

2024 Licensing Agency Guide



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[yellow tail]



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Brand Central



By Gary Symons
TLL Editor in Chief

Already one of the world's top 10 licensing agencies, Brand Central is best known as a leader in food and beverage licensing but has expanded into many new services including: manufacturing, ecommerce, and trend intelligence.

That expertise came about because Brand Central has been intimately involved in the consumer packaged goods sector for many years, bringing several major new product lines into the market, and working with their partners from conception to the checkout counter.

The company was a pioneer in the food and beverage licensing space, putting together major deals at a time when virtually no one was doing food and beverage deals. It all started when Kellogg's signed on as Brand Central's first food and beverage client in 2005, and over the next 18 years, the company has worked with many of the world's largest companies in the sector, including Dr Pepper Snapple Group, Kraft Heinz, Bimbo Bakeries, Mars Wrigley, Krispy Kreme, Tapatio Hot Sauce, Mondelez, and many others.

Incredibly, Misher says, "We have

The Brand Central goes airborne, jumping for joy after another phenomenal year of growth for both their clients and their company.

represented 35% of the top 30 national food brands. The trust of many food, beverage and restaurant clients entrenched us as experts in a specialized strategic industry that requires extraordinary proficiency. "Because of our deep experience working with CPG companies and restaurants, we continue to work

with new CPG companies, speak their 'language', and understand their internal corporate needs and issues. Concurrently, we represent food manufacturers to help acquire licenses which has provided them invaluable insights into how food companies operate from the manufacturer perspective."

The real key to that record of success, Misher says, is no secret—it's all about finding, hiring and keeping the best people, with the right experience, and fostering a culture of innovation.

CEO Ross Misher says success in brand licensing is all about hiring the right team, seen here in Las Vegas for Licensing Expo.

"Brand Central is filled with experienced veterans who have CPG experience, understand the nuances of food and beverage licensing, and deliver a breadth of meaningful relationships with leadership at major food and beverage companies and retailers, both big and small," Misher says. "For example, Janna Markle was brought on seven years ago, a 30-year licensing industry veteran who pioneered food licensing at TGI Friday's and Jack Daniel's. She has extensive experience in food and beverage product development, crafting strategic plans for brand extension and front-end innovation which supports our CPG clients."

That latter point is critical, Misher says, adding that anyone who wants success in the sector must have a deep understanding of the complex, difficult process for creating consumer packaged goods. Because Brand Central is made up of industry veterans, they can become a valuable part of the process of CPG development.

"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 we have experience working collaboratively with brand teams, innovation and food scientists," Misher adds. "Our depth of knowledge, top-to-top relationships, and passion for the category have been key differentiators for Brand Central, because we have developed methodologies and ways of working with food brands that



ensure success."

Just as one example, Brand Central forged a partnership with PepsiCo's Dorito's brand and Tapatio Hot Sauce, for a unique Tapatio Doritos product that has sold phenomenally well for over 10 years. "We also partnered Keurig's The Original Donut Shop with SNICKERS and TWIX Coffee K-Cup pods that flew off the shelves this year and surpassed projections," Misher says.

Brand Central also capitalizes on that success by attending all the key trade shows in the food and beverage industry, such as Fancy Food, IFFA, NACS and the Sweets & Snacks Expo, as well as industry meetings and conferences, where its market intelligence service has made the company a thought leader.

Brand Central has not only been an expert in licensing out brands into new product categories, it has been helping companies acquire licenses for over 15 years.

"Brand Central is skilled at identifying trends and that led us to make a savvy decision during the COVID-19 pandemic," Misher recalled. "We saw manufacturers desperately trying to maintain their businesses during the years of lockdowns, restrictions, and logistics logjams. We strategically decided to accelerate our manufacturing representation business during Covid, as many manufacturers

As one of the first and now largest food and beverage agencies in the world, Brand Central has put together hundreds of new product lines for its top tier clients.

were seeking ways to grow their business during that challenging time."

Challenging yes, but Misher says in those challenges Brand Central saw opportunities for their clients, allowing them to make moves that in many cases resulted in revenues increasing rather than falling.

"Rising prices, supply chain issues and retail consolidation created a need for highly recognizable brands in everyday products, particularly in the food and beverage space, from powdered drink mixes to baked goods, snacks and alcohol," Misher explains. "The idea of not being able to go out, let alone travel, led to consumers creating fun, happy spaces at home with products and brands that brought them joy."

This acceleration of clients and revenue led to the creation of an enhanced team at Brand Central, dedicated to the manufacturing end of the business.

"Two years ago, we hired an industry veteran, Liza Abrams, who spent the last 15 years acquiring the top licenses in the industry and we built a team around her," said Misher. "As we got recognition for the disruptive partnerships we were executing, even more manufacturers came onboard seeking consulting and opportunities to integrate their brands into cultural conversations. Liza's experience with in-bound licensing in a multitude of categories and relationships across licensors meant she was uniquely positioned to handle a diverse group of clients."

In retrospect, Misher says that was a critical decision, both for Brand Central and its clientele. "The effort to scale this division has been a huge success for Brand Central and its clients, providing the agency with exponential growth in the sector," he said. "Our manufacturer representation business has doubled in the past year."

One of Brand Central's long-time clients, the manufacturer Jel Sert Company, was lucky enough to enjoy some major successes the agency brought them through the new team, and continues to dominate their category.

"We have worked with Jel Sert Company for over 15 years and helped them acquire

Central fold, and Misher says the sector is now a major part of the agency's business.

"We are fortunate to now have a roster of over 15 diverse manufacturers, from premium underwear to large appliances, and we've scaled our business to keep up with growing interest from manufacturers," he added. "Companies across various industries view acquiring brands as a means to expand their footprint at retail, bring awareness to existing brands and expand into new

categories of business. And in a world where there is still a lot of uncertainty at retail, having a branded product gives the consumer a sense of confidence in their purchase."

As global CPG brands looked to Brand Central to help them with more of their overall marketing mix, Brand Central's team found themselves naturally stepping in to help.

"We have spent the last 10 years expanding our capabilities and services, so we are

The combo of a glazed donut with an ice cream sandwich was a top seller for Brand Central client Entenmann's.

many successful licenses for freezer bars, gelatin and powdered drink mixes," Misher says. "Our long-term strategic partnership together has helped Jel Sert solidify its position as the leader in the powdered drink stick and freezer bar categories. Brands we helped acquire include: Sonic Drive-In, SKITTLES, STARBURST, Margaritaville, and many more."

Those successes were really what brought more manufacturing clients into the Brand



able to service our clients in various ways to meet their needs and expand their brands,” Misher says. “We added an ecommerce division to provide direct-to-consumer shops that help promote brand initiatives or to develop permanent virtual storefronts for their branded products.”

That service quickly resulted in successful new initiatives for Brand Central clients. “For example, we launched the “Baby Nut” shop for the Planters brand in support of their Super Bowl ad campaign,” Misher recalls. “Brand Central also has an incredible creative services department that creates style guides, packaging, and mockups to support our clients and companies in need of great design work.”

“Finally, our trend intelligence service enables us to forecast categories and products that are trending and guide us on where to expand our client’s efforts in food and merchandise brand extensions.”

That intelligence service is now a key service offering. “Our agency offers a popular trend intelligence service, Brand Central Insights, where we provide trend consulting to retailers and other companies to help them use trend forecasting as a tool to drive growth,” Misher explains. “We identify movements that are beginning to percolate in pop culture and help our clients capitalize on them for their business. Clients use these insights to develop new products, new strategies and acquire licenses with brands and influencers that help differentiate their product lines.”

“We also work with clients to provide custom recommendations or “action items” that suggest how these trends can be leveraged into their current offerings and how to use trends to drive revenue.”

With the growth in licensing, retail, manufacturer representation, and trend services, Brand Central’s greatest challenge probably has more to do with handling its own rapidly expanding client base. In addition to the key hires mentioned above, Brand Central again expanded its team in November, promoting three team members while advertising for additional staff.

“The promotions have elevated many of its core team to new positions which recognize the hard work and expertise of



the team,” Misher said.

Lexi De Forest, a seven-year veteran of the agency, has been promoted from Senior Licensing Director to Vice President, Business Development. De Forest was recognized for her leadership in the organization putting together many strategic partnerships and collaborations which have generated significant revenue and positive brand impressions for Brand Central’s client roster, including Mars Wrigley, Tapatio, Black Paper Party and more. In her expanded role, De Forest will lead the agency’s outbound Business Development efforts across the client base.

Bri Kessler, who was named “most influential newcomer” by License Global, was promoted from Senior Licensing Manager to Licensing Director for her contributions to the Mars Wrigley business.

Finally, Hebe Moore was also elevated

Brand Central’s work on the super-spicy Tapatio flavored Doritos chips was another big winner for the US licensing agency.

from Licensing Coordinator to Associate Licensing Manager and will move into a licensee management role.

“We continue to nurture the amazing talent we have at Brand Central, and we are proud to recognize the substantial contributions these key individuals have brought to the agency,” said Misher. “We are excited to expand their roles in the organization and their promotions also pave the way for several new open positions we are eager to fill with new Brand Central team members.” ▲



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Broad Street



By Gary Symons
TLL Editor in Chief

Anyone in the world of food licensing should know Broad Street Licensing Group. They are, after all, one of the top 20 licensing agencies in the world, and in the top two in the area of food and beverage licensing.

Last year, for example, Broad Street put together licensing deals that generated well over a billion dollars in retail revenue worldwide for the likes of Subway, Tony Roma's, SeaPak Seafoods, Farm Rich Foods and Hard Rock Cafe, just to name a few.

The agency celebrated its 27th anniversary in 2023, and we wanted to know how Broad Street got its start, and how it became one of the leading agencies in the food and beverage licensing space.

Apparently, it all started with a Creamsicle.

"I remember our first big deal very distinctly," said co-founder and CEO Carole Francesca. "We represented the Popsicle and Good Humor brands, one of our first clients. We licensed their Creamsicle brand into the candy category. It was a perfect fit for this iconic orange and vanilla ice cream.

Broad Street's idea to create a Creamsicle candy line for Unilever led to the agency's first major, and enduring, success.

"The line was called 'Creamsicle Twists', and it became a huge hit at retail," she added. "Nearly every retailer across the country sold the candies from Kmart (back when Kmart was one of the leading retailers), to club stores, convenient and specialty stores, as well as in movie concession stands. I'll never forget it because it was our first major deal in the food category."

Peter Cross, Director of Licensing at Broad

The team at Broad Street bring a sense of fun, and a passion for food, to their work in food & beverage licensing.

Street, got up out of his chair at that point, and briefly interrupted our interview to grab a colorful box that turned out to be a large Creamsicle Twist package.

"You know how businesses will sometimes save their first dollar bill?" he asks. "Well, this is our first dollar bill; we've held onto it ever since."

The team has also held on to the lessons they learned from that very first, and hard won, success.

A quarter century ago, food and beverage licensing as we know it today, wasn't

really a thing. In fact, the entire industry of corporate brand licensing was in its infancy. Most companies did little more, as Francesca recalls, than “putting their name on T-shirts and coffee mugs and pens. It was mostly just promotional stuff back then.”

So, when Broad Street pitched the idea of creating licensed candy based on Creamsicle, brand owner Unilever had some doubts.

How a Creamsicle Kicked Off a Billion Dollar Business

“It took a lot of convincing to get Unilever to say yes to letting us carry the ball on this,” Francesca recalls. “Some executives said, we’re a big company, we could do that ourselves. And I’m going okay, yeah, sure. You can make anything, because you’re Unilever, but the question I want you to ask yourselves is, are you actually going to do this? And after some months going back and forth, they said, you know what; you’re right, let’s try this and see what happens. So we did, and it was a huge success.”

Francesca plays in the licensing world a little bit like Wayne Gretzky plays hockey. The idea is not to be where the puck is now, but to figure out where the puck is going to be.

Looking at the world of licensing in the early 1990s, Francesca saw most companies and independent agencies primarily representing entertainment and character properties, with very few working with corporate brands.

“At that time, corporate licensing was more along the lines of ‘we’ll make a line of T-shirts, sleepwear and coffee mugs and call it a day.’ At that time, licensing wasn’t about strategic brand extensions and it certainly wasn’t a part of their marketing and product mix.”

Francesca’s career began in entertainment licensing, working for companies like Disney, ABC-TV, United Artists and Columbia Pictures (now Sony). Francesca recalls, “Frankly, I was becoming bored licensing entertainment properties and found a new opportunity with Unilever, a company looking to extend their corporate brands into more strategically thought-out



categories. I knew that licensing could be a powerful piece of their marketing mix, and I spent the next eight years building global licensing programs for some of their most iconic brands.

That could have been enough for Francesca, and she could have continued to have a very successful career there, but she was restless and unsatisfied with corporate life.

“I always wanted to start my own company,” Francesca explained. “So, at one point I said, you know, it’s time to do this. Take the chance. Don’t wait. Do it now. So I jumped in.

“My vision was to create a boutique agency that would focus solely on corporate brands. A place where I could use my passion and energy in building

Creamsicle-flavored candy was the first major collaboration that really put Broad Street on the global map as a top agency.

licensing programs without having the hassles of being an internal employee. I realized pretty quickly that you’re much more respected as an outside agency than as an employee. “All of a sudden top management was listening to what I had to say and green lighting projects. Not that being an outside agency doesn’t come with its own set of client challenges of course!”

“Laser Focus” on Food a Key Advantage for Broad Street

Broad Street thought outside the box, realizing people in Japan craved American barbecue, and created the first product of its type for Walmart Japan.

Broad Street started with Francesca and partner Bill Cross and eventually grew the agency to a team of seven employees. While the agency saw success early on, the partners also started thinking about their chosen niche the way Wayne Gretzky plays hockey. They wanted to go where the puck was going to be, so they could be the first ones in.

