

# TLL THE LICENSING LETTER

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

## U.S. Licensing Business Improves—Europe and Asia Hurting; Expo Showcases Retooled Classics

At Licensing Expo for the first time since 2008—remember, the first manifestations of the prolonged recession to come only surfaced later that year—most people we spoke with agreed that business is starting to get “a little” better in the U.S. “The economy is up, retail is up,” Michael Krassner of Live Nation’s merchandising division told us as the show floor was about to open.

For those from other territories, it was a much less consistent—let alone optimistic—story, with licensing executives overseeing southern Europe particularly dejected. “People don’t fully understand how bad the economies in Europe and much of Asia are,” said Warner Bros.’ Jordan Sollitto.

As for the overall assessment of the show, GB Eye’s Max Arguile says, “No surprises means I know what I’m doing!”

### The Mouse Downstairs

The show really breaks down into two camps: entertainment and corporate brands. Everything else, namely art and fashion, is a minor sideshow and pretty much treated that way by dint of being relegated to the far reaches of the hall. Nevertheless, the fashion industry was more prominent this year than in the past.

For those on the entertainment side, the Disney factor had to be addressed before they could even begin to talk about their own offerings. (See sidebar, page 4.)

Of course, Disney wasn’t the only subject of the show, and several themes emerged in our three days of talks with licensing executives across the spectrum.

### Classic With a Twist

Classics were omnipresent at the show, in part because of retailers’ ongoing insistence on proven properties. Given its overwhelming prominence, Nickelodeon’s enormous booth’s green slime motif was more than a brand design component. It was, in part, though, a cover for the lack of a major new introduction, although

Tickety Tock is gaining traction.

Within the first few minutes of Elie Dekel’s presentation at Saban’s licensee/retailer summit the afternoon before the show opened, he used the phrases “entertaining new generations” and “reimagining popular brands”—a theme that ran throughout his and Kirk Bloomgarden’s talks and which could be seen around the show floor in full flower. In addition to “Power Rangers,” Saban is reviving “Digimon” and “Popples.”

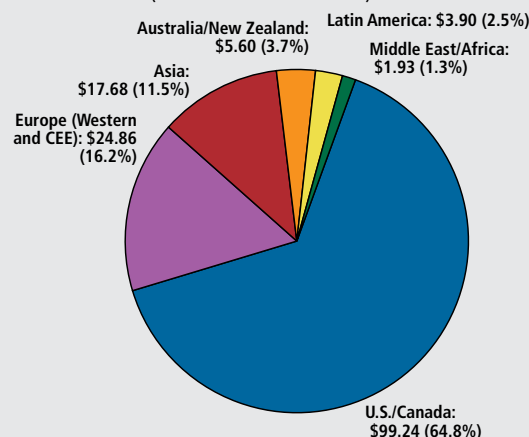
*Continued on page 3*

### U.S. INCREASES DOMINANCE AS SOURCE OF GLOBAL PROPERTIES

Licensed properties originating in the U.S. and Canada accounted for 65% of retail sales of licensed goods worldwide in 2012, according to *International Licensing: A Status Report*, which has just been updated by THE LICENSING LETTER. That’s up 2.3% over 2011—a rate of growth higher than for any region except the much smaller Middle East and Africa

#### RETAIL SALES OF LICENSED MERCHANDISE, BY GEOGRAPHIC SOURCE OF PROPERTY, WORLDWIDE, 2012

(in billions of U.S. dollars)



SOURCE: THE LICENSING LETTER

## Inside This Issue

- Licensing Countdown.....2
- Pets Here, Pets There.....2
- Music to Their Ears .....2
- Licensing News.....5
- Contacts & Connections.....8
- Toilet Humor .....11
- Wally Amos Returns.....11
- Do They Come Super-Sized?.....12
- Who’s News .....12



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# Licensing Ledger

## LICENSING COUNTDOWN

"There's no excuse for this being a three-day show" said one exhibitor, staring at the empty halls on Thursday morning, the last day of **Licensing Expo**. Traffic had dwindled and the larger booths were lightly manned by that last day, and yet the show starts earlier every year—though not on the show floor. People used to come in specifically for the show days, which run Tuesday to Thursday. Now they're in by Monday, with many arriving on Sunday, for licensee summits and other meetings, not to mention booth setup. If you start counting from Sunday or Monday, it's a long show—and the itch to get back to the office to follow up starts well before Thursday. That said, it's only 346 days until the next Licensing Expo (June 17-19, 2014).

## PETS HERE, PETS THERE

**Walmart** will have a line of Nerf retrieving toys for dogs starting this summer. "It's the same theme as [regular Nerf]," says **Hasbro's** Bryony Bouyer. "It's all action." And a new **Animal Planet** line of pet care products also rolls out at Walmart and **Kohl's** this summer.

## MUSIC TO THEIR EARS

Pop superstar band **One Direction** sells \$300,000 in licensed merchandise a night when doing arena shows, reports **Live Nation Merchandise's** Michael Krassner. The Walmart girls buyer tells Krassner "anything with a cat sells" to that demographic. "Emblem3 has a dog," muses Krassner. "Let's get them a cat!" The ratio of tour-to-retail sales of music merchandise, he estimates, is 70-to-30 in dollar value "because of the prices you get on tour." And speaking of cats, **Hasbro's Monopoly** has a brand extension called **The Cat**, based on the new game piece that came out last year as a result of consumer voting. Rock band **Deadmau5** has a cat, too.

## PROMOTIONAL LICENSING

"Licensing today reminds me of what happened with **NASCAR** car sponsorship some years ago," says **Global Licensing's** Bob Skotnicki. "It used to be sponsors of a race team had to sign on for one or two years before owners would paint

team cars and transport trucks, or change the uniforms. Now you have teams happily taking on sponsors for a partial season or even two or three races. In licensing, we used to sign three-to-five-year deals, then we went to two-to-three-year deals, and now we're fielding requests for terms of two or three promotional cycles." **Saban's** Elie Dekel sees **NASCAR** as promotionally driven: "We [Saban] are in more of a branded business. If you have a strategic partner, why not commit?"

