

# TLL THE LICENSING LETTER

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## BLE Roundup: Energetic Exhibition Showcases Mix of Old and New, Global and Local

Many of the trends noted at Brand Licensing Europe, held at London's Olympia exhibition hall on October 15-17, mirrored those at the larger Licensing International Expo in Las Vegas. Especially notable (although not surprising) were the abundance of digital properties, ranging from apps and virtual worlds to the more traditional video games. Another not-unexpected-but-still-conspicuous phenomenon was the wealth of "heritage" properties from the worlds of television, publishing, and corporate brands.

### Focus on New Media

Angry Birds licensor Rovio was a first-time exhibitor. "We're putting a stake in the ground and letting the consumer market know how important Europe is to us," says the company's Naz Cuevas. North America remains the largest market for Angry Birds, which has more than 50 licensees and 15 agents globally.

Rovio was promoting its Angry Birds GO! physical-and-digital franchise, which launches in December. This Skylanders/Disney Infinity-like incarnation of the game integrates physical "telepods," made by Hasbro, that are used to import new karts into a racing-themed app. New Angry Birds licensees announced at the show include Blueprint for stationery in the U.K. and Leomil and Fashion UK for apparel in Europe. (Fashion UK, which holds rights to a number of digital properties, including Skylanders and Disney Infinity, was a BLE exhibitor.)

Cuevas notes that one of the advantages of digital properties for licensing is the intense fan interaction. "The thing that stands out is the fierce loyalty of the fans," she says, adding, "if they don't like something, they tell us that, too."

Beyond Angry Birds, digital properties can sometimes be a difficult sell to licensees and retailers, who often are unaware of a property's popularity unless they know a fan personally. "It's a playground market," explains Louise French of Beanstalk, which launched its

Tinderbox division earlier this year to specialize in digital properties. "There are tens of millions of fans, but they're sort of underground. [Digital properties] lack visibility at retail, but yet they're enormous."

Tinderbox recently announced it has licensed My Singing Monsters, a world-building game app, to Egmont for books and magazines; Egmont also publishes titles based on Tinderbox's MovieStar Planet and Mojang's Minecraft, among other digital-origin IP.

Additional mobile apps and virtual worlds featured at the show (with many appearing at the multiple booths of their territorial agents) included Cut the Rope; Talking Friends; Temple Run; and Moshi Monsters, which announced a deal with Carte Blanche for plush and gifts.

An emerging slice of the digital sector is personalized messaging, in which licensed characters are used as emoticons in social media or email. Spanish producer and agent Luk Internacional promoted LINE, the Japanese

*Continued on page 3*

### SALARY SURVEY RESULTS

## Licensing Execs Are in for the Long Haul—Their Hours Prove It

Licensing professionals are a seasoned lot, pleased with what they do—and they put in the hours to stay on top of their game, according to *The Licensing Letter 2013 Salary Survey*. Among the findings:

- ▶ More than half—52%—have been involved in licensing for 10 years or more, and another 28% for five to 10 years. And much as licensing sometimes feels like a game of musical chairs, an astonishing 48% have been in their current position for five years or more.

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### in short

Monster High Music Dolls are \$9.99 at ShopRite in a loyalty promotion, marked down from \$17.99.



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# ➡ Licensing Ledger

## 3-D MANUFACTURING REACHES INFLECTION POINT

3-D appears to be approaching an inflection point that will take on-demand production and delivery to a new level. We'll look further into these for an upcoming issue, but, for the moment, these three announcements crossed our desk in one day and made us sit up a little straighter:

- ▶ Nick Graham, the man behind Joe Boxer (which he sold some years ago), is introducing an eponymous apparel and accessories brand with the tag line, "Because he can." **WWD** reports, "Tie pins, bracelets, cuff links, belt buckles and wallets will be 3D printed after a customer places an order, saving on inventory costs. The production is in a New York-based company that 3D prints with stainless steel and eventually with more precious metals like silver and gold-plated bronze....The goal is to make the product in three to five days after the order is placed. And people will be able to personalize their bracelets or cuff links," says Graham.
- ▶ Fans of licensed property **Monskeys**, the Dutch manga-like figures that have an online life, are invited to design and buy their own Monskey online, with designs executed on a 3-D printer. Those that prove popular go into the online game.
- ▶ And **MakerBot**, which manufactures 3-D printers, is undertaking an advertising campaign to alert potential customers that the costs for 3-D technology have come way down, with printers now starting at just over \$2,000.

