeffrey Bruce Atkins Sr., released his first solo album, Venni Vetti Vecci, in 1999. Since his solo debut, Ja Rule has sold more than 20 million albums worldwide, but he's also a very savvy businessman who has completed several successful licensing deals. In other words, he gets us—he really gets us!

In addition to his musical ventures, Ja Rule is an active entrepreneur, businessman, and cultural influencer. In recent years, he has expanded the Ja Rule brand through collaborations with fashion designers, footwear manufacturers, accessories designers, liquor companies, and more. The Ja Rule brand is currently developing licensing deals for card games, board games and additional product categories.

"With Ja Rule's expertise on IP and brand extension, as well as 2023 marking the 50th anniversary of hip hop, we could not think of a more perfect industry mover and sought-after icon to mark our first-ever event dedicated to fashion in licensing," said Licensing Expo event director, Ella

Continued on page 3

Rapper Ja Rule To Light Up Opening Night Party

Continued from page 2



Licensing Expo offers a wide range of educational opportunities, such as round tables, the License This! competition, and more.

Haynes. “As a celebrated trendsetter and respected establisher of hip hop and rap, Ja Rule brings bold energy and innovation to music, fashion, entertainment and brand identity. We cannot wait to have him perform to welcome our attendees and kick-off this year’s highly anticipated expo.”

The Licensing Expo opening night party will be held at the Daylight Beach Club on June 13. The Opening Night Entertainment was secured by the bi-coastal marketing and licensing agency TreImage LLC, which will be represented at Licensing Expo in booth D114.

The Licensing Expo Character Parade

Tuesday, June 13, 11:00-11:30am | Wednesday, June 14, 11:00am-11:30am

The Entertainment & Character category is massive for licensing. In fact, many would say it is at the very heart of licensing, so the annual Character Parade is always a popular event as brands literally trot out their coolest and most adorable brands, from Batman to Bluey.

You don’t have to go anywhere special; just make sure you’re in the main Expo hall at the right time, at 11 a.m. on June 13-14, and keep your camera phone at the ready!

The Licensing Awards

Expo is also the site for the annual Licensing Excellence Awards, dedicated to recognizing outstanding achievements and innovation in the global brand licensing industry. It’s basically the Oscars of licens-

ing, and why it’s not on TV for four hours is anybody’s guess.

The 2023 Excellence Awards feature 201 finalists in 30 categories, trimmed down from more than 850 submissions that were reviewed by a panel that includes 200 judges from 20 countries.

Several new categories were introduced this year, including the award for Most Impactful Service Provider, which honors companies that help the industry run more effectively, including accounting and law firms, brand protection and approval software companies, and design agencies. And the Best Sustainability Initiative award recognizes a licensed product or product range that is making measurable improvements in sustainability.

Continued on page 4

Licensing Expo Adding Dedicated Retail Lounge for 2023

Continued from page 3

The winners will be announced during the Licensing International Excellence Awards ahead of Licensing Expo. The ceremony will take place on Monday, June 12 at 5pm at the HyperX Arena Las Vegas at the Luxor, a short walk or tram ride from the venue at Mandalay Bay.

Dedicated Retail Lounge

Licensing Expo has emphasized getting retailers to Licensing Expo this year, and recently announced more than 1,000 retailers are among those registered to attend the trade show.

Direct-to-Retail and goods licensed to retailers has become such a big deal, that Licensing Expo has worked hard to expand attendance for this category, with the result that 2022 saw a record number of retail-related attendees.

One innovation the Expo has launched is to provide a dedicated space to host meetings, take calls, check emails and take a break from the busy show floor.

As well, Expo's Head of Retail Laura Freedman-Dagg is working almost as a show concierge for retailers, and will be on hand to support retailers with any questions and recommendations to improve their experience.



Ja Rule to kick off Expo at Opening Night Party.



Keynote speeches are a major draw at Licensing Expo, with this year focusing on fashion licensing.

The list of retail attendees for this year includes top retailers from North America and Latin America, including TJX, Urban Outfitters, Abercrombie & Fitch and Tilly's, while Hot Topic, Walmart, Target, Five Below, Aldo, Game Stop, Coppel, Liverpool and Pottery Barn are among the those returning from 2022.

From Europe, the list includes buyers from retailers Primark, H&M, Frasers Group, Asda George, Lidl, The Entertainer, El Corte Ingles and Toys R Us, as well as first time attendees B&M, Lush and TJ Morris.

"We've worked really hard to drive high quality local and international attendees to Licensing Expo through multi-channel marketing and one to one outreach," said Freedman-Dagg. "Brand Licensing Europe has built a great reputation for retail attendance but for those looking for global, US, Canadian, Latam or Asian partnerships,

Licensing Expo is a must attend.

"I'm particularly excited to see the likes of Shein and Mr Price (which is massive in South Africa) have registered to attend – in fact, I'm delighted with all the registrations so far."

Get Into the Swing With Topgolf

If you're arriving in Las Vegas earlier, the event is staging Topgolf at Expo, a fun fundraiser on Sunday, June 11.

The event will be held between 5 and 7 p.m. at the Topgolf facility at 4627 Koval Lane, which is located right behind the MGM Grand. From Mandalay Bay, it's easiest to take a cab or Uber, or take the tram to the Excalibur Hotel, and cross over to MGM from there.

The event is a networking fundraiser for

Continued on page 5

Expand Your Horizons With 'Meet The Experts' Sessions

Continued from page 4

the Licensing International Scholarship Program, with food, drink and the Topgolf experience all included.

Find The Next Great Licensing Deal at the License This! Competition

Every time we're at Expo we meet a lot of brilliant inventors, writers, designers, publishers and animators who just need that one break to take off.

That's why Licensing Expo puts on the License This! competition, which gives those unheralded but inventive minds a chance to pitch their product or idea, and hopefully secure a new deal or even agency representation.

Unfortunately, while I'd love to see a Dragon's Den or Shark Tank-style event, the submissions and judging will be entirely virtual, with one winner and three shortlisted applicants, but the winner will be announced on the first day of Licensing Expo at the Opening Keynote session, amongst other prizes. The judging is hosted by the License Global editorial team, and "will be based on each brand's level of originality, licensing potential and alignment with today's marketplace."

More Potential Licensing Opportunities With Ignite Brand Pitches

Open to all signed Licensing Expo exhibitors, the new Ignite Brand Pitches is providing five brand owners the opportunity to pitch their new and upcoming brands in front of a live audience at Licensing Expo. It's a great opportunity for a first look at new licensing ideas or concepts, curated by an experienced team of licensing experts. The session is on Tuesday, 13 June 15:30 at the License Global Theater, and is only 45 minutes long.

Meet The Experts in Your Area of Licensing

One of the most important offerings from Licensing Expo is the Meet The Experts program. Anyone entering into a new area of licensing has a lot to learn, as each



Crocs reveals how it got phygital in a collaboration with the metaverse platform Minecraft.

sector has its own rules, opportunities and challenges. The Meet the Experts sessions allow you to set up a short conversation with an expert in a particular category, where you can get solid answers to your questions.

You can register through the Licensing Expo site.

The Category Sessions: Tuesday, 13 June 1:30

Art & Design: J'net Smith, Licensing & Brand Manager, Zoonicorn

Corporate Brands: Todd Kaufman, VP, Strategy & Partnerships, Beanstalk, and Katie Cosgrove, Senior Licensing Director, Joester Loria Group

Food & Beverage: James Slifer, Managing Director, Joester Loria Group

Invention Services Industry: Robert Susa, President, InventHelp and Ronny Smith, Managing Director, InventHelp-Intromark

Legal Advisor: Jed Ferdinand, Senior Managing Member, Ferdinand IP Law Group

Location-Based Brand Extensions: David Hutchison, CEO, Path Entertainment Group, and Julia Posen, Director of Content, Path Entertainment Group

The Metaverse & Web 3.0: Leslie Hughes, President, Digital Media Licensing Association and Founder & CEO, iSPY Technologies, Inc. and Justin W. Hochberg, CEO, Virtual Brand Group

The Global Markets Sessions: Wednesday, June 14, 1:30

Asia: Masakazu Soeda, General Manager Global Business Division, Sanrio

Europe & the Treaty of Rome: Amadu Sowe, Senior Vice President Business Legal Affairs, Paramount

France: Laurent Taieb, Board Co-President - France, Licensing International

Latin America: Eric Johnson, Global Team Leader, Franchise Programs, U.S. & Foreign Commercial Service and Ivonne Feliciano, AVP, Business Development & Marketing, Beanstalk LATAM

United Kingdom: Steve Manners, Head of Global Marketing & UK Managing Director, Licensing International

More Sessions at the License Global Theater

Licensing Expo is always jam packed

Continued on page 7

B BRAND CENTRAL

Your Brand Front and Center

Delivering award-winning brand extensions



Generating buzzworthy collaborations



Creating impactful experiences



Visit us at Licensing Expo 2023, Booth #D142

Contact Hebe Moore to learn more or make appointments: hebe@brandcentralgroup.com



Everything You Need to Know for Licensing Expo

Continued from page 5

with content, but fitting it in among all the meetings and networking is always the challenge. Here's a quick hit on other sessions you may want to take part in.

Basics of Licensing Panel

An overview of the basics of licensing. Tuesday, June 13 11:00 (30 minutes) License Global Theater

The Rise of Virtual Influencers

Virtual beings are going to transform everything from entertainment and shopping to learning and working within the next decade. Find out how this will impact the licensing sector and where the opportunities and risks lie. Speaker: Erin Rechnerhead of kidsWGSN. Tuesday, June 13 11:45 (30 minutes) License Global Theater.

Sports Roundtable

Hosted by Steven Scebelo, President, NFL Players Incorporated and Ambassador for Sports at Products of Change, the Sport This roundtable will bring together the POC sports group to showcase innovation within sports licensing and collaboration across continents. All POC members are welcome to join. Tuesday, June 13, 1:30pm (1 hour) Products of Change



Booth #C142

Brands Scoping out the Future of Sustainability

Join Jakob Max Hamann, Sustainability Lead at The LEGO Group; Jenna Sobray, Head of Integrated Marketing at the NFLPA; Matt Young, President, Bravado (Universal Music); Yalmaz Siddiqui, Vice President Environmental Sustainability, The Walt Disney Company; and Christian Del Maestro, Senior Manager Environmental Sustainability, The Walt Disney Company, for a very special session chaired by Helena Mansell-Stopher, CEO at Products of Change to discuss the latest environ-

mental legislation and what this means for brand owners and licensed manufacturers over the next 7 years.

Wednesday, June 14, 3:30 License Global Theater

Join Catrina O'Brien, Director UK Licensing Consumer Products at Hasbro, to showcase how Peppa Pig swapped muddy puddles for the British coastline last year with the launch of branded beach-clean activities, resources, and a George at Asda clothing line all in celebration of World Oceans Day. The session will be moderated by Helena Mansell-Stopher, CEO at Products of Change. ■

DLH CAPABILITIES



COMPREHENSIVE BRAND MANAGEMENT & BRAND PROTECTION PLATFORM
by



JPATTON
BRAND PROTECTION SOLUTIONS
LICENSING MANAGEMENT SOFTWARE

Classic Yet Modern: The Immortal Fashion of Bob Mackie

From Hollywood to TikTok: Bob Mackie's Timeless Designs Earn a New Legion of Fans

By Gary Symons
TLL Editor in Chief

The Queen of Rock'n'Roll Tina Turner passed away in late May, leaving so many of us with fond memories of her unforgettable concerts. For me, it was a night at the legendary Commodore in Vancouver, Canada, where Turner just blew the roof off.

But now, as the world mourns the singer, designer Bob Mackie is also making headlines as the person who helped Turner create her legendary look and style. As chronicled in the recent HBO documentary *Tina*, Mackie helped create the singer's design sense, working with her since the Ike and Tina days in the 1970s.

Mackie also designed sultry outfits for Turner's solo shows after she left Ike Turner in 1978, including the famous 'flame dress' that I saw in the 1979 tour, and he even designed the wardrobe for her last tour in 2008.

Turner was hardly alone in that. Virtually everyone in the fashion world knows Bob Mackie as the 'designer to the stars'; the man whose vivid imagination and timeless design sense resulted in him dressing everyone from Marilyn Monroe, to Cher, to Elton John, and even the comedic, over-the-top styles seen in the wacky *Carol Burnett Show*.

But what struck me was that in recent years I've seen young celebrities dressing in Bob Mackie designs as well, particularly mega-pop stars like Dua Lipa and Pink, or the ultimate fashion influencer Kim Kardashian, who controversially wore the famed Marilyn Monroe dress to the Met Gala. The dress which Mackie sketched out while he was working with the famous designer Jean Louis, received some damage as Kardashian is a larger size than Monroe.

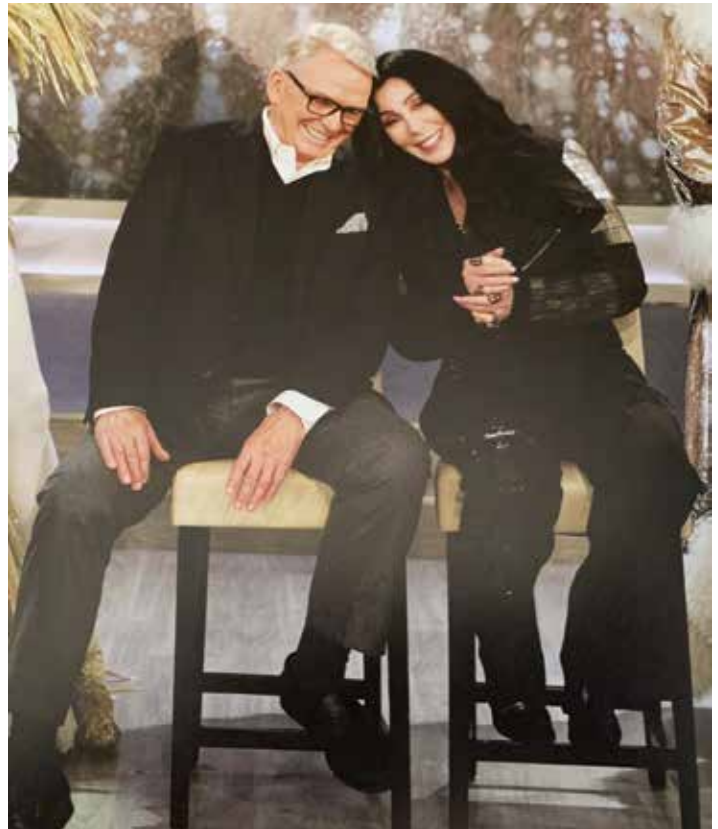
Similarly, Miley Cyrus made headlines and front pages around the world as she appeared in a stunning Bob Mackie dress for her 2023 New Year's Eve concert.

Having recently read the book *The Art of Bob Mackie*, I wanted to know why Mackie's designs are so timeless, and why his popularity is growing with young, fashion-conscious fans who spend more time on TokTok than watching movies.

The company's COO Marc Schwartz, who has spent many years with the designer, says one of Bob's secrets is that he's an artist who also thinks deeply about the person he's designing for.

"Bob's designs made the stars feel confident," Schwartz explained. "She knows she looks appropriate for the event or performance, and Bob also has this special gift for fit and the use of color and detail."

Mackie himself says he always tries to do something new and



Bob Mackie with his long-time friend and client Cher.

modern, but at the same time, he strives to bring classic design into everything he does so that the dress or accessory retains a sense of timelessness.

"I think fashion is that we go two steps forward and go 15 back each time, because you always have to look back and see what's being done," Mackie said.

That attitude, says Schwartz, has helped Bob Mackie Design Group remain successful throughout the decades, and certainly it doesn't hurt when major celebrities from today insist on wearing Bob Mackie designs.

"When the younger stars wear a Bob design, it just confirms his talent for making her feel extra special," Schwartz says.

It also doesn't hurt the company's bottom line. High-profile stars have always turned the spotlight on Bob Mackie, and these days that spotlight is beginning to shine from the newest stars in the firmament — namely, social media stars on Instagram and particularly TikTok.

Schwartz says that when the company saw fashion influencers on TikTok talking about Bob Mackie designs, they realized that engaging with social

Continued on page 9

Sponsored Article

Bob Mackie Seeking Partners For New Product Lines

Continued from page 8

media stars was just as important today as was working with rock and film stars in the 1970s and 1980s.

As a result, Schwartz revealed Bob Mackie is now working with a social media agency. "We've partnered with Perpetua, which is an ecommerce advertising software agency that assists with pairing influencers of all sizes with Amazon brands," Schwartz explained. "Both the brand and the influencer get to choose who they partner with, which ensures genuine endorsements and relationships."

The partnership has accelerated Bob Mackie's reach on social media, but most importantly, it's renewing interest in the artist's work among a young demographic.

"We've seen a lot of growth in brand recognition, particularly in that younger audience," Schwartz confirms. "And what has been really gratifying is that this audience has an appreciation for Bob's talent and history, and they're excited by our products on Amazon that are more accessible to them."

That focus on Amazon is another major change Bob Mackie has made, as shopping habits have shifted heavily toward online purchasing. For many years Mackie



Miley Cyrus in a stunning Bob Mackie design, performing at her 2022 New Year's Eve concert.

worked with fashion retailers and particularly with the cable shopping channel QVC. That relationship allowed the design house some very direct connections with consumers, but as viewing habits changed and more people cut their cable to go online, Bob Mackie knew the company needed to move to where the consumers were.

The answer for them was Amazon.

"We worked with QVC for over 25 years and were able to speak to the customer directly," Schwartz explains. "However, now we have the same ability with our Amazon business, which is the next chapter in our DTC (Direct to Consumer) strategy. We are focusing on fashion and home furnishings accessories now but will add apparel in the future."

Schwartz and Mackie also have some tips for other fashion houses that want to make the shift over to the online shopping world of Amazon.

One of them is to work with a licensing agency that focuses on retail, and particularly has expertise in working with Amazon as a channel for both retail and marketing.

The other is to focus first on building the brand on Amazon primarily with accessories, which typically don't require you to carry an inventory of different sizes. For that reason, fashion accessories are both easier and less expensive to deal with from a logistics point of view.

"Our move into fashion and home accessories started many years ago, but for Amazon and our other digital channels, accessories make more sense from a shipping and returns standpoint," Schwartz explains. "Broad apparel sizing adds to the complexity of digital selling, but we are working on it. Bob's incredible artwork lends itself to both fashion and home accessories, so fortunately, it was a natural transition for us.

"Focusing more heavily on fashion and home accessories also opens us up to many



The original sketch for the famous 'Marilyn Monroe dress', later and controversially worn by Kim Kardashian at the Met Gala.

new digital channels of distribution," Schwartz adds. "Since they are much easier to ship, there are no size and fit issues, thereby less returns. We are also able to offer more SKUs with accessories versus apparel offerings. It's just more manageable for digital commerce."

For that reason, Bob Mackie's focus at the upcoming Licensing Expo and beyond is to find strong partners to work with particularly in the areas of fashion and home accessories, but also in unexpected areas, such as toys or metaverse projects.

"We are basically looking for interesting strategic partners, without limiting too much what that means," said Schwartz. "It could be a strong manufacturer, retailer, or

Continued on page 10

Bob Mackie Design Group's Focus on the Future of Retail

Continued from page 9

even another brand that we can create a co-branded collaboration with. These have been very successful for us over the years, with Barbie, Gucci, Wheel of Fortune, and so on."

For example, one of Bob Mackie's long-time licensing deals is to design spectacular outfits for Mattel's Barbie, with the designer's collectors edition products selling out at some eye-watering price points.

"We are extremely proud of our many multiyear partnerships, that continue to this day," Schwartz says. "The Barbie-Mackie partnership celebrates 33 years this year, and our luggage partnership is now 20 years old. Many others are over 10 years old."

In that sense, Schwartz says the attitude of the partners is the most important thing he looks for.

"We look for strength in their respective industry, however, we also look for creative



TikTok influencers have caught on to Bob Mackie's designs, snapping up his modern accessories, like watches and sunglasses.