"When the agency opened its doors in 1996, we were lucky enough to land our first three clients pretty quickly. But we were constantly talking about how to carve out our own niche; how to do something that the other agencies were not doing. Let's figure out the next direction licensing might take and go there. Don't try and do what everyone else is doing right now," she said.

"Food and beverage licensing was very nascent at that point, and most agencies and companies weren't thinking about licensing into the food category in a big way. Sure, there was always what I call promotional food licensing where a character would appear on a soup can for a limited time," Francesca explained. "It took a lot of work convincing companies that extending their brands meaningfully and strategically into the food category could be impactful and important, but we knew we had identified a significant category and ran with it. We took big risks, put in the hours and built our agency client by client. And it worked."

Peter Cross, Director of Licensing, came to Broad Street from the world of PR, having spent several years working in agencies in Boston and New York. One of the things that attracted him to the agency was that its laser focus on food and beverage gave Broad Street a level of expertise that others couldn't match.

"Up until very recently in the historic timeline of licensing, people really hadn't been paying attention to food and beverage," Cross says. "There are plenty of agencies out there who are more generalists, representing many different types of properties whether it's entertainment,

character, brands or sports. And some, more recently, have also moved into the food and beverage space. But food and beverage is something that we've always laser-focused on and, over the past two decades, have built a unique expertise in that sector."

"We've represented large companies, smaller but impactful brands and everything in between—from Subway and Burger King, to Rich Foods and Tony Roma's—all who have trusted us with their brands to execute their vision. And I think our specialized expertise is what has kept us a top 20 global agency for so long."

Francesca agrees that Broad Street's "laser focus" is a big part of the agency's success, but the other half of the equation is due to the team's ability to innovate and think outside the cereal box.

For example, several years ago, Broad Street was working with the Tony Roma barbecue restaurant brand, and discovered that people in Japan love American barbecue cuisine.

"It's a great market because they love to bring home a piece of the American experience, and they particularly love the unique flavors of American barbecue. Interestingly, our research showed that, despite their love for it, there was no strong American BBQ brand on store shelves," Francesca said. "So we approached Walmart Japan and worked out a retailer exclusive for Tony Roma's. It was the first exclusive restaurant license Walmart had ever done in Japan."

TONY ROMA'S®



Broad Street's stellar work with Tony Roma opened up an entire new market in Japan for the BBQ brand.

But Broad Street went far beyond just creating the idea and writing up the licensing contract. "We dove headfirst into this project, working closely with the Walmart Japan teams, identifying the right companies, touring factories and researching taste profiles unique to the Japanese market.

We brought over Tony Roma's chefs who worked in Walmart's kitchens to develop lines of both frozen and refrigerated BBQ meats and sauces. It was a wonderful collaborative effort and was launched at retail with tremendous success.

Cross says it's the opportunity to build those types of creative, impactful programs that makes it exciting to come to work every day.

Passion for Product the Secret to Broad Street's Success

While many people see the work of licensing agencies primarily in terms of pitching deals, writing contracts, and sorting out the technical details between the partners, Broad Street sees its role as a partner in the development of every client's program.

"Some of my friends who are in different industries, have jobs where they don't get

to see the results of their efforts, whereas here, we take on a project and we're in deep, making sure that the products represent the brand in the right way, that everything is compliant, that the packaging looks fabulous and the product tastes great. We want consumers to take it home, really love it and come back to the store for more," Cross says. "It's knowing that I can go to a grocery store, see our clients' products on shelf and see that people are buying it and loving it. That's what keeps my heart beating in this industry every single day, is seeing the end result of that process."

Francesca agrees, saying, "That's the core of it for me as well, developing the program and working on it to be as creative and impactful as possible. It's a joy when it all comes together. That's one of the reasons that I started this agency in the first place; because I love working with brands with our team from the very beginning, and seeing it all the way through."

Broad Street Also Working in Manufacturer Representation

In addition to its brand representation services, Broad Street Licensing Group also works with manufacturers to acquire brands for their product lines. The agency has built up a wealth of knowledge about manufacturing and what they need to succeed in getting their products onto retail shelves and into consumer's shopping baskets.

"Years ago we began getting calls from manufacturers: 'Hey, can you help us



find a license? Can you help us acquire a brand?" Francesca recalls. "And we thought, yes, this is definitely in our wheelhouse. So we developed a whole new side of our agency's business that represents manufacturers, identifying and negotiating licensing deals with other brands."

A good example of their work in that area involves the company BIC USA, the world's leading manufacturer of disposable lighters. BIC is known for its seemingly unending number of licensed lighters in nearly every fan category, selling its products across the country in every retail outlet. Most of this is due to BIC's nearly two decade-long partnership with Broad Street.

"BIC was our first client on the manufacturer representation side of our business. They wanted to aggressively expand their lighters with properties

and brands that would excite consumers and move more product and hired us to identify and negotiate those deals for them," Francesca says. "We love our long-term partnership with them, which has allowed us to acquire true fan-favorite properties from the music, entertainment, sports, art and brand categories.

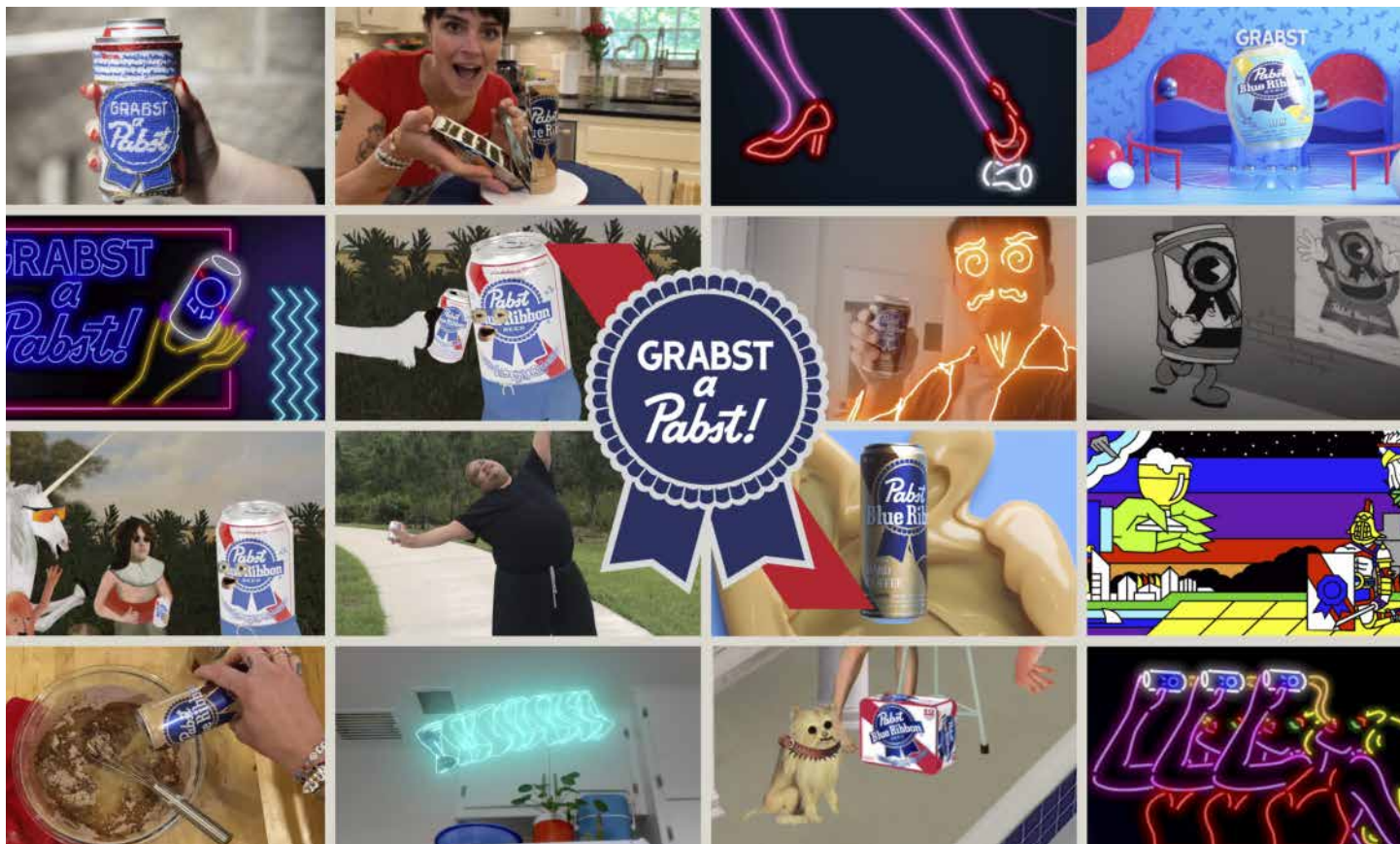
"We've loved doing that, because we really get to dig deep into the manufacturing process," she said. "As an added bonus, it's been interesting to work on the other side of the desk, negotiating deal with other agents and property owners. It's given our agency a more realistic and holistic look into what each side is looking for from a partnership. And it's sometimes quite the experience learning what agents (like us!) put manufacturers through!"

That said, the Broad Street team says creating partnerships in the food and beverage space is what drives them every day.

"Food is a passion of mine and has been since long before coming here, so being able to bring good tasting food and beverages to people is something that's really enjoyable to work on," says Cross, who also co-hosts The Royalty Report, a show on YouTube about brand licensing and food. "I think at the end of the day, what sets us apart is that we are very passionate about what we do in the food and beverage space. It's where we live all day, every day." ▲



Licensing Haus



By Gary Symons
TLL Editor in Chief

In a world where e-commerce is rapidly overtaking physical retail, brands who want to get ahead would be wise to speak with the California-based brand experts at Licensing Haus.

Run by former CPLG expert Maria Alcaide, Licensing Haus is not only one of the world's top licensing agencies, but is also considered a leader in the specialized field of helping brands navigate the world of e-commerce.

Alcaide says there are a number of reasons Licensing Haus has been so successful, including its focus on growing e-commerce sales, and a bespoke, 'white glove' approach to working with its clients.

"I would say our key difference is at the service level," Alcaide says. "We keep our roster small to ensure we offer a white-glove level of client service and strategy. Our primary goals with clients are to deliver and execute stellar, best-in-class strategies, but also

to guarantee that our clients have a streamlined and efficient workflow, so that when the program is running, it's never a workload burden to our client.

"Additionally, we have developed a set of metrics that help quantify not just the revenue, but the marketing benefits of their individual licensing program, which creates tremendous benefit visibility for our marketing-focused clients."

In addition to its focus on providing better service to fewer clients, Alcaide says Licensing Haus brings additional advantages because the team understands how to grow revenues from e-commerce initiatives, a skill set that many other agencies are still struggling with.

"When I first started, there was a huge disconnect between licensed brands and the e-commerce world," Alcaide explains. "Much of licensing was still heavily reliant on brick & mortar, with rampant online infringements and very little promotion by brands.

“However, my experience as an expert seller with Amazon showed me the extreme benefits that could come from mastering online product search,” she explains. “I wanted to marry this knowledge with the traditional licensing expertise to see if we could create a more powerful marketing and licensing hybrid model for iconic brands.

"It's been quite a few years since that start, and we've since evolved our expertise to other areas of brand licensing monetization in the online world, such as affiliate marketing, keyword hacking and more."

For example, Licensing Haus will often take charge of creating brand-owned and managed profiles on the world's largest e-commerce platforms, such as Amazon or Walmart.com. As well, the company is adept at probing the major online marketplaces for brand infringements, thus protecting and enhancing the value of various licenses.

Of course, brand licensing representation is at the core of what Licensing Haus is all about, and Alcaide says she actually got into licensing because it personified her own interest and expertise in negotiation and marketing.

Alcaide started her career as an energy trader and later as a consultant for Accenture, before moving on to Sony Pictures in their film acquisitions group, and later building Sony's first fitness media label. That brought her into the world of licensing and motivated her to jump into a full-time licensing career, joining a large licensing agency in 2012 as the VP of licensing and strategy.



"I've always had a keen interest in the consumer product industry and throughout the earlier stages of my career, I seemed to keep brushing up against the licensing industry through my experiences in entertainment and starting several successful CPG (Consumer Packaged Goods) companies," Alcaide says. "When I delved deeper, I realized this industry is unique in that it thrives on the combination of deal-making, marketing strategy and creativity, all at record speeds. In short, this is what I consider my sweet spot!"

“From then onwards I was hooked and jumped careers to a licensing agency. Before I knew it, I spun off to form Licensing Haus which gave me the flexibility to create our own set of best practices in licensing program growth and management.”

Alcaide founded her own agency Licensing Haus in 2017, which very quickly grew to be among the world's top licensing agencies. In doing so, Alcaide pursued what may seem a counterintuitive strategy, by avoiding the signing of too many clients, and instead remaining laser focused on looking for the right deal, and getting the maximum result from each collaboration.

“Having a natural intuition and interest in the market keeps us on top of predicting what could come next, what’s the next pop culture moment and how brands can relate to each other collaboratively,” Alcaide says, in explaining her philosophy. “The second piece is simply keeping it efficient. I see a lot of partnerships that are only able to deliver a fraction of what it could be and, unfortunately, it’s usually due to an inefficient workflow and communication that bogs down the respective marketing team’s systems.”

Instead, Licensing Haus puts more focus on each collaboration, ensuring the efforts of the marketing, retail, distribution and creative teams remains streamlined, efficient, and effective.

Another key to success, Alcaide says, is in being picky with the clients you work with. It's not only in choosing a great brand, she explains, but also choosing a brand that fits your own skills, interests,



Maria Alcaide is a licensing star, but also knows the world of online sales inside out.

