

# TLL THE LICENSING LETTER

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## Neon, Scent, and Customization Go Back-to-School; Online, Supply Stores Compete With Mass Merchants

Judging by the retail sales reports for July (the most recent available as this is written at the very end of August) and the downgrading of earnings forecasts for many major retailers, the back-to-school (BTS) season is not shaping up as optimistically as many had hoped.

That's not unusual. As we've seen the last several years, the first half of the year tends to find retailers, manufacturers, and licensors optimistic that an economic turnaround is taking root. But back-to-school season is when consumers have to get out the cash (or credit cards). That's when fiscal conservatism sets back in.

Nonetheless, this second-largest shopping season—forecast by Prosper Insight & Analytics for the National Retail Federation earlier in the year to reach \$72.6 billion (roughly equal to 12.5% of the holiday shopping season)—reveals some product and shopping trends that are likely to carry over into the fourth quarter and 2014 for licensors and licensees. This despite the fact that the “needs”-based orientation of the BTS season shifts to a “wants” mindset in time for the holidays.

### Product Trends

Crayola's Warren Schorr, during TLL's recent webinar “Back-to-School: Bellwether for Licensing's Q4,” outlined three major product trends he sees continuing beyond this year's holiday shopping season:

- ▶ **Neon.** “It's everywhere. Not just in clothing. It's in school supplies, notebooks, crayons, markers.”
- ▶ **Scent.** “Scent is incorporated into a lot of products that weren't previously thought of as leaders in innovation.” Schorr credits Mentos for starting the trend with a back-to-school pencils promotion. “But scent is now integrated into a lot of products.”

- ▶ **Customization.** “Customization is a big platform for a lot of manufacturers. It's not just about buying the pack of crayons, but can I select individual colors I want? It's the ability to buy the story the way I want it, customize it the way I want it.”

“What we're not seeing is a lot of product innovation,” Schorr adds. “Most of the innovation we're seeing is coming from commercialization strategies” not from new features or brand attributes.

### Shopping Trends

Prosper projects that U.S. spending on back-to-school merchandise will have totaled \$635 per household this year, down from \$689 last year—though 2012 was up substantially from

*Continued on page 3*

### TLL TREND WATCH

## Retailers Across Channels Align With Licensed Properties

Retail channels from outlet stores to flash-sale sites are increasingly becoming involved with licensed properties. Drivers of this trend include licensors' continued quest for untapped retail partners beyond bricks-and-mortar stores and traditional online channels and the retailers' desire to differentiate as competition proliferates.

On the outlet store side (physical and digital), Europe's Chic Outlet Shopping tied in with the nonprofit group (RED) for a special-edition tote bag with photographer Helena Christensen, available in all Chic Outlet Shopping Villages. Oscar de la Renta partnered with the off-price site Outnet for a 24-piece offering, the

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### in short

A Lacoste 21" x 34" memory foam bath rug lists for \$45 and sells for \$30 on sale at Macy's, Zappos, and Nieman Marcus. Bed Bath & Beyond's Microdry house brand version is regularly \$25.



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# ➡ Licensing Ledger

## LICENSING BY THE NUMBERS

Jewelry retailer **Zales** is increasing the number of stores carrying the **Vera Wang Love** collection by 20%, to 900 for the holiday season compared to 740 last May. Zales is also upping the number of SKUs in the line to include new jewelry composites, limited-edition items, men's, and additional solitaire, pendants, and earrings. Retail sales of licensed jewelry and watches was \$3.26 billion in the U.S. and Canada in 2012; the average royalty for the category was 7.7% with the range of reported royalties to us being 3% to 18%, as reported in *The Licensing Letter Royalty Trends Report*.

New York City's **Metropolitan Transportation Authority (MTA)** earns \$500,000 a year in royalties on sales of subway-related licensed merchandise, with an average royalty rate of 10%, reports *The New York Times*. That translates to retail sales of about \$8 million to \$9 million, we estimate. The *Times* piece conflates copyright and trademark law, and, while acknowledging that the MTA sometimes licenses "infringers" rather than suing them (as we reported in 1999), it skirts the issues of fair use, raises (but doesn't address) the issue that the MTA uses "unpaid interns" to scout for infringers, and neglects to identify **Moxie & Co.** as the licensing agent for the MTA.

**Coty** is adding its 20th Jennifer Lopez fragrance, **JLove**, to be marketed exclusively at Kohl's starting this October. *WWD* projects the brand will do \$10 million its first year on the market. Lopez's first fragrance, **Glow**, did \$100 million in retail sales its first year, 2002. Coty is also licensee for a new **Guess** men's scent, **Guess Night**, rolling out in October at department and specialty stores and Guess's own retail shops, with anticipated distribution through 22,000 doors globally. **Guess Night** targets 18-to-24-year-olds. Forecast for the brand is \$22 million in its first year, also per *WWD*. **Inter Parfums** introduces **Boucheron Place Vendôme** for women worldwide starting in September. *WWD* says industry expectations are for retail sales of \$26 million to \$33 million during its first four months on the market. *TLL* values the licensed fragrance market at \$4.1 billion for 2012. Royalty rates for the sector average 9.2%, and the average length of deals reported is 3.1 years versus 2.3 years across all product categories.

**Kitson**, the California lifestyle retailer, receives a royalty of 8% of net sales from **Lucas Design** for jewelry, watches, handbags, headwear, hair accessories, and belts and buckles, according to a lawsuit Kitson brought against Lucas. Kitson claims it has been underpaid over \$118,000 in royalties and that Lucas has exceeded its distribution rights by selling to mass and discount stores. Average royalty rate for jewelry and watches is 7.7%; for handbags, 8.9%; and for headwear, 7.9%, according to the *TLL Royalty Trends Report*.

## NBA BOUNCES INTO MEXICO

The **NBA** and Latin American e-commerce operator **Grupo Netshoes** have launched [www.nba-tienda.com](http://www.nba-tienda.com), the first official NBA online store in Mexico. Fans can personalize jerseys as well as purchase apparel and footwear, bags, backpacks, headwear, basketballs, and other products.

## CLC RANKS COLLEGIATE LICENSEES

**Nike, Knights Apparel, Gear for Sports, Adidas, and Top of the World** are the top five apparel licenses for colleges and universities represented by **CLC**, a division of **IMG**. Topping the list of non-apparel licensees are **EA Sports, Wilson, The Northwest Co., Teams Beans, and Commemorative Brands** (dba Balfour). Leading

schools among those represented by **CLC** are the University of Texas at Austin, the University of Alabama, Notre Dame, Michigan, and Kentucky.

## BUNNY KING ADOPTS CARE BEARS

**AG Properties'** Care Bears will have a co-branded Care Bears and Bunny King promotion covering bags, stationery, and accessories in Hong Kong, Macau, Taiwan, and Indonesia. **AG** is represented for Asia by **Medialink**, which recently secured a similar agreement with **Rody** in Taiwan.

## UO: YES TO LOCAL LICENSEES

The **University of Oregon** has abandoned a plan that would have stipulated every licensee guarantee a minimum of \$500,000 in royalties

annually. Proposed in an RFP last spring, the university received only four or five proposals meeting the minimum. The rule would have eliminated many local licensees from continuing to work with the university, according to *The Register-Guard*.

