

TLL THE LICENSING LETTER

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

\$100 Million Club Becomes More Exclusive: 34 Properties Make the List in 2012 Vs. 37 in 2011

THE LICENSING LETTER estimates that 34 properties reached \$100 million or more in retail sales of licensed merchandise in the U.S. and Canada in 2012. This compares to 37 that made the list in 2011. (See exhibit on page 3.)

Retail sales generated by the \$100 million-plus properties in the U.S. and Canada totaled \$14.6 billion, versus \$15.4 billion in 2011.

Disney Princess once again tops the list, surpassing \$1.5 billion in retail sales in 2012, despite a decline of 5.1% from 2011. Two other properties exceeded \$1 billion in 2012 U.S./Canada retail sales: Star Wars, with nearly \$1.5 billion, and Hello Kitty, with just over \$1 billion.

These three \$1 billion-plus properties accounted for 28% of the total sales generated collectively by all of the members of the club; in 2011, the \$1 billion-plus properties accounted for 34% of the total.

Just eight (24%) of the 34 properties on the list experienced growth in U.S./Canada retail sales compared to the 2011 list; of course, the new properties (see below) grew, as evidenced by their addition to the “club.”

Angry Birds was by far the leader, rising 136% to \$590 million. Others showing increases include Batman, Hello Kitty, Mickey & Friends, Spider-Man, Iron Man, Betty Boop, and The Simpsons, with growth rates ranging from 40% for Batman to 2.1% for The Simpsons.

New properties on the list for 2012 include Monster High, with \$225 million in U.S./Canada retail sales; The Avengers, with \$201 million; Power Rangers; with \$180 million; Doc McStuffins, with \$114 million; and My Little Pony, with \$110 million.

Year-on-year declines for the remaining properties ranged from -1.1% (for both Superman and Star Trek) to -22.7% (for *Toy Story*). Of those seeing declines, six still outperformed the Entertainment/Character sector as a whole—which

was down 3.7% in 2012—while 15 fared worse than the businesswide average.

The fluctuations in year-to-year performance were relatively large in 2012, with 12 of the properties on the list showing increases or decreases of double digits or more.

Franchise Trends

Only two of the properties on the list had theatrical releases in 2012, namely *The Avengers* and *Spider-Man*. *The Avengers* film not only put that property on the map as a separate entity, but it buoyed sales of the individual properties that are part of the Avengers team, notably Iron Man.

Almost all of the properties on the list were already well established in the market before calendar year 2012, and almost all are supported by multiple media and entertainment vehicles, including films, television shows, publishing,

Continued on page 3

TLL TREND WATCH

Smoother Skin and New Revenue Streams Through Licensing

Licensing accounts for a significant portion of sales in the fragrance industry, and there is seemingly no end to the celebrities, designers, and other properties that continue to enter that sector. Licensors have historically been less active in another important area of the beauty segment, namely makeup and cosmetics. But that seems to be changing, with deals (limited edition and otherwise) proliferating.

Just in August and September of this year, a number of licensors introduced cosmetics into the market, or announced their intention to do so, including:

Continued on page 12

Inside This Issue

Licensing Ledger.....	2
Duck Dynasty's Motion Upholstery.....	2
Juicy Couture—Sold! ..	2
\$100 Million-Plus Entertainment/Character Properties ...	3
Licensors' Share of Dollar Value for \$100 Million-Plus Entertainment/Character Properties ...	4
Licensing News.....	5
Contacts & Connections.....	9
Licensing World Looks to Books.....	11
Who's News.....	12

in short

A licensed Peppa Pig celebration cake is £12 at Sainsbury's in London; a generic celebration cake is £10.



© 2013 Business Valuation Resources. All rights reserved. No part of this newsletter may be reproduced without express written consent of BVR.

➔ Licensing Ledger

'DUCK DYNASTY' ADDS TO OUR VOCABULARY

We hadn't seen the term "motion upholstery" until reading in *Furniture Today* about A&E's "Duck Dynasty" licensing **Jackson Furniture** for a line of "stationary and motion upholstery" to be unveiled at the High Point Market this month. The deal covers 25 SKUs including **Mossy Oak** and **Real Tree** camouflage-patterned sofas, motion sofas, and recliners (ah, we get it!), as well as seating groups covered in fabrics with outdoor scenes as well as the Duck Dynasty "duck camo" print. Custom-designed recliner handles and logo plates will additionally identify the product as Duck Dynasty. This is Jackson's first licensing agreement in its 80-year history. "We saw the Robertsons enjoying their family dinner at the end of the show and imagined them relaxing afterwards on our sofas, recliners, and chairs," says Jackson's Keith Jackson. Duck Dynasty is represented by **Brandgenuity**.

HOW MANY LICENSING AGREEMENTS FIT ON THE HEAD OF A VIDEO GAME?

With 33 leagues and more than 600 clubs in EA's "FIFA 14" video game, the software developer's "extensive licensing department deals with leagues, clubs, players unions and sometimes stadium owners" to establish licensing and other partnerships to obtain permissions for names, likenesses, uniforms, club names, crests, trophies, championships, interviews, head scans, and more, reports the *Montreal Gazette*.

JUICY COUTURE—SOLD!

With the addition of Juicy Couture to its portfolio, **Authentic Brands Group** is carving out an upper-mid-to-higher-end niche in the purely licensed apparel business that **Iconix** dominates in the low and mid-ranges. Authentic brands include Judith Leiber, Adrienne Vittadini, Hickey Freeman, Hart Schaffner Marx, and others. The company is paying \$195 million in cash to **Fifth & Pacific** (the former Liz Claiborne Company). Fifth & Pacific has been looking to sell both Juicy Couture and Lucky Brand for about a year in hopes of focusing on its rapidly growing Kate Spade business. Fifth & Pacific CEO William McComb says the company is entering into "a short-term licensing agreement with Authentic Brands Group that allows us to transition the business

in an orderly fashion through the first half of 2014, with a \$10 million guaranteed minimum royalty payable to Authentic Brands Group." Regarding Lucky Brand, which was reportedly near a sale last July, he says, "If and when we have news to announce on Lucky, we will do so."

CRACKER BARREL CLEARS ALTERNATIVE MOVE

Under an agreement settling their lawsuits, **Kraft**, which holds the license for **Cracker Barrel** cheeses and other products, has OK'd use of the brand name "CB Old Country Store" for maple and smoked bacon, spiral ham, and four types of lunch meat: oven-roasted turkey, smoked turkey, smoked ham, and honey ham. In a statement, the company says, "Cracker Barrel

Old Country Store, Inc. does not expect the licensing initiative to have a material impact on its financial results in the 2014 fiscal year."

RETAILING BY THE NUMBERS

Retail sales during November and December are projected to increase 3.9% this year over last, reaching \$602 billion, up from \$579 billion in 2012, according to the **National Retail Federation**. **ShopperTrak**, which is traditionally more conservative than the NRF, forecasts growth of 2.4%. Of course, all the forecasts were generated prior to the government shutdown.

FOLLOW THE BOUNCING JERSEY

Miami Heat's LeBron James has the best-selling **NBA** jersey worldwide (and in the U.S. and Philippines), with the Chicago Bulls' Derrick Rose No. 2 worldwide (but topping the lists in China, Europe, and Latin America). The rankings are based on **Adidas** global sales for the 2012-13 NBA season. The Los Angeles Lakers' Kobe Bryant, the Oklahoma City Thunder's Kevin Durant, and the Miami Heat's Dwyane Wade round out the top five worldwide. Not reflected on the lists: The league confirms to us that **NBAStore.com** saw "a bump in sales for a couple of days following Jason Collins' announcement" that he is gay.

IN MEMORIAM

Roger Richman, whose eponymous agency handled the estates of Albert Einstein, W.C. Fields, and Sigmund Freud, among others, died earlier this month. While Richman sold his agency to Corbis in 2005, he left a long-term mark on the licensing business by way of his active lobbying to pass the 1985 California Celebrity Rights Act, which enables heirs to control commercial use of those celebrities' names and likenesses.



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

Special Projects Editor
Karen Raugust
kbraugust@yahoo.com

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

Associate Publisher, Data Publications
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



THE LICENSING LETTER (ISSN: 8755-6235) is published 22 times a year by EPM, a Division of Business Valuation Resources. The annual subscription price for THE LICENSING LETTER is \$467 per year/\$527 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at rcochran@epmcom.com or 212-941-1633 ext. 18 for details.