## CIRCUMVENTING THE HYPE

"The hype quotient is irrelevant," says Brad Globe of **Warner Bros.** "Sales is about strategy, helping licensees grow the business." Superman, he adds, is still bigger in the U.S. than internationally—unlike many heavily licensed tent-poles, where the ratio of domestic to international is similar for box office and licensing.

## CARVING BY CATEGORY

For TV show licensing programs, "you have to carve out category by category" as opposed to rolling out a full-fledged assortment, says **NBCUniversal's** Kim Niemi. For "The Biggest Loser," for example, it started with carrots on the fresh food front and is now adding cherries. For "The Office" spinoff **Dunder Mifflin**, **Quill** started with paper ("How do you brand

paper?" Niemi admits the company wondered when the notion first came up) and is adding other office supplies. Coming for "Downton Abbey" are roses and tea, while "Parks and Recreation" will be getting plants.

## NAME THAT SEASON

Television networks and production companies are titling seasons, giving a marketing hook as well as a logical avenue for refreshing assortments. "Power Rangers" have gone from the basic "Power Rangers" to "Power Rangers Megaforce" to "Power Rangers Super Megaforce." The latest iteration of "Digimon" is "Digimon Fusion," while **Cartoon Network's** "Ben 10" is into the Omniverse. This may be peculiar to boys' action series. Let us know other examples.

## UPSTAIRS, DOWNSTAIRS (BY AGE)

**Paul Frank** "is back upstairs" at **Bloomingdale's**, **Nordstrom**, **Macy's**, and **Amazon** (interesting that Amazon is grouped with "upstairs"), per **Saban's** Kirk Bloomgarden. The brand is now a sponsor of pop group **One Direction's** tour as a means of winning tween girls and will have a capsule collection with an as-yet-unidentified celebrity this fall. "Julius Jr." will debut on **Nick Jr.** in fall 2013 in the U.S. and on broadcast outlets internationally in 2014. **Fisher Price** is global master toy licensee, with merchandise to roll out in fall 2014 in the U.S. and worldwide thereafter.

## ANYBODY HOME?

When we visited **Discovery's** webpage for "Moonshiners," the pop-up ad was for **Pottery Barn**. Algorithms are not foolproof.

## Correction

**Boldface** is a licensee of **Uglydolls**, not a subagent as we suggested in a recent issue.

*Continued on page 11*



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## Licensed Business Improving in U.S.

Continued from page 1

Hasbro continues mining My Little Pony and building on its surprising (even to Hasbro!) multigenerational appeal. The “pony parlor” at the Hasbro booth, where women could get Kidada for My Little Pony hair extensions and other accessories, as well as nail decorations, was packed even at the show. The pop-up “parlors” are touring the country.

American Greetings is still reaping the rewards of successful Strawberry Shortcake (internationally as well as in the U.S.) and Care Bears revivals. NBCUniversal is reviving “Leave It to Beaver” and “The Munsters.” CBS uses its Television City umbrella to embrace a host of old television shows, and there are the usual concurrent “classic” and movie-based programs for Marvel, DC, and others.

In the video game world, Sega is supporting a celebration of its 25-year-old Genesis console and “classic” games with planned coffee table books, in addition to accessories and apparel.

### Preschool

For classic preschool properties, the appeal is multigenerational—Dekel’s “new generations” but also the generations that grew up with the properties, whether they are My Little Pony, “Sesame Street,” or “Winnie the Pooh.” That said, most current preschool properties are relatively new, with Disney Jr.’s “Sofia the First,” “Doc MacStuffins,” and “Jake and the Neverland Pirates” clearly home runs in the making.

If Nickelodeon’s “Dora” was already on the wane, the Disney Jr. series is pushing her even further back. And at least one observer believes “Sesame Street” may be suffering as well—appealing to the parents but unable to maintain the level of intimacy that Disney Jr. is presenting. (Sesame Workshop reduced its staff 10% after the show.)

### Redneck

Discovery isn’t the only company playing into the popularity—sometimes ironic, sometimes straight up—of redneck images. But its networks are certainly at the forefront of the trend with “Moonshiners,” “The Devils Ride,” “Sons of Guns,” “Honey Boo Boo,” and other titles.

Each has its own webstore, powered by Delivery Agent. Brandgenuity and its client, A&E Networks, is probably leading the pack, though, with the runaway hit “Duck Dynasty” as well as “Swamp People.”

“Duck Dynasty” T-shirts, in fact, are the top-selling graphic T-shirt across Walmart’s men’s,

women’s, and boys’ departments, according to *The Wall Street Journal*. The retailer offers “Duck Dynasty” products “in six different departments ... and is expanding the line to 13 departments by the holidays. New and coming gear includes Halloween costumes for dogs.”

### Zombies

A lot of licensing folks would have predicted the current wave of interest in zombies to have peaked by now. Not so, to judge by the offerings at the show:

- ▶ King Features introduces a Betty Boop Zombie Love line;
- ▶ EA has Plants vs. Zombies;
- ▶ Toon Studio of Beverly Hills’s Zombie Snow White, Zombie Mermaid, and related images;
- ▶ MGL Licensing offers Extreme Zombies; and
- ▶ Paramount shows *World War Z*.

### Tiers, Channels, and Platforms

Whether you’re talking about retail or media, it’s all about multiple exposures. At retail, exclusives seem to have an edge on DTR deals this year, at least in the U.S., where the pendulum has swung back to retailers who don’t want to be stuck with inventory and with no one to turn to for markdowns.

For most entertainment licensing executives we spoke with, “exclusive” is back to meaning just a few SKUs the retailer can tout—not the property overall, and not even a full assortment. Discovery Kids, for example, will have 9 SKUs focusing on the outdoors this summer as part of its DTR deal with Walgreens.