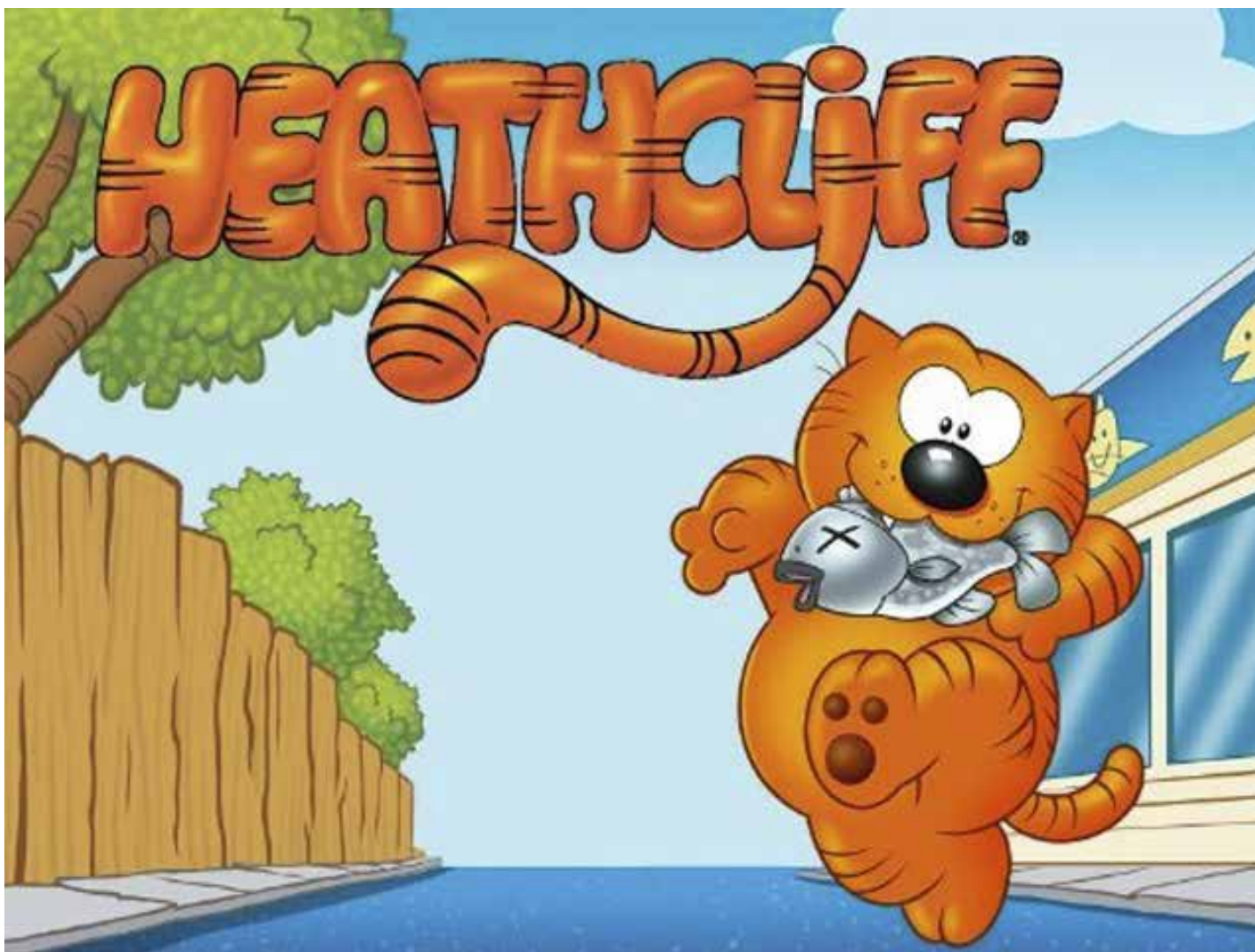
and the way you work. A good fit between the licensing team and the client's marketing team, for example, can be more important than simply signing up a large client.

"We love iconic brands that blend nostalgia with modern relevance," Alcaide adds. "This, paired with a creative and energized client team, sets us on a path to success that we seek out when deciding which clients to work with."

The client list for Licensing Haus leans heavily toward the food and beverage category, particularly including some of the top alcoholic beverage producers on the planet, including Pabst Blue Ribbon, Colt 45, Lone Star, Olympia, Strohs, Schlitz, and Old Milwaukee, but the company also represents restaurants, like the IHOP chain, characters like Heathcliff, print publishers like Reader's Digest and the digital publisher Taste of Home, and on the celebrity side, John Wayne Enterprises.

Another thing that sets Licensing Haus apart, obviously, is that it is a women-owned and led business. To be sure, the licensing industry has a higher percentage of women-owned companies than most sectors, but Alcaide says being a female business owner always brings its own challenges and opportunities.

“There were blockades or missed



opportunities that came with gender, some consciously and some unconsciously, the same as most other industries," she says. "But I would say my key to building a successful agency is to just stay focused on outputting good work, day after day with clear goals in mind."

On the other hand, Alcaide also says having a female-led team brings potential advantages as well, which may explain why the world of licensing and marketing has a higher proportion of companies founded and/or led by women.

"I think client and licensee management is built on having a good read on people and being able to think a few steps ahead to make sure both the client and licensees' needs are met before they realize they need them," Alcaide says. "If this is a more female-centric trait, then perhaps,

but it's a subjective benefit, as I do believe that licensing as a whole attracts some of the friendliest, most energized group of creative thinkers out there, regardless of gender."

If there is one thing above all that Alcaide thinks will lead to success in licensing, it's loving what you do, and taking that enthusiasm to work every day. Alcaide says the thing she loves the most is when an idea strikes her, and the team is able to turn it around into a new product line in an amazingly short time.

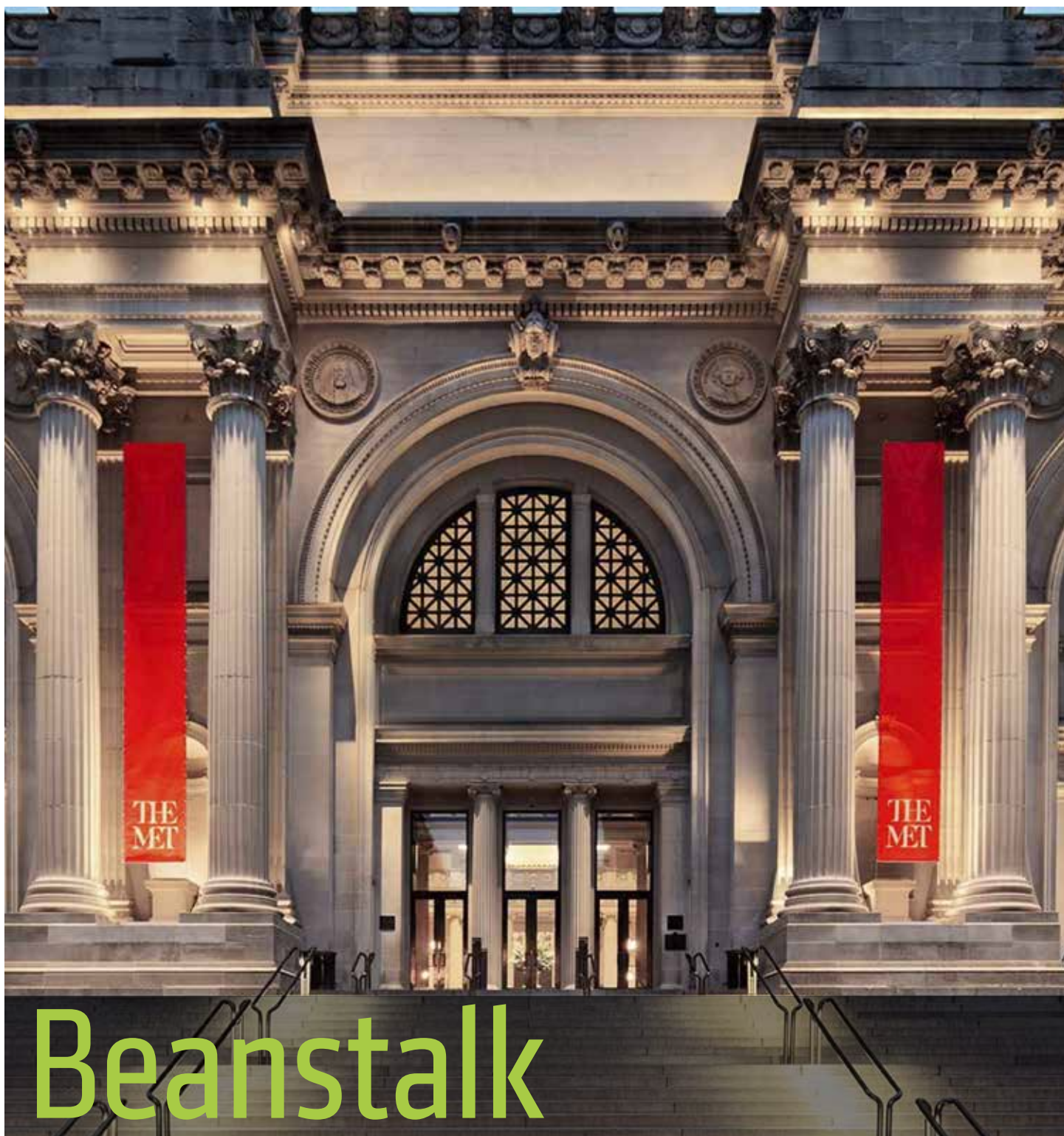
"It's that ability to act on so many varied ideas, which come to me all the time," she says. "That's what I really like.

"For example, last week I was out shopping, a new product caught my eye that sparked a licensing idea for a client. I immediately pitched them and we're

While Licensing Haus is best known for its work with alcohol brands, the agency is now working with the hilarious Heathcliff comic franchise, with new deals already in the works.

already about to close on it. The flexibility and execution speed in licensing is unmatched!"

Anyone interested in learning more about working with Licensing Haus can contact the company directly by email at hello@licensinghaus.com, or by phone at 310-953-0197. ▲



By Gary Symons
TLL Editor in Chief

When the global licensing agency Beanstalk was founded in 1992, not many major corporations were all that interested in the idea of comprehensive brand licensing.

Today, however, corporate brands are everywhere, and that's largely due to the work Beanstalk and a few other companies have done over the past 30 years.

Allison Ames has been the CEO at Beanstalk for much of that time, promoted in 2015 to fill the big shoes of company

Beanstalk has extended The Metropolitan Museum's brand around the world through successful brand extensions.

Co-Founder Michael Stone.

co-founder Michael Stone, who became the company's executive chairman.

But Ames was among the first people to work at Beanstalk, so she came to the job with deep understanding of the company and her role in it, and with the benefit of working alongside Stone for two decades.

Ames began her career at Beanstalk in 1997 and led licensing initiatives for diverse brands such as HGTV, Stanley, Black & Decker, Purina, Airheads, the U.S. Army, Mary-Kate and Ashley, Salma Hayek and Danskin, among other key clients.

She also re-introduced the Manufacturer Representation division of the agency, leading projects for key clients such as ConAgra, among others.

Prior to her role as President, Ames was President, North America, in which she was responsible for all clients operating in the North American region, and oversaw Beanstalk's Business Development and Marketing departments.

"I am proud to call Michael a mentor and a colleague," Ames says. "I have not only learned from Michael's successful experience and accomplishments in the licensing world but we have worked together to shape the agency into the culture it is today.

"Beanstalk is synonymous with strategic brand extension through licensing — a testament to the vision and expertise that Michael brought to bear on behalf of the agency and the impact he has had on the entire industry."

That impact was felt most in the area of corporate brand licensing, which has seen a major transformation from those early days.

"Beanstalk was founded in 1992, and at that time, and in the earlier years of the licensing industry, corporate brand licensing was not a priority for global companies," Ames recalls. "It was more an afterthought and much more transactional than strategic.

"There were a few exceptions — like The Coca-Cola Company and Harley-Davidson, who are two of Beanstalk's first clients — but Beanstalk was founded on the principle of filling that gap by strategically and seamlessly extending corporate brands into new categories and retail channels."

The earlier days of brand licensing were primarily focused, as one might expect, on entertainment, fashion and toy brands, so when Beanstalk was created as a company focused on corporate branding, it truly set the company apart.

"Beanstalk strategically focuses on corporate and lifestyle brands," Ames explains. "We look for brands with unique equities that can seamlessly be extended into new categories that fuel brand engagement, offer additional consumer touch points, and ultimately drive consumers back to the core product."

As we all know now, that approach was highly successful for



brands that at the time weren't necessarily seeing licensing as part of their core business, other than perhaps putting a logo on a shirt or a hat.

Today, Beanstalk is one of the largest licensing agencies on the planet, ranked third in the world with \$9.9 billion in licensed revenues. The company's stable of clients helps explain that impressive number, as it includes global corporate heavyweights like Proctor & Gamble, Stanley, Black+Decker, Diageo, Kellogg's, Dole, Godiva, TGI Fridays, US Army, The Ohio State University, The Metropolitan Museum of Art, Audi, Bentley, Volvo, Shell, Pennzoil, Quaker State, Jacuzzi, and the company's digital 'Tinderbox' division, clients like Microsoft, Activision, Ubisoft and Atari, all of them among the top video gaming companies in the world.

That all started from the company's first office in New York City when Coca-Cola and Harley-Davidson signed up as early clients. Those companies and other subsequent clients quickly saw results, and realized that licensing was far more than an 'afterthought' to the core business.

But the fact Beanstalk has become the top licensing agency for large corporations does not mean it doesn't work with smaller companies as well. In fact, Ames says size is not even the primary criteria for accepting new clients, as it's more about whether there's a good fit.

"Our criteria for partner selection always comes down to whether we believe there are strategic extension opportunities, regardless of the size of the brand," Ames says. "If a 'smaller brand' can fill a void in the marketplace, cater to an underserved audience, or provide innovation at retail, we will partner with them to explore opportunities.