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

\$100 Million Club

Continued from page 1

interactive games, and so on. The newest property on the list is Doc McStuffins, followed by Angry Birds, which made the list for the first time last year. Classic properties retooled for new generations that are added for 2012 are Power Rangers and My Little Pony.

The sales swings noted above were somewhat surprising considering the heavy franchise reliance on the list. Still, several of the properties were coming off of movie years in 2011 (including *Transformers* and *Cars*), while others were gearing up for movie support in 2013 (including Superman with *Man of Steel*, as well as the characters appearing in *The Avengers*), which partially explains their ups and downs.

Continued on page 4

ESTIMATED RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, U.S./CANADA, 2012

Properties That Did \$100 Million or More in U.S./Canada That Year

Rank 2012	Property	Licensor	2012 Retail Sales (U.S. and Canada), in millions	2011 Retail Sales (U.S. and Canada), in millions	% Change, 2011-2012 (U.S. and Canada)	2012 Retail Sales (Global), in millions	2011 Retail Sales (Global), in millions	% Change, 2011-2012 (Global)	U.S./Canada vs. Global Ratio for 2012
1	Disney Princess	Disney	\$1,518	\$1,600	-5.1%	\$2,919	\$3,034	-3.8%	52.0%
2	Star Wars	Lucasfilm	\$1,467	\$1,500	-2.2%	\$3,064	\$3,165	-3.2%	47.9%
3	Hello Kitty	Sanrio	\$1,080	\$800	35.0%	\$4,039	\$4,080	-1.0%	26.7%
4	Cars	Disney	\$931	\$1,050	-11.3%	\$1,920	\$2,150	-10.7%	48.5%
5	Pooh	Disney	\$929	\$1,090	-14.8%	\$3,170	\$3,420	-7.3%	29.3%
6	Mickey & Friends	Disney	\$774	\$750	3.2%	\$4,107	\$3,900	5.3%	18.8%
7	WWE	WWE	\$596	\$700	-14.9%	\$849	\$1,000	-15.1%	70.2%
8	Angry Birds	Rovio	\$590	\$250	136.0%	\$1,849	\$800	131.1%	31.9%
9	Peanuts	Peanuts Worldwide	\$542	\$600	-9.6%	\$1,818	\$1,940	-6.3%	29.8%
10	Toy Story	Disney	\$530	\$685	-22.7%	\$1,177	\$1,305	-9.8%	45.0%
11	Sesame Street	Sesame Workshop	\$500	\$515	-2.9%	\$866	\$880	-1.6%	57.7%
12	Disney Fairies	Disney	\$383	\$435	-11.9%	\$838	\$950	-11.8%	45.7%
13	Thomas the Tank Engine	HIT	\$370	\$390	-5.2%	\$998	\$1,045	-4.5%	37.0%
14	Spider-Man	Marvel/Disney	\$351	\$325	8.1%	\$614	\$590	4.0%	57.3%
15	SpongeBob	Nickelodeon	\$321	\$330	-2.6%	\$721	\$740	-2.6%	44.6%
16	Dora the Explorer	Nickelodeon	\$321	\$340	-5.5%	\$594	\$635	-6.4%	54.1%
17	Garfield	Paws Inc.	\$305	\$370	-17.7%	\$819	\$850	-3.7%	37.2%
18	Batman	DC/Warner	\$343	\$245	40.0%	\$504	\$360	40.0%	68.1%
19	Ben 10	Cartoon Network	\$244	\$295	-17.2%	\$719	\$720	-0.2%	34.0%
20	Iron Man	Marvel/Disney	\$238	\$198	20.2%	\$358	\$328	9.1%	66.5%
21	Barbie	Mattel	\$232	\$242	-4.0%	\$428	\$455	-6.0%	54.3%
22	Monster High	Mattel	\$225	NA	NA	\$300	NA	NA	75.0%
23	Betty Boop	King Features	\$220	\$210	4.9%	\$663	\$615	7.8%	33.2%
24	Looney Tunes	Warner	\$214	\$225	-4.7%	\$624	\$632	-1.3%	34.4%
25	Avengers	Marvel/Disney	\$201	NA	NA	\$300	NA	NA	67.0%
26	Transformers	Hasbro	\$197	\$214	-8.0%	\$314	\$365	-14.0%	62.7%
27	Power Rangers	Saban	\$180	NA	NA	\$300	NA	NA	60.0%
28	Superman	DC/Warner	\$173	\$175	-1.1%	\$277	\$280	-1.2%	62.6%
29	Simpsons	Fox	\$161	\$158	2.1%	\$352	\$346	1.7%	45.8%
30	Star Trek	CBS	\$124	\$125	-1.1%	\$148	\$150	-1.5%	83.7%
31	Pokemon ⁽¹⁾	Pokemon Co.	\$115	\$118	-2.2%	\$306	\$311	-1.6%	37.7%
32	Doc McStuffins	Disney	\$114	NA	NA	\$190	NA	NA	60.0%
33	My Little Pony	Hasbro	\$110	NA	NA	\$260	NA	NA	42.3%
34	Scooby-Doo	Warner	\$107	\$112	-4.5%	\$203	\$207	-2.0%	52.7%
	TOTAL		\$14,601			\$36,402			40.1%

NOTES: Figures are for retail sales of all licensed merchandise for calendar year 2012. Does not include:

- Content licensing such as DVD/mobile apps, Web entertainment, etc.
- Products created through in-house divisions at the licensor rather than through licensing agreements with third parties.
- Nonretail products such as touring shows, theme park attractions, cruises, gambling/lotteries, and the like.

(1) Nintendo, an equity owner of The Pokemon Co., is the video game licensee. As it is both a part owner and a licensee, its figures are not included. TLL estimates that sales of Pokemon video games were approximately \$312 million during 2012.

SOURCE: THE LICENSING LETTER

\$100 Million Club

Continued from page 3

Global Performance

The top Entertainment/Character properties in the U.S. and Canada registered an additional \$21.8 billion in retail sales outside North America, for a total of \$36.4 billion in global retail sales. Sales outside the U.S. and Canada accounted for 40% of this group—slightly greater than the average of 38% across all licensed properties.

The top international performer from among the members of the U.S./Canada “\$100 million club” is Hello Kitty, with more than \$4 billion in global retail sales in 2012. Other properties on the list that exceeded \$3 billion in 2012 include Disney Princess, *Star Wars*, Mickey & Friends, and Pooh.

The list reflects the top properties in the U.S. and Canada only and excludes top-performing global properties that have U.S. and Canadian retail sales of less than \$100 million. Some of the top properties globally—especially those coming out of the Asian markets—do not have a significant presence in the U.S. and Canada and therefore are not included in this ranking.

Definitions and Methodology

Properties included in this list are broader than those in *TLL*'s traditional Entertainment/Character segment as defined for our annual businesswide estimates. For this analysis, we have included properties that are based on a recognized character and use the strategies associated with an Entertainment/Character licensing program, as well as the expected TV shows and films. Some properties on this list would normally be categorized as Toy (Barbie, My Little Pony) or Interactive (Angry Birds), for example.

The individual property figures are sometimes at variance with publicly reported numbers in company financials or those cited by company executives in articles. We look exclusively at consumer products that are licensed to third parties for manufacture and distribution and for which the manufacturer is paying a royalty. It does not include products created through in-house divisions of the licensor rather than through licensing agreements with third parties or “core” products made by the licensor (e.g., toys for Hasbro's Transformers).

In addition, the numbers reflect retail sales of traditional licensed products but exclude content licensing (mobile apps, Web entertainment, virtual worlds, and the like) and nonretail products such as live touring shows, theme park attractions, lotteries and slot machines, cruises, and similar ventures.

For those properties that are multimedia, the estimates include all merchandise for the franchise (e.g., tied to films, TV shows, etc.). LEGO cross-licensing deals (e.g., LEGO Star Wars, LEGO Batman) are included under the respective partners' properties (e.g., LEGO Star Wars under Star Wars). Subbrands are included along with the master property (e.g., Clone Wars under Star Wars). If individual properties

are sometimes licensed as a group (e.g., Batman as part of a multiproperty DC Comics deal or Iron Man as part of the Avengers), the estimate includes only those products tied to the individual property as specified.

These estimates are developed through a combination of surveys; interviews with licensors, licensees, agents, and retailers; analysis of annual reports, royalty income, and data from publicly held companies; store visits; corporate retail sales information from websites; press releases; and articles. All the licensors that appear on the list were given the opportunity to comment.

