

# TLL THE LICENSING LETTER

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## Mobile Apps, Other Digital Properties Abound; What Factors Will Lead to the Next Angry Birds?

Digital properties, distribution, and marketing were top of mind at Licensing Expo in Las Vegas. Here are some of the themes that emerged in interviews, informal discussions, and seminars, and in observations over the course of the show.

### Diversity of Digital Content

Mobile apps inhabited booths across the show floor. They included, among others, Candy Crush Saga at the King stand, Subway Surfers at Ink Brands and Firefly, Temple Run at Dimensional Branding, Plants vs. Zombies at Pop Cap Games, Cut the Rope at Established Brands, Doodle Jump at Lima Sky, Mega Jump at The Licensing Shop, and, of course, Angry Birds at the Rovio booth.

But the types of digital properties available for licensing are becoming more diverse. Among those on display at the show were:

- ▶ Blogs including Apartment Therapy and Cupcakes and Cashmere at Brand Central and Mrs. Lilien and Bag Snob at Beanstalk;
- ▶ Virtual worlds including Moshi Monsters at Mind Candy and MovieStarPlanet at Beanstalk;
- ▶ A multitude of properties that have gained recognition through YouTube, including Dumb Ways to Die at Evolution, Annoying Orange at The Joester Loria Group, and Simon's Cat at eOne; and
- ▶ Properties that first gained fame through Facebook, including Boo, "the world's cutest dog," at Knockout Licensing.

### Licensing Potential for Mobile Apps

Most licensing executives agree there will be another Angry Birds-level digital property at some point. But a number of ingredients must come together to make that happen. "The challenge is, how do you cut through the clutter and rise to the level where we can go to someone like [Walmart] and have something that will sustain itself for six months?" asked Brad Globe of Warner Bros. Consumer Products, in a keynote

panel at the Expo.

"It's a great game and a great game engine," said Josh Silverman of Disney Consumer Products, speaking about Angry Birds at the same session. "But there's also a soul and a story. You want to know, why are those birds so angry?"

Andy Prince of Walmart commented of the game, "It's quick, it's simple, and it's inexpensive. And that's the same with the toys to a degree." Retailers investing in a mobile app property, therefore, must appropriately

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### BEYOND LICENSING EXPO

## Show Season Wrap-Up: LES, SURTEX, BEA, CE Week

Licensing Expo isn't the only licensing-related trade show in the spring/summer season. Following are reports from the Licensing Executives Society (LES), SURTEX, Book Expo America (BEA), and CE Week, covering consumer electronics.

### Licensing Transforms Sanrio

In his LES keynote in Seattle, "Hello Kitty as a Global Licensing Phenomenon," Ray Hatoyama of Sanrio noted that his company's net profit grew from \$5 million in 2008 to \$150 million last year, largely due to a change in strategy that transformed the organization from one predominantly focused on manufacturing to one centered on licensing. This growth in net profit came despite a marketing budget Hatoyama describes as "zero."

Five years ago, Sanrio's U.S. strategy was aimed at growing its own Sanrio stores' business. But a lack of capital caused it to refocus on licensing and wholesale operations. Many of the key challenges it faced at the time were internal, according to Hatoyama, with Japanese executives resistant to working with unfamiliar companies, such as Walmart. A key success

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# Licensing Ledger

## 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.

## YOUR LATE AFTERNOON HUG

**HIT Entertainment’s** evergreen preschool property **Barney** hasn’t had a new episode on PBS or Sprout since 2009, and retail sales of its licensed products were under \$5 million worldwide in 2012, according to *The Licensing Letter’s Global Market for Licensed Preschool Properties*. But Barney is celebrating its 25th anniversary by reaching out to its second most important audience: parents. Through a new social media campaign, Barney asks users to send (or accept) a hug from the purple dinosaur through Facebook and Twitter, presumably to gauge interest in and raise awareness for future developments.

## QUOTE OF THE DAY

“Unlike a child, my dog is not going to ask for a Scooby-Doo bowl.”—Woody Browne, Building Q, speaking as part of THE LICENSING LETTER-sponsored webinar reviewing this year’s Licensing Expo (and addressing the matter of growth of the pet sector for licensed products).

## 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’s 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 up 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**.

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

## 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.

## NEW FROM EPM

*International Licensing: A Status Report* adds a supplement including THE LICENSING LETTER’s estimates for 2012 retail sales of licensed merchandise in 49 countries. In all, the report with supplement presents almost 400 charts, graphs, and tables, as well as detailed analysis of each market. See [www.epmcom.com/international](http://www.epmcom.com/international).

