

TLL THE LICENSING LETTER

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

Just Desserts: Cakes, Cookies, and Candy Drive New Licensed Housewares; Cleaning Category Expands

If the celebrity licensing sector is saturated, as some believe, you would never know it from this year's International Home + Housewares Show, held in Chicago earlier this month. Chefs of all sorts had as strong a presence as ever, with large displays or entire booths devoted to their licensed products. And several new chef-related lines made their debuts.

Icing On The Cake

Baking was a particular area of interest for licensing at this year's show. From cookie sheets and cake pop molds to mixing bowls and gadgets, this has been a growing segment within the housewares industry for the last several years. A number of marketers introduced licensed lines focused on cookies, cakes, cupcakes, and candy.

Meyer, which works with chefs such as Paula Deen and Rachael Ray, debuted its Discovery-licensed, 250-SKU line of dessert items tied to the Cake Boss, Buddy Valastro.

"When we work with a celebrity, we really want to work with that celebrity and capture the celebrity's vision," says Meyer's Rosa Ziebell, who reports that Valastro was heavily involved in product development, from suggesting products and features, to offering design tips, to sending items back to the drawing board for reworking.

"Being in the bakery business as long as I have, I know what a good tool is. I know what works," says Valastro, who stars in how-to videos on a website that complements the new line.

"You don't know how many people come and tell me I inspire them," he notes. "I want them to be a success. I want them to have the Cake Boss in their kitchen telling them how to do this." Valastro and his staff also will use Meyer's products on his TLC show.

Valastro's close involvement—which mirrors that of many of the other chefs involved in the housewares industry—will have business benefits as well, he says. "I think that support from the back end will really set us apart," he explains.

"It will help the retailers, because it will drive social media back to them. Retailers feel that I'm so vested in this, and I think that's going to really help, too."

Meanwhile, Gartner Studios launched its line of sprinkles, icing, and baking accessories tied to Duff Goldman, the Ace of Cakes; cookbook author Rose Levy Beranbaum, the "Diva of

Continued on page 11

CHANGING MEDIA LANDSCAPE

Entertainment/Character Licensing Down 3.7% in 2012

Retail sales of licensed entertainment/character merchandise declined 3.7% in 2012 to \$10.015 billion, according to TLL's Annual Licensing Business Survey. This sector's performance was much weaker than that of the licensing business overall, which grew 2.1% in 2012.

The entertainment/character sector was the only major property type to see a significant year-on-year decline in retail sales. Not only that, but entertainment/character segment results, in the aggregate, were worse than in 2011, when retail sales of entertainment/character-licensed goods fell 2.2%.

Nearly every category in this property sector showed declines, ranging from 2.1% (for food/beverage, gifts/novelties, and publishing) to 12.8% (for video games).

The strongest category in 2012, by far, was consumer electronics, up 5.5% over 2011 to \$350 million. These results were driven by personal electronics accessories as well as a variety of other electronics, from MP3 players and USB keys to headsets and cameras.

Retail sales of entertainment/character-licensed toys were up 1.9%, largely on the

Continued on page 3

Inside This Issue

Strongest Q4 Licensed Categories	2
Marley Keeps On Movin'	2
Entertainment/Character Merchandise Sales, By Distribution Channel	3
Distribution Trends: Growth At Low and Very High Ends	4
Licensing News	5
Contacts & Connections	9
Martha Update In Five Bullet Points	12
Who's News.....	12

in short

A Colgate/Transformers battery-powered children's toothbrush is \$8.99 at Duane Reade pharmacy (a Walgreens company) in Manhattan. An Arm & Hammer/Spider-Man Spinbrush is \$7.99 in the same store. For more health-beauty aid price comparisons, see pg. 2.



© 2013 Business Valuation Resources. All rights reserved. No part of this newsletter may be reproduced without express written consent of BVR.



Licensing Ledger

BEST VALUE?

On the shelf at **Walmart** it looks as though the Dora, Mickey, and Angry Birds adhesive bandages are all the same \$2.53. Same size packages, great art. But look closely, and the number of bandages in each pack varies: Dora, 25 strips manufactured under **Johnson & Johnson's Band-Aid** brand; Mickey, 20 bandages, also co-branded Band-Aid; and Angry Birds, 30 anti-bacterial bandages from **Market-Lab**. Meanwhile, 30 latex-free Shrek bandages marketed by **Care Band** are 88-cents, 20 Spider-Man waterproof bandages from **3M Nexcare** are \$1.86, and 20 Muppets Band-Aids are \$2.47. Value? In the end it all depends on which one stops the crying fastest.

DARDEN GOES TO WALMART

Darden Restaurants is expanding its presence in the grocery aisle. This year, the company started testing five restaurant-branded products in **Sam's Club**, with Red Lobster Cheddar Bay Biscuit Mix and Olive Garden salad dressing as its best-sellers. After "exceeding expectations," Olive Garden salad dressing is being introduced at more than 3,200 Walmart stores beginning in March. Darden estimates these five products will generate annual gross sales at retail of \$40 million.

LICENSING BY CATEGORY

Kohl's reports that almost half of its 2012 4Q sales (48%) were from private and exclusive brands including Jennifer Lopez, Marc Anthony, Rock and Republic, and Vera Wang. Kohl's saw its strongest sales in toys, women's and men's apparel, and athletic footwear, while accessories, home, and junior's performed below expectations.

Macy's says its strongest categories in 4Q 2012 were handbags, watches, shoes, women's suits, men's

(overall), luggage, furniture, and mattresses. Its weakest businesses were housewares and juniors. To boost the junior's department performance, Macy's is adding a Marilyn Monroe apparel line licensed by Authentic Brands Group and manufactured by LF USA.

Inventure Foods is establishing an exclusive licensing agreement with **Seattle's Best Coffee**, a division of **Starbucks**, to develop a line of blend-and-serve frozen coffee drinks. Beginning in late March, the four-SKU product line will be available at grocers, mass merchandisers, and warehouse clubs. Company executives expect these products to perform similarly to Inventure's licensed **Jamba Juice** smoothie kits, which generate \$20 million in revenue annually.

SMITHSONIAN EDUCATES STUDENTS

The **Smithsonian Institution** has licensed **Cengage Learning** to develop branded products for the library and academic markets utilizing Smithsonian-owned assets. It will also distribute digital versions of Smithsonian publications, books and other assets to the educational and library markets.

MARLEY KEEPS ON MOVIN'

The estate of Bob Marley is taking yet another path to licensing. Represented most recently by Jamie Salter's Authentic Brands Group, which even after its agreement had expired provided office space to Marley family members, they've now assigned **CAA** exclusive representation of the Marley brand — except for having licensed worldwide apparel rights separately to **Bravado**. The latter says, in a release, that it has made "one of the largest investments that Bravado has ever made" in **Zion Rootswear** — about \$6 million, we hear. Zion is the Marley family's

apparel and accessories company. **CAA** assumes management of the existing Marley licenses, and is seeking film, TV, endorsement, digital, game, and other opportunities, as well as consulting to **ILove.org**, the Marley family foundation. Rights were granted by **Hope Road Merchandising**, which owns the Marley rights.