Crystal Ball

Some of the properties that did not make the list in 2012 but appear poised to do so in 2013, say licensing business observers, include Sofia the First and other Disney Junior properties (in addition to Doc McStuffins, which got a head start onto the list for 2012); Teenage Mutant Ninja Turtles; Despicable Me; and Duck Dynasty.

Disney Accounts for More Than Half of Dollar Value of \$100 Million Entertainment/Character Properties

Disney dominates the list of limited properties with retail sales of \$100 million or more in the U.S./Canada in 2012. Eleven of the 34 properties (32%) emanate from the company's Disney, Pixar, Marvel, and Lucasfilm divisions. However, those 11 titles account for 50.9% of the list in dollar value based on U.S./Canada sales.

Other licensors with multiple properties on the list include:

Mattel (Barbie, Monster High, and Thomas the Tank Engine through its HIT division), representing 9% of the listings and 5.7% of the dollar value;

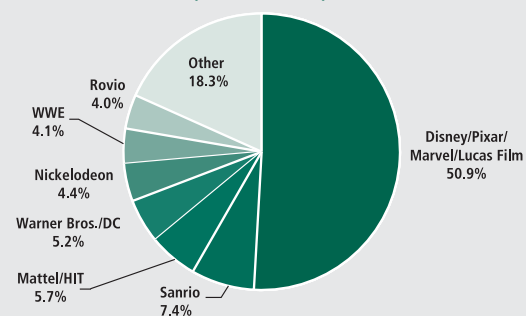
Warner Bros. (Looney Tunes, Scooby-Doo and DC Comics' Batman and Superman), 12% of listings, 5.2% of dollar value;

Nickelodeon (SpongeBob and Dora), 6% of listings, 4.4% of dollar value; and

Hasbro (Transformers and My Little Pony), 6% of listings, 2.1% dollar value.

Sanrio's Hello Kitty accounts for 7.4% of the list's dollar value. WWE's eponymous property and Rovio's Angry Birds account for approximately 4% each in dollar value. No other individual property reaches 4%.

LICENSORS' SHARE OF \$100 MILLION ENTERTAINMENT CHARACTER PROPERTIES, BY DOLLAR VALUE BASED ON RETAIL SALES, U.S./CANADA, 2012



SOURCE: THE LICENSING LETTER

Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Animagic	Animagic Media Group's digital animation and live action titles, including Bug Rangers.	All	Cathy Malatesta, Lawless Entertainment
Gund	American plush and teddy bear corporation, founded in Germany in 1898.	All except plush	John Parham, Parham Santana
Man Cave	Men's home party company, set for an expansion into lifestyle products.	Food/beverage, furniture, games, grilling, home decor, novelty	Bob Traub, Established Brands Licensing
Stacey Yacula	Artist known for sweet and colorful characters currently featured on Etsy.	Gifts, home textiles, stationery, wall coverings	Marty Segelbaum, MHS Licensing

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Arm & Hammer	Hefty/Reynolds Consumer Products	Kitchen bags	Brandgenuity
Bates Motel	American Classics	Hoodies, T-shirts	Joy Tashjian Marketing Group
Batman	Forever 21	Accessories, apparel	Warner Bros. Consumer Products
Beatles (The)	Pyramid America*	Art prints, canvas prints, home decor	Bravado International Group Merchandising Services
Bigfoot	Kalee Children's Products	Ride-on vehicles	Character Vision
Brooklyn Nine-Nine	American Classics	Hoodies, T-shirts	Joy Tashjian Marketing Group
Buck Wear	SJT Enterprises	Wood plaques	MHS Licensing
	Trends International	Back-to-school, bookmarks, posters, stickers	
Call of Duty: Ghosts	Trends International	Posters	Activision Publishing
Care Bears	Card.com	Prepaid debit cards	American Greetings Properties
Catwoman	Forever 21	Accessories, apparel	Warner Bros. Consumer Products
Chattam & Wells	Pacific Coast Feather	Bedding	Spring Air
Christine Adolph	RPM	Floor mats	MHS Licensing
College football teams	Loudmouth Golf*	Co-branded apparel	Collegiate Licensing Company (CLC)
Domo	Buckle-Down	Accessories, belts	Big Tent Entertainment
	Leg Avenue	Arm warmers, costumed hoods, costumes, leggings	
Dork Diaries	Andrews + Blaine	Booklights, bookmarks, game pads, puzzles, stationery	JLK Brand Licensing
Downton Abbey	Weeks Roses	Roses	Knockout Licensing
Guardians of the Galaxy	Jay Franco & Sons	Home decor	Disney Consumer Products
Hautman Brothers	Tramar	Kitchen towels	MHS Licensing
I Love Lucy	McSteven's	Drink mixes	Unforgettable Enterprises

*Extension or renewal.

Continued on page 6

Licensing News *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Legends of Oz: Dorothy's Return	DecoPac	Cake decorating kits, candles	Evolution
	H.E.R. Accessories	Bandanas, cell phone accessories, costume jewelry, key caps, lanyards, shoelaces, sleep masks, wristbands	
	HouseWares International	Kitchenware, mugs	
	HYP	Hoisery, socks	
	JEM Sportswear and Awake	Apparel	
Monster Jam	Fathead*	Wall decals	Feld Entertainment
	InCharacter Costumes	Costume accessories, costumes	
	MEGA Brands	Co-branded puzzles	
	Redman	Ride-on vehicles	
	Wicked Cool Toys	Plush	
Mystical Wolf	Ravensburger AG	Puzzles	Carmella Johns Unltd.
Patrick Reid O'Brien	Andrews + Blaine	Puzzles	MHS Licensing
Plants vs. Zombies	USAopoly	Co-branded board games	PopCap Games
Ragnar	Acco Brands USA	Calendars	Carmella Johns Unltd.
Sea Cows	Acco Brands USA	Calendars	Carmella Johns Unltd.
SEGA	Tommo	Headphones, mobile accessories, speakers	SEGA of America
Skylanders	Trends International	Calendars, posters	Activision Publishing
Sleep Sense	Pacific Coast Feather	Bedding	Spring Air
Spring Air	Pacific Coast Feather	Bedding	Spring Air
Strawberry Shortcake	Handcraft Manufacturing	Underwear (girls', toddlers')	American Greetings Properties
Teenage Mutant Ninja Turtles	Johnny Cupcakes	Accessories, apparel	Nickelodeon & Viacom Consumer Products (NVCP)
Tickety Toc	Bakery Crafts/Jack Guttman	Cake decorations	Established Brands Licensing
	Celebrate Express/Buyseasons	Party decorations, party goods	
	InCharacter Costumes	Halloween costumes	
Tina Higgins	International Greetings USA	Gift bags	MHS Licensing
	Raz Imports	Decorative buckets, wall art, wood trays	
	RPM	Floor mats	
U.S. Army	H. Best/Moret Group	Watches	Beanstalk
	Top of the World	Gloves, headwear, headwear accessories, scarves	
Victoria Schultz	RPM	Floor mats	MHS Licensing
	Tramar	Kitchen towels	
Wiz Khalifa	Spencer's/Spirit Halloween	Apparel	Warner Music Group
WWE	American Greetings	Gift packaging, greeting cards, ornaments, party goods, stickers	WWE
	Sakar International	Electronics, mobile accessories	
X-O Manowar	Quarantine Studio	Resin statue	Valiant Entertainment

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Blondie	Punk/new wave band from New York led by singer Debbie Harry, guitarist Christ Stein, and drummer Clem Burke.	All (France)	Veronique Pichon, Sagoo Licensing
Dinosaur Train	Animated children's television series featuring dinosaur characters who travel the prehistoric world by train. Studio Canal also holds rights for DVDs.	All except DVDs (France)	Eleonore Bebear, StudioCanal
Felix the Cat	Cartoon character from the silent film era, first introduced in 1919.	Accessories, apparel, games, toys (Turkey)	Hakan Tungac, KAYNAK Copyright & Licensing Agency
Genesis	Progressive rock group known for launching the careers of Phil Collins and Peter Gabriel.	All (France)	Veronique Pichon, Sagoo Licensing
Hive (The)	Preschool television series, featuring bee Buzzbee and friends on adventures in and around their hive.	All except toys, games (Portugal, Spain)	Javier Robles, BRB Internacional Group
Madballs	Toy brand from the 1980s; collection of rubber balls developed to push "gross" to the limit.	All (Japan)	Kensuke Kondo, MindWorks Entertainment
Pac-Man and the Ghostly Adventures	Namco Bandai's video game hero, appearing in his own show this fall.	All except toys (Middle East, North Africa)	Alia Atcha Almeida, MBC Licensing & Merchandising
Pink Floyd	Psychedelic/progressive rock group known for best-selling concept albums and subsequent tours.	All (France)	Veronique Pichon, Sagoo Licensing
Police, The	British rock band known for five best-selling albums released in the 1970s and 1980s. Sagoo also represents Sting as a solo artist.	All (France)	Veronique Pichon, Sagoo Licensing
Strawberry Shortcake	Classic girls' brand known for bright, cheery colors and a variety of upbeat characters.	All (South Africa)	Graham Stephen, Character Licensing & Marketing
Suzy's Zoo	Originally a greeting card brand launched in 1968, the colorful brand features Suzy Spafford's cast of animal characters, including the popular Suzy Ducken.	Apparel, gifts, nursery products, toiletries, toys (U.K., Eire)	Claire Potter, Metrostar
Totally Spies	Animated series featuring three teenaged spies who live in Beverly Hills, Calif.	All (Denmark, Finland, Norway, Sweden) All (Argentina, Bolivia, Paraguay, Uruguay)	Jonathan Johansson, Limo Licensing Kim Steadman, IMC

