

THE LICENSING LETTER

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

Talking Turkey: Emerging Market Stands Out in Recession-Plagued Europe Thanks to Rising GDP, Other Factors

With a thriving economy that is the envy of austerity-ravaged Europe—in marked contrast to its troubled neighbor Greece, whose financial woes are well known—Turkey is entering a potential golden age, bolstered by rising GDP, increased per-capita income, and a seemingly happy balance between the state and private sectors.

Annual GDP growth averaged 5.2% from 2002-2011, including 9.2% in 2010 and 8.5% in 2011; the country's 3% growth rate in 2012 was higher than any other country in Europe, aside from Norway. Meanwhile, per-capita income rose from \$6,200 to \$14,700 over the last decade, and the population increased from 65 million to more than 75 million.

Retail sales of licensed merchandise totaled \$500 million in Turkey in 2012, up 6.4% from \$470 million in 2011, according to THE LICENSING LETTER supplement to "International Licensing: A Status Report," to be released this month.

"The increase in purchasing power has of course helped parents to buy more licensed items for the kids," says Ahmet Ali Unsal of Kaynak Licensing, who estimates the modern licensing business in Turkey began around 1996 when Garfield appeared on television and spurred licensed product sales.

The number of licensing agents within Turkey has grown along with the economy, with at least 20 agencies currently in business, according to a report from Hamdullah Yalvak of long-time Turkish agency Lisans Medya.

All of these positive trends point to more success for licensed goods, and agents headquartered in the territory believe retail sales of licensed products are growing, with 2013 running above 2012.

A Modernized Retail Landscape

Hakan Durdag of Sinerji Lisans in Istanbul points out that the growth of modern retail chains has helped licensing develop in Turkey. "Only 10 years ago, 70% of Turkey's retail was

handled by traditional mom and pop stores, whereas it is estimated that slightly more than 50% of the retail market today is modern retailers who are much more open to licensed products and direct-to-retail deals as they better understand the power of licensing," he says.

Still, the country continues to lack modern, organized retail chains compared to other countries in Europe. Durdag notes that one of the main issues facing the licensing business is the overabundance of licensed properties, all competing for the same limited shelf space.

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MOVIE LICENSING 2014-2016

Hollywood's Blockbuster Fixation Piles Reboots on Sequels

Hollywood has been fixated on blockbuster sequels since the 1980s (and long before that, with serials) and now is enthusiastically pursuing another obsession: the reboot.

The interval between films that can be classified as sequels is typically one to three years; for reboots, the period between releases is anywhere from about six years to more than 20. (Technically, a sequel is a continuation of the same universe, characters, and, mostly, actors, while a reboot is a reworking of the story with new actors, though "reboot" is often used more loosely.)

Given the 30-plus years the sequel trend has been around, some of the titles in our semianual, forward-looking (2014-2016) list of movies with strong licensing potential are on their third and fourth releases. (*Fast and Furious* is up to No. 7.) See pages 3-5 for the current list.

Reboots

The reboot resurrects an old movie (one-off or series) and is often intended to serve as the launching pad for a series of sequels.

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in short

BREAKFAST IN VEGAS

Join the Movement With Nautilus and Bowflex, and Bubble Wrap, brands represented by Seltzer Licensing, are co-hosting THE LICENSING LETTER's annual preshow subscriber breakfast in Las Vegas. The high-level networking event is Monday June 17, 8:30 a.m.-10 a.m. at the Luxor Hotel's restaurant, Tender. RSVP to imayer@epmcom.com.



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Licensing Ledger

CO-BRANDS, EXCLUSIVES, AND LIMITED EDITIONS

"The Big Bang Theory" (Warner Bros. Consumer Products) and *Star Trek* (CBS Consumer Products) collaborate on an exclusive, limited edition co-branded collection, to be available at **Hot Topic** (online and off). The retailer is also offering a limited edition "Big Bang Theory"/DC Comics T-shirt featuring "Big Bang" characters in their favorite DC superhero costumes.

DC's superheroes are busy. **Target** introduced a line of 50-plus items of exclusive Justice League merchandise May 19. The summer collection was co-created by the design teams from both Target and Warner Bros. Consumer Products. The range covers home, stationery, sporting goods, and lawn and garden and features contemporary as well as vintage-inspired items.

This fall, **Gund** and **Funko** will introduce a line of **Uglydoll**/DC Comics Superheroes, including Ice-Bat as Batman and Babo as Superman.

Gund is handling plush, Funko vinyl figures. Distribution is via **Diamond Comics**.

Speaking of Uglydoll, shoe boutique **The Ave Venice** in California has an exclusive line of Uglydoll **Converse** Chuck Taylors. The line debuted last month in the store and at www.theavevenice.com.

CAFEPRESS SHOWERS

CafePress, the website for customizable goods, recently added shower curtains to its portfolio. "We saw that a great many shower curtains are sold online," says CafePress's Bob Marino. "So we developed the way to customize those." Licensed offerings include *Star Trek*, Salvador Dali, and "Lost." Although CafePress initially concentrated on selling T-shirts, apparel now represents only 50% of its business. Current hot licenses for the web retailer include *Iron Man 3* and "The Big Bang Theory." And the 1980s cult film *Princess Bride* remains one of its strongest licenses.

BEHIND THE SCENT

More than 200 "prestige" fragrances—many of them around licensed celebrity and entertainment figures, as well as luxury brands—were released in 2012, compared to 11 in 1977, according to brand consultant David Horner, who helped launch the Giorgio of Beverly Hills scent, as reported in a *Wall Street Journal* story about Kate Spade's Live Color Fully fragrance. Licensed fragrances generated retail sales

of \$4.1 billion last year in the U.S. and Canada, up 5.9%, compared to a 2.1% gain for licensing overall, according to THE LICENSING LETTER. The growth was propelled by the more expensive brands, says **NPD Group**; sales of perfumes selling for \$75 or less were down.

SKECHERS LICENSES

Shoe manufacturer **Skechers** posted \$1.8 million in first-quarter revenues from licensed eyewear, apparel, backpacks, and socks. That's roughly four-tenths of one percent of company revenues for the quarter, which totaled \$451.6 million, up 28.6% over the same period last year. International revenues were up almost 21%. We estimate that \$1.8 million translates to about \$30 million to \$32 million in retail sales of licensed Skechers merchandise.