"A great recent example is our work with Chef Eric Adjepong,"

Ames adds. “Chef Eric appeared on Top Chef and was the first contestant to prominently feature West African-influenced meals on the show.

“As part of our efforts to help Black entrepreneurs grow their business, we proactively approached Chef Eric to develop a line of products that represented his heritage. We are launching a retail collaboration for him next spring in the cookware/entertaining category, and are now exploring food and beverage extensions.”

Another factor that comes into play is whether the clients fit in with Beanstalk’s core expertise, as the company’s goal is to provide the best possible service to its partners. Due to its size and scope, Beanstalk has expertise in virtually every aspect of licensing, but there are certain areas in which the company has deeper knowledge.

“We have particularly strong expertise in food and beverage, consumer packaged goods, home décor, home improvement, automotive, museum, video gaming and lifestyle licensing, but given our diverse client roster over the past 30 years, we have experience with virtually every industry,” Ames says.

One aspect of Beanstalk’s business that most people don’t think much about is that it is also a leader among manufacturers who work in licensing, and particularly those breaking into new retail agreements. Because they represent a broad range of both licensors and licensees, Beanstalk has the ability to help successful launches of new product lines right down to the retail shelves.

“The bar for differentiation at retail continues to raise higher,” Ames says. “Ensuring that products stand out on the shelf is critical, and licensing powerful brands can accomplish this. Through our Manufacturer Representation service, Beanstalk helps manufacturers bring innovative products to market by partnering them with the right brands from our unparalleled global network of contacts.”

On the other side of the counter, Beanstalk’s work in this area means the company has become an important partner for the retailers as well. That has become a major focus of the agency’s work, Ames says, thanks to the many collaborations Beanstalk has brought to retailer’s shelves over the years.

Now, Beanstalk offers specialty programs for retailers.

“Beanstalk partners with retailers to develop and launch exclusive programs that differentiate their offering from competitors and attract and retain consumers,” Ames explains. “These programs can take the form of Retailer Exclusives or Direct-To-Retail partnerships.

“Beanstalk also identifies and/or works with retailers’ preferred partners to develop product roadmaps and strategies specific to the brand; we oversee the development and execution of the program from product concepts to final production including

merchandising, packaging and marketing collateral; and we ensure a seamless experience to the customer while also looking at trends and innovation for future development.

“Beanstalk also handles the operations for the program including legal,

financial reporting and collections, forecasting and auditing.”

That’s a lot of expertise to bring to the table, and one that has now spawned a consulting division. Building upon decades of brand extension and licensing experience, the company’s consulting division advises retailers on how to gain market share through innovative and commercially viable brand extension strategies.”

As a reporter and researcher who writes about trends in licensing, I was personally interested in another of Beanstalk’s services; a trend reporting group that provides intel for its licensing clients.

“Cultural Intelligence is an international trend reporting service that utilizes data, research and analytics to identify relevant consumer, marketing and retail trends that brands can leverage to innovate and grow their licensing programs,” Ames explains. “Beanstalk Cultural Intelligence evaluates trends across consumer behavior, category and channel growth, and

emerging business sectors to pave a path to sustained evolution.

“In addition to our free monthly reports, we also offer brand owners, manufacturers and retailers bimonthly, quarterly or single bespoke trend reports that dive into a topic they’re interested in exploring deeper.”

It’s obviously been a rather busy three decades at Beanstalk, and the agency shows little sign of slowing down.

Some top collaborations include Kellogg’s Frosted Flakes and Froot Loops entering the protein powder space; Eggo partnering on a cleverly named ‘Eggo Nog’; and a line of macaroni and



Alison Ames, CEO of Beanstalk



cheese products inspired by Guinness that has won several awards from the Specialty Food Association.

The agency has been pushing out a daunting number of new collaborations, including one involving The Metropolitan Museum of Art that is among Ames' favorite programs of 2023.

Beanstalk began working as The Met's licensing agency for the US and Japan in 2020, a program that was extended in 2021 to include Europe, the Middle East and Africa.

"The Met's goal is to bring art to life and lives to art, essentially democratizing access to the world's greatest collection of fine art and artifacts," Ames says. "Products in The Met's licensing program inspire people to lean in and explore the museum and discover humanity's

treasures. Another goal of The Met is to license products that will resonate with new demographics.

The Met x PacSun apparel and accessories partnership neatly achieved this goal and generated over 300K impressions for the brands," Ames adds. "Another aspect of The Met's program that is meaningful is that all royalties from sales of licensed products are utilized to support the museum's activities and its mission."

As well, Beanstalk worked on the recently-launched Met Home collection that boasts five licensees who all debuted at High Point Furniture Market.

"There are now plans to enhance that program by seeking partners in the paint and flooring categories," Ames says. "In the apparel/accessories program, we have plans to expand into footwear, loungewear,

luggage and bags."

That work is continuing, and Ames says the program has been incredibly successful because each licensee is granted exclusive access to The Met's repository of images or video in the museum's digital archives; literally a rich treasure trove of seemingly endless content.

There are 17 different curatorial departments from which licensees can draw inspiration, and both Beanstalk and The Met's team work closely with licensees to point them in artistic directions appropriate to their individual categories.

The program is just one example of just how broadly licensors can expand their IP, with a little help from the team at Beanstalk. ▲

Jewel Licensing



Jewel's mission is to bring beautiful things to the world, like this glassware collection that shows off the creative flair of its client Etta Vee.



Gary Symons
TLL Editor in Chief

Beauty appears to be the core philosophy behind Jewel Branding, a licensing agency whose primary goal is to bring beautiful things into the world and into our lives.

The company was founded by CEO Julie Newman (pictured above), who wanted to create beautifully designed products that appealed to her, reasoning that if she loved it, so would others. And Newman has gone to extreme lengths to make that happen.

Now one of the world's leading branding and licensing agencies, Jewel has focused on working with artists, designers, and cause-related companies. It has also created its own design trend service, and is a major influence in the entire world of product design as a result.

Jewel also saw that licensing management software solutions weren't necessarily designed correctly for the goals and tasks faced by the world of art and design ... so they literally built their own from the ground up, called Artonomo.

That dedication to art and design is also what drew Newman's partners and

now the president of the company, Ilana Wilensky, to Jewel. She and Newman have now been close collaborators for about a decade now, and have steadily grown the agency into a global force.

The company has been named as one of the Top 20 Licensing Agencies by Licensing International, and boasts a global network with offices in North America, Latin America, India, Asia, Australasia, and Europe.

"Julie founded the company about 15 years ago because she wanted to support artists and create beautifully designed products that she would actually want to buy," Wilensky says. "She saw a void in the market for trend-forward design in everyday products. When I joined Jewel about 10 years ago, with a background in brand licensing, we collectively believed there was tremendous opportunity to build design-based brands with a distinct aesthetic and an engaging story."

And that is really what sets Jewel apart. Wilensky says Jewel is extremely particular about who they take on as a client. It's not about bringing in brands that are already large and profitable, but rather focusing on people who bring beauty into the world.

A furniture collection based on the work of architect Frank Lloyd Wright, whose foundation has worked with Jewel Branding & Licensing since 2020 as its exclusive, worldwide agency.

By working with those artists, Wilensky says Jewel can help people live in beauty, and help designers grow their creative genius into a thriving and profitable business.

"Our clients include a wide range of artists, designers, lifestyle and cause-related brands from all over the world, with the common thread that each client has a unique and distinct design perspective," Wilensky explains. "Our goal has always been to represent a diverse portfolio of clients, because then we can offer manufacturers and retailers a global perspective with different design styles and unique stories to tell."

A stunning tableware collection from EttaVee personifies Jewel's philosophy of bringing beautiful things to the world.



Jewel founder, Julie Newman

While Jewel's focus is clear, their clientele are still varied, because each one brings their own vision to the world.

"It's hard to give a specific description for our 'ideal' client and it depends on whether we're looking for an artist, designer, cultural institution, and so on," Wilensky says. "What I can tell you is regardless of which type of client, the ones we've had the most success with are ones where there's mutual trust and respect and an entrepreneurial spirit. You have to take risks in licensing and sometimes they pay off and other times they don't—but you never know if you don't try!"

And speaking of trying, I was fascinated to see that Jewel had built their own software, partly because I have my own background as a tech entrepreneur and software designer. Having founded and run a tech company for six years, I know all too well just how difficult it is to both build and market new software solutions.

Jewel helped transform Etta Vee into a global brand.

But the people at Jewel had a vision that was focused on supporting the growth of art and design as a business within the licensing sector, and they believed proper licensing management was key.

"A significant part of our business is traditional art licensing where manufacturers need a constant flow of new and on-trend art, and that need has only continued to grow," Wilensky says. "Over the last 10 years, we have built software to help support the growth of this business sector and it's enabled us to scale our art licensing division. We were getting so many inquiries from artists and manufacturers about our software that we decided to market it and license it to other artists and art agencies—and so Artonomo was born."

So, what types of clients do Jewel prefer to work with?

As Wilensky says, Jewel's clients are varied in terms of their work, but there are a couple of things Jewel looks for to help identify a brand or person that's likely to succeed.

"We have found that a brand coupled with a unique and distinct point of view is a winning combination," Wilensky says. "Not every designer evolves into a brand, but the ones that have a compelling and recognizable design aesthetic—and know how to market and promote themselves—have tremendous brand potential."

"Our client, EttaVee (by Jessi Raulet), is a good example," Wilensky adds. "Her artwork has bold, colorful brushstrokes that are very distinct, and with a



Ilana Wilensky





background in advertising, Jessi has a keen understanding of marketing and brand building which has enabled her to grow her brand."

However, working with artists and designers is only one part of Jewel's offerings as a brand and licensing agency. Because the team at Jewel is so knowledgeable about design trends, the company is able to advise companies large and small on everything to do with design and branding. To carry that out, Jewel built up its own Creative Services division, as well as a new service that offers trend research and analysis in beautifully designed, heavily researched reports called Trend Guides.

"Our Creative Services division helps retailers and manufacturers achieve their design goals and stand out, by providing industry-specific trend-forward design guides, product & packaging design services and more," Wilensky says. "We also help brand owners and licensors with style guides, logo development, product

mock ups, etcetera. We have many long-term clients who continue coming back to us for their creative service needs."

The Trend Guides are a more recently established service, and Wilensky says it's become an important tool for companies wanting to update products, brands, packaging, advertising, logos and websites.

"We recently launched the Trend Distillery, a new creative services product that offers comprehensive trend research and analysis specific to consumer product businesses," Wilensky explains. "Our team of expert researchers and trend forecasters analyzes trends in specific product categories and packages them into easily digestible Trend Guides. These guides provide businesses with in-depth insights into emerging trends, consumer preferences, and industry shifts, enabling them to make informed decisions about product development."

When you meet the Jewel Branding team, it's easy to see another thing that sets the

agency apart, as the company is run by women, and almost all of the staff are women, with the company's talented "Retail and Business Development Guru" Greg Wyman being the sole male in the executive team.

Wilensky says the company's makeup also affects how it works, and whom it works with.

"I think we're bringing to market brands and designers that may not otherwise have seen the light of day because they have a more feminine viewpoint," she says. "With women being significant purchase drivers, it seems obvious that women should have more influence in product design and development, but that's not always the case in every industry.

"Our culture as an agency is extremely collaborative, supportive and team-oriented, which I think is a key to our success," she adds. "I can't say for sure that it's because we're all women but we do have an amazing team." ▲

2024 Top Licensing Agencies

When you need the big guns on your side, this list comprises many of the world's largest licensing agencies. Note this is not a comprehensive list, nor is it intended as a ranking. Unless stated otherwise, estimated sales were drawn from License Global data.



*By estimated sales



1. IMG

Estimated Sales: \$15.4 Billion

IMG is the largest licensing agency representing third party clients. While the client roster is quite general, as you'd expect from such a large company, IMG does specialize in fashion, art, culture, media and sports. The company is truly global, and while it was founded in Cleveland, IMG is now headquartered in New York City.

Specialties: General, Sports, Arts & Culture

Services in the sports division include negotiating media rights, data rights for sports betting, consulting on improving clients' digital media assets, negotiating licensing partnerships, marketing programs, event management, consulting, and content creation with state of the art facilities at the Stockley Part studio in London.

Services in the Culture division include licensing, brand management, sales, creative services, and legal and financial consulting.

Clients: Too numerous to list, but includes 7Up, Alfa Romeo, "Angry Birds," Banana Republic, Budweiser (Europe), Bugatti, Bundesliga, Chevron, Chrysler, Collegiate Licensing Company, Corona (Europe), Dodge, Dolly Parton, Doritos, Elvis Presley (Asia), Fiat, Gap, Jim Beam, "John Wick," Lamborghini, 24 Hour of Le Mans, MGM (Asia), Mountain Dew, Pepsi, San Diego Comic Con, Stella Artois, "Sonic the Hedgehog" (Middle East), Transformers (Middle East), UFC, UEFA, UEFA Nations League, Van Gogh Museum, Volkswagen, Walkers, World Rugby, World Trade Center and World's Strongest Man.

Area of Operation: Global with offices in 25 countries across the North America, Europe, the Middle East, Africa, Asia and Australia.

Contact: imglicensing.com/contact/



2. CAA Brand Management

Estimated Sales: \$13.7 Billion

CAA Brand Management is the licensing and consumer products division of Creative Artists Agency (CAA), the leading brand, entertainment and sports agency. Distinguished by its culture of collaboration and exceptional client service, CAA's diverse workforce identifies, innovates and amplifies opportunities for the people and organizations that shape culture and inspire the world.

Specialties: General, with clients in fashion, entertainment, food & beverage, corporate, automotive, metaverse, video gaming, and more.