International Licenses Recently Granted

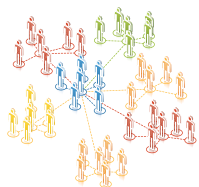
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Battersea Dogs & Cats Home	Casa Chicos	Apparel (U.K.)	Battersea Dogs and Cats Home
Care Bears	Wing Yip	Bed linen, blankets, quilt covers, quilts (Hong Kong, Macau)	Medialink
Dinosaur Train	Aykroyd & Sons	Nightwear, underwear (U.K., Ireland)	Nickelodeon & Viacom Consumer Products UK
	Nelson Verlag GmbH	Activity books, coloring books (Germany)	Lizenzwerft GmbH
	Smith & Brooks Limited	Outerwear, swimwear (U.K., Ireland)	Nickelodeon & Viacom Consumer Products UK
Domo	Accutime Watch	Clocks, watches (U.S., Canada)	Big Tent Entertainment
Doodle Jump	Goldie Marketing Pty Ltd	Master toy (Worldwide)	Lima Sky
Everything's Rosie	Aykroyd & Sons*	Nightwear (U.K.)	V&S Entertainment
	Blues Clothing*	Outerwear (U.K.)	
	TDP Textiles*	Underwear (U.K.)	

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Grumpy Cat	Ganz	Gift items, plush (Worldwide)	Grumpy Cat
	TCG	Plush, puzzles (Worldwide)	
Marvel	Rubie's Costume	Halloween accessories, Halloween costumes, pet costumes (U.S., Canada)	Disney Consumer Products
Miffy	Hype Associates	Greeting cards (U.K.)	DRi Licensing Limited
	Rainbow Designs*	Plush (U.K.)	
	Star Editions	Magnets, postcards, posters, tote bags (U.K.)	
Miramax Film Library	Pyramid International	Badges, calendars, key caps, key chains, mugs, posters, wristbands (U.K.)	Evolution
Mister Maker	E-Max Ensobrados Martorell	Crafts (U.K.)	Zodiak Rights
	Green Board Games	Games (U.K.)	
	Kerry Foods/Green's	Cake mixes (U.K.)	
	RMS	Stationery (U.K.)	
MovieStarPlanet	Omega Sky	Wall murals (U.K.)	Beanstalk London
Muy Pop	Relaunch Fashion	Apparel (Europe)	Art Ask Agency
P&G	Blue Fish Bags	Cosmetic accessories (U.K.)	Beanstalk Group UK
	Comfy Quilts	Bedding, duvets, mattress pads, pillows (U.K.)	
Pac-Man and the Ghostly Adventures	E-Max Ensobrados Martorell	Sticker albums, stickers, trading card albums, trading cards (North America, Europe (excluding Iberia), Australia, New Zealand)	BRB Internacional Group
	Toy Triangle	Master toy (Middle East, North Africa)	MBC Licensing & Merchandising
Pet Rock	Groupe Editor	Greeting cards, postcards (Belgium, France, Italy)	Art Ask Agency
	teNeues Publishing	Calendars (Worldwide)	
Plants vs. Zombies	Character World/TDS Enterprises	Housewares (U.K.)	Bulldog Licensing
Ragnar	Sin In Linen	Bath, bedding, kitchen goods (U.S., Canada, Europe)	Carmella Johns Unltd.
Shaun the Sheep	Repco Asia	Craft kits (U.K.)	Aardman Animations
Strawberry Shortcake	Lojas Riachuelo	Back-to-school (Brazil)	Exim Licensing
		Apparel (Brazil)	
		Housewares (Brazil)	
	Rainbow Max	Accessories, back-to-school (Algeria, Bahrain, Egypt, Jordan, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates)	East West Licensing
Tommy Hilfiger	LF USA	Home decor (U.S., Canada, South America, Mexico)	Tommy Hilfiger
Trump Home	Dorya	Furniture (Turkey)	Trump Organization (The)



contacts & connections

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

ACCO Brands USA, Lori Conley, Director Licensing, 937-495-3939, P. 6.

Accutime Watch, Harold Kirshner, SVP/Marketing & Licensing, 212-686-9220, hkirshner@accutimewatch.com, P. 7.

Activision Publishing, Ashley Maily, VP/Head Global Licensing & Partnerships, 310-255-2058, ashley.maily@activision.com, P. 5, 6.

American Classics, David Brown, President, 256-737-9995, david@americanclassics.bz, P. 5.

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

American Greetings Properties, Carla Silva, VP Global Licensing, 212-386-7355, csilva@ag.com, P. 5, 6.

Andrews + Blaine, Brandie Oliver, Public Relations Licensing Manager, 850-269-3328, brandie@andrewsblaine.com, P. 5, 6.

Bakery Crafts/Jack Guttman, Nicci Henry, Licensing Manager, 513-881-4161, nhenry@bkrycft.com, P. 6.

Beanstalk, Caren Chacko, AVP Brand Management, 212-421-6060, caren.chacko@beanstalk.com, P. 6.

Big Tent Entertainment, Richard Maryyanek, CMO, 212-604-0667, richm@bigtent.tv, P. 5, 7.

Brandgenuity, Rachel Humiston, Manager, 212-925-0663, rachel@brandgenuity.com, P. 5.

Bravado International Group Merchandising Services, Felix Sebacious, SVP Worldwide Licensing, 212-445-3400, felix.sebacious@bravado.com, P. 5.

Buckle-Down, Jason Dorf, President, 310-523-2070, jasondorf@buckle-down.com, P. 5.

CARD.com, Ben Katz, CEO/Co-Founder, 888-255-5962, info@card.com, P. 5.

Carmella Johns Unltd., Carmella Johns, President, 818-261-3842, carmella@carmellajohnsunltd.com, P. 6, 8.

Celebrate Express/Buyseasons, Jadyr Rosario, Licensing Manager, 262-901-2000 x1615, jadynr@buyseasons.com, P. 6.

Character Vision, Ken Abrams, President, 310-237-7117, kabrams@charactervision.com, P. 5.

Collegiate Licensing Company (CLC), Cory Moss, SVP & Managing Director, 770-799-3249, cmoss@clc.com, P. 5.

DecoPac, Christine McKenna, President, 763-574-0091, tina.mckenna@decopac.com, P. 6.

Disney Consumer Products, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 5, 8.

Established Brands Licensing, Bob Traub, President, 973-607-1660, btraub@ebmail.com, P. 6.

Evolution, Travis J. Rutherford, President /CEO, 818-501-3186, travis@evomgt.com, P. 6.

Fathead, Nathan Partington, VP Licensing, 313-373-6060, nathanpartington@fathead.com, P. 6.

Feld Entertainment, Mark Abernethy, VP Licensing & Business Development, 212-971-1488, mabernethy@feldinc.com, P. 6.

Forever 21, Betsy Zanjani, SVP Product Design, 213-741-5100, betsy.z@forever21.com, P. 5.

Grumpy Cat, Bryan Bundesen, 614-699-2111, P. 8.

H. Best/Moret Group, Morris Chabbott, 212-354-2400, mc@moret.com, P. 6.

H.E.R. Accessories, Hymie Anteby, CEO/President, 212-354-7744, hymiea@heracc.com, P. 6.

Handcraft Manufacturing, Irwin Mizrahi, President, 212-251-0022, irwinm@handcraftmfg.com, P. 6.

Hefty/Reynolds Consumer Products, Jeff Wilkison, VP Marketing, 800-879-5067, P. 5.