The rock star Pink wears Bob Mackie designs, not only because they look fabulous, but also because they can stand up to her athletic performances on an aerial trapeze!

leadership and general enthusiasm for the new partnership," he says. "Without enthusiasm, I find it won't work well. So, we always look for potential long-term partners, because we feel we are very good partners and we look for equal quality companies to work with."

This year in particular, Mackie has his wandering eye looking north, as the company is contemplating a major return to the market in Canada.

"In the past we have had very strong relationships in the Canadian fashion scene," Schwartz says. "Our original fragrance partner was based in Canada and our classic fragrance has sold throughout Canada for over 30 years. Bob has made hundreds of personal appearances over the years, and we love the Canadian customers. We have also sold home furnishings on The Shopping Channel, which is their premier

television shopping network.

"So, as a company, we feel this strong affinity for the country and for the people who work in its fashion industry, and frankly, that's why we want to work more in Canada. We like to think we're good people, and our main thing is, we want to work with other good people!"

Schwartz says Bob Mackie is not getting a booth this year, as he and the team want to spend their time stalking the floor for potential partners. ■

To make an appointment with Bob Mackie for a licensing discussion, interested parties can either use the Licensing Expo matchmaking service, or contact Marc Schwartz by email, at marc.bmdg@gmail.com

You can also learn more about Bob Mackie Design Group at www.bobmackie.com.

Toymakers Offer New Support for Ethical Toy Program



By Gary Symons
TLL Editor in Chief

Thirty thousand children of factory workers will benefit as LEGO and Spin Master announced new funding to expand the Ethical Toy Program across China, Vietnam and Mexico.

The Ethical Toy Program is a program by the International Council of Toy Industries, which is the convening organization for the worldwide toy industry.

ICTI and its member trade associations are committed to championing the value of play; supporting the rights and well-being of factory workers; promoting responsible toy safety standards; reducing barriers to trade; and advancing social responsibility. The Ethical Toy Program, known as the IETP, is among the organization's key programs, and has been operational in China since 2016.

"I am incredibly proud of what we have achieved so far and excited for the future of the Family-Friendly Factory program," said IETP CEO Carmel Giblin. "The mission of the Ethical Toy Program is to help improve the lives of workers, their children and their communities. We are achieving this through a ground-breaking commitment to worker well-being, by developing a supportive working environ-

ment that will benefit working parents and carers, both personally and professionally."

"We are delighted to have the support of the LEGO Group and Spin Master. The financial support and expertise they bring will be invaluable and we would like to invite more brands to join us in helping us to achieve this mission."

The original idea was to help support China's "left behind children," who are often left to fend for themselves as their parents sometimes have to migrate to different cities to secure work, and may be unable to bring their children with them. It's a massive problem for families in emerging markets, and in China alone it's estimated there are 31 million left behind children.

IETP is working to create what it calls Family Friendly Spaces, which essentially allows workers to bring their children with them as they migrate for work, and may live, for example, in company housing.

The Family-Friendly Spaces initiative creates factory-based, safe, educational spaces for the children of workers to play and learn while their parents are able to work. IETP has now successfully operationalised this program in China for seven years.

A Family-Friendly Factory is defined as a factory that has considered the needs of its workers and engaged with them to fill



those needs. This might include the provision of childcare, or the development of policies like flexible working hours or enhanced parental leave. It can also take the

Continued on page 12

LEGO The Leading Funder For Ethical Toy Program

Continued from page 11

form of training and support for parents, helping them to develop new skills.

The program has been successful and sustainable, IETP says, as 66% of factories continued their Family Friendly Spaces after the first year of implementation. Even more impressive, that happened even during the COVID-19 pandemic in 2019-2021.

That's likely because factories see that the program is mutually beneficial. Data from IETP shows that, due to the provision of a Family-Friendly Space, 91% of workers intended to stay working at a factory for over two years; 90% of managers said more workers were attracted to work at their factory; and 90% of managers also said Family-Friendly Spaces improved worker retention rates.

The not-for-profit organization has now expanded its ambitions, intending to scale up and support 30,000 children by the end of 2025, by creating 100 new Family-Friendly Spaces and formally recognizing factories who participate in the FFF program.

That's where the new funding from LEGO and Spin Master comes in, as the two companies have donated funds to expand this pilot program further across China,

but also in Vietnam and Mexico by the end of 2025. It's expected the program will expand to Vietnam this year, and to Mexico in 2024.

Tammy Smitham, Spin Master's VP Communications and Corporate Citizenship, says the company has been inspired by the success of the program to date, and is excited to take part in its expansion.

"IETP's Family-Friendly Factory program will provide valuable programming to improve the lives of workers with family responsibilities, which in turn can have a positive impact on their children and their work life," Smitham said. "Much like the Family-Friendly Spaces program, it is a win-win for both factory workers and management, strengthening the factory culture and engagement.

"Given our commitment to helping children grow and learn through play, we are thrilled to be supporting the expansion of this program which is at the epicenter of where play experiences begin and look forward to seeing the positive impact it can have," she added.

The LEGO Group has been involved since the beginning and has provided the most funds, resulting in it being named the program's primary funding partner.



"We are extremely excited to support the globalization of the Family-Friendly Factory program and work with IETP and expert partners on program content development," said Anne-Mette Lehm Laursen, Senior Director of Responsible Sourcing at the LEGO Group. "Learning through play is an essential part of child development, enhancing social, physical, emotional, creative, and cognitive skills. We look forward to embedding our Learning through Play activities into the Family-Friendly Spaces Teacher Training program, and seeing the positive impact that the program will have on children, parents, caregivers, and worker well-being."

IETP is inviting organizations and brands of any size and from any sector to join its growing program, by coming on board as a funding or knowledge partner, "to collectively make a life-changing difference to children and families around the world." ■

The Royalty Report a Delicious Take on Licensing

By Gary Symons
TLL Editor in Chief

It might be due to my own history as a broadcast journalist, but I've quickly become a fan of a new podcast, The Royalty Report, by licensing exec Peter Cross of Broad Street Licensing Group and marketing guru Trevor Graham.

The premise is a bit like The Hot Ones, the popular interview podcast in which celebrities try to form halfway intelligent sentences, while gasping through a succession of progressively hotter chicken wings.

But The Royalty Report combines a sense of fun and occasional mischief - like when they surprise guests with the burning hot breakfast cereal CinnaFUEGO - with informative interviews that cover all types of licensing, but also dive into the lives and personalities of their guests.

The show is brand new, and is still in the early stages of picking up a fan base, but Cross says the feedback for The Royalty Report has been extremely positive.

"What we're trying to achieve is additional touchpoints for people or other brands to see who we are, as an agency," Cross says. "Obviously there are plenty of LinkedIn posts out there, or your website can tell people what you do, but those things aren't great at showcasing what you're like as a person, so we decided it was time to showcase what we do and who we are. And this is the fun way to really bring that out because, you know, people don't do business with other companies; they do business with other people."

Already, despite the fact the show is very new, it is creating more interest in engaging with Their agency Broad Street Licensing Group, which Cross believes comes down to the fact that people watching the show already feel like they know them.

In a way, that is true, because many of the viewers will drop comments or ask questions on The Royalty Report's YouTube page, creating a level of engagement Cross



'Seasoned' licensing experts Trevor Graham and Peter Cross host Broad Street's The Royalty Report.

hasn't seen from other types of social media.

The show is also growing, and while it's still early days, Cross says the level of engagement and positive feedback they're getting has him optimistic about the project's success.

"It's literally growing with every episode," Cross says. "We have more and more viewers, and more and more fans. I know, of course, it's still flying a bit under the radar right now, but I feel as long as we keep doing what we're doing, we're going to continue seeing more people bingeing the show."

Cross says the idea came up during the pandemic when he saw the boom in popularity for podcasting at a time when many people were essentially locked up in their homes, unable to see friends, family, or in many cases, even go to work.

"Here at Broad Street we had already been brainstorming about ways we could bring more content about food and beverage licensing to people in our industry, but it wasn't until COVID hit and I saw how podcasting had really soared in popularity that we started to think seriously about how to get into this, and last year we actually pulled the trigger."

The show you see today looks slick and well rehearsed, but Cross says it was

neither quick nor easy to get the program where the team was happy with it. While he's thrilled with the reaction so far, and already seeing benefits for the licensing agency, Cross says anyone looking to start a podcast will quickly find out there's a steep learning curve, and he advises anyone trying it to listen more to their critics than to their fans.

In the first episodes they produced, Cross and Graham were working on doing a podcast primarily about food licensing and branding, because Broad Street is one of the first and certainly the largest licensing agencies when it comes to food and beverage licensing. In fact, Broad Street has been recognized for many years as a Top 20 global licensing agency by License Global.

"I mean, we've been in food and beverage for at least 15 years, basically the first agency to really get into the food and beverage licensing sector in a really impactful way, so it just seemed to make sense to focus on that," Cross says.

That first video saw Cross and Graham going out and shopping for a truckload of different licensed foods, and they spent hours preparing it so they could sample the products on air.

"Literally we were just trying it and talking back and forth, and there were

Continued on page 14

Broad Street's Royalty Report a Clever Look at Licensing

Continued from page 13

some really good ones, but there was also some pretty terrible stuff we tasted, but y'know, you have to suffer for your art I guess," Cross recalls. "The problem was, we ended up with over an hour of video, and we were getting a lot of feedback that an hour is just too long."

So Cross and Graham decided to learn the hard way, by doing. They produced what Cross calls 'fake episodes' that were never intended to go online, and then would edit them down before they were reviewed by their coworkers at Broad Street.

"I would literally sit here with Trevor and everybody at the agency got to take a crack at us and they would be giving us some brutal feedback, like, these questions suck, or that makes no sense," Cross says. "We would also bring in some more objective people who really have no idea what licensing is, and we would ask, 'Hey, if you clicked on this episode, where are the places that you would start abandoning the video', or 'what parts are just not good enough'? 'Where can we improve to make the show as fun as possible?'"

Over time, all that criticism and self reflection gave the two nascent podcasters a much better sense of what the audience wanted, and so the show changed radically. The two worked more with different camera angles and better editing, and they radically shortened the show. Where the first episode rang in at an hour and 17 minutes, the most recent, an interview with IMG Licensing agent Nick Manzo, comes in at only 15 minutes.

The show now is more focused, funnier, and the theme has broadened with guests coming in to talk about all aspects of licensing, not just in the food category. For example, one episode stars Ted Larkin, the SVP of global licensing at the software company Octane5, and another dives into the new world of licensing among streaming companies with Alix Kram, the Head of Retail & Marketing/Consumer Products with Netflix.

That change also came about because of

the feedback the hosts were getting from their team, who felt having the show focused on only one category of licensing would be too limiting.

"The message was, sure, Trevor and I could sit here and review stuff, but we didn't think there was enough legs there, so we started inviting people on to the show to talk about the industry and go a little bit further," Cross explains. "We started bringing people on to talk about parts of the industry and brand licensing. And then we started incorporating games at the end that were tailored to each guest.

"Early on we had Sharon Weissman (the US CEO of PowerStation Studios) on and we thought it'd be fun to play the Hot Ones licensed card game, ask her a bunch of questions about how she makes connections, and what it's like to work in the metaverse, phygital goods, NFTs, and all these new, cutting edge technologies."

The Weissman segment was pivotal to The Royalty Report show, because it also gave the producers the idea of creating a 'gauntlet' of licensed foods, an idea they quickly put into play through the rest of Season 1 with an imposing array of unusual licensed breakfast cereals, including Wendy's Frosty cereal, another based on Sour Patch Kids, and of course the deadly CinnaFUEGO.

"One of the big parts of the show now is that, if our guests make it through the gauntlet, they get some unscripted, uninterrupted air time at the end of the show to talk about anything they want, so they can plug into what they're doing or what they're about to do," Cross says. "We had Nick Manzo (a director at IMG) on in the last episode, for example, and he decided to take the forum and talk about something more personal in his life, about gun violence and the March For Our Lives Organization that that has been doing a lot of work since the Parkland shooting.

"So, these are the kinds of things we can do with the show," he added. "It's not just to talk about our agency, or to promote the



agency, but to engage as people all working in our industry, and it's an industry that I think is a lot of fun, and I think our show reflects that."

In fact, Cross says a major aspect of the show is getting away from the idea that business in the licensing sector is all about competition, because he believes it's primarily about collaboration.

"Yes, we want to talk about the industry and we want to educate, but we want to lift everybody up together at the same time," he says. "When people come on the show, we want to showcase their personality, what makes them successful, and what makes them tick.

"And as a result, we've already had two separate guests that have been on the show, and they've reached out to each other and they're doing business together now," Cross added. "That's not one of the things we initially set out to do, but it's now one of the extra benefits that I'm hoping to see; that this isn't just about lifting up Broad Street, but also about lifting up the guest and the whole industry together."

Cross and the team will, of course, be attending Licensing Expo, but this year he's not just looking for new clients or deals, but also for more guests and fans. ■

If you've got some ideas and would like to be on the show, you can contact Peter Cross by email: peter.cross@bslg.com. To see the show, copy and paste this URL: www.youtube.com/@theroyaltyreport

Sponsored Article

How Brand Central Became a Licensing Powerhouse

By Gary Symons
TLL Editor in Chief

When the licensing industry returned to in-person trade shows in 2022, I was interested to see which brands and which agencies attracted the largest crowds around their Licensing Expo booths. And, frankly, I was not that surprised to see the biggest lineup was at Brand Central. In fact, they were so booked, I had to change my own scheduled appointment three times, and only managed to squeeze in on the last day of Expo.

What I wanted to know was how did Brand Central grow from startup to one of the world's top 10 licensing agencies in just two decades? According to the latest Licensing International rankings, Brand Central is the ninth largest licensing agency in the world, with their clients logging \$3.4 billion in licensed revenue.

According to CEO and founder Ross Misher, it all started by focusing on brands within the cultural zeitgeist. At the time, Misher had worked for over six years in licensing at Marvel Comics and Disney Consumer Products, and saw an untapped opportunity with companies that most licensing agencies had ignored at the time. "It was always my dream to start my own business," Misher recalls. "At that time, in 2000, the handful of licensing agencies were solely focused on corporate brands and the big studios were building programs around blockbuster films.

"I saw an opportunity to represent pop culture brands with passionate fan bases," he explains. "I wanted to create a central place for those brands, thus the name: Brand Central. "In those early years, we signed clients such as: E! Entertainment Network, Comedy Central, Miramax Films and Napster. Today, digital brands, fandom films, streaming and cable shows are the norm in licensing."

That ability to 'see around the corner' to what was coming next continues to inform the choices Brand Central makes about the clients it chooses to work with. Misher



Brand Central CEO Ross Misher puts his best foot forward at Licensing Expo.

and his team have even formed their own trend research division, Brand Central Insights, which identifies the hottest trends that are about to crest, so their clients can quickly catch the wave. "Now, 22 years later we are still seeking out those 'pop culture' brands, from Bored of Directors, an NFT brand, to Black Paper Party, which celebrates diversity, or the beloved M&M'S characters," Misher says. Notably, while

NFTs have suffered over the past year, the Bored of Directors collective of Bored Apes stands as the most successful in the industry.

But success also has a way of bringing the big, established brands to your door. While Misher and team actively seek out emerging lifestyle and pop culture brands

Continued on page 16

Misher: Focus on Pop Culture Brands With a Passion

Continued from page 15

who have their fastest growth in front of them, Brand Central has also become the largest agency in the world in the food and beverage category. That all started when one of the world's biggest food companies walked in the door. We signed Kellogg's, our first food and beverage client, back in 2005," Misher recalls. "Over the next nearly 20 years, we had the privilege of working with the biggest brands in CPG (Consumer Packaged Goods), including Dr Pepper Snapple Group, Kellogg's, Kraft Heinz, Bimbo Bakeries, Mars Wrigley, Krispy Kreme, Tapatio Hot Sauce, Mondelez — just to name a few."

But that onslaught of clients in a specialized industry required internal change, and Misher says hiring the right people for those types of accounts is key to their success.

"We hired experienced veterans from the food and beverage industry and built meaningful relationships with the leadership at major food and beverage companies, both big and small," he says. "Concurrently, we represented food manufacturers to acquire licenses which has provided Brand Central invaluable insights into how food companies operate from the manufacturer perspective."

The work with food and beverage companies also allowed Brand Central to acquire a great deal of expertise in the Consumer Packaged Goods sector, and particularly the processes companies use to decide which products are released to the public and how they are marketed to consumers. Food and beverage licensing is very strategic and specific and requires experience and expertise," Misher explains. "Our team understands the inner workings of the stage gate process most CPG companies use — including consumer research, food innovation, food safety and quality assurance — and they have experience working collaboratively with brand teams, innovation and food scientists. "Our depth of knowledge, top-to-top relationships, trend and market intelligence, and passion for the category have been key differ-



Brand Central's food industry savvy has made it the ninth largest licensing agency in the world.

entiators for Brand Central, because we have developed methodologies and ways of working with food brands that have ensured success."

Brand Central's skill at identifying trends also led the company to make a savvy decision during the COVID-19 pandemic, as they saw manufacturers desperately trying to maintain their business during the years of lockdowns, restrictions and logistics logjams. "We strategically decided to accelerate our manufacturing representation business during Covid, as many manufacturers were seeking ways to grow their business during that challenging time," Misher says. "We hired an incredible industry veteran, Liza Abrams, who spent the last 15 years acquiring the top licenses in the industry and we built a team around her. "As we got recognition for the disruptive collaborations we were executing, even more manufacturers came on board seeking consulting and opportunities to integrate their brands into cultural conversations." The program has been a huge success for Brand Central for its cli-

ents, providing the agency with exponential growth in the sector. "Our manufacturer representation business has literally doubled in the past year," Misher says. "We have been fortunate to have a roster of over 15 diverse manufacturers, from premium underwear to large appliances."

But that's only part of the overall plan for Brand Central, as it also looks for synergies between its various clients and contacts throughout industries. "We are in a rare position to have a 360-degree view of the entire licensing space, working with a variety of companies and across industries on both outbound and inbound licensing," Misher explains. "

But if Misher had to point to one thing that is the most important for someone working in licensing, it's to have passion for the brands you represent and the partnerships you can create, a deep and abiding interest in creating new products and programs through licensing.

Over the past year, for example, Misher

Continued on page 17

Sponsored Article

Manufacturers Are BC's Focus for Expansion This Year

Continued from page 16



says his best moments are when his team and his clients come together to create something new, exciting and special, that people will love. It's when he talks about these deals that Misher really lights up.

"There are many collaborations we have launched this year, from M&M'S® Brownie Brittle to Tapatio® Ketchup, and one of the most exciting food launches in 2023 has been the Entenmann's Ice Cream sandwiches sold at Walmart, which garnered over 1.6B media impressions and was featured on The Today Show and Fox and Friends," he says. "Just last week, we announced a partnership with Free Range Games and the Rube Goldberg Institute for an innovative VR experience. Imagine creating a Rube Goldberg machine in your house using everyday objects you see through your Oculus glasses! "This has been such an exciting year for Brand Central!"

All that passion and hard work has certainly seen Brand Central grow over the past year, and it looks like their booth will once again be lined up out the door. For example, Brand Central has recently launched its new Lightning Reports, a trend service in partnership with The Licensing Letter, and Brand Central has been nominated for no fewer than five Licensing International Awards this year.

Already, his team is fully booked with appointments at The Licensing Expo. "At

Expo, we have a full schedule of meetings with licensees for our brand extension clients and licensors and agents for our inbound clients," Misher says. "We are also sitting down with retailers to explore opportunities to build programs with them across multiple licensees. Finally, we are catching up with global agents and international brands to explore collaborations. The show is a great opportunity to spend time with our clients and meet with new potential partners who come by our booth (D142)."