PENNY FOR YOUR BRAND?

Wonder what **JCPenney** will look like post-Ron Johnson? **Joe Fresh** and **Happy Chic** by Jonathan Adler get thumbs up, as do **Sephora** and **Liz Claiborne** (now a Penney-owned house brand)—not as shop-in shops, but as "attractions,"

according to returned CEO Mike Ullman, speaking on a first-quarter analysts call. Ullman divides the business into three categories: private brands, national brands, and attractions. Does that mean Penney is throwing in the towel, so to speak, on its fight with Macy's over Martha Stewart? Stewart wasn't mentioned on the call, but the retailer's rationale and legal argument for taking Stewart on was that it was opening Stewart stores and that it was permissible under her **Macy's** agreement. Hmm. Overall, it doesn't seem as though licensing has much of a future at Penney, with the emphasis going back to private label. Ullman says St. John's Bay women's sportswear was doing \$1 billion in annual sales.

NOW TOURING

Disney licenses **Feld Entertainment** to produce a 90-city national tour based on "Sofia the First" and "Jake and the Never Land Pirates." A preshow segment is built around "Doc McStuffins." The 40-date summer-long **Vans Warped Tour** will feature an exclusive Domo stage, a Domo branded tent, and fan activation areas. **Big Tent Entertainment** handles Domo licensing worldwide except for Asia.

WHO OWNS THAT MARK?

If it was registered in 2012, there's a good chance the answer is someone (or some company) in China. In the Clothing/Footwear/Headgear registration class, China accounted for 69% of all registrations last year—followed by the U.S. with 15%. The top 10 countries for trademark registrations are: China, the U.S., Brazil, Turkey, France, South Korea, Japan, Germany, Canada, and the U.K., according to **Thomson Reuters'** "2012 Trademark Report." The two countries with the fastest growth in trademark registrations are: the U.K. (10%) and Turkey (8%).



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planned feature film licensing programs

2014–2016

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SOURCE
The Nut Job	1/17/14	Open Road Films	Animated film follows a surly squirrel banished to live in a big city. Striker Entertainment represents licensing.	Original
I, Frankenstein	1/24/14	Lionsgate	Famed horror character gets caught up in a centuries-old clan war.	Book
The Lego Movie	2/7/14	Warner Bros. Pictures	Lego characters (including some rumored licensed ones) come together to save the Lego universe from destruction.	Toy
Robocop	2/7/14	MGM	Retelling of the dystopian action/crime film story starring Joel Kinnaman as a crime fighting cyborg. Sony Pictures distributes; MGM handles consumer products.	Reboot
Mr. Peabody & Sherman	3/7/14	DreamWorks Animation	3-D CGI animated take on the Peabody's Improbable History segments from the classic Rocky & Bullwinkle animated TV series. Directed by Rob Minkoff and distributed by 20th Century Fox.	Television
300: Rise of an Empire	3/7/14	Warner Bros. Pictures	Prequel to 2007's 300, again written by Frank Miller, but with a new cast and crew. A collector-focused licensing program is planned.	Comic book, sequel
Need for Speed	3/14/14	Walt Disney Studios	This adaptation of EA's popular racing game by DreamWorks Studios celebrates car culture and road pursuits.	Video game
The Muppets... Again!	3/21/14	Walt Disney Studios	Tina Fey, Ray Liotta, Danny Trejo, Ricky Gervais, and Frank Langella star. Licensees for the most recent film include Zak Designs (housewares) and OPI (nail laquer).	Sequel
Divergent	3/21/14	Lionsgate	Adaptation of Veronica Roth's science-fiction/dystopian YA novel, which often draws comparisons to the Hunger Games series.	Book
Noah	3/28/14	Paramount Pictures	From the biblical story, Russell Crowe, Emma Watson and Jennifer Connelly prepare in ancient times for the great flood. Directed by Darren Aronofsky. New Regency co-produces.	Book
Captain America: The Winter Soldier	4/4/14	Walt Disney Studios	Sequel to Captain America: The First Avenger and direct sequel to this year's The Avengers, telling the story about Bucky (Captain America's former sidekick) and his transformation into The Winter Soldier, a deadly assassin. Licensees from the first film include Huffy (bicycles, scooters), Franklin (sporting goods), and Trends International (posters, coloring/activity books).	Comic book, sequel
Rio 2	4/11/14	20th Century Fox	Sequel to 2011's 3-D CGI animated film takes place in the Amazon jungle. Voices by Anne Hathaway, Jesse Eisenberg, George Lopez, Bruno Mars, Tracy Morgan, and Jamie Foxx. Last film included a co-branded Angry Birds iOS/Android game.	Sequel
The Amazing Spider-Man 2	5/2/14	Sony Pictures	3-D sequel to 2012's The Amazing Spider-Man, which still revolves around Peter Parker as the webcrawler. Disney Consumer Products handles licensing.	Comic book, sequel
Untitled Godzilla	5/16/14	Warner Bros. Pictures	American "reboot" of the classic monster battle series, with Gareth Edwards (director of indie film Monsters) as director.	Reboot
Dawn of the Planet of the Apes	5/23/14	20th Century Fox	Sequel to 2011's retelling of the Planet of the Apes series. Andy Serkis returns for motion capture/voice work.	Sequel
The Good Dinosaur	5/30/14	Walt Disney Studios	Pixar's CGI animated feature comes 14 years after Disney's (non-Pixar produced) Dinosaur.	Original
A Million Ways To Die in the West	5/30/14	Universal Pictures	Filmmaker Seth MacFarlane, who made rough humor mainstream in teddy bear comedy Ted and animated TV series Family Guy, stars with Charlize Theron, Liam Neeson, and Amanda Seyfried.	Original
Teenage Mutant Ninja Turtles	6/6/14	Paramount Pictures	Live-action movie from Paramount's Nickelodeon division, produced by Michael Bay's Platinum Dunes. Stars Megan Fox and Will Arnett. Paramount bought Turtles IP for \$60 million in 2009. Playmates is master toy licensee for the Nickelodeon show.	Comic book, reboot
21 Jump Street 2	6/13/14	Sony Pictures	Sequel reteams Jonah Hill and Channing Tatum in an action comedy about young undercover cops.	Television, sequel
How to Train Your Dragon 2	6/20/14	DreamWorks Animation	Sequel to 2010's children's book adaptation. 20th Century Fox distributes. Spin Master is master toy licensee for the film and accompanying television series.	Sequel
Transformers 4	6/27/14	Paramount Pictures	Fourth iteration in the Transformers series, with Michael Bay directing an all-new cast of Mark Wahlberg, Jack Reynor, and Nicola Peltz—and new Transformers. Previous film featured tie-in game from Activision, Zazzle print-on-demand products, and GB Eye posters.	Toy, sequel
Maleficent	7/2/14	Walt Disney Studios	A live-action tale of Sleeping Beauty from the point of view of antagonist Maleficent, played by Angelina Jolie.	Reboot