## DISCOUNTERS PACE EURO GROWTH

Discounters will be the fastest-growing retail channel in Europe over the next five years, although hypermarkets will maintain the largest share, according to **Planet Retail**. In a presentation at Brand Licensing Europe, the company's Milos Ryba noted that the largest European discounters, **Lidl** and **Aldi**, are both adding licensing to their strategic mix. **Lidl** joined with **Warner Bros. Consumer Products**, in its first retail exclusive partnership, to carry Man of Steel products in 10,000 stores in 24 countries, while **Aldi**—traditionally very conservative—has started carrying licensed foods, including **Smurfs** products. On the hypermarket side, conversely, retailers are developing their own characters to compete with licensed properties. **Auchan** is expanding its Rik and Rok characters into new product categories

and territories, while **Casino** has developed a character, **Crazy-Doo**, for products and mobile apps. And **Carrefour** and **Disney** are parting ways, Ryba says, ending their extensive DTR partnership this year. Ryba also points out that retailer private labels are expanding, with some going to five tiers (from superdiscount to superpremium), as opposed to three (good, better, and best). This could offer opportunities for licensors, especially at the superpremium end. In Russia, **X5** co-branded its private label products with Fox's **Ice Age 3** and **4** on 50 food and nonfood products, seeing sales growth of 5% in the first half of 2013 compared to the same period in 2012, even as sales for the chain overall declined.

## MERCHANDISE DRIVES COMIC SHOPS GAINS

Merchandise sales at comics shops serviced by **Diamond**

**Comic Distributors** are up 25.2% for the first three quarters of 2013 compared to 2012, according to **Diamond**, which is the largest comics distributor in the U.S. Sales of comics to its retail clients are up 12.5% over the same period, with sales of graphic novels up 6%. The company stats were reported at its **Diamond Retailer Breakfast** held as **New York Comic-Con** opened. The number of shops serviced by **Diamond** is up 4% this year.

## WILL MSLO AND MACY'S KISS AND MAKE UP?

By the time you read this, Judge Jeffrey Oing may at long last have delivered some kind of decision in the **JC Penney/Macy's/Martha Stewart** cases, despite his having sought to have the parties resolve their differences on their own. **Penney** and **Stewart** moved in that direction late last month, announcing (between the lines) that **Penney** is essentially capitulating: the chain has narrowed the range of product categories it will offer under some form of the **Martha** brand to window treatments and hardware, lighting, rugs, holiday, and celebrations; the chain is lopping four years off its agreement with **MSLO** so that it will conclude in 2017 rather than 2021; and the chain is repurchasing the 11 million shares of **MSLO** stock **Penney** purchased as part of the original deal to sell licensed **Stewart** products that would compete head-on with those at **Macy's** in store-in-stores within **Penney**. The **Penney/MSLO** agreement leaves the **Macy's** deal in tact—not counting the animosity engendered and legal costs. While it's not over 'til it's over, our favorite headline on this story was from **Yahoo! Finance**: "Domestic Diva Dumped! **Martha Stewart's** Retail Love Triangle Ends in Tears."



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## BLE Roundup

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social messaging app that integrates characters (licensed and original) into its messages, while Lulubien, part of the French pavilion, showed its heart-shaped character of the same name, which originated in personalized e-messages and e-cards.

On the console video game side, exhibitors included Sony Computer Entertainment Europe, which has signed IMC Toys as its global licensee for playthings (many of which will have an augmented reality component) tied to Invizimals. SEGA, Capcom, and Ubisoft also took large stands at the event.