## SHOE CARNIVAL ADDS LICENSES

Footwear retailer **Shoe Carnival** hopes to attract more fashionable and higher-end female shoppers with its new "better brands" approach. Beginning in mid-September, 20% of **Shoe Carnival's** stores will introduce four new brands: **Anne Klein Sport, Calvin Klein Jeans, Report Footwear, and Steve Madden**. To make room, the retailer is reducing the number of offerings under \$30.



**Publisher & Executive Editor**  
Ira Mayer  
212-941-1633, x27  
imayer@epmcom.com

**Special Projects Editor**  
Karen Raugust  
kbraugust@yahoo.com

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

**Creative/Marketing Director**  
Naomi Berger  
212-941-1633, x21  
nberger@epmcom.com

**VP Business Development**  
Randy Cochran  
212-941-1633 ext. 18  
rcochran@epmcom.com

**Customer Service**  
212-941-0099

**Managing Editor**  
Janice Prescott  
janicep@bvresources.com

**Desktop Editor**  
Monique Nijhout  
moniquen@bvresources.com

**President**  
Lucretia Lyons  
lucretial@bvresources.com

**CEO**  
David Foster  
davidf@bvresources.com



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EPM, a Division of Business Valuation Resources; 1000 SW Broadway, Suite 1200, Portland, OR 97205-3035; Phone: 212-941-0099; Fax: 503-291-7955

## BTS Season

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2011 as the first signs of economic revival started surfacing. From 2008-2011, BTS household spending held relatively flat, between \$495 and \$604, before shooting up in 2012.

Prosper’s Pam Goodfellow noted during the webinar that three out of 10 U.S. consumers shop for back-to-school items while nine out of 10 shop for the fourth-quarter holidays. The difference in shopper demographics—essentially moms for BTS items versus most consumers for holiday—makes it difficult to compare the two shopping seasons, she cautioned.

Both Goodfellow and Schorr point to the different focuses of BTS and holiday spending: BTS shopping, they agree, is about needs-based purchases (apparel, backpacks, and school supplies), while holiday shopping relies on discretionary spending and “wants” (apparel, gift cards, video games/books/music, and toys). Adds Schorr, “BTS is much more brand-driven, holiday is all about content—what’s happening, what’s new. ... The value equation is very different.”

BTS shoppers are cautious and practical, Goodfellow adds, while holiday shoppers are more budget-minded and promotion-driven.

For BTS items, “parents are watching the sales, watching the promotions, and they’re buying basics early,” Schorr explains. “That’s when they buy what they know is going to be on the BTS list. But they’re going to wait until the end of August until the kids go back to school and up to the second week of school to find out what’s needed for that particular classroom.”

### Channels and the Shopping Experience

Online shopping is noticeably more prominent for holiday shopping than BTS shopping, with more than 50% of holiday shoppers expecting to buy some gifts online—compared to about 35% of BTS shoppers who anticipated shopping online, according to Prosper. Discounters and department stores top shoppers’ lists for both seasons.

About 9% of parents who anticipate spending more on back-to-school items this year than last tell WSL Strategic Retail that they’ll pay a premium for the convenience of getting all of their back-to-school shopping done online.

Walmart and Target competed for bragging rights with their BTS price promotions as always this year, but Office Max and Staples were part of that war, as well. According to Prosper, 41% of BTS shoppers planned to go to office supply stores this year.

As for price promotions, Walmart was first out of the box, trumpeting 250 items under \$1 for BTS shoppers. Target followed, with 400 items under \$1.

Office Max offered five-cent ball-bearing compasses with no minimum purchase and 100-sheet packs of filler paper and index cards for a penny with a \$5 purchase. Staples had 10-cent composition books also with a \$5 minimum purchase and 12-packs of RoseArt colored pencils for \$1.

Showrooming is not likely to decrease for holiday shoppers; for BTS shoppers, 43% of tablet owners and 35% of smartphone owners said they planned to research products and compare prices during the BTS shopping season, according to Prosper.

### The Season Gets Longer

Goodfellow notes that “thanks to retailers we can count on the ‘creep,’” as the season starts ever earlier. This year, almost

Little Suzy needs a new backpack, calculator and pencils, but

# I WANT THAT DIAMOND RING.

Back-to-School Shopping is focused on needs-based purchases	VS.	Holiday Shopping relies on discretionary spending
<p>Apparel</p> <p>Shoes</p> <p>Backpacks</p> <p>School Supplies</p> <p>Electronics, Calculators</p>		<p>Apparel</p> <p>Gift Cards</p> <p>Video Games, Books, Music</p> <p>Toys</p> <p>Food/Candy</p> <p>Electronics</p> <p>Personal Care/Beauty</p> <p>Jewelry</p>

Source: National Retail Federation, Prosper Insights & Analytics™

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www.ProspersDiscovery.com

24% of BTS shoppers said they would start their shopping at least two months before school starts—up 37% over 2008.

But consultant Gary Caplan suggests that it’s not retailers but the schools themselves that are forcing the season to start earlier, pointing out that there is no uniformity as to when school actually starts. In some districts, it’s as early as the first week in August; elsewhere it can be the second week of September.

### Hot Properties

While Schorr says “we’re seeing a smaller reliance on licensing by retailers,” he singles out three recent properties that enjoyed success during the BTS season:

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## BTS Season

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Monsters U, which had a movie out timed to BTS season “so it remains to be seen whether it holds into the holiday season”; Justice League, “which was exclusive to Target but will probably continue into holiday with Target”; and LEGO Chima, “an example of a brand strategy and an entertainment strategy that we can see continuing into holiday that way.”

Schorr notes that “licenses are primarily part of assortments in the BTS time period—Teenage Mutant Ninja Turtles; we still see some Angry Birds. Disney Princesses, but mostly Sofia the First. Those assortment packs are where to watch the trends to come back for holiday in a big way. If a property is continuing to maintain shelf presence in the notebook assortment in BTS, then that is likely a strong indicator that that property will continue into the holiday” for other product categories.

“We are seeing increased usage of licensing brands to gain incremental space in BTS,” Schorr adds. “Crayola does this, other BTS companies do this where they’re looking for licensing partners to extend the brand presence—and that may execute itself as co-branded or as almost identical to the core product.”