Continued on page 4

planned feature film licensing programs, 2014–2016 *Continued from page 3*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SOURCE
Fast & Furious 7	7/11/14	Universal Pictures	Dwayne Johnson joins regulars Vin Diesel and Paul Walker in a seventh car-crazed installment just a year after the sixth.	Sequel
X-Men: Days of Future Past	7/18/14	20th Century Fox	Sequel to 2011's X-Men: First Class, seeing the mutant superhero team come together again in their early days. Once again directed by Matthew Vaughn.	Comic book, sequel
Jupiter Ascending	7/25/14	Warner Bros. Pictures	The Matrix filmmakers Andy & Lana Wachowski direct Channing Tatum and Mila Kunis as humans struggling to survive in a sci-fi world. A collector-focused licensing program is planned.	Original
Hercules: The Thracian Wars	7/25/14	MGM	Dwayne (The Rock) Johnson is directed by Brett Ratner in a historical action adventure. Paramount Pictures handles distribution; MGM oversees consumer products.	Reboot
Guardians of the Galaxy	8/1/14	Walt Disney Studios	Marvel extraterrestrial superhero first appearing in 1969 and resurrected 4 years ago for a new comic series. James Gunn (Super, Slither) directs and writes.	Comic book
Dracula	8/8/14	Universal Pictures	Original movie story tracing the origin of the bloodsucking legend; starring Luke Evans.	Book
Popeye	9/26/14	Sony Pictures	Revives the comic strip and cartoon character controlled by Hearst's King Features. Directed by Genndy Tartakovsky (Star Wars: Clone Wars).	Comic strip
The Book of Life	10/10/14	20th Century Fox	Animated feature retelling the Romeo & Juliet story against the backdrop of the Day of the Dead celebration; from filmmaker Guillermo del Toro.	Original
Kitchen Sink Zombies	10/17/14	Sony Pictures	Two teenagers align with zombies to beat back alien invaders; licensed products will focus on adults.	Original
The Boxtrolls	10/17/14	Universal's Focus Features	3-D stop motion and CGI animation hybrid from producer Laika presents an orphan boy raised by underground creatures who he saves from extermination. Voices by Ben Kingsley, Toni Collette, and Simon Pegg. Based on Alan Snow's novel "Here Be Monsters." Universal handles licensing.	Original
Big Hero 6	11/7/14	Walt Disney Studios	Animated Marvel comics superheroes fight criminals in a city that blends Toyko and San Francisco.	Comic book
Mockingjay, Part 1	11/21/14	Lionsgate	Original cast returns for the third Hunger Games title, which is itself Part 1 of a two-part adaptation of Suzanne Collins' final book of the trilogy. Striker Entertainment handles licensing.	Book
Happy Smekday! (working title)	11/26/14	DreamWorks Animation	Based on Adam Rex's book "The True Meaning Of Smekday," the animated film follows two unlikely fugitives tasked with saving the world; with the voices of Jim Parsons and Rihanna. 20th Century Fox distributes.	Book
The Hobbit: There and Back Again	12/17/14	Warner Bros. Pictures	Third and final film in the Hobbit trilogy, based on notes from J.R.R. Tolkien. The Bridge Direct and Vivid Group are co-toy master licensees; others are United Cutlery, Houghton Mifflin, Noble Collection, and Pressman Toy.	Sequel, book
Minions	12/19/14	Universal Pictures	Animated spinoff from Despicable Me, featuring the one-eyed, overall-clad, yellow minions characters. Sandra Bullock voices the villain. Thinkway is master toy licensee.	Sequel
Annie	12/25/14	Sony Pictures	Musical recreates the Little Orphan Annie comic strip that morphed into a famous stage play and big-budget film flop in 1982. This version sports a black cast led by child star and Oscar nominee Quvenzhané Wallis. Producing are Jay-Z and Will Smith.	Reboot
Night at the Museum 3	12/25/14	20th Century Fox	Ben Stiller reprises his role in the family adventure.	Sequel
Jurassic Park 4	2014	Universal Pictures	3-D reboot of the dinosaurs-in-modern-times franchise. Hasbro is master toy licensee.	Sequel
Phineas and Ferb	2014	Walt Disney Studios	Big screen installment of the popular Disney Channel show, written by Little Miss Sunshine/Toy Story 3 writer Michael Arndt. Licensees for the show includes footwear partner Etnies.	Television
Fantastic Four	3/6/15	20th Century Fox	Third Fox theatrical film based on the Marvel comics.	Comic book, reboot
The Penguins of Madagascar	3/27/15	DreamWorks Animation	Spinoff from Madagascar films that also inspired a popular Nickelodeon TV show. 20th Century Fox distributes.	Sequel
Untitled Avengers Sequel	5/1/15	Walt Disney Studios	Sequel to 2012's Marvel's The Avengers megablockbuster and reuniting that cast. Will incorporate storylines touched on in newer Marvel films. Joss Whedon again writes and directs.	Comic book, sequel
Assassin's Creed	5/22/15	20th Century Fox	Based on Ubisoft's popular video game; co-produced by New Regency.	Video game

