

# TLL THE LICENSING LETTER

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

## The Force Was With It: Comic-Con Shows Its Roots Even as Property Owners Expand Their Reach

For all the advance planning that goes into everyone's announcements at Comic-Con, at least one deal this year happened in a matter of days.

On the Thursday before the show in San Diego last month, Peanuts Worldwide received an inquiry from Facebook about the latter becoming a Peanuts licensee for social media stickers. An executive from Peanuts responded that she was sorry Facebook hadn't been in touch earlier—that that kind of deal would be perfect to announce at Comic-Con.

"We can do a deal before Comic-Con," the Facebook executive replied. "Let me see if we can," said the Peanuts exec. And the deal *was* signed before the doors opened, announced during the event, and an initial pack of 18 stickers started flowing out of Facebook immediately.

Peanuts has a similar deal with Path, another social network, and has been pursuing social media opportunities actively; Facebook's only other licensed sticker pack (as this is written) is with *Despicable Me 2*.

Of course, most of the deals announced at San Diego Comic-Con involved more pomp and circumstance—or at least a longer lead time—with the event once again introducing a multitude of entertainment brands and their licensees in high-profile presentations.

The heavy focus on film and television franchises (as opposed to the convention's name-sake) continued in even greater force this year, with an increase in the number of non-comic-related properties making their first Comic-Con appearance.

Meanwhile, studios showcased upcoming blockbuster films and celebrated old television shows. Still, the convention proved to be a hit once more with fans of sci-fi, horror, and fantasy, as well as licensees and licensors catering to a wide array of genres outside those featured in comic books.

Comic book properties still play a huge role

at the convention, albeit outside of their usual format. For example:

- ▶ Children's book publisher Capstone showcased and gave away a signed copy of its DC collaboration, *DC Super-Pets Character Encyclopedia*.
- ▶ Continuing with the massive success of the Marvel Cinematic Universe, Disney hosted a panel centered on the upcoming television series, "Marvel's Agents of S.H.I.E.L.D." The show, whose story line

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### TLL ANALYSIS

## What Hasbro's Guarantees Imply for Marvel, Star Wars Sales

Hasbro is guaranteeing Disney an additional \$80 million in royalties to extend its global licensing agreement for Marvel an additional two years to 2020; THE LICENSING LETTER estimates that the extension anticipates retail sales of approximately \$360 million annually, worldwide, for the line. The deal assumes that additional films, TV, and other content will be released beyond what was anticipated at the time of the original deal.

The toy manufacturer is also paying Disney up to \$225 million to extend its *Star Wars* agreement to include three sequels and other new material that were not planned at the time of the original Lucas/Hasbro deal; the original deal was made long before Disney's acquisition of Lucas. TLL estimates that Hasbro is looking at additional retail sales of \$680 million worldwide per sequel for the category, about what *Star Wars* traditionally does. Overall, we estimate *Star Wars* does about \$3 billion worldwide, annually, in retail sales of licensed merchandise, 35% to 40% of which would be toys.

Another way to analyze the added *Star Wars* guarantee is to look at what the increased

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### next issue

There is only one issue of TLL during the month of August. Your next issue will be dated September 2, arriving right after Labor Day. Enjoy the rest of the summer.



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# Licensing Ledger

## FANCY, NOT ORGANIC

Growing up, no one would have dubbed **Bosco** “fancy food,” but there the brand was at the Fancy Food Show at the Javits Center in New York City with licensed chocolate bars from **Praim Group** (Praim has had that license for a few years) seeking additional licensees. Among some other licensed products, **Picnic Time** added a **New York Yankees** cheese board to its assortment, among other sports teams it licenses. And **Swiss Colony Retail Brands** introduced **Jelly Belly** licensed bite-size cakes made with Jelly Belly flavors. Other general trends at the food show: Our unscientific survey says the hot terms this year were gluten free, kosher, non-GMO, and vegan; organic and whole grain were not as prominent as in recent years.

## FUN BUT NOT FANCY

The 225-store **Yogurtland** chain is introducing six flavors based on **Loo-ney Tunes** characters Bugs Bunny, Daffy Duck, Road Runner, Tweety, Marvin the Martian, and Taz. Each flavor will have its own collectible cup and spoon, and Yogurtland will sell a line of co-branded notepads, pencils, key chains, and melamine bowls. Yogurtland operates in the U.S., Guam, Mexico, Venezuela, and Australia.

## NCAA LEAVES EA

**EA** will continue making college football games despite the **NCAA's** decision to forgo a new video game licensing agreement with the manufacturer. EA will license the individual colleges, logos, and related insignias for future games via the **Collegiate Licensing Co.** The current EA/NCAA licensing deal ends in June 2014, and, although the NCAA Football series tends to arrive in stores in July (as “NCAA Football 2014” recently did), the NCAA says that this year’s release is the last. Separately, Aaron Hernandez, the NFL player charged with the murder of a semi-pro player, was removed from EA’s “NCAA 2014” and “Madden 25” games—in the former case, with a mandatory downloadable patch that had to be created within days of the scheduled release.

## APPROVALS? WHAT APPROVALS?

**Nike** has removed a **Carolina Panthers** shirt from its online store after a fan noted that the shirt featured the Carolina Panthers logo over a graphic of South Carolina—but with the initials “NC,” according to *Advertising Age*.

## PLANES FLYING AT WALMART

Disney’s **Teen Beach Movie** was up first (airing for the first time on the Disney Channel July 19 and attracting 8 million viewers), but **Planes** (to be released theatrically Aug. 9, having initially been scheduled as a direct-to-DVD title) made a clear landing at **Walmart** a month ahead of release with a stand-alone display at the head of the toy department. At **disneystore.com**, **Planes** brings up 26 traditionally licensed items including apparel and toys, plus seven custom on-demand items including iPad case, mousepad, iPhone case, binder, and mug. **Teen Beach Movie** has seven items in the store—two ready-made T-shirts, and an on-demand iPod case, iPad sleeve, mouse pad, binder, and hoodie. Online, Walmart has more than 40 Disney **Planes** items, and four **Teen Beach Movie** SKUs.