Clients include: Ford (Mustang, Bronco, F150), Coca-Cola, Netflix, Porsche, Skechers, "Minecraft," Riot Games ("League of Legends," "Arcane," "Wild Rift," "Valorant"), Mattel, Sony Pictures, Anheuser-Busch InBev (Budweiser, Modelo, Corona) Bob Marley, Artestar (Keith Haring, Jean-Michel Basquiat) The Cheesecake Factory, Jelly Belly, Beatrix Potter (Peter Rabbit), "Paddington Bear," Playboy, Miffy, "Sesame Street," Bobcat, Red Bull Racing, McLaren, Formula 1 and Jaguar Land Rover.

Area of Operation: Global, with 26 offices in 20 countries, including Australia, Brazil, Chile, China France, Germany, Indonesia, Italy, Indonesia, Japan, Malaysia, Mexico, Phillipines, Spain, South Korea, Singapore, Taiwan, Thailand, the UK, and the United States.

Contact: brandmanagementinfo@info.com



3. Beanstalk

Estimated Sales: \$9.9 Billion

Beanstalk employs the brand licensing experts behind some of the world's most recognized global brand extensions. For three decades, Beanstalk has worked with manufacturers and retailers to create breakthrough consumer products, services and experiences for brands, celebrities and media properties to help them strengthen their relationships with consumers.

Specialties: General, with an accent on Digital Media, Food & Beverage, Tools and Hardware, Lifestyle, Corporate, and Consumer Packaged Goods

Services: Brand representation, digital media representation, manufacturer representation, consulting, legal and finance, royalty auditing, trends intelligence, metaverse/Web3 licensing, licensing partnerships.

Clients: Procter & Gamble, Stanley Black+Decker, Jacuzzi, Audi, Bentley, Volvo, Shell, Pennzoil, Quaker State, U.S. Army, The Ohio State University, Skullcandy, The Metropolitan Museum of Art, Cath Kidston, WeightWatchers (U.K.), Travelocity, Dinotopia, Kellogg's, Godiva, Dole, Bush's Best, TGI Fridays, Perkins and Huddle House, Rosa Mexicano, Chef Eric Adjepong, Diageo, Microsoft, Activision, Ubisoft, Atari and ESL.

Area of Operation: Global with offices in New York City, London, Miami, Cincinnati, Mexico City, Sao Paulo, Singapore, Hong Kong and Guangdong, China with additional affiliates across Europe, Asia and Australia.

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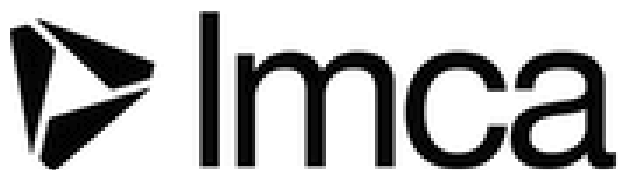
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4. LMCA

Estimated Sales: \$7.6 Billion

About: LMCA is a global licensing agency with specialties in brand licensing consulting, brand representation and management, manufacturer licensing representation, and brand acquisition and sales.

Specialties: General, but particular expertise in corporate licensing and consumer packaged goods.

Clients: AEG, Castrol, Compaq, Cummins, Electrolux, Emerson, Frigidaire, Hobie, HP, Odwalla, RCA, Thomson, Weatherbeater, Westinghouse, Clean Boss by Joy, Dansko, Discovery Zone, JOY Kitchen, Kodak, Minolta, Philco, Roto-Rooter, White-Westinghouse, and Wurlitzer, etc.

Area of Operation: Global, with head office in New York City, and branch offices in China, Brazil, Mexico, London and Cambridge in the UK, and San Diego.

Contact: 212-265-7474

info@lmca.net

Global Icons

5. Global Icons

Estimated Revenue: \$3.8 billion

Founded by Jeff Lotman in 1997, Global Icons is described by the company as the world's largest independent full-service corporate brand licensing agency, with offices in Los Angeles, Detroit, London and Hong Kong.

Specialties: Corporate, Food & Beverage, Automotive, Boating, Arts and Culture.

Services: Licensing management, brand extension, marketing, creative services, sales and service, legal and financial consulting, royalty reporting, invoicing and collections, program audits.

Clients: Automobili Lamborghini, Aprilia, Camp Beverly Hills, Brunswick Corporation, Citroen, Colgate-Palmolive, Danone North America, Dickey's Barbecue Pit, DS Automobile, Fleischer Studios & Betty Boop, Fred Segal, Hostess Snacks, Moto Guzzi, Opel, Piaggio, Pine Mountain, Polarfleece, Polartec, Royal Oak, SKIL, Triumph Motorcycles, Turtle Wax, United States Postal Service, Vespa and Voit.

Area of Operations: Global, with offices in Los Angeles, London, and Hong Kong, and affiliates in South America, Europe, Asia, and Australia.

Contacts:

North America
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info.europe@globalicons.com

Asia
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6. CLC, aka Collegiate Licensing Company

Estimated sales: \$3.65 Billion

CLC is an American licensing company primarily focused on colleges, universities, and collegiate sports teams. It is the oldest and largest collegiate licensing company in the world, representing close to 800 colleges and universities, athletic conferences, bowls, the NCAA, the College Football Playoff, Heisman Trophy Trust and other top collegiate brands, as well as other global and scholastic brands.

Specialties: Collegiate, Sports

Services: Brand management, licensing, data and license management, marketing and merchandising, retail development, brand protection.

Clients: More than 700 clients in the collegiate and sports categories.

Area of Operation: Primarily the United States. Head office in Atlanta, Georgia

Contact: Phone: 770.956.0520



7. Wildbrain CPLG

Estimated Sales: \$3.5 Billion

WildBrain CPLG is a leading entertainment, sport and brand licensing agency. Wildbrain is a division of Wildbrain Ltd., a Canadian entertainment company based in Toronto, Canada, but with operations worldwide.

With over 45 years of experience in the licensing industry, WildBrain CPLG provides its clients with dedicated licensing and marketing professionals and fully integrated product development, legal and accounting services. The agency's ASPIRE division is a leader in Corporate & Lifestyle brand representation and management.

Specialties: Entertainment, Lifestyle, Sports, Corporate.

Services: Brand management, licensing management, marketing, product development.

Clients: WildBrain ("Teletubbies," "In the Night Garden" and "Strawberry Shortcake"), Peanuts Worldwide, Paramount, MGM, PLAYMOBIL, Hasbro/eOne, Sony Pictures, emoji - The Iconic Brand, Spin Master, SEGA, Dr. Seuss, Line Friends (including BT21 & Brawl Stars), Perfetti Van Melle, Master Lock, Motul, Kikkoman, Absolut, Alfa Romeo Sauber F1, FC Barcelona, Paris Saint Germain FC, Harvard and Yale among others.

Area of Operation: Global, with 22 offices in the US, South Asia, Middle East, Europe, China, and Southeast Asia.

Contact: hello@cplg.com



8. Brand Central

Estimated Sales: \$3.4 Billion

Brand Central LLC is a premiere global brand consultancy that provides comprehensive business solutions in the areas of brand extensions, manufacturer representation, trend intelligence, e-commerce and brand creation to some of the world's most recognized brands.

Clients include: the Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Specialties: Food & Beverage, Consumer Packaged Goods, Metaverse, Manufacturer Representation.

Services: Brand extensions and representation, licensing management, trend intelligence, e-commerce and brand creation, product development, trend intelligence, manufacturer representation.

Clients: The Kraft Heinz portfolio (Heinz, Oscar Mayer, Kool-Aid, etc.), the Mars Wrigley portfolio (M&M's, Skittles, Starbursts, Twix, Snickers, etc.), Tapatio Hot Sauce, Cap'n Crunch, Black Paper Party, Bored of Directors, Simmons Mattress, Rube Goldberg, Mister Rogers' Neighborhood, and many more.

Area of Operation: Global, accent on North American brands. Headquartered in Los Angeles with offices in New York, Denver, and Kentucky

Contact: 1.310.268.1231

info@brandcentralgroup.com



9. Joester Loria Group

Estimated Sales: \$2.8 Billion

JLG is a full service licensing agency specializing in developing strategic global brand extension programs. JLG's team brand extension strategies, retail development, creative vision, and merchandising expertise to execute successful programs for clients, designed to enhance brand awareness, extend consumer engagement and generate meaningful revenue.

Specialties: General, with accent on Food & Beverage, Entertainment (particularly publishing), Corporate, Automotive, Apparel.

Services: Strategic Planning, Licensee Identification and Qualification, Product Development and Creative Services, Program and Licensee Management, Retail Execution, Marketing and PR Support, Licensee Compliance, Contract Administration and Negotiation, Royalty Accounting and Management, High Profile Collaborations

Clients: Partial list includes The World Of Eric Carle, McDonald's, PepsiCo, Frito-Lay, Constellation Brands, Kellogg's, Papyrus, Miffy, Toyota and Lexus, Modelo, Corona, etc.

Area of Operation: Global with accent on North America. HQ in New York City.

Contact: info@tjlggroup.com



10. Brandgenuity

Estimated Sales: \$2.4 Billion

Brandgenuity is a top-ranked, full service licensing and brand management agency based

Specialties: General.

Services: Strategic licensing planning, sales and prospecting, licensing program management, legal services, retail development, marketing, royalty collection, licensing program analysis, and consulting services for manufacturers, licensees.

Clients: BMW, Church & Dwight (ARM & HAMMER, Vitafusion, OxiClean, Batiste), Mike's Hot Honey, Chuck E. Cheese, Sazerac (Buffalo Trace, Fireball, Southern Comfort), White Castle, Kahlua, Christina Hall, Paramount (U.K. only), NFL Players Association (Europe only), Dr. Scholl's, Playtex Baby, Edgewell Personal Care (Banana Boat, Hawaiian Tropic, Schick, Skintimate, Wet Ones), Kao (Jergens, John Freida), MINI, Mr. Kate and Ed Stafford (Europe only).

Area of Operation: Global, but primarily North America and Europe.

Contact: Info@brandgenuity.com



11. Guangzhou Art-land Holding Company

Estimated Revenue: \$2.1 Billion

Established in 1999, Guangzhou Art-land Holding Company Ltd. ("GZ Art-land") is a reputable brand management company with key business in Brand Licensing, Animation Investment, Multimedia Business, Theme Park & Product Development and Artist Brand Management. It is the only enterprise in mainland China that has won the honor of "Best Licensing Agent" awarded by Licensing International, the Asia Licensing Association, and China Licensing Expo (CLE).

Specialties: Entertainment, Location-based Entertainment, Multimedia, Artist Management.

Services: Licensing, Brand representation.

Clients: Aimer Kids, Annil, Anker, Balabala, Belle, Beazero, Chow Tai Fook, China Merchants Bank, CHOCOOLATE, Centrum, Culturelle, DAZZLE, Dettol, Dencare, Deli stationery, E-LAND, FILA, Garden, Hewlett Packard (HP), HLA, I.T, JD.com, KFC, KEEP, Lativ, L'OCCITANE, Lawson, Le coq sportif, Palladium, Milkground, Mark Fairwhale, Maxim's cakes, Nutrilon, Nature's Bay, Only, Peacebird, Pinlive, POPMART, Paw in Paw, Rio, Skechers, Synear, Semir, Sembo, STAYREAL, Shanghai Happy Valley, Soap Studio, Unifree, Ulike, Volkswagen, Wastons, Winner, Xiao Mi and more. Brands include "SpongeBob SquarePants," "PAW Patrol," "Teenage Mutant Ninja Turtles," "Dora the Explorer," "Blaze and the Monster Machines," "Shimmer & Shine," MTV, USAVICH, World of Eric Carle, Domo-kun, ViViCat, Pet Hotel, Deer Squad, Qee, Barbapapa, Pinkfong/"Baby Shark" and Namito, etc.

Area of Operation: Primarily Asia. Often works with partnering agencies from North America and Europe, extending brands into the China and Asian markets.

Contact: cyng@yzav.net



12. MDR Brand Management

Estimated Sales: \$1.7 Billion

MDR is a large, global licensing agency that approaches its clients' business from the perspective of a boutique agency, offering bespoke services that are designed from the ground up for each brand. MDR is particularly known for working with smaller, emerging brands, as well as with very large and well-known brands. MDR operates globally, with 25 offices around the world.

Specialties: Food & Beverage, Apparel, Art & Culture, Entertainment, Fashion and Apparel, Sports.

Services: Brand strategy and management, Brand protection, Product and packaging design, geographic expansion strategies, software design, NFT creation, IP strategy, GDPR and data processes, cyber security and franchise development.

Clients: Amora, American Crew, Amy Winehouse, Elizabeth Arden, FIFA, Jolly Rancher, The Hershey Company, Maille, Miffy, Moonbug, Paul Frank, Reese's, Revlon and Sophie La Girafe.

Area of Operation: MDR Brand Management operates globally with 25 offices in North America, South America, Europe, Middle East, India, Southeast Asia, China (Hong Kong), Australia and Japan.

Contact: contactus@mdrbrand.com
+44 20 3321 7400



13. Broad Street Licensing Group

Estimated Sales: \$1,260,000,000 (estimated)

Broad Street was an early mover in the food and beverage licensing space, and remains one of the largest and most accomplished agencies in the sector. For that reason, Broad Street has ranked among the top 20 agencies globally by retail sales for at least the past 12 years. Broad Street works extensively in both brand licensing and manufacturer representation.

Broad Street has also recently begun producing a humorous but informative podcast on licensing called The Royalty Report, which you can find on YouTube.

Specialties: Food & Beverage, Manufacturer Representation.

Services: Brand representation, licensing services, brand and property acquisitions on behalf of manufacturers.

Clients: Subway Restaurants, Farm Rich Foods, Hard Rock Cafe, SeaPak Foods, Tony Roma's Restaurants, Old World Spices, Rich Foods, Ruprecht Foods and BIC U.S.