Continued on page 5

planned feature film licensing programs, 2014–2016 *Continued from page 4*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SOURCE
Trolls (working title)	6/5/15	DreamWorks Animation	Film inspired by Troll dolls, whose IP DreamWorks Animation acquired in April 2013. Features voices of Jason Schwartzman and Chloe Moretz. 20th Century Fox distributes. Dark Horse currently serves as Troll collectible doll licensee.	Toy
Untitled Pixar movie That Takes You Inside the Mind	6/19/15	Walt Disney Studios	CGI animated film set inside the human body.	Original
Untitled Illumination Entertainment 3-D movie	7/3/15	Universal Pictures	Illumination Entertainment, which is best known for Despicable Me, creates an original 3-D animated movie.	Original
Pirates of the Caribbean 5	7/10/15	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer.	Sequel
The Smurfs 3	7/24/15	Sony Pictures	2011's surprise hit has reinvigorated the property. Licensees from the second film include Bakery Crafts/Jack Guttman, Brush Buddies, Build-A-Bear, Junk Food, Pioneer Balloon, and USAopoly; Sony promises 70+ manufacturers for the third installment.	Television, sequel
B.O.O.: Bureau of Otherworldly Operations	9/25/15	DreamWorks Animation	Tony Leondis-directed animated film about ghosts, featuring the voice of Seth Rogan. 20th Century Fox distributes.	Original
Hotel Transylvania 2	9/25/15	Sony Pictures	Sony Pictures Animation launches this sequel to its 2012 animated family film about misunderstood monsters. First film included a mobile app from PlayFirst and costumes from Rubie's.	Sequel
Ant-Man	11/6/15	Walt Disney Studios	Marvel comics property goes live action in director Edgar Wright's movie about a biochemist who develops the ability to drastically decrease his size. One of the first members of the Avengers.	Comic book
Untitled Peanuts Movie	11/6/15	20th Century Fox	Fox's Blue Sky Studios animation house known for the Ice Age movies makes a 3-D family film with Charlie Brown and other Peanuts characters.	Comic strip
Mockingjay, Part 2	11/20/15	Lionsgate	Part 2 of an adaptation of the last of Suzanne Collins' Hunger Games books. Original cast returns, with new director to be announced. Striker Entertainment handles licensing.	Book
Finding Dory	11/25/15	Walt Disney Studios	Animated sequel to Finding Nemo. Albert Brooks and Ellen DeGeneres reprise their voicing roles.	Sequel
Kung Fu Panda 3	12/23/15	DreamWorks Animation	Second sequel to Kung Fu Panda, again featuring the voice of Jack Black. Guillermo del Toro is executive producer. Fox distributes.	Sequel
Goosebumps	2015	Sony Pictures	Live-action feature based on the R. L. Stine fright novel series geared for young boys.	Book
Mumbai Musical (working title)	3/18/16	DreamWorks Animation	Bollywood-inspired animated musical centering around monkeys. Oscar winners Stephen Schwartz and A.R. Rahman are writing lyrics and music, respectively, as well as executive producing. Fox distributes.	Original
How to Train Your Dragon 3	6/18/16	DreamWorks Animation	Third in the series following 2010's children's book adaptation. Features the same voice cast. Fox distributes.	Sequel
Angry Birds (working title)	7/1/16	Sony Pictures	First film based on an app, though there is in-house-produced TV series. The 3-D animated film is being developed, produced, and financed by IP rights owner Rovio Entertainment. Licensing partners for the app include Commonwealth (toys), Penguin (publishing), and Calego (bags, back-to-school).	Mobile game
James Bond 24	2016	MGM	Sequel to 2012's Skyfall and 4th film about agent 007 to star Daniel Craig. Sony Pictures expected to distribute.	Sequel
Stretch Armstrong	TBA	Relativity Media	Based on the flexible Hasbro property. Previously scheduled as a 2012 release from Universal Studios with Taylor Lautner as star.	Toy
Avatar 2	TBA	20th Century Fox	Sequel to highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans.	Sequel
Untitled Dia de los Muertos Pixar Film	TBA	Walt Disney Studios	Animated Pixar film based on the Mexican holiday, directed by Lee Unkrich. Disney withdrew trademark attempt in May 2013 that it had hoped to use to stake out exclusivity in certain products using the film's title/holiday name.	Original
Mission: Impossible 5	TBA	Paramount Pictures	Tom Cruise and hit filmmaker J. J. Abrams sign for fifth installment; MI:4 grossed \$695 million worldwide.	Television, sequel

SOURCE: THE LICENSING LETTER


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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
8-Ball Pool	Miniclip.com's pool game, available online and in mobile app stores.	Apparel, games, toys	Larry Seidman, Dimensional Branding Group
Bloom County	Comic strip written by Berkeley Breathed starring Opus the Penguin and Bill the Cat. Celebrating its 35th anniversary in 2015.	Apparel, collectibles, gaming accessories, plush	Steve Scebelo, TM317
Happy Toon World	Collection of miniaturized reinterpretations of popular characters.	Apparel, electronic accessories, kitchenware, lifestyle products, paper goods, textiles, toys	Steven Heller, Brand Liaison, The
Lisa Weedn	Artist known for wall decor and home textiles.	Bath, fabric/accessories, gift bags/wrap, greeting cards, home/wall decor, home textiles, scrapbooking, stationery, tabletop	Marty Segelbaum, MHS Licensing
Mikael Jansson	New York-based fashion photographer and director, known for work in the 1990s with various fashion brands.	All	Samira Ali, Trunk Archive
Nautilus	Home fitness brands Nautilus, Bowflex, Schwinn, and Universal. Products currently available through direct and retail channels worldwide.	All	Stu Seltzer, Seltzer Licensing Group
Purple Turtle	Children's preschool property known for its activity and puzzle books in India	All (North America)	Danny Simon, The Licensing Group
Skippy	Hormel Foods' peanut butter brand. Formerly owned by Unilever.	All	Eve LeMaster, Firefly Brand Management
Terminator Salvation	Third sequel to the Terminator series featuring Christian Bale and Sam Worthington.	All	Rand Marlis, Creative Licensing
Terry Doughty	Self-taught wildlife artist who translates outdoors experiences to artwork.	Bath, gift bags/wrap, greeting cards, home textiles, kitchen textiles/accessories, puzzles, scrapbooking, stationery, totes	Marty Segelbaum, MHS Licensing
Tired Ted	Character created by Innis and Richard Stiles featured on greeting cards, calendars, and other printed products.	Apparel, bedding, greetings, sleepwear, stationery	Grace Ressler, Joy Tashjian Marketing Group (JTMG)
Urban Dictionary	Website featuring user-submitted slang terms and descriptions of "new" words.	All	Larry Seidman, Dimensional Branding Group

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Al Agnew, Colin Bogle, Patrick Reid O'Brien, Victoria Schultz	Andrews + Blaine	Puzzles	MHS Licensing
Al Agnew, Hautman Brothers	Ginsey Industries	Fabric-covered toilet seat covers	MHS Licensing
	Mohawk Carpet	Printed/woven rugs	
Amylee Weeks	Magnet Works	Paper coasters	MHS Licensing
	Moovie Distribution	Cross-stitch kits	
Backyardigans, Franklin and Friends, Max & Ruby	Webber Naturals	Vitamin supplements (U.S., Canada)	Nelvana Enterprises/Corus Entertainment

*Extension or renewal.