### Category Opportunities

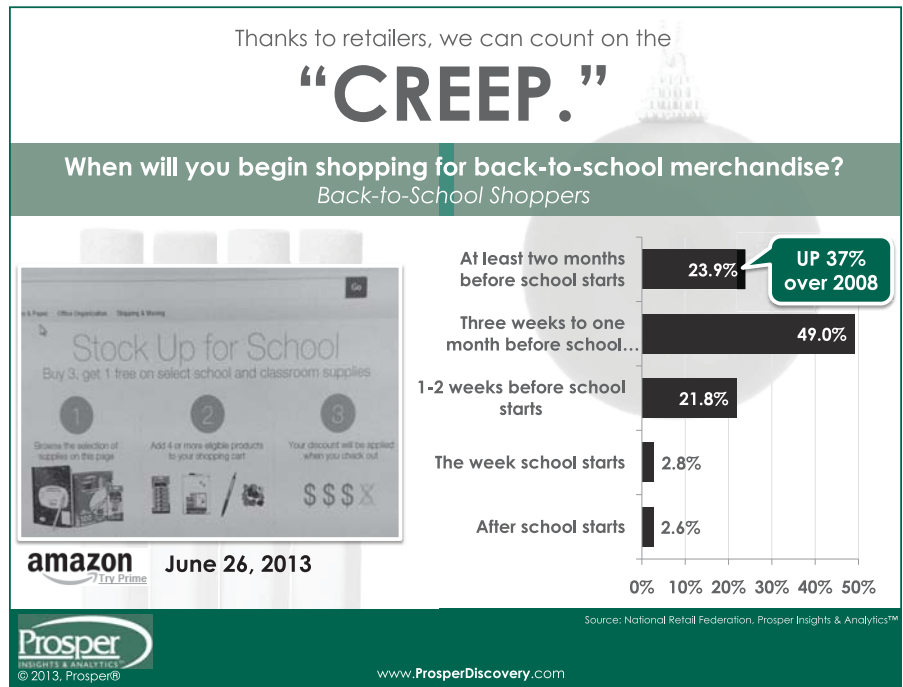
Upscale headphones—many of them based on licensed brands—may have reached a saturation point. Still, they remain a potent category. Perhaps the bigger opportunity lies with smartphones and smartphone accessories: Just over half of high school students carry a smartphone to school, according to Grunwald Associates, as do one in four middle school students and 8% of students in grades 3 to 5. With prices tumbling and parents upgrading, those numbers are likely to rise, as will demand for accessories. The latter is a rapidly growing area for licensed properties, as TLL Publisher Ira Mayer noted during the webinar.

Marketing consultancy WSL, he pointed out, also sees healthcare items, including hand sanitizers, vitamins, and first-aid products, showing up in more than half of families’ BTS baskets.

Another bright spot: Sports footwear was up the first two weeks of the season, according to SportsOneSource.

### Community Property

Consultancy Smarty Pants notes that schools increasingly inform parents that “all supplies become classroom community property for the use of all students throughout the school year.”



That has obvious implications for many licensed brands. Asks Smarty Pants, “If little Jacob isn’t begging for the Spiderman folder because little Olivia might get it after all, where does that leave the licensing world? And what does this mean for kids’ individuality and self-expression?”

Smarty Pants also notes a trend toward bundling, citing Walmart and Amazon as two popular resources for BTS merchandise that are putting together ready-made school packages, with schools sometimes making the purchase for the family or the classroom as a whole. That’s taking discretion for which individual products to buy away from kids and parents. And even when parents and their kids make the decision, major manufacturers of both licensed and non-licensed BTS items seek to curry favor with the schools to make sure their products are on the lists given to parents as the officially sanctioned brands to buy.

YOUTH MARKETS ALERT Editor Larissa Faw suggests that there’s no hot property driving this back-to-school season the way Marvel did last year and Justin Bieber did the year before. “One Direction is close this year, and there’s lots of merchandise out there, but it doesn’t have the same must-have dynamic” across as wide a demographic as Marvel does.

Still, licensed properties have an undeniable power. Walgreens notes that 22% of high school students want cartoon character-themed school supplies. Among younger kids, 51% of K-5 students wanted animated movie-themed supplies, while 43% of middle school students want pop singer-themed supplies.

A recording of the complete webinar “Back-to-School: Bellwether for Licensing’s Q4,” featuring presentations by Prosper Insight & Analytics’ Pam Goodfellow, Crayola’s Warren Schorr, and TLL Publisher Ira Mayer, including handouts, is available at [www.epmcom.com](http://www.epmcom.com). Cost is \$179 for subscribers, \$199 for others.



# Licensing News

## Properties Available Or Recently Assigned, U.S. (Canada as indicated)

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
1800	Tequila name for the first year that the brand was distilled and aged.	Accessories, apparel, confections, food, gifts, room decor	James Slifer, Joester Loria Group
deadmau5/Space Invaders	Co-branded initiative pairing electronic dance music artist deadmau5 and Square Enix/Taito's classic Space Invaders game series.	All	Janet Dwoskin, Live Nation Merchandise
GiGGo the Elephant	Ride-on toys for children ages 1-8.	All	Diana Brobmann, GiGGo Toys
Infamous: Second Son	Second sequel in Sucker Punch Productions' Infamous action series, about a superpowered man fighting against an oppressive authority. Set for a 2014 release on the Playstation 4.	Accessories, accessory cases, action figures, apparel, board games, collectibles, hats, T-shirts, wristwatches (U.S., Canada)	Marsha Armitage-Bristow, Dimensional Branding Group
Jarritos	Novamex's beverage brand, first launched in 1950 in Mexico and then in the U.S. in the 1980s.	Accessories, apparel, HBA, home furnishings, party goods, pool/beach products, sporting goods	Daniel Siegel, IMG Licensing
JD Sports	U.K. fashion brands, including Duffer of St. George, Brookhaven, Mckenzie, Carbrini, and Cecil Gee.	All (North America)	Bill McClinton, Global Icons
Miniclip	Website (miniclip.com) featuring playable games and a cast of first-party characters.	Apparel, games, toys	Larry Seidman, Dimensional Branding Group
Pro Football Retired Players Association	Organization composed of retired NFL players. Includes the names, likenesses, autographs, and images of each player.	All	Daniel Siegel, IMG Licensing
Tearaway	PS Vita game about a customizable paper-like world with the player-controlled IOTA and ATOI characters. From the makers of LittleBigPlanet.	Accessories, action figures, apparel, board games, collectibles, hats, wristwatches	Marsha Armitage-Bristow, Dimensional Branding Group
Temple Run	Popular iOS/Android game where the player dashes across various temple settings to escape certain doom.	Confections, food, toys	Larry Seidman, Dimensional Branding Group
Zobha	Women's high-end activewear and yogawear clothing brand.	All	Robert Stone, Excel Branding

## Licenses Recently Granted, U.S. (Canada as indicated)

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alabama, Boston College, Florida State, Illinois, Ole Miss, Notre Dame, Texas A&M, Virginia Tech	Yankee Candle Company	Candles	Collegiate Licensing Co.
Amish Mafia, Gator Boys	Mad Engine	T-shirts	Discovery Communications
B-Daman Crossfire	Hasbro	Toys	Sunrights/d-rights
Barbie	Girl Scouts of the USA	Scout patch	Mattel
Batgirl, Batman, Supergirl, Superman, Tweety Bird, Wonder Woman	Lauren Moshi	Co-branded apparel	Warner Bros. Consumer Products
Betty & Veronica	Jerry Leigh Entertainment Apparel	Apparel	King Features Syndicate

\*Extension or renewal.