Area of Operation: Global, with an accent on North America.

Contact: <https://bslg.com/contact/>



14. Seltzer Licensing Group

Retail Sales: \$1,200,000,000 (estimated)

The Seltzer Licensing Group is a global brand licensing agency and consultancy that was founded in 1998. The company has been highly successful in helping companies around the world identify the best paths and partners for a successful brand licensing program.

Seltzer Group is particularly adept at working with retailers, matching them with top brands to create successful new product launches to the benefit of both parties. Seltzer Group has two offices; one in New York City, and the other in Los Angeles.

Estimated Revenue:

Specialties: General, with a wide variety of brand categories.

Services: Seltzer Group specializes in creating greater value through what it calls the 'alchemy method', transforming existing products into products of greater value, typically through licensing partnerships and/or product development. Seltzer does so by analyzing the client's assets and optimizing them to generate new revenue and add value. Services include licensing partnerships and strategic alliances, brand strategy assessment and development, market and retail entry strategies, brand analytics, retail placement, marketing, brand valuation.

Clients: Unilever (Popsicle, Breyers, Good Humor, Klondike, Suave), Scotts Miracle-Gro, American Red Cross, Airheads, NBC, Campbell's, Rust-Oleum, Koala Kare, Naturipe, Checkers/Rally's, Harvest Hill (SunnyD, Juicy Juice), Blue Diamond/Almond Breeze and California Pizza Kitchen.

Area of Operation: Global

Contact: info@seltzerlicensing.com
212-244-5548

THE B[®]AND LIAISON

15. The Brand Liaison

Retail Sales: \$1 Billion

The Brand Liaison is a top-tier licensing and brand management agency focused on creating new revenue streams for clients through licensing, strategic partnerships and other brand extension opportunities.

The Brand Liaison helps commercialize opportunities for licensors, and also works with manufacturers in acquiring brands, and developing strong licensing programs to create long-term retail success.

Specialties: Brand representation, licensing negotiation and management, manufacturer or licensee representation, retail programs.

Services:

Clients: 50th Anniversary of Hip-Hop, FUBU, Coogi, Bearpaw, Be Hippy, The Comfy, Gloria Vanderbilt, Laura Ashley, Lifeguard, BUM equipment, LEI, Route 66, American Outdoorsman, Etonic, Felina, YMLA, Debra Messing, Rachel Hunter, Hoonigan, Ken Block, Kevin James, Daymond John, Catherine Zeta-Jones, David Tutera, Christopher Knight, LaurDIY, Dr. Rick Rigsby, Tamar Geller, Kenny Rogers, Farrah Fawcett, Robert Irvine RI Foods, How to Cake It, Mr. Food, Hungry Girl, Eight O'Clock Coffee, Tetley Tea, Fashion Angels, Ninja Life Hacks, Exersaucer, Me & The Bees, Carte Blanche, Me to You and more.

Area of Operation: Global, accent on North America.

Contact: licensing@thebrandliaison.com
855-843-5424



16. Retail Monster

Estimated Sales: \$975 million

Retail Monster LLC is a younger agency than most on this list, but grew quickly after the company was established in 2016.

The company sees itself as a disruptor of the licensing sector, following a retail-first strategy that has led to several very successful product launches over the past seven years. Retail Monster operates extensively in North America and Europe, particularly in the UK. The company was notably a nominee for the first ever 'Global Best Agent Award' in 2020 by Licensing International, despite only having been in business for four years at that point.

Specialties: General, but with a strong accent on retail partnerships and media brands.

Services: Licensing management, marketing, creative services, content creation, international expansion consulting, retail placement.

Clients: Brands include Afro Unicorn, the emoji company, Harlem Globetrotters, Pinata Smashlings, Fall Guys, 5 Minute Crafts, CyberGroup Studios, "Subway Surfers," "Sonic" (RD/ U.K.), Wondery, Borderlands, Crayola (Retail Development - RD), Hasbro (RD), Moonbug (RD), Activision (RD), "Minecraft" (RD), Youtooz and Surprise Drinks. Retail partners include Amazon, Walmart, and Tesco, etc.

Area of Operation: Global, but most active in North America and Europe. The company has offices in Minneapolis, Los Angeles, Bentonville, Orlando, and London.

Contact: <https://www.retailmonster.com/contact>



17. Rights & Brands

Retail Sales: \$900 million

Rights & Brands is one of Europe's largest and most successful licensing and literary agencies, and specializes in representing Scandinavian brands to the rest of the world.

Rights & Brands operates a worldwide network of over 30 sub-agents and 800 clients. R&B is ranked #1 in Europe and #18 worldwide among licensing agencies, with an estimated retail value of 900M Euro. The company helps develop and create collaborations and brand extensions with leading brands such as H&M, Uniqlo, Granit, Happy Socks, Fiskars, Rovio, Frever, Bvlgari and Finnair.

Rights & Brands headquarters is in Stockholm, with local branches in Helsinki, Oslo, Hong Kong, London and Tokyo. R&B was founded in 2016.

Specialties: Art, culture, literature, fashion, design.

Services: Brand and licensing management, strategic consulting, design and artwork, product approvals, marketing and sales, retail collaborations, royalty reports.

Clients: Moomin, Tove Jansson, Astrid Lindgren & Ilon Wikland, Stig Lindberg, Mauri Kunnas, Carl & Karin Larsson, Alfie Atkins, Bamse, Kjell Aukrust, Pettson & Findus, The Beatles, "The Smurfs," Teemu Järvi, Marius of Norway, The JerryMaya Detective Agency, Lollo & Bernie, Mamma Moo and Crow, Hans Arnold, Little Ghost Laba and Pure Norway.

Area of Operation: Global, but clients are primarily or exclusively from Europe.

Contact: licensing@rightsandbrands.com



18. Redibra:

Retail Sales: \$576,000,000 (estimated)

Redibra is a pioneering licensing company in Brazil, and was founded in 1963 as the agent of the Walt Disney Company in that country. That relationship ended in 1994, but Redibra returned as a more general licensing agency, and now represents top brands in the region.

Specialties: General, with clients in a wide variety of categories.

Services: Brand and licensing management, consulting, retail activations.

Clients: Netflix, Coca-Cola, General Motors, Nintendo, CloudCo, Moonbug, Now United, Paul Frank, Galinha Pintadinha, Artestar, Nintendo, and Luccas Neto.

Area of Operation: Brazil

Contact: redibra@redibra.com.br

TYCOON

19. Tycoon Enterprises

Estimated Sales: Approx. \$500 Million

Considered among the top brand licensing companies in Latin America, Tycoon is based in Mexico but has operations throughout the region, from the tip of Argentina to the Rio Grande in Mexico. Tycoon is also the largest licensing agency in Mexico, with more than 30 years of experience.

Specialties: Entertainment, Corporate, Fashion, Lifestyle

Services: Brand representation, licensing management, retail activations.

Clients: Authentic Brands Group, Acer, Among Us, Bluey, Fall Guys, FIFA, Hersheys, MGM, Microsoft, Moonbug, Pepsico, Sanrio, Sony Pictures, Warner Bros., Viz Media and more.

Area of Operation: Latin America, with offices in Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador and Argentina.



20. Licensing Haus

Estimated Sales: \$500 million (reported on company site)

About: Licensing Haus is among the world's most successful licensing agencies, ending up in a revenue tie with Tycoon. The company works extensively in food and beverage, and is a particularly large player when it comes to licensing by alcohol brands. Licensing Haus is also among the most experienced and savvy agencies when it comes to establishing an ecommerce presence. The company's experience with consumer packaged goods has made it a major player in manufacturer representation. The company reports it has 6,000 SKUs on shelves in 100 countries.

Specialties: Food & Beverage, Alcohol Brands, E-commerce.

Services: Brand Licensing and Strategy, Manufacturer Licensing Representation, Licensing management, ecommerce strategy and development, Creating Amazon and Walmart.com portals, Online Infringement Takedowns.

Clients: Pabst, IHOP, Lone Star, Colt 45, Heathcliff, Lone Star, Taste of Home, Olympia, Old Milwaukee, Schlitz, Readers Digest, and more.

Area of Operation: Global, but with a primarily US-based clientele.

Contact: hello@licensinghaus.com
310-953-0197

List Your Agency with TLL

The Licensing Letter is offering all qualified licensing agencies a free listing in the TLL Licensing Agency Guide. If you'd like to be included in the next edition in April, please send an email to our editor Gary Symons with a short synopsis of your business with the following information: A description of your

company; a point form list of your services; the type of clientele you typically work with; the licensing categories you work in (or just say "All"; the country in which you are headquartered, your area(s) of operation (or just say "Global"; your preferred contact information; and your website URL.



Licensing Agencies

In this first ever Global Guide to Licensing Agencies, The Licensing Letter has worked with our members and key sponsors to put together a verified list of licensing agencies that operate in a wide variety of categories and regions.

Our thinking is that, while large agencies may be perfect for large companies, sometimes its the smaller, boutique agency you don't know that is the perfect fit for your company. We also focused on finding top agencies specializing in regional licensing across Latin America, Asia, Europe and the Middle East.

This project was made possible thanks to our Diamond sponsor Brand Central Group, Gold Sponsor Broad Street Licensing Group, and Bronze Sponsor Licensing Haus.

All agencies in this list provided information directly to The Licensing Letter for their listing. To be included in the next edition in April, 2024, contact the editor Gary Symons, at gary@thelicensingletter.com. For sponsorships or advertising, contact ingrid@thelicensingletter.com.



A Weird Movie, Inc.

A Weird Movie is the leading licensing agency for all things Meme. When it comes to viral internet properties, no one works with more of the top Memes in web history.

Services

Meme management, licensing

Typical Clientele

Clients include Grumpy Cat, Nyan Cat, Keyboard Cat, Doge, Disaster Girl, Harambe, and more. We license with the top consumer products companies, entertainment brands, and ad agencies.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

benlashes@gmail.com
<https://www.aweirdmovie.com/>



ACI Licensing LLC

ACI Licensing excels at brand building, uniting brands, manufacturers, and retailers to craft exceptional consumer products. The key to our clients' achievements lies in our extraordinary and enduring high-level connections within the realms of retail, manufacturing, and distribution.

Services

Licensing Deals

Typical Clientele

Fashion Designers, Celebrities, Influencers, Web Publishers, and TV properties

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Food & Beverage
Video Games or Software
Lifestyle
Home Decor & Furnishing

Headquarters

United States

Offices

United States; New York and Los Angeles

Areas of Operation

Global

Contact:

info@acilicensing.com
<https://www.acilicensing.com/>



ADG / Artistic Designs Group

We know that developing great products requires more than great art and design; it requires teamwork, collaboration, and a comprehensive understanding of today's market. For over 15 years in the industry, we have been driven to provide just that. **WE DON'T JUST SHOW YOU GREAT ART, WE LISTEN TO YOUR NEEDS.** Then we provide artwork and design specifically tailored to those needs. We are proud to represent 17 talented artists and designers who share our commitment to building long-term working relationships with our licensees. **PARTNERSHIP, CREATIVITY, INTEGRITY, and LONGEVITY.** These are the foundations on which ADG/Artistic Designs Group is built.

Services

Licensed Art, Product Design, Freelance, Consulting

Typical Clientele

Stationery/Paper Goods, Home Decor, Giftware, Textiles/Softgoods

Categories

Art & Design

Headquarters

United States

Offices

United States, England, Canada, South Africa

Areas of Operation

Global

Contact:

julie@artsdg.com
<https://artsdg.com/>



AMNCO Co., Ltd.

AMNCO has been established in 2015, as an agency for British Public BBC TV and BBC Worldwide (Asia), and currently, we are the Korean exclusive representative of world's famous brands, such as, PANTONE (U.S.A.), BBC Earth (U.K.), ESCADA (Germany), Pilot Instruments Collection (Switzerland), ALCIONE MILANO-1945 (Italy). We also collaborate with many Korean companies who are under planning the overseas market development. Our core business is the total brand consulting and fashion merchandising as well as licensing.
<http://tbmg.co.kr/>

Services

Licensing Agency

Typical Clientele

Fashion companies

Categories

Fashion
 Corporate Trademark

Headquarters

South Korea

Offices

South Korea, Italy, Singapore

Areas of Operation

Europe & UK
 Asia

Contact:

<http://tbmg.co.kr/>



Anjar & Becker Associates LLC

New Product Development, Licensing and IP management agency.
<https://becker-associates-llc.myshopify.com/>

Services

Product development, licensing, IP management

Typical Clientele

Toy companies, Pet companies, Inventors, Design Studios Entertainment and Character

Categories

Toys and Games
 Pet Toys

Headquarters

U.S.

Offices

U.S.

Areas of Operation

Global

Contact:

pbecker@beckerassoc.com



Arabella Enterprises

We are a boutique agency specializing in representing both manufacturers and brands for licensing. The founder of the company has been in the industry for 25+ years. We support our clients with our vast knowledge, broad connections in the industry and licensing expertise.

Services

Secure licenses for manufacturers, provide trademark licensing for brand clients, develop and implement the licensing strategy agreed upon by our clients.

Typical Clientele

Manufacturers of merchandise such as golf apparel & accessories, collectibles, toys, and consumables.

Categories

Entertainment and Character
 Toys and Games
 Fashion
 Art & Design
 Corporate Trademark
 Food & Beverage
 Lifestyle

Headquarters

The United States

Offices

The United States

Areas of Operation

North America

ARTiSTORY

Artistory Brands

ARTiSTORY stands as a global frontrunner in art and cultural brand licensing, housing the premier licensing programs of the world's leading museums and heritage institutions. Leveraging the unique capability of transforming "Artefacts to Merchandise" and storytelling via a diverse range of content formats, ARTiSTORY, with its global teams, is committed to elevating sales revenues and market awareness in collaboration with top-tier brands and retailers around the world.