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licensing news *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Big Bang Theory	Funko	Co-branded bobble heads	Warner Bros. Consumer Products
Bioshock Infinite	Plaid Hat Games	Board games	2K Play - Take Two Interactive
Boo - The World's Cutest Dog	Bentex Group/Extreme Concepts	Swimwear (boys', girls')	Knockout Licensing
	Department 56	Figurines, holiday ornaments, mugs, water globes	
	Enterplay	Collectible fun packs	
	SG Footwear/SGI Apparel Group	Footwear, sleepwear (children's)	
	Trends International	Posters	
Burt's Bees	Fetch...for cool pets!	Pet care products	Burt's Bees
Christine Adolph	Warner Wallcoverings	Wallpaper, wallpaper borders	MHS Licensing
DC Comics Super Heroes	Gund	Co-branded plush	Warner Bros. Consumer Products
Family Guy	K'NEX Brands	Building toys	Fox Consumer Products
Game of Thrones, Sex and the City, True Blood	Eleni's New York	Cookies	HBO
H2O: Just Add Water	California Costumes*	Halloween costumes, wigs (U.S., Canada)	SMC Entertainment
	Goodie Two Sleeves	Beach bags, pillows, T-shirts	
	Zazzle	Customizable apparel, collectibles	
Hello Kitty	BioWorld Merchandising	Co-branded scarves	Sanrio
Krash, Raskullz	reALTO	Beverage containers	Firefly Brand Management
Mortal Instruments (book series)	Trends International	Bookmarks, posters (U.S., Canada)	Simon & Schuster
Old Bay	Thanasi Foods	Sunflower seeds	Beanstalk Group
Psycho	Mezco Toyz	Co-branded collectible dolls	Universal Partnerships & Licensing
Smurfs 2 (film)	Bakery Crafts/Jack Guttman	Cake decorations	Sony Pictures Consumer Products
	Brush Buddies	Toothbrushes with sound	
	Build-A-Bear Workshop	Plush, plush accessories	
	Junk Food Clothing*	T-shirts	
	Pioneer Balloon	Foil/latex balloons	
	USAopoly	Co-branded board game	
Spam	BioWorld Merchandising	Accessories, apparel	Firefly Brand Management
Terminator	American Classics	Apparel	Creative Licensing
Terminator 2: Judgement Day	National Entertainment Collectibles Association (NECA)	Action figures	Creative Licensing
Terminator, Terminator 2: Judgement Day	Alamo Drafthouse Cinema/Mondo	Art posters	Creative Licensing
Tickety Toc	Calego International	Bags, luggage (Canada)	Studio Licensing
	Paris Geneve	Sleepwear (boys', girls') (Canada)	
Uglydoll	Ave Venice, The	Footwear	Pretty Ugly
	Gund	Co-branded plush	
Yummy You!	BioWorld Merchandising	Co-branded scarves	Firefly Brand Management

*Extension or renewal.

Continued on page 8


international licensing news *Continued from page 7*
INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
AND1	Street basketball brand now celebrating its 20th anniversary	Back-to-school, basketball, basketball systems, beverages, consumer electronics, food, toys, training equipment (Worldwide including U.S., Canada)	Lloyd Mintz, Galaxy Brands
Cartoon Network	Turner Broadcasting's cartoon (and sometimes live-action) channel, featuring shows like Adventure Time, PowerPuff Girls, and Regular Show.	All including apparel, lifestyle, toys (Australia, New Zealand)	Thomas Punch, Haven Licensing
Cut the Rope	Multiplatform puzzle game app featuring Om Nom, a creature with an insatiable appetite for candy.	All (Italy)	Lorenzo Varra, Backstage S.R.L.
Donald J. Trump Signature Collection	Luxury goods brand built around the real estate developer/TV star.	All (U.K.)	Nicola Spital, The Partnership
FIFA	Organization in charge of soccer events worldwide, including the 2014 FIFA World Cup Brazil.	All (Australia, India, Indonesia, Malaysia, New Zealand, Philippines, Singapore, South Korea, Thailand, Vietnam)	Neal Rudge, Pacific Licensing
Igam Ogam	New prehistoric-themed animated series aimed at children ages 1-4.	All (U.K.)	Nicola Danson, LMI
Paris Saint Germain	Football (soccer) club known for players including David Beckham and Zlatan Ibrahimovic.	All (Nordics)	Marie-Louise Bengtsson, Early Bird Licensing
Simon's Cat	Animated cartoon series from Simon Tofeld featuring the titular hungry cat.	All (U.K.)	Sarah Powell, Entertainment One
Zelfs, The	Girl-focused toy brand from Moose Toys, creators of The Trash Pack.	All except toys (U.K., Ireland)	Colin Lisle, Lisle International Licensing

INTERNATIONAL LICENSES RECENTLY GRANTED

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Britvic	Poetic License/Poetic Gem	Nightwear, T-shirts (U.K.)	Start Licensing
Dinosaur Train	Munecas Saica	Outdoor toys, games (Spain)	Jim Henson Company/HIP Brands
Elvis Presley	Elmo & Montegrappa S.p.A.*	Collectible pens (Italy)	Elvis Presley Enterprises
Fender	Uniqlo Co. Ltd.	T-shirts (U.S., U.K., France)	Fender
Fireman Sam	Silverlit	Toys (France)	HIT Entertainment
Poppy Cat	Art You Grew Up With	Artwork (U.K.)	Coolabi PLC
	Northern Leisure Group	Coin operated rides (U.K., Ireland)	
Teenage Mutant Ninja Turtles	Cartamundi UK	Card games (U.K.)	Nickelodeon/MTVN Kids and Family Group
Terminator 2: Judgement Day	Mask-arade	Paper masks (U.K.)	Creative Licensing
Thunderbirds Are Go!	Vivid Imaginations/Vivid Group	Die-cast models, dress-up, figurines, play sets, role play (Australia, Europe, New Zealand)	ITV Studios
Wall's Ice Cream	Navigate	Picnicware (U.K.)	Hot Pickle
World of Eric Carle	Ravensburger	Games, jigsaw puzzles (U.K.)	Joester Loria Group
YooHoo & Friends	Simba Dickie Group	Figurines, musical toys, play sets, puzzles (Europe)	Aurora World

*Extension or renewal.



contacts & connections

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

2K Play - Take Two Interactive, Steven Lux, VP Publishing, 646-536-2842 x 4231, steve.lux@2kgames.com, P. 7.