## ICE AGE DIGS INTO CLIMATE CHANGE

**Premier Exhibitions**, developer of museum and interactive concepts including **Bodies** and the **Titanic**, is licensing Fox’s **Ice Age** for a traveling exhibit about climate change.

“*Ice Age* also possess[es] significant merchandising possibilities,” says Premier’s Samuel Weiser, speaking on the company’s analysts call. Presumably he means merchandise based on this attraction, since *Ice Age* already has a significant program—especially outside the U.S. The climate change show is expected to debut in fiscal 2015.

## MARSHMALLOW COMMANDER

The **Marshmallow Fun Co.**, which makes blasters, guns, and bows and arrows that shoot marshmallows, is licensing **Duck Commander** and **Buck Commander**, properties owned by “Duck Dynasty’s” Robertson clan. Agent **Jordan Outdoor Enterprises**, best known as the owner of the Realtree camouflage brand, handles licensing for the companies. Licensing for “Duck Dynasty” is through **Brandgenuity**, agent for A&E Networks.

## SAFILO EXPANDS FOSSIL FRAMES AGREEMENT

**Safilo** and **Fossil Group** have expanded their licensing deal, under which Safilo markets Fossil-branded eyewear. The new agreement extends to 2018, expands the territory from U.S. and Canada only to global, and adds sunglasses to the optical frames included under the previous contract.

## BIRDLANDERS INFINITY

**Rovio’s Angry Birds** takes a page out of the Skylanders playbook with a new (licensed) approach to the toys-as-premium-content model. Mobile game “**Angry Birds Star Wars II**” will have players scan a product code on **Hasbro**-made **Angry Birds Star Wars** toys to add premium characters to the game. Thirty characters, or “telepods,” are available at \$6 to \$30. Disney’s **Disney Infinity** console game, which follows a similar model, arrives in stores Aug. 18 but will be limited to featuring the likenesses of **Disney** and **Pixar** characters.



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## Fashion Collaborations Keep Classic Brands Trend-Forward

Collaborations with emerging fashion designers—mainly for apparel and accessories, but sometimes for hard goods as well—represent an increasingly common way for licensed properties, especially in the entertainment and corporate spheres, to encourage consumers and retailers to take a fresh look at existing brands.

“We’re constantly looking for new collaborations,” reports Kate Dwyer of Coca-Cola, which recently announced an urban streetwear collection by Dr. Romanelli (Dr. X) and has offered other collaborations, such as sweatshirts by Japanese designer Nigo’s Human Made label. The company also has forged a number of designer pairings for hard goods such as glassware.

Dwyer says she looks for designers who can convey optimism and passion for the brand, reinterpret it in a new way, offer a vintage-but-modern take, and appeal to teens and young adults (the core consumers of Coke beverages), as well as providing new retail points of distribution. “We want to create new news and innovation in the category,” Dwyer explains. “We’re staying on the pulse of emerging trends.”

“[Collaborations] give us a chance to offer something different,” says Joanne Loria of The Joester Loria Group, which has put together collaborations for client Mountain Dew under the Mountain Dew Green Label Exclusives umbrella. It works with Complex Media, a collection of social sites for 20-something men, and fashion e-commerce site/style community Karmaloop, on many of the tie-ins. Limited-edition Dew collaborations with designers and skaters such as Mac Miller and Keelan Dadd, paired with fashion and skate brands such as Diamond Supply Co. and DGK, have sold out in minutes.

Most fashion collaborations take the form of capsule collections of a limited number of SKUs, available in small quantities (as few as 100 units) for a limited period of time. Distribution tends to be very select, such as only in the designer and/or licensor’s website or stores, on a home shopping network, or sometimes in very narrow specialty/department store distribution.

The number of deals in recent years is too big to count, but they tend to fall into a handful of categories:

- ▶ *Classic characters.* In May, U.K. agent TLC signed The Rodnik Band to create a capsule collection of dresses, sequin accessories, and headwear for Peanuts, combining common Rodnik pop art imagery (e.g., Swiss cheese and fried egg prints) with the Peanuts characters. The same month,

Warner Bros. signed ElevenParis for a line of statement T-shirts featuring Looney Tunes characters and its other film and TV properties. King Features has paired Betty Boop, Popeye, Olive Oyl, and others with high-end fashion and accessories brands such as Miss Sixty and Razor MD. Sanrio and Pynkiss have offered an extensive designer-driven, bejeweled collection globally since 2009.

- ▶ *Design-centric TV shows and films.* Television programs from AMC’s “Mad Men” to ABC’s “Revenge” and films from Disney’s *Oz the Great and Powerful* to Warner Bros.’ *The Great Gatsby* have released limited-edition collections. They reflect the design sensibility of the film, typically enlist the movie or TV series’ costume designer to consult on or design the line, and often are offered through exclusive retail partners (e.g., “Mad Men” through Banana Republic, *Oz* through HSN, and *Gatsby* through Brooks Brothers).
- ▶ *Musicians, celebrities, and estates.* In April, The Hundreds released The Hundreds x Grateful Dead Collection, consisting of graphic T-shirts, tanks, raglans, jackets, hats, and sneakers pairing Dead imagery with its signature graphics and tie-dye motif, at its flagship locations, select retailers, and online shop. Dolce & Gabbana has created hoodies incorporating the likeness of Steve McQueen.
- ▶ *Corporate trademarks.* In addition to the Coca-Cola and Dew examples, Hasbro has partnered with a variety of design companies, including with Junk Food Art House for “Monopoly.” And Chupa Chups has tied in with B&AB, a Hong Kong-based fashion brand, as well as fashion retailers including Pull and Bear and UNIQLO.