Continued on page 6

**Licensing News** *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bubble Guppies, Dora the Explorer, Team Umizoomi	Jerry Leigh Entertainment Apparel	Apparel	Nickelodeon & Viacom Consumer Products
Call of the Wildman	Changes	T-shirts	Discovery Communications
Ducktales	Alamo Drafthouse Cinema/Mondo	Posters	Disney Consumer Products
Eclipse	Kenney Manufacturing	Drapery hardware	Ellery Homestyles
Frog and Toad	Clothworks Textile	Fabrics	Jim Henson Company/HIP Brands
	YOTTOY Productions	Toys	
Grateful Dead	Abel Automatics	Fishing reel	Warner Music Group/Rhino
Isaac Mizrahi	Gin & Tonic/Ezrasons	Athletic/performance wear (women's), underwear (men's)	Xcel Brands
	Trybus	Tailored clothing (men's)	
Kick-Ass	National Entertainment Collectibles Association (NECA)	Custom on-demand products	Universal Partnerships & Licensing
Klondike	All Things Equal	Board game	Seltzer Licensing Group
Lil Bub	Cuddle Barn	Plush toys	HAP Consulting
MLB	Topps*	Collectibles	MLB Properties
Moonshiners	American Greetings	Greeting cards with/without sound	Discovery Communications
	BioWorld Merchandising	Hoodies, T-shirts	
	Club Red	Apparel, headwear	
	MjC International	Underwear, sleepwear	
	West Coast Novelty	Accessories, drinkware, headwear	
Muhammad Ali	Benetton Group	Apparel	Muhammad Ali Enterprises
	Danbury Mint	Porcelain figure	
NFL	Topps*	Collectibles	NFL Properties
Paul Frank	Signorelli	Fashion tops (juniors', women's)	Saban
Peanuts	Fetch...for cool pets!	Halloween-themed pet accessories	Peanuts Worldwide
Pitch Perfect	Jerry Leigh Entertainment Apparel	Apparel	Universal Partnerships & Licensing
Plants vs. Zombies	K'nex Brands	Construction toys	PopCap Games
Rocky and Bullwinkle Show	Comic Images	Plush	DreamWorks Animation
Sharknado	Jerry Leigh Entertainment Apparel	Apparel	Earthbound
Skylanders	Topps*	Collectibles	Activision
Sofia the First	Zak Designs	Dinnerware, drinkware	Disney Consumer Products
Tamagotchi L.i.f.e.	Mighty Fine	Apparel (juniors', women's)	Sync Beatz Entertainment
Tickety Toc	Komar Sleepwear	Sleepwear	Studio Licensing
	NTD Apparel	Apparel (Canada)	
Victoria Justice	Toys R Us	Crafts, jewelry	Nickelodeon & Viacom Consumer Products

*Continued on page 7*

## Licensing News *Continued from page 6*

### International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Flymo</b>	Husqvarna Group's hover mower and gardening brand.	All including gardening products (U.K.)	Adam Bass, Golden Goose
<b>Hummingbird Bakery</b>	American-style bakery founded in 2004 and headquartered in London.	Bakeware, confections/food items, gift items, kitchen appliances/textiles (U.K.)	Sheelagh Cullinan, Beanstalk UK
<b>Infamous: Second Son</b>	Second sequel in Sucker Punch Productions' Infamous action series, about a superpowered man fighting against an oppressive authority. Set for a 2014 release on the Playstation 4.	Accessories, accessory cases, action figures, apparel, board games, collectibles, hats, T-shirts, wristwatches (U.K., EMEA, Oceania)	David Evans, Sony Computer Entertainment Europe
<b>@IQuoteForHer</b>	Twitter property known for sly yet helpful messages for women. Managed by TCB Group in London.	All including accessories, apparel, greetings, stationery (Worldwide)	Paul Comben, Game Of 2 Halves
<b>Maison Blanc</b>	French bakery with over 14 locations in the U.K. and products in select markets.	All including ceramics, food items, gift items (U.K.)	Adam Bass, Golden Goose
<b>Tearaway</b>	PS Vita game about a customizable paper-like world with the player-controlled IOTA and ATOI characters. From the makers of LittleBigPlanet.	Accessories, action figures, apparel, board games, collectibles, hats, wristwatches (U.K., EMEA, Oceania)	David Evans, Sony Computer Entertainment Europe
<b>Toddler Time</b>	Interactive book from The Creative Studio, now available worldwide in 16 languages.	All (Worldwide)	Helen Howells, Hoho Entertainment

### International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Babar</b>	Stepping Stones Marketing	Games, puzzles (U.K.)	ITV Studios
<b>Care Bears</b>	MINDStyle International	Accessories, apparel, gift/novelties (China)	Medialink International Limited
<b>DC Comics Super Heroes</b>	Diesel U.S.A.*	Intimates (men's) (Europe)	Warner Bros. Consumer Products
<b>Elysium</b>	Weta Workshop	Prop replica (Worldwide)	Sony Pictures Consumer Products
<b>Forever Friends</b>	Optima Jewellery	Jewelry (U.K.)	Hallmark UK
<b>God of War, Killzone, Last of Us, Little Big Planet, Parappa the Rapper, Sony Playstation</b>	Insert Coin	Hoodies, T-shirts (U.K.)	Sony Computer Entertainment Europe
<b>Henry Hugglemonster</b>	Golden Bear Toys	Master toy (U.K.)	Disney Consumer Products
<b>@IQuoteForHer</b>	International Greetings	Pencils, pens, stationery, stationery accessories (U.K.)	Game Of 2 Halves
<b>Justin and the Knights of Valour</b>	Art You Grew Up With	Art prints (U.K.)	Entertainment One
	Blues Clothing	Apparel (U.K.)	
	Paper Projects	Sticker packs (U.K.)	
	RMS International	Puzzles (U.K.)	
<b>Manchester United</b>	Bulova Corporation	Timepieces, watches (Worldwide)	Manchester United Merchandising
<b>Matt Hatter Chronicles</b>	Smith & Brooks Limited	Outerwear (boys') (U.K.)	ITV Studios Global Entertainment
<b>MovieStarPlanet</b>	Scandecor	Back-to-school (Nordics)	MovieStarPlanet
<b>Muhammad Ali</b>	Double D	Boxing accessories, training accessories, training apparel (Worldwide)	IMG
<b>Teenage Mutant Ninja Turtles</b>	Kokomo	HBA (U.K.)	Nickelodeon & Viacom Consumer Products
<b>Umbro</b>	Future Retail	Apparel, footwear (India)	Iconix Brand Group

\*Extension or renewal.



# contacts & connections

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

**Abel Automatics**, Don Swanson, President, 805-484-8789, info@abelreels.com, P. 6.

**Activision**, Ashley Maily, Head Licensing, 424-744-5782, ashley.maily@activision.com, P. 6.

**Alamo Drafthouse Cinema/Mondo**, Tim League, Founder, 512-912-0529, tim@originalalamo.com, P. 6.

**All Things Equal**, Eric Poses, President, 305-358-9998, eric@familyandpartygames.com, P. 6.

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

**Benetton Group**, Benito Benassi, Licensing & New Business Development Director, 39-0422-519111, P. 6.

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

**Changes**, Will Thompson, VP Licensing, 718-441-6464, wthompson@changesonline.com, P. 6.

**Clothworks Textile**, Ted Hoffman, Owner, 206-762-7886, ted@clothworkstextiles.com, P. 6.

**Club Red**, Jay Foxworthy, EVP Licensing, 877-947-1817, P. 6.

**Collegiate Licensing Co.**, Cory Moss, SVP/Managing Director, 770-956-0520, cmoss@clc.com, P. 2, 5.

**Comic Images**, Alan Gordon, President, 201-794-9877, alan@comicimages.com, P. 6.

**CopCorp Licensing**, Carole Orgel Postal, President, 212-947-5958, cpostal@copcorp.com, P. 11.

**Coty**, Marsha Brooks, VP Global Marketing, Fragrances, 212-389-7374, marsha\_brooks@cotyinc.com, P. 2.

**Crayola**, Warren Schorr, VP Licensing, 610-253-6272 x4723, wschorr@crayola.com, P. 1.

**Cuddle Barn**, Emily Ting, Creative Director, 888-883-1885, info@cuddle-barn.com, P. 6.

**Danbury Mint**, Julie Friese, VP Licensing, 203-854-9400, jfriese@mbi-inc.com, P. 6.

**Dimensional Branding Group**, Marsha Armitage-Bristow, EVP Licensing, 415-246-3694, marsha@dimensionalbranding.com, P. 5.