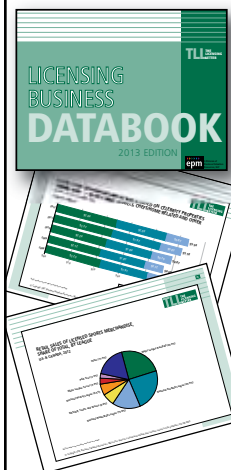
Outside the U.S., Warner’s Sollitto says, “We have more options [for DTR] because more tiers are actively doing licensing.” In the U.S., adds Warner’s Karen McTier, “Retail is more consolidated.”

On the media side, it’s about multiple channels and platforms. Saban’s “Digimon Fusion” has what Dekel says is the first TV schedule that will see episodes airing on three national networks simultaneously: Nicktoons is already airing classic “Digimon” episodes. Next year, Nickelodeon will begin airing “Digimon Fusion” episodes, which Nicktoons will pick up—both during the week—while Vortex, Saban’s Saturday morning bloc on the CW, will air the new episodes in that time frame. Bandai’s toy line will roll out in spring 2014.

Beyond the television exposure, there are apps, online games, Facebook, and other social media platforms that must be integrated to sustain storylines and interest.

Continued on page 4

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## Licensed Business Improving in U.S.

*Continued from page 3*

Those new media also represent the chance to create original content that is consumer products-friendly.

“Digital gives us the opportunity to create assets,” says Brad Globe, of Warner Bros. “We have a critical mass of people getting their entertainment digitally. Before we had to wait for the studio to provide us with content. We didn’t have control over that process, and we didn’t have control over the fact that some of that content was darker than what works in consumer products.”

Now, says Globe, the division can create some content of its own and tailor it to the CP world. “Today, it has to be quick, fun, and adapt to the way consumers ingest entertainment,” he adds.

### Digital, Digital, Digital

Digital distribution permeated all aspects of the show, from the role of social media to support licensed properties to the use of technology

for customization, fan engagement, and e-commerce. Sprout, the Comcast-owned preschool network, has a dozen play-along apps—but only 3 SKUs of plush thus far, with costumes to follow next year. And Miramax is adding augmented reality links to posters and T-shirts where the image can be used to take you to video clips.

Of course, the number of digital properties available for licensing continues to grow, despite the fact that no mobile apps or virtual worlds have been able to emulate the success of Angry Birds to date, at least outside their home regions, and that many are still trying to figure out how to monetize them directly (apart from licensing, which is still an unproven avenue for most). Still, examples ranging from Cut the Rope and Moshi Monsters to Candy Crush and Subway Surfer were high profile.

The diversity of offerings continues to expand, with properties that originated on YouTube or as blogs among those on display.

Meanwhile, there’s more in the way of online

*Continued on page 8*

## ‘IF YOU’RE BENCHMARKING AGAINST ANYONE OTHER THAN DISNEY ...’

No one we spoke with would go on the record speaking about Disney because no matter what their role in the business—agent, consultant, manufacturer, or competitor—they’re going to have to work with Disney at some point. As one veteran puts it, “If you’re not ‘in’ with Disney, you’re in trouble.” And all, without fail, acknowledge Disney has the properties and unprecedented penetration at retail. “You can’t argue with success,” says one after the other.

That said, observations and concerns about the House of Mouse fall under several overarching themes:

- ▶ As if Disney didn’t dominate retail before, with classic, Princess, Pooh, and Pixar, having Marvel and Star Wars makes it one giant headache for anyone else to get on the shelf. “Where was the U.S. Dept. of Justice on this?” asks one veteran consultant. (An off-shoot of this has to do with ongoing disbelief that George Lucas threw his lot in with Disney rather than a studio where *Star Wars* would have been *the* major star. And that’s not just among the studios that didn’t get it.)
- ▶ Disney’s lack of presence on the floor was physical only. Its metaphysical presence was enormous, what with so many musing on Disney’s lack of exhibit space in the main hall as indicative of the company’s general arrogance toward licensees and its remove from the business. “This is not new,” noted one observer, “and it works when they’re hot. But that’s cyclical. There was a time they told licensees that if they wanted Disney properties they couldn’t work with any other studios. Some did that, and when Disney had a dry spell, many of those companies sadly went out of business. And Disney had to loosen the rules.” “Even now,” adds a licensee from the U.K., “they use a similar argument: ‘Why should we grant you an exclusive license? You have other licenses [and aren’t exclusive to us]?’”

- ▶ There is a seemingly endless exodus of people from the Disney consumer products unit. “There’s a zipline from Disney to other companies,” says one competitor. The departures of many from the Andy Mooney era and prior, some as part of the overall staff reduction companywide, some voluntarily to go to other positions, leaves the Marvel team firmly in charge with a general philosophy that is more “of the moment,” say licensees, than Disney’s former emphasis on brand building.

- ▶ The short-term orientation of the Marvel team now in charge is not, contrary to conventional wisdom, just a Disney/Marvel phenomenon—it is one we see at other studios: Where deals used to be for a franchise, or at the very least have an option for the next film, each iteration in a series is a separate contract. “Studios think content strategy not brand strategy,” observes Saban’s Elie Dekel, who has his own history with studios.

- ▶ Disney’s presence in a ballroom downstairs and its ongoing presentations pulled many show attendees out of the main hall for hours at a time, making it difficult to have meetings with other studios (obviously a successful ploy from Disney’s standpoint). In fairness, that isn’t a new tactic, and Disney isn’t the first to use it. Even when it had a huge booth on the floor, Disney continually pulled licensees and retailers away to attend meetings in another area of the Mandalay Bay Convention Center. And Fox angered many for the same reasons by holding its meetings off-site altogether when the show was still in New York City.

Again, everyone acknowledges that Disney does a lot right, even if they resent the fact. “If you’re benchmarking against anyone other than Disney, you don’t get it,” says an executive at another studio, echoing the sentiment of many.