While these deals most often (but not always) are associated with some sort of royalty payment, quantities are very limited and distribution is select and high end. The intent of the collaborations is more about promotion and image-building than generating significant sales. The value rests on getting the property into fashion magazines and on the runway.

That said, there can be a coattails effect, Dwyer says. Mass retailers carrying merchandise based on the same properties see a designer initiative in *GQ* or at the higher retailer tiers and, as a result, purchase more branded merchandise for their own stores. “Indirectly it has fueled a lot of growth for us and generated a lot of excitement for the brand,” she says.

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## Who's News

**Pamela Kaufman** is promoted to president of Nickelodeon Consumer Products, adding to her existing role as CMO. Kaufman joined Viacom in 1997 as VP of Nickelodeon Promotions Marketing, a position she previously held at Turner. Kaufman reports to Cyma Zarghami, President of the Nickelodeon Group.

**Pau Pascual** is promoted to general manager for Iberia at Copyright Promotions Licensing Group, working out of Barcelona. He had been marketing, sales, and retail director at CPLG Spain.

**Antoine Erligmann** and **Andrew Kerr** are named co-heads of Corus Entertainment's Nelvana Enterprises unit, managing global distribution and licensing of the Nelvana properties in Europe, the Middle East, and Africa (Erligmann) and the Americas and Australasia (Kerr).

**Hearst Magazines International** assigns licensing representation for *Cosmopolitan*, *Esquire*, and *Harp-er's Bazaar* outside the U.S. and Canada to IMG Licensing.

**Mark Siegel** is named SVP licensing and business development at MjC International Group, San Francisco.

## Comic-Con

*Continued from page 1*

picks up after last year's *Avengers* film, premieres on September 24 on ABC as Disney's first foray into a live-action Marvel television series.

- ▶ Marvel's next *Avengers* film, *Avengers: Age of Ultron*, was the subject of two panels, including one featuring cast members from the upcoming *Guardians of the Galaxy* film; *Guardians* was also featured at Disney's private licensing meeting at the 2013 Licensing Expo.
- ▶ DC announced its own superhero crossover film, an as-yet-untitled Batman/Superman effort, directed by *Man of Steel*'s Zack Snyder and set for a 2015 release.

## TV Properties

Television series and their licensing programs take up a large space at Comic-Con, with "South Park" creators Matt Stone and Trey Parker on hand to talk about the upcoming game "The Stick of Truth," licensed by Comedy Central to Ubisoft. "South Park" could also be found on a Mimoco USB flash drive, as were characters from other TV series including "Adventure Time," "My Little Pony," and "Star Trek."

"Pac-Man and the Ghostly Adventures," a new series based on Namco's mascot, was present in the form of a limited edition figure signed by producer (and former Marvel executive) Avi Arad.

HBO's "Game of Thrones" had everything from plush made by Factory Entertainment to collectible vinyls (FunKo), along with Inside Editions' "Pop-Up Guide to Westeros."

There were two 20th anniversary "celebrations": Fox marked its "X-Files" series' 20th with a panel and a recent comic book launch from

IDW. And Saban hosted a 20th anniversary celebration for the "Power Rangers," with merchandise spread across a dozen licensee booths in the convention center.

## Role Playing and Video Games

Role playing and video game properties and their licensed collectibles, comics, and more could be found throughout the convention hall.

- ▶ LEGO demonstrated its expanded product line based on Mojang's "Minecraft" to include new structures and characters featured in the popular LEGO-like game.
- ▶ Hasbro showed off a new "Dungeons and Dragons" set of Kre-o blocks, the company's construction toy brand that already has the license to "Star Trek."
- ▶ Blizzard Entertainment appealed to the younger crowd with an original "World of Warcraft" children's book, titled *Snowfight*.
- ▶ Dark Horse Entertainment, licensee of properties including "Mass Effect" and "The Legend of Zelda," will release a monthly comic book series based on Microsoft and 343 Studios' "Halo" game franchise, with the story taking place during last year's "Halo 4."

## And More ...

Comic-Con is also home to a number of brand and property launches. Plush toy manufacturer Kids Preferred introduced "zombie collectible and fashion accessory" brand Yarn Zombies, featuring off-kilter characters appearing in plush and T-shirts. Manga publisher Viz Media's Perfect Square brand, a relaunch of its Viz Kids label, announced it will debut in 2014 with *Bravest Warrior*, a series based on an animated series on YouTube. And Perfect Square will continue to publish graphic novels based on existing licensing deals, including Max Steel, Uglydoll, and others.

## TLL Analysis

*Continued from page 1*

guarantees come to by average per annum—which is roughly \$255 million per year additional over eight years—rather than tying the additional retail to the sequels. This has the advantage of accounting for the fact that Hasbro and Disney allude to other future entertainment aside from the films (e.g., new TV shows, of which at least one has already been announced) and that, while *Star Wars* can be expected to see a bump

in sales in a movie year, it is a property with an exceptionally strong base and a relatively steady history of merchandise sales, certainly in recent years.

For *Star Wars*, Hasbro will pay \$75 million on signing, with the balance due in accordance with planned releases of the films.

The new expiration date brings Marvel into alignment with the expiration of the *Star Wars* contract. Both agreements cover all film and TV properties for the respective franchises during the period and include similar product categories.