Services

Art IP Licensing, Museum IP Licensing, LBE Licensing

Typical Clientele

Museums, galleries, science centers, libraries, and contemporary artists, including the National Gallery (London, UK), Museum of Fine Arts (Boston, USA), Centre Pompidou (Paris, France), and many more. ARTiSTORY also works with 50+ consumer brands and retailers, and many Direct to Consumer brands.

Categories

Art & Design
Museum and Cultural IP

Headquarters

USA, UK, Singapore, China

Offices

USA, UK, Singapore, China

Areas of Operation

Global

Contact:

www.artistorybrands.com/#contact



Beanstalk

Beanstalk, a global brand extension licensing agency, works closely with our clients to unlock brand equity. Beanstalk offers a breadth of services across our practice areas, including brand representation, digital media representation, manufacturer representation, cultural intelligence, brand partnerships, Web3, legal and financial services, and royalty auditing.

Services

Brand Representation, Manufacturer Representation, Digital Media Representation, Consulting, Cultural Intelligence, Brand Partnerships, and Web3/Metaverse, Legal & Financial Management, Royalty Auditing

Typical Clientele

Corporate Brands, Food and Beverage, Hard Goods, Automotive, Lifestyle and Institutions, Art & Design, Fashion, Digital Brands/ Video Games

Categories

Fashion, Art & Design, Corporate Trademark, Food & Beverage
Video Games/Software, Lifestyle

Headquarters

USA

Offices

US, UK, Mexico, Brazil

Areas of Operation

Global

Contact:

<https://www.beanstalk.com/>
NA:
todd.kaufman@beanstalk.com
EMEA/Asia:
coralina.andrews@beanstalk.com
LatAm:
ivonne.feliciano@beanstalk.com



Big Picture Licensing

Big Picture Licensing is an introducer agent across three main areas: Licensing Agent for global IP to source and secure new licensees, we also support licensees to secure the IP they want for the right terms, Product Distribution Agent for licensees to open new markets and channels of distribution and LBE rights for clients & licensors. Big Picture Licensing operates across all markets with a wide network of contacts across all product categories and all target demos for all types of IP. We operate a results driven approach with a flexible model to suit all partners.

Services

Licensing Agent model, Product Distribution Agent model, LBE Agent model and Loyalty Promotions.

Typical Clientele

Wide range of IP owners incl; Paramount Global, Hasbro, Discovery and ZAG, also various Toy Co's and licensors in Music, Entertainment, Sports, Gaming and Art.

Categories

Entertainment and Character, Toys and Games, Fashion

Headquarters

UK and Japan.

Offices

UK and Japan.

Areas of Operation

Global

Contact:

donavan@bigpicturelicensing.com
<https://bigpicturelicensing.com/>



Blonde Sheep Licensing

We work with brands and manufacturers to increase their revenue through strategic licensing partnerships. Whether you are new to licensing, or just want to grow your licensed business, we can help you. For brands, we launch new licensing programmes, expand existing licensing programmes, or compliment your existing team to license certain categories. For manufacturers, we secure the right brands for your products, on a one off or ongoing basis.

Services

Licensing Agency, Licensing Consultancy

Typical Clientele

Food & Beverage, Art, Artist, Entertainment, Sport, Lifestyle

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Food & Beverage
Video Games or Software
Lifestyle

Headquarters

UK

Offices

UK & Spain (covering EU)

Areas of Operation

Europe & UK

Contact:

natasha@blondesheep.co.uk
<https://www.blondesheep.co.uk/>



Brevettar

Brevettar represents the most popular sports brands and athletes in the world for numerous categories. Intellectual properties rights offered include name, image and facsimile signatures. Properties include the players of the U.S. and Canadian Men's National Soccer Teams, and Upper Deck spokespeople which include Michael Jordan, Tiger Woods and Wayne Gretzky for collectible categories. Additionally, we are the exclusive agency for the U.S. and Canadian National Soccer Team Players Associations as well as the North American agency of West Ham United.

Services

Licensing and sponsorship agency for brands, sports teams and associations.

Typical Clientele

Companies that offer sports-licensed merchandise.

Categories

Toys and Games
Sports
Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

licensing@brevettar.com
<https://www.brevettar.com/>



Broad Street Licensing Group

As a full-service food & beverage brand licensing agency, we're the seasoned experts who'll transform your retail aspirations into marketplace reality. Our recipe for success? A dash of creativity, a pinch of market insight, and a heaping scoop of industry connections. We don't just create brand extensions; we forge award-winning retail programs.

Services

We work with brand owners looking to enter or extend their reach in the retail food & beverage categories. In addition, we work with manufacturers in partnering with brand names that elevate their products, ignite sales and command retail shelf space.

Typical Clientele

We work with brand owners across all categories looking to enter or extend their reach in the retail food & beverage categories. Our clients also include manufacturers looking to partner with brand names to gain more shelf attention and ignite consumer sales.

Categories

Food & Beverage

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

bslg.com/contact/



Bulldog Licensing Limited

Bulldog is a full service agency providing a route to market for some of the world's leading brands
<https://www.bulldog-licensing.com/>

Services

We are a full service agency managing the whole of the licensing process from contract negotiation to product development, finance and retail communications

Typical Clientele

Bulldog works with a diverse portfolio of clients from sectors including film and TV, major toy and videogame companies, FMCG partners, sports brands and major publishers.

Categories

Entertainment and Character
 Toys and Games
 Fashion
 Art & Design
 Sports
 Metaverse
 Corporate Trademark
 Food & Beverage
 Video Games or Software
 Lifestyle
 All

Headquarters

United Kingdom

Offices

United Kingdom

Areas of Operation

Global

Contact:

<https://www.bulldog-licensing.com>
 0-794-688-7153



Caravanserai Partners SL

Caravanserai, based in Barcelona, is a team of experts with over 40 years of experience in licensing, retail, and marketing. Operating internationally and working with a network of top independent agents, Caravanserai represents some of the most well-known licensors in the world, such as King Features, Sogex, Mercis, the SoulPublishing and Penguin ventures among others. They offer a fresh approach to the licensing industry, tackling the challenges of the market with a unique perspective.

Services

We are a licensing agency offering all kind of services around licensing.

Typical Clientele

Specialised in classical properties and apparel licensees.

Categories

Entertainment and Character
 Art & Design
 Lifestyle

Headquarters

Spain

Offices

Spain, Portugal and Andorra

Areas of Operation

Europe & UK

Contact:

cp@caravanserai.eu
<https://caravanserai.eu/>



Dimensional Branding Group

Dimensional Branding Group is a boutique licensing agency that utilizes licensing, business development, and promotion to take brands into new markets. Our mission is to deliver value to our clients through comprehensive licensing management services that leverage and grow brand equity.

Services

Development and implementation of licensing and promotional strategies, providing detailed quarterly royalty reports, conducting forecasts, support in brand maintenance, crafting infringement letters, trademark protection, and assisting in infringement protection software implementation.

Typical Clientele

Whether it's trendy artists with unique characters, engaging arcade games, captivating board game concepts, or immersive video game experiences, we seek out brands that resonate with our values and contribute to our collective mission of delivering joy.

Categories

Entertainment and Character
 Toys and Games
 Video Games or Software

Headquarters

United States

Offices

United States

Areas of Operation

North America
 Europe & UK

Contact:

hello@dimensionalbranding.com
<https://dimensionalbranding.com/>



Exemplar Associates

Selective and boutique firm that places college and university partners at the center of their licensing programs.

Services

Full-service

Typical Clientele

Colleges & Universities (as of October 2023, clients include Boston College, Columbia University, Cornell University, George Washington University, Washington University, and the University of Pennsylvania.

Categories

Colleges & Universities

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

<http://www.exemplarassociates.com/>



Fama Licensing

Fama Licensing Agency stands at the forefront of brand enhancement, deploying intelligent strategies that unlock the full potential of brands.

By utilizing impact licensing, they drive exponential and recurring royalty revenues, ensuring brands not only resonate but also generate consistent returns. Their innovative approach positions them as a pivotal player in the dynamic landscape of brand licensing.

Services

Licensing Impact = To think out of the box

Typical Clientele

manufactures, retailers, TV Broadcasting, Sports teams, Football, Soccer and others

Categories

Entertainment and Character
Fashion
Sports
Corporate Trademark
Celebrities

Headquarters

Brazil

Offices

USA, England, Portugal, Spanish

Areas of Operation

Global

Contact:

www.exemplarassociates.com/



Good Happens

Agency with expertise in Branding & Licensing, Social Media Management and Green Marketing Activations.

Services

Branding & Licensing, Social Media & Campaigns Management and Execution
Entertainment and Character

Categories

Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
NGOs

Headquarters

Brazil

Areas of Operation

Latin America



ideaologie, LLC

Providing the best in Art licensing, Agreement negotiation, Business operations and Consulting

Services

Agent, Agreement Negotiations, Consulting, Business Operations

Typical Clientele

Artists and Manufacturers

Categories

Art & Design
Lifestyle

Headquarters

United States

Offices

United States

Areas of Operation

North America

Contact:

www.ideaologie.com/contact
812-320-2882



JAM Brands Inc.

JAM Brands is a licensing consultancy that focuses on the development and management of lifestyle licensing programs. We bring our in-depth understanding of intellectual property, marketing, and product development, to effectively join brand owners with licensees to build successful licensing strategies, programs, and product extensions.
<https://www.jam-brands.com/>

Services

Design and management of licensing programs, licensing consulting and negotiation, IP and branding development.

Categories

Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Canada

Offices

Canada

Areas of Operation

North America

Contact:

www.jam-brands.com/get-in-touch



Jenerosity Marketing LLC

Consulting firm with over 27 years of experience in the partnership marketing arena. As digital marketing becomes ubiquitous and traditional forms of marketing and media become less impactful, the goal at Jenerosity Marketing is to help Clients develop licensing, promotional and entertainment-based programs and expose them to consumers via digital marketing methods.

Services

Licensing and promotions consulting

Typical Clientele

Toy companies, entertainment companies, publishing houses, food and beverage companies and QSRs

Categories

Entertainment and Character
Toys and Games
Metaverse
Corporate Trademark
Food & Beverage

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@jenerositymarketing.com
323-397-3334
<https://www.jenerositymarketing.com/>



Jewel Branding and Licensing

Jewel is an award-winning agency specializing in licensing, branding and creative services. We represent a diverse portfolio of designers, artists, lifestyle & fashion, cultural institutions and cause-related brands. Jewel develops and manages strategic licensing programs across a wide array of product categories at all levels of retail around the globe. The Creative Services division provides manufacturers, retailers, and brands with a suite of services and assets to streamline the design, development, and go-to-market processes. **Services**

Jewel is known for Artist and Brand representation, as well as Creative Services. We are an extensive design resource representing a talented and diverse portfolio of designers from around the globe.

Typical Clientele

Jewel works with established and new artists, lifestyle brands, retailers, and manufacturers to build programs that offer the best product collections possible.

Categories

Art & Design
Lifestyle
Cultural Institutions

Headquarters

United States

Areas of Operation

Global

Contact:

jewelbranding.com/contact/



KOPA

We help businesses grow by creatively connecting brands with its customers and... fans!

Services

We go beyond and above representation. Working alongside our clients and licensees we create products and experiences that engage people and generate royalties. Our portfolio is the result of years of dedication and continuing learning. There is a profound reason behind every brand that we represent, therefore, the commitment to each and every single one is invariable.

Typical Clientele

Music artists, gaming and entertainment companies.

Categories

Video Games or Software
Lifestyle
Music

Headquarters

Colombia

Offices

Mexico, Central America, Colombia, Ecuador, Peru, Chile

Areas of Operation

Latin America

Contact:

kopa.com.co/contact.php



Licensing Haus

Licensing Häus is a white-glove agency offering a full-service platform to seamlessly grow and support brand licensing programs on a world-class scale. We believe that growth in today's market depends on a holistic integration of licensing, marketing, PR and e-commerce strategy. Our practice is dedicated to assisting brands ready to set new standards for thoughtful brand expansion.

Services

Brand Licensing, Infringement Monitoring & Takedowns, E-Commerce Development, Amazon Management

Typical Clientele

Corporate Trademarks, Character Trademarks & Copyrights, Celebrity Estates

Categories

Entertainment and Character
Fashion
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

hello@licensinghaus.com
www.licensinghaus.com



Licensing Management International UK

A long established agency accredited with developing and managing global licensing programmes. Highly experienced team of professionals in the uk administering over 20 Affiliates internationally. Capitalising on social media as well as commanding an extensive database of licensing and publishing contacts.
<https://lmiuk.com/>

Services

Development and management of international licensing programmes

Typical Clientele

Automotive Corporate Brands
 Entertainment movies and tv

Categories

Entertainment and Character
 Corporate Trademark
 Video Games or Software
 Automotive

Headquarters

UK

Offices

All

Areas of Operation

Global

Contact:

enquiries@lmiuk.com
 +44 (0)1425 403430
<https://lmiuk.com/>



Licensing Management International Ltd. (LMI)

LMI Ltd was established in 1982 and has enjoyed a long and successful trading history. With many years of combined business knowledge and consultancy work we have the experience and passion to help develop a Brand's potential. LMI work in partnership with Brand owners to develop and implement their licensing programmes. Understanding a Brand's strategic objectives, together with its business and social values is key to our work. Today LMI's portfolio expands Automotive, Celebrity, Heritage, Entertainment and Corporate Brands.

Services

Identifying new business opportunities. Ensure compliance with contract terms, Facilitate the transfer of IP assets, monitoring quality control, and collecting royalty payments due.

Typical Clientele

Licensors/Brand owners, Publishers, Toy Companies, film and TV production, retailers, manufacturers.