HouseWares International, Glenda Seale, National Sales & Marketing Manager, 323-581-3000 x101, glenda@housewaresintl.com, P. 6.

HYP, Howard Levy, President, 212-684-7717 x125, howardl@hypnyc.com, P. 6.

IMC, Kim Steadman, VP Partner Development, 502-589-7655, ksteadman@imcpartnerships.com, P. 7.

InCharacter Costumes, Bob Pickens-Keskinen, 888-987-9877, P. 6.

International Greetings USA, Lawrence Louis, Marketing/Licensing, 770-674-0841, llouis@gift-wrapcompany.com, P. 6.

Jay Franco and Sons, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 5.

JEM Sportswear and Awake, Randi Kagan Spieker, VP Marketing & Licensing, 818-365-9361, randi.spieker@jemspportswear.com, P. 6.

JLK Brand Licensing, Kathie Fording, Partner, 917-974-3561, kathie@jlkbrand.com, P. 5.

Johnny Cupcakes, Johnny Earle, Founder, 866-606-2253, johnny@johnnycupcakes.com, P. 6.

Joy Tashjian Marketing Group, Grace Ressler, Sales Director, 925-736-0512, grace@jtmglc.com, P. 5.

Knockout Licensing, Tamra Knepper, Co-President, 212-947-5958, tk@knockoutlicensing.com, P. 5.

Lawless Entertainment, Cathy Malatesta, President, 310-694-3414, cmala@aol.com, P. 5.

Leg Avenue, Joe Hernandez, Licensing Manager, 888-453-4283 x 222, jhernandez@legavenue.com, P. 5.

LF USA, Meredith Kandel, VP License Brand Management, 646-839-7793, Meredith@ameny.com, P. 8.

Lima Sky, Eric Karp, Chief Licensing Officer, 914-486-1285, eric@limasky.com, P. 7.

Loudmouth Golf, Alan L. Wallace, EVP, 800-390-5116, alan@loudmouth.com, P. 5.

McSteven's, Alex Pava, Director Sales & Marketing, 360-944-5788, alex@mcstevens.com, P. 5.

MHS Licensing, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 5, 6.

Nickelodeon & Viacom Consumer Products (NVCP), Julie McKenzie, SVP Global Consumer Products Licensing, Apparel, Accessories, Home, 212-846-8018, Julie.mckenzie@nick.com, P. 6.

Pacific Coast Feather, Fritz Kruger, SVP Marketing, 888-297-1778, P. 5, 6.

Parham Santana, John Parham, President, 212-645-7501 x12, john@parhamsantana.com, P. 5.

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

Pyramid America, Andrew Lawrence, Licensing

Director, 914-668-6666, sales@pyramidamerica.com, P. 5.

Quarantine Studio, Paul Conner, CEO, 704-922-4496, paul@quarantinestudio.com, P. 6.

Raz Imports, Ken Row, Creative Director, 214-244-6202, kencarlow@aol.com, P. 6.

Redman, Katie Redman, VP Sales, 877-901-8811, P. 6.

RPM, Michael Bachman, President, 952-224-9622, mb@rpmdrymate.com, P. 5, 6.

Rubie's Costume, Felicia Palumbo, Director of Licensing, 516-326-1500 x135, fpalumbo@rubies.com, P. 8.

Sakar International, Liza Abrams, VP Global Licensing & Marketing, 732-248-1306, labrams@sakar.com, P. 6.

SEGA of America, Cindy Chau, Licensing Manager, 415-701-3836, cindy.chau@sega.com, P. 6.

Sin in Linen, Sandy Glaze, Founder, 206-935-2079, info@siniinlinen.com, P. 8.

Sjt Enterprises, Tim Smith, 440-617-1100, tsmith@sjtent.com, P. 5.

Spencer's/Spirit Halloween, Kym Sarkos, VP/GMM, 609-645-3300, kym.sarkos@spencergifts.com, P. 6.

Spring Air, Rick Robinson, President, 617-884-2300, P. 5, 6.

teNeues Publishing, Christina Burns, Editorial Director, 212-627-2414, cburns@teneues-usa.com, P. 8.

Tommo, Jonathan Wan, CEO, 909-869-7244, info@tommo.com, P. 6.

Tommy Hilfiger, Anne Marino, President Global Licensing, 212-548-1341, anmarino@tommy.com, P. 8.

Top of the World, Mike Ross, 405-360-9856, mross@towcaps.com, P. 6.

Tramar, Perry Croke, Owner, 704-289-4264, perry.tramar@gmail.com, P. 5, 6.

Trends International, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendinternational.com, P. 5, 6.

Trump Organization (The), Cathy Hoffman Glosser, EVP Global Licensing, 212-715-7293, cglosser@trumporg.com, P. 8.

Unforgettable Enterprises, Bruce Bronn, President, 847-291-0992, bruce@unforgettablelicensing.com, P. 5.

**Apps & e-properties:
hype or opportunity?**

**MEMBERS
SAVE
\$200**

**The Market
For Apps &
E-properties:**
Licensing, Marketing,
And Consumer Interest

www.epmcom.com/eproperties
1-212-941-0099

USAOPOLY, Maggie Matthews, VP Marketing, 760-602-7609, maggie@usaopoly.com, P. 6.

Valiant Entertainment, Russell Brown, President, Consumer Products, Promotions, and Ad Sales, 212-972-0361 x229, russb@valiantentertainment.com, P. 6.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide

Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 5.

Warner Music Group, Sara Nemerov, SVP & Head Global Consumer Products & Brand Licensing, 212-275-2370, sara.nemerov@wmg.com, P. 6.

Weeks Roses, Karen Kemp-Dockstader, Sales & Marketing Manager, kdockstader@weeksroses.com, P. 5.

Wicked Cool Toys, Michael Rinzler, Co-President, Founding Partner, 267-536-9186, info@wicked-cooltoys.com, P. 6.

WWE, Jess Richardson, Director of Global Licensing, 203-328-2539, jess.richardson@wwecorp.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.

Aardman Animations, Sean Clarke, Head Aardman Rights, 44-11-7984-8956, sean.clarke@aardman.com, P. 8.

Art Ask Agency, Maria Strid, President, 34-936-452-225, maria@artaskagency.com, P. 8.

Aykroyd & Sons, Paul Williamson, Director, 44-161-929-1122, paul.williamson@aykroyds.co.uk, P. 7.

Battersea Dogs & Cats Home, Lucy McCredie, Interim Licensing Consultant, 44 020 7627 9319, lucy.mccredie@battersea.org.uk
l.mccredie@battersea.org.uk, P. 7.

Beanstalk Group UK, Esther Jolley, Brand Development, 44-2075-7208-42, esther.jolley@beanstalk.com, P. 8.

Beanstalk London, Dan Amos, Associate Director Brand Development, 44-20-7572-0840, daniel.amos@beanstalk.com, P. 8.

Blue Fish Bags, Dian Besseler, 31-715-820-825, dian.besseler@stationeryteam.nl, P. 8.

Blues Clothing, Patrick Bailey, Commercial Director, 44-207-371-9900, patrick.bailey@blues1.co.uk, P. 7.

Bookseller (The), Philip Stone, Charts Editor, philip.stone@bookseller.co.uk, P. 11

BRB Internacional Group, Javier Robles, CEO, 34-91-7711450, jrobles@brb.es, P. 7, 8.

Bulldog Licensing, Rob Corney, Founder, Managing Director, 44-20-8325-5455, rob@bulldoglicensing.com, P. 8.

Casa Chicos, Peter Robinson, Managing Director, 44-1732-871177, P. 7.

Character Licensing & Marketing, Graham Stephen, Managing Director, 27-11-452-4201, graham@clmsa.co.za, P. 7.

Character World/TDS Enterprises, Daniel Schwiager, Joint Managing Director, 44-845-004-9217, danny@characterworld-tds.co.uk, P. 8.

Comfy Quilts, Bob Moryoussef, 44-162-544-6000, bob@comfyquilts.co.uk, P. 8.

CPLG, Vickie O'Malley, Managing Director, vomalley@cplg.com, P. 11

Dorya, Sevcan Yildiz Hekimoglu, 90-212-258-8570, sevcan@dorya.com.tr, P. 8.

DRi Licensing Limited, Alicia Davenport, Licensing Director, 44-20-3178-6628, alicia@drilicensing.com, P. 8.

E-Max Ensobrados Martorell, Anna Sanfeliu, Manager, Marketing, Licensing, & Sales, 34-93-729-40-50, P. 8.

East West Licensing, Helen Fielding, 9714-328-4302, info@eastwestlicensing.com, P. 8.