INGREDIENT LICENSING

Ocean Spray is licensing **Lyons Magnus** to manufacture Ocean Spray-branded juices for use in the latter's dispensed beverage machines and to foodservice operators serving restaurants, hotels, schools, convenience stores, and healthcare facilities. Lyons Magnus will purchase cranberry juice concentrate from Ocean Spray.

SYCAMORE BUYS HOT TOPIC

Talk about covering the spectrum: **Sycamore Partners**, a private equity firm, adds **Hot Topic** to its retail holdings — which thus far also includes **Talbots**. From one of the most conservative retail and accessories retailers to one of the most cutting edge, what with the Hot Topic, **Torrid** (plus size), and recently introduced **Blackheart** (lingerie) chains. Sycamore is buying Hot Topic for \$14/share in cash, or approximately \$600 million — a premium of 30% over yesterday's closing. "Lisa Harper will continue in her role as CEO of the company and a significant shareholder," we are told, and the company "will continue with the previously-outlined strategies and growth plans, which Sycamore supports."

FENDER CONTACT

The licensing contact at **Fender** is Jeff Quinn, Licensing Director, 480-845-5458; jquinn@fender.com. See the 3/4/13 issue for category availability.



Publisher & Executive Editor

Ira Mayer
212-941-1633, x27
imayer@epmcom.com

Special Projects Editor

Karen Raugust
kbraugust@yahoo.com

Assistant Editor

Scott Steinhart
212-941-1633, x22
scott@epmcom.com

Creative/Marketing Director

Naomi Berger
212-941-1633, x21
nberger@epmcom.com

VP Business Development

Randy Cochran
503-291-7963, x118
randyc@bvresources.com

Customer Service

212-941-0099

Managing Editor

Janice Prescott
janicep@bvresources.com

Desktop Editor

Monique Nijhout
moniquen@bvresources.com

President

Lucretia Lyons
lucretial@bvresources.com

CEO

David Foster
davidf@bvresources.com



THE LICENSING LETTER (ISSN: 8755-6235) is published 22 times a year by EPM, a division of Business Valuation Resources. The annual subscription price for THE LICENSING LETTER is \$467 per year/\$527 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same address. Please contact our business development department at randyc@bvresources.com or 503-291-7963, ext. 118 for details.

EPM, a division of Business Valuation Resources; 1000 SW Broadway, Suite 1200, Portland, OR 97205-3035; Phone: 212-941-0099; Fax: 212-941-1622

Entertainment/Character Licensing

Continued from page 1

strength of licensing in certain categories within that industry, such as construction toys and arts and crafts. And health and beauty was up slightly (0.7%), due to a small rise in entertainment-licensed cosmetics and fragrance.

Some of the trends in entertainment/character licensing cited by survey respondents and other licensing executives include:

- ▶ The dominance of a few key licensors (notably Disney and its Pixar, Marvel, and Lucas businesses, and Sanrio with Hello Kitty) controlling a substantial amount of shelf space.
- ▶ Continued traditional and digital media fragmentation, giving rise to more properties but offering each less chance to develop a large enough audience to sustain a mainstream licensing effort.
- ▶ The rise of limited-edition, designer partnerships, which lend properties a certain coolness and cachet, as well as significant publicity and distribution in new channels. These are not necessarily lucrative, however; many are promotional deals rather than royalty-bearing licenses.
- ▶ Competition from digital-origin properties (not tracked in the entertainment/character sector in this survey), notably Angry Birds.

Retail sales of licensed merchandise based on digital-origin properties—led by Angry Birds but also including a variety of mobile, YouTube, Twitter, blogger, and other digital content—grew 8.9% last year, in contrast to the weak performance of traditional entertainment/character properties. The former sector remains small, however, generating total retail sales of just \$577 million, or 0.6% of the total licensing business. (Entertainment/character licensing accounts for 10.5% of the business overall.)

Of course, individual licensors report results that differ from these business-wide figures. Video games and stationery are two categories to show significant individual variation, with some licensors reporting declines much worse than shown here, and others reporting less significant declines (or even slight increases, in the case of stationery).

It should be noted that the TLL survey does not track some of the bright spots in entertainment/character licensing, namely experiential, content, and service opportunities.

Many licensors continue to report growth in themed entertainment, licensed travel services,

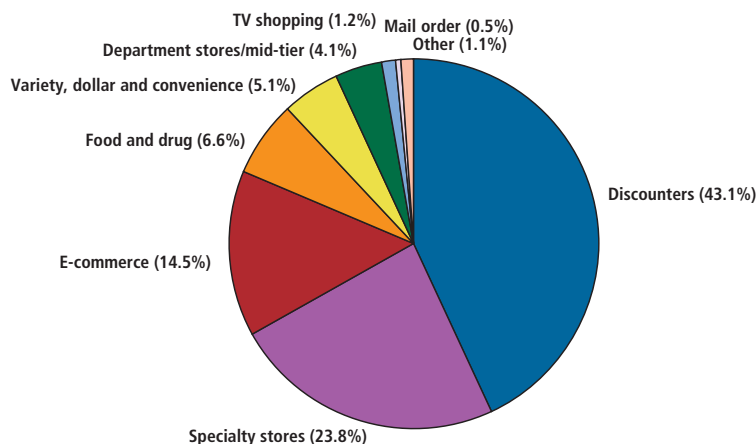
RETAIL SALES OF ENTERTAINMENT/CHARACTER-BASED MERCHANDISE, BY PRODUCT CATEGORY, U.S. AND CANADA, 2012

(dollars in billions)

CATEGORY	2012 RETAIL SALES	2011 RETAIL SALES	% CHANGE 2011-2012	2012 SHARE OF MARKET
Accessories	\$869	\$900	-3.5%	8.7%
Apparel	\$799	\$830	-3.7%	8.0%
Consumer Electronics	\$369	\$350	5.5%	3.7%
Domestics	\$244	\$260	-6.3%	2.4%
Food/Beverages	\$362	\$370	-2.1%	3.6%
Footwear	\$283	\$300	-5.6%	2.8%
Furniture/Home Furnishings	\$257	\$280	-8.2%	2.6%
Gifts/Novelties	\$372	\$380	-2.1%	3.7%
HBA	\$463	\$460	0.7%	4.6%
Housewares	\$196	\$210	-6.5%	2.0%
Infant Products	\$347	\$360	-3.5%	3.5%
Publishing	\$773	\$790	-2.1%	7.7%
Sporting Goods	\$178	\$190	-6.4%	1.8%
Stationery/Paper	\$503	\$540	-6.8%	5.0%
Toys/Games	\$2,955	\$2,900	1.9%	29.5%
Video Games/Software	\$994	\$1,140	-12.8%	9.9%
Other	\$49	\$120	NA	0.5%
TOTAL	\$10,015	\$10,400	-3.7%	100.0%

SOURCE: THE LICENSING LETTER

RETAIL SALES OF ENTERTAINMENT/CHARACTER-BASED MERCHANDISE, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2012



SOURCE: THE LICENSING LETTER

restaurants, educational curriculum, and the like. In fact, these sectors have been outperforming traditional licensed merchandise within the entertainment/character segment for the last few years, and that was the case in 2012 as well.