*Licensing Letter Sourcebook* is our directory to 3,845 licensors, licensees, agents, and service providers. Find complete contact information including phone and email (email addresses for 96% of listings) as well as properties owned by licensors and represented by agents, licenses held by manufacturers, and products made. The *Sourcebook* is now available as a database delivered on USB flash drive as well as in print. See [www.epmcom.com/LLSB](http://www.epmcom.com/LLSB).

*Licensing Business Databook*. Seventy-seven charts detailing five-year trendlines for retail sales of licensed merchandise by property type and product category, plus other critical licensing data. Receive JPEGs of each ready for use in proposals and presentations. See [www.epmcom.com/databook](http://www.epmcom.com/databook).

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## Digital Properties Abound

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estimate how deep to order and how long to keep the merchandise on shelf, since excess inventory is a danger.

### Role of Digital Distribution

Not only are more properties originating in the digital space, but more established properties are using digital distribution to reach consumers:

- ▶ Elie Dekel of Saban pointed out in a sales presentation that “Power Rangers” episodes have reached 750 million streams on YouTube to date;
- ▶ The Edgar Rice Burroughs estate, represented by Licensing Works, is making all-new comic strips about Tarzan, Carson of Venus, Eternal Savage, War Chief, and other Burroughs properties available digitally on edgarriceburroughs.com for \$1.99 per month; and
- ▶ Shortly before the Expo, Dreamworks announced that “Turbo F.A.S.T.,” its follow-up series to this summer’s *Turbo* film, will debut on Netflix, while Amazon Studios greenlit three original kids series for its Amazon Prime Instant Video platform.

That kind of exposure can help keep a property fresh between television seasons or film tentpoles. “Management is going to come to me and, no matter what our content is, tell me I have to grow my business,” noted Globe, who said digital distribution, along with experiential licensing such as theme park attractions, can help fill in the gaps between movies.

Cartoon Network is looking at digital distribution as part of a less TV-dependent strategy for its boys’ action properties, such as “Ben 10.” “How do we develop our boys’ action brands in a new way?” asks the network’s Pete Yoder. “TV is not the right financial model and it’s not where the kids are.”

He notes that, with TV, the network makes a heavy financial investment, puts a show on the air, hopes it succeeds, and then, if it fails, it’s over. On the other hand, a combination of digital games, digital video, and books and comic books might be a better way to launch. “Let’s leverage our publishing program, let’s leverage our digital assets,” he says. “This gives us more at-bats with boys’ action. If it works, then we can ask, is that where it lives, or could we expand it on air?”

### Virtual Goods and Monetization

Aside from revenues from licensed merchandise, apps and other digital properties create

revenue streams through advertising or consumer payments, the latter either through paid apps or in-game purchases.

In-game purchases can be both revenue-generating and add marketing clout. The mobile app Talking Tom has offered in-app purchases of items such as “Star Trek” uniforms and virtual football (soccer) gear tied to the Euro 2012 tournament and has done well with both, according to Ze’ev Rozov of Iconicfuture, a virtual goods marketplace.

In his Licensing University presentation, Rozov added that consumers will pay for desirable virtual goods. In one surprising example, a special virtual pool cue tied to a recent winner of the global snooker championships, licensed by the World Snooker Association, generated \$50 per cue.

That said, the marketing value of virtual goods is key as well. “Adding a second brand is critical to developers to bring in new players and added entertainment value,” he pointed out.

### Digital Technologies in Global Markets

In some countries, digital technologies are critical to exposure. “We have more mobile phones than people in Brazil,” said David Diesendruck of Brazilian licensing agency Redibra, in a seminar on licensing in emerging markets. He explained that free TV reaches 92% of households, but the market is fragmented beyond that, with pay TV and films both having a relatively small impact on licensing.

On the other hand, there are 70 million smartphones, 6 million tablets, and 94 million Web surfers in the country, which has a total population of almost 197 million. “You need other screens to succeed,” Diesendruck said.

One of the top properties in Brazil is the preschool animation series “Gallinha Pintadinha.” It was established through YouTube, where it receives more than 2 million views per day and has been viewed more than 1 billion times total since 2006. It has more than 500 licensed products from 50 licensees in Brazil, along with 1 million app downloads, 560,000 Facebook fans, and 500,000 DVDs sold.

In China, meanwhile, one of the major digital growth areas is in e-commerce of licensed products, including a variation of traditional direct-to-retail deals, which have developed in the region over the last year and a half. “It’s really a direct-to-e-tail model,” explained George Williams of agency LMCA, which represents corporate brands in China and globally. “DTE is the DTR of China.”

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## All The Licensing Contacts You Need In One Reliable Directory



The Licensing Letter Sourcebook is a comprehensive “who’s who” of the licensing business, saving you time and money by putting 3,845 licensing decision-makers at your fingertips.