While the company's dance card may be full, Misher and Brand Central are always looking for the next great partner. Asked what he's looking for more than anything else, Misher reverted to the personality that helped build Brand Central from scratch. "We would love to meet any 'passion' brands that are relevant in culture and ready to launch innovative products," he said. "We are also excited to explore opportunities with retailers, licensees, iconic IP owners and manufacturers looking for representation and great brands seeking collaborations. "We have expanded our creative services capabilities and are interested in meeting any company who needs first class creative work done, from style guides and presentations, to mockups and packaging design. "Finally, any retailer, IP owner or manufacturer who wants customized, curated trend intelligence — our



trend service, Brand Central Insights, is available for new clients who want to stay one step ahead of the competition." ■

To contact Brand Central for a meeting at or after Expo, use the Licensing Expo 'match-making service', or send an email to hebe@brandcentralgroup.com. You can also visit Brand Central at its booth, #D142.

JPatton: The Company That Fiercely Protects Your Brand

In the world of licensing, nothing is more important than protecting your brand.

But according to Franco Diaz of the brand protection technology manufacturer JPatton, many brand owners don't invest in brand protection—only to pay for it later in terms of reputational damage, declining stock price, lawsuits/litigation, and lost sales.

Diaz is head of Business Development in the Americas for JPatton, and over the years has heard some horror stories, in which brands struggled for years to restore their image with consumers.

“Everyone knows the story of Tylenol, when someone was essentially poisoning the product, through easy access into the packaging. If any good came out of that criminal act it would be that as a result, today pretty much every product you can consume is packaged with a tamper-evident security feature for consumer safety,” Diaz says.

“What many people don't realize is that counterfeiting is a business in itself with an estimated global value of \$3 trillion



JPatton to unveil its stunning new licensing management suite to clients at Licensing Expo 2023.

dollars in 2022,” Diaz adds. “While unsuspecting consumers may feel duped by purchasing a counterfeit, the effects of counterfeiting go far beyond a one-off

negative experience. Counterfeiting is also known to promote human trafficking, the illegal drug trade, government corruption and even terrorism. Its consequences are devastating.”

JPatton creates a variety of security products—both physical and digital—that comprehensively protect against illicit activities such as: counterfeiting, product diversion, product tampering and adulteration. Crucially, they also allow brands to quickly and easily authenticate legitimate product and isolate those that are suspect.

Unfortunately, Diaz says many brands don't engage security protocols until after they've already been hit with a major counterfeiting scandal that damages their long-term reputation.

“The owners of strong brands are often in a state of denial with regards to the existence of threats to their brand, via counterfeiting,” Diaz explains. “There's a belief that, it's not going to happen to us, but what happens when it does hit them, the reaction is often to find a cheap quick

Continued on page 19



JPatton Turns IP Security Into a Revenue Stream for Clients

Continued from page 18

fix which is usually the wrong long-term solution for them.

“It’s a bit like buying insurance; you have to be proactive about protecting your IP, products and supply chain, because the cost of failing to do so could be far higher than the cost of getting that security in the first place.”

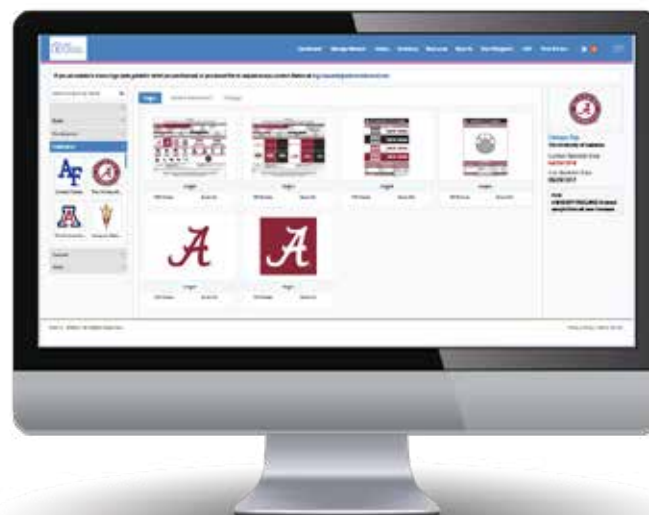
Over the years, JPatton has seen just about every kind of counterfeit product you can imagine. For example, counterfeiters will put cheap or tainted wine and spirits into bottles branded by legitimate manufacturers, or fake labels on electrical wire and cables that are manufactured so poorly they actually start fires.

“Another common problem is an ongoing issue with fake cosmetics,” Diaz says. “We have seen products on the market found to contain urine, arsenic and other impurities that can harm unsuspecting users.”

The incidence of counterfeiting is incredibly widespread, and it’s worth following JPatton’s Twitter account to see just how prevalent it is. In a single day, @JPatton posted stories on counterfeit Samsung storage drives; phony rolling papers; counterfeit medications in Mexico and in a separate case in Texas; a million dollars

worth of bogus branded clothes at a single store in Ontario; fake Rolex and Prada watches; phony replica cell phones; counterfeit stamps being sold on Facebook; and consumer electronics sold under counterfeited brands in Idaho.

JPatton is one of the world leaders in brand protection technology securing licensed product for more than 200 top colleges, universities and their sports teams.



They also work with luxury brands, the US and foreign militaries, international sports leagues, electronic gaming, automobiles, apparel, collectibles/memorabilia, recreational events and many more.

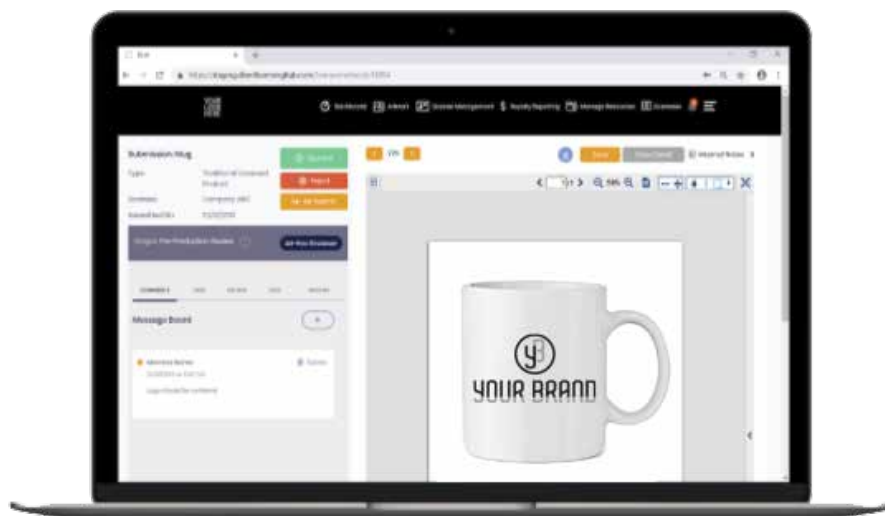
That client base was built up because JPatton provides a comprehensive suite of both physical and digital measures that not only protect the brand, but actually increase its value, all without eating into the bottom line.

“Often companies will make the mistake of thinking that adopting security will never result in ROI,” Diaz says. “But the opposite is true, because protecting your brand properly could increase its value in the eyes of loyal consumers.

“What we say when brands work with us is, look, we have a way to turn your brand protection efforts into a revenue stream for you.

“So, the result is you’re not paying to have your brand protected; you’re being paid to protect your brand. It’s a huge win-win.”

But the real payoff for brand protection technology usually comes when the licensor is in a court of law, trying to demon-



Continued on page 20

JPatton Now Offers Full Licensing Management Suite

Continued from page 19

strate that a suspect product is not actually from their factory. In cases where there is personal injury, major property damage, or damage to another company, such damages can cost millions of dollars. Having specific security features in your product and/or packaging to differentiate it from the suspect product will help to prove the Licensor's case.

JPatton is very well known for its security products, but this year at Licensing Expo the company will be showing off a newer technology called Direct Licensing Hub that goes beyond security, and helps the licensor manage the relationship between their brand and their various licensees.

DLH is a full software suite dedicated to Licensing Program Management. That includes the ability to track the stages of licensing; to communicate quickly and easily with licensees as issues or opportunities arise; and with deep management tools that allow users to easily track and manage contracts, rights management, design submissions, royalty reporting, logo distribution, accounting, compliance, and of course, physical and digital brand protection.

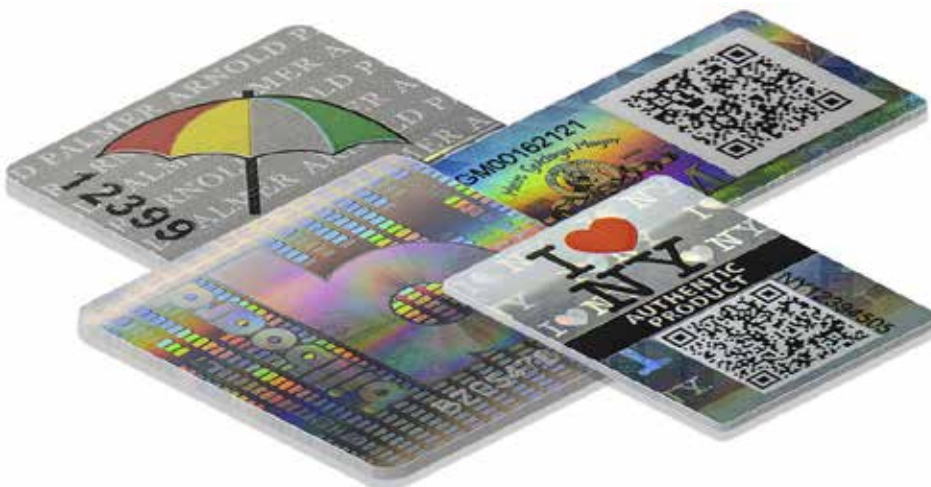
"In many ways, this is the tool that brings it all together," Diaz says. "For many years we have been a global leader in protecting brands, but now we're also a leader in providing tools for brand management,



and this software also works in a highly integrated way with our existing physical and digital brand protection technologies.

"We're really excited to offer such a valuable tool for our clients this year."

To learn more, you can contact Franco Diaz at franco@jpattonondemand.com, Quincy Mattingly, head of Business Development-EMEA at Quincy@jpattonondemand.com or make a point to visit the JPatton booth A180 this year at Licensing Expo. ■



SPONSORED ARTICLE

Exodo: On a Mission to Bring Your Licenses to Life!

By Gary Symons
TLL Editor in Chief

When Exodo Animation hits the floor at this year's Licensing Expo, it will be with the goal of bringing their clients' licenses to life.

Exodo may be a new name to many licensors in the US, but the company based in Guadalajara, Mexico is a highly successful 3D animation studio that has won or been nominated for hundreds of awards.

The company works on commercials, video game trailers, and short films for distributors like Disney, Nickelodeon, HBO Max and ESPN, among others.

I ran into Exodo after being captivated by the short film *Anacronte* it produced in partnership with Mr. Bug Studio of Argentina, and which airs in North America on HBO Max. It's a surrealistic, somewhat apocalyptic but hopeful film that won an impressive 28 international film awards, and was nominated for nine more.

In the film, humanity faces the *Anacronte* and the *Sorcerers of Evil* who, fulfilling their destiny, and without a single drop of emotion, torpedo innocent people with the blow of their deadly, magical arrows. People's lives are thrown out of joint leaving only death and grief to bring them together. It's a brilliant short film, so I was happy to hear Exodo is going to Licensing Expo this year with the goal of expanding its work with international licensors.



Founders Francisco Zamudio and Paco Navarro will be at Licensing Expo this year.

"We have very specific goals," said co-founder Paco Navarro. "The company is shifting, pivoting more towards animation in the video game sector.

"We're not actually developing video games, but rather we are working on the teasers, trailers and the cinematic in partnership with the game developer," he explains. "Over the next couple of years, what we're looking for is to have at least 70% of our revenue coming from video games."

At the current time, Exodo gets about one-third of its revenue from the video game sector, doing work like the 'character reveals' from the video game *Paladins*, or cinematic for the *Kiwi Heroes* mobile gaming project. Another third comes from advertising animation and other commercial projects, and the remaining one-third from producing short films like *Anacronte*.

For that reason, Exodo will also be introducing its own original IP for licensing, such as the mystery show 'Fearnando', in which kid sleuths Fernando, Frankie and Ghostavo battle their own fears to free their neighborhood from a terrible curse. They'll also be bringing two new properties. Those are *Joey's Magic Book*, a pre-school show about emotional intelligence and problem solving; and *Zquad*, a sci-fi show about unexpected alliances and friendship between a group of bounty hunters.

Navarro says that work will continue, but he sees video gaming as the major area of growth.

Continued on page 22



Exodo Focused on Video Game Partnerships at Expo

Continued from page 21



"We're gamers who love games, so we've always wanted to be directly involved in gaming," he says simply. "It also makes sense from a business perspective, because gaming studios have great ideas, challenging projects, and they often have very healthy budgets."

"Also, once they reach out to us to create their teasers, they usually have a very specific idea, and that gives you a lot of certainty on how things are going to be happening."

Also, while Exodo has experienced success in their advertising and feature film productions, Navarro says there appears to be more of an untapped market in the video gaming space.

"There are a lot of video games going around, and it's often easier to engage with video game companies than with entertainment companies because, you know, everyone wants to work with Netflix, and

Amazon, and Disney.

"As a smaller company in Mexico that's not among the usual suspects they work with, video game companies can be a good fit, because they are very much looking for the right partner for the right project."

One thing that has propelled Exodo's business forward since its founding 16 years ago is what Navarro calls the "Mexico Advantage." On the one hand, the cost of animation is lower in Mexico than in the US or Canada, but Mexico is also in the same hemisphere and similar time zones as the entertainment or gaming companies in LA, New York, Toronto and Vancouver.

"Nearshoring is the hot word right now in Mexico for all kinds of industries," Navarro said.

"We are only one hour difference from LA or New York, so there is not only the geographic advantage but a time zone advantage.

"It's great, because we had some clients in from Los Angeles recently. They took a flight on Thursday afternoon, spent Friday working with our artists, and by Saturday they were back home having lunch with their families! Try that from India or Malaysia!"

But Navarro says animation studios in Mexico have other, less tangible advantages that are nevertheless more important than geography.

"People in Mexico have grown up with TV series, cartoons and movies from the US, so we are accustomed to and understand the humor, the drama, the rhythm, the jokes, and that is something that's really hard to get in other cultures," Navarro explains. "In fact, we have clients from places like China and South Korea who ask us to essentially 'westernize' their properties so they can sell them in the US, because it's so much less expensive to work with us."

Continued on page 23

Exodo Offers Top Quality Animation at Competitive Cost

Continued from page 22

“So, we transform their properties, and then take them into the United States, because we understand the culture.”

While Exodo is particularly looking for partners in the video gaming space, they are also keen to work with a variety of companies on other projects as well. In fact, the company got its start by working with one of Mexico’s top football teams before there even was a company!

“They wanted to make some small, cartoonish versions of each of their players, so they asked us if we could do it, and even though we didn’t have a company at the time, we said, sure, yeah, we can do it,” Navarro recalls. “So then the project gets greenlit, and they send us an invoice, so now we’re thinking, well, now we need to build a company, and we’re going to need a modeller, a designer, an animator, somebody who takes care of lighting, rendering and compositing, and someone who will take care of VFX and dynamics.

“We found those people, and each became a partner. We started the company, opened a bank account, printed the invoices, and that’s how the company started!”

Today the company employs dozens of people, and it’s a mark of Exodo’s success that US or Canadian companies have frequently recruited talented artists from the company. However, one thing that can’t be transplanted is the deep cultural insight of Exodo and its founders, who draw upon Mexican and Latin American stories and culture for their ideas and artwork.

“I would say to the people we meet at Expo that one of the greatest opportunities you have with us is to be able to draw not just on new properties, but also in properties that are inclusive, and draw from this rich, unexplored world of ideas that come from Latin America,” Navarro said. “One could spend a lifetime in every country and still not grasp all the richness of the stories, imagery, culture, and the cosmogony that comes from this region.”

Now, as a larger and widely respected

animation studio, Exodo is attending Expo with the goal of finding partners who want their licenses brought to life.

“We’re always looking for two kinds of deals,” Navarro explains. One is people who are interested in acquiring our properties, but also people who are interested in putting their license or their ideas literally into motion.

“So it’s been very fruitful and very important for us not only to say, hey, we have a license that we can, you know, sell or whatever, but also, we can give you an advantage on your license, we can give you that extra step to create content, because there are a lot of properties in the

Expo that sell very well, but if they have a little bit of quality content on YouTube and Instagram, for example, they will just go ballistic.

“And that’s one of the things that we have going for us, because we have our own content, but we can also create content for your property.”

You can see Exodo Animation at Licensing Expo at Booth S254, and make appointments through the Licensing Expo match-making application.

As well, if you’d like to reach out directly, contact Paco Navarro by email at navarro@exodoanimation.com. ■



Ja Rule to Headline Licensing Expo Opening Night Party

By Allison Watkinson
TLL Reporter

The rapper, singer and businessman Ja Rule has been booked to headline the 2023 Licensing Expo's Opening Night Party.

Ja Rule, aka Jeffrey Bruce Atkins Sr., released his first solo album, *Venni Vetti Vecci*, in 1999. Since his initial solo debut, Ja Rule has sold more than 20 million albums worldwide.

"Ja Rule has a distinctive style that relates across generations," said Trelmage CEO, Charles Singleton. "He's a savvy artist, extremely smart entrepreneur, an all-around great person to work with, and is truly a legend in the industry. We're excited about finding additional collaboration and licensing opportunities for this one-of-a-kind icon."

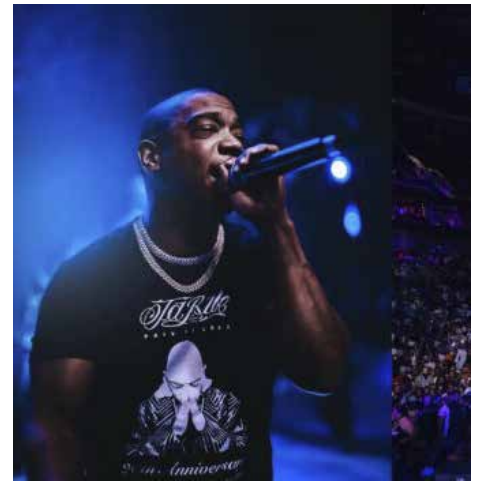
In addition to his musical ventures, Ja Rule is an active entrepreneur, businessman, and cultural influencer. In recent years, he has expanded the Ja Rule brand through collaborations with fashion designers, footwear manufacturers, accessories designers, liquor companies, and more. The Ja Rule brand is currently developing licensing deals for card games, board games and

additional product categories.

"With Ja Rule's expertise on IP and brand extension, as well as 2023 marking the 50th anniversary of Hip-Hop, we could not think of a more perfect industry mover and sought-after icon to mark our first-ever event dedicated to fashion in licensing," said Licensing Expo event director, Ella Haynes. "As a celebrated trendsetter and respected establisher of hip-hop and rap, Ja Rule brings bold energy and innovation to music, fashion, entertainment and brand identity. We cannot wait to have him perform to welcome our attendees and kick-off this year's highly anticipated expo."

The Licensing Expo opening night party will be held at the Daylight Beach Club on June 13, 2023. The Opening Night Entertainment was secured by the bi-coastal marketing and licensing agency, Trelmage LLC, who will be represented at Licensing Expo in booth D114.

The Licensing Expo opening party is a 21+ networking and entertainment event that will include complimentary food and drinks, followed by a cash bar and entertainment.



Exhibitors and attendees of the Licensing Expo can purchase tickets to the opening night party on the online event registration form for \$125.

Licensing Expo is an annual trade show event that brings more than 5,000 brands and 16,000 businesses together for networking opportunities every year.

The Licensing Expo event is organized by the Global Licensing Group at Informa Markets and sponsored by Licensing International. ■

A promotional image for a John Wayne movie. It shows a cowboy in a brown hat and vest riding a horse, herding a group of other horses in a dusty field. The text "JOHN WAYNE" is written in large, white, distressed font at the bottom. A black button in the top left corner says "LICENSES AVAILABLE CLICK HERE FOR MORE INFO".

LICENSES AVAILABLE
CLICK HERE
FOR MORE INFO

JOHN
WAYNE

Expo Offers Expert Advice in Round Table Sessions

By Allison Watkinson
TLL Reporter

Licensing International has announced that the 2023 Licensing Expo will offer premium Round Table talks, led by experts in the industry.