Grow Your Share Of The \$150.8B Worldwide Licensing Business



International Licensing: A Status Report delivers comprehensive analysis of licensing activity in more than 40 countries. You get the numbers and analytic tools you need to develop market entry strategies and grow existing licensing programs in emerging Chinese, Russian, Indian, and Brazilian markets — and around the world.

This landmark report includes over 200 charts, graphs, and tables, plus profiles of retail and media infrastructures for every market. ORDER YOUR COPY TODAY!

www.epmcom.com/international
(212) 941-0099

Includes 31 spreadsheets with key data by region and country so you can analyze the numbers directly.

Distribution Channels: Growth At Low and Very High End of Distribution Spectrum, Continued Struggles in the Middle

Distribution of licensed products in 2012 moved more toward the mass and discount end of the scale and, generally, further away from the mid-tier-and-higher retail tiers, according to TLL's Annual Licensing Business Survey.

Shares of retail sales of licensed products rose for discounters, grocery and drug, and dollar/value stores. Many respondents noted challenges with products priced at \$25 and above, but saw growth in almost any channel that carried low-priced items, from dollar stores to off-price to discount and mass. Of course, there were exceptions, notably Kmart.

On the other hand, shares declined for specialty, department, and mid-tier stores, as well as mail order. Independent specialty stores, and the licensees and licensors that sell to them, were particularly hard hit. "We've seen a significant decrease in earnings due to the closing of mom and pop stores," one survey participant says. Most specialty chains did not fare that well either, with Best Buy cited among the examples.

Performing among the worst of all major channels were mid-tier stores, according to survey respondents. JCPenney and Sears, both key licensed merchandise channels, are struggling, for example.

The primary bright spot within the department store and specialty tiers was luxury, with several respondents reporting increased business at the very high end of the market.

Not surprisingly, the sector gaining the most share—rising to 7.9% of retail sales of licensed merchandise in 2012 from 7.5% in 2011—was e-commerce. While this channel is providing many

opportunities, especially for licensees and licensors that have difficulty securing bricks-and-mortar shelf space, it also gives rise to challenges, say survey respondents, including:

- ▶ Increased competition within the online space, due to the proliferation of e-commerce shops of all types.
- ▶ Increased competition between online and offline sales.
- ▶ The competitive impact of Amazon on retail sales in other channels. "Competing with Amazon.com on free shipping and crazy discounting is a challenge," says one licensee. "Licensors need to do a better job of controlling Amazon."

Home shopping also saw a slight rise, as HSN and QVC continue to partner with designers, celebrities, and other properties.

A notable number of participants say that they are looking for distribution in alternative channels and chains. "Our challenge is growing our existing core business by expanding our channels of marketing in nontraditional areas," notes one.

"I think the 'smaller big chains' like Burlington, Ross Stores, and Marmax, are growing and gaining a fighting chance against the Targets and Walmarts of the world, as they are willing to test and try new things," adds another.

"If you're hungry, there are lots of distribution pockets to be found," says a third respondent.

Other distribution and retailing trends noted in the survey include:

- ▶ A continued eye on DTR deals and private label, particularly as they reduce space for traditional licensees. The number of mentions of this trend was far less than in past surveys, however, perhaps indicating acceptance of DTR as a way of life now.
- ▶ Retailers stretching their terms, creating cash flow problems for licensees and, in turn, licensors.
- ▶ Lower inventory levels, which—when combined with reduced shelf space, fewer SKUs, and fewer licenses supported—intensify the competitive retail landscape for licensed goods.

There was a wide variation among individual responses in 2012, with some respondents reporting double- or triple-digit increases in business in certain channels and others reporting the opposite results in the same channels. These were parallel results by property type and product category.

SHARE OF RETAIL SALES OF LICENSED MERCHANDISE, BY DISTRIBUTION CHANNEL, 2011-2012

	SHARE OF MARKET, 2012	SHARE OF MARKET, 2011
Discounters	31.7%	31.5%
Online/E-commerce	7.9%	7.5%
TV Shopping	1.6%	1.5%
Mail Order	0.4%	0.5%
Specialty Stores	19.2%	19.5%
Department Stores/Mid-tier	13.2%	13.5%
Grocery and Drug	12.1%	12.0%
Variety and Convenience	3.0%	3.0%
Dollar/Value Stores	8.2%	8.0%
Other	2.7%	3.0%

SOURCE: The Licensing Letter



licensing news

PROPERTIES AVAILABLE OR RECENTLY ASSIGNED, U.S. (Canada as indicated)

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Bowflex, Nautilus	Nautilus Inc.'s home fitness product brands.	All	Stu Seltzer, Seltzer Licensing Group
Cupcakes And Cashmere	Emily Schuman's blog focused on fashion, food, travel, and other related topics. Also known for blog-related book and fashion collaborations.	All	Ross Misher, Brand Central
Dairy Queen	Soft serve specialist DQ with thousands of locations in North America and 20 countries.	Games, housewares, kitchen electrics, novelties, toys	Bill McClinton, Global Icons
Marie Claire	Upscale women's fashion magazine and subsequent lifestyle collection.	Bed/bath linens, carpets, eyewear, furniture, intimates, leather goods, ready-to-wear, sportswear, stationery/calendars, watches, wallpapers (U.S., Mexico)	John Hanna, PrivateCollection&Co

LICENSES RECENTLY GRANTED, U.S. (Canada as indicated)

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Adventure Time	Bentex Group / Extreme Concepts	Board shorts, swimwear	Cartoon Network
	BioWorld Merchandising*	Accessories, fashion tops, headwear, t-shirts	
	Hot Properties! Merchandising, Inc.*	Key chains, magnets	
	Pan Oceanic Eyewear	Eyewear	
	Xtreme Time	Watches	
Animal Planet	FoodScience	Pet supplements	Joester Loria Group
Axe Cop	Mezco Toyz	Collectibles	Surge Licensing
Beatles	Kurt S. Adler*	Holiday decor, home decor	Live Nation Merchandise
Broyhill, Drexel Heritage, Lane, Thomasville	Stork Craft Manufacturing	Home furnishings (children's)	Furniture Brands
Care Bears	Smilemakers	Stickers	American Greetings
Christmas Story (A)	Tonner Doll	Collectible figure	Warner Bros. Consumer Products
DC Comics Super Heroes	Peavey Electronics	Musical instruments	Warner Bros. Consumer Products
Domo	Rock Rebel	Handbags (U.S., Canada)	Big Tent Entertainment
Dragons: Riders Of Berk	Spin Master Toys*	Master toy	DreamWorks Animation
Elvis Presley	Bulletin Canada	Activewear, fleece, outerwear, t-shirts (Canada)	Studio Licensing
	Global Edge Brands	Ceramics, home decor, seasonal headwear (Canada)	
Entenmann's	Dura-Kleen	Baking pan	Joester Loria Group
Fifty Shades Of Grey	Lovehoney	Bondage items, sex toys	CopCorp Licensing
Garfield	High Cotton/Apropos	Aprons, coasters, doormats, wood signs (U.S., Canada)	Paws, Inc.
	Woods International	Garden decor (U.S., Canada)	
Grateful Dead	Sportiqe	Apparel	Warner Music Group / Rhino
Hobbit, Lord of the Rings	Cryptozoic Entertainment	Card games	Warner Bros. Consumer Products

*Extension or renewal.