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American Classics, David Brown, President, 256-737-9995, david@americanclassics.bz, P. 7.

Andrews + Blaine, Brandie Oliver, 850-269-3604, brandie@andrewsblaine.com, P. 6.

Ave Venice, Rachel LeGault, Creative Director, 310-452-5577, custom@theavevenice.com, P. 7.

Bakery Crafts/Jack Guttman, Nicci Henry, Licensing Manager, 513-881-4161, nhenry@bkrycft.com, P. 7.

Battersby Law Group, Greg Battersby, 203-454-9646, gjbattersby@gbiplaw.com, P. 11.

Beanstalk Group, Aaron Spiegeland, Director, Brand Management, 212-421-6060, aaron.spiegeland@beanstalk.com, P. 7.

Bentex Group/Extreme Concepts, Susan Peia, VP Licensing, 212-594-4250 x 168, susan@bentex.com, P. 7.

BioWorld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 7.

Brand Liaison, The, Steven Heller, 855-843-5424, P. 6.

Brush Buddies, Anish Patel, CEO, 909-434-0911, anish@brushbuddies.com, P. 7.

Build-A-Bear Workshop, Misty Jackson, Manager, Bear Stuff Development, 314-423-8000, mistyj@buildabear.com, P. 7.

Burt's Bees, Craig Stevenson, VP/GM, 800-849-7112, P. 7.

CafePress, Bob Marino, CEO, 650-655-3095, bmarino@cafepress.com, P. 2.

Calego International, Stephen Rapps, President, 514-334-2117, stephen.rapps@calego.com, P. 7.

California Costumes, Chris Guzman, SVP Sales and Marketing, 323-262-8383, chris@californiacostumes.com, P. 7.

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Disney Consumer Products, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 3.

DreamWorks Animation, Susan Spencer, Head Promotions/Marketing Services, 818-695-9769, susan.spencer@dreamworks.com, P. 3.

Eleni's New York, Andrea McBride, Marketing Manager, 212-831-3460, P. 7.

Enterplay, Dean Irwin, President, 203-458-1127, dean.irwin@enter-play.com, P. 7.

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Fetch...for cool pets!, Steven Shweky, President, 212-944-9494, steven@fetch4pets.com, P. 7.

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Gund, Kim Ritch, Director Product Development, 732-248-1500, kritch@gund.com, P. 7.

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Mezco Toyz, Mike Drake, Licensing Manager, 718-472-5100, drake@mezco.net, P. 7.

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Moovie Distribution, Mat Monges, CEO, 866-849-9915, sales@mooviestudio.com, P. 6.

National Entertainment Collectibles Association (NECA), Joel Weinsanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 7.

Nelvana Enterprises/Corus Entertainment, Andrew Kerr, Head Consumer Products The Americas, 416-479-7000, akerr@corusent.com, P. 6.

Open Road Films, Scott Kennedy, SVP Distribution Operations, 310-696-7575, P. 5.

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Playforge/Saban Brands, Jack Sorensen, President, 310-557-5124, jsorensen@sabanbrands.com, P. 11.

Pretty Ugly, Alita Friedman, Chief Brand Officer, 908-620-0931 x2039, alita@uglydolls.com, P. 7.

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Continued on page 9

international contacts & connections

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

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Partnership, The, Nicola Spital, Brand/Licensing Manager, 44-207-731-3233, nicola@tplicensing.com, P. 8.

Poetic License/Poetic Gem, Elliott Matthews, Executive Director, 44-1923-249497, elliottpoeticgem.com, P. 8.

Ravensburger, Benn Bramwell, Marketing Manager, 44-1869-363800, info@ravensburger.co.uk, P. 8.

Silverlit, Tom Mullen, 44-192-3835018, tommullen@silverlit.com, P. 8.

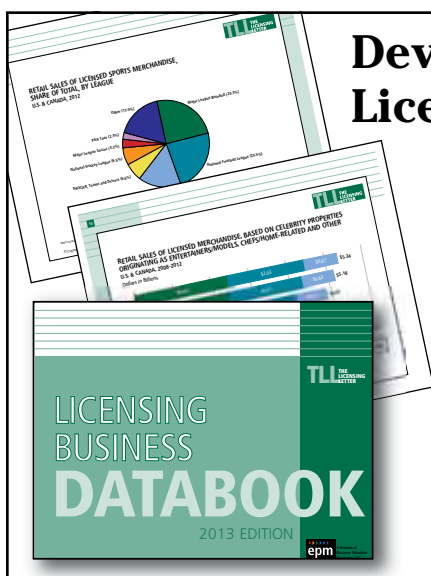
Simba Dickie Group, Michael Sieber, CEO, 49-911-9765-01, simbatoy@simbatoy.de, P. 8.

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Vivid Imaginations/Vivid Group, Paul Weston, CEO, 44-1702-200-660, consumers@vividimag.co.uk, P. 8.



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Talking Turkey

Continued from page 1

Top entertainment/character properties in Turkey include Looney Tunes, Superman, Ben 10, Monster High, Cars, and the Italian animated cartoon series "Winx," which is more popular than Angry Birds in Turkey, according to Osman Savas Ince at Istanbul's Nurcihan Kesim Literary Agency. "Angry Birds is popular too, but not as much as Winx when it comes to merchandise," he says. "But this may be because Winx has been around longer."

Strong Manufacturing Base

The licensing business is primarily based on local licensees that either manufacture locally or have global manufacturing capabilities. Durdag believes that the rising but still relatively low per-capita income, coupled with the price sensitivity of the typical Turkish consumer, means most globally licensed products are too expensive for Turkey.

"People prefer to produce in Turkey," Ince says, noting that the country is a big manufacturer for Europe and the Middle East. "Turkey is like the China of Europe. Producers in Turkey are trying to cut costs and make goods of a higher quality than China's. Local producers think that if they make something of high quality and cheap, it will sell."