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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>BabyFirst</b>	Cable network for infants, now in its 8th year. Available in 33 countries.	All	Ross Misher, Brand Central
<b>Bally Total Fitness</b>	Fitness club chain with locations throughout the U.S.	Cardio equipment, energy bars/drinks, hosiery, swimsuits, vitamins/supplements, watches/pedometers, weight loss products	John Spotts, FAM Brands
<b>Creativity Explored</b>	Art collective/organization of artists with developmental disabilities, selling/exhibiting their art in their studio and galleries.	Apparel, gifts/novelties, greeting cards, on-demand printing, textiles	David Milch, Perpetual Licensing
<b>Freaky Flipsters</b>	Vapssky Technologies' mobile app for iOS devices featuring characters created by children's illustrator David Sheldon.	All	Liz Stahler, SupperTime Entertainment
<b>Goodyear</b>	Tire (and rubber company) known also for their iconic blimp.	Accessories, apparel, footwear	Fabrice Faurie, IMG Licensing
<b>Japanzi: Going, Going, Gong!</b>	Marblemedia's new action-filled TV series filmed in front of a live studio audience. Airst on Disney XD and YTV in U.S. and Canada, respectively, later this year.	All (North America)	Avra Goldenblatt, Licensing Shop, The
<b>Marika</b>	Women's shape-enhancing active wear brand.	Bags, beverages, eyewear, footwear, hosiery, school uniforms	John Spotts, FAM Brands
<b>Mindy Weiss</b>	Wedding and entertainment consultant known for elaborate weddings, bar/bat mitzvahs, and other events.	Accessories, bridal gowns, bridesmaid dresses, floral arrangements, jewelry, stationery	Nicole Desir, Beanstalk Group
<b>Tehama Golf</b>	Golf and lifestyle brand founded by Clint Eastwood and Nancy Haley.	Casual/corporate/golf apparel, casual/golf/street shoes	John Spotts, FAM Brands

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Adventure Time</b>	Northwest Company*	Home décor	Cartoon Network
	Rubie's	Halloween costumes	
	Trends International*	Wall décor	
	York Wallcoverings & RoomMates*	Wall décor	
<b>Baby Mat</b>	Mary Meyer	Nursery mat	Bestever
<b>Battle Bears</b>	Mad Engine	Apparel	Richmond Management Group
<b>Beatrix Girls</b>	Popstar Club	Doll accessories	Peavey Electronics
<b>Candy Crush Saga</b>	Happy Socks	Socks	King
<b>Care Bears, Holly Hobby, Madballs, Strawberry Shortcake, Twisted Whiskers, WotWots</b>	Walls 360	On-demand wall graphics	AG Properties

\*Extension or renewal.

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Deadliest Catch, Fast &amp; Loud, Gold Rush, MythBusters</b>	Card.com	Prepaid debit cards	Discovery Communications
<b>Deadpool, Iron Man 3, Spider-Man</b>	Huckleberry	Mobile phone case, vinyl collectibles	Disney Consumer Products
<b>Dexter</b>	Bif Bang Pow*	Talking bobble heads	CBS Consumer Products
	Cloned Replicas	Prop replicas	
	Coolhaus	Ice cream sandwiches	
	Magnolia Bakery	Cupcakes	
<b>Disney</b>	Ceaco*	Co-branded puzzles	Disney Consumer Products
<b>Duck Dynasty</b>	Hallmark Licensing	Greeting cards, greeting cards with sound	Brandgenuity
<b>Fossil</b>	Safilo Group	Eyewear (Worldwide)	Fossil
<b>Godzilla (2014 film)</b>	Freeze/Central Mills	T-shirts	Warner Bros. Consumer Products
	Rubie's	Costumes (adults', children's)	
	Trevco Sportswear	Apparel, T-shirts	
<b>Grateful Dead</b>	SkiLogik	Limited edition skis	Warner Music Group/Rhino
<b>Hanna Andersson</b>	Vida Footwear	Footwear	Excel Branding
<b>Hello Kitty</b>	Blip Toys	Dolls, novelty, playsets, plush	Sanrio
	Fashion Angels Enterprises	Toys	
	Trumpette	Co-branded infant accessories, shoes	
	University Games	Colorform toys	
<b>HillBilly Brand</b>	Global Beverage Solutions	Beverages	Trademarking Resources, Inc.
<b>Kellogg's</b>	Bentex Group/Extreme Concepts	T-shirts (adults', children's)	Joester Loria Group
<b>Knitting Factory</b>	Fallen Arrows	Accessories, apparel, headwear	Knitting Factory Entertainment
<b>Major League Baseball</b>	Tommy Bahama*	Co-branded apparel	Major League Baseball
<b>Mooshka</b>	Franco Manufacturing	Accessories, bath, bath accessories, bedding, housewares	MGA Entertainment
	Thermos	Bottles, food jars, lunch kits, reusable ice	
<b>Mr. Peabody &amp; Sherman</b>	Hybrid Apparel	Apparel	DreamWorks Animation
	Multipet	Pet toys	
	Popfun Merchandising LLC	Glassware, magnets	
<b>My Little Pony</b>	Aurora World	Plush	Hasbro
<b>NBA</b>	That's My Ticket	Collectible ticket displays	NBA Global Merchandising Group

\*Extension or renewal.

*Continued on page 7*


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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Pinkie Cooper and the Jet Sets Pets</b>	Bridge Direct	Dolls, toys, toy accessories	Nelvana Enterprises/Corus Entertainment
<b>Saturday Night Live</b>	Bif Bang Pow	Action figures, bobble heads, bottle openers, journals, lunch boxes, ornaments	Broadway Video
<b>Teen Titans Go!</b>	Jazwares	Master toy	Warner Bros. Consumer Products
<b>The Mortal Instruments: City of Bones</b>	Hot Topic	Limited edition apparel	Sony Pictures Consumer Products
<b>Tickety Toc</b>	Canadian Group (TCG)	Wooden toys/activities (North America)	Established Brands
<b>U.S. Army</b>	Global Tissue Group	Napkins, paper towels, tissues	Beanstalk Group
<b>Very Hungry Caterpillar, The</b>	Zak Designs	Bowls, plates, flatware sets	Joester Loria Group
<b>Walking Dead, The (TV series)</b>	Her Universe	Dresses, fashion tops, hoodies, leggings (women's)	Striker Entertainment
<b>World War Z</b>	CafePress	Customized on-demand apparel, gift, novelty	Paramount Licensing
	Ghoulis Productions	Costumes, dress-up accessories	
	Pyramid Posters	Buttons, magnets, posters, prints	

**INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED**

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Hot Foot</b>	Football-focused art property featuring graffiti style graphics. Geared to boys and girls 4-10.	All including accessories, apparel (U.K.)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
<b>Huntik, Mia and Me, Pop Pixie</b>	Rainbow SRL's animated children's shows for young girls and boys.	All (Australia)	Shane Lipton, Wild Pumpkin
		All (Latin America)	Marcus Macedo, Exim Licensing
<b>Huntik, Mia and Me, PopPixie, Winx</b>	Rainbow SRL's animated children's shows for young girls and boys.	All (Spain)	Ignacio Segura de Lassaletta, Planeta Junior SI
<b>Mister Maker</b>	Children's TV series from The Foundation, now airing on Discovery Kids in Latin America, with a host who applies his passion for art to the real world.	All (Latin America)	Marcus Macedo, Exim Licensing
<b>Sanrio properties</b>	Social expressions brands Hello Kitty, Charmy Kitty, Keroppi, Chococat, and more.	All (Austria, Germany, Switzerland)	Gerold Kolenbrander, Team! Licensing
<b>Sendokai Champions</b>	Nottingham Forest's animated series about four unpopular kids who train to save Earth. Set to air on the Vortexx block on the CW in the U.S., Clan in Spain, and Cartoon Network in Latin America.	All (North America, Israel)	Elie Dekel, Saban Brands
		All (Eastern Europe, South Europe)	Ignacio Segura de Lassaletta, Planeta Junior SI
<b>Silentnight</b>	U.K.-based bed and mattress company, expanding beyond furniture.	Bedroom scents, bath/body accessories, beverages, herbal sleep remedies, nightwear, sleep toys (U.K.)	Jane Evans, Jane Evans Licensing Consultancy/Brand Extensions Russia
<b>Where's the Meerkat?</b>	Michael O' Mara Books' activity-based book, available in over 20 countries.	Accessories, apparel, gift items, plush (U.K.)	John McInnerny, Allsorts Licensing

\*Extension or renewal.

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**international licensing news** *Continued from page 7*
**INTERNATIONAL LICENSES RECENTLY GRANTED**

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beano and Dady	151 Products	Car air fresheners (U.K.)	Start Licensing
Betty Boop, Olive Oyl, Popeye	NZI Helmets	Motorcycle helmets (Spain)	Biplano Licensing SA
Care Bears	Kaga High Tech	Calendars, postcards, stickers (Japan)	MindWorks Entertainment
Cut The Rope	Copywrite Europe Group	Back-to-school (Spain, Portugal)	ITV Studios Global Entertainment
	Helvi 2000	Apparel (Spain, Portugal)	
	Van der Erve NV		
Extreme	Eat Ski Drink Sleep	Apparel (U.K.)	Extreme Sports Company
	Lucky Seven Caps	Trucker caps (U.K.)	
Holly Hobbie	Ciranda Cultural Editora e Distribuidora	Sticker/activity books (Brazil)	Exim Licensing
Knitting Factory	Kothai	Leather accessories (Europe)	Knitting Factory Entertainment
LEGO movie	TV Mania U.K.	Apparel (U.K.)	LEGO U.K.
Masha and the Bear	Chupa Chups	Confections (Russia, CIS)	Ink Brands
Peanuts	Schleich North America	Collectible figures, playsets (Worldwide)	All-American Licensing & Management
Sendokai Champions	Panini U.K.	Collectibles (Spain)	Planeta Junior SI
	Simba Dickie Group	Master toy (Iberia)	
Sonic The Hedgehog	Universal Cycles	Outdoor toys, ride-on toys (Austria, Benelux, France, Germany, Switzerland)	SEGA Europe
Strawberry Shortcake	Piffer & CIA	Housewares, party goods (Brazil)	Exim Licensing
	Wabro	Accessories, back-to-school (Argentina)	
	Importadora y Exportadora Rosen	Back-to-school (Caribbean, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Peru, Venezuela)	
Temple Run	Forbidden Planet	Apparel, collectibles, gift items (U.K.)	Lisle International Licensing
Walking With Dinosaurs	Travelgoods.com	Back-to-school (Australia)	BBC Worldwide Australia & New Zealand
Where's the Meerkat?	BrownTrout Publishers	Calendars (U.K.)	Allsorts Licensing
Wooly and Tig	AFB (Alfred Franks & Bartlett)	Accessories (U.K.)	Brands With Influence (B.W.I.)
	Cooneen Textiles	Nightwear, socks, underwear (U.K.)	





# contacts & connections

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

**343 Industries Microsoft**, Christine Finch, Licensing Manager, 425-704-8037, cfinch@microsoft.com, P. 4.

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**Aurora World**, Michael Kessler, SVP Sales & Marketing, 562-205-1222, P. 6.

**BBC Worldwide Australia & New Zealand**, Heather McIlpatrick, Head Commercial, Factual, Lifestyle, 61-2-9744-4500, P. 7.

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**Beanstalk Group, The**, Nicole Desir, VP Brand Management, 212-303-1148, nicole.desir@beanstalk.com, P. 5.