Continued on page 6

licensing news *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Holly Hobbie	General Fabrics	Fabrics, fabric craft kits	American Greetings
Kiss	K'nex Brands	Construction toys	Live Nation Merchandise
Life Is Country	Manual Woodworkers & Weavers	Burlap totes, decorative pillows, fleece throws, printed quilts, wall banners	Two Town Studios
Major League Gaming	Turtle Beach	Gaming headsets	Creative Minx Marketing
Marvel Super Heroes	Aquarius	Collectibles	Disney Consumer Products
	Peavey Electronics	Musical instruments	
My Little Pony	Mimoco	USB flash drives	Hasbro
Nicole Tamarin	Hoffman California Fabrics	Fabrics	Nicole Tamarin
	Pictura	Greeting cards	
One Direction/1D	Fathead	Wall graphics	Global Merchandising Services
Peter Pan	Diamond Select Toys & Collectibles	Miniature figures	Disney Consumer Products
Sons Of Anarchy	BioWorld Merchandising	Sportswear (men's)	Fox Consumer Products
	Buckle Down	Belts, wallets	
	JCORP	Bags, loungewear, sleepwear (Canada)	
	Philcos Enterpriser	Accessories, apparel, headwear	
	SalesOne LLC	Body jewelry, jewelry, watches	
Strawberry Shortcake	Tin Box Company of America	Boxes, buckets, cases, tins	American Greetings
Tickety Toc	Bentex Group/Extreme Concepts	Dresses, fashion tops, outerwear, separates, sets, swimwear, t-shirts	Established Brands
	Fast Forward	Backpacks, handbags, totes	
	Franco Manufacturing	Bath, beach, bedding	
	Mega Brands	Puzzles	
Williamsburg	Royal Heritage Home*	Bedding	Colonial Williamsburg
World Of Eric Carle	Dophes	Infant bedding, room decor (Canada)	Joester Loria Group
	Levels Of Discovery	Wooden furniture (children's)	
	Snugabye	Infant/newborn apparel (Canada)	

INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Angry Little Girls!	Lela Lee's comic series featuring spunky comic characters who speak out on issues important to girls	Accessories, apparel, gifts/novelty, HBA, room decor (Worldwide)	Pamela Harris, SMC Entertainment
Assassin's Creed	Stealth action video game series featuring assassins in a secret society spread throughout time. Assassin's Creed IV: Black Flag is due later this year.	All (Asia, Africa, Central/Eastern Europe, Russia)	David Ball, Performance Brands Limited

*Extension or renewal.

Continued on page 7

licensing news *Continued from page 6*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
BabyTV	Channel available worldwide featuring programming for infants and toddlers.	All (Turkey, Northern Cyprus)	Nurgul Seneffe, ZNN Licensing
Dino Babies	Fred Wolf Films' children's show following the adventures of five baby dinosaurs.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment
Dinopaws	Children's television show following the adventures of three dinosaurs. Set to air on BBC Worldwide next year.	All (Worldwide except Canada, UK)	Richard Hollis, BBC Worldwide
Donald J. Trump Signature Collection, Trump	Trump Organization's brands based around mogul Donald Trump and related luxury goods.	All (Caribbean, Central America, Mexico, South America)	Fanny Salazar Mourre, P&L Global Network
Fruit Ninja	Halfbrick Studios' food-focused mobile app and video game.	All including games, toys (Latin America)	Elias Hofman, Exim Licensing Group
Hello Kitty	Flagship character in children's product line featured in gift, stationery, and accessories collections. Also includes related characters Kuromi, Chococat, and others.	All (Colombia)	Elias Fasja Cohen, Tycoon Enterprises
Mongoose, Schwinn	Pacific Cycle's bicycle brands, with over 150 combined years of history between the two brands and different styles of bikes for varied types of riders.	Accessories, apparel, collectibles, electronics, games, outdoor recreation, toys (Worldwide)	Ramez Toubassy, Brand Sense Partners
Peter Adderley	British painter who draws inspiration from the sea and jazz.	All including housewares, stationery (Worldwide)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
Pip Shuckburgh	UK-based artist known for paintings of London locales and various local scenes.	Gifting, homeware, textiles (UK)	
Slugterra	Nerd Corps Entertainment's series for boys about a world where slug-like creatures are used as live ammo from a special weapon.	All (Brazil)	Sedamar Esaki, Faresak Comunicação Marketing e Licenciamento Ltda
Suzy's Zoo	Originally a greeting card brand launched in 1968, the colorful brand features Suzy Spafford's cast of animal characters, including the popular Suzy Ducken.	All (Turkey)	Osman Savas, Nurcihan Kesim Literary Agency
Team XYZ	Animated show following five extreme sports athletes carrying out missions as a squad to prevent the destruction of earth.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment
Twentieth Century Fox properties	Television and film properties including Ice Age, Diary of a Wimpy Kid, Family Guy, and Sons of Anarchy.	All (Australia, New Zealand)	David Lo, Marketing Zoo, The
Von Dutch	Royer Brands International's clothing line featuring Kenneth Howard's designs and artwork.	All (Latin America except for Brazil, Mexico) Accessories, apparel (India)	Elias Fasja Cohen, Tycoon Enterprises Jiggy George, Dream Theatre Pvt. LTD.

INTERNATIONAL LICENSES RECENTLY GRANTED

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Game Of Thrones (TV series)	Danilo Promotions	Calendars (UK, Eire)	Bradford Licensing Associates
	Trademark Products	T-shirts (UK, Eire)	
	Underground Toys	Bags, bookmarks, coasters, glassware, keyrings, magnets, mugs, notebooks (UK)	

*Extension or renewal.