The lineup includes two days of expert-led Round Table discussions with executives from prominent industry associations and businesses.

During the sessions, participants can seek guidance, insights and advice from specialists in distinct licensing categories and geographical markets. In addition, registrants will be able to network and collaborate with like-minded participants in the Round Table group.

The workshop schedule for June 13, 2023 will feature Round Table workshops that are run by category-specific industry experts. The event schedule for June 14, 2023 will feature workshops that are run by experts in specific retail markets across the globe.

The full catalog for the Round Table discussions include:

Day One, June 13, 2023:

Art & Design

J'net Smith, Licensing & Brand Manager, Zoonicorn

Corporate Brands

Todd Kaufman, VP, Strategy & Partnerships, Beanstalk

Food & Beverage

James Slifer, Managing Director, Joester Loria Group

Invention Services Industry

Robert Susa, President, InventHelp

Ronny Smith, Managing Director, InventHelp-Intromark

Legal Advisor

Jed Ferdinand, Senior Managing Member,



Ferdinand IP Law Group

Location-Based Brand Extensions

David Hutchison, CEO, Path Entertainment Group

Julia Posen, Director of Content, Path Entertainment Group

The Metaverse & Web 3.0

Leslie Hughes, President, Digital Media Licensing Association and Founder & CEO, iSPY Technologies, Inc.

Day Two, June 14, 2023:

Asia

Masakazu Soeda, General Manager Global Business Division, Sanrio

Europe & the Treaty of Rome

Amadu Sowe, Senior Vice President Business Legal Affairs, Paramount

France

Laurent Taieb, Board Co-President – France, Licensing International

Latin America

Eric Johnson, Global Team Leader, Franchise Programs, U.S. & Foreign Commercial Service

Ivonne Feliciano, AVP, Business Development & Marketing, Beanstalk LATAM

United Kingdom

Steve Manners, Head of Global Marketing & UK Managing Director, Licensing International

Visitors who wish to attend the Round Table talks must register in advance through the official Licensing Expo platform. Access to the workshops can be purchased for \$75 per session, with a 10% discount offered to Licensing International members.

Licensing Expo is the world's largest annual tradeshow for the licensing and brand extension industry. The Licensing Expo event is organized by the Global Licensing Group at Informa Markets in partnership with the international trade organization Licensing International.

The 2023 Licensing Expo takes place from June 13 to 15 at the Mandalay Bay Convention Center in Las Vegas. ■

Brand Central, TLL Partner on Licensing Trend Service



The award-winning licensing agency Brand Central, and its trend intelligence division, Brand Central Insights, have come together with leading licensing publication The Licensing Letter for a new trend offering called the Lightning Report.

Arriving as a monthly deep dive report, each volume of the Lightning Report will take a look at one specific topic geared toward the licensing industry. The trend-driven white paper will provide all of the hottest trends, collaborations, data, contacts and so much more on relevant subjects, giving the subscriber a rare competitive edge.

From consumer movements to the most popular brands, to stats and figures, the Lightning Report gives you all the trends and data you need to know on each specific topic at lightning speed. Trend report topics will include Fashion & Apparel, Gaming, Gen Alpha & Gen Z Consumer Trends, Kids & Toys, and more!

“Brand Central Insights provides customized, curated reports specifically built for each client. We have always wanted to create an offering available to the whole licensing industry. Like a bolt of lightning, we combined the expertise of Brand Central Insights and the data, contacts and insights of TLL, to deliver this unparal-

leled service for our industry,” said Ross Misher, CEO of Brand Central.

The Licensing Letter’s Editor in Chief Gary Symons says the partnership combines two experienced research teams that have been providing the industry with insights and trend data for many years.

“We first started working with Brand Central when they provided us with a trends column, sparking the idea of a dedicated trend reporting service that we can offer our members and the licensing industry at large,” said Symons. “We’ve been very impressed with their work so far, and believe this partnership combines our journalism and wide reach in licensing, with a team at Brand Central that is constantly on the cutting edge of ‘what’s next’.”

The Lightning Reports will be available each month with one report for \$199, or three months of reports for \$350. Once you select your package and topics, your reports will be delivered to your inbox each month, while past reports can be downloaded from our archive.

The collaboration combines the world’s oldest licensing publication with one of the world’s largest licensing agencies, providing a huge wealth of experience and knowledge.

TLL was the first publication to comprehensively cover the licensing industry, founded in 1977. It has the largest readership of any independent licensing publication, and offers comprehensive Special Reports, in-depth reporting of issues and trends, and daily updates on the deals and people that make our industry what it is. TLL also offers the industry’s largest listing of licensing professionals, and a database of licensing deals and data.

Brand Central LLC is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, trend intelligence, and manufacturer representation to some of the world’s most recognized brands, including Mars Wrigley, Kraft Heinz and Mister Rogers Neighborhood—just to name a few.

The idea for The Lightning Report came from the in-depth research Brand Central’s trend intelligence service does for its corporate clients in the brand licensing industry.

For more information contact Alicia at alicia@brandcentralgroup.com or head to lightningreport.com to view our packages and buy now! ■

For additional information please contact Ross Misher at 310.268.1231 or visit www.brandcentralgroup.com.

Court Rules Against Andy Warhol in Copyright Case

Warhol v. Goldsmith Case Also Carries Major Implications for AI-Generated Works

By Gary Symons
TLL Editor in Chief

The US Supreme Court has ruled images of the musician Prince by Andy Warhol violated the copyright of photographer Lynn Goldsmith.

The ruling has massive implications for both human artists and for those using artificial intelligence to generate images, videos and music, experts say.

Randy McCarthy, a US patent attorney and partner at the law firm Hall Estill, says the Supreme Court decision defines the law over 'fair use' with far reaching impacts for copyright law in a variety of fields.

"The Supreme Court has upheld the Second Circuit's decision that (the) Andy Warhol Foundation infringed the copyrights of the photographer, and that the changes made by AWF were not sufficient to qualify as fair use," explains McCarthy. "This is an interesting development in that it provides further guidance on how the courts will examine questions relating to transformation."

Transformation is at the heart of the ongoing debate over generative AI systems, that are typically 'trained' by using images or music from human artists, and then generate images or music based on prompts from users. In a number of high-profile cases recently, generative AI has been used to create songs that seem to be performed by top musical artists like Drake or The Weeknd.

The 7-2 Supreme Court ruling now holds that any artistic work must be truly transformative to avoid violating an artist's copyright. The images created by Warhol were silkscreens based on Goldsmith's photograph of the musician Prince, and while the coloring was different, the court held that the image was recognizably the same.

"One point that appears to be important



to both the Supreme Court and the Second Circuit is that the commercial purposes of both were the same," McCarthy said. "A second related point important to both Courts was the fact that the original work was clearly identifiable when viewing the copy. Both of these factors may be significantly different when using copyrighted works in an AI system, whether as training data, input data or part of the internal algorithm."

The Supreme Court rejected arguments made by the Andy Warhol Foundation that the work was sufficiently transformative and did not violate copyright laws.

Interestingly, the ruling in the US follows another case in which Ed Sheeran won a ruling that his song "Thinking Out Loud" did not violate the copyright of Marvin Gaye's much earlier hit "Let's Get It On," despite using the same chord pattern. In that case, the court held that the chord sequence is one used in many different pop songs, and that other aspects of Sheeran's song were very different from "Let's Get It On."

That was not the case in the Warhol case, according to the Supreme Court ruling.

"Goldsmith's original works, like those of other photographers, are entitled to copyright protection, even against famous artists. Such protection includes the right to prepare derivative works that transform the original," Justice Sonia Sotomayor wrote in the majority opinion.

This case has been closely watched by the entertainment industry and the artistic community for many years, as it centres on the "fair use" doctrine in copyright law, which permits the unlicensed use of copyright-protected works in certain circumstances, such as the meaning, the message, and whether the derivative work is a major transformation of the original.

Warhol originally created the silk screen images for a 1984 Vanity Fair article about Prince, basing them on photos taken by Goldsmith three years earlier. The copyright issues came up after Warhol's image was reused by Vanity Fair owner Conde Nast after Prince's death in 2016.

In 2019, a federal judge ruled initially in the artist's favor, saying Warhol's images had "transformed Prince from a vulner-

Continued on page 28

Images of Prince by Andy Warhol Violated Copyright

Continued from page 27

able, uncomfortable person to an iconic, larger-than-life figure.”

But in 2021, a federal appeals court overturned that decision, leading to the Supreme Court case. That court ruled that Warhol’s “signature style” was not sufficiently transformative to Goldsmith’s image and did not create a work that was “fundamentally different and new.”

Both the Recording Industry Assn. of America and the National Music Publishers Assn. had advocated for a copyright violation decision in this case. They celebrated the ruling, calling it a victory for the creators of original works.

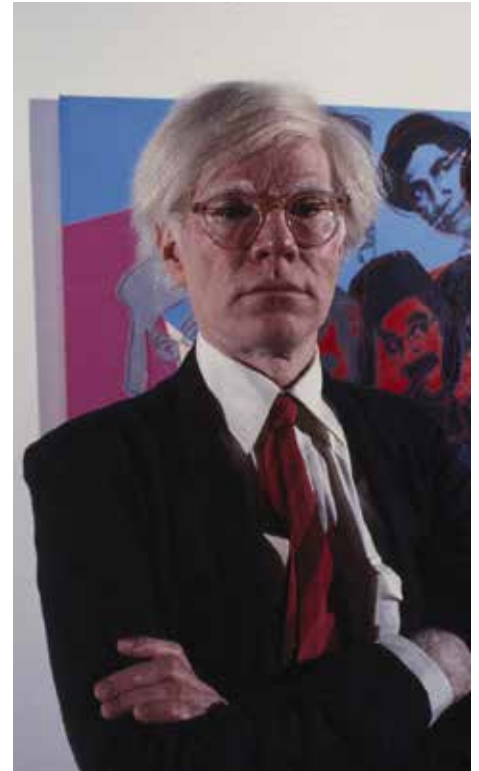
“Today’s Warhol Foundation decision is a massive victory for songwriters and music publishers,” said the NMPA. “This is an important win that prevents an expansion of the fair use defense based on claims of transformative use. It allows songwriters and music publishers to better protect their works from unauthorized uses, something which will continue to be challenged in unprecedented ways in the AI era.

“As we reinforced in our amicus brief, copyright owners should have the right

to make or approve decisions about new, reimagined uses of their works,” the Association added. “This decision enhances our ability to protect songwriters from increasingly broad claims from would-be infringers of fair use, strengthening creators’ rights to determine how their art is exploited and valued.”

But McCarthy says artists shouldn’t be celebrating too much, because the ruling specifically makes it clear that, if there is enough difference between original and derivative works, then copyright protection does not apply. For example, in the case of generative AI, images that are based on an artist’s style, but are significantly different from that artist’s images, would not win any additional protections under this ruling.

“In other words, it is evident that ‘transformation’ for purposes of copyright law in an AI system context will continue to rely heavily upon what the resulting work looks like in comparison to the original work,” McCarthy argues. “This is how existing copyright law works as well. This should be a win for AI system users, provided that the output is sufficiently



The original pop artist, Andy Warhol.

transformed and the input cannot be easily identified from an examination of the output content.” ■



The Sims' First Licensing Program With Brandgenuity

By Gary Symons
TLL Editor in Chief

The legendary life simulation game The Sims has chosen Brandgenuity to guide its first foray into the very real world of licensing.

Brandgenuity has been selected to build a global licensing program for the iconic franchise, targeted to its uniquely engaged Gen Z and Millennial global fanbase.

Brandgenuity is a leading global independent brand licensing agency that extends top brands into products, services and experiences that delight consumers, raise brand awareness, and generate revenue. The agency's clients include BMW, Church & Dwight, Sazerac (Fireball, Southern Comfort, Buffalo Trace), Mr. Kate, Kao (Jergens, John Frieda), Dr. Scholl's, White Castle, Kahlua, Mike's Hot Honey, the NFLPA and others.

The Sims has been a timeless yet progressive cultural mainstay and creative outlet for 23 years, shaped by its fans and their inspired gameplay and sparking their creativity and discovery.

Julia Victor, Head of Brand for The Sims, says the game serves a very unique, highly interactive audience, and players express themselves within the game in an authentic and meaningful way that is unique to their personalities. Victor says Brandgenuity was engaged to guide the studio in choosing the right products and experiences to elevate the brand, and continually improve players' interaction with the world of The Sims.

"Simmers have eagerly asked for more—product, content, experiences, and with licensing, we're excited to deliver to the fans, who are the heart of the brand," Victor said. "We chose Brandgenuity for their strategic approach, and their passion to help us continue growing The Sims into a global, culture-defining brand for creativity and to continue expanding engagement and touchpoints for our players."

The Sims has been an enduring hit since it was released, and remains one of the best-selling video games of all time, with more than half a billion downloads.

The Sims 4, the latest iteration of the life simulation game, now reaches more than

70 million players around the world. The Sims is continuing to grow, with the next generation of play in development with Project Rene. That's the tag for the next generation of the game and its creative platform, currently in development at EA Games. The studio says it will completely reimagine The Sims.

The name Project Rene was chosen to be reminiscent of words like renaissance and rebirth to represent the team's renewed commitment for The Sims' future. Project Rene will fundamentally evolve how Sims think and behave, how players create and customize their worlds, and innovate in entirely new ways.

With Project Rene, players will have the choice to play solo or collaborate with others, and will have the ability to play their game across supported devices.

Brandgenuity says it will help expand The Sims brand universe and bring the brand to vibrant life through lifestyle categories, including apparel, accessories, collaborations, collectibles and games, publishing and more, expanding the brand's presence online and in brick-and-mortar channels. ■



LICENSES AVAILABLE
CLICK HERE
FOR MORE INFO

**40TH
ANNIVERSARY**

**Rainbow
Brite**

Jazwares Named Master Toy Partner for Hello Kitty

Jazwares has entered into a multi-year master toy licensing agreement with Sanrio to create Hello Kitty and Friends toy collections.

“Friendship and kindness come in many forms and with the help of Jazwares, we’ll be able to expand those values in so many unique expressions of creativity and play,” said Sanrio COO, Craig Takiguchi. “This broader partnership marks a new era for Sanrio by streamlining our various product lines and providing consistency across our toy and collectible offerings through a collective vision.”

The agreement gives Jazwares the licensing rights to design, manufacture, and market an extensive cross-category line of toys for the Hello Kitty brand.

The deal also includes licensing rights for hundreds of characters from other Sanrio franchises such as Aggretsuko and Gudetama.

The Jazwares x Sanrio products will be

available for purchase across North America and South America. Select categories will also be available in territories across Asia and Europe.

Set to launch at mass retail in 2024, Jazwares’ Hello Kitty and Friends toy line will include an array of plush, plastic toys, and seasonal items for both kids and adult collectors. The toys will feature characters such as Hello Kitty, Kuromi, My Melody, Cinnamoroll, and Keroppi.

“Hello Kitty is one of the world’s most popular cross-generational brands and as master toy licensee Jazwares has the tremendous opportunity to be part of its storied legacy at retail, helping shape and create an enormous and vibrant chapter of play,” said Jazwares CBO, Jeremy Padawer. “We can’t wait to introduce fans of all ages to a new level of fun with our Hello Kitty and Friends line that offers an innovative and authentic way to interact with character favorites while also celebrating the beloved brand.”



Founded in 1997, Jazwares is a global toy manufacturing company that creates products for a wide portfolio of wholly-owned and licensed brands. The toy company was acquired by Berkshire Hathaway in 2022. Jazwares currently sells its products in over 100 countries worldwide. ■

An advertisement for Rainbow Brite's 40th anniversary. It features the character Rainbow Brite, a birthday cake with sparklers, and various stars. The text reads: "LICENSES AVAILABLE CLICK HERE FOR MORE INFO", "Rainbow Brite", "CELEBRATING 40 YEARS".

LICENSES AVAILABLE
CLICK HERE
FOR MORE INFO

Rainbow Brite™

CELEBRATING
40
YEARS

Bandai Namco Seeking Partners for Tamagotchi

Bandai Namco is bringing the Tamagotchi brand to the 2023 Licensing Expo to expand its consumer products licensing program.

Tamagotchi is a virtual-reality pet brand that was originally released as a handheld video game in Japan in 1996 and in the U.S. the following year. Since its initial launch, Bandai Namco has extended the Tamagotchi brand into a global franchise that includes console games, arcade games, films, animated content, and mobile applications.

The upcoming Licensing Expo is a key part of Bandai Namco Entertainment America's plan to increase the Tamagotchi brand's presence in the North American market.

The company is currently seeking new licensing partners for the brand in categories such as apparel, accessories, stationery, food, lifestyle and more.

"Tamagotchi fans are always looking for new ways to personalize their experience

and express their fandom," said Bandai Namco America director, Tara Badie. "The elevated-grade lifestyle line we are creating will allow the Tamagotchi community to celebrate the much-loved brand on a whole new level. We are excited to meet with potential partners and bring Tamagotchi to fans in a whole new way."

Partners interested in collaborating with the Tamagotchi brand can schedule a meeting by contacting Tara Badie or Linh Forse through the Licensing Expo portal or visiting Bandai Namco Entertainment America's #F170 booth at the upcoming Licensing Expo.

The 2023 Licensing Expo is scheduled to take place from June 13 to June 15 at the Mandalay Bay Convention Center in Las Vegas.

Bandai Namco Toys & Collectibles America is the consumer products and services division of Bandai Namco Entertainment America.



The division is responsible for the manufacturing and licensing of products based on Bandai Namco's portfolio of entertainment, pop-culture, and children's brands.

Bandai Namco Entertainment and its related divisions are subsidiaries of the Japanese multinational holding company, the Bandai Namco Group. ■

Elemis Collection Among First Queen Charlotte Licences

The skincare company Elemis has become one of the first companies to gain a licensing deal from the hit Netflix spinoff Queen Charlotte: A Bridgerton Story.

The collaboration has resulted in an exclusive collection based on the show, produced by Netflix and Shondaland. Elemis says "the collaboration re-imagines classic and regal beauty for the modern day."

Elemis is a global skin wellness brand born in the UK. Over more than 30 years, Elemis has harnessed the power of nature's finest actives, high-performance delivery systems and revolutionary technology to create skin-friendly formulations that deliver clinically proven results you can see and feel.

Centered on Queen Charlotte's rise to prominence and power, the Bridgerton prequel tells the story of how the young Queen's marriage to King George sparked



both a great love story and a societal shift, creating the world of the Ton inherited by the characters in Bridgerton.

Fans of the show know, of course, that fashion and beauty are key to the success of the Bridgerton universe, so Elemis has gone all out creating a line with regal overtones.

Fans can cleanse, plump and hydrate like Queen Charlotte herself, with a kit of three Pro-Collagen Rose-infused products. For an added touch of radiance, the kit

includes two pearl-embellished hair pins, perfect for holding hair back while going through your skincare routine or dressing up your everyday look. The gift set is encased in a limited edition, jewel-toned Queen Charlotte: A Bridgerton Story velvet cosmetic pouch.

The line is now available on Elemis.com and Netflix.shop. As reported earlier by TLL, Netflix has made licensing based on its shows and films a priority for the streaming giant, and Bridgerton producer Shondaland has become a major partner for the company.

Shondaland has an exclusive partnership with Netflix where it produces streaming content, including the record-breaking series "Bridgerton," "Inventing Anna," "Dance Dreams: Hot Chocolate Nutcracker," the spinoff series "Queen Charlotte: A Bridgerton Story," and "The Residence". ■

Fans Flock to Falcon's Beyond Virtual Theme Park

By Allison Watkinson
TLL Reporter

Falcon's Beyond says its BEYONDLAND metaverse experience on the Roblox platform has generated significant growth since its initial debut.

According to Falcon's Beyond, the BEYONDLAND gaming experience has attracted more than two million visits since its official launch in March 2023. The company has also reported that the games' online approval rating has reached 93% among BEYONDLAND players.

The BEYONDLAND metaverse is the first property that the company has developed as an independent creator on the global Roblox game platform.