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

**Bestever**, Sandy Willens, VP, 310-515-7030, sandys@besteverinc.com, P. 5.

**Bif Bang Pow**, Jason Lenzi, CEO, 877-243-2264 x803, jlenzi@bifbangpow.com, P. 6, 7.

**Blip Toys**, Hugh Kennedy, SVP Global Marketing, 800-974-7856, info@bliptoy.com, P. 6.

**Blizzard Entertainment**, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 4.

**Bosco Products**, Joshua Sanders, VP, 973-334-7534, P. 2.

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

**Brandgenuity**, Rachel Humiston, Manager, 212-925-0663, rachel@brandgenuity.com, P. 2, 6.

**Bridge Direct**, Jay Foreman, President, 561-997-8901, jforeman@thebridgedirect.com, P. 7.

**Broadway Video**, Eleonora Monacella, Marketing and Licensing, 212-265-7600, emonacella@broadwayvideo.com, P. 7.

**Brooks Brothers Group**, Claudio Del Vecchio, Chairman/CEO/Owner, 212-309-7289, P. 3.

**CafePress**, Ty Simpson, VP Business Development, 650-655-3000, tsimpson@cafepress.com, P. 7.

**Canadian Group (TCG)**, Michael Albert, Partner, 416-746-3388 x333, malbert@canadagroup.com, P. 7.

**Card.com**, Ben Katz, CEO/Co-Founder, 888-255-5962, info@card.com, P. 6.

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

**CBS Consumer Products**, Elizabeth Kalodner, EVP/General Manager, 212-975-5232, liz.kalodner@cbs.com, P. 6.

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

**Cloned Replicas**, Michael Baker, info@clonedreplicas.com, P. 6.

**Coca-Cola Company**, Kate Dwyer, Group Director Worldwide Licensing, 404-676-7478, katedwyer@na.ko.com, P. 3.

**Coolhaus**, Natasha Case, CEO, 310-424-5559, natasha@eatcoolhaus.com, P. 6.

**Dark Horse Comics**, Anita Nelson, VP Sales & Marketing, 503-652-8815 x389, anitan@darkhorse.com, P. 4.

**Discovery Communications**, Elizabeth Bakacs, VP Licensing & Creative, 240-662-3315, elizabeth\_bakacs@discovery.com, P. 6.

**Disney Consumer Products**, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0001, luis.fernandez@disney.com, P. 2, 6.

**Disney Consumer Products**, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 1, 6.

**DreamWorks Animation**, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 6.

**Electronic Arts/EA Sports**, Christopher Erb, VP Brand Marketing, 407-386-4404, cerb@ea.com, P. 2.

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

**Excel Branding**, Robert Stone, 212-921-2000, rstone@excelbranding.com, P. 6.

**Fallen Arrows**, Tito Sands, 404-635-6367, info@fallenarrows.com, P. 6.

**FAM Brands**, John Spotts, EVP Business Development & Licensing, 877-888-7255, info@fambrands.com, P. 5.

**Fashion Angels Enterprises**, Bill Uzell, EVP, 414-961-9200, billu@fashionangels.com, P. 6.

**Fossil**, Randy Hyne, General Counsel, 972-699-2115, legal@fossil.com, P. 2, 6.

**Fox Consumer Products**, Stacey Kerr, Executive Director of Licensing, 310-369-5834, stacey.kerr@fox.com, P. 2.

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

**Freeze/Central Mills**, Kim Cauley, VP Licensing, 212-764-9011 x220, kim@freezeemi.com, P. 6.

**Funko**, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 4.

**Ghoulish Productions**, Carlos Delgado, 52-777-312-8665, carlos.delgado@gruporev.com, P. 7.

**Global Beverage Solutions**, Jerry Pearing, President & CEO, 954-473-0850, P. 6.

**Global Tissue Group**, Phillip Shaoul, Director, Business Development, 631-419-1300, philip@gtgtissue.com, P. 7.

**Hallmark Licensing**, Cindy Mahoney, VP Licensing, 816-274-4918, cmahon2@hallmark.com, P. 6.

**Happy Socks**, Mikael Soderlindh, CEO, b2b@happysocks.com, P. 5.

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**Hot Topic**, Cindy Levitt, General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 7.

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**IMG Licensing**, Daniel Siegel, VP, 424-653-1900, daniel.siegel@imgworld.com, P. 4.

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**Joester Loria Group**, Joanne Loria, EVP Licensing/COO, 212-683-5150 x303, jloria@tjlggroup.com, P. 3.

**Joester Loria Group**, James Slifer, SVP Business Development, 212-683-5150 x306, jslifer@tjlggroup.com, P. 6, 7.

**Kids Preferred**, Laura Perks, VP Marketing, 732-274-1144, laura@kidspreferred.com, P. 4.

**King**, Riccardo Zacconi, CEO, licensing@king.com, P. 5.

**King Features Syndicate**, Ita Golzman, VP North American Licensing, 212-969-7584, igolzman@hearst.com, P. 3.

**Knitting Factory Entertainment**, Brad Spencer, Director Brand Strategy, 323-798-5628, brad@knittingfactory.com, P. 6.

**LEGO**, Kristen Allshouse, Licensing Manager, 860-749-2291, kristen.allshouse@lego.com, P. 4.

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**Mad Engine**, Carolyn Foreman, VP Licensing, 858-558-5270, P. 5.

**Magnolia Bakery**, Misty Martin, 855-622-5379, P. 6.

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**Popfun Merchandising LLC**, Thom Zahler, Art Director, P. 6.

**Popstar Club**, Mary Mueller, VP Global Marketing & Strategic Partnerships, 310-402-2180, mary.m.mueller@gmail.com, P. 5.

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**Premier Exhibitions**, Bruce Eskowitz, Director, 404-842-2600, beskowitz@prxi.com, P. 2.

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## contacts & connections *Continued from page 9*

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**SupperTime Entertainment**, Liz Stahler, Partner/EVP Consumer Products/Publishing, 213-426-0386, admin@suppertimentertainment.com, P. 5.

**That's My Ticket**, Dean Macchi, President, 508-533-1900, sales@thatismyticket.com, P. 6.

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**Warner Music Group/Rhino**, Sara Nemerov, SVP Consumer Products & Brand Licensing, 212-275-2370, Sara.Nemerov@rhino.com, P. 3, 6.

**Yogurtland**, Larry Sidoti, VP Development & Operations, 949-265-8000, info@yogurtland.com, P. 2.

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# international contacts & connections

This section refers to the International listings on Pages 7-8. International calls from the U.S. and Canada must be preceded by the 011-prefix.

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**Allsorts Licensing**, John McInnery, Managing Director, 44-1234-212411, john@allsortsmedia.co.uk, P. 7, 8.