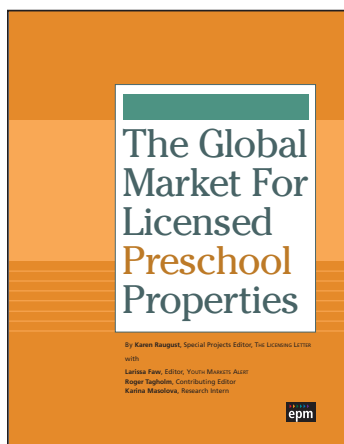
Continued on page 8

international licensing news *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Garfield	Canary Enterprises	T-shirts (boys')	Medialink International Limited
	Palphot Marketing	Back-to-school, housewares, stationery (Israel)	Yooka Licensing Ltd
	Shoesy	Footwear (Italy, Switzerland, Vatican City)	BIC Licensing/Business International
Gorjuss	Adalberto Estampados	Accessories, bedding, towels (Portugal, Spain)	Santoro Licensing
	Ashleigh & Burwood*	Home fragrances (UK)	
	Bothy Threads*	Cross stich kits (UK)	
	Libesa S.A.*	Back-to-school (UK)	
Holly Hobbie	Sicem International Srl	Apparel (women's) (Italy)	Starbright Srl
Luv Me Buddies	Universal Brands International	Bathing, cosmetic products (Worldwide)	2 Dream
Nintendo properties	Jakks Pacific	Costumes, plush, toys (Worldwide except Japan, Korea)	Nintendo of America
Rachel Ellen Designs	Pioneer Europe Limited	Balloons (UK)	Kjg Ltd
	Portico Designs	Calendars, diaries (UK)	
Scarface	Rubie's Masquerade UK	Halloween costumes/accessories (UK)	Universal Partnerships & Licensing
Smurfs	E-Max Ensobrados Martorell	Albums, stickers, trading card games (Nordics)	
So So Happy	Colorbok	Crafting/activity sets (U.S., UK, Finland, Sweden, Norway)	Art Impressions
Strawberry Shortcake	Van der Erve NV	Accessories, apparel (Belgium, Luxembourg, Netherlands)	Copyright Promotions Licensing Group France (CPLG)
University Of Oxford	USB	Luggage (UK)	Performance Brands Limited
Walking With Dinosaurs 3D	Hunter Products	Games, toys (Australia)	BBC Worldwide
Woody Woodpecker	Top Cau Chocolates Ltda	Candy (Brazil)	Universal Partnerships & Licensing
Yu Gi Oh	National Entertainment Collectibles Association (NECA)	Accessories, collectibles (Worldwide except Asia)	4K Media
	Wizkids	Building games, dice games (Worldwide except Asia)	

*Extension or renewal.

Can you compete in the \$10.4 billion global preschool market?



DO YOU KNOW:

- ▶ Which 11 preschool properties had retail sales of licensed merchandise of \$100 million or more each in 2012?
- ▶ What percent of preschool merchandise sold is toys, apparel, and other categories?
- ▶ The five properties licensing executives predict will be "hot" in 2013?
- ▶ How to motivate moms through packaging and marketing messages?
- ▶ Global variations in merchandising for licensed preschool properties?

Learn this and much more in **The Global Market For Licensed Preschool Properties**. ORDER YOUR COPY TODAY!

**MEMBERS
SAVE \$50**

**www.epmcom.com/preschool
212-941-0099**



contacts & connections

Contacts & Connections is an alphabetical listing of the licensing companies in this issue.

American Greetings, Michael Brown, VP Licensing, 216-252-7300 x1346, michael.brown@amgreetings.com, P. 5, 6.

Aquarius (c/o LLC2 Lyke Licensing Consulting LLC), Betty Lyke Urie, President, 612-922-9030, llc2@earthlink.net, P. 6.

Bentex Group / Extreme Concepts, Susan Peia, VP Licensing, 212-594-4250 x 168, susan@bentex.com, P. 5, 6.

Big Tent Entertainment, Richard Maryyanek, CMO, 212-604-0667, maryyanek@bigtent.tv, P. 5.

BioWorld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 5, 6.

Brand Central, Ross Misher, President, 310-268-1231, ross@brandcentralgroup.com, P. 5.

Buckle Down, Eric Swope, COO, 714-895-4900, ericswope@beltsdirect.com, P. 6.

Bulletin Canada, Nadeem Zakem, President, 514-279-4581, nadzakem@bulletincanada.com, P. 5.

Cartoon Network, Peter Yoder, VP Consumer Products, 212-275-6000, peter.yoder@turner.com, P. 5.

Colonial Williamsburg, Kristin Fischer, Director Product Management, 757-220-7292, kfischer@cwf.org, P. 6.

CopCorp Licensing, Carole Orgel Postal, President, 212-947-5958, cpostal@copcorp.com, P. 6.

Copyright Promotions Licensing Group (CPLG), Peter Byrne, CEO, 44-208-563-6400, P. 12.

Creative Minx Marketing, Andi Riordan-Scott, President, 310-546-2200, andi@creativeminx.com, P. 6.

Cryptozoic Entertainment, John Sepenuk, EVP Global Sales & Business Development, 949-385-6000, P. 5.

Dawn Foods, Kirk Trofholz, President, U.S. Bakery Products, 517-789-4400, P. 11.

Diamond Select Toys & Collectibles, Michael Leavey, Sales & Marketing Manager, 410-560-7100, lmichael@diamondselecttoys.com, P. 6.

Disney Consumer Products, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0001, luis.fernandez@disney.com, P. 6.

Disney Consumer Products, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 6.

Dophes, Joseph Aziz Jr., President, 416-787-0365, info@dophes.com, P. 6.

DreamWorks Animation, Kerry Phelan, Head of Worldwide Licensing, 818-695-3991, kerry.phelan@dreamworks.com, P. 5.

Dura-Kleen, Solomon Elyakim, VP, 718-272-4582, solomon@durakleen.com, P. 5.

Established Brands, Bob Traub, President, 201-665-9111, btraub@ebimail.com, P. 6.

Euro-Ware, Garrett Bouzaglou, 718-272-4582, garrett@durakleen.com, P. 11.

Evriholder, Heidi Slocumb, VP Marketing, 714-422-3064, heidis@evriholder.com, P. 11.

Exhart, Michael Weiser, EVP Sales/Marketing, 818-576-9628 x113, michael@exhart.com, P. 11.

Fast Forward, Evan Hedaya, President, 212-244-4400, evan@fastforwardny.com, P. 6.

Fathead, Nathan Partington, VP Licensing, 734-296-5950, nathanpartington@fathead.com, P. 6.

Fender, Jeff Quinn, Licensing Director, 480-845-5458, jqquinn@fender.com, P. 5.

FoodScience, Dale Metz, CEO, 802-878-5508, info@foodsciencecorp.com, P. 5.

Fox Consumer Products, Jeffrey Godsick, President, 310-369-0751, jeffrey.godsick@fox.com, P. 6.

Franco Manufacturing, Jeffrey Franco, Licensing Director, 732-494-0500 x398, jeffrey@franco-mfg.com, P. 6.

Furniture BRRands, Cheri Pfneisel, Director Of Marketing & Licensing, 314-862-7164, cpfneisel@furniturebrands.com, P. 5.

General Fabrics, Edward Odessa, 401-524-8208, edward@genfabco.com, P. 6.