Egmont U.K., Emma Cairns-Smith, License Acquisition Director, ecairns-smith@euk.egmont.com, P. 11

Exim Licensing, Marcus Macedo, GM, 55-11-3885-9275, brazil@eximlicensing.com, P. 8.

Ganz, Howard Ganz, President, 905-851-6661, headoffice@ganz.com, P. 8.

Goldie Marketing Pty Ltd, Stephen Goldsworthy, Founder & Managing Director, 613-9720-6186, stephen@goldiemarketing.com.au, P. 7.

Green Board Games, Keith Grafham, CEO, 44-1494-538-999, P. 8.

Groupe Editor, Henry Condamine, CEO/Chairman, 33-4-42-97-54-00, P. 8.

Hachette Children's Books, Karen Lawler, Executive Manager Licensing, karen.lawler@hachettechildrens.co.uk, P. 11

Hype Associates, Jane Patterson-Wright, Marketing Manager, 44-151-678-4000, jane@hype.com, P. 8.

Kalee Children's Products, Daniel Yeh, 595-857-3790, 8806@kalee.com, P. 5.

KAYNAK Copyright & Licensing Agency, Hakan Tungac, Managing Director, 90-216-524-20-82, ht@kaynak.com.tr, P. 7.

Kerry Foods/Green's, April Adams-Redmond, CMO, 44-800-783-4321, P. 8.

Limo Licensing, Jonathan Johansson, CEO, 35-8407-239-393, jonathan.johansson@limolicensing.com, P. 7.

Lizenzwert GmbH, Peter Bichler, Managing Director, 49-40-2260-2365, peter.bichler@lizenzwert.de, P. 7.

Lojas Riachuelo, Daniela Salies, 55-11-2281-2344, daniel@riachuelo.com.br, P. 8.

MBC Licensing & Merchandising, Alia Atcha Almeida, Licensing & Merchandising Manager, 971-4-391-9999, P. 7, 8.

Medialink, Noletta Chiu, Regional Manager Licensing, 852-2503-4980, nolettachiu@medialink.com.hk, P. 7.

MEGA Brands, Adrian Roche, VP Global Licensing, Preschool Toys, Games & Puzzles, 514-333-5555, aroche@megabrands.com, P. 6.

Metrostar, Claire Potter, Managing Director, 44-207-917-6791, claire@metrostarmedia.co.uk, P. 7.

MindWorks Entertainment, Kensuke Kondo, President, 81-3-3263-7852, kondo@mindworks-ent.jp, P. 7.

Nelson Verlag GmbH, Knut Reinoss, Program Director, 49-40-39804403, knut.reinoss@carlsen.de, P. 7.

Nickelodeon & Viacom Consumer Products UK, Mark Kingston, General Manager & Senior Vice President Consumer Products, EMEA & Australasia, 44-20-3580-3020, mark.kingston@vimn.com, P. 7.

Nielsen Book, Jo Henry, Director, jo.henry@nielsen.com, P. 11

Omega Sky, Colin Watson, Director/Founder, 44-1772-284110, P. 8.

Pyramid International, Mordy Benaiah, Licensing Director, 44-116-284-3640, mordy.benaiah@pyramidinternational.com, P. 8.

Rainbow Designs, Duncan Currin, 44-208-600-2550, sales@rainbowdesigns.co.uk, P. 8.

Rainbow Max, Omar Abo Shaar, 966-50-553-4523, omar@rainbowmax.com, P. 8.

Random House U.K., Jo Edwards, Head of Licensing & Brand Development, jedwards@randomhouse.co.uk, P. 11

Ravensburger AG, Clemens Maier, 49 751 861387, clemens.maier@ravensburger.de, P. 6.

Relaunch Fashion, Nico Hensen, 31-64-60-43-370, nico@relaunch.nl, P. 8.

Repeco Asia, Carl Karlson, COO, 852-3101-9830, sales@repecogroup.com, P. 8.

RMS, Ryan Farber, Managing Director, 44-161-727-8182, ryan@rmsint.com, P. 8.

Sagoo Licensing, Veronique Pichon, President, 33-1-81-70-07-70, veronique.pichon@sagoo.fr, P. 7.

Smith & Brooks Limited, Susan Stanley, Brand & Licensing Manager, 44-845-129-9216, susan.stanley@smithbrooks.co.uk, P. 7.

Star Editions, Will Marston, Sales Director, 44-1449-721304, P. 8.

StudioCanal, Eleonore Bebear, 33-1-71-352387, eleonore.bebear@studiocanal.com, P. 7.

SuperAwesome, Dyan Collins, CEO, dyancollins@gmail.com, P. 11.

TCG, Michael Albert, Partner, 416-746-3388 x333, malbert@canadagroup.com, P. 8.

TDP Textiles, Tim Dawson, CEO, 44-1283-550-400, tim@tdptex.com, P. 7.

Toy Triangle, Norman MacDonald, VP, 966-12-674-3737, P. 8.

V&S Entertainment, Mel Beer, Licensing Director, 44 1494 837 881, melb@vandsent.com, P. 7.

Wing Yip, Carol Choi, 852-2330-6811, carol@cherry-italy.com, P. 7.

Zodiak Rights, Jennifer Lawlor, SVP Strategy & Planning, Consumer Products, 44 20 7013 4585, jennifer.lawlor@zodiakrights.com, P. 8.

London Children's Publishers: Despite the Data, Licensing World Looks to Books

There were some grim statistics for book publishers at the U.K. *Bookseller* magazine's annual Children's Conference in London at the end of September. According to Nielsen Book's report "Understanding the Children's Book Consumer in the Digital Age," during the past 12 months children's access to tablets has more than doubled, but only 20% of children surveyed are using them for reading e-books.

Jo Henry, director at Nielsen Book, said: "This dramatic drop in engagement with reading in the first half of 2013—seen in the context of an 8% drop in the number of books bought for those aged under 17—will give pause for thought for anyone involved in children's publishing, particularly at the older end of the market, which has seen the greatest decline."

For the 32 weeks up to Aug. 10, 2013, children's printed book sales in the U.K. were £156 million, down £13 million (8%) from the previous year. The *Bookseller's* charts editor Philip Stone has analyzed this data, and he revealed the durability of some old favorites—and the collapse of others. Thus, dinosaur books were up 11% and pirates up by 35%, but Ninja sales mutated downwards by 40%, and fairies were down 45%. Children's e-book sales for the year up to August 2013 stood at £22 million, up £3 million (15%) year over year.

Yet despite this tough backdrop the licensing world still looks to books to give properties credibility and "depth," delegates heard. Vickie O'Malley, marketing director of Copyright Promotions Licensing Group (CPLG), said: "Publishing is a lead category because of its visibility. It's a very useful player. If I'm selling and there isn't a publisher on board, it looks less credible. When you have a great publisher on board, people say, 'My goodness, this is going to be a sensation.'"

Egmont's license acquisition director Emma Cairns-Smith added: "When a property has come from digital, it hasn't developed depth. Often you're talking about a brand that is flat. By producing books, it shows parents there's more to it."

Jo Edwards, head of licensing and brand development at Random House, believes book deals give licensed properties "kudos" and Karen Lawler, executive manager of licensing at Hachette Children's Books, noted how it helped in other areas. "There is a reluctance among retailers to try new licensed product, but if there is something else, like a book, it can make a difference."

Lawler said that when buying properties, she looks at awareness levels and for properties "that have a story to start with," although equally there has been a rise in companies whose job it is to create stories, and back stories, for characters.

Cairns-Smith also observed: "A lot of TV companies are realizing they need to speak to publishers. We're working on two TV shows with DHX—*Bitbot* and *Shipwrecked*—where we're co-creating with them."

Angus Fletcher, who used to be with Henson, is working with Egmont as a consultant on these projects, and Cairns-Smith hopes both will lead to books and licensed product.

Dylan Collins, CEO of SuperAwesome, the company behind Swapit and Box of Awesome, noted the huge change in the under-12 market, where "the smartphone is the new wallet and their concept of ownership is very different to ours. For them, it is all about access, being able to stream YouTube which is now the most possible source of music."

Older children are gaming and texting, rather than reading. Henry concluded: "The challenge for publishers is to find fresh, compelling content to compete with the activities—principally gaming and communication with their peers—that are increasingly now attracting the interest of children in these age bands."

All The Licensing Contacts You Need In One Reliable Directory

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

You'll refer to **The Sourcebook** repeatedly to locate potential business partners and track what your competitors are doing.