**Biplano Licensing SA**, Jordi Rey, General Manager, 34-93-452-60-00, jordir@biplano.com, P. 8.

**Brands With Influence (B.W.I.)**, Martin Lowde, Managing Director/Founder, 44-7831-2350-24, martin@brandswithinfluence.com, P. 8.

**BrownTrout Publishers**, Gray Peterson, Director Sales & Marketing, 310-607-9010, P. 8.

**Chupa Chups**, Christine Cool, Senior Brand Manager, 34-93-773-9362, christine.cool@es.pvmgrp.com, P. 3, 8.

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**Copyright Promotions Licensing Group/CPLG Iberia**, Pau Pascual, GM, 34-93-409-04-74, ppascual@es.cplg.com, P. 4.

**Copywrite Europe Group**, Joan Palau Montaña, 34-93-512-12-90, jpalau@copywritegroup.com, P. 8.

**Eat Ski Drink Sleep**, Alexander Lezaic, Managing Director/Founder, 44-7980-489-633, info@esdsclothing.com, P. 8.

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**Eximtrading**, Jaime Hofman, 54-11-4372-3167, P. 8.

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**Forbidden Planet**, Alex Carter-Jones, 44-207-803-1900, P. 8.

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**Kothai**, Cedric Chauveau, 33-491-909-123, cedric@kothai.fr, P. 8.

**LEGO UK**, Melissa Wallace, Senior Licensing Manager, Apparel & Accessories, melissa.wallace@lego.com, P. 8.

**Lisle International Licensing**, Colin Lisle, Managing Director, 44-1937-586237, colin@lisleintlensing.com, P. 8.

**Lucky Seven Caps**, Jay Jay Burrige, Founder, jay@luckysevencaps.com, P. 8.

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**Panini UK**, Jess Tadmor, Head Marketing, 44-1892-500-100, jtadmor@panini.co.uk, P. 8.

**Piffer & CIA**, Benedito Piffer Filho, 55-35-3714-4778, pifferfilho@pocos-net.com.br, P. 8.

**Planeta Junior SI**, Ignacio Segura de Lassaletta, Director, isegura@deaplaneta.com, P. 7, 8.

**Saban Brands**, Elie Dekel, President, 310-557-5124, edekel@sabanbrands.com, P. 7.

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**SEGA Europe**, Sissel Henno, Head Licensing Europe, 44-20-8995-3399, hennos@soe.sega.co.uk, P. 8.

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**Start Licensing**, Ian Downes, Director, 44-208-337-7958, start.licensing@btopenworld.com, P. 8.

**Team! Licensing**, Gerold Kolenbrander, CEO, 49-89-260-250-05, gerold.kolenbrander@teamlicensing.de, P. 7.

**TLC International UK**, Shaun Nelson, Managing Director, 011-44-1782-79-99-95, shaun.nelson@thelicensingcompany-france.com, P. 3.

**TV Mania UK**, Dan Wilkins, MD, 44-146-244-1742, daniel.wilkins@tvmgroup.co.uk, P. 8.

**Universal Cycles**, Gavin Markscheffel, Managing Director, 44-1268-247-0007, sales@universalcycles.co.uk, P. 8.

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

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**Warner Bros. Consumer Products**, Jordan Sollitto, EVP International Licensing, 818-954-7807, jordan.sollitto@warnerbros.com, P. 3.

**Wild Pumpkin**, Shane Lipton, Owner/Director, 61-3-9429-4498, shane@wildpumpkin.com, P. 7.

# spotlight on fashion

## Fashion, Apparel, and Footwear Brands Change Hands

**HanesBrands** has acquired bra and shape-wear company **Maidenform Brands**. Maidenform, which sources all of its products from third-party manufacturers, is licensee for Donna Karan and DKNY. Presumably, Donna Karan has right of approval in the event of a sale of the licensee, which is what Hanes CEO Richard Noll appeared to allude to in an analysts call, responding to a question about the status of the licenses: "I don't want to get into any specifics at this point because we're just beginning to turn our attention to that. But I will point out that we [Hanes] have had the Donna Karan, DKNY hosiery licenses for decades. But given that, we've got to call the Donna Karan organization and figure all those things out in our implementation planning phase." Maidenform's own brands include Flexees, Lilyette, Self Expressions, and Sweet Nothings. The deal is valued at approximately \$575 million.

Footwear and apparel manufacturer **SGCompanies** has completed its acquisition of sleepwear manufacturer **Wormser** from **SaraMax**. The Wormser name is being retired, and the operation integrated into the SGI Apparel Group Division. The addition of the Wormser lines, however, is seen as positioning the company's sleepwear offerings for expanded distribution. Six "key staffers" from Wormser have been retained. Overall, with the added Wormser personnel and other new hires, SG says it has "doubled its sales and design staff." Elisa Gangl continues to oversee licensing and marketing for all SG divisions.

## Fashion Collaboration

*Continued from page 3*

Loria agrees. "A runway presence has a halo effect on retail sales," she says. "Retailers with our mainstream business love it because it gives the product a buzz."

Some licensors are working to capitalize on the coattails effect more directly by partnering with a broader assortment of retailers, beyond an e-commerce site or a designer's retail stores. "This year we're building a back-end component at retail," explains Loria about the Dew

**Samuelsohn**, a division of **Grano** and a marketer of premium menswear, has purchased the assets of **Hickey Freeman**, including its factory and a 40-year license agreement with **Authentic Brands**, from **W Diamond Group**. Authentic assumed ownership of Hickey Freeman and several other brands when it purchased the assets of HMX Group in December 2012. It immediately named W Diamond Group as the North American men and women's wear licensee for Hickey Freeman and all the other HMX brands.

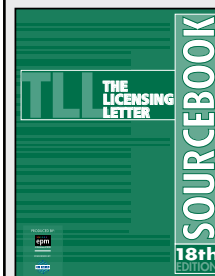
Retailer **Men's Wearhouse** is acquiring **JA Holding**, parent of the Joseph Abboud, JOE Joseph Abboud, Joseph Abboud Boys, and Joseph Abboud Home labels, for \$97.5 million. The purchase includes JA Holdings' U.S. tailored clothing factory. The Joseph Abboud brands are licensed to several companies, including Men's Wearhouse, in a DTR deal for select menswear categories. Joseph Abboud the designer is no longer associated with his namesake brand, nor is he associated with Hickey Freeman or HMX Group, from which he resigned as president and chief creative officer shortly before the sale to **ABG**.