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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Airspeed</b>	Skate and street footwear brand now in Walmart stores nationwide.	Accessories, apparel, hosiery	Elan Freedman, Surge Licensing
<b>Betty and Veronica</b>	Archie Comics characters soon to be featured in a Warner Bros. film.	Apparel, electronic accessories, fashion accessories, gifts, stationery	Ita Golzman, King Features Syndicate
<b>Chicken Soup for the Soul</b>	Inspirational book series with numerous editions published for all ages.	Apparel, giftware (U.S., Canada)	Ita Golzman, King Features Syndicate
<b>Dracula (television show)</b>	NBC show based on Bram Stoker's novel, starring Jonathan Rhys Meyers as the title character.	Apparel, cosmetics, fashion accessories, Halloween, novelty, lottery, stationery, toys	Grace Ressler, Joy Tashjian Marketing Group (JTMG)
<b>Honeymooners, The</b>	Comedy series from the 1950s starring Jackie Gleason and Art Carney. Previously managed by Jackie Gleason Enterprises.	All	Elizabeth Kalodner, CBS Consumer Products
<b>Jim Henson's Chatter Zoo</b>	Henson/Mindshapes-produced mobile entertainment property, featuring four baby animals engaging in early learning activities.	All except infant development toys	Melissa Segal, Jim Henson Company/HIP Brands
<b>Justin Time</b>	New series about title character's imaginary adventures with his make-believe friends.	All including apparel, dress-up, toys (U.S., Canada)	Tamra Knepper, Knockout Licensing
<b>Karen Kane</b>	Woman's clothing manufacturer with products available in North America.	Eyewear, fashion accessories, footwear, fragrance, handbags, headwear, hosiery, leather goods, jewelry, scarves, swimwear, watches (U.S., Canada)	Daniel Siegel, IMG Licensing
<b>Ray Charles</b>	Singer, songwriter, and multi-instrumentalist known for merging different genres and styles of music together.	All	Penny Wright, Act III Licensing
<b>Shula's Steak House</b>	Steak house chain owned by former NFL coach Don Shula.	Food, grills, grill accessories	Allison Ames, Beanstalk Group, The
<b>This One 'N That One</b>	Jane Seymour and James Keach's children's property about comically mischievous twin kittens. Books originally published by Penguin.	Accessories, apparel, playsets, plush, toys	Travis Rutherford, Evolution

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Adult Mad Libs, Mad Libs</b>	BioWorld Merchandising	Accessories, apparel	Penguin Young Readers Group
<b>Angry Birds, Angry Birds Seasons, Angry Birds Space, Bad Piggies</b>	PowerA	Mobile device cases, video game accessories	Rovio
<b>Animal Planet</b>	Acme International Enterprises	Pet feeding items	Joester Loria Group
<b>Boy Scouts of America</b>	W.R. Case & Sons Cutlery*	Pocket knives	Boy Scouts of America
<b>Bratzillaz, Novi Stars</b>	JCorp	Apparel (Canada)	Studio Licensing
<b>Care Bears</b>	Hybrid Apparel	Master apparel	American Greetings
<b>Charles Wysocki</b>	EK Success	Embroidery/needlecraft kits	Mosaic Licensing
<b>Diablo III, Starcraft II, World Of Warcraft</b>	FunKo	Vinyl figures	Blizzard Entertainment
<b>Evil Ernie, Smiley The Psychotic Button, Vampirella</b>	CARD Corp.	Debit cards	Infinity Licensing

\*Extension or renewal.

Continued on page 6


**licensing news** *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Gorjuss	Boston International	Accessories, stationery	Santoro Licensing
Greg Hildebrandt's American Beauties	Zebra Publishing	Wall calendar	Infinity Licensing
Hell's Kitchen USA	White Coffee	Coffee, hot chocolate, tea	Firefly Brand Management
Hello Kitty	FunKo	Co-branded vinyl figures	Sanrio
	Gund	Co-branded plush	
	Mighty Fine	Co-branded T-shirts	
	Uncommon	Co-branded iPhone cases	
Hive, The	Bakery Crafts/Jack Guttman	Cake/cupcake decorations	Joester Loria Group
	Ceaco	Jigsaw puzzles	
Homefront Girl	Blossom Bucket	Memo boards, ornaments, wall decor	Mosaic Licensing
	Enesco	Fashion accessories, jewelry, mugs, photo frames, pillows, plaques, tech accessories, totes	
	Evergreen Enterprises	Beverage containers, coasters, decorative flags, glassware, mats, organizers, tabletop	
Jim Henson's Chatter Zoo	Sassy/Kid Brands	Infant development toys	Jim Henson Company/HIP Brands
Ladybug Girl	Headline Entertainment	Apparel	Penguin Young Readers Group
Lalaloopsy	NTD Apparel	Activewear, swimwear, thermals (Canada)	Studio Licensing
	Paris Geneve	Sleepwear (Canada)	
Laurie Wisbun	Toland Home & Garden	Decorative garden flags	Mosaic Licensing
Legends Of Oz: Dorothy's Return	Added Extras	Cosmetics, HBA	Evolution
	Bandai America	Master toy	
	Culturenik	Novelty items	
	DecoPac	Cake decorating	
	HouseWares International	Housewares	
Lil'Panda	American Greetings*	Greeting cards	Knockout Licensing
	Enesco	Bean bag pillows, figurines, housewares, stationery	
	Gund	Plush	
Oddities (TV show)	Gemini Company	Brain-shaped candies	Infinity Licensing
Old Bay	Zazzle	Custom on-demand products	Beanstalk Group
Princess Bride, The	Buyseasons/BirthdayExpress.com	Costumes	Act III Licensing
	Game Salute	Board games, card games	
	Trevco Sportswear	Apparel	
Ray Charles	U.S. Postal Service	Collectible stamps	Act III Licensing
Saturday Evening Post	American Mint	Baseballs, calendars, knives, medallions, pocket watches	Curtis Licensing
Simpsons, The	Converse	Footwear	Fox Consumer Products
Slang Brands	Papyrus	Greeting cards	Synchronicity
	Zing Revolution	Portable electronic skins, sporting good skins	
Smurfs, The	USAopoly	Co-branded board game	Sony Pictures Consumer Products
Stanley	Howard Berger	Painting accessories	Beanstalk Group
	Sleep Innovations	Utility mats	

\*Extension or renewal.