"Following the successful opening of our Katmandu Park | Punta Cana, we are thrilled to have not only launched our own virtual theme park destination, but also developed an enthusiastic fan base within the Roblox community, where players are clearly excited to let their imaginations run wild," said Falcon's Beyond CEO, Cecil D. Magpuri. "This is just the beginning of



our work in the metaverse and adjacent platforms. We are bringing deeper levels of community and agency to the fans engaging in our properties, both virtual and physical."

BEYONDLAND is designed as a multi-genre, all-ages metaverse experience that can accommodate multiple brands and franchises. The BEYONDLAND virtual hub world is designed to operate like a digital theme park. The online hub includes access to multiple games, attractions, activities, digital goods, collectibles, online social areas, personalized player spaces, and more.

The first brand activation inside BEYONDLAND is a virtual reimagining of Falcon's Beyonds' real-life Katmandu Theme Parks.

The branded Katmandu x BEYONDLAND

activation includes game portals inspired by the company's Hidden Realms entertainment franchise.

The Katmandu digital games featured in BEYONDLAND include a Volcano Deathrun footrace, a Treehouse Challenge obstacle course and a multi-player Space Zombie Survival tag game. BEYONDLAND also features gamified Katmandu attractions such as the Wheel of Infinite Wonder carousel, Expedition Golf, a rollercoaster, a bouncy ferris wheel, a jet-powered launch tower and numerous midway-style games.

Falcon's Beyond is currently planning for additional brand activations and themed lands for future expansions of the BEYONDLAND digital world. ■

GBH Appoints Moxie For Brand Representation

By Allison Watkinson
TLL Reporter

GBH has appointed Moxie and Co. as its exclusive global licensing agent for all brand extensions into consumer goods, merchandise, and promotional tie-ins.

GBH is a US-based, multiplatform production company that creates public and primetime media content for broadcasters such as PBS, NPR and PRX.

"For more than 50 years, GBH has been a leader in producing public media content for audiences of all ages," said GBH director Pablo Velez. "Our brands have set the pace for innovation, inclusivity, and impact. With our friends at Moxie, we are

poised to grow awareness of our brands and extend the mission of public media to educate, inspire and entertain."

Moxie & Co. is a full-service brand management and licensing agency that represents a wide range of designers and brands at all levels of retail around the globe.

Moxie will work alongside GBH to create consumer product licensing programs for brands such as Molly of Denali, Work It Out Wombats, American Experience, Antiques Roadshow, and more.

"We view brand merchandising and licensing as a key component of our growth and look forward to seeing many new and

innovative product launches related to our brands," said GBH VP, Evie Kintzer.

The licensing programs for GBH's media franchises will include partnerships for consumer goods, electronics, homeware, accessories, apparel, toys, branded merch, and promotions.

"Our plan is to launch GBH brands at the Licensing Expo in Las Vegas at the Mandalay Bay Convention Center this June," said Moxie president, Arlene Scanlan. "Exact dates are June 12-14 and Moxie's booth # is F128."

The first phase of GBH's licensed product development program will launch during 2023. ■

Amazon Rolls Out Game Changing eCommerce Tech

Amazon Meeting Shoppers Where They Are, With Products They Already Want

By Gary Symons
TLL Editor in Chief

Amazon has launched two new technologies, allowing shoppers to buy products directly from video games and TV shows.

In doing so, the online retail giant is creating a vast array of new, direct-to-consumer licensing opportunities ... but it may also be threatening other retailers that can't offer the same on-platform experience.

The first of the two programs is called Amazon Anywhere, in which players can buy physical products from Amazon stores from within the new augmented reality (AR) game Peridot from Niantic, the same company that created Pokémon Go. The second program involves product placements on TV shows offered through Amazon's Prime Video offering, with the first of its direct retail offerings being launched on the company's new spy thriller series Citadel.

Let's tackle the video game option first.

With Amazon Anywhere, players can now discover and buy physical products from Amazon stores without ever leaving their game or app.

Whether you're playing video games or using your favorite mobile app, Amazon is extending the fun within virtual worlds and interactive digital environments with a new immersive shopping experience called Amazon Anywhere.

With Amazon Anywhere, you can now discover and buy physical products from Amazon stores without ever having to leave your game or app. When playing Peridot, for example, you can access physical products within the game as you care for one-of-a-kind creatures and explore the world together.

After linking your Amazon account to Peridot, you can find Peridot-branded

Discover Amazon Anywhere in Peridot, available on iOS and Android.

products such as T-shirts, hoodies, phone accessories, and throw pillows featuring artwork of magical creatures from the game. Essentially, the program is an enhanced version of the product placement one already sees in films, with the exception that you can now buy these physical products directly. Once inside the ecommerce link, users will see the familiar product details, images, availability, Prime eligibility, price, and estimated delivery date as one would in Amazon stores.

Importantly, the system allows players to just tap the 'buy' button and check out using their linked Amazon account without leaving the game. Products will ship to you like any other purchase from Amazon, and you can track and manage orders via the Amazon app. In essence, Amazon has just created the framework to add an

Amazon store inside any video game in the world.

"We're creating a new landscape for shoppable entertainment and digital experiences while continuing to meet our customers where they are, with the products they love," Amazon said in its launch release. "Most shopping in virtual worlds is currently limited to purchases of virtual currency and in-game digital items, with no easy path to purchase physical products. We want to change that."

"With Amazon Anywhere, we're bringing the convenience and ease of shopping in Amazon stores to Peridot. There's a sense of excitement in discovering unique and relevant items within the game that you can get delivered right to your door."

Continued on page 34

How Citadel Introduced a New Level of Product Placement

Continued from page 33

For video game or app developers, the new program adds a potentially lucrative revenue stream, not just from selling merchandise related to the game, but also selling licensed products. Amazon has also created a creator's page, showing how developers can sign up for the program, so the days of Peridot being the only app with this functionality are very numbered.

Amazon Anywhere is open to developers of virtual worlds (like Decentraland or The Sandbox), video games, and all types of apps. For example, Amazon gives the example of a yoga instruction app selling athletic clothing. Amazon is also making it easy to find products to sell, as developers "can now curate products from the breadth of Amazon's selection, including a brand's own merchandise."

The Citadel Shopping Experience

Amazon's second tech innovation essentially turns your SmartTV into a shopping cart, and the shows you watch into glorified vehicles for product placement.

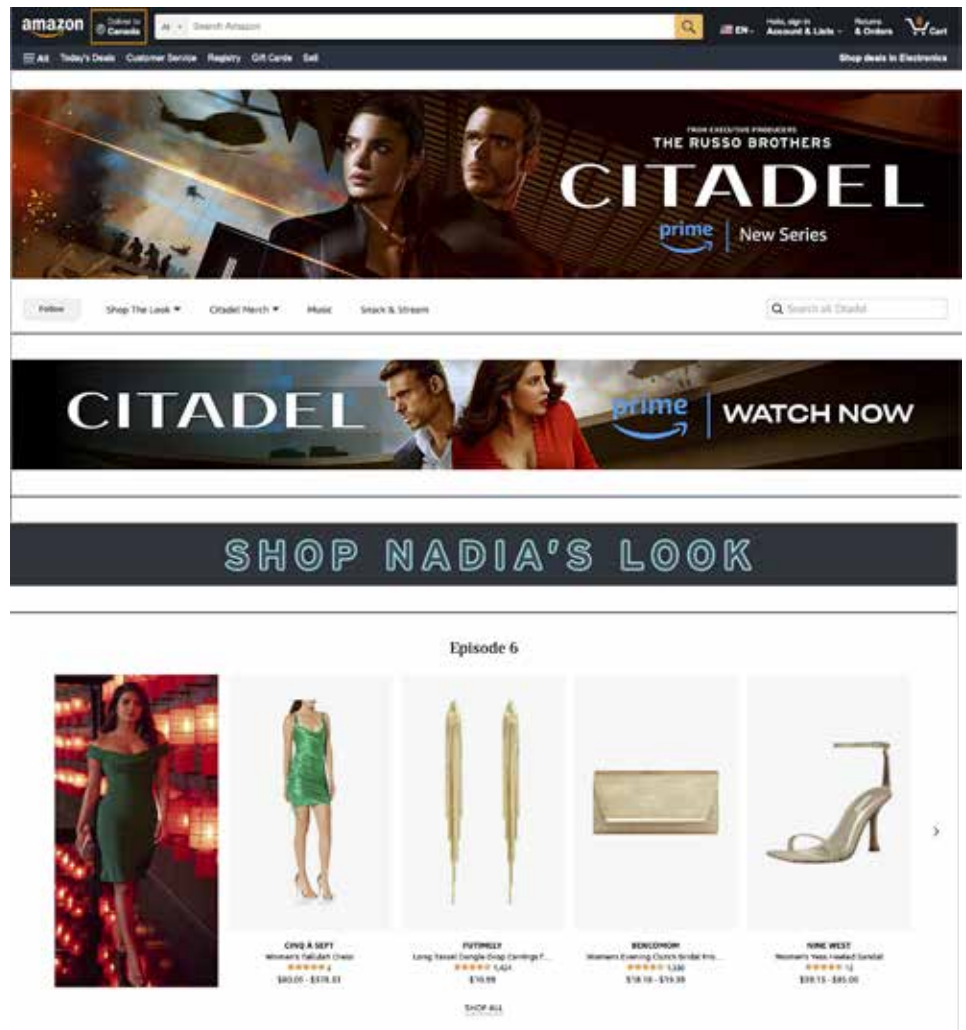
While the show has gotten a lukewarm (at best) reception from critics, the one innovation it does have is quite mindboggling in its implications for licensing and ecommerce.

Amazon's big idea is what are called 'shoppable ads'. Users who pause a show while watching will now see an option to Shop the Store, which then brings up a QR code that takes them on their mobile device to the show's retail site on Amazon. Once there, viewers will see a selection of show-related merch, and in the case of Citadel, fashion brands that will allow them to dress like their favorite super spy from the series.

The ads allow Amazon to take advantage of its position as a streaming provider and a retailer all at the same time.

The innovation is actually an offshoot or update of a technology Amazon brought in back in May last year; an advertising tool called Virtual Private Placement, or VPP.

That function stopped short of direct



shopping, but did allow for things like billboards, signs, and screens within a show to have different messaging throughout the show's life on Prime Video.

Obviously, product placement in films and TV series is nothing new, but Amazon's innovation is actually a bit of a jaw dropper, as it allows advertisers place branded products into TV shows and movies AFTER they have been produced. That's also important for showrunners and filmmakers because they no longer have to think ahead and put all the elements in place for product placement while they're still making the show.

The tech was implemented last year in several Amazon Prime Video and Freevee

Originals, including "Tom Clancy's Jack Ryan," the Bosch franchise, "Reacher," and "Leverage: Redemption."

Amazon also says VPP had a positive effect on sales, with one consumer products business reporting a 14.7% increase in purchase intent for their campaign after using VPP, and a 6.9% increase in brand favorability.

Unlike most other streamers, Amazon gets to keep 100% of the revenue from shoppable ads, because the ads direct customers to its own retail website. That means users should expect more such ad campaigns on Prime Video shows, and shouldn't be surprised if the technology spreads more widely to other streaming users. ■

Mattel and Hasbro Post Losses As Spending Declines

By Gary Symons
TLL Editor in Chief

Mattel and Hasbro reported double digit decline in revenues, confirming a slow-down in the toy sector and consumer goods generally.

The drop follows years of strong performance in the toy industry, partly because of parents spending more on toys to entertain the young 'uns at home during the COVID-19 pandemic.

Now, however, high inflation and low consumer confidence have combined to drive down spending.

For that reason, both companies have said the results are not indicative of problems at the company, and instead said the long-term outlook is solid.

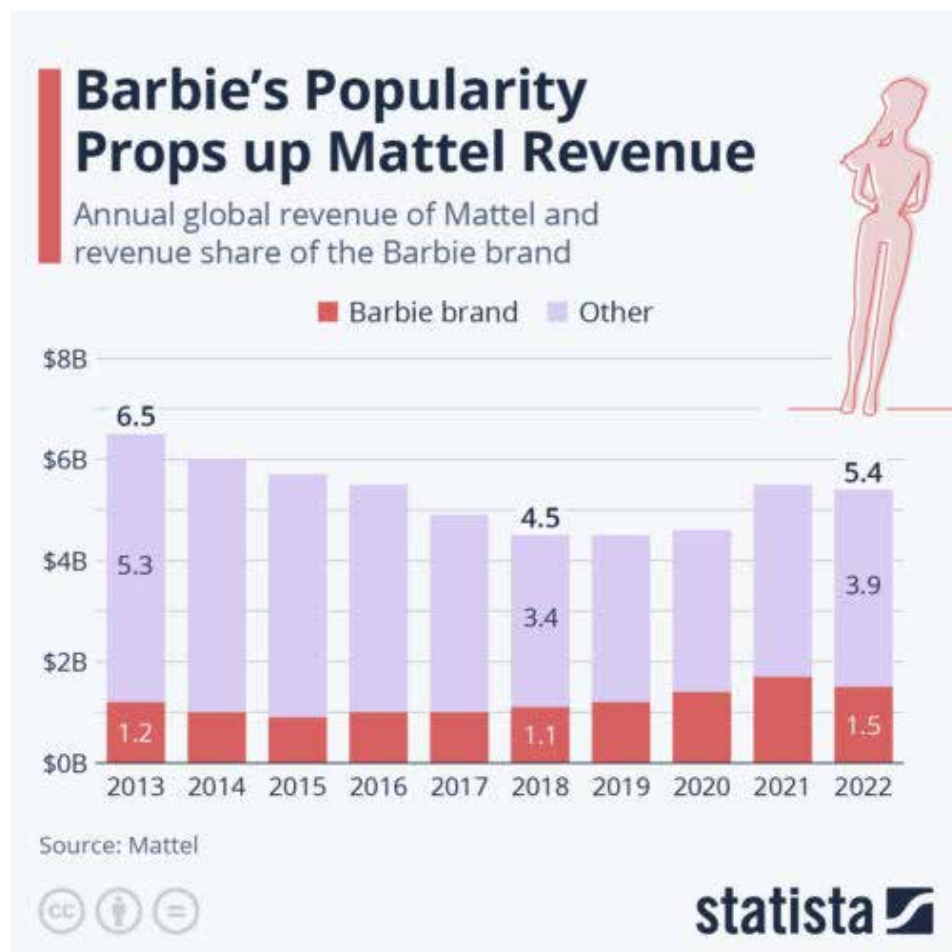
Mattel's net sales dropped by 22% year-over-year to \$815 million, with the decline spread across all segments other than vehicles, which actually grew by 1%.

By contrast, two of Mattel's top performing brands were hit particularly hard. Its Barbie segment, which leads the doll category globally, dropped by 41% to \$177 million, while Fisher Price dropped 27% to \$125.7 million.

That all resulted in a net loss of \$106 million for the quarter, as opposed to the \$21 million of net income in 2022. Mattel posted an overall operating loss of \$115 million, a decrease of \$195 million.

The drop in net revenues for the Barbie line is a particular concern, as the brand is among the most reliable sales machines for Mattel. It is the most popular doll franchise in the world, and even more importantly, even during periods when Mattel revenues declined, Barbie's revenues held fast or even increased, particularly since 2018.

Barbie is also a cultural icon which has spawned its own multimedia empire, including books, film, TV shows, comics and video games. In 2021 Barbie sales marked its highest revenues yet, posting \$1.7 billion worldwide.



Mattel CEO Ynon Kreiz said reduced consumer demand and retail inventory management were largely to blame, but says Mattel continues to outperform most toy companies.

"While retail inventory management impacted the first quarter's results, the underlying business performed well," he said. "Mattel achieved growth and gained market share, per Circana (a retail tracking service).

"We expect to outpace the industry, gain market share, and achieve our full year guidance," Kreiz added. "We are well positioned to continue executing our multi-year strategy and create long-term shareholder value."

The company's CFO, Anthony DiSilvestro, also said improvement can be expected

soon, as global logistics returns to something approaching normal after years of turmoil.

"We expect consumer demand to be positive for the full year and for revenue comparisons to improve, as shipping patterns revert to historical trends in the second half," DiSilvestro predicted.

Not surprisingly, the picture was very similar at Hasbro, which earned \$1 billion in net revenue, a 14% drop YOY. Hasbro's consumer product division took the biggest hit, generating 23% less revenue, while its entertainment segment dropped by 19%, largely due to the fact Hasbro has released less content.

Hasbro's Wizards of the Coast and digital gaming segment was the only division see-

Continued on page 36

Mattel, Hasbro Expect Growth to Return in Late 2023

Continued from page 35

ing growth this quarter, with net revenue up by 12% to US\$295 million. The company says this result was driven by strong sales performances by Phyrexia: All Will Be One booster packs and reprint sets for Magic: The Gathering. The film Dungeons & Dragons: Honor Among Thieves was also seen as a success that has brought more interest to the game.

Wizards of the Coast has been Hasbro's strongest performing division for years now, reflecting a strong interest in group board gaming.

Hasbro CEO Chris Cocks says that while Hasbro is focused on reducing inventory this quarter, the overall business is performing very well, and the company is encouraged in the strong consumer interest in its intellectual properties.

"The global Hasbro team continues to

execute our strategy to unlock the value of our rich IP library across our growth priorities including in gaming, direct-to-consumer and licensing," he said.

Speaking of licensing, Mattel and Hasbro surprised industry observers as they announced a wide ranging licensing deal involving Hasbro's Transformers and Monopoly brands, and the Hot Wheels, Barbie and UNO brands for Mattel.

Specifically, Hasbro will create a Barbie-branded version of its Monopoly games for release this fall. Mattel will similarly produce a Transformers branded UNO game this year, and will also release a Transformers branded slate of Hot Wheels vehicles in early 2024.

All this cross-branding magic comes against the backdrop of two major theatrical releases this summer, with Has-

bro's Transformers: Rise of the Beasts from Paramount debuting on June 9, and Mattel's Barbie from Warner Bros. on July 21.

"With the major theatrical releases of the Transformers and Barbie movies in summer 2023, we're excited to bring brand-new play experiences to fans, families, and movie and toy lovers all around the world," said Casey Collins, Hasbro's President of Global Licensed Consumer Products & Business Development. "Working with iconic brands in pop culture truly showcases our strategy in action, as we continue to expand our product experiences for audiences everywhere."

According to the retail tracking service Circana, Barbie, Hot Wheels, UNO and Monopoly are the top selling brands in their respective categories. ■

ZAG Announces Release Dates for Miraculous Film

By Allison Watkinson
TLL Reporter

Zag has announced new details for its upcoming feature film based on the Miraculous superhero franchise ahead of this year's Licensing Expo.

The plot of the movie will include the origin stories of the franchise's main superhero characters, Ladybug and Cat Noir. *Miraculous: Ladybug & Cat Noir, The Movie* is directed by Jeremy Zag from an original screenplay that was co-written by Zag and Bettina López Mendoza.

The movie will officially launch on July 28, 2023 in the U.S. on Netflix. It will also be released through SND in France on July 5, 2023 and through Studio Canal in Germany on July 6, 2023.

In addition, the Miraculous movie will be released theatrically in China, Belgium, Switzerland, Greece, Turkey, Israël, Russia, Poland and the Eastern Europe region.

Miraculous: Ladybug & Cat Noir, The



Movie is based on the 3D-CGI animated Miraculous TV series.

The Miraculous TV series is created by ZAG and co-produced with Mediawan's Method Animation studio. The series currently airs in over a 120 countries worldwide and is currently in its fifth season.

ZAG is a global independent entertainment studio that specializes in creating content for TV, film and digital platforms.

Created in late 2015, Mediawan is an independent European media conglomerate that produces audiovisual content through its various subsidiaries. ■

Kanye West Divorce a Billion Dollar Mess for Adidas



By Gary Symons
TLL Editor in Chief

All over the world, boxes of Yeezy shoes are stacked in warehouses and the back rooms of retail outlets, all of them costing Adidas a literal fortune.