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## Digital Properties Abound

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### Impact of Social Media on Marketing

Another topic of conversation at the show was the rising importance of social media in the marketing strategy for any property. Henry Stupp of Cherokee said during the retail keynote panel that social media is decreasing the power manufacturers and retailers have when it comes to sales of licensed products. “A consumer can put up a Cherokee dress on YouTube and say ‘I bought this at Target for \$15 and I love it,’ and the next thing I know I have a run on that dress,” he said.

In her separate keynote address, actress

Gwyneth Paltrow, who founded the online lifestyle newsletter *goop*, noted that a mention in *goop*—known as “getting gooped” in the site’s parlance—can cause restaurants to become overbooked and retail websites to crash as consumers follow the recommendations. “Getting gooped, I’m proud to say, can be kind of a big deal,” Paltrow said.

Several licensors also noted that social media is playing a role in product development. When Facebook pages and YouTube channels are rife with instances of fans decorating their rooms with self-made property-centric objects, for example, licensors may follow fans’ lead and consider licensing wall graphics or arts and crafts projects.

## Show Season Wrap-Up

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factor has been a willingness to create regional teams and localize decision-making from market to market.

A change to an “open innovation” process allowed the company to stay trend-forward. Instead of keeping the character’s color, position, and line art the same on all products, the company began to embrace representations of Hello Kitty as a skull, in black, with flowers replacing the head, as a square, or as a bunny, for example.

Hatoyama says Hello Kitty merchandise ranges from 50-cent lollipops for children to very expensive items for adults. Celebrities love the character on luxury goods, he reports, saying, “They might be thinking, should I get the Louis Vuitton bag or the Hello Kitty bag?” Items for adults and teens target a relatively small market at a high margin, while children’s products reach a large audience at a narrower margin.

Sanrio’s revenue last year was \$800 million, with \$200 million of that from outside Japan. Ninety-five percent of international sales are from Hello Kitty; globally, 75% are from Hello Kitty, with a relatively significant percentage of sales within Japan from other characters among its portfolio of 400-plus properties.

### Licensing in the Gambling Industry

In the U.S., the gambling industry has seen increased interest in casino-style online games that feature reward systems involving imaginary money. Online gambling with real money is illegal in most of the U.S., outside of Nevada, New Jersey, and Delaware, which have permitted

websites for gaming with real money.

In an LES panel called “Convergence of Gambling With Interactive Entertainment in U.S. and Europe,” Terry McMillin of International Game Technology (IGT), which holds many licenses for various forms of betting games, including the most popular slot machine ever, Wheel of Fortune, reported that social gaming with virtual money is a \$1.7 billion business for IGT. “We sell you play money for real money,” he says. “It’s a great business.”

As for licensing in the gaming industry, McMillin says big up-front payments are common, plus per-device fees such as \$250 per machine, \$5 per day, \$2,000 per year, or some combination of these. Contracts generally avoid percentage royalty rates tied to revenue, since gaming companies are not legally allowed to share revenue with companies that do not hold state gaming licenses.

For online gaming, on the other hand, percentage royalties are common, according to McMillin. For social games, a rate of 5% to 10% of net revenues based on play is typical; similarly, 5% to 10% of net gambling revenue is a normal range for real-money games. (For a more extensive discussion of licensed gaming, see “Adult-Skewing Properties Try Their Luck on Slots and Lotteries” in the June 17, 2013, issue of TLL, also available free to subscribers in the Articles Archive.)

### Licensing Contributes to \$4 Billion Halo Franchise

Christine Finch of 343 Industries and Matt Skelton of Microsoft presented a case study of the licensing program tied to the video game