*Continued on page 7*


**licensing news** *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Sugar Skulls by Thaneeya	Andrews McMeel Publishing	Wall calendar	Infinity Licensing
	Zing Revolution	Vinyl electronic skins	
Three Stooges (classic)	MeadWestvaco	Wall calendars (U.S., Canada)	C3 Entertainment
	Open Road Brands*	Book boxes, clocks, coffee mugs, pillows, signs with/without sound, trays	
Tickety Toc	Wonder Forge	Board games, card games	Established Brands
Tootsie Roll brands	Mad Engine	Knit tops	Synchronicity
	OMG Enterprises/Flavorlopes	Flavored stationery	
	Smart Planet	Drinkware, popsicle molds	
	SRM	Confectionary accessories	
Uglydoll	Uncommon	Co-branded iPhone cases	Pretty Ugly
Vampirella	Star Cutouts	Face masks, lifesize/tabletop cutouts, wall clings	Infinity Licensing
World Of Warcraft	Classic Imports	Drinkware	Blizzard Entertainment
	USAopoly	Co-branded board games	

**INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED**

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Bad Kitty	Author Nick Bruel's book series, which has since branched out into plush and T-shirts. Books published by Neil Porter Books/ Roaring Brook Press.	Accessories, apparel, backpacks, gift/ novelty, school supplies, stationery, toys (Worldwide)	Tamra Knepper, Knockout Licensing
Harajuku Lovers	Gwen Stefani's social expressions brand, featuring images and designs inspired by Japanese culture. Global Pursuit also represents Harajuku Mini line.	Accessories, apparel, food/beverage, housewares, stationery, toys (China)	Cynthia Money, Global Pursuit
Highclere Castle	Setting of Lady Carnavon's novel Lady Almina and the Real Downton Abbey.	All (Worldwide)	Andrew Maconie, Licensing Management International
Justin Time	New series about title character's imaginary adventures with his make-believe friends.	All (Germany)	Leif Ebentreich, Super RTL
Last Of Us, The	Playstation 3 game set in a post-apocalyptic America, where a fungus-based plague forces survivors to kill each other as a means of survival. Made by Naughty Dog, developers of the popular Uncharted series.	All including accessories, apparel, bags (France)	Veronique Pichon, Sagoo Licensing
Lucky Fred	Imira Entertainment's comical animated TV show about a kid, a robot, and a secret agent saving the world.	Accessories, apparel, food/beverage, games, HBA, party goods, stationery, toys (Latin America)	Marcus Macedo, Exim Licensing
Munchkin	Steve Jackson Games' dungeon adventure game and accessories property, known for its simple approach to role-playing games.	All including accessories, apparel, collectibles, Halloween costumes, toys (Worldwide)	Elan Freedman, Surge Licensing
Q Pootie 5	Nick Butterworth's children's book series, now a TV show on CBeebies.	Accessories, apparel, food/beverage, footwear, games, household textiles, science kits, toys (U.K.)	Rob Wijeratna, Rocket Licensing Limited
Uberpup	Design brand from illustrator Ria Dastidar, featuring a number of colorful animal (and animal-like) characters.	Apparel, bags, collectibles, confectionery, gift items, housewares, media accessories, stationery, wall décor (Europe)	Armelle Madelin, Square Licensing
Uglydoll	David Horvath and Sun-Min Kim's cast of odd-looking yet colorful characters. UP&L handles all digital aspects of the "Uglyverse."	Accessories, apparel, stationery, toys (China)	Cynthia Money, Global Pursuit
Virgin Galactic	First commercial space tourism company owned by Virgin Group and Aabar Investments	All (Worldwide except for North America)	Libby Grant, Fluid World Ltd.

\*Extension or renewal.

*Continued on page 8*

## international licensing news *Continued from page 7*

### INTERNATIONAL LICENSES RECENTLY GRANTED

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beano, Dandy	Poetic License/Poetic Gem	Sleepwear (U.K.)	Start Licensing
Black and Decker	Matrix GmbH	Generators (Germany)	Beanstalk Group
British Motor Heritage, Morgan	Hongwell Toys Limited	Promotional items (U.K.)	Licensing Management International
Fender	Dragonfly Clothing	Apparel (North America, Europe)	Fender
Little Prince, The	Out Of Print	Onesies, T-shirts, tote bags (U.S., Canada, Australia, U.K.)	Lawless Entertainment
Madalene's Hearts	GB Eye*	Wall decor (U.K.)	Mosaic Licensing
Marie Claire	Versalicensing	Bags/luggage, bedding, belts, leather goods, phone accessories, ready-to-wear (Mexico)	PrivateCollection&Co
Matt Hatter Chronicles	Trade Mark Collections	Branded bags, fashion accessories (U.K.)	ITV Studios
Mr. Men & Little Miss	Mookie Toys	Play sets, plush (U.K.)	Fluid World Ltd.
Sarah & Duck	Posh Paws	Master toy (U.K.)	BBC Worldwide
Sonic The Hedgehog	Imap Export S.P.A.	Apparel (Eastern Europe, Italy, Middle East)	SEGA Europe
	Malu Holland	Apparel (Benelux)	
	Sun City	Apparel, accessories (adults', children's) (France)	
Three Stooges (classic)	Figures Toy Company	Collectible figures (Worldwide)	C3 Entertainment
Uberpup	Boombotix	Portable speakers (Worldwide)	Square Licensing
	Stickems	Accessories (U.K.)	
	Wrappz UK	Electronic cases/skins (U.K.)	
YooHoo & Friends	Intalex	Heatable plush (U.K.)	Aurora World

### Licensed Business Improving in U.S.

*Continued from page 4*

stores, with licensing agency Evolution building an online retail portal for Miramax that is currently in beta and expected to go fully live in August, per Evolution's Stan Lerman.