**Dimensional Branding Group**, Larry Seidman, CEO, 415-595-5610, larry@dimensionalbranding.com, P. 5.

**Discovery Communications**, Elizabeth Bakacs, VP Licensing & Creative, 240-662-3315, elizabeth\_bakacs@discovery.com, P. 5, 6.

**Disney Consumer Products**, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0001, luis.fernandez@disney.com, P. 6, 12.

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

**Earthbound**, Jeffrey A. Cohen, Chairman/Co-Founder, 646-873-3800, jeff@earthboundllc.com, P. 6.

**Ellery Homestyles**, Budd S. Goldman, CEO, 212-684-5364, bgoldman@elleryhomestyles.com, P. 6.

**Endemol Worldwide Brands**, Danielle Nicholson, Franchise Manager, 818-894-4685, danielle.nicholson@endemol.com, P. 10.

**Endemol Worldwide Brands**, Tami Thosath, Franchise Manager, 818-894-4685, tami.thosath@endemol.com, P. 10.

**Excel Branding**, Robert Stone, 212-921-2000, rstone@excelbranding.com, P. 5.

**Fetch...for cool pets!**, Steven Shweky, President, 212-944-9494, steven@fetch4pets.com, P. 6.

**Frederator Studios**, Fred Seibert, 212-779-4133, fred@frederator.com, P. 10.

**General Nutrition Company (GNC)**, Tom Dowd, CMO/EVP, 412-288-4600, P. 11.

**GiGGo Toys**, Diana Brobmann, Chief Toy Officer, 516-328-8697, dbrobmann@giggotoys.com, P. 5.

**Gin & Tonic/Ezrasons**, Jack E. Cattani, 212-768-8330, jack@ezrasons.com, P. 6.

**Girl Scouts of the USA**, Deb Taft, Chief Development Officer, 202-237-1670, dtaft@gscn.org, P. 5.

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

**HAP Consulting**, Heidi Packer, 917-415-0963, heidi@hapllp.com, P. 6.

**Hasbro**, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 5.

**IMG Licensing**, Daniel Siegel, VP, 424-653-1900, daniel.siegel@imgworld.com, P. 5.

**Innovative Artists**, Maggie Dumais, Head Brand & Licensing, 310-656-5179, maggie@iala.com, P. 10.

**Jerry Leigh Entertainment Apparel**, Denise Carranza, Licensing/Marketing Associate, 818-909-6200 #233, dcarranza@jerryleigh.com, P. 5, 6.

**Jim Henson Company/HIP Brands**, Melissa Segal, SVP Global Consumer Products, 323-802-1576, msegal@henson.com, P. 6.

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

**Just Play**, Geoffrey Greenberg, Founder, 561-988-2323, P. 10.

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

**Kenney Manufacturing**, Kate Boehnert, Manager, Global Manufacturing Programs, 401-739-2200, info@kenney.com, P. 6.

**King Features Syndicate**, Ita Goltzman, VP North American Licensing, 212-969-7584, igoltz-

man@hearst.com, P. 5.

**Komar Sleepwear**, Greg Holland, President, 212-725-1500 x224, greg.holland@komarbrands.com, P. 6.

**Lauren Moshi**, Lauren Moshi, 323-888-8838, P. 5.

**Live Nation Merchandise**, Janet Dwoskin, Executive Director Licensing, 415-247-7126, janetdwoskin@livenation.com, P. 5.

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

**Martha Stewart Living Omnimedia**, Ann Casey Bukawyn, EVP Global Licensing, 212-827-8650, abukawyn@marthastewart.com, P. 11.

**Mattel**, Holly Stein, VP Licensing Acquisitions, 310-252-5737, holly.stein@mattel.com, P. 5.

**Mighty Fine**, Patty Timsawat, President of Licensing, 213-234-3921, patty@mightyfineinc.com, P. 6.

**MjC International**, Mark Siegel, SVP Licensing & Business Development, 415-467-9500 x112, mark.siegel@gomjc.com, P. 6.

**MLB Properties**, Howard Smith, SVP Licensing, 212-931-7439, howard.smith@mlb.com, P. 6.

**Moxie & Co.**, Arlene Scanlan, Partner, 203-259-2729 x11, ascanlan@moxieco.com, P. 2.

**Muhammad Ali Enterprises**, Paula Ebling, Licensing Manager, 901-344-3171, paula.ebling@ali.com, P. 6.

**National Entertainment Collectibles Association (NECA)**, Joel Weinshanker, President, 908-686-3300 x206, joelw@necaonline.com, P. 6.

**NBA Global Merchandising Group**, Vicky Picca, SVP Licensing/Business Affairs, 212-407-8000, vpicca@nba.com, P. 2.

**NFL Properties**, Leo Kane, VP Consumer Products, 212-450-2000, leo.kane@nfl.net, P. 6.

**Nickelodeon & Viacom Consumer Products**, Lisa Silverman Meyers, SVP Operations & Business Planning, 212-846-8167, lisa.silverman.meyers@nick.com, P. 6.

**NTD Apparel**, Michael Eliesen, Owner, 514-341-8330, michael@ntdapparel.com, P. 6.

**Peanuts Worldwide at Iconix Brand Group**, Leigh Anne Brodsky, Managing Director, 212-819-2079, lbrodsky@peanuts.com, P. 6.

**PopCap Games**, Brennan Townley, Director Brand Licensing, 206-256-4200, btownley@popcap.com, P. 6.

**POW! Entertainment**, Gill Champion, President/Director/CEO, 310-275-9933, gill@powentertainment.com, P. 10.

**Prosper Mobile Insights**, Pamela Goodfellow, 614-846-0146, pam@goprosper.com, P. 3.

**Saban**, Kirk Bloomgarden, SVP Global Consumer Products, 310-557-5124, P. 6.



**Seltzer Licensing Group**, Stu Seltzer, Partner, 212-244-5548, [stu@seltzerlicensing.com](mailto:stu@seltzerlicensing.com), P. 6.

**Senk's Circle**, Steve Senk, Owner, 415-999-8693, [steve@senkscircle.com](mailto:steve@senkscircle.com), P. 10.

**Signorelli**, Meredith Garrett, CEO, 866-271-7072, P. 6.

**Sony Pictures Consumer Products**, Gregory Economos, SVP Global Consumer Products, 310-244-4188, [gregory\\_economos@spe.sony.com](mailto:gregory_economos@spe.sony.com), P. 6.

**Studio Licensing**, Monika Sharma, Director Brand Marketing, 905-415-1887 x221, [monika@studiolicensinginc.com](mailto:monika@studiolicensinginc.com), P. 6.