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Banana Boat, Hawaiian Tropic, Playtex</b>	Energizer Personal Care brands.	All	Rachel Humiston, Brandgenuity
<b>Boofle</b>	Puppy featured on American Greetings cards and popular items in the U.K.	Apparel, bedding, candy, jewelry, plush	Carla Silva, AG Properties
<b>Here Comes Honey Boo Boo</b>	Reality show on TLC starring young pageant queen Alana Thompson and her family.	All	Richard Maryyanek, Big Tent Entertainment
<b>Hershey brands</b>	Candy brands including Hershey's, Krackel, Almond Joy, Kit Kat, and others.	Accessories, apparel, HBA (North America)	Allison Kopcha, Licensing Company, The (TLC) North America
<b>Marcenivo</b>	Painter Fabio Napoleoni's series of drawings through the point of view of a one-eyed doll.	Accessories, apparel, collectibles, paper goods, social expressions	Travis Rutherford, Evolution
<b>Packages from Planet X</b>	Boys property and television show on Disney XD about 15-year-old Dan Zembrosky and a never-ending stream of packages he receives from an otherworldly place.	Apparel, back-to-school, games, toys	Carla Silva, AG Properties
<b>Poppy Cat</b>	Children's book and television series from writer Lara Jones. Celebrating its 10th anniversary this year.	Accessories, apparel, bedding, games, plush, room decor, toys (North America)	Pamela Harris, SMC Entertainment
<b>Proximo Spirits brands</b>	Liquor/spirits company, known for 1800 Tequila, Three Olives vodka, Kraken Black spiced rum, and Jose Cuervo tequila.	Accessories, apparel, collectibles, electronics, gifts, housewares	James Slifer, Joester Loria Group
<b>SeaWorld</b>	U.S.-based chain of marine- and animal-themed parks, set to celebrate its 50th anniversary in 2014.	Accessories, apparel, back-to-school, bath items, bedding, collectibles, crafts, direct-to-retail, electronics, games, home goods, jewelry, learning tools, nursery, outdoor play, sporting goods, stationery, toys,	Deana Duffek, SeaWorld
<b>Shelby Star</b>	Singer-songwriter Christina Milian's young girls brand, co-created with her mother.	Accessories, apparel, toys	Jennifer Sullivan, memBrain Licensing
<b>Transformers, My Little Pony, Monopoly, other Hasbro brands</b>	Assigned to agency for limited categories.	Food/beverage	John Shero, Brand Licensing Team
<b>Wilton Enterprises</b>	Confectionary company founded in 1929 known for their cake decorating and bakeware.	Food, housewares	Allison Ames, Beanstalk Group, The
<b>Wolfgang Puck</b>	Austrian-born chef and restaurateur with an already-existing licensing program dating back to a 1987 launch of frozen foods.	All including beverage, food	Allison Ames, Beanstalk Group, The

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Adventure Time</b>	Buckle-Down	Belts, keychains, suspenders	Cartoon Network
	Changes	T-shirts (boys', men's)	
	Mighty Fine	T-shirts (juniors', tweens')	
	Underboss/Undergirl Production*	Robes, sleepwear, underwear	
<b>Angry Birds</b>	PEZ Candy	Collectible candy dispensers	Rovio
<b>Biggest Loser</b>	Five Star Gourmet Foods	Frozen meals, snacks	Joy Tashjian Marketing Group (JTMG)

\*Extension or renewal.

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Borderlands 2</b>	National Entertainment Collectibles Association (NECA)*	Masks	2K Games
<b>Card Sharks, Family Feud, Let's Make A Deal, Match Game, Press Your Luck, Price Is Right</b>	MDI Entertainment*	Lottery games	FremantleMedia Licensing
<b>Chiquita</b>	Jel Sert	Fruit snacks	Beanstalk Group
<b>Doodle Jump</b>	Goodie Two Sleeves	Fashion T-shirts	Lima Sky
	Walls 360	Wall graphics	
<b>Downton Abbey</b>	Wines That Rock	Wine	Knockout Licensing
<b>Dynasty</b>	Jewelry Television	Fashion jewelry	CBS Consumer Products
<b>Elvis Presley</b>	Fathead	Decals, wall art	Elvis Presley Enterprises
	Legends Home Bedding	Bedding	
<b>Godzilla (2014 film)</b>	BioWorld Merchandising	Apparel	Warner Bros. Consumer Products
	JAKKs Pacific	Large-scale figures	
	National Entertainment Collectibles Association (NECA)	Gifts, novelties	
	Sideshow Collectibles	Statues	
<b>Hello Kitty</b>	Brainstorm Products	Kites	Sanrio
	Ginsey Industries	Bath accessories	
	Just Play	Plush toys	
<b>Here Comes Honey Boo Boo</b>	BioWorld Merchandising	T-shirts, tops (girls', juniors')	Big Tent Entertainment
	License 2 Play	Electronics, key chains, "talking" key chains	
	Trends International	Calendars, posters	
<b>Hot Wheels</b>	Toy State	Custom R/C toys, light/sound toys	Mattel
<b>Lee Jeans</b>	Five Star Blue	Apparel (children's)	VF Jeanswear
<b>Milton Glaser</b>	Walls 360	Wall graphics	Milton Glaser
<b>Mr. Peabody &amp; Sherman</b>	Comic Images	Plush	DreamWorks Animation
	Concept One	Accessories	
	FunKo	Bobbleheads, vinyl figures	
	Hallmark Licensing	Stationery	
	Rasta Imposta	Costumes	
	Smilemakers	Stickers	
<b>Parks &amp; Recreation</b>	Press Pass	Trading cards	NBC Universal Television Distribution
	Ripple Junction	Halloween masks/costumes, talking bobblehead	
<b>Peppa Pig</b>	Added Extras	Hair accessories, HBA	Entertainment One Family
	Fast Forward	Backpacks, lunch kits	
	Fisher-Price*	Plush, toys	
	Underground Toys	Art toys/accessories	
<b>Peter Rabbit</b>	Cartwheel Kids	Master toy	Nickelodeon/MTVN Kids and Family Group
	Gund	Plush	
<b>Self Magazine</b>	Cap Barbell	Fitness products	FremantleMedia Enterprises
<b>Simpsons, The</b>	National Entertainment Collectibles Association (NECA)	Collectibles	Fox Consumer Products