#### Fashion Flair

A significant number of entertainment/character, music, and corporate brand properties—from Monopoly and Hagar the Horrible to Coca-Cola and Mountain Dew—are touting fashion-driven programs, as illustrated by the unusually large number of mannequins on display at show booths.

Many have a vintage flair. Some are with name designers; others are developed in-house or with a design firm. Many are limited editions that are meant more to drive excitement for the brand than to generate royalties directly. Most are focused on soft goods, particularly apparel, but others extend to tabletop, room décor, and other categories.

### Celebrity Rules (Still)

The influence of celebrities on the licensing business doesn't show any signs of waning. Kathy Ireland, Will.i.am, Gwyneth Paltrow, Tracy Anderson, and Flo Rida all made announcements or appearances in conjunction with the show, in support of new licensing initiatives.

And the booths of the music licensors—Bravado, Live Nation, Global Merchandising Services, and others—just keep getting bigger.

### International Influence

The presence of licensors from outside the U.S. and Europe continues to expand. Notably, Brazil hosted a big pavilion featuring several licensors from that country for the first time, while the first Russian-born property to exhibit, Masha and the Bear, also had a large booth.

South Korea, Hong Kong, Thailand, Japan, and China were among the other regions with multicompany booths. While China's mostly consisted of manufacturers, the others offered a variety of homegrown properties to show attendees.





# contacts & connections

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

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**American Greetings**, Michael Brown, VP Licensing, 216-252-7300 x1346, michael.brown@amgreetings.com, P. 3, 5, 6.

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**Blizzard Entertainment**, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 5, 7.

**Blossom Bucket**, Cindy Lowry, Product Manager, 330-834-5511, cindyl@blossombucket.com, P. 6.

**Boston International**, Jonathan Newman, Owner, 617-573-5054, P. 6.

**Boy Scouts of America**, Greg Winters, Manager, Licensing Programs, 800-323-0732 x332, gwinters@netbsa.org, P. 5.

**Brandgenuity**, Jay Asher, Managing Director, 212-925-0730, jay@brandgenuity.com, P. 3.

**Buyseasons/BirthdayExpress.com**, Daniel Haight, CEO, 262-901-2000, dan@buyseasons.com, P. 6.

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**Ceaco**, Donna Webster, VP Marketing & Product Development, 617-926-8080 x224, donnaw@ceaco.com, P. 6.

**Classic Imports**, Raj Arora, President, 330-262-5277, raj@funkypeople.com, P. 7.

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**Curtis Licensing**, Nicole Miller-Beer, Licensing Manager, 317-633-2070, info@curtispublishing.com, P. 6.

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**Discovery Communications**, Elizabeth Bakacs, VP Licensing & Creative, 240-662-3315, elizabeth\_bakacs@discovery.com, P. 3, 11.

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**Electronic Arts**, Alexander Lee, Brand Licensing Manager, 650-628-3864, alexlee@ea.com, P. 3.

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**Established Brands**, Bob Traub, President, 201-665-9111, btraub@ebimail.com, P. 7.

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Continued on page 9

## contacts & connections *Continued from page 9*

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## international contacts & connections

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## Licensing Ledger

Continued from page 2

### TOILET HUMOR

The style guides for "Bates Motel" (airing on A&E), "Grimm" (NBC), and "The Munsters" (classic) all suggest possibilities for decorating toilet bowl tanks. For "Bates" and "Grimm," the theme revolves around bloodied images; for "Munsters," it's a headstone. NBCUniversal's Kim Niemi says it's looking for licensees to execute, so to speak, the concept.

### MOVING FAST

The Melbourne, Australia, public transportation PSA campaign "Dumb Ways to Die" is being picked up by other municipalities. A separate unit has been created by MetroTrains to manage the property. Acknowledging the need-to-speed for a property that first went viral last November, licensing agent Evolution's Stan Lerman says a first wave of apparel will be available within three months, with hard goods to follow.

### WALLY AMOS RETURNS

The man behind Famous Amos cookies (and its licensed offshoots) is back with Wamos Cookies, with a promotional tie-in to the Read It Loud! Foundation, a logo designed by 11-year-old Hudson Lockette, and represented for licensing by Brian Hakan, who worked with Amos the first time around. (After many ownership changes, Famous Amos is now owned by Kellogg's.) Amos himself has had other brands in the interim.

### FOOD, GLORIOUS FOOD

Discovery is introducing 287 SKUs of "Cake Boss" cakeware at Target, Michaels, and other retailers, with a dedicated shop due in Times Square in January. Licensee is Meyer Corp., which also licenses Paula Deen, Rachael Ray, and KitchenAid, among others, while Dawn Foods will be doing packaged cake mixes and frostings.

### STEP RIGHT UP

Bowflex gave away a \$4,000 TreadClimber exercise machine at THE LICENSING LETTER subscriber breakfast the day before the show opened,

as well as pedometers to everyone in attendance. Winner of the Bowflex was licensing consultant Rita Bonnell Illig. Bowflex also gave away pedometers at the Seltzer Licensing Group booth (Seltzer represents Bowflex and sister brand Nautilus), with people with the most steps walked during the show winning additional prizes.

### NICE TOUCH(SCREEN)

While we weren't eligible to win the TreadClimber (it was our breakfast after all), we were eligible to win (and did win!) one of 26 iPad Minis Saban gave away at its licensee and retailer summit at the Four Seasons. The iPads are outfitted with Power Rangers, Digimon, Paul Frank, and other apps, videos, e-books, and more, and they feature Julius on the protective back—the only licensed product sold at Apple stores, incidentally, according to Saban's Elie Dekel. Entry was by way of texting answers to questions during Dekel and Kirk Bloomgarden's presentation. Integrating the texting to demonstrate the level of importance they attach to new media was brilliantly orchestrated (and I'd say that even if I hadn't won the iPad).