**Sunrights/d-rights**, Hiroya Nishimura, President, 81-3-5298-7211, P. 5.

**Sync Beatz Entertainment**, Barry Stagg, CCO, 310-880-3193, [barrys@syncbeatz.com](mailto:barrys@syncbeatz.com), P. 6.

**The Topps Company**, Adam Levine, Entertainment Licensing Manager, 212-376-0607, [alevine@topps.com](mailto:alevine@topps.com), P. 6.

**Toys "R" Us**, Jamie Uitdenhoben, VP General Merchandising Manager, 973-617-3500, [uitdenhobenj@toysrus.com](mailto:uitdenhobenj@toysrus.com), P. 6.

**Trybus**, Gary Trybus, President, 214-331-5248, [trybus@trybus.com](mailto:trybus@trybus.com), P. 6.

**Universal Partnerships & Licensing**, Cindy Chang, VP/GM Licensing, 818-777-2067, [cindy.chang@nbuni.com](mailto:cindy.chang@nbuni.com), P. 6.

**Vera Wang**, Lyle Maltz, VP Licensing, 212-575-6400, [lmaltz@verawang.com](mailto:lmaltz@verawang.com), P. 2.

**Warner Bros. Consumer Products**, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, [karen.mctier@warnerbros.com](mailto:karen.mctier@warnerbros.com), P. 5.

**Warner Music Group/Rhino**, Sara Nemerov, SVP Consumer Products & Brand Licensing, 212-275-2370, [Sara.Nemerov@rhino.com](mailto:Sara.Nemerov@rhino.com), P. 6.

**West Coast Novelty**, John Allenberg, President,

800-347-7678, [wcn-info@westcoastnovelty.com](mailto:wcn-info@westcoastnovelty.com), P. 6.

**Weta Workshop**, Richard Taylor, Co-Founder/Creative Director, 64-4-909-4000, [news@wetaNZ.co.nz](mailto:news@wetaNZ.co.nz), P. 6.

**Williamson-Dickie Manufacturing**, Michael Penn, VP Licensing, 800-336-7201, [mpenn@dickies.com](mailto:mpenn@dickies.com), P. 11.

**Xcel Brands**, Robert D'Loren, Chairman/CEO, 347-727-2474, [info@nexcenbrands.com](mailto:info@nexcenbrands.com), P. 6.

**Yankee Candle Company**, Deborah Sowray, 877-803-6890, P. 5.

**YoTTToY Productions**, Kate Karcher Clark, President, 212-594-2202 x202, [kate@yotttoy.com](mailto:kate@yotttoy.com), P. 6.

**Zak Designs**, Reggy Thomas, VP Global Licensing & Marketing, 509-244-8644, [thomas@zak.com](mailto:thomas@zak.com), P. 6.



## international contacts & connections

This section refers to the International listings on Page 9. International calls from the U.S. and Canada must be preceded by the 011-prefix.

**AG Properties**, Carla Silva, VP Global Licensing, 212-386-7355, [csilva@ag.com](mailto:csilva@ag.com), P. 2.

**Art You Grew Up With**, Russell Singler, Managing Director, 44-800-0988743, [info@artyoungrewupwith.com](mailto:info@artyoungrewupwith.com), P. 7.

**Beanstalk UK**, Sheelagh Cullinan, 44-20-7572-0857, [sheelagh.cullinan@beanstalk.com](mailto:sheelagh.cullinan@beanstalk.com), P. 7.

**Blues Clothing**, Patrick Bailey, Commercial Director, 44-207-371-9900, [patrick.bailey@blues1.co.uk](mailto:patrick.bailey@blues1.co.uk), P. 7.

**Bulova Corporation**, Eric Hofmann, VP Marketing, 718-204-3300, P. 7.

**Creativity International**, Rob Ireland, Managing Director, 44-138-448-5550, [sales@climited.co.uk](mailto:sales@climited.co.uk), P. 12.

**Diesel U.S.A.**, Molly Berta, Marketing Manager, 212-755-9200, [molly\\_berta@diesel.com](mailto:molly_berta@diesel.com), P. 7.

**Disney Consumer Products**, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0001, [luis.fernandez@disney.com](mailto:luis.fernandez@disney.com), P. 7.

**Double D**, Christophe Dessalles, MD, 33-1-64-73-00-04, P. 7.

**Entertainment One**, Sarah Powell, Licensing Executive, 44-20-7907-3773, [spowell@entonegroup.com](mailto:spowell@entonegroup.com), P. 7.

**Euro Lizenzen**, Guenter Vetter, Managing Director, 49-89-266-066, [vetter@eurolizenzen.net](mailto:vetter@eurolizenzen.net), P. 12.

**Evolution**, Travis Rutherford, President/CEO, 818-501-3186, [kirsti@evomgt.com](mailto:kirsti@evomgt.com), P. 10.

**Future Retail**, Rakesh Biyani, Managing Director, 91-22-3084-1300, P. 7.

**Game Of 2 Halves**, Paul Comben, 44-7931-335831, [paul@go2hlicensing.com](mailto:paul@go2hlicensing.com), P. 7.

**Golden Bear Toys**, Alison Pilgrim, Head Of Licensing, 44-1952-608-308, [customerservices@goldenbear toys.co.uk](mailto:customerservices@goldenbear toys.co.uk), P. 7.

**Golden Goose**, Adam Bass, Director, 44-20-7256-1001, [info@goldengoose.uk.com](mailto:info@goldengoose.uk.com), P. 7.

**Hallmark UK**, Julie Michell, Senior Licensing Manager, 44-845-094-5094, [julie@hallmark-group.co.uk](mailto:julie@hallmark-group.co.uk), P. 7.

**Hoho Entertainment**, Helen Howells, Joint Managing Director, 44-207-682-3154, [Helen.howells@hohoentertainment.com](mailto:Helen.howells@hohoentertainment.com), P. 7.

**Iconix Brand Group**, Howard Dietch, Director Licensing & New Business Development, 212-730-0030, [hdietch@iconixbrand.com](mailto:hdietch@iconixbrand.com), P. 7.

**IMG**, Matthew Primack, VP Licensing, 44-20-8233-5300, [matthew.primack@imgworld.com](mailto:matthew.primack@imgworld.com), P. 7.

**Insert Coin**, Jon Rhodes, Owner/Creative Director, 44-1702-351153, [jon@insertcoinclothing.com](mailto:jon@insertcoinclothing.com), P. 7.

**International Greetings**, Sarah Baker, Creative Director, 44-1443-814-917, P. 7.

**ITB360**, Jeremy Saul, 44-207-291-4343, [jeremy@itb360.com](mailto:jeremy@itb360.com), P. 11.

**ITV Studios**, Jean-Philippe Randisi, EVP/Director Consumer Products, 44-2074-9114-41, [jean-philippe.randisi@itv.com](mailto:jean-philippe.randisi@itv.com), P. 7.

**ITV Studios Global Entertainment**, Trudi Hayward, SVP/Global Head Merchandise, [trudi.hayward@itv.com](mailto:trudi.hayward@itv.com), P. 7.

**Jane Evans Licensing Consultancy/Brand Extensions Russia**, Jane Evans, Managing Director, 44-1225-8190-30, [jane@jevanslicensing.com](mailto:jane@jevanslicensing.com), P. 11.