According to the German footwear giant, Adidas is saddled with an astounding \$1.3 billion worth of the once-popular shoes, which it now cannot sell due to its fractious breakup with the controversial rapper. As well, Adidas is also being hit by a corresponding loss in sales revenue. In its Q1 earnings report, Adidas says the termination of its licensing deal with West, also known as Ye, cost the company \$441 million in lost sales in Q1 alone.

That one factor has erased almost all of Adidas' profits for the period. Operating profit, which excludes some items like taxes, was down to \$66 million from \$481 million year over year, the result of sales growth shrinking to just 1%, with the company saying sales were expected to grow

by 9% had the licensing agreement not been terminated.

The debacle is a case study in what can go wrong when influencer deals go badly, badly wrong.

While taking a billion dollar hit is obviously incredibly painful, Adidas was left with little choice after West issues a series of jaw dropping statements, including openly anti-semitic remarks, posting a swastika on Twitter, wearing a "White Lives Matter" shirt to his Yeezy fashion show in Paris, calling slavery "a choice", praising Hitler on the Alex Jones podcast, and saying he was going to go "DeathCon 3" on Jewish people.

Adidas responded by reviewing the agreement and then cutting ties with the controversial rapper. "Adidas does not tolerate antisemitism and any other sort of hate speech," the company said in a statement last October. "Ye's recent comments and actions have been unacceptable, hateful and dangerous, and they violate the com-

pany's values of diversity and inclusion, mutual respect and fairness."

Adidas also said it was worth paying the price in order to end its ties to someone who had made several racist statements, and openly supported fascism, but now the company is literally counting its losses, and must decide what to do with all those shoes. Adidas is "getting closer and closer to making a decision" on what to do with the sneakers," new CEO Bjorn Gulden said, adding, "the options are narrowing."

There's also the question of waste. Throwing out \$1.3 billion worth of shoes would be an environmental nightmare, and Gulden has also said the company is "trying to avoid that." However, Adidas is faced with nothing but bad options. For example, selling the sneakers would mean paying royalties to West, and would ignite a furious backlash against the company. Removing the brand would almost certainly violate Adidas contract, and giving them away

Continued on page 38

Adidas Stuck With \$1.3 Billion in Yeezy Shoes

Continued from page 37

could end up with the shoes being resold due to their high market value.

The bottom line for the Kanye West catastrophe is that Adidas could post an operating loss of \$771 million this year, most of it due to the \$550 million hit it will take by not selling the existing inventory of Yeezy shoes.

Gulden admits the breakdown of the Kanye West partnership is going to hurt Adidas, but insisted 2023 will be a transition year, with a good 2024 and a better 2025 to follow.

But many analysts are not so sure, pointing to other problems the company is grappling with in China.

That country represents the second largest market for sportswear, and Adidas has previously been very successful there.

However, over the past fiscal year, Adidas saw its sales in China drop by 36%.

The analyst David Swartz from Morningstar says that issue is actually more serious than the large but short-term hit Adidas is suffering due to the Yeezy situation.

“Their numbers there have been just abysmal,” said Swartz. “They’ve clearly lost market share, and that has a bigger impact in the long term than even Yeezy does.”

In its recent earnings report, Adidas said Q1 sales in China fell by 9.4%, and its market share in the country has declined from 19% in 2019 to 11% today.



In many ways, Adidas is a prime example of the issues facing Western brands in China, which has retaliated against companies critical of its policies and human rights records. Adidas is among the many companies that were critical of China’s treatment of the Uigher people in the textile producing province of Xinjiang, and its brand has suffered a backlash due to its moral stand on the issue. As well, China’s recent crackdown on celebrity social media influencers hurt Adidas’ marketing efforts, as the company had been enjoying very positive results from its influencer relationships.

Gulden says the company will now be focusing more on sports in China, including the sponsorship of Chinese athletes. That strategy already appears to be working,

as Gulden said Friday that the company’s sell-through rate showed double digit growth in Q1, after declining sharply in 2022.

“That means that the demand in the market is now higher than it was last year in Q1,” he said. “For the first time ... (in) the last two and a half years, we are actually optimistic that the numbers will turn from red to green.”

Adidas has also appointed a new head of the Chinese market, Adrian Siu, and the company is making more clothing and footwear specifically for the Chinese market. Currently, about 10% of the Adidas products sold in China are designed locally, and Gulden says that will soon increase to 50%. ■



Rachel Zoe is an influential entrepreneur, global fashion authority, media personality, venture capitalist, and philanthropist. After achieving global recognition as an in demand celebrity stylist, Zoe’s career catapulted to include an eponymous Bravo show, two New York Times bestsellers, a luxury shopping platform, CURATEUR, and an online style destination where she currently serves as Editor-at-Large. The brand has launched 10+ licenses over the last 3 years with best in class partners.

Shelly Marchetti: shelly.marchetti@unitedtalent.com

American Idol's Royal Branding With King Charles III

By Gary Symons
TLL Editor in Chief

American Idol fans got a royal surprise when King Charles and Queen Camilla took a break from coronation festivities in early May to drop by the set.

The royal couple appeared on the show's live stream, visiting judges Lionel Richie and Katy Perry, shortly after the two acclaimed singers performed at the coronation concert.

Richie appeared to be in on the plot, telling the audience, "What a party, it was unbelievable. We're trying to figure out what can we do to bring something different to the show, so I have a surprise."

But Perry appeared shocked when the King and Queen wandered into the shot, with the King joking: "I just wanted to check how long you'll be using this room for." He then thanked the two music stars, saying, "Thank you so much for your brilliant performance, it's a pleasure to have you both here. It's a great treat to have you both here." The Queen said of their performance: "Fantastic, absolutely fantastic."

But if Perry and the audience were surprised by the royal visitation, perhaps they shouldn't have been. The monarchy in the UK is often seen as a political appointment, with the King or Queen serving as the official head of state, but the Royal Family is also one of the world's most successful licensing brands.

In fact, according to a 2017 report from Brand Finance, the British monarchy's brand value, which includes its actual assets plus intangible impacts on the economy, was valued at £67.5 billion that year, or roughly \$91 billion USD. That would rank the Royal Family as one of the world's top brands, not far behind Google, Apple and Amazon.

And while many in the UK and throughout the Commonwealth oppose the continuation of the monarchy, not to mention the money spent to keep it operating, there's no doubt that the institution is a net benefit to the British economy. The Brand Finance report says the average annual cost for U.K. taxpayers to keep the royals in palaces and jewelry comes in at around £500 million a year, but brings in an estimated £2.5 billion to the British economy.

When you look at the monarchy from a financial perspective, you can see why the Royal Family refers to itself as "The Firm." In addition to the monarchy's power as a tourism draw, the royal family also licenses its name for a vast array of products, which are known as 'warrant holders'.

In her long reign as Queen, Elizabeth II granted 686 royal warrants, Prince Philip granted 38 warrants, and during his tenure as the Prince of Wales, Charles granted 159 warrants. It would be fair to say the British monarchy puts the 'royal' in 'royalties'.



The appearance of the King and Queen was said to have been a spontaneous decision, but it may well also have been a savvy one, lending the Royals' star power to American Idol, but also gaining massive exposure for King Charles with the show's legion of fans.

As well, King Charles has a longstanding and friendly relationship with both Richie and Perry. Richie is an ambassador for the Prince's Trust, while Perry is an ambassador for the British Asian Trust, which was founded by Charles when he was still a prince.

And speaking of star power, an estimated 20,000 guests watched the concert at Windsor Castle, with a peak audience of 12.3 million. ■



LAMAZE Available for License

Lamaze International is a trusted global nonprofit with a mission to advance safe and healthy pregnancy, birth and early parenting through evidence-based education and advocacy. Millions of parents have achieved their desired childbirth outcomes using Lamaze practices. IMC will seek first-class product and retail partners who can expand Lamaze's support for mothers, families and children.

IMC Licensing, Julie Brown: Jbrown@imclicensing.com

Rube Goldberg Craziens Captured in New VR Game

The game developer Free Range Games has released a clever new virtual reality game, Rube Goldberg Workshop, for the Meta Quest 2 and Meta Quest Pro.

The game was made possible through a licensing deal between Free Range and the Rube Goldberg Institute, brokered by its licensing agency Brand Central.

The Institute is dedicated to carry on the work of the famous cartoonist, who created a series of popular works featuring wacky and incredibly complicated machines that carried out a ridiculously simple task. The Rube Goldberg Institute for Innovation & Creativity operates as a "museum without walls" introducing people of all ages to the rewards of engaging in the Arts and Sciences. The Institute offers LIVE, Cartooning and Minecraft Contests, while exhibitions, books, licensing, merchandising, customized curriculum, and entertainment properties continue to grow and enhance the brand.

This latest program combines the physics and wacky inventiveness of Rube Goldberg machines with the hyper realism of Virtual Reality, and players can build a limitless number of machines using over 80 different components in this sandbox building game.

Rube Goldberg Workshop uses the latest advancements in Mixed Reality features in the Meta Quest 2 and Pro headsets to bring the game to life. By scanning the room and any surfaces the player wishes to use, the

player can incorporate their real-world environment into their builds.

Rube Goldberg Workshop welcomes players to push the boundaries of their imaginations; for example, dropping bowling balls from the top of their bookshelf, setting off fireworks in their kitchen, or turning their desk into the ultimate pachinko machine.

"We are proud to be partnering with The Rube Goldberg Institute for Rube Goldberg Workshop," said Free Range Games CEO, Chris Scholz. "As game developers, we've all at some point have drawn, watched or built a hilarious Rube Goldberg machine.

"The works of Rube have made an impact on every one of our lives," added Scholz, who's a bit of a super fan. "What's a video game level if not an elaborate Rube Goldberg machine? With Rube Goldberg Workshop we'll be continuing to make an impact on future generations of builders, inventors, and game designers while bringing the Rube Goldberg brand into a new frontier of technology."

Jennifer George, the Chief Creative Officer at the Institute and Rube Goldberg's granddaughter, says her team was captivated by the idea of creating a virtual reality version of a Rube Goldberg machine, and seeing some of the developers' previous work sealed the deal.

"We were so impressed with the Jenga AR game that we knew Free Range Games



would be the perfect partner to create Rube Goldberg Workshop, the ultimate Meta Quest VR Rube Goldberg experience," George explained. "Being able to build a Rube Goldberg Machine out of thin air, in any size room - or even in the confines of your own bed - is one of the many miracles of the digital age. You can even build your machine around your dog, kids, the fridge or pet hamster! I know my grandfather would be gobsmacked!"

Rube Goldberg Workshop incorporates the latest tech advancements available in Meta Quest 2 and Meta Quest Pro headsets. This includes use of Spatial Anchors, which allows players to build contraptions, save, and come back to them saved in the exact spot they left them. Hand Tracking is more accurate than ever, letting players noodle away on their projects with great accuracy.

For those who don't want to play in Mixed Reality, Rube Goldberg Workshop also offers virtual backdrops that turn your real life space into vibrant, virtual rooms, providing a full VR experience. ■



SILVERSNEAKERS Available for License

SilverSneakers® is the nation's leading fitness program for older adults and a known and trusted brand among seniors, with 78% brand awareness. IMC seeks best-in-class product and retail partners who want to deepen their relationship with the fast-growing 55+ population. Categories available include apparel, footwear, fitness equipment & accessories, and wellness.

IMC Licensing, Julie Brown: jbrown@imclicensing.com

Forever 21 and Barbie's Summer Phygital Collection

The fashion retailer Forever 21 has launched a new collaboration with Barbie, creating physical and virtual fashion lines for summer.

Co-designed by Mattel and Forever 21, the Forever 21 x Barbie exclusive capsule was available for early access shopping on the Forever 21 mobile app and hit the shelves at select Forever 21 retail stores, Forever21.com and virtually on Roblox in May.

Forever 21 made its original foray into metaverse fashion in a partnership with Virtual Brand Group, which launched a highly successful virtual world on the Roblox platform. Part of that campaign included an initial partnership with Barbie, in which outfits could be created both for a fan's Barbie and for the consumer.

Virtual Brand Group (VBG) is an award-winning metaverse pioneer transforming global brands into virtual businesses. VBG builds, markets and operates games, avatar fashion, brand sponsorships and web3 loyalty programs in partnership with intellectual property across entertainment, fashion, sports, beauty and lifestyle. The company has partnered with iconic brands, including Forever 21, Barbie, NBC and The Voice singing competition, in 145 territories. Licensing International also awarded the company "Best Digital Licensed Product," for its work building Forever21's Shop City program on Roblox.

The Forever 21 x Barbie collection is a far more extensive collaboration, featuring a

stunning array of 76 pieces across a diverse range of categories, including logo tees, sweatshirts, swimwear, sleepwear, denim shorts, vests, and jackets.

Anchored in the iconic Barbie pink hue and complemented by subtle accents of light pink, white, and gray, the collection showcases an array of fashion styles.

From sporty pink pieces in Forever 21's best-selling silhouettes to denim garments embellished with sequins and bold dresses that make a statement, the collection offers a wide range of products for the brands' fashion-savvy audience.

"We're thrilled to reintroduce Barbie to Forever 21 and embrace the growing Barbiecore trend that our customers adore," said Winnie Park, CEO of Forever 21. "This captivating collection offers a variety of collectible pieces that perfectly embody our signature trend-forward aesthetic, all while paying homage to the iconic Barbie brand – and at an incredible value. We can't wait for our fans to experience this must-have collection!"

The Forever 21 x Barbie collection showcases expanded sleep apparel, footwear, and fashion bags. Novelty non-apparel items also capture the active-lifestyle spirit of Barbie, such as a rhinestone-encrusted water bottle. Women's apparel sizes range from XS-XL, plus 0X-3X and kids 5/6-13/14. The collection is affordable, with prices ranging from \$19.99 to \$59.99.

Additionally, Forever 21, in partnership



with Virtual Brand Group (VBG), has created an AI-designed virtual Forever 21 x Barbie fashion collection available exclusively on Roblox. The brand's unique metaverse experience Shop City on Roblox allows visitors to build and operate their own fashion store.

The virtual collection will mirror the in-store assortment and offer metaverse-exclusive Forever 21 x Barbie designs that include colorful summer-themed formal and streetwear lines, each with radical fabric combinations. A portion of the virtual collection will only be available as a limited edition and all visitors of the experience on Roblox will have an opportunity to claim free Forever 21 x Barbie fashion surprises.

"Virtual fashion is an important part of meeting consumers everywhere they are," said Jacob Hawkins, Chief Marketing, Omni and Digital officer, Forever 21. "This one-of-a-kind Metaverse Barbie collaboration between Forever 21, Mattel and Virtual Brand Group is at the forefront of bringing physical and virtual products together." ■



When it's time for lights out, nightmares better watch out! The Bedtime Defenderz franchise is quickly becoming the #1 Brand of the Bedtime Routine by helping kids and parents around the world through the bedtime hour. The brand halo includes plush toys, animation content, bedtime books, audio books, bedroom accessories, bedtime apparel, stationery, and more.

United Talent Agency will handle all consumer products licensing and publishing.

Sid Kaufman: KaufmanS@unitedtalent.com

Who's News

Tommy Bahama Appoints New Head of Retail and Licensing

Chrisann Furciato has been promoted to EVP of retail, e-commerce, and licensing at the casual fashion giant Tommy Bahama.

In her newly-created role, Furciato is responsible for the company's direct-to-guest retail channels, ecommerce channels, merchandising and licensing initiatives.

"Chrisann and I have worked together since she joined the company in 2004," said Tommy Bahama CEO Doug Wood. "She has an incredible business acumen and has made countless contributions to our growth. Chrisann established and grew our licensing business, managed the home and accessories buy team, and has worked alongside DTG, design and merchandising.

"She has a thoughtful sense of our brand and knows how to grow our business," added Wood. "I am confident that Chrisann is the right person to take Tommy Bahama to the next level and I am so pleased to have her in this new role."

In her new position, Furciato will oversee the merchandising and retail operations of all of the company's stores. This includes staffing, inventory management, store design, visual display, approval of new retail locations and enhancements to existing locations.

In licensing, Ms. Furciato will continue to research and develop new licensing opportunities and businesses to extend the Tommy Bahama brand. She will also continue to manage all contract negotiations,



Chrisann Furciato has been promoted to EVP of retail, e-commerce, and licensing at the casual fashion giant Tommy Bahama.

product development and sales plans with each licensee.

"The Tommy Bahama brand stands for quality, craftsmanship and artistry in everything they do," said Furciato. "I am very fortunate to be a part of this iconic global lifestyle brand. I look forward to continuing to build upon its foundation and bring new opportunities to those who wish to experience the Island Life."

Furciato has over 25 years of experience working with brands in the fashion industry. Prior to her promotion, Furciato held the position of SVP of licensing for Tommy Bahama. Before joining Tommy Bahama, she was VP of global licensing for Polo Ralph Lauren Corp.

Tommy Bahama is a lifestyle brand that offers sportswear, swimwear, accessories, and home furnishings inspired by island living.

The company is part of the Tommy Bahama Group, which is a wholly-owned subsidiary of Oxford Industries, Inc. Tommy Bahama currently owns and operates over a 160 retail locations worldwide.

Kidrobot Creator, Legendary Artist Frank Kozik Passes Away at 61

Sad news for musicians, art fans and the licensing industry as legendary artist and Kidrobot creative force Frank Kozik passed away unexpectedly on May 6.

The announcement came from a saddened Joel Weinshanker, the CEO of Ad Populum, which owns the pop art firm Kidrobot.

"Words escape how we felt about Frank," Weinshanker said. "Living the American immigrant's dream, I will always remember Frank's childlike wonder and enthusiasm when it came to creation."

"Frank saw art wherever he went and was always trying to add another layer to everything," Weinshanker added. "He will be greatly missed, and I hope he realized how much he was loved and adored by those who had the pleasure of knowing him. Until next we meet my friend."

People in the licensing industry know Kozik best as the Chief Creative Officer at Kidrobot, and the creator of Labbit, versions of which have been involved in licensing deals such as the clever collaboration with Campbell Soup and the Andy Warhol Foundation. In that project, Kozik and Kidrobot created versions of the Labbit emblazoned with the Campbell

Continued on page 43

**SONY
PICTURES**

As the licensing and merchandising division of Sony Pictures Entertainment, SPCP boasts an impressive roster of licenses in toys, collectibles, apparel, accessories, interactive games, food & beverage across its iconic properties in film and television including Ghostbusters, Cobra Kai, Karate Kid, The Boys & more.

Who's News



Legendary artist and Kidrobot creative force Frank Kozik passed away unexpectedly.

Soup art from Warhol's enduringly famous Campbell's Soup Cans print series.

The Warhol-Kozik Labbits were also in high demand among art lovers, with the teal version, for example, selling for \$2,500 each for the limited edition, 20-inch statuettes.

But Kozik was an influential artist and entrepreneur long before he created the first Labbit and became the driving creative force at Kidrobot. In fact, I was among Kozik's fans way back in the 1980s and 1990s, as he became one of the world's best known designers of album covers and particularly concert posters, mainly for the exploding punk and alt rock movement that began in the late 1970s.

At the time, I was the drummer for a (notably unsuccessful) punk rock band in Vancouver, and in between our own con-

certs and recording an album with Zulu Records, we listened to bands like The Sex Pistols, The Stone Temple Pilots, Blink 182, Green Day, and the ultimate Grunge band Nirvana. Kozik worked with all of them, putting out wildly creative posters for their concerts, and in some cases, also putting out their albums. To this day, I still play the songs from those bands, but these days just for fun.

But for serious musicians, Kozik was incredibly important as the punk and alt music scene gained its footing in the early days.

Born and raised in Madrid, Spain in 1962, Kozik lived under the tyranny of the Franco regime as a child, but his life changed when he moved to Sacramento at the age of 15, and then joined the Air Force at 18, taking him to Austin, Texas, a notable hub for original music. After an honorable discharge, Kozik worked as a doorman at an Austin nightclub and first gained attention as a self-trained underground artist in the early 1980s.