### QUIKSILVER TURNS TO LICENSING

Surf apparel marketer Quiksilver—which saw declines in its second-quarter revenues, margins, and earnings—is readjusting its business model to one that relies on licensing. "We've had multiple presentations from various significant licensing partners who are interested in any number of subsets of our business," said President/CEO Andy Mooney (who formerly headed up Disney Consumer Products) in the company's earnings call. "Some licensing categories will be almost entirely incremental and then others will be trading our existing wholesale revenue for licensing revenues." Expect to see the first licensed products in stores in spring 2014. Quiksilver is discontinuing production on its DC Surf, Quiksilver Skate, Quiksilver Women, VSTR, and Summer Teeth labels, focusing instead on its three flagship brands: Quiksilver, Roxy, and DC.

### SHAMU AND FRIENDS HEAD TO NORDSTROM

SeaWorld Parks & Entertainment is teaming with Palmer Cash, a company known for its vintage-inspired, artist-designed T-shirts, for a line of retro T-shirts featuring Shamu and other SeaWorld characters and logos, sold through select Nordstrom stores and on Nordstrom.com. Separately, SeaWorld paired with Sleepy Giant on a recently launched mobile app, *Turtle Trek*.

### DRESSING FOR 'REVENGE'

Apparel and accessories based on ABC's "Revenge" will hit stores this holiday season. Firefly Brand Management, licensing agent for ABC Studios, and the Matchbook Co., a talent consulting and licensing firm representing a half dozen costume designers—typically central to these sorts of deals—have teamed for the venture. Meanwhile, WWE and Kmart are partnering for a children's line called Never Give Up by John Cena, encompassing shirts, hoodies, shorts, outerwear, headwear, and accessories. Cena is the current WWE champion. Separately, Matthew McConaughey's new JKL brand of performance activewear is launching exclusively at Sears Canada, via licensee Grand National Apparel.

### BABYGAP LIKES PADDINGTON

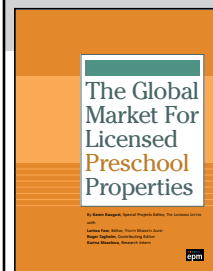
babyGap will introduce a limited edition Paddington Bear gift and clothing collection in January 2014. The line is designed for newborn to 24 months and will be available globally. *The Licensing Letter's Global Market for Licensed Preschool Properties* estimates Paddington Bear had retail sales of licensed merchandise of \$10 million to \$20 million in 2012.

### SPORTING GOODS TOP 100 RETAILERS

Walmart, Dick's, Target, Academy Sports+Outdoors, and Bass Pro Shops top the SGB Weekly 2013 Retail Top 100 list of sporting goods retailers. Visit [www.sgbweekly.com](http://www.sgbweekly.com) to download the complete list.

Continued on page 12

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?

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## Licensing Ledger

*Continued from page 11*

**DO THEY COME SUPER-SIZED?** Shaquille O'Neal is the latest sports celebrity to work with the Arizona Beverage Co. for a signature line of soft drinks. Soda Shaq Cream Soda, which will come in four flavors, joins the company's portfolio of beverages tied to sports figures

including Arnold Palmer (iced tea/lemonade), Jack Nicklaus (lemonade), and Joe DiMaggio (iced coffee), along with artist Richard Prince (lemon fizz).

### ONLY INVENTED HERE?

Individual licensing agencies seem to think they're the only one with (or that they invented) business models that combine fees and commissions/

royalties. That's become the standard in recent years.

### THAT'S POWER

In its 20-year history, "Power Rangers" has sold \$6 billion in merchandise (including videocassettes and DVDs, as well as licensed goods). Sales have doubled this year over last in the U.S., with 200 global licensees, reports Saban.

## Who's News

A special congratulations to **James Costos**, HBO VP of retail & licensing, who has been named ambassador to Spain by President Obama. Costos has been a major fundraiser for the president.

**Russell Hampton** joins NBCUniversal in the new position of EVP of franchise management and global consumer products for the Media Innovation and Cross Company Initiatives Group. He was most recently president of Disney Publishing Worldwide.

**Susan Meek** joins Elvis Presley Enterprises as VP international licensing. She was formerly with Precious Moments Inc. (PMI).

**Ilana Wilensky** is named VP at Jewel Branding & Licensing, a licensing agency representing brands, designers, and artists. She was most recently with Beanstalk/Nancy Bailey & Associates.

**Lloyd Mintz** joins Galaxy Brands Holdings (owner of AND1 and AVIA) as EVP global licensing & business development. Mintz was previously with Nine Oaks Group, Hasbro Licensing, and Disney Consumer Products.

**Laurie Windrow**, is named MD at Bulldog in New York. She was with A2 Entertainment.

**Janet Scardino** joins Saban as COO, overseeing media operations across television, digital, and games, as well as content distribution and ad sales for all properties worldwide. Scardino was most recently CEO of Viggie and prior to that President of Branded Entertainment for 19 Entertainment.

**Sean Gorman** is promoted to President, AG properties at American Greetings. Gorman was previously VP entertainment production and development, at AGP in Los Angeles.

Licensing agency Beanstalk launches Tinderbox, a new division specializing in digital properties. Initial projects include My Singing Monsters and TheBeetnuks, with tween social network MovieStarPlanet moving from the Beanstalk roster to Tinderbox.

Brandemonium, a marketing and development agency founded by Scott Shahmanesh, is launching a licensing division together with Jane Kraemer, formerly of Joester Loria Group. Initial clients are fashion brand Army Pink and All Girl Skate Jam.