"The very best reference book in the licensing business," says industry consultant Gary Caplan. **The Licensing Letter Sourcebook** is the only directory of licensing executives you need. Available in print and as a database on USB Flash Drive.

ORDER YOUR COPY TODAY!



Available in print or as a database on USB Flash Drive

www.epmcom.com/llsb
(212) 941-0099

Trend Watch

Continued from page 1

- Makeup artist Michelle Phan, who posts beauty advice and tutorials at michellephan.com and signed with L’Oreal for an online-distributed cosmetics range;
- Miss America Properties, which paired with Joshua Brands for a cosmetics and skincare line called R.E.I.G.N.;
- “Dancing With the Stars,” which is launching a makeup collection with Stila Cosmetics, with products inspired by four dance styles;
- Japanese artist Takashi Murakami, who partnered with Shu Uemura for a holiday makeup and cosmetics line that reflects his anime-inspired imagery; and
- Fashion designer Jason Wu, who licensed Lancôme for a color cosmetics line launching this fall.

Lipsticks, nail polishes, and mascaras are all seeing a rise in licensing activity, along with the foundations, blushes, concealers, and other skincare products that are authorized under most of the deals listed here.

These examples, along with a plethora of others earlier this year—from actress Christina Ricci (with Make Up for Ever) to designer Tom Ford (Estée Lauder)—show the diverse range of properties that are trying to make a success of this up-until-recently mostly untapped category.

Who’s News

Lisa Reiner is promoted at licensing agency Beanstalk to managing director of Europe and Asia Pacific, overseeing business development and marketing for Beanstalk and its Tinderbox digital division. Reiner joined Beanstalk in 2001 as a director of brand management, developing the Mary-Kate & Ashley brand outside the U.S., which, according to the agency, achieved over \$1 billion in retail sales and expanded to 11 countries. She succeeds Ciarán Coyle, who is leaving Beanstalk to pursue another career opportunity in the U.S.

James Lieberfarb is named director of licensing with CARD Corp., an online direct marketer and issuer of Visa and MasterCard reloadable debit cards, with credit cards to be added. Lieberfarb is responsible for acquiring licenses to consumer products brands; animated and comic book characters, TV shows, films, video games, and other entertainment IP; charitable causes; universities; music artists; and celebrities and athletes for use on the cards. Lieberfarb has been consulting for CARD since March. He previously held positions at Lee, Sony, MGM, Trendmasters, and Discovery.

Glenn Hendricks is named group manager, business development—licensing at Welch’s. Hendricks, who has held senior positions at IMG Licensing and SloaneVision Unlimited, as well as Lisa Frank, Sony Wonder/Sunbow, and OSP Publishing, will handle current licensed brands including Welch’s Fruit Snacks, and manage the company’s relationship with agency The Licensing Co.

Thomas van Kaldenkerken is named president and Don Rothwell EVP North America & Canada at Schleich North America. van Kaldenkerken has been with the company since 2006; Rothwell joined in 2010 and has prior experience at Motorsports Authentics, NASCAR, and Mamiye Brother Sales/American Character Classics.

Courtney Halligan joins LIMA as project coordinator from Tiffany & Co.

TLL

**THE LICENSING
LETTER
ORDER FORM**

ORDER ONLINE BY VISITING WWW.EPMC.COM. FAX YOUR ORDER TO 503-291-7955, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 212-941-0099.

- THE LICENSING LETTER** one-year subscription (22 issues): \$467, \$527 outside North America.
- TLL’s LICENSING BUSINESS DATABOOK** Book and JPG Files, \$795; \$695 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT** \$3,095; \$2,795 for subscribers.
- THE LICENSING LETTER SOURCEBOOK**
 - PRINT OR USB FLASH DRIVE** \$449, \$399 for subscribers. *Opened Flash Drive packages are non-refundable.*
 - PRINT AND USB FLASH DRIVE** \$544, \$494 for subscribers. *Opened Flash Drive packages are non-refundable.*

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____ 002N



Business Valuation Resources, LLC (BVR)
1000 SW Broadway, Suite 1200, Portland, OR 97205-3035
Phone: 212-941-0099, Fax: 503-291-7955
info@epmcom.com; www.epmcom.com

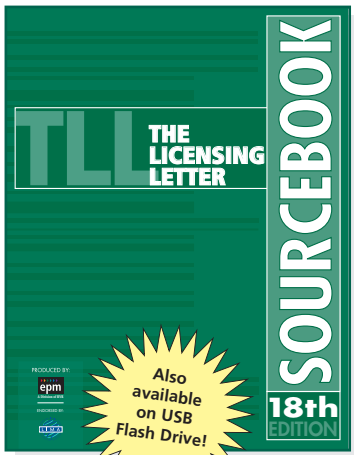
All The Licensing Contacts You Need In One Reliable Directory

The Licensing Letter Sourcebook

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

The **Sourcebook** is easy to use and thoroughly indexed. Browse the print edition to find companies with the right profile to match your needs; use the fully-searchable Flash Drive database to find specific companies, properties, and products. You'll refer to **The Sourcebook** repeatedly to locate potential business partners and track what your competitors are doing.

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 Listings
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, Airheads, 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

EPM GUARANTEE:
 Can't find the U.S. licensing company you're looking for?
 We'll track it down — or your money back.

560 pages
 Published June 2013
 Print Edition & Single-User Database on USB Flash Drive: \$544 (\$494 for EPM members)
 Print Edition or Single-User Database on USB Flash Drive: \$449 (\$399 EPM members)

THE LICENSING LETTER SOURCEBOOK

Save Time And Money Finding The Right Licensing Contacts



Table of Contents

SECTION ONE: LICENSORS

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

SECTION TWO: LICENSING AGENTS

SECTION THREE: LICENSEES

Accessories

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

SECTION FOUR: SERVICE PROVIDERS

Business Publications
 Consultants & Service Providers
 Licensing Attorneys

SECTION FIVE: TRADE ASSOCIATIONS

SECTION SIX: RETAILERS

SECTION SEVEN: CROSS REFERENCED INDEXES

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

SECTION EIGHT: INTERNATIONAL LICENSORS & LICENSING AGENTS

SECTION NINE: INTERNATIONAL LICENSEES

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

Health & Beauty
 Housewares
 Infant Products
 Music & Video
 Publishing
 Sporting Goods
 Stationery & Paper Goods
 Toys & Games

SECTION TEN: INTERNATIONAL SERVICE PROVIDERS

Business Publications
 Consultants & Service Providers
 Licensing Attorneys
 Retailers
 Trade Associations

SECTION ELEVEN: INTERNATIONAL CROSS REFERENCED INDEXES

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

AVAILABLE IN PRINT OR AS A DATABASE ON USB FLASH DRIVE. Completely updated in-house by THE LICENSING LETTER.



Order The Licensing Letter Sourcebook at www.epmcom.com/l1sb, call 212-941-0099, or fax this Order Form to 503-291-7955.

YES! Please rush my copy(ies) of The Licensing Letter Sourcebook, 18th Edition

- Best Deal** Print Edition & Single-User Database on USB Flash Drive: \$544 (\$494 for EPM members)
- Print Edition: \$449 (\$399 for members)
- Single-User Database on USB Flash Drive: \$449 (\$399.00 for members)

(Add \$40 shipping outside North America)

NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 PHONE _____ FAX _____
 E-MAIL _____

Payment Information

BVR Federal Tax ID#: 76-0801940

- Check enclosed (payable to Business Valuation Resources)
- Charge my: American Express MasterCard Visa

CARD NO. _____

EXPIRATION DATE _____ SECURITY CODE _____

SIGNATURE _____

- Bill me/my company. Your order will be shipped immediately upon receipt of payment.

Shipping Preference Free, standard shipping to the U.S. and Canada; for delivery to other countries, please add \$40 per book. To have books shipped overnight via FedEx, write your FedEx # here:

FEDERAL EXPRESS ACCOUNT NO. _____

EPM, a Division of Business Valuation Resources, LLC
 1000 SW Broadway, Ste. 1200
 Portland, Oregon 97205-3035
 Phone: 212-941-0099
 Fax: 503-291-7955
info@epmcom.com
www.epmcom.com



Site licenses are available for those who wish to share EPM publications with their colleagues. Please contact Randy Cochran, VP Business Development, at rcochran@epmcom.com or 503-291-7963, ext. 118, for details.

Can you compete in the \$10.4 billion global preschool market?