**Heyday**, a maker of footwear sold through e-commerce, is asking consumers on Kickstarter for \$25,500 to create a second SKU in its licensed "Fraggle Rock" line. A shoe featuring the character Gobo is already available; concept art for a second shoe featuring Sprocket was highlighted on Kickstarter through July 29. While this is an interesting concept to keep fans engaged, it is unusual from a financial point of view. After all, to become a licensee in the first place, most manufacturers are expected to have adequate financing to produce at least several items in a line.

collaborations. She points out that a product could be tested at Zumiez or a similar chain, in addition to distribution through the designer's e-commerce site, to see whether it has potential in broader retail channels.

These sorts of fashion collaborations can be viewed as a microcosm of several greater trends affecting the licensing business, including the rise of co-branding, the reliance on limited editions and capsule collections to generate publicity and test new products, and the blurring of the line between promotion and licensing.

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



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**WALMART PRICE CHECK**

**Licensed Goods Carry Premium Pricing—Except When They Don't**

The teen boy band 1D is saturating Walmart these days with a full rack of bags (and more bags on other pegs in the tween/teen aisles), sleepwear, apparel, and accessories. A 1D backpack is \$9.88 versus \$8.88 for an unlicensed design, an 11% premium for the licensed

product. A 1D sleep shirt is \$8.92 compared to \$6.92 for a generic design—for a 29% premium for the licensed item.

Elsewhere in the store:

- ▶ A four-piece bedding set under the licensed *Better Homes & Gardens* brand is \$74.96—as is a comparable set under the house brand Hometrends.
- ▶ A three-pack of licensed Febreze vacuum cleaner bags for Hoover A machines is \$5.98; a three-pack of Arm & Hammer-branded Hoover A bags is \$3.47—a \$2.48 difference. *But*, while a three-pack of Febreze bags for Dirt Devil U is also \$5.98, the Arm & Hammer version is \$5.47—only a 51 cent difference.
- ▶ A Hello Kitty visor organizer in the automotive department is \$6.98, while the Mossy Oak and RealTree versions are \$6.46 each, a difference of 8%. (Mossy Oak is also a licensed brand.)
- ▶ Fleece New York Yankees women's pants are \$18.47; plain fleece is \$9.96—an 85% premium!
- ▶ Six pairs of Hello Kitty or Angry Birds children's ankle socks are \$4.97—so are the generic heart and other designs.
- ▶ Miss America Catalina co-branded bikini bottoms are \$15.96 marked down for end of season to \$11.96; Catalina-only bikini bottoms are \$10.96, for a 46% premium at the beginning of the season to a 9% premium at the end of the season (the plain Catalina had not been marked down yet).

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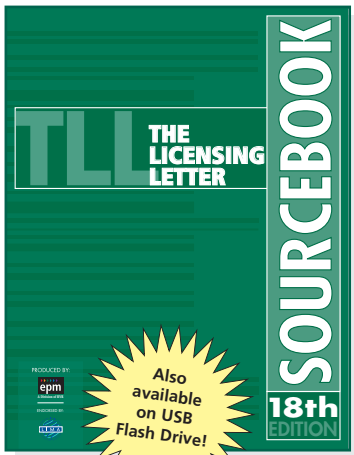
# All The Licensing Contacts You Need In One Reliable Directory

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This comprehensive "who's who" of the licensing business saves you time and money by putting 3,845 licensing decision-makers at your fingertips.

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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**

**Agent Listing Example:**  
**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  
**Properties represented:** Acura, Air-heads, Ambi Pur (Europe), Aquascutum, AT&T, Bag Snobs/Snob Essentials, Big John (Asia), Bigelow, Black and Decker, Blake Griffin, Bounce, Carmindy, Chambord (Europe), Chewits (UK), Chiquita, Copperhead, Dawn, Delta, DEWA

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# What's Your Share Of The \$153.2 Billion Worldwide Licensing Business?

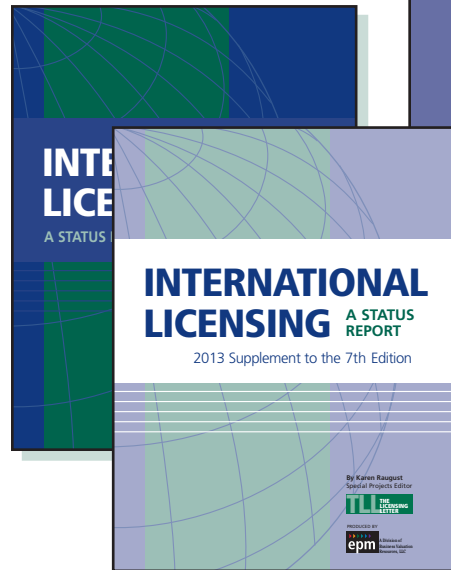
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PLUS, retail and media infrastructure, and trade, political and economic status that determine the risk and create the context in which licensing thrives.



### DID YOU KNOW:

- ▶ Fashion is the #1 property type worldwide, valued at \$36.2 billion; trademark/brand licenses are #1 in the U.S./Canada.
- ▶ The BRIC countries — Brazil, Russia, India, and China — account for 5% of worldwide retail sales of licensed merchandise, up 8% in 2012, compared to 1.6% growth for licensing overall.
- ▶ The five fastest growing markets for licensed products are Macau, China, Russia, Indonesia, and Thailand.
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Germany	Turkey	Australia
Austria	Poland	New Zealand
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France	Czech Republic	Mexico
Italy	Russia	Argentina
Netherlands	Japan	Chile
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