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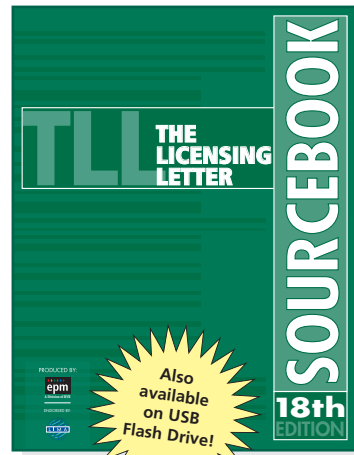
# All The Licensing Contacts You Need In One Reliable Directory

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Regarded as "the very best reference book in the licensing business" by noted industry consultant Gary Caplan, **The Licensing Letter Sourcebook** is the only directory of licensing executives you need.



**YOU'LL INSTANTLY PINPOINT:**

- ▶ Who holds the rights to 11,634 trademark/brand, entertainment, sports, fashion, and other properties.
- ▶ What products are made by 1,581 manufacturers, from action figures to zipper pulls, air fresheners to watches.
- ▶ Which of 506 agents represent which properties.
- ▶ Which manufacturers hold licenses for which properties.
- ▶ Areas of expertise for 453 consultants, attorneys and other service providers.

**Licensor listings report properties owned and agents who represent them**

**Licensee listings spotlight licenses held and products manufactured**

**Agent listings feature properties represented**

**Beanstalk.com**  
**Michael Stone**  
 President  
 220 E. 42nd St.  
 New York, NY 10017  
 Phone: 212-421-6060 x116  
 Fax: 212-421-6388  
 Email: michael.stone@beanstalk.com  
 Web: www.beanstalk.com  
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## Table of Contents

### SECTION ONE: LICENSORS

Apparel & Accessories  
 Art, Artists & Museums  
 Celebrities, Athletes & Estates  
 Corporate Trademarks & Brands  
 Digital, Online & Video Games  
 Entertainment & Character  
 Fashion & Home Furnishing Designers  
 Food, Beverage & Snack Brands  
 Footwear  
 Home Furnishings, Domestic & Housewares  
 Music  
 Non-Profits  
 Publishing  
 Restaurants & Retail  
 Sporting Goods  
 Sports Leagues, Colleges & Sporting Events  
 Toys & Games

### SECTION TWO: LICENSING AGENTS

### SECTION THREE: LICENSEES

Accessories

Apparel  
 Automotive  
 Domestic  
 Electronics  
 Food & Beverages  
 Footwear  
 Furniture & Home Furnishings  
 Gifts & Novelties  
 Hardware  
 Health & Beauty Aids  
 Housewares  
 Infant Products  
 Music & Video  
 Publishing  
 Sporting Goods  
 Stationery & Paper Goods  
 Toys & Games  
 Videogames & Software

### SECTION FOUR: SERVICE PROVIDERS

Business Publications  
 Consultants & Service Providers  
 Licensing Attorneys

### SECTION FIVE: TRADE ASSOCIATIONS

### SECTION SIX: RETAILERS

### SECTION SEVEN: CROSS REFERENCED INDEXES

Index By Company Name  
 Index By Individual Name  
 Index of Licensors & Licensing Agents, By Property  
 Index of Licensees, By Property  
 Index of Licensees, By Products Manufactured

### SECTION EIGHT: INTERNATIONAL LICENSORS & LICENSING AGENTS

### SECTION NINE: INTERNATIONAL LICENSEES

Accessories  
 Apparel  
 Automotive  
 Domestic  
 Electronics  
 Food & Beverages  
 Footwear  
 Furniture & Home Furnishings  
 Gifts & Novelties

Health & Beauty  
 Housewares  
 Infant Products  
 Music & Video  
 Publishing  
 Sporting Goods  
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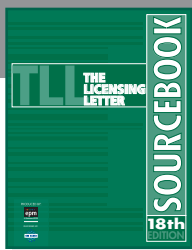
### SECTION TEN: INTERNATIONAL SERVICE PROVIDERS

Business Publications  
 Consultants & Service Providers  
 Licensing Attorneys  
 Retailers  
 Trade Associations

### SECTION ELEVEN: INTERNATIONAL CROSS REFERENCED INDEXES

Index By Company Name  
 Index By Individual Name  
 Index of Licensors & Licensing Agents, By Property  
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# What's Your Share Of The \$153.2 Billion Worldwide Licensing Business?

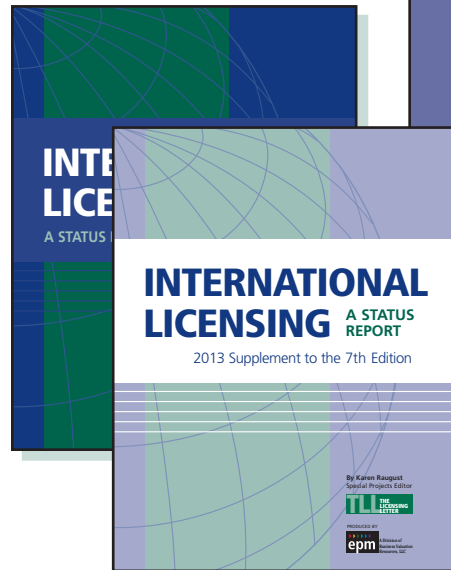
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Retail Consolidation  
Globalization of Properties  
Worldwide Licensing By Property Type for Entertainment/Character, Fashion, Trademark/Brand, Sports, and Other Sectors  
Licensing Activity by Product Category  
Manufacturing and Location of Licensees

### Part II: Factors Affecting the Licensing Business Environment

Population, Economy, Politics, Pricing, Legal Issues, Retail Infrastructure, Tariffs/Duties & Quotas  
Dominant Retail Channels  
Changing A Property to Fit A Market

### Part III: Practical Considerations Affecting Licensing

Trademark, Intellectual Property and Other Laws  
Copyright  
Counterfeiting and Enforcement  
Customs  
Grey Market Goods  
Subsidiaries/Joint Ventures  
Licensing Agents  
Sublicensing  
Agency Commissions  
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