### The Comfort of Heritage Brands

As would be expected, a variety of characters and brands—many using key anniversaries as a marketing hook—were touting their all-ages heritage appeal. These included a variety of Europe-centric characters, most with a grounding in publishing:

- ▶ Studio 100 promoted “Vic the Viking,” a TV series from the 1970s based on a book by Runer Jonsson, which is getting a 3-D incarnation this fall as it marks its 40th anniversary. More than 60 licensees, primarily in the German-speaking territories, are on board for the classic 2-D imagery.
- ▶ Mediatoon showed Lucky Luke, which has more than 20 licensees and international agents across Europe, including new apparel licensees in Germany, Spain, and the Netherlands and branded credit cards and a restaurant tie-in with Buffalo Grill in France.
- ▶ The French pavilion and Editions Albert-René highlighted *Astérix*, touted as the world’s best-selling book series, with Hachette selling 350 million copies of the comic albums. The property’s first 3-D-animated feature film is planned for 2014.
- ▶ Start Licensing displayed *The Beano* and its flagship characters Dennis and Gnasher, along with other comic characters and brands owned by D.C. Thomson. *The Beano* magazine has been published since 1938; recently signed licensees include Jennie Maizels for iron-on patches and 150 Products for car air fresheners.
- ▶ TF1 Licenses exhibited “Barbapapa,” the 1970s TV series that has 100 licensees in Europe, book sales of 6 million units in France since 2003, and

just saw its books come back into print in English after 30 years. Key partners for the property, which is strong in France, the Benelux countries, Italy, and Scandinavia, include Zara Home, H&M, and Foppapedretti, among others.

- ▶ The Moomin booth highlighted the classic Tove Jansson book and TV property, which is particularly successful in the U.K., Europe, and Japan. Worldwide, 400 licensees are on board, and the property generates 450 million euros (\$618 million) in retail in Europe each year, according to the licensor.

Other classic entertainment properties spotlighted ranged from Thunderbirds at ITV to Dr. Who at the BBC (both marking their 50th anniversaries), while brands with vintage licensing programs on display included Chupa Chups and Kellogg’s.

### Bringing Back Beloved Books

As is evident from the examples above, a subsegment of the “heritage” segment that is strong in the U.K. and continental Europe consists of publishing-based characters and brands, which were in abundant supply at BLE. In addition to publisher-exhibitors in common with Licensing Expo (e.g., Viz Comics, Penguin, Atlantyca, and Wiley), Walker Books, Random House Enterprises, and Andersen Press, sharing space with RHE and touting the 25th anniversary of *Elmer*, all were present.

In fact, Walker, RHE, and Penguin UK all are new exhibitors at the show. Walker, which recently took its licensing activities in-house, as well as launching an in-house TV production company and an imprint for tie-in books, displayed its new range of apparel, developed with Sainsbury’s, tied to *Guess How Much I Love You?* The property is the focus of a dual licensing program based on the classic books (celebrating their 25th anniversary) and an upcoming TV series. In addition to Sainsbury’s, products are available in Mothercare, Tesco, and Marks & Spencer.

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### MUSEUMS AND NONPROFITS GALORE

The proportion of museums that have stands at Brand Licensing Europe is much higher than at Licensing Expo, with 13 museums and cultural organizations among BLE’s exhibitors. Examples ranged from those with long-established programs, including V&A Licensing, the Science Museum Group, and the Natural History Museum, to newer efforts such as the British Library, the Museum of London, and Museums of Northern Ireland.

Unlike in the U.S., where museum-licensed merchandise tends to be distributed mainly through museum and gift shops, U.K. retailers ranging from supermarkets to department stores carry museum merchandise, with categories including everything from fragrance and jewelry to electronics accessories and science kits. The British Library was showing e-book reader cases that replicated the covers of classic old print books; the Museum of London was touting its alliance with QVC for jewelry inspired by the Cheapside Hoard, a hidden stash of jewels that was discovered under a floor board during a building demolition; and the Imperial War Museums was promoting a roster of licensees that includes SLG Beauty for a line of fragrances for Marks & Spencer.