\*Extension or renewal.

*Continued on page 6*


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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Skylanders	American Greetings	Greeting cards, party goods	Activision
	KIDdesigns	Electronics	
	MZ Berger & Co.	Personal care, stationery	
	USAopoly	Board game (co-branded)	
Smithsonian Institute	Pickard China	Fine china, giftware	Smithsonian Enterprises
	Plaid Enterprises	Adult art sets	
South Park, Workaholics	Mimoco	USB flash drives	Viacom Music & Entertainment Groups
Strawberry Shortcake	Bridge Direct	Master toy	AG Properties
	Feeling Smitten	Cupcake-shaped bath accessories	
Teenage Mutant Ninja Turtles	Peavey Electronics	Musical accessories, musical instruments	Nickelodeon/MTVN Kids and Family Group
Universal Monsters	Gund	Plush (co-branded)	Universal Partnerships & Licensing
VeggieTales	LightUpToys.com	Novelty toys	Big Idea Entertainment/DreamWorks Animation
	Personal Care Products	Infant/toddler care accessories	
	Round 2	Novelty toys	
World War Z	BioWorld Merchandising	Accessories, apparel	Paramount Licensing
	Jazwares	Action figures, plush	
	Quantum Mechanix/QMx	Key chains, lithographs, statues	
	Silver Buffalo	Blankets, drinkware, wall art	
	Trends International	Buttons, magnets, posters, prints	
	University Games	Board game, card game	

**INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED**

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
A.k.A	London-based design group with artwork featured in/on Time, Bacardi, Random House, and elsewhere.	All (U.K.)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
Angry Birds	Popular mobile game series based around conflict between cartoon birds and pigs.	All (Brazil)	Elias Fasja Cohen, Tycoon Enterprises
Fender	Musical instruments company known for electric guitars, basses, amplifiers, and other instruments.	All, with a focus on music-based products (Europe)	Dan Amos, Beanstalk UK
La Tasca	Spanish tapas bar featuring head chef Antony Bennett.	All, including cookware, gift items (U.K.)	Louise French, Beanstalk Group UK
PiP!	CHF Carterbench Licensing's new preschool property, featuring a puppy and friends in the seaside town of Salty Cove. Set to air in fall of 2014 on an unspecified network.	All (Worldwide)	Colin Lisle, Lisle International Licensing
Smurfs (classic)	Fictional group of small sky blue characters.	All (U.K., Eire)	Alan Fenwick, Turner CN Enterprises
Taig Khris	Celebrity skater who previously appeared on the French Dancing With the Stars and in video games.	Accessories, apparel, bags, collectibles, HBA, lifestyle, sporting goods (Belgium, France)	Armelle Madelin, Square Licensing
Tickety Toc	Zodiak Kids' CG-animated preschool series featuring the comedic adventures and exploits of twins Tommy and Tallulah.	All (France, Portugal, Spain)	Jordi Rey, Biplano Licensing SA

\*Extension or renewal.

**INTERNATIONAL LICENSES RECENTLY GRANTED**

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Diablo III, StarCraft II, World of Warcraft	iCover	Mobile/tablet cases (South Korea)	Blizzard Entertainment
Godzilla (2014 film)	Bandai America	Master toy (Worldwide)	Warner Bros. Consumer Products
Greg Hildebrandt's American Beauties, Muscle Beach	Basic Thinking	Hoodies, sweatshirts, tank tops, T-shirts (U.K.)	Infinity Licensing
Madalene's Hearts	FCP Editore S.p.A.	Calendars, gift bags/wrap (Italy)	Mosaic Licensing
	Portico Designs	Greeting cards (U.K.)	
One Direction/1D	Glow Europe	Collectibles (U.S., U.K., Italy)	Global Merchandising Services
Strange Hill High	Blueprint Collections	Stationery (U.K.)	FremantleMedia
	Character World/TDS Enterprises	Bedding, bedroom accessories (U.K.)	
	Danilo Promotions	Calendars, greeting cards (U.K.)	
	Fashion UK	Apparel (U.K.)	
	Vivid Imaginations/Vivid Group	Master toy (U.K.)	
Tree Fu Tom	Funtastic	Toys (Australia)	FremantleMedia
	Underground Toys	Toys (U.K.)	
Very Hungry Caterpillar, The	Wild and Wolf*	Accessories, gift items, homewares (U.K.)	Rocket Licensing Limited

## Show Season Wrap-Up

*Continued from page 4*

franchise Halo at LES. All told, the entire franchise has generated revenues of more than \$4 billion from the games, novels, feature-length DVD videos, and other products.