Ince cautions that many apparel manufacturers prefer to create their own characters in-house rather than opt for licensing. "Most of the manufacturers do not want to pay a royalty for a brand because then the rights holders control them," he says. "They're inspired by Italy. Milan is just a few hours away, so they'll go there, see the fashions, look at the catalogs, see which colors are in, and then they'll come back and try and create something similar." (Average royalties are typically 12% to 14%, with 5% on food and beverages.)

That said, manufacturers recognize the power of a strong property. "They like the prestige of working with the big brands, like Angry Birds, or whoever," Ince says. "So they might produce a run of T-shirts or whatever, just so they can say they're working with these big names."

Currency Issues

Another key issue facing the licensing business is the currency exchange. The Turkish lira has been steadily rising in value compared to the U.S. dollar and the euro, meaning that licensing revenues per lira of retail sales in Turkey are declining for licensors outside the territory, among other ramifications.

While some licensors are doing strong

COUNTERFEITING: RAMPANT BUT IMPROVING

Piracy of all kinds of IP, from books to character T-shirts, remains a problem in Turkey, although the Turkish government is making efforts to tackle the issue.

On the copyright side, the country is expected to revise its copyright laws this year, and in October the International Federation of Reproductive Rights Organisations will host its annual meeting and conference in Istanbul, which should raise awareness of licensing in Turkey.

Trademark registrations also are on the rise. In 2012, Turkey saw the second-fastest growth in trademark registrations, after the U.K., with the number up 8% over the previous year, according to Thomson Reuters' "2012 Trademark Report." The country ranked fourth that year, after China, the U.S., and Brazil, in total trademark registrations.

"The government's actions on counterfeiting are contributing to the rise [in licensing]," says Ahmet Ali Unsal of Kaynak Licensing. "Every year there are new regulations, which help."

business in Turkey, attracted by the high population and improving economic fortunes, agents caution that it can be a difficult market to crack.

"It's growing, but it's not going to be the savior," says Angela Farrugia of The Licensing Co. "To establish a business within that infrastructure is very hard. Not many are willing to make that investment."

Licensors and agents doing business in Turkey need employees or interns who can speak Turkish and read the Cyrillic alphabet, to name just one challenge. "It's hard for brands from the U.S. or even Europeans to do business there, since it's so different," Farrugia adds.

Still, many licensors and agents say the country presents a strong opportunity. Durdag is just one of those in the licensing community who believes that increased awareness of licensing as a value-added marketing tool among retailers, importers, and manufacturers is fueling steady growth for the business.

Who's News

Jack Sorensen is named President of The Playforge, Saban's mobile social games division. Sorensen was previously with THQ, Crosspoint Venture Partners, and LucasArts Entertainment.

Licensing/IP attorney **Greg Battersby** has formed Battersby Law Group in Westport, Conn. Battersby was a founding partner of the firm Grimes & Battersby and continues to serve as general counsel to LIMA.

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Reboots and Sequels

Continued from page 1

IN MEMORIAM

Carol Butler, long-time VP of International Licensing at Elvis Presley Enterprises, passed away following a lengthy battle with cancer. Butler joined EPE in 1994 and had worked earlier in her licensing career at Anheuser-Busch. In a statement, EPE said, "The Graceland family has suffered a tremendous loss and extends our deepest sympathies to Carol's family. She will be dearly missed." Donations can be made in Butler's name to the Melanoma Research Alliance or the American Cancer Society.

Properties that have long been out of the silver-screen limelight are plucked from dusty shelves to be fashioned into new movies.

We count seven reboots on our list, ranging from Warner Bros.' *Godzilla*, whose most recent Hollywood incarnation came in 1998 from another studio, to Sony Pictures' *Popeye*, which brings back the comic strip icon who last starred on the silver screen in 1980 and for which there is a strong classic licensing program under King Features' management. (The film's licensing program is overseen by Sony.)

Reboots are not a new phenomenon, but the quantity of them is striking. And bear in mind, our list is just those movies for which there is a strong likelihood for a licensing program.

Existing Cachet

Hollywood is clearly betting on properties that have existing cachet in the minds of consumers, even if they are stale or are only popular in other media.

The familiarity means they'll be easier to market to moviegoers when hitting the screen and their licensed merchandise will have instant traction. However, film companies face the prospect of sharing consumer product rights with the owner of the classic properties, as in the case of *Popeye*.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE 2014-2016

SOURCE MATERIAL	# OF TITLES	% OF TOTAL
Sequels*	26	39%
Comic books/strips	12	18%
Original to film	12	18%
Books	10	15%
Reboots	7	10%
Television	5	7%
Toys	4	6%
Video games	2	3%

*Includes derivatives, such as the Minions off-shoot of *Despicable Me*.

NOTES:

- Titles may be counted in more than one category.
- These figures do not reflect the full slate of films on the boards—only those that either have demonstrated suitability for licensing in the past, have licensing programs underway, or are likely to have licensing programs associated with them.

SOURCE: THE LICENSING LETTER

Tried and True?

Disney is clearly betting that its investment in acquiring Marvel will pay off beyond the best-known, proven characters. On the boards are films featuring *Guardians of the Galaxy*, *Ant Man*, and *Big Hero 6*—in addition to stalwarts *X-men* and *Avengers*.

The latest movie chart includes 67 films that are licensable—albeit some primarily for smaller collectibles programs rather than mass.