Meanwhile, government, charity, and other nonprofits also had a high profile in the brand section of the show, with examples including the RSPB, the U.K.’s largest charity for nature preservation; the Royal Horticultural Society, a gardening charity; various branches of the armed services, including the Royal Navy, Air Force, and Army; the Royal Mail; and the Royal Ballet.

## BLE Roundup

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*Tilly and Friends*, which has six books on the market and a TV series that launched in fall 2012 on Cbeebies, is the first property to come out of Walker's new 360-degree in-house TV, publishing, and licensing structure. "This is the first brand of ours that's hitting every note," says Walker's Julia Posen. An apparel line is in place, and the company is in negotiations with licensees for toys, greeting cards, and gaming apps.

Other properties on offer at the Walker stand included the classic *Maisy*, which is relaunching its licensing effort, and *We're Going on a Bear Hunt*, a picture book written by Michael Rosen and illustrated by Helen Oxenbury, which is being licensed for the first time.

Department store BHS recently approached the publisher to collaborate on a book-and-pajama line tied to some of its bedtime-themed titles, starting with *Polly's Pink Pyjamas*, *Good Night Harry*, and *Guess How Much I Love You?*, all branded under the Walker Bedtime Story umbrella. "Retailers are starting to come to us," thanks to the success of the *Guess* program, Posen notes, adding "retailers are definitely wanting heritage properties, and book properties are really big."

Random House Enterprises was set up about a year ago to handle licensing based on its book properties and TV programs. It launched a TV production/distribution joint venture with FremantleMedia last year to develop TV shows based on its books. At the show, it launched licensing programs tied to "Wanda and the Alien," a book-based TV series that is on Channel Five in the U.K. and Nickelodeon in 70 territories outside of the U.S.

Other books being pitched by RHE included *Swallows* and *Amazons* for nautical-themed, design-driven products for kids and adults; *Princess Poppy*, which has sold 1.9 million copies in the U.K. across various publishing formats;

*Fairies of Blossom Bakery*, which ties in with the current popularity of baking in the U.K. market; and *Alfie*, by Shirley Hughes, a series of 11 picture and two storybooks with a very traditional art style. "We're developing it as a heritage line," says RHE's Jo Edwards.

Penguin U.K.'s licensing division was a first-time exhibitor at BLE as well; its U.S. counterpart has had a booth at Licensing Expo for several years. One of the properties it was highlighting was its vintage Ladybird collection, consisting of 7,000 images. Its 100th anniversary is coming up in 2015. The program capitalizes on U.K. consumers' fond memories of Ladybird's minihardback children's books, which were discontinued in the 1970s but are still recognized and collected.

Penguin also was showing *Topsy and Tim*, a book series from the 1960s that is being made into a 60-episode live-action series on Cbeebies; the 1980s book series *Spot*, which will star in its first 3-D animation series in 2015; and the classic *Flower Faeries*, which has a new fashion-driven style guide for girls, teens, and women.

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### STUDIOS SET SIGHTS ON EUROPE

The European offices of many big U.S. entertainment and toy companies had the largest, most centrally located, and generally showiest stands on the floor at Brand Licensing Europe. These included the U.K. offices of Twentieth Century Fox, Disney, Dreamworks, Mattel/HIT, Hasbro, Nickelodeon/Viacom, Turner CN/ Cartoon Network, and Warner Bros., as well as the headquarters of Sony Pictures Consumer Products and Universal Partnerships & Licensing. Most were staffed by European personnel and/or agents as well as U.S. employees.

The wide presence of these exhibitors reflects fairly robust current businesses in EMEA for most of them, as well as a belief that further expansion in the region is possible. Bryony Bouyer of Hasbro noted that her company has nine offices across Europe now, whereas in the past its EMEA business was overseen through two offices, in the U.K. and France, with agents in place in the rest of the territories. "We're looking to grow in Europe," Bouyer reports, noting that Hasbro is focusing on strengthening its relationships with the top four to five retailers in each market.

During the show, Hasbro announced a direct-to-retail deal with Benetton for My Little Pony and Transformers apparel worldwide, as well as multiproperty apparel deals with U.K. companies Smith & Brooks for kids and Somerbond for adults.