Developer 343 Industries has seen its consumer products division grow from three to 10 full-time staffers in a couple of years, according to Finch. She reports there are three pillars of the company's consumer products strategy:

1. *Connectivity*: Ensuring that products connect fans back to the game and keep them continuously engaged in the game;
2. *Global brand awareness*: Expanding the brand into regions where the game isn't the market leader; and
3. *Revenue*.

A two-tiered distribution strategy encompasses both the mass market and specialty channels. Key partners in the former include McFarlane Toys (which sold a half million figures before the launch of the Halo 4 game), Mega Bloks for construction games, and Hasbro for a co-branded Risk strategy game. Specialty collectibles for hardcore fans include items such as a large light-up figure for \$220.

In addition to toys and collectibles,

publishing is a key category. Mass market paperbacks are distributed in Walmart stores, airport bookshops, and the like, while other formats include e-books, audiobooks, art books, and comic books.

Personal electronics accessories open up distribution in retail outlets where the brand would not otherwise be, such as Urban Outfitters, as do "lifestyle" products including messenger bags, apparel, and shoes. Skateboards and skate shoes are another key category, with deals for those products done through Creative Artists Agency.

Media is also important to the brand, including music and video content. Among the latter, "Halo Legends" is an anthology series in anime style that tells the origin story of the property, while "Red vs. Blue" is a series that grew from fan-generated content.

Microsoft and 343 do not grant any exclusive licenses, but there's language in the contract that says the licensors won't "seek out" deals for similar product.

### Book Publishers Move Beyond the Obvious Licensed Connections

Granted they had great placement—right at the entrance of the main hall at Book Expo

*Continued on page 11*





# contacts & connections

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

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# international contacts & connections

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## Show Season Wrap-Up

Continued from page 8

America (BEA) at the Javits Center in New York City last week—but Out of Print Clothing had a packed booth with its Books on Shirts line of T-shirts plus electronics accessories, stationery, and other items. The company licenses the out-of-print covers it uses for its designs from artists, authors, and publishers and donates a book for each product sold to Books for Africa.

Similarly, Litographs has licensed *The Great Gatsby* from the F. Scott Fitzgerald estate to create a shirt with the entire book in tiny type (we saw an entire bible on a charm a few years ago). *Gatsby* is the exception here, though, with most of Litograph's designs based on public domain material—and its own designs copyrighted and potentially available for licensing. They make posters, totes, and T-shirts, but there is potential for paper goods, electronics accessories, and other items.

The *New York Daily News*, a traditional newspaper (you remember those), was offering a premium to new subscribers of an umbrella incorporating its Sunday comics. They had two umbrellas on display—each with different panels but incorporating Garfield, Peanuts, and other big names of the genre.

*National Geographic* was handing out free totes touting a children's book, *Angry Birds Playground (Dinosaurs)*. There were plenty of *Angry Birds* books to be found—even a coffee-table volume from Insight Editions, *Angry Birds: Hatching a Universe*.

Children's books, it must be noted, were definitely a stepchild at the show this year, though there was no dearth of Disney/Pixar/Marvel/Lucas and Barbie titles along with *Angry Birds*.

### Artists, Designers at SURTEX Exhibit Strong Licensing Ties

Designer Jessica Swift had one of the more sophisticated displays of licensed merchandise based on her art—along with samples of products she's having manufactured to order (and selling) but for which she is seeking licensees.

Swift has seven licensees for stationery, phone cases, and paper goods and is looking to fill categories such as bedding, rain gear (she had a beautiful pair of rubber rain boots she was looking to license), and notebooks.

In a similar vein, Tammy Smith, who said she used to “walk the show and buy for Hallmark,” where she worked for 20 years, had prototypes of melamine dinnerware and trays, as well as pillows and towels. Freelancing for the last four years, “I know what booths need to look like and

what's going to appeal to buyers,” she told TLL.

Given how much the show emphasizes licensing, it was surprising to find the Cleveland College of Art & Design representing its students—but only selling their work, not licensing.