**Kokomo**, Gary Little, Creative Director/Managing Partner, 44-1235-828288, [info@kokomostudio.com](mailto:info@kokomostudio.com), P. 7.

**Licensing Company, The**, Regine Labrosse, Managing Director, 33-1-42-65-91-91, [regine@thelicensingcompany.com](mailto:regine@thelicensingcompany.com), P. 12.

**Manchester United Merchandising**, Ben Elkington, Commercial Manager, 44-161-868-8564, [ben.elkington@muml.co.uk](mailto:ben.elkington@muml.co.uk), P. 7.

**Medialink International Limited**, Noletta

Chiu, Regional Manager, Licensing, 852-25034-980, [noletta@medialink.com.hk](mailto:noletta@medialink.com.hk), P. 2, 7.

**MINDStyle International**, Jerry Jiang, 86-769-8109-9090, [info@mindstyle.com](mailto:info@mindstyle.com), P. 7.

**MovieStarPlanet**, Dennis Englund, CMO, 45-6018-8436, [contact@moviestarplanet.com](mailto:contact@moviestarplanet.com), P. 7.

**Nickelodeon & Viacom Consumer Products**, Mark Kingston, GM/SVP Europe, Middle East, Africa, Australia, 44-20-7462-1000, [mark.kingston@mtvne.com](mailto:mark.kingston@mtvne.com), P. 7.

**Optima Jewellery**, Michael Joseph, Sales Director, 44-121-554-4545, [info@optimajewelers.com](mailto:info@optimajewelers.com), P. 7.

**Paper Projects**, Linda Dixon, Managing Director/Owner, 44-1279-710730, [l.dixon@paperprojects.co.uk](mailto:l.dixon@paperprojects.co.uk), P. 7.

**Plain Lazy**, Mark Hagley, Director, 44-1273-900216, [mark@plainlazy.com](mailto:mark@plainlazy.com), P. 11.

**RMS International**, Ryan Farber, Managing Director, 44-161-727-8182, [ryan@rmsint.com](mailto:ryan@rmsint.com), P. 7.

**Scandecor**, Lotta Andersson, Product & Licensing Manager, 46-18-564660, [info@scandecor-sweden.com](mailto:info@scandecor-sweden.com), P. 7.

**Smith & Brooks Limited**, Susan Stanley, Brand & Licensing Manager, 44-845-129-9216, [susan.stanley@smithbrooks.co.uk](mailto:susan.stanley@smithbrooks.co.uk), P. 7.

**Sony Computer Entertainment Europe**, David Evans, Licensing Manager, 44-20-7859-5000, [david\\_evans@scee.net](mailto:david_evans@scee.net), P. 7.

**Stepping Stones Marketing**, Paul James, MD, 44-29-2002-9724, [info@steppingstonesmarketing.co.uk](mailto:info@steppingstonesmarketing.co.uk), P. 7.

**The Foundation**, Gwen Hughes, Managing Director, 44-20-7013-4000, P. 10.

**Warner Bros. Consumer Products**, Jordan Sollitto, EVP International Licensing, 818-954-7807, [jordan.sollitto@warnerbros.com](mailto:jordan.sollitto@warnerbros.com), P. 7, 12.

## Trend Watch

Continued from page 1

company's first created specifically for the outlet tier; Outnet also has done programs with designer labels such as Alexander McQueen and Anna Sui. And Snoop Dogg/Snoop Lion has a promotional partnership with Overstock.com that includes a Snoopmarket of Snoop-branded goods.

Meanwhile, ventures involving flash-sale sites, subscription shopping sites, private sales sites, and aggregators include The Gilt Group joining with Matt Bomer, star of the USA Network series "White Collar," for a limited-edition collection of men's ties and pocket squares by Alton Lane, and Zappos.com's private-label brand The Cool People partnering with Melissa Rivers for its first limited-edition celebrity collaboration last year. BeachMint has based almost its entire business model on celebrity partnerships, with five of its six subscription shopping sites operated in conjunction with entertainers, designers, and stylists from Mary-Kate and Ashley Olsen to Justin Timberlake and Estee Stanley.

Some of these deals with subscription, flash, and aggregation sites fall under the umbrella of curation rather than branded merchandise. ShoeDazzle partnered with Rachel Zoe, who serves as chief stylist, offering curated collections each month, while Joss & Main paired with interior designer Tobi Fairley for a curated collection to benefit the nonprofit Dwell With Dignity. And Birchbox offered a curated, themed collection of goods as part of a promotion supporting the USA Network series "Suits."

## Who's News

**Gary Knell** is named president/CEO of the National Geographic Society, effective this fall. Knell currently holds the same position at NPR; prior to that he was president/CEO of Sesame Workshop.

**Florence DiGiorgio** joins Glory Sports International (GSI) as VP global licensing and merchandising overseeing emerging revenue categories. DiGiorgio was most recently VP global licensing at WWE.

**Angeles Blanco** is appointed senior licensing director for EMEA and **Randeep Sidhu** senior brand director at Outfit7, managing the global licensing and brand strategy for Talking Tom and Talking Friends. Blanco had been director of licensing at DHX; Sidhu previously worked as a brand strategy consultant for Calling Brands and Lippincott.

**Tami Thosath** and **Danielle Nicholson** join Endemol North America as franchise managers to develop brand extensions including retail programs and live entertainment for Endemol properties including "Big Brother," "Deal or No Deal," and "Fear Factor," among others. Thosath was most recently at MGA Entertainment; Nicholson comes to the company from RSA Films and Xsolla.

**Gwen Hughes** advances to the role of managing director at The Foundation, Zodiak Media's U.K.-based subsidiary and home of various children's shows. Hughes fills the role recently vacated by Vanessa Hill, who founded the company in 1997 with Ged Allen. Hill will move to Allen's new company, Jacabo.

## Properties Originating on YouTube Gain Momentum for Licensing Programs

Over the past few years, YouTube has been the source of musical phenoms ranging from Justin Bieber and Carly Rae Jepsen to Austin Mahone and Psy, not to mention entertainment properties from Annoying Orange to Simon's Cat to Lucas Cruikshank's Fred. Many of these have been able to capitalize on their YouTube stardom to launch licensing programs, as well as traditional media ventures.

Licensing activity based on YouTube-established properties has intensified in the last several months, and these properties increasingly are coming from established creators or commercial entities that are using YouTube as an alternative to traditional media, rather than from amateurs who unexpectedly find fame from their online videos.

For example, "Bravest Warriors"—a series of animated shorts from Frederator Studios, the company behind Cartoon Network's "Adventure Time" and Nickelodeon's "The Fairly OddParents"—airs on the Cartoon Hangover YouTube channel and has attracted licensees including Boom Studios for comics and Perfect Square for children's books. Similarly, Stan Lee's World of Heroes, a YouTube channel launched by Lee's Pow! Entertainment and Vuguru a year ago, has yielded licensed products with Choice Collectibles (limited-edition art prints) and Shark Robot (apparel), both featuring images from one of the channel's shows, "Bad Days."

Meanwhile, the Melbourne, Australia, Metro Train Authority's Dumb Ways to Die, a series of public service announcements to promote teen subway safety that was posted on YouTube and went viral, recently gained Evolution as its licensing agent.