All told, the show remains U.K.-centric, with 153 exhibitors, or approximately 53% of the total, by our count, being U.K.-based, including U.K. offices of foreign licensors. That compares to 94 (33%) from Continental/Western Europe, led by France, Italy, and Spain, in that order; 21 (7%) from the Americas; 15 (5%) from Asia/Pacific including Australia/New Zealand; and five (less than 2%) from Central/Eastern Europe.

BLE continues to expand its reach, with a growing number of exhibitors each year and parallel increases in attendees. Stands look like smaller versions of their counterparts at the June Licensing Expo, and the pool of properties is becoming more diverse, both in type and geography. These developments illustrate the growing importance of the EMEA region, and international territories in general.

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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Robin Zingone	Fabric and stationery designer.	Accessories (women's), apparel (women's), home decor, paper goods	Lisa Napolitano, Joy Tashjian Marketing Group

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alien	Upper Deck	Sticker books, stickers, trading card games, trading cards	Twentieth Century Fox Consumer Products
Angry Little Girls	Advanced Graphics	Standees, wall jammers	SMC Entertainment Group
	Changes	Sweatshirts, t-shirts, tank tops, tank tops	
	Multiverse Studio	Plush figures	
	Shirt Lab (The)	T-shirts	
	Toynami	Plush with sound	
	Whatever Company	Buttons	
Ben Hogan	BioWorld Merchandising	Hats, sports bags	Perry Ellis International/ PEI Licensing
Campbell's Soup	Green Mountain Coffee Roasters	Soup K-cups	Campbell Soup
Doodle Jump	Hog Wild Toys	Toys	Lima Sky
Downy	Nehemiah Manufacturing	Wrinkle releaser	Beanstalk
Dreft	Nehemiah Manufacturing	Cleaning wipes & sprays, fabric refresher, stain removers	Beanstalk
Febreze	Nehemiah Manufacturing	Laundry odor eliminator	Beanstalk
Firefly	Upper Deck	Sticker books, stickers, trading card games, trading cards	Twentieth Century Fox Consumer Products
Girl Scouts of America	Crumbs Bake Shop*	Cupcakes	Girl Scouts of the USA
Grateful Dead	Dogfish Head	Beer	Warner Music Group
	Rasta Imposta	Halloween costumes	
Honey Boo Boo	HNJ	Jewelry	Big Tent Entertainment
Jonathan Adler	Crown Crafts Infant Products	Bath items, bedding, blankets, room decor	Jonathan Adler Enterprises
Lacoste	Delta Galil	Loungewear, sleepwear, underwear	Lacoste
Little Mermaid (The)	Children's Apparel Network*	Accessories, dresses, tops	Disney Consumer Products
	Franco Manufacturing*	Bedding ensembles	
	Hanna Andersson*	Pajamas	
	JAKKS Pacific*	Dolls, dresses	
	Loungefly Accessories*	Bags (children's)	
	Mattel*	Dolls	
	Sephora USA*	Cosmetics (children's)	
	SimsoTex*	Apparel, dresses (girls')	
Little Tikes	Diono	Accessories (infants'), booster seats, car seat accessories (infants'), strollers, travel accessories	MGA Entertainment
Loud Mouth	iZone Group	Sunglass accessories, sunglasses	The Brand Liaison
MLB teams	Pandora Jewelry	Jewelry	MLB Properties
NCAA	Lucks Food Decorating	Logos	Harris-Sachs

\*Extension or renewal.