Kozik's flyers and posters for local punk



bands grew a following which led to a move to San Francisco in 1993, where he started a print shop and founded Man's Ruin Records. Releasing over 200 singles and full-length albums for punk and alternative bands, including the Sex Pistols and the first Queens of the Stone Age, Kozik also designed rock posters, which is where he first introduced the Smorkin' Labbit in 1996. He also directed a number of music videos, including Soundgarden's Pretty Noose.

Kozik soon moved into concert posters, including large silkscreen prints, for bands such as Pearl Jam, The White Stripes, The Beastie Boys, Green Day, Neil Young and Nirvana. Prints of those historic posters remain in high demand today among collectors, and are remembered fondly by musicians who were just starting out back in those heady first years of the punk movement.

Many of those musicians and those working in the industry took to social media to express their gratitude for Kozik's work. The drummer Martin Atkins, who worked with Nine Inch Nails and Killing Joke, tweeted: "So sorry to hear of the passing of Frank Kozik. One of his first posters was #pigface in 1991 which he graciously allowed us to reproduce a couple of years ago. rip brother."

Kozik shut down his Man's Ruin in 2001 to focus full time to art, design, and the emerging art toy movement, in which he would become one of the most successful and admired practitioners. Not long after,

Continued on page 44



Licenses Available: Tetris®

The Tetris® brand is one of the leading and most distinctive video game brands and franchises in the world. Celebrating its 40th Anniversary in 2024, the brand continues to be loved globally by people of all ages and all cultures. Billions of Tetris games are played online every year, and over 520 million units have been sold worldwide. The Tetris brand's global licensee network includes major video game publishers, including Nintendo and Sega, as well as many partners in electronics, toys and games, apparel, accessories, entertainment and more.

Contact: Megan Buettner megan@tetris.com | [Tetris.com](https://tetris.com)



in 2003, Kozik's Labbit, a smoking, unshaven rabbit character with its signature butthole, was adopted by Kidrobot, which launched a lasting collaboration between the brand and Kozik. Labbit is now considered one of the most successful vinyl art figures in the world.

Kozik designed over 500 different limited edition figures but more importantly, he pioneered an art toy movement and provided a launchpad for hundreds of artists through Kidrobot and across the world.

Kozik also designed products and advertising campaigns for a cross-section of the world's top lifestyle brands, including a pair of NikeSB Dunk Quickstrike sneakers, a special edition Swatch watch, the 2007 Spike TV Games Award trophy, and an Absolut Kozik print ad.

Kozik was described as the strategic creative force behind Kidrobot since 2014, and people at the company described his sudden passing as a huge blow, both creatively and personally.

Now described as "one of the rock world's top poster artists" by Rolling Stone, Kozik is survived by his wife Sharon and their cats.

Wildbrain Names Josh Scherba as New CEO

The family entertainment leader Wildbrain Ltd. has promoted Josh Scherba to the position of CEO, replacing Eric Ellenbogen.

As well, Jim Fielding, Chief Marketing and Brands Officer, has been appointed as Strategic Advisor to the CEO and Board of Directors.

Scherba will take on the role of President and CEO, and will also sit on the board of directors. The move was part of the company's succession plan, with Ellenbogen enthusiastically endorsing Scherba as the new boss at Wildbrain.

"I have every confidence that Josh is the right person to continue on the path we set together for WildBrain's future," Ellenbogen said. "It's been a tremendous experience to have led the evolution of WildBrain into the industry leader that it is today. I'm pleased to leave the Company in a much stronger position than I found it, and I've greatly enjoyed working with WildBrain's board, management team and talented employees across the global organization."

Scherba is a deeply experienced executive drawing on over 20 years in the global industry, who has been with WildBrain since its founding in 2006. He was appointed President in 2018, working hand in hand with Ellenbogen on company strategy,

and has fostered a content-led approach to igniting and monetizing brands from WildBrain's deep vault of valuable IP as well as partner-owned brands.

Well known in the entertainment industry as the primary face of business for WildBrain, the company says Scherba has built strong, long-term relationships with numerous major partners, including Apple TV+, Netflix, Amazon, SEGA, YouTube, the BBC, LEGO, Mattel and many others. Most recently, Scherba was the driving force behind WildBrain's agreement to acquire House of Cool, to significantly expand the Company's capabilities for premium series, specials and features.

"It's an incredibly exciting time at WildBrain, and I'm honoured that our board has put their support behind me to lead the company," Scherba said. "I look forward to continuing to work with our talented people across the organization, our passionate management team and the board to further execute on our global strategy, with a renewed focus on key franchises to drive profitability for the long-term success of the business and enhance value for shareholders."

"With our beloved iconic brands, such as Peanuts, Teletubbies and Strawberry Shortcake, as well as the creative expertise we've invested in across our teams and our truly global reach in distribution and licensing, we hold a unique position of strength in the evolving marketplace to continue capitalizing on meaningful partnerships for content and consumer

Continued on page 45



MHS Licensing + Consulting will be introducing promising new art brands and new artwork from their popular artists at the Licensing Expo (booth G88). MHS is one of the nation's leading licensing and consulting agencies specializing in representing popular artists and advising manufacturers in the search, evaluation and acquisition of new properties and personalities.

www.mhslicensing.com

Who's News



Josh Scherba is the new CEO at WildBrain.

products.”

Fielding’s role will be to act as an advisor and strategic right-hand man to Scherba, and as a critical advisor to the board. That position will be informed by Fielding’s long experience leading consumer-products groups at the world’s top media companies, including Disney, DreamWorks and Twentieth Century Fox.

Fielding is a former President of Disney Stores Worldwide, where he completely redefined the digital and physical experience around the globe. Fielding also held leadership roles at top retailers, including Claire’s Stores, Inc., where he was CEO, The Gap, Lands’ End, and the J. Peterman Company. During his 30-year career, he has recruited and trained global leaders in a variety of disciplines and at all levels.

“WildBrain is one of the most exciting

companies I’ve worked with in my career,” Fielding said. “Over the past few years, we’ve made strong progress elevating and celebrating brands like Peanuts, Teletubbies and Strawberry Shortcake.

“With its rich portfolio of IP, combined with its extensive infrastructure and capabilities for content and brand management, plus its wealth of talented people dedicated to creative excellence, WildBrain holds great potential in today’s global market,” he added.

Don Wright, the Chair of WildBrain’s Board of Directors, said that while the company will miss Ellenbogen for the vision that helped spark WildBrain’s rapid growth, he is very happy with the transition plan that puts Scherben in the CEO’s chair.

“As we look to the future, our focus is to continue building on this strategy to accelerate the growth of key franchises globally,” Wright said. “As President, Josh played an integral role in setting and implementing WildBrain’s 360-degree strategy, and he has been a driving force behind all aspects of the Company’s highly successful content business, from its award-winning animation studio through to its world-leading global distribution business.

“We’re confident Josh has the right combination of strategic vision, deep industry expertise and operational insights to take WildBrain forward into this next phase of growth.”

Wright said the new position for Wright is a huge bonus for WildBrain, as the company holds a wide variety of IPs that translate well into the consumer product category.

“We’ve worked with Jim for years in his capacity as a consultant for our Peanuts brand, where he developed the current growth strategy, before he joined WildBrain as an executive,” Wright explained. “He has provided valuable strategic and operational counsel across key brands, transforming the Company’s approach to marketing and franchise activation.”

Fielding will maintain oversight of the Company’s franchise and marketing functions during a transition period, while working with Scherba and the Board to implement new leadership.

Scherba says he and Fielding will be working hard to keep WildBrain on the path it has followed to success under Ellenbogen’s tenure.

“Eric has helped reshape the Company, setting it on a renewed path of sustainable growth and positioning it for a successful future,” Scherben said. “During his tenure, he elevated the Company’s commitment to creative excellence and expanded its global reach by implementing a unified 360-degree strategy across the organization, rebranding the Company, and assembling a top management team.

“We’re grateful for Eric’s vision and valuable contributions and wish him all the best.” ■



Gracie’s Corner is a popular entertainment channel on YouTube that serves up our favorite childhood nursery rhymes transformed by soca and reggae over an 808 beat, encouraging parents and kids alike to get out of their seats and sing and dance along. The Gracie’s Corner children’s channel has over 1.82 million subscribers with over 100 million monthly views and over 1 billion views since inception in 2022. Gracie’s Corner recently dropped a collaboration with Doggyland called, Girl Power. The video has nearly 1 million views in less than a week. Gracyn will also be performing live on June 17th at the Gena Davis Bentonville Film Festival for Women and Diverse voices.

Gracie’s Corner is represented by United Talent Agency. Plans are being finalized for new content and a full consumer products program.

Sid Kaufman: KaufmanS@unitedtalent.com

Licenses Recently Granted International

Arc System Works

collectors box, energy drink powder, shaker cups (Worldwide)

To: G Fuel

Jason McNaughton,
Director of Partnerships
631-755-1080
Jason@gfuel.com

By: Firefly Brand Management

Cynthia Modders, President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Arc System Works

enamel pins, fleece, key chains, lanyards, long sleeve shirts, metal safety black buttons, patches, plush, stickers, sweatshirts, t-shirts, tank tops, throws (U.S., Canada)

To: Great Eastern Entertainment

Liz Heard, Licensing Director
626-315-7282
liz@geanimation.com

By: Firefly Brand Management

Cynthia Modders
President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Bing

character costumes (Spain)

To: Madhouse- Brands&Malls

Raluca Gavrilovici, New Business Manager
spain@madhou.se

By: Acamar Films

Natalie Harvey,
Director Licensing & Merchandising
44 20 3675 7450
natalie@acamarfilms.com

Crayola

experiences (Worldwide)

To: Kubota Tractor Corporation

Todd Stucke, SVP of Marketing
81-666482111

By: Crayola

Warren Schorr,
VP Business Development & Global
Licensing
610-253-6271 x4723
wschorr@crayola.com

Cuphead

ceramics, drinkware, plastic housewares, porcelain collectibles, tableware (Spain, Portugal)

To: Stor S.L.

Valentin Ortiz, Export Manager
34 911 213 460
valentin@storline.com

By: King Features Syndicate

Carla Silva,
VP GM & Global Head Licensing
212-969-7582
csilva@hearst.com

Flop

character costumes (Spain)

To: Madhouse- Brands&Malls

Raluca Gavrilovic, New Business Manager
spain@madhou.se

By: Acamar Films

Natalie Harvey,
Director Licensing & Merchandising
44 20 3675 7450
natalie@acamarfilms.com

Hello Kitty & Friends

collectibles, plush, seasonal items (North America)

To: Jazwares

Chris Parrish, Senior Director Licensing
954-845-0800
cparrish@jazwares.com

By: Sanrio

Heather Prior, Head of Licensing
650-952-2880
hlucchetti@sanrio.com

Laura Ashley

curtains, cushions, made-to-measure fabrics, throw blanket (Australia New Zealand)

To: Basford Brands

Jennifer Vasilj,
Product Development Manager
1-300-656-626
jvasilj@basfordbrands.com

By: WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)

Bruno Maglione, President IMG Licensing
Worldwide & EVP IMG
44 20 8233 6668
bruno.maglione@img.com

Mary Blair

accessories, apparel, banners, chenille embroidered patches, enamel pins, flags, flowers, headwear, wool felt pennants (Worldwide)

To: Oxford Pennant

Bart Silberman, Licensing
714-747-0153
bart@oxfordpennant.com

By: Firefly Brand Management

Cynthia Modders, President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Monet: Irises

outerwear (children's), outerwear (mens'), outerwear (womens') (Europe)

To: Iconix Brand Group

Nicole Piccirillo,
Director of Business Development and
Licensing
212-730-0030
npiccirillo@iconixbrand.com

By: National Gallery Co.

Judith Mather,
Buying & Merchandise Director
44 20 7747 5994
julie.molloy@nationalgallery.co.uk

Monet: Setting Sun

outerwear (children's), outerwear (mens'), outerwear (womens') (Europe)

To: Iconix Brand Group

Nicole Piccirillo,
Director of Business Development and
Licensing
212-730-0030
npiccirillo@iconixbrand.com

By: National Gallery Co.

Judith Mather,
Buying & Merchandise Director
44 20 7747 5994
julie.molloy@nationalgallery.co.uk

Continued on page 47

Licenses Recently Granted International

Monet: Snow Scene at Argenteuil

outerwear (children's), outerwear (mens'),
outerwear (womens') (Europe)

To: Iconix Brand Group

Nicole Piccirillo, Director of Business
Development and Licensing
212-730-0030
npiccirillo@iconixbrand.com

By: National Gallery Co.

Judith Mather,
Buying & Merchandise Director
44 20 7747 5994
julie.molloy@nationalgallery.co.uk

Monet: The Water-Lily Pond

outerwear (children's), outerwear (mens'),
outerwear (womens') (Europe)

To: Iconix Brand Group

Nicole Piccirillo, Director of Business
Development and Licensing
212-730-0030
npiccirillo@iconixbrand.com

By: National Gallery Co.

Judith Mather,
Buying & Merchandise Director
44 20 7747 5994
julie.molloy@nationalgallery.co.uk

Monet: Water-Lilies

outerwear (children's), outerwear (mens'),
outerwear (womens') (Europe)

To: Iconix Brand Group

Nicole Piccirillo, Director of Business
Development and Licensing
212-730-0030
npiccirillo@iconixbrand.com

By: National Gallery Co.

Judith Mather,
Buying & Merchandise Director
44 20 7747 5994
julie.molloy@nationalgallery.co.uk

Peaky Blinders

experiences (U.K.)

To: Black Country Living Museum

info@bclm.com

By: Banijay Brands

Jane Smith,
Group Director Brand Licensing
33 1 43 18 91 91
jane.smith@endemolshine.com

Pinata Smashlings

magazines, publishing (U.K.)

To: Redan Publishing

Joanne Ellis,
Licensing & Marketing Manager
44 (0) 1743 364433
Joanne.ellis@redan.com

By: Toikido

Darran Garnham
Founder
darran@toikido.co.uk

Popeye

video game content (U.S.)

To: Wargaming

Mikhail Ilin, Head of Global Business
Development & Growth
mikhail@wargaming.net

By: King Features Syndicate

Jarred Goro, Director Business
Development & North American Licensing
212-969-7585
jgoro@hearst.com

Popeye

ABS keyrings, decorating metal boards,
decorating wooden boards, doming
magnets, metal boxes, metal keyrings,
metal magnets, metal post cards, outdoor
metal thermometers, wall clocks, wooden
boxes (France, Belgium, Netherlands,
Luxembourg, Germany, Austria,
Switzerland, Italy, Spain, Norway, Poland)

To: Impact & Strategie Sarl

03 20 73 94 59
lescollectionsretro@impactetstrategie.fr

By: King Features Syndicate

Jarred Goro, Director Business
Development & North American Licensing
212-969-7585
jgoro@hearst.com

Space Invaders

lottery tickets (U.S.Canada)

To: Alchemy 3

Jeffrey Schweig, President
770-442-6993
js@alchemy3.com

By: WildBrain CPLG

Jasen Wright
VP North America
jasen.wright@cplg.com

Space Invaders

gift, novelties (North America, Europe,
Australia, New Zealand)

To: Aquarius

Bobby Fields, VP
310-709-8999
bobby@aquariusltd.com

By: WildBrain CPLG

Jasen Wright
VP North America
jasen.wright@cplg.com

Space Invaders

accessories, apparel, electronic cases,
hosiery (Worldwide)

To: H&M (Hennes & Mauritz AB)

Frida Elmas,
Head Licensing & Product Collaborations
46 8 796 55 00
frida.elmas@hm.com

By: WildBrain CPLG

Jasen Wright
VP North America
jasen.wright@cplg.com

Space Invaders

accessories (Spain, Portugal, Andorra)

To: Karactermania

Pere Biosca, Commercial Director
34 933 04 16 66
pere@karactermania.com

By: WildBrain CPLG

Jasen Wright
VP North America
jasen.wright@cplg.com

Continued on page 48

Licenses Recently Assigned International

American Experience

"American Experience" combines dramatic re-enactments with commentary by historians and authors to present an absorbing look at the personalities events and resources that have had a profound impact on the shaping of America's past and present.
apparel, branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)

Moxie & Co.

Janine Hallisey
Director
203-259-2729
jhallisey@moxieco.com

Antiques Roadshow

Antiques Roadshow is an American television program broadcast on Public Broadcasting Service (PBS) Public television stations. The program features local antiques owners who bring in items to be appraised by experts.
apparel, branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)

Moxie & Co.

Janine Hallisey
Director
203-259-2729
jhallisey@moxieco.com

Baby Phat

Baby Phat is a fashion brand founded in 1998, known for bold and glamorous designs in urban wear and streetwear for young women. The brand's iconic cat logo and expansion into accessories such as handbags, jewelry, and fragrances have made it a significant influence in the streetwear fashion industry.
cosmetics, denim (womens'), footwear, handbags, home decor, pet, swimwear, tabletop (U.S., Canada)

Starwood Brands

David Gindi
President
917-361-0559
david@starwoodbrands.com

Licenses Recently Granted International

Space Invaders

apparel, headwear, hosiery (Italy),

To: Sabor srl

Giorgio Borzino, CEO
39 02 522 0111
info@sabor.it

By: WildBrain CPLG

Jasen Wright
VP North America
jasen.wright@cplg.com

Ted Baker London

footwear, handbags, small leather goods (U.S., Canada)

To: ALDO Group

Catherine Ross, VP General Counsel & VP Human Resources
514-747-2536
cross@aldogroup.com

By: Authentic Brands Group (ABG)

Nick Woodhouse,
President & Chief Marketing Officer
212-760-2410
nwoodhouse@authenticbrands.com

The Gruffalo and Other Stories

bedding, bibs, change mats, play mats, reusable diapers, sleepwear, smocks, swim diapers, training pants, wet bags (Australia)

To: Designer Bums

Carla Schwef
Director
carla@designerbums.com.au

By: Merchantwise

Kerryn McCormack
GM Licensing
61 3 9520 1000
kerryn@merchantwise.com

Zoltar

bobbleheads, mini books, mini fortune telling kits, spiral notebooks (Worldwide)

To: Running Press

Cindy Sipala (De La Hoz), Executive Editor
215-207-2953
cindy.delahoz@hbgusa.com

By: Firefly Brand Management

Cynthia Modders, President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Frontline

Frontline explores and illuminates the critical issues of our times - from business and health to social issues, politics and war. , *apparel branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)*

Moxie & Co.

Janine Hallisey, Director
203-259-2729
jhallisey@moxieco.com

Global Merchandising Services' Client Roster

Global Merchandising Services' client roster, includes Iron Maiden, Ozzy Osbourne, Backstreet Boys, Motley Crue, and more.
console games, mobile games (U.K.)

Tinderbox div. Beanstalk

Dave Tovey, Video Game Brand Licensing
dave.tovey@beanstalk.com

Licenses Recently Assigned International

Hang Ten

Hang Ten is a California lifestyle brand with a storied history dating back to the 1960s. Known for its surf-inspired clothing and accessories, Hang Ten captures the spirit of the laid-back, beach-centric lifestyle that has become synonymous with California culture. The brand's unique designs and quality craftsmanship make it a favorite among surfers and non-surfers alike.

accessories, apparel, hardgoods, HBA, home (U.S., Canada)

Starwood Brands

David Gindi, President
917-361-0559

david@starwoodbrands.com

Jaleh Sadravi

Jaleh Sadravi only started painting in 2020 during the pandemic. Just three years later and with nearly 550k followers, Jaleh is kicking down the door of art licensing. Sensitivity and movement are at the heart of Jaleh's work. From abstracts to portraits, her bright and colorful acrylics are unique and fresh, making her instinctive hand interesting and highly popular.

all categories (Worldwide)

MHS Licensing + Consulting

Marty Segelbaum, President
952-544-1377 x202
marty@mhslicensing.com

Masterpiece

Masterpiece is a drama anthology television series produced by WGBH Boston. It premiered on Public Broadcasting Service (PBS) on January 10, 1971.

*apparel
branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)*

Moxie & Co.