Of course, coming-out-of-nowhere YouTube properties continue to proliferate. Sophia Grace and Rosie, the Australian girls whose YouTube videos attracted the attention of Ellen DeGeneres, recently retained licensing agent Innovative Artists and signed Just Play Toys as their first licensee. And Da Rich Kidzz, a group of students who came on the scene last year with their rap hit Hot Cheetos and Takis (created in an after-school program), are starring in a Kmart back-to-school promotion this year; a clothing line is reportedly a possibility.

Since these are just a few of the almost limitless number of personalities and properties gaining awareness through YouTube, and since YouTube viewership for the top properties can rival or exceed audience levels from other media platforms, expect to see YouTube continue to become more important as a launchpad for new licensing programs.

## Beyond Surf: Flip-Flops Take a Walk on the Beach

Last issue, we looked at the challenges and opportunities for surf lifestyle brands (*TLL*, Sept. 2, 2013, page 1), most of which have licensed flip-flops as part of their merchandise mix. But while flip-flops are not a new category for licensing, they seem to be the focus of a growing number of deals over the last year or two.

Properties of all types are making their way into the category. Some, naturally, have a connection to the beach, as illustrated by marine artist Wyland's pact with Sandalista or *Surfer* magazine's with Vans. Others appeal to casual 20-somethings, such as energy drink AMP's line with Bioworld or Coca-Cola's with Sugar Shoes (the brand's largest licensee).

### Non-Lifestyle Brands

Others, such as Disney, Zoodorable, and Dickies, have less of an overt association with a flip-flop sort of lifestyle but nonetheless have deals in place (in this case with Havaianas, Berkshire Fashions, and R&S Sales, respectively).

In many instances, flip-flops are part of a broader deal involving other footwear or wearables, although they can be granted as a separate category. But no matter whether they are one among many products or stand alone, flip-flops have a number of attributes that make them attractive for licensing. They fit with today's casual lifestyle, are an inexpensive purchase during economic uncertainty, have global appeal, and offer plenty of surface area that is ideal for graphics.

## Global Interest in British Lifestyle Brands Increases Recognition Abroad

Three U.K. lifestyle brands announced licensing ventures this summer that will help increase recognition for their names outside their home territory, including in the U.S. They are:

- ▶ Sugar-craft artist Lindy Smith launched a program for a new lifestyle property based on the patterns, prints, and color palettes she's known for in her cake decorating. JELC is her global licensing agent.
- ▶ Designer Orla Kiely, who has an established licensing presence in the U.K. and abroad, debuted a collection of tech accessories, such as iPhone and iPad cases, featuring her colorful retro patterns, at Target. She began working with the retailer in 2009 with her home collection.
- ▶ Clothing brand Plain Lazy paired with TV personality and interior designer Cathy Hobbs to help introduce that label in the U.S. Marlboro Victor Group represents the brand for licensing stateside.

While each is a unique initiative, they all illustrate a

continued global interest in British style and, consequently, the existence of more such licensing programs in the U.S. and around the world.

## Nutritional Supplements Buoyed by Celebrity Licensing

Nutritional supplements are an emerging area of interest for celebrity licensing, as these three recent deals—each with a unique target audience and set of attributes—suggest:

- ▶ At the end of July, MusclePharm announced it would partner with Arnold Schwarzenegger to launch the Arnold Series of supplements for strength athletes, starting with eight SKUs, each featuring the word "Iron" in the name, available through health and nutrition stores worldwide.
- ▶ In May, Martha Stewart and Inergetics disclosed that they would team to launch a line of supplements for women called Martha Stewart Naturals, with six SKUs to start (hair/skin/nails, digestive health, bone support, menopause support, graceful aging, and a multi-vitamin), sold through drug stores and other retailers.
- ▶ In April of last year, GNC and Mark Wahlberg signed a deal in which GNC would develop, market, and sell a line of seven supplements focusing on sports and active nutrition, under the MARKED brand. Distribution is through GNC stores and GNC's online shop, as well as broader retail.

Although a few other celebrities, such as Dr. Andrew Weil, have been in the supplement market for some time, the celebrity portion of this category is certainly seeing stronger momentum of late.

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## U.K. and European Supermarkets Open Doors to Food and Nonfood Licenses

In the U.K. and Europe, supermarkets have long been important venues for licensed products, both in food and nonfood categories.

Among the examples of exclusive distribution deals, direct-to-retail agreements, and promotional tie-ins within the supermarket channel, all involving entertainment/character or publishing properties and all announced over the last two months, are:

- ▶ Warner Bros. named Lidl, a discount supermarket chain headquartered in Germany, its “destination retailer” in Europe for *Man of Steel* merchandise. More than 10,000 stores in 24 European countries have been carrying apparel, accessories, publishing, playthings, food, and personal care items throughout

the summer. WBCP also partnered with Asda in the U.K. for a promotion for the same film in 254 stores, including multiproduct endcaps.

- ▶ Editions Albert René launched a one-month Astérix loyalty program in Italian supermarket chain Despar, offering one of 24 free figurines with each 15-euro purchase during a month-long period. Earlier in the year, it ran a similar program for six weeks in Real supermarkets in Germany, with the 24 collectible items available at that venue being marbles.
- ▶ Licensee Creativity International promoted its Mister Maker craft packs, tied to the “Zodiak Rights” preschool TV show, in U.K. supermarket chain Tesco. The retailer sold the line of kits at a two-for-one price and introduced an exclusive SKU in 286 stores.
- ▶ Magic Light Pictures and The Licensing Co. signed a direct-to-retail deal with U.K. supermarket chain Sainsbury’s for exclusive apparel, gifts, and toys tied to The Gruffalo, The Gruffalo’s Child, and Room on the Broom, all properties based on the books by Julia Donaldson and Axel Scheffler. The deal covers 275 stores and the chain’s website.

Similar supermarket-focused alliances in this region have endured for years. Established partnerships currently running across Europe include Warner Bros.’ licensed Looney Tunes food and beverage programs in France’s Système U, Germany’s Aldi, and Italy’s Coop, all of which have been ongoing for about five years, and Disney’s DTR deals with Carrefour, which have been up and running in various forms since 2002 and encompass categories from apparel and accessories to private-label foods.

### IN MEMORIAM

**Jay Roth**, whose company J.A. Roth & Associates was a full-service international marketing company specializing in licensing and inventor acquisitions, died last month in Los Angeles. Roth’s wife, Donna Binder Roth, remains CFO of J.A. Roth & Associates, which has a strategic partnership with Perpetual Licensing.

**Carl Walter**, CEO of clothing/T-shirt manufacturer Headline Entertainment, died suddenly last month; he was 61. He leaves his wife of 34 years, Lynne, children and a brother. Prior to Headline, Walter had been affiliated with Signatures Network and Live Nation.

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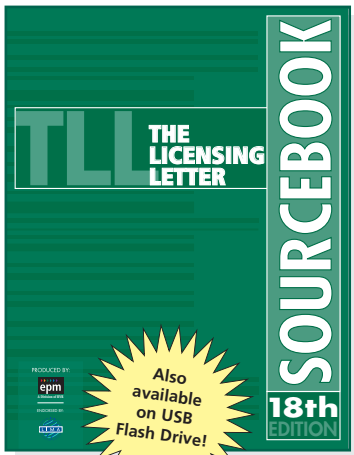
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