Global Edge Brands, Evan Selby, 905-470-9200, P. 5.

Global Icons, Bill McClinton, SVP Licensing, 310-820-5300 x217, billmc@globalicons.com, P. 5.

Global Merchandising Services, Mary Kean, Director Licensing, 424-777-4470, mary@globalmerchservices.com, P. 6.

Hasbro, Bryony Bouyer, SVP Licensing, The Americas, 401-431-8422, bbouyer@hasbro.com, P. 6.

High Cotton / Apropos, Bonnie Snyder, Owner/President, bonnie@highcotton.com, P. 5.

Hoffman California Fabrics, Tony Hoffman, President, 800-547-0100, hoffmanfab@aol.com, P. 6.

Hot Properties! Merchandising, Inc., Jim Tsukahira, CEO, 310-566-7217, jimt@hotmerch.com, P. 5.

HSNI, Bill Brand, Chief Marketing & Business Development Officer, 727-872-1000, bill.brand@hsn.net, P. 12.

HSNI, Andy Sheldon, Chief Creative Officer/GM HSN Productions, 727-872-1000, andy.sheldon@hsn.net, P. 12.

JCORP, Jon Gurman, President/Co-CEO, 514-384-3872, jgurman@jcorp.ca, P. 6.

Joester Loria Group, James Slifer, SVP Business Development, 212-683-5150 x306, jslifer@tjgroup.com, P. 5, 6.

K'nex Brands, Barbara Rentschler, CMO/SVP Global Marketing, 215-997-7722, brentschler@knex.com, P. 6.

Kurt S. Adler, Howard Adler, President, 212-924-0900, hadler@kurtadler.com, P. 5.

Levels Of Discovery, Jeff Hutsell, Founder, 866-980-2536, sales@levelsofdiscovery.com, P. 6.

Live Nation Merchandise, Janet Dvoskin, Executive Director Licensing, 415-247-7126, janetdvoskin@livenation.com, P. 5, 6.

Love Cooking, Lori Long, Senior Product Manager, 631-244-1520, lorilong1121@gmail.com, P. 11.

Lovehoney, Dean Elliott, 800-944-6639, dean.elliott@lovehoney.com, P. 6.

Manual Woodworkers & Weavers, Jim Clarke, CFO/VP, 828-692-7333, jimc@manualww.com, P. 6.

Mega Brands, Jenny Hulén, 800-447-2151, jhulen@megabrands.com, P. 6.

Meyer Corp., Rosa Ziebell, VP Marketing, 707-551-2800, darrinj@meyer.com, P. 11.

Mezco Toyz, Mike Drake, Licensing Manager, 718-472-5100, drake@mezco.net, P. 5.

Mimoco, Evan Blaustein, CEO, 617-783-1100, evan@mimoco.com, P. 6.

Moel Enterprise, Moe Hidary, 212-913-9133, moe@moelenterprise.com, P. 11.

Nicole Tamarin, Nicole Tamarin, 508-380-4868, nicole@nicoletamarin.com, P. 6.

Pan Oceanic Eyewear, Stacey Mangino, Director Business Development, 212-354-7744, staceym@paneyewear.com, P. 5.

Paws, Inc., Cliff Hackney, VP Licensee Acquisition, 513-759-9003, cliff@pawsinc.com, P. 5.

Peavey Electronics, Tony Moscal, GM Business Development, 601-483-5365, tony.moscal@peavey.com, P. 5, 6.

Philcos Enterpriser, George Meyer, V.P. Business Development, 905-568-1823, gmeyer@philcos.com, P. 6.

Pictura, Ramona Coughlin, SVP, 800-742-8872, ramona.coughlin@picturausa.com, P. 6.

PrivateCollection&Co, John Hanna, CEO, 305-213-3606, P. 5.

Rock Rebel, John Olander, info@rockrebelshop.com, P. 5.

Royal Heritage Home, Michael Kaplan, President, 516-829-3606, P. 6.

SalesOne LLC, Elliot Bichler, Owner, 866-507-2537, P. 6.

Seltzer Licensing Group, Stu Seltzer, Partner, 212-244-5548, stu@seltzerlicensing.com, P. 5.

Smilemakers, Kristina Bechtol, 864-583-2405, kristina.bechtol@smilemakers.com, P. 5.

Snugabye, Pacquette Morris, President, 416-783-0300, pmorris@snugabye.com, P. 6.

Spin Master Toys, Craig Sims, VP, Global Licensing, 416-364-6002, craigsims@spinmaster.com, P. 5.

Sportiqe, Jason Franklin, Co-Owner, 480-858-9900, info@sportiqe.com, P. 5.

Stork Craft Manufacturing, Dwight Ifland, VP Sales & Marketing, 604-274-5121, P. 5.

Continued on page 10

contacts & connections *Continued from page 9*

Studio Licensing, Monika Sharma, Director Brand Marketing, 905-415-1887 x221, monika@studiolicensinginc.com, P. 5.

Surge Licensing, Elan Freedman, VP Business Development, 516-939-2225, elan@surging.com, P. 5.

Tin Box Company of America, Andy Siegel, 631-845-1600, siegela@tinboxco.com, P. 6.

Tonner Doll, Robert Tonner, 845-339-9537, P. 5.

Turtle Beach, Juergen Stark, CEO, 914-345-2255, juergen.stark@turtlebeach.com, P. 6.

Two Town Studios, James Marcotte, VP, 239-549-9550, jim@twotownstudios.com, P. 6.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 5.

Warner Music Group / Rhino, Sara Nemerov, SVP Consumer Products & Brand Licensing, 212-275-2370, Sara.Nemerov@rhino.com, P. 5.

Woods International, Scott Woods, President, 336-861-9100, scott@woodsint.com, P. 5.

Xtreme Time, Ralph Hanan, VP, 212-502-0025, ralph@xtremetime.com, P. 5.

international contacts & connections

This section refers to the International listings on Pages 6-8. International calls from the U.S. and Canada must be preceded by the 011-prefix.

2 Dream, Armelle Madelin, President, 33-14550-2056, P. 8.

4K Media, Jennifer Coleman, Senior Director Licensing & Marketing, 212-590-2120, jcoleman@4kmedia.com, P. 8.

Adalberto Estampados, Luis Oliveria, Export Manager, 351-252-870060, adatex@adalbertostampedos.com, P. 8.

Art Impressions, Cindy Bailey, CEO/President, 818-591-0105, cindy@artimpressionsinc.com, P. 8.

Ashleigh & Burwood, John Nettleton, Managing Director, 44-932-267060, info@ashleigh-burwood.co.uk, P. 8.

BBC Worldwide, Richard Hollis, Director of UK Licensed Consumer Products, 44-208-433-2554, richard.hollis@bbc.co.uk, P. 8.

BIC Licensing / Business International, Claudio Massari, 39-362-337043, claudio@biclicensing.it, P. 8.

Bothy Threads, Kate Golby, Owner, 44-1638-665149, info@bothythreads.com, P. 8.