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

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Power Rangers	Bandai America*	Toys	Saban Brands
Predator	Upper Deck	Sticker books, stickers, trading card games, trading cards	Twentieth Century Fox Consumer Products
Seinfeld	National Entertainment Collectibles Association (NECA)	Collectibles	Warner Bros. Consumer Products
Smithsonian Institution	Sun-Mate	Electronic learning toys, exploration kits, night lights, play sets, role play sets, room decor	Smithsonian Enterprises
Star Trek	A Crowded Coop	Pet accessories	CBS Consumer Products
Tamagotchi L.i.f.e	Evy of California	Activewear, bodysuits, dresses, knit shirts, leggings, outerwear, pants, rompers, shorts, skirts, sleepwear, sweaters, t-shirts, tops	Evolution
Terminix	London Luxury	Bedding, travel accessories	Terminix
Thor: The Dark World	Diamond Select Toys & Collectibles	Toy figures	Disney Consumer Products
Tumi	David Peyser Sportswear	Outerwear (adults')	Tumi
U.S. Army	Elite Lifestyle Products	Camping apparel, camping equipment	Beantalk
Wild Kratts	Wicked Cool Toys	Figures & playsets, plush, role play products, toy vehicles	9 Story Entertainment
World of Eric Carle (The)	Total Resources International	Adhesive bandages	Joester Loria Group
WWE	McFarlane Toys	Collectible statues	WWE

**International Properties Available or Recently Assigned**

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Animal Planet	TV network.	All (U.K., Ireland)	Chris Today, The Partnership Agency Ltd.
Ben & Holly's Little Kingdom	Preschool TV program.	Dolls, figures, novelty & gift items, play sets, plush, role play sets (U.K.)	Jon Diver, Character Options
Blinky Bill	Koala character created in 1933 by Dorothy Wall. Featured in numerous children's books.	All (Australia)	Alan Schauder, Merchantwise Pty.
BondiBand	Animated series currently airing in Mexico and South America.	All (EMEA)	Ignacio Segura de Lassaletta, Planeta Junior SI
Camilla Store	Girls' retail chain.	All (Italy)	Ignacio Segura de Lassaletta, Planeta Junior SI
Crimestoppers	U.K. charity that helps police solve crimes.	Alarms, locks, safes, sprays, timers (lighting), wheel clamps (U.K.)	Jane Evans, JELC Ltd/Blue Trellis
Daks	British clothing brand.	Accessories, bags, leather goods, shoes, women's apparel (Europe, Russia, Middle East)	Laura Guerra, Borbonese
Dr. Seuss properties	Books and other materials from children's author.	Accessories (children's), apparel (children's), beverages, food, housewares, stationery, toys, video games (Asia)	Cynthia Money, Global Pursuit
Mister Maker	Australian children's television program.	All (Australia)	Gail Mitchell, Fusion Agency
TLC	TV network featuring shows such as Cake Boss and Here Comes Honey Boo Boo.	All (U.K., Ireland)	Chris Today, The Partnership Agency Ltd.

\*Extension or renewal.