Janine Hallisey, Director
203-259-2729
jhallisey@moxieco.com

Mehu Art

Megan Mehu is the inspiration behind Mehu Art. Megan enjoys working in a wide variety of mediums but is best known for her digital paintings. Megan's artwork has a common theme of animals with individuality. She enjoys creating unique identities with various emotions and personalities including fun props and poses to reach the viewer.

all categories (Worldwide)

MHS Licensing + Consulting

Marty Segelbaum, President
952-544-1377 x202
marty@mhslicensing.com

Molly of Denali

Molly of Denali is an animated children's television series produced by Atomic Cartoons in association with WGBH Kids, created by Dorothea Gillim and Kathy Waugh. The series follows ten-year-old Molly Mabray, an Alaskan Native vlogger from the fictional village of Qyah, and her family, friends Tooley Ookami and Trini Mumford, her Malamute Suki, and other residents. Her family runs the Denali Trading Post.

apparel, branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)

Moxie & Co.

Janine Hallisey, Director
203-259-2729
jhallisey@moxieco.com

Nelly Jelly

Nelly Jelly has rapidly grown from a book character to a household name. The character, Nelly Jelly, is a five-year-old girl, who rules a big universe, tames monsters pirates, and gnomes, travels in her vast magical world, and finds all the needed solutions to her problems without leaving her home.

animation, consumer products, publishing (Spain, Portugal, and Andorra)

Caravanserai Partners

Guillem Rey, Managing Director
Guillem@caravanserai.eu

NOVA

This long-running, award-winning documentary series focuses on science - the speculation, history and researchers associated with it and its many applications.

apparel, branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)

Moxie & Co.

Janine Hallisey, Director
203-259-2729
jhallisey@moxieco.com

Phat Farm

Founded in 1992 by Russell Simmons, known for its urban-inspired clothing and streetwear. The brand quickly became popular in hip-hop culture and expanded into accessories, shoes, and fragrance. Phat Farm remains a notable name in the world of streetwear.

home decor, hosiery, pet, swimwear (U.S., Canada)

Starwood Brands

David Gindi, President
917-361-0559
david@starwoodbrands.com

Pooja Kenjale-Umrani

By the Lakeside creator and surface designer Pooja Kenjale-Umrani has a tremendous drive to see her bright and fresh paintings on everyday consumer products. Pooja has taught watercolor workshops in the US and India and posts daily tutorials online for her fast-growing fan base.

all categories (Worldwide)

MHS Licensing + Consulting

Marty Segelbaum, President
952-544-1377 x202
marty@mhslicensing.com

Licenses Recently Assigned International

PowerTown Wrestling

PowerTown Wrestling is a new line of original collectible wrestling action figures composed of legends of the sport from the past six decades to present.
merchandising (Worldwide)

All-American Licensing & Management Group (AALMG)

Don Rothwell, Partner
704-576-6327
don@aalmg.com

Romare Bearden Foundation

The Romare Bearden Foundation is a non-profit organization that was established in 1990 by the estate of Romare Bearden to preserve and expand upon the late artist's legacy.

branded merchandise, consumer products, electronics, fashion, home goods, promotions, toys (Worldwide)

Moxie & Co.

Arlene Scanlan, CEO
203-259-2729 x11
ascanlan@moxieco.com

SilverSneakers

SilverSneakers by Tivity Health is a US-based community fitness program for Medicare-eligible Americans. The program was founded in 1992 and is available to more than 18 million people through American Medicare Advantage plans, Medicare Supplement carriers and group retiree plans.
partnerships (Worldwide)

IMC Licensing

Julie Brown, 502-272-2405
jbrown@imclicensing.com

Tamagotchi

Tamagotchi is a virtual-reality pet brand that was originally released as a handheld video game in Japan in 1996 and in the U.S. the following year. Since its initial launch, Bandai Namco has extended the Tamagotchi brand into a global franchise that includes console games, arcade games, films, animated content, and mobile applications.

apparel, accessories, stationery, food, lifestyle (Worldwide)

Bandai Namco Entertainment America

Kyoko Acheson, Sr Licensing Manager
408-235-2000
kacheson@bandainamcoent.com

The British Library

The British Library is the national library of the United Kingdom and is one of the largest libraries in the world. It is estimated to contain between 170 and 200 million items from many countries. As a legal deposit library, the British Library receives copies of all books produced in the United Kingdom and Ireland, including a significant proportion of overseas titles distributed in the UK.

all categories (Worldwide)

ARTiStory

Natasha Dyson,
Co-Founder and Licensing Director
44 7855 858711
natasha@artistorybrands.net

Transport for London

Integrated transport authority running the day to day operations of London's public transport network including; London Underground, red London buses and the upcoming Elizabeth Line.

accessories, apparel, beverages, food, games, gift, home, publishing, stationery, toys (U.K.)

WME/IMG Worldwide Licensing d.b.a. Endeavor (U.K.)

Bruno Maglione, President IMG Licensing
Worldwide & EVP IMG
44 20 8233 6668
bruno.maglione@img.com

Work It Out Wombats!

Work It Out Wombats! is a children's animated television series. The series follows Malik, Zadie, and Zeke, creative marsupial siblings who live with their grandmother in her treehouse apartment complex, known as the Treeborough.
apparel, branded merchandise, consumer goods, electronics, home fashion, promotions, toys (Worldwide)

Moxie & Co.

Janine Hallisey, Director
203-259-2729
jhallisey@moxieco.com

Continued on page 51

Licenses Recently Granted USA

Baileys*cocktail mix (U.S.)***To: Cha Cha Matcha**Jay Gujjar, CEO
jay@chachamatcha.com**By: Diageo**Sophie Kelly
SVP North America
212-202-1800
sophie.kelly@diageo.com**Barbie***board games (U.S.)***To: Hasbro**Casey Collins,
SVP & GM Global Consumer Products
401-431-8697
casey.collins@hasbro.com**By: Mattel**Meredith Norie
Sr Director Consumer Products and Retail
Development North America
Meredith.Norrie@Mattel.com**Barney's World***tv series (U.S.)***To: Warner Bros. Discovery**Michael Ouweleen,
President - Adult Swim - Cartoon Network
- Boomerang
212-548-5555
michael.ouweleen@warnerbros.com**By: Mattel**Frederic Soulie,
SVP Content Distribution & Business
Development
310-252-2000
frederic.soulie@mattel.com**Barney's World***tv series (U.S.)***To: Warner Bros. Discovery**Michael Ouweleen,
President - Adult Swim - Cartoon Network
- Boomerang
212-548-5555
michael.ouweleen@warnerbros.com**By: Corus Entertainment/Nelvana Enterprises**Colin Bohm, EVP Business Development
416-479-7000
colin.bohm@corusent.com**Bendy and the Dark Revival***action figures, costumes, playsets, plush (U.S.)***To: JAKKS Pacific**Virginia Reneau, VP Global Licensing
424-268-9444
vreneau@jakks.net**By: Rooster Teeth Productions**Alan Abdine, SVP Business Development
512-480-0336
alan@roosterteeth.com**Bendy and the Ink Machine***action figures, costumes, playsets, plush (U.S.)***To: JAKKS Pacific**Virginia Reneau, VP Global Licensing
424-268-9444
vreneau@jakks.net**By: Rooster Teeth Productions**Alan Abdine, SVP Business Development
512-480-0336
alan@roosterteeth.com**Bratz***costume accessories, costumes (U.S.)***To: Disguise div. Jakks Pacific**Tara Hefter, EVP & GM
424-268-9549
thefter@jakks.net**By: MGA Entertainment**Mindy Escalera, SVP Global Licensing
mescalera@mgae.com**Compaq***smart watches (U.S.)***To: Ossify Industries Pvt Ltd**Sandeep Kumar
Managing Director
91-851000507
sandeep@ossify.net**By: Leveraged Marketing Corp. of America (LMCA)**Colleen Baird,
Creative Marketing Director
212-265-7474
colleenb@lmca.net**Daniel Tiger's Neighborhood***backpacks
beverage containers
food containers
ride-on vehicles (U.S.)***To: Skip Hop**Lauren Duchene
VP and General Manager
1-847-477-0009
lauren@skiphop.com**By: 9 Story Media Group**Kyra Halperin
VP Consumer Products
212-764-0266 x316
kyra.halperin@9story.com**Dole***pet treats (U.S.)***To: Fetch ... for Pets!**Kristy Yvars,
Director Business Development
Licensing & Marketing
212-244-2456
kristy@fetch4pets.com**By: Beanstalk**Whitney Rosenfeld,
Marketing Strategy and Partnerships
whitney.rosenfeld@beanstalk.com

Continued on page 52

Licenses Recently Granted USA

<p>Dole <i>collectible figurines (U.S.)</i></p> <p>To: Moose Toys Menal McGrath, VP Global Licensing 310-341-4642 menal.mcgrath@moosetoys.com</p> <p>By: Beanstalk Whitney Rosenfeld, Marketing Strategy and Partnerships whitney.rosenfeld@beanstalk.com</p>	<p>Fireball <i>golf accessories, golf apparel (U.S.)</i></p> <p>To: Sunday Swagger Mark Carmona, Founder and President mark@sundayswagger.com</p> <p>By: Brandgenuity US Jay Asher, Partner 212-925-0730 jay@brandgenuity.com</p>	<p>Guardians of the Galaxy <i>key chains (U.S.)</i></p> <p>To: Monogram Intl. Vesiah Lee, President 909-718-8388 vlee@monogramdirect.com</p> <p>By: Disney Consumer Products Paul Gitter, SVP Licensing Marvel 212-576-4000 paul.gitter@disney.com</p>
<p>Dungeons & Dragons <i>animated mms stickers (U.S.)</i></p> <p>To Bare Tree Media Robert Ferrari, CEO 617-899-3347 rferrari@baretreemedia.com</p> <p>By: Hasbro Tina Aznavour, Sr Director Licensing Tina.Aznavour@hasbro.com</p>	<p>Geoffrey Beene <i>dress shirts (U.S.)</i></p> <p>To: Versa Group LLC/Gracedale Fabric Mills Marc Seruya, President & CEO 212-288-4111 marc@versamens.com</p> <p>By: Authentic Brands Group (ABG) Jamie Salter, Chairman & CEO 212-760-2412 jsalter@abg-nyc.com</p>	<p>Highclere Castle <i>(U.S.)</i></p> <p>To: Standard Fiber Jyl Davis, Creative Executive 650-872-6528 jyldavis@standardfiber.com</p> <p>By: Licensing Management International (LMI) Andrew Maconie, CEO 44 1425 403 430 andrew@lmiuk.com</p>
<p>Dungeons & Dragons <i>plush (U.S.)</i></p> <p>To: Build-A-Bear Workshop Jennifer Kretchmar, Chief Digital & Merchandising Officer 314-423-8000 jennk@buildabear.com</p> <p>By: Hasbro Tina Aznavour, Sr Director Licensing Tina.Aznavour@hasbro.com</p>	<p>Guardians of the Galaxy <i>puzzles (U.S.)</i></p> <p>To: Buffalo Games Mark Predko, Director Operations & Product Management 716-464-5241 mpredko@buffalogames.com</p> <p>By: Disney Consumer Products Paul Gitter, SVP Licensing Marvel 212-576-4000 paul.gitter@disney.com</p>	<p>ICEE <i>breakfast cereals (U.S.)</i></p> <p>To: Kellogg Company David Lee, Senior Director Global Licensing 1-312-764-6210 david.lee@kellogg.com</p> <p>By: Design Plus Atlanta Elisha Joffe, Senior Account Executive 404-314-3367 elisha@dplicensing.com</p>
<p>ExerSaucer <i>baby basics, baby outerwear, baby socks, playwear (infants'), playwear (newborns'), playwear (toddlers'), sleepwear (infants'), sleepwear (newborns'), sleepwear (toddlers') (U.S.)</i></p> <p>To: Evenflo Company Tony Sexton, Senior Brand Manager 1-800-233-5921 tara.sexton@evenflo.com</p> <p>By: Brand Liaison (The) Steven Heller, President 561-302-7838</p>	<p>Guardians of the Galaxy <i>bluetooth headsets, wireless earbuds (U.S.)</i></p> <p>To: KIDdesigns/eKIDS/SDI Technologies Marcos Zalta, VP Business & Legal Affairs 732-574-9000 x269 mzalta@sditech.com</p> <p>By: Disney Consumer Products Paul Gitter, SVP Licensing Marvel 212-576-4000 paul.gitter@disney.com</p>	<p>L.O.L. Surprise! <i>costume accessories, costumes (U.S.)</i></p> <p>To: Disguise div. Jakks Pacific Tara Hefter, EVP & GM 424-268-9549 thefter@jakks.net</p> <p>By: MGA Entertainment Mindy Escalera, SVP Global Licensing mescalera@mga.com</p>

Continued on page 53

Licenses Recently Granted USA

Little Tikes

costume accessories, costumes (U.S.)

To: Disguise div. Jakks Pacific

Tara Hefter, EVP & GM
424-268-9549
thefter@jakks.net

By: MGA Entertainment

Mindy Escalera, SVP Global Licensing
mescalera@mgae.com

Manic Panic

coffee, hot sauces (U.S.)

To: Jade City Foods

Cliff Wiener, Licensing
cliff@jadecityfoods.com

By: Tish & Snooky's Manic Panic NYC

Snooky Bellomo, President
718-937-6055
snooky@manicpanic.com

Minecraft

footwear, footwear accessories (U.S.)

To: Crocs

Greg Thomas,
Senior Manager Global Licensing
303-848-7589
gthomas@crocs.com

By: Minecraft div. Microsoft

Ferredico San Martin,
Director of Minecraft Consumer Products
425-704-7759
fsanmartin@microsoft.com

Miraculous: Tales of Ladybug & Cat Noir

video games (U.S.)

To: Afterverse

partnership@afterverse.com

By: ZAG

Mark Kingston,
SVP Global Consumer Products
818-474-1663
mkingston@zag.com

Miraculous: Tales of Ladybug & Cat Noir

apparel, caps, footwear, leggings, shorts, skirts (U.S.)

To: Puma North America

Adam Petrick,
Global Director Brand & Marketing
617-488-2900
adam.petrick@puma.com

By: ZAG

Mark Kingston,
SVP Global Consumer Products
818-474-1663
mkingston@zag.com

Mr. Peanut

slippers, socks (mens'), socks (womens'), underwear (men's), underwear (women's) (U.S.)

To: Odd Sox

Ahmad Akar, Founder & CEO
727-798-8066
ahmad@oddsoxofficial.com

By: Firefly Brand Management

Cynthia Modders,
President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Perkins Restaurant & Bakery

coffee pods, ground coffee (U.S.)

To: White Coffee

Jonathan White, EVP
718-204-7900
info@whitecoffee.com

By: Beanstalk

Whitney Rosenfeld,
Marketing Strategy and Partnerships
whitney.rosenfeld@beanstalk.com

Rainbow High

video game content (U.S.)

To: Outright Games

Terry Malham-Wallis,
Business Development & Licensing
949-589-4900
terrymw@outrightgames.com

By: MGA Entertainment

Mindy Escalera,
SVP Global Licensing
mescalera@mgae.com

Rainbow High

costume accessories, costumes (U.S.)

To: Disguise div. Jakks Pacific

Tara Hefter, EVP & GM
424-268-9549
thefter@jakks.net

By: MGA Entertainment

Mindy Escalera,
SVP Global Licensing
mescalera@mgae.com

Skippy

slippers, socks (mens'), socks (womens'), underwear (men's), underwear (women's) (U.S.)

To: Odd Sox

Ahmad Akar, Founder & CEO
727-798-8066
ahmad@oddsoxofficial.com

By: Firefly Brand Management

Cynthia Modders,
President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Space Invaders

apparel (boys'), apparel (girls'), apparel (infants'), apparel (men's), apparel (women's) (U.S.)

To: Bentex Group

Susan Peia, EVP Licensing
212-594-4250 x2825
susan@bentex.com

By: WildBrain CPLG

Jasen Wright, VP North America
jasen.wright@cplg.com

Continued on page 54

Licenses Recently Granted USA

Space Invaders

apparel, bermuda pants, crewnecks, t-shirts, track pants (U.S.)

To: Champion/Hanesbrands

Shelley Peters, Director of Licensing
336-519-8080
Shelley.Peters@hanesbrands.com

By: WildBrain CPLG

Jasen Wright, VP North America
jasen.wright@cplg.com

Spam

slippers, socks (mens'), socks (womens'), underwear (men's), underwear (women's) (U.S.)

To: Odd Sox

Ahmad Akar, Founder & CEO
727-798-8066
ahmad@oddsoxofficial.com

By: Firefly Brand Management

Cynthia Modders,
President & CEO
415-513-5826
cynthia@fireflybrandmanagement.com

Spider-Man: Across the Spider-Verse

energy drink powder (U.S.)

To: G Fuel

Jason McNaughton, Director of Partnerships
631-755-1080
Jason@gfuel.com

By: Disney Consumer Products

Paul Gitter, SVP Licensing Marvel
212-576-4000
paul.gitter@disney.com

Star Wars

video game content (U.S.)

To: Psyonix

Jeremy Dunham,
Director Product & Content Strategy
800-851-6008
bizdev@psyonix.com

By: Disney Consumer Products

Paul Southern,
SVP Licensing Star Wars
415-623-1928

paul.southern@lucasfilm.com

Star Wars

video game content (U.S.)

To: Respawn Entertainment

Vince Zampella, CEO
info@respawn.com

By: Disney Consumer Products

Paul Southern,
SVP Licensing Star Wars
415-623-1928
paul.southern@lucasfilm.com

Tapatio Ketchup

condiments (U.S.)

To: Details Not Provided

By: Brand Central

Ross Misher, CEO
310-268-1231
ross@brandcentralgroup.com

Teletubbies

collectible figures (U.S.)

To: Loyal Subjects (The)

Jonathan Cathey, President
CEO & Founder
213-744-1258
jonathan@theloyalsubjects.com

By: WildBrain CPLG

Jasen Wright, VP North America
jasen.wright@cplg.com

The Freak Brothers

coffee (U.S.)

To: Onyx Coffee Lab

Andrea Allen, Co-founder and COO
501-481-2905
info@onyxcoffeelab.com

By: Character Vision

Ken Abrams, President
310-318-7901
kabrams@charactervision.com

Transformers

card games (U.S.)

To: Mattel

Meredith Norie, Sr Director Consumer Products and Retail Development North America
Meredith.Norrie@Mattel.com

By: Hasbro

Casey Collins,
GM & SVP Global Consumer Products Entertainment & Licensing
401-431-8697
casey.collins@hasbro.com

Continued on page 55

Licenses Recently Assigned USA

B.Duck

" B.Duck " was conceived by Eddie Hui in 2005 and inspired by the real story of 30,000 rubber duckies that fell into the Pacific Ocean in 1992, and bobbed halfway around the world landing in places such as The Arctic, shores of Japan, Australia, Indonesia and South America. *accessories, apparel, beverages, fashion collaborations, food, games, home goods, housewares, novelties, stationery, tableware, tech accessories, toys (U.S.)*

Licensing 360

Stephanie Kupperman, CEO,
310-562-7868
stephanie@licensingthreesixty.com

Sparkling Ice

Sparkling Ice is the #1 sparkling water brand, made with real fruit flavor, vitamins, and antioxidants. Full of flavor with zero sugar, Sparkling Ice and Sparkling Ice +Caffeine offer better-for-you beverage options with products available in retailers nationwide. *alcohol, confectionery, frozen novelty, nutritional products (U.S.)*

Joester Loria Group (JLG)

James Slifer, SVP Business Development
212-683-8548
jslifer@tjlggroup.com

Perkins Restaurant & Bakery

For 60-plus years, Perkins Restaurant & Bakery has put its "Kindness Served Daily" philosophy at the forefront every day, serving guests wholesome homestyle cooking for breakfast, lunch, dinner and late-night treats. Starting as a single pancake house in Ohio, the brand has grown to operate more than 290 restaurant locations across 32 states and Canada.

bakery, baking mixes, desserts, frozen foods, housewares, sweet and salty snacks, syrups (U.S.)

Beanstalk

Whitney Rosenfeld,
Marketing Strategy and Partnerships
whitney.rosenfeld@beanstalk.com