At the co-located National Stationery Show, Sarut Group was showing customizable globes under the brand name Globee. The MOVA globe from TurtleTech Design is a fancier version that rotates slowly using solar energy and was exhibited at BEA. Both companies are doing fairly generic maps, but we can envision licensed Disneyland, virtual worlds, Middle Earth, and other variations.

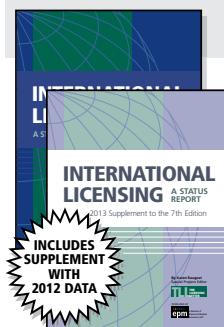
### Consumer Electronics Manufacturers Offer Varied Takes on Licensed Goods

The price of video greeting cards will have to come down before a mass market can be developed, but Sprengs has two sizes on the market: 2.4 inches or 4.3 inches, retailing for \$28 or \$44, respectively. The screens are embedded in large-format cards that have a USB cable also embedded in the back so purchasers can transfer their own video, audio, or photos from a computer or other device. Sprengs so far offers its own pretty generic art but is negotiating with a major studio to apply characters as part of the design. The chips have 165 megabytes of usable memory. They're also available for custom corporate use, invitations, etc. They currently sell through Amazon, eBay, and some specialty retailers.

Huckleberry has sold 70,000 of its iPhone 4 hardshell plastic bas-relief Chara-Covers based on DC and Marvel characters since January, with cases for iPhone 5s due shortly, along with additional characters. The company is finding that classic art, as opposed to current movie and TV images, is taking it into the collectibles market. Top sellers for boys are Batman, Iron Man, and Spider-Man; for girls, Wonder Woman and Bat Girl. “Not many people know Harley Quinn,” says a rep of the DC character, which is part of the original collection.

The Camelio Android tablet from Vivitar can be customized using a wide range of licensed themes including Barbie, Hello Kitty, WWE, and others. Once the customer owns the tablet, he or she can purchase protective covers that come with a code. Enter the code online, and it automatically loads the tablet with the appropriate licensed splash screen, apps, games, and other material provided by the licensor. The device is due for sale in August and can be updated as often as the user wants.

## Grow Your Share Of The \$153.2 Billion Worldwide Licensing Business



**International Licensing, A Status Report** delivers comprehensive analysis of licensing activity in 49 countries. You get the numbers and analytic tools you need to develop market entry strategies and grow existing licensing programs in emerging Chinese, Russian, Indian, and Brazilian markets — and around the world.

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## Keep Your Eye on the Man

Retail consultant Vanessa Hartnoll has been forecasting for more than a year that one of the major hot trends is “men.” THE LICENSING LETTER has seen supporting evidence in a number of product categories (particularly HBA), but trade blog *The Business of Fashion* spells out how the luxury apparel and accessories market is starting to build on some initial successes in the men’s market.

We would add that, while most of these brands already do some licensing, the stage for such products will expand as the men’s trend

trickles down from luxury into the mainstream. According to the publication, the men’s category is outperforming the women’s market in rate of growth and is generally underserved.

Among developments just this year:

- ▶ Dolce & Gabbana has opened a fourth men’s store in London, this one on Bond Street, and has plans for additional men’s stores in Amsterdam and New York City.
- ▶ Lanvin opened an exclusive men’s store on Madison Avenue in New York City in February.
- ▶ Ralph Lauren introduced a 10,000-square-foot men’s-only flagship in Hong Kong in June.
- ▶ Tod’s added “a luxurious, club-like ‘Sartorial floor’” for men at its Via Spiga flagship in Milan last month.
- ▶ Gucci opened a men’s-only flagship in Milan, also in June, featuring a dedicated area for the brand’s made-to-measure line.
- ▶ Jimmy Choo relocated its first men’s store to a larger space in Dover Street in London this year and plans to open a men’s-only store in Shanghai in 2014.

“Many of these new men’s-focused flagships offer a rich sensory and leisure-inflected experience that feels more like being at a residence or a club than a store,” writes Suleman Anaya, pointing out that Dolce & Gabbana has a traditional barbershop on site.

Procter & Gamble clearly anticipated that trend in 2009 when it acquired Art of Shaving, an upscale retailer of men’s facial cosmetics.

## Who’s News

**Sabrina Ironside** is named SVP brand management at Paramount Pictures, managing consumer products, pretheatrical, theatrical, and home media windows. Ironside was most recently at Wildbrain and, prior to that, spent a decade at Fox.

**Russell Brown** is named chair of the newly formed Licensing Council at The Brand Activation Association (formerly Promotion Marketing Association, or PMA). Brown is president of licensing, promotions, and ad sales for Valiant Entertainment.

**Paul Flett** joins the branding, licensing, and endorsements division of talent agency UTA from Skechers USA, where he had been SVP global brand licensing since 2009. Prior to Skechers, Flett had been at MGM Studios.