Bradford Licensing Associates, Michelle Minieri, President, 973-509-0200 x127, michellem@bradfordlicensing.com, P. 7.

Brand Sense Partners, Ramez Toubassy, President/CEO, 310-867-7263, rtoubassy@bsp.com, P. 7.

Canary Enterprises, Benson Ong, President, 63-272-29671, elgin@hotmail.com, P. 8.

Colorbok, Shanni Novak, VP Product Development, 734-426-5300, P. 8.

Copyright Promotions Licensing Group France (CPLG), Marina Narishkin, Managing Director, 33-1-4409-0101, mnarishkin@fr.cplg.com, P. 8.

Danilo Promotions, Trevor Jones, Licensing Director, 44-1992-702900, trevor@danilo.com, P. 7.

Dream Theatre Pvt. LTD., Jiggy George, Founder/CEO, 91-22-2411-5579, info@dream-theatre.co.in, P. 7.

E-Max Ensobrados Martorell, Anna Sanfeliu, Manager, Marketing, Licensing, & Sales, 34-93-729-40-50, P. 8.

Exim Licensing Group, Elias Hofman, President, 305-534-1900, ehofman@eximlicensing.com, P. 7.

Faresak Comunicação Marketing e Licenciamento Ltda, Sedamar Esaki, Director, 55-11-2893-5227, sedamar@faresak.com.br, P. 7.

Hunter Products, Jordan Bannister, 61-3-9262-2900, enquiries@hunteroverseas.com.au, P. 8.

Jakks Pacific, Jack McGrath, COO, 310-456-7799, P. 8.

Kjg Ltd, Kirsty Guthrie, Director, 44-5601-853-346, P. 8.

Lawless Entertainment, Cathy Malatesta, President, 310-694-3414, cmala@aol.com, P. 7.

Libesa S.A., Francisca Farr Marcias, Marketing Chief, 56-2-396-7000, ffarr@libesa.cl, P. 8.

Marketing Zoo, The, David Lo, CEO, 61-2-8437-8400, davidl@mzoo.com.au, P. 7.

Medialink International Limited, Noletta Chiu, Regional Manager, Licensing, 852-25034-980, noletta@medialink.com.hk, P. 8.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Licensing Director, 44-20-7593-0510 x4, am@mgl-uk.com, P. 7.

National Entertainment Collectibles Association (NECA), Joel Weinshanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 8.

Nintendo of America, Steve Singer, VP Licensing, 425-861-2304, steve.singer@noa.nintendo.com, P. 8.

Nurcihan Kesim Literary Agency, Osman Savas, Business Development Manager, 90-216-511-5686, P. 7.

P&L Global Network, Fanny Salazar Mourre, VP Licensing and Promotion, 511-440-6812, fsm@plglobalnetwork.com, P. 7.

Palphot Marketing, Adrienne Abrevaya, 972-9-952-5252, adrienne@palphot.com, P. 8.

Pedigree Books, Matthew Reynolds, Publishing & Sales Director, 44-01392-427-799, P. 7.

Performance Brands Limited, David Ball, Managing Director, 44-207-730-9606, david.ball@performance-brands.com, P. 6, 8.

Pioneer Europe Limited, Lois Devlin, Managing Director, 44-1279-501-090, loisd@qualatex.com, P. 8.

Portico Designs, Kim Stephens, 44-1225-329-494, kim@porticodesigns.com, P. 8.

Rubie's Masquerade UK, Chris Isitt, VP, 44-1491-826500, P. 8.

Santoro Licensing, Meera Santoro, President, 44-20-8781-1104, meera@santorographics.com, P. 8.

Shoesy, Giobanni Bravi, 39-054-527-593, info@shoesy.com, P. 8.

Sicem International Srl, Jonathan Kafri, Manager, 39-055-345751, jonathan.kafri@sicem.eu, P. 8.

SMC Entertainment, Pamela Harris, Director Licensing, 818-678-9680, pamela@smcentertainmentgroup.com, P. 6.

Starbright Srl, Giada Paterlini, CEO, 39-59-34-00-71, g.paterlini@starbright.it, P. 8.

Top Cau Chocolates Ltda, Christos Matarangas, Owner, 55-11-2172-3500, topcau@topcau.com.br, P. 8.

Trademark Products, Damian Crux, 44-1883-653-580, damian@trademarkproducts.co.uk, P. 7.

Tycoon Enterprises, Elias Fasja Cohen, President, 525-55395-7833 x225, efasja@tycoon.mx, P. 7.

Underground Toys, Robyn Morgan, Licensing Director, 44-01708-375-975, P. 7.

Universal Brands International, Alister McEwen, 44 1612141305, alister@universalbrands.com.au, P. 8.

Universal Partnerships & Licensing, Cindy Chang, VP/GM Licensing, 818-777-2067, cindy.chang@nbcuni.com, P. 8.

USB, Udy Agarwal, Managing Director, 44-208-517-5748, P. 8.

Van der Erve NV, Martijn Van der Erve, Director, 32-2-725-5555, martijn@vandererve.be, P. 8.

Wizkids, Justin Ziran, Director Marketing, 425-246-2809, P. 8.

Yooka Licensing Ltd, Merav Shmeuli, 972-9-885-5901, meravs@yooka.co.il, P. 8.

ZNN Licensing, Nurgul Senefer, Managing Director, 90-216-348-37-78, P. 7.

New Licensed Housewares

Continued from page 1

Desserts,” introduced her own signature line of precision dessert-making tools with New Metro Design; and MOEL Enterprises introduced a range of bakeware and kitchen tools for Real Housewife Alex McCord, along with a tabletop line tied to another Housewife, Countess LuAnn de Lesseps, also a cookbook author.

Several companies introduced or expanded bakeware lines tied to corporate licenses as well. Among them were Love Cooking Company, which launched its range of Mrs. Fields bakeware, and Acme International Enterprises, which announced its deal with Kellogg’s for baking gadgets and supplies tied to Keebler, Special K, Rice Krispies, All Bran, and vintage designs.

Conversely, KitchenAid announced that it was taking its bakeware line, along with cookware and kettles, in-house for the first time. These categories previously had been available through licensing arrangements, most recently with Meyer.

Kids’ baking has been hot of late, and licensed products play a role in that trend. Euro-Ware, which introduced Entenmann’s Bakeware last year, introduced its first children’s items this year, among other additions to the brand. And marketers including Silicone Zone and Joie MSC offered Hello Kitty bakeware and tools for young chefs.

Cleaning and Organizing

Lunchboxes and beverage containers have always been a hotbed of licensing. But activity seems to be expanding, with a number of makers of on-the-go sandwich containers and water bottles introducing licensed lines.

Design firm ROOM Copenhagen offered a line of licensed LEGO small storage items, and displayed containers within its broader Pantone licensed line. Sharkskinzz introduced a newly licensed assortment of DC Comics reusable folding drinkware. And STOR offered a variety of plastic storage products, from sandwich containers to large storage boxes, tied to Angry Birds and Hello Kitty.