THE GLOBAL MARKET FOR LICENSED PRESCHOOL PROPERTIES

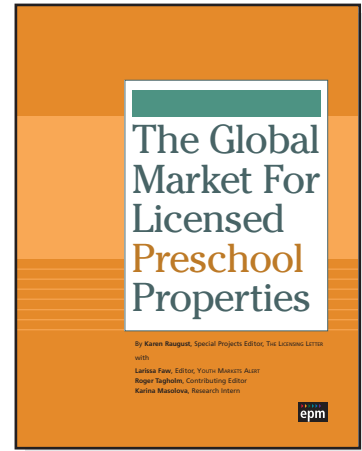
Changing conditions in the licensing landscape are affecting the preschool market arguably more than any other sector of licensing.

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

Inside this special report you'll learn:

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

You'll use THE LICENSING LETTER's exclusive retail sales data and licensing profiles of 30 global properties to guide your property and product development plans. Download your copy instantly at www.epmcom.com/preschool, or call to order at 212-941-0099.



DO YOU KNOW:

- ▶ Which 11 preschool properties had retail sales of licensed merchandise of \$100 million or more each in 2012?
- ▶ What percent of preschool merchandise sold is toys, apparel, and other categories?
- ▶ The five properties licensing executives predict will be "hot" in 2013?
- ▶ How to motivate moms through packaging and marketing messages?
- ▶ Global variations in merchandising for licensed preschool properties?

Learn this and much more in **The Global Market For Licensed Preschool Properties**.

ORDER YOUR COPY TODAY!

50 pages

34 charts, tables, and graphs

Published February 2013

Print Edition & Single-User PDF: \$582 (\$532 for members)

Print Edition or Single-User PDF: \$487 (\$437 for members)

Multi-User PDF: \$1217 (\$1092 for members)

Global data and local performance guide your international planning

Discover the characteristics of preschool licensed properties

Property	2011	2012	% Change
Disney	\$1,000	\$1,000	0%
Hasbro	\$1,000	\$1,000	0%
Mattel	\$1,000	\$1,000	0%
Other	\$1,000	\$1,000	0%
Total	\$4,000	\$4,000	0%

Download for immediate use at www.epmcom.com/preschool or use the Order Form on back.

THE GLOBAL MARKET FOR LICENSED PRESCHOOL PROPERTIES

INTRODUCTION AND EXECUTIVE SUMMARY

WHAT IS A PRESCHOOLER?

- Ex. 1: Youth Population By Age, Gender
- Ex. 2: Youth Population By Age, 2015 To 2030

Defining The Market

- Ex. 3: Licensing Characteristics By Preschool Age Segment

Gender Split

Global Differences

- Ex. 4: Cognitive/Behavioral Milestones

Segmentation

- Ex. 5: Selected Preschool Properties By Age Range

Age Compression

Impact Of Non-Preschool Properties

- Ex. 6: Selected All-Ages And School-Age Properties With A Presence In The Preschool Aisle

- Ex. 7: Selected Preschool-Targeted Sub-Brands Of Non-Preschool Franchises

THE DIGITAL REVOLUTION

Tween Media Usage

- Ex. 8: Daily Media Time Among Those Under Age Eight

- Ex. 9: Breakdown Of Which Screen Preschoolers Use During Their Daily Screen Time

- Ex. 10: Preschooler Digital Behaviors

TV Still Rules

- Ex. 11: Leading U.S. TV Channels And Programming Blocks For Preschoolers

Digital On The Rise

- Ex. 12: Mobile Media Usage Among Those Under Eight

Leisure Time

- Ex. 13: How Preschoolers Spend Time On Their Own

- Ex. 14: Activities Preschoolers Do On Their Own

- Ex. 15: Activities Those Under Age Eight Have Performed On Their Own

- Ex. 16: Tasks That 2-5-Year-Olds Are Able To Accomplish On Their Own

Multiple Impacts On Licensing

- Ex. 17: Selected Preschool Properties With Some Licensing Activity, By Property Type

- Ex. 18: Percent Of Global Preschool Properties With Some Licensing Activity, By Property Type, 2012

GLOBAL OUTLOOK

Global Origins

- Ex. 19: Selected Preschool Properties, By Territory Of Origin

- Ex. 20: Preschool Properties With Some Licensing Activity, By Geographic Origin

Local Competition

SPENDING, PURCHASE BEHAVIORS, AND PESTER POWER

- Ex. 21: Two-Parent U.S. Households' Annual Expenditures For Each Child Ages 3-5, By Pre-Tax Income Level, 2011

- Ex. 22: Annual Spending By Grandparents, U.S.

Parental Purchase Behaviors And Prechoolers' Purchase Desires

Preschoolers' Influence On Purchasing

EVOLUTION OF PRESCHOOL LICENSING

Retail Landscape

Consolidation And Competition

- Ex. 23: Selected Multi-Property Licensors In The Preschool Market

Focus On Core Categories

- Ex. 24: Typical Product Categories For A Preschool Licensing Program

- Ex. 25: Product Category Shares, Preschool Licensing Programs, 2012 Vs. 2005

Avoiding Controversy

- Ex. 26: Moms' Advice To Preschool Toy Manufacturers

- Ex. 27: Themes Moms Of 3-5-Year-Olds Would Like To See More Of In Preschool-Targeted Products

- Ex. 28: Important Factors For Moms When Purchasing Preschool Toys

- Ex. 29: Reasons Moms Read The Back Of The Toy Box

Global Variations

Tailoring To Fit

Timing Is Critical

PROMOTIONS AND MARKETING

Going Viral

Importance Of Packaging As Marketing Tool

In-Preschool Marketing

Experiential Licensing And Live Events

Multiple Targets, Multiple Touchpoints

VALUING THE PRESCHOOL LICENSING SECTOR

- Ex. 30: Retail Sales Of Preschool-Targeted Licensed Products, Worldwide, 2011-2012

- Ex. 31: Estimated Global Retail Sales Levels Of Preschool-Targeted Properties, \$100 Million And Over, 2012

- Ex. 32: Estimated Global Retail Sales Levels Of Preschool-Targeted Properties, Under \$100 Million, 2012

- Ex. 33: Actively Licensed Preschool Properties By Retail Sales Level, 2012

- Ex. 34: Projected Hot Preschool Properties For 2013, According To Licensing Executives

SELECTED PROPERTY PROFILES

- 3rd and Bird
- Bananas in Pyjamas
- Benjamin the Elephant
- Berenstain Bears
- Chuggington
- City of Friends
- Clifford the Big Red Dog
- Dinosaur Train
- Doc McStuffins
- Dora the Explorer
- Fancy Nancy
- Fifi and the Flowertots
- Galinha Pintadinha
- The Hive
- Ladybug Girl
- Masha and the Bear
- Miffy
- Peppa Pig
- Pocoyo
- Postman Pat
- Rastamouse
- Sesame Street
- Strawberry Shortcake
- Thomas & Friends
- Timmy Time
- Toopy & Binoo
- Tree Fu Tom
- Waybuloo
- The Wiggles
- World of Eric Carle

CONTACTS AND CONNECTIONS

Download fully searchable PDF of **The Global Market For Licensed Preschool Properties** at www.epmcom.com/preschool or call 212-941-0099 to order.

Or fax this Order Form to 212-941-1622

YES! Please rush my copy of **The Global Market For Licensed Preschool Properties**

- BEST DEAL:** Print Edition & Single-User PDF: \$582.00 (\$532.00 for members)
 - Print Edition: \$487.00 (\$437.00 for members)
 - Single-User PDF: \$487.00 (\$437.00 for members)
 - Multi-User PDFs: \$1217.00 (\$1092.00 for members)
- (Add \$15 shipping outside North America)

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

Payment Information

NY companies, please add 8.875% sales tax.

BVR Federal Tax ID#: 76-0801940

- Check enclosed (*payable to EPM Communications, Inc.*)
- Charge my: American Express MasterCard Visa

CARD NO. _____

EXPIRATION DATE _____

SECURITY CODE _____

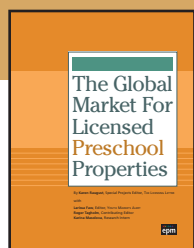
SIGNATURE _____

- Bill me/my company. Your order will be shipped immediately upon receipt of payment.

Shipping Preference (Note: unable to deliver to P.O. Box)

- UPS (*free, standard delivery*)
- Federal Express (*overnight*)

FEDERAL EXPRESS ACCOUNT NO. _____



**EPM, a division of
Business Valuation
Resources, LLC**

1000 SW Broadway, Ste. 1200

Portland, Oregon 97205-3035

Phone: 212-941-0099

Fax: 212-941-1622

info@epmcom.com

www.epmcom.com