Categories

All

Headquarters

United Kingdom

Offices

Worldwide

Areas of Operation

Global

Contact:

lmiola.com/contact-us/
 949 582-7879



Licensing Works, LLC, dba Licensing Works!®

Licensing Works!® strives to increase brand awareness and valuation for our client's brands by creating and growing new revenue streams. We work to deliver the brand essence in every license product translation for our clients, while protecting the intellectual property. We are proud to represent Kewpie®, Moulin Rouge®, Tarzan and Jane®, Tarzanimals™, Le Petit Prince® / The Little Prince®, The Little Prince and Friends™, Zorro®, The Valentines™, Fun With Spot™, The Snowman™, Winchester Mystery House® and Puppy In My Pocket®.

Services

Merchandise Licensing, Promotion, Product Placement, Entertainment, LBE

Typical Clientele

Estates, Beneficiaries, Entertainment, CPG, Publishing and Toy Companies

Categories

Entertainment and Character

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

licensingworks.us/contact/



Lime Licensing Group

A UK based team of 10 consultants providing a full service for licensed and franchised brands.

Services

Lime are an outsourced licensing department that manages the design of licensing propositions and the sales effort to establish licensed partners

Typical Clientele

Lime manages around 50 brands split between B2B and B2C

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Metaverse
Corporate Trademark
Food & Beverage
Video Games or Software
Lifestyle
All

Headquarters

England, UK

Offices

All UK

Areas of Operation

Europe & UK

Contact:

limelicensinggroup.co.uk/contact/
+44 (0) 1274 662001



LMCA

LMCA is a global brand extension agency dedicated to building transformative licensing partnerships that add value, create revenue, and support our clients' overall strategy and purpose. For 37 years, we have planned and managed brand licensing programs across a wide range of industries and markets, creating relevant and meaningful brand products and experiences that deliver impactful results.

Services

Brand Representation (Licensing Strategy Development, Brand Material Creation, Target Prioritization and Prospecting, Licensee Business Plan Execution

Typical Clientele

Corporate brands (automotive, media, technology, electronics), Celebrity / Influencer / Fashion / Home Designer Brands, Art / Design / Museum Brands, and Food / Beverage / Restaurant Brands.

Categories

Fashion
Art & Design
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

Headquartered in NYC

Offices

USA, LATAM, Europe, APAC

Areas of Operation

Global

Contact:

lmca.net/contact
212-265-7474



Merchantwise

Merchantwise is a leading brand licensing and merchandising agency in Australia and New Zealand. We represent some of the world's best loved brands across digital and gaming, children's entertainment, film & television, music, icons and legends. Merchantwise takes brands further by developing unique brand partnerships across all consumer touchpoints, including merchandise, services, promotions, digital and live entertainment.

Services

Brand licensing representation, promotions and consumer products

Typical Clientele

All categories of consumer products, retail, film and TV production and distribution, video games and other IP creators.

Categories

Entertainment and Character
Toys and Games
Sports
Metaverse
Video Games or Software

Headquarters

Australia

Offices

Australia, New Zealand

Areas of Operation

Global

Contact:

info@merchantwise.com
+61 3 9520 1000
<https://merchantwise.com/>



MHS Licensing + Consulting

For over 25 years, MHS has been one of the nation's leading licensing and consulting agencies. We specialize in representing popular artists and brands, as well as advising manufacturers in the search, evaluation, and acquisition of licensed properties.

Services

Art & Brand Licensing, Licensing Consulting, Product Development

Typical Clientele

Consumer Product Manufacturers worldwide

Categories

Entertainment and Character
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Video Games or Software
All

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

hello@mhslicensing.com
952-544-1377
<https://www.mhslicensing.com/>



Moxie & Company

Moxie & Company provides a range of services, including brand management, licensing negotiations, retail management, and strategic planning and vision.

Services

The Moxie team is expert at creating and strategizing licensing and promotional solutions in response to the many challenges unique to each individual client. We're proud of our expertise, innovations and contributions to the licensing and promotion of a wide range of brands — including some of the world's best known and most beloved.

Typical Clientele

Moxie works with an ever-changing group of brand owners including corporations, designers, artists, publishers, characters, tv/streaming, games, fashion, and government agencies.

Categories

Entertainment and Character,
Fashion, Art & Design, Corporate Trademark, Lifestyle

Headquarters

United States

Offices

Worldwide

Areas of Operation

Global

Contact:

North America:
jhallisey@moxieco.com
International:
Dkhalikova@moxieco.com
<https://moxieco.com/>



OUT OF THE BLUE
LICENSING

Out of the Blue Licensing LLC

We are a small specialist agency representing a number of international artists and photographers. We essentially service the wall decor industry, murals, jigsaw and paper product manufacturers.

Services

Once a manufacturer/publisher is a client you have access to thousands of new designs which are regularly added to on a weekly basis.

Typical Clientele

Fine Art Publishers, Online specialist canvas wall decor portals, Framers, Manufacturers of stationery, home accessories and gift products

Categories

Art & Design

Headquarters

USA

Offices

USA and Portugal

Areas of Operation

Global

Contact:

ootblicensing@gmail.com
941 966 4042
<http://www.ootblicensing.com/>



Perpetual Licensing

A leading brand licensing agency dedicated to helping clients leverage the equity found in brands by creating strategic brand extension program for Licensors and Licensee.

Services

Perpetual's brand licensing experts build strategic licensing programs for forward-thinking brand owners seeking to license-out their brands and trademarks, as well as for category-leading manufacturers looking to license-in, or acquire brand licenses.

Typical Clientele

Our clients range from multi-national corporations to small & mid-sized industry-targeted companies seeking to expand their brands into new categories to start-up and larger manufacturers looking to build a portfolio of in-bound licenses.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Corporate Trademark, Food & Beverage, Lifestyle

Headquarters

USA

Offices

USA with Affiliates in the EU and Mexico

Areas of Operation

North America
Europe & UK
Latin America

Contact:

info@perpetuallicensing.com
<http://www.perpetuallicensing.com/>



Product Lounge

The Home Furnishings Licensing Agency

Services

Full service licensing agency for the Home Furnishings sector.

Typical Clientele

Home furnishings brands, interior designers, product designers, and archives.

Categories

Art & Design
Home

Headquarters

USA

Offices

USA

Areas of Operation

North America

Contact:

info@productlounge.com
718.246.9600
<https://www.productlounge.com/>



Retail Monster LLC

Retail Monster LLC. is a global brand extension and licensing company that develops and delivers family brands to retail for Intellectual Property Holders, Retailers, and Product Suppliers alike, through our best-in-class retail relationships, and extensive expertise and capabilities within Licensing, Creative, Marketing, IP Advisory, and Sales.

Services

Retail Development, IP Advisory, Licensing, Creative, and Marketing

Typical Clientele

IP Owners, Film and TV, Video Games, Lifestyle, and Fashion

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Metaverse
Corporate Trademark
Video Games or Software
Lifestyle

Headquarters

US

Offices

US, Canada, UK, and EU

Areas of Operation

Global

Contact:

<https://retailmonster.com/contact>
<https://www.retailmonster.com/>



Spotlight Licensing and Brand Management, Inc.

Spotlight Licensing and Brand Management, Inc. is a NYC-based boutique licensing agency specializing in representation of Entertainment, Art/Design, Digital, and Character Brands for merchandise licensing.

Services

Spotlight Licensing is a full-service agency offering strategic and innovative approaches to product licensing.

Typical Clientele

Spotlight clients include movie/ tv production companies, artists/ designers, book and comic publishers, digital celebrities, and more.

Categories

Entertainment and Character Art & Design

Headquarters

United States of America

Offices

USA

Areas of Operation

Global

Contact:

carole@spotlightlicensing.com
https://spotlightlicensing.com/



Starwood Brands

Starwood Brands is a leading brand licensing agency, representing over 100 manufacturers actively seeking brand licensing opportunities. Our clientele is a trusted resource for major retail chains across the globe, specializing in a wide range of consumer goods categories, including apparel, accessories, home decor, novelty products, and food, among others. We specialize in fostering strategic partnerships through licensing brands to drive growth and bring top-quality products to consumers.

Services

Starwood Brands specializes in licensing partnerships between licensees with licensors, facilitating collaboration and expansion within various consumer goods categories and international markets.

Typical Clientele

All Categories. Starwood's focus is on licensee representation while occasionally representing the Brands themselves.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Food & Beverage, Lifestyle

Headquarters

USA

Offices

USA

Areas of Operation

Global

Contact:

Licensing@starwoodbrands.com
https://www.starwoodbrands.com/



Striker Entertainment, LLC

Striker Entertainment is a marketing agency specializing in the extension of pop culturally relevant brands into profitable consumer product programs and entertainment. Striker was responsible for the licensing of The Twilight Saga, The Hunger Games, Angry Birds, The Walking Dead, and Five Nights at Freddy's, etc.

Services

Striker is involved in developing a brand extension strategy, executing on that strategy, retail development, royalty management and collection, product approval trafficking, and new business development. When available, Striker also has the ability to set up properties in film and television.

Typical Clientele

Striker clients are typically film and television studios and production companies as well as video game developers and publishers.

Categories

Entertainment and Character, Toys and Games, Fashion, Food & Beverage, Video Games or Software, Lifestyle

Headquarters

United States

Offices

We are a global agency with a network of sub-agents as needed.

Areas of Operation

Global

Contact:

info@strikerent.com
www.strikerentertainment.com/



Team Entertainment

An independent brand management company, and active player in TV Distribution, Co-productions, and Productions for web and TV, as well as working in Licensing & Merchandising.

As of this year we have become partners of Toonz Entertainment, a leading global company in distribution, production and co-production.

Services

Licensing & Merchandise, TV & Film Distribution, direct to retail, promotion activities.

Typical Clientele

Toy Companies, Publishing Companies, Food Companies, Apparel Companies, Houseware Companies, Tech Companies, Back-to-school Companies, Accessories' Companies, Film & TV Production Companies.

Categories

Entertainment and Character, Toys and Games, Fashion, Corporate Trademark, Food & Beverage Lifestyle

Headquarters

Italy

Offices

Italy

Areas of Operation

Global

Contact:

info@teamentertainment.eu

<https://www.teamentertainment.eu/>



The Brand Liaison, LLC

The Brand Liaison is an award winning, top-tier licensing and brand management agency focused on creating new revenue streams for our clients through licensing, strategic partnerships and other brand extension opportunities. Representing both Licensors and Licensees, our team of seasoned "liaisons" has 200 years of experience in developing successful brand extension and licensing programs.

Services

Typical Clientele

FASHION, CHARACTER & ENTERTAINMENT, CELEBRITY, CHILDRENS, SPORTS, GAMING AND LIFESTYLE BRANDS.

Categories

Entertainment and Character
Toys and Games
Fashion
Art & Design
Sports
Corporate Trademark
Food & Beverage
Lifestyle

Headquarters

USA

Offices

USA, Canada and various agents throughout the world

Areas of Operation

North America
Australia/New Zealand

Contact:

Licensing@TheBrandLiaison.com

<https://thebrandliaison.com/>



The Point.1888

The Point.1888 is leading the next generation of brand licensing. We match brands with retailers and manufacturers to create powerful new products, boosting client revenue, brand awareness, consumer engagement and brand love. We donate 11% of our profits each year to charities that have an emotional connection to each collaboration. Born from Joseph Miller & Sons Ltd, The Point.1888 is a fifth-generation family company with 130 years of experience in bringing products to market. We believe that making more money and getting closer to customers is easy when you have the right partner. **Services** Strategy, Full service Brand Extension agency, Retail activation

Typical Clientele

Toy companies, production companys, food brands, designers, charities and lifestyle brands.

Categories

Entertainment and Character, Toys and Games, Fashion, Art & Design, Sports, Food & Beverage, Lifestyle

Headquarters

UK

Offices

UK

Areas of Operation

Global

Contact:

helloyou@thepoint1888.com

<https://thepoint1888.com/>



Tom Binder Fine Arts

Licensing the Art of popular commercial artists such as Alexander Chen, Ken Shotwell, Su Liao, Elaine Binde and others.

Services

Help in finding Licensees.

Typical Clientele

Novelty Companies, Puzzle Manufacturers,

Categories

Art & Design

Headquarters

United States

Offices

United States

Areas of Operation

Global

Contact:

info@artman.net
https://www.artman.net/



Tycoon Enterprises

We are the most important brand licensing company in Latin America. With more than 30 years of representing the most prestigious brands, materializing, and monetizing their potential to its highest level. At Tycoon, we offer an extensive portfolio of entertaining, corporate, fashion, and lifestyle brands. We were born in Mexico and have offices with local talent in Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina. **Services** Tycoon Enterprises offers L&M services and have strong retail focus and support.

Typical Clientele

Videogames, Film and TV production, Streaming, Toy companies, Manga & Anime, Lifestyle & Fashion Brands, Food & Beverages, Sport teams, leagues and associations.

Categories

Entertainment and Character, Toys and Games, Fashion, Sports, Corporate Trademark, Food & Beverage, Video Games or Software Lifestyle

Headquarters

Mexico

Offices

Mexico, Brazil, Chile, Colombia, Peru, Costa Rica, Ecuador, and Argentina.

Areas of Operation

North America
Latin America

Contact:

contacto@tycoon.mx
https://tycoon.mx/en/



Warrington Management Inc.

Services

Full service licensing agency managing all aspects of our client's licensing programs: Strategic support; 'best in Class' Network; Contract negotiation and administration; Royalty Management; Quality Control; Legal Protection; Audits and Compliance.

Typical Clientele

Our typical clients are brands that wish to expand their licensing programs in the Canadian and Japanese markets.

Categories

Entertainment and Character
Fashion
Art & Design
Sports
Corporate Trademark
Lifestyle

Headquarters

CANADA

Offices

Canada, JAPAN

Areas of Operation

Global

Contact:

dw@wmgi.com
http://www.wmgi.com/