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- ▶ Line graph of average royalty, 2003-2012
- ▶ 10-year running average for that sector
- ▶ Dollar value for that sector of the market
- ▶ Share of market for each sector
- ▶ Range of royalties for specific product categories, by property type
- ▶ Range of royalties for specific property types, by product category
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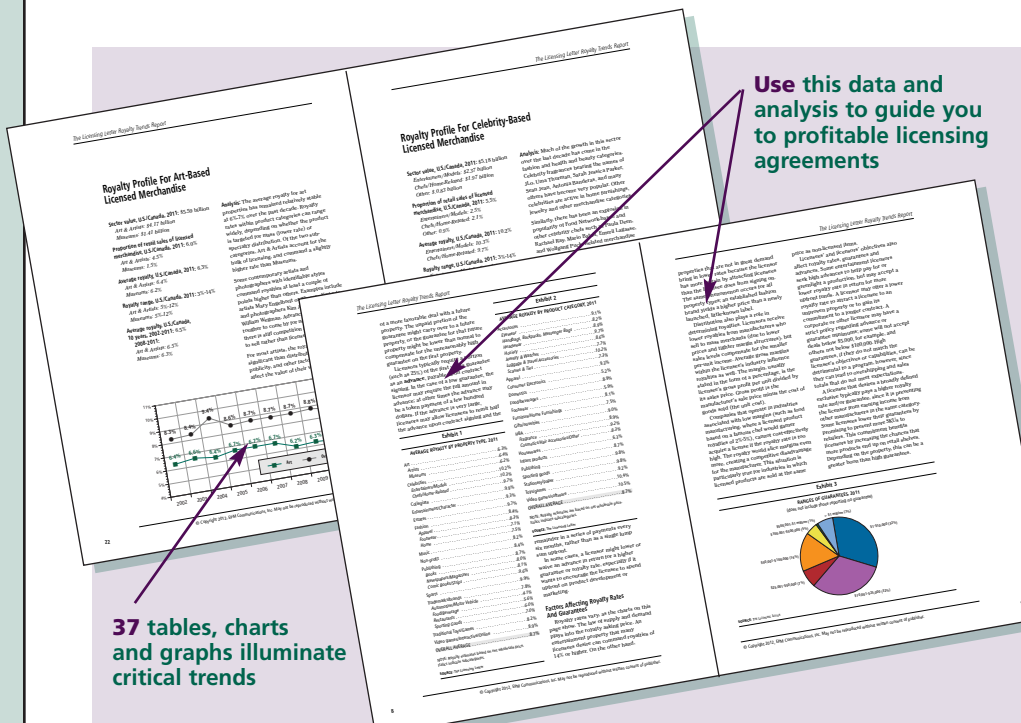
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- ▶ Royalties on licensed merchandise averaged 8.7% in 2012
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Can you compete in the \$10.4 billion global preschool market?

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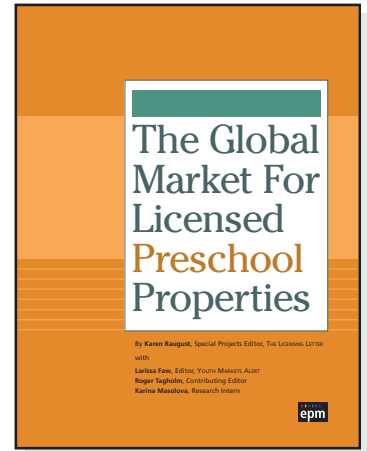
Changing conditions in the licensing landscape are affecting the preschool market arguably more than any other sector of licensing.

The Global Market For Preschool Licensed Properties, the new research study from the editors of THE LICENSING LETTER and YOUTH MARKETS ALERT, details retail sales, licensing activity, media exposure, promotional activities, and more for 130 preschool properties doing business globally or in local markets worldwide.

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- ▶ Which play patterns are critical to the success of preschool characters.
- ▶ How preschooler media use influences character preferences for kids, parents, and grandparents.
- ▶ The most successful product categories for preschool properties.
- ▶ What moms of 3-5-year-olds would like to see more of in preschool-targeted products, and more.

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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?

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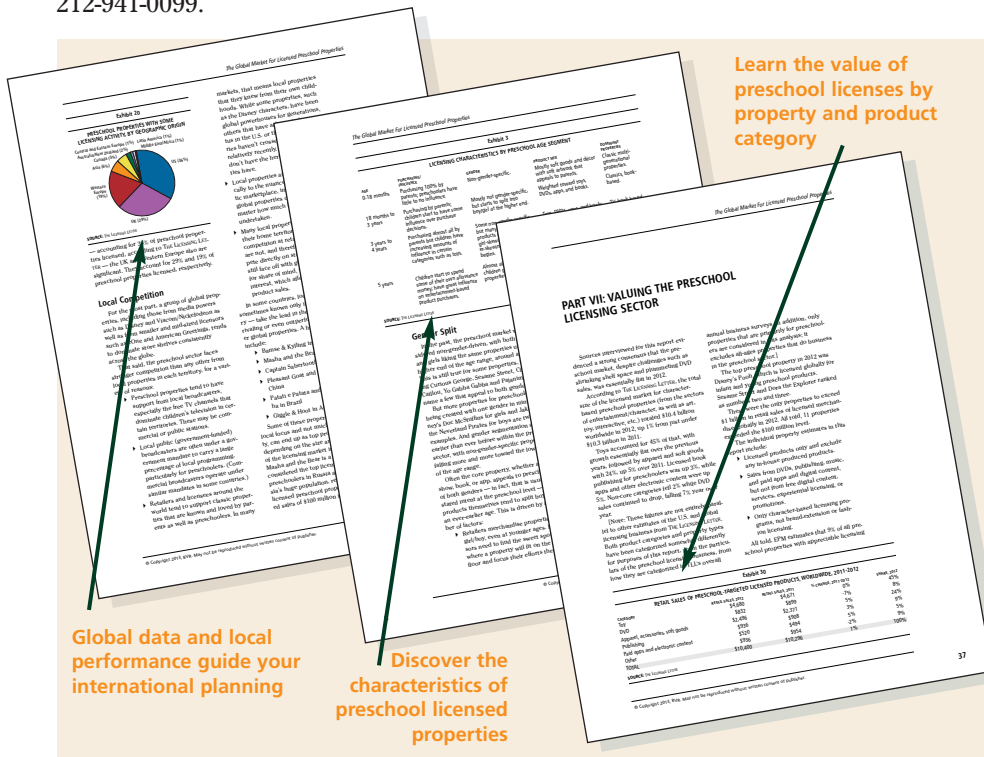
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THE GLOBAL MARKET FOR LICENSED PRESCHOOL PROPERTIES

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- Doc McStuffins
- Dora the Explorer
- Fancy Nancy
- Fifi and the Flowertots
- Galinha Pintadinha
- The Hive
- Ladybug Girl
- Masha and the Bear
- Miffy
- Peppa Pig
- Pocoyo
- Postman Pat
- Rastamouse
- Sesame Street
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- Tree Fu Tom
- Waybuloo
- The Wiggles
- World of Eric Carle

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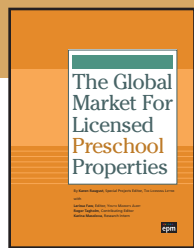
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