Companies producing fabric laundry and organization products also continue to feature designer, celebrity, and other licensed properties. Examples include Kennedy International (Isaac Mizrahi, Woolite, Thomas the Tank Engine, Laura Ashley, others), Laminet (Pfalzgraff), Whitmor (Kathy Davis), and HDS/Home Basics (Sunbeam).

Marketers of mops, brooms, latex gloves, and other household cleaning products, which also

have become very licensing-reliant over the past several years, are still expanding their brand connections.

Boston Warehouse showed its new and extensive licensed Farberware Cleaning range; Church & Dwight’s laundry business and five of its Arm & Hammer licensees shared a large booth; and Butler Home Products, which holds a number of licenses in this category, added dish and sink items under Procter & Gamble’s Gain brand and paired the Febreze brand with its Mr. Clean bathroom cleaning items.

Other categories with a notable licensing presence at the show included, not surprisingly, garden supplies and décor, pet accessories, small electrics, cutlery, and grilling and tailgating.

New Channels of Distribution

One theme that came up often was the potential for licensed products to help a licensee expand distribution into new channels or new aisles of the store. Meyer’s Ziebell said she expected her company’s Cake Boss products to be cross-merchandised with Dawn Foods’ Cake Boss fondant and mixes; the two lines also will be co-packaged in cake kits down the road.

Author Beranbaum revealed that a representative of her cookbook publisher, Houghton Mifflin, stopped by the New Metro Designs booth and, seeing her signature line of baking tools, commented, “Oh, good, now I can get you on QVC.” The network sells significant quantities of cookbooks, but is more likely to feature them when supporting products are available.

Exhart, a maker of garden décor and indoor/outdoor lighting, came to the show to try to increase its presence in the grocery channel. It recently added Angry Birds, Hello Kitty, and the Smurfs to its roster of licenses, which also includes Travelocity, Peace Frogs, and Audubon. Its catalog includes 350 licensed and non-licensed items ranging in price from \$2.99 to \$200.

Exhart’s Paul Sheffield notes that these licenses allow the company to offer products just for mass retailers, which has enabled it to expand its distribution there without cannibalizing sales in other channels. “It allows us to separate some of the mass accounts,” he says. “In the past, Walmart could hurt our other distribution, but now we have a line for them.”

Exhart also is starting to penetrate Toys R Us, which has been increasing its gardening offerings. “The licenses are 100% helping with that,” Sheffield reports.

in short

WHO’S NEWS

Peter Byrne is named CEO of licensing agency Copyright Promotions Licensing Group (CPLG). Byrne joins CPLG having held positions at HIT Entertainment, Fox, Sara Lee Branded Apparel, and Fruit Of The Loom. CPLG is owned by DHX Media.

Bill Brand, at HSN since 2006, is promoted to Chief Marketing and Business Development Officer for HSNi. **Andy Sheldon**, there since 2007, is named Chief Creative Officer for HSNi, and General Manager of HSN Productions. Brand was responsible for HSN’s movie tie-ins with *Oz The Great & Powerful*, *The Help*, and *Footloose*; Sheldon has created sales opportunities for Rod Stewart and Lionel Richie.

Pedigree Books, UK, promotes **Matthew Reynolds** to Publishing and Sales Director. He had been Sales and Licensing Manager. Reynolds was instrumental in the acquisition for Pedigree of the Angry Birds and Smash Hits licenses for yearbooks, annuals, and activity books.

Macy's/Martha/Penney In Five Bullet Points

We'll keep it brief:

- ▶ At the urging of Judge Jeffrey Oing, the parties have agreed to mediation.
- ▶ Everyone's due back in court April 8 when the judge will rule on whether to extend a preliminary injunction barring Penney from selling Martha goods in Macy's-exclusive categories.
- ▶ Macy's has dropped the Emeril Lagasse brand, which is owned by MSLO.
- ▶ Martha lines generate about \$300 million in retail sales for Macy's annually, according to a courtroom report in *WWD*.
- ▶ Stewart's lawyers advised her against accepting a personal royalty of 2% of sales on a new line of home products at JCPenney apart from the licensing royalties Martha Stewart Living Omnimedia would have collected.

For the record, Macy's saw sales increase 7% to \$9.4 billion in fourth quarter 2012, while profits declined 2% to \$730 million. MSLO reports a 23.5% increase in sales to \$16.2 million in the fourth quarter, and a 29.5% increase in adjusted earnings before interest, taxes, depreciation and amortization.

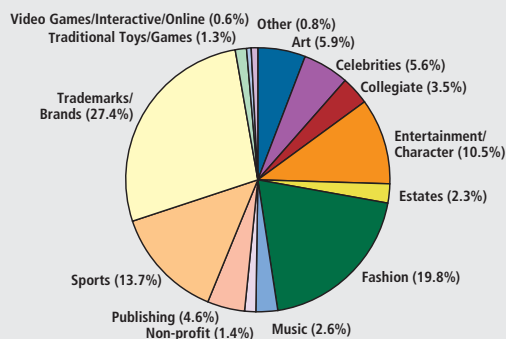
MSLO credits the gain to improved royalty revenues from Macy's (really!), design fees from Penney, and the Martha Stewart Home office line with Avery.

CORRECTION

The pie chart depicting Retail Sales Of Licensed Merchandise, By Property Type, 2012, U.S. and Canada in the Feb. 18th issue omitted Fashion — and as a result misrepresented the percentages for all other categories. The table that appeared on page 3 of that issue with the 2011-2012 data is correct as originally published.

Following is the corrected pie chart. We apologize for the error and any confusion.

RETAIL SALES OF LICENSED MERCHANDISE, BY PROPERTY TYPE, U.S. AND CANADA, 2012



NOTE: Percentages may not add up to 100 due to rounding.

SOURCE: THE LICENSING LETTER

TLL

THE LICENSING LETTER ORDER FORM

ORDER ONLINE BY VISITING WWW.EPMCOM.COM. FAX YOUR ORDER TO 212-941-1622, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 212-941-0099.

- THE LICENSING LETTER** one-year subscription (22 issues): \$467, \$527 outside North America
- TLL's LICENSING BUSINESS DATABOOK** : CD-ROM and Book \$695; \$595 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT** \$2,195; \$1,995 for subscribers. *Free worldwide shipping.*
- THE LICENSING LETTER SOURCEBOOK**
 - PRINT OR CD-ROM** \$399, \$349 for subscribers. *Opened CD-ROM packages are non-refundable.*
 - PRINT AND CD-ROM** \$494, \$444 for subscribers. *Opened CD-ROM packages are non-refundable.*

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____ **002N**



Business Valuation Resources, LLC (BVR)
 1000 SW Broadway, Suite 1200, Portland, OR 97205-3035
 Phone: 212-941-0099, Fax: 212-941-1622
 info@epmcom.com; www.epmcom.com