**John Spotts** joins FAM Brands as EVP business development and licensing. Spotts was most recently with Eddie Bauer and has held positions at Woolrich, Coleman, Equity Management, The Sharper Image, and Franklin Covey.

Andrew Stalbow, U.S. head of strategic partnerships at Rovio, is leaving to start his own company.



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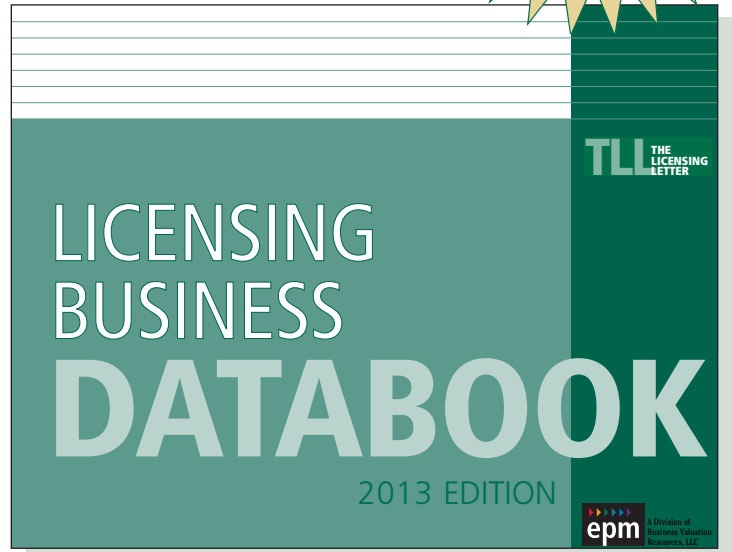
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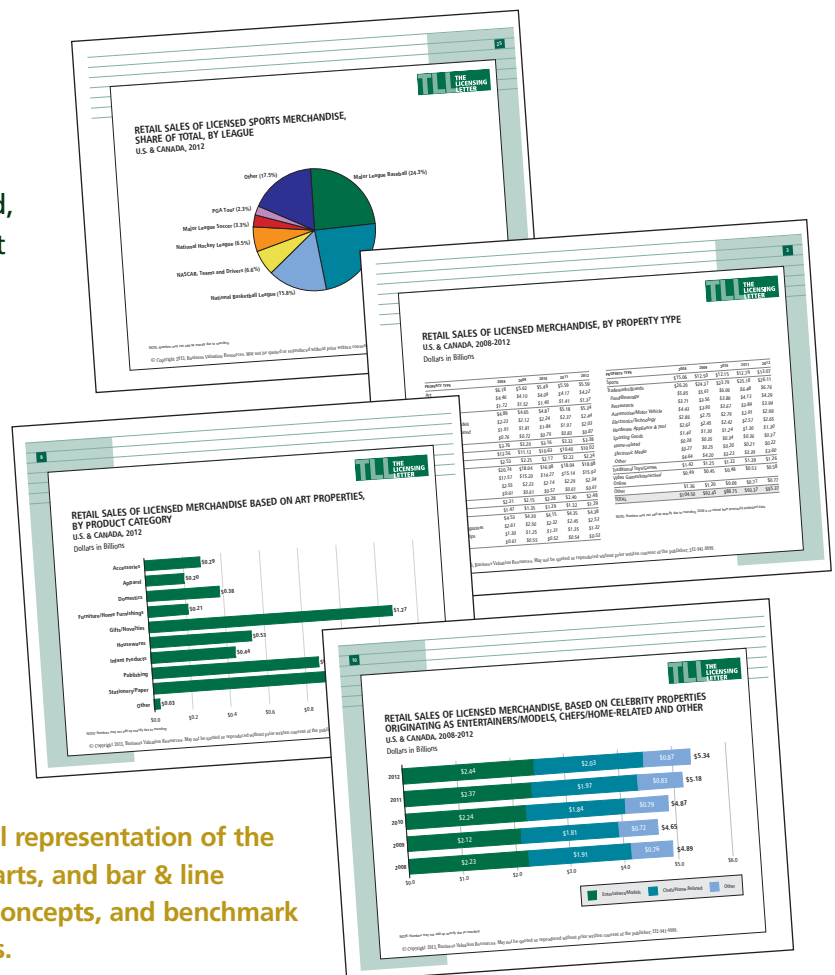
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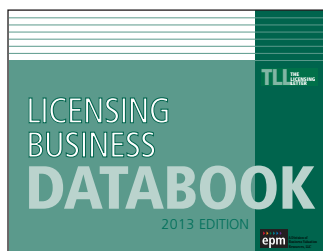
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