*Continued on page 7*

## Licensing News *Continued from page 6*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Action Man	Somberbond	Nightwear, t-shirts (Worldwide)	Hasbro
Amazing Spider-Man 2	Trends International	Bookmarks, calendars, journals, posters, scrapbook accessories, stickers, temporary tatoos, writing instruments (U.S., Canada)	Disney Consumer Products
Arrieta Vogels Mystical Wolf	Ravensburger USA	Puzzle art (U.S., Canada, Europe)	Carmella Johns Unltd.
Beano (The)	Jennie Maizels	Iron-on patches (Worldwide)	Start Licensing
Christopher Keenan's Sea Cows	ACCO Brands	Wall calendars (U.S., Canada, Europe)	Carmella Johns Unltd.
Doctor Who	Perth Mint	Collectible coins (Australia, New Zealand)	BBC Worldwide (Australia)
Domo	Accessories Trade Mark (ATM)	Backpacks, belts, caps, gloves, hats, messenger bags, purses, scarves, umbrellas, wallets (France)	Big Tent Entertainment
	Imagine Consumer Products Network (ICPN)	Backpacks, collectible figurines, key rings, plush, water bottle covers (France)	
	Progressive Consumer Electronics	Electronic device skins, mobile device cases, tablet cases & wallets, USB cases (U.K.)	
	Stationery Team Europe BV	Backpacks (children's), bags (children's), lunchboxes, school accessories, school supplies, water bottles, writing instruments (Europe)	
Energizer	Custom Accessories Europe (CAE)	Automotive power packs, cables, chargers, extension sockets (Europe)	Beanstalk (London)
Furby	Smith & Brooks Limited	Apparel (children's) (Worldwide)	Hasbro
Hasbro games	Somberbond	Nightwear, t-shirts (adults') (Worldwide)	Hasbro
Mars Attacks!	Mantic Games	Figurines, tabletop games (Worldwide)	Topps
Matt Hatter Chronicles	University Games UK	Board games, electronic board games, travel games (U.K., Europe, Australia, New Zealand)	ITV Studios Global Enterprise
Miffy	Poetic Gem	Jersey dresses, nightwear, t-shirts, underwear (U.K. )	DRi Licensing Limited
Mister Maker	Giromax International	Figurines (U.K.)	Zodiak Rights
	Green Board Games	Learning toys (U.K.)	
	RMS	Stationery products (U.K.)	
Mr. Potato Head	Smith & Brooks Limited	Apparel (children's) (Worldwide)	Hasbro
My Little Pony	Alice Vandy	Apparel (girls') (Worldwide)	Hasbro
	Benetton Group	Accessories (children's), accessories (infants'), apparel (children's), apparel (infants'), footwear (children's) (Worldwide)	
	Smith & Brooks Limited	Apparel (children's) (Worldwide)	
	Somberbond	Nightwear, t-shirts (Worldwide)	
Peppa Pig	Hasbro	Character figures, play sets, toy cars, toy trains (U.K.)	Entertainment One
Plants vs. Zombies	Cooneen	Nightwear, underwear (U.K., U.S. )	Bulldog Licensing
Q Pootle 5	Jumbo Games	Playing cards, puzzles (preschool-2nd grade) (U.K.)	Rocket Licensing
Ragnar	ACCO Brands	Wall calendars (U.S., Canada, Europe)	Carmella Johns Unltd.
	Goodie Two Sleeves	Novelty items, t-shirts (Canada, Europe)	

\*Extension or renewal.

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## Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Smiley Brand	BSB-Obpacher	Photo cards (Europe)	Smileyworld
	Esprit	Apparel (girls'), apparel (women's) (Europe)	
	Fantastick Greetings GmbH	Chocolate bars, mints (Europe)	
	Fun4u Sports	Helmets, longboards, , mini skateboards, scooters, skateboard accessories, skateboards (Europe)	
	Gunthart & Co. KG	Cake decorations, confectionery (including chocolate) (Europe)	
	Happiness Brand	Knitwear (Europe)	
	Herlitz PBS AG	Bags, pencil cases, pens, school accessories (Europe)	
	Nanu Nana	Housewares (Europe)	
	NICI GmbH	Bags, cups, mugs, phone cases, plush accessories (Europe)	
	TV Mania	Accessories (children's), apparel (children's) (Europe)	
Spirograph	Goldfish and Bison	Arts & crafts kits/materials (Europe)	Hasbro
Strawberry Shortcake	B & S Toys and Brands Ltd.	Dollhouses, figurines, play sets, pogo sticks, stamps, toys, toys (musical), wall decor, water toys, yo-yos (Israel, West Bank, Gaza District)	Point of View
	Creative Toys Ltd.	Activity books, bakery accessories, board games, card games, crayons, dominoes, figurines, hair accessories, markers, memory games, note pads & notebooks, puzzles, stickers, tattoos (Israel, West Bank, Gaza District)	
	Magnum Ltd.	Underwear (girls') (Israel, West Bank, Gaza District)	
Transformers	Benetton Group	Accessories (children's), accessories (infants'), apparel (children's), apparel (infants'), footwear (children's) (Worldwide)	Hasbro
	Smith & Brooks Limited	Apparel (children's) (Worldwide)	
	Somerbond	Nightwear, t-shirts (Worldwide)	
Weebles	Character Options	Toy figures (U.K., Spain, Italy, Australia)	Hasbro

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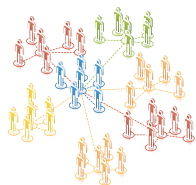
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# contacts & connections

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

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**ACCO Brands**, Kendra Hull, Licensing Account Manager, 937-495-2466, kendra.hull@acco.com, P. 7.

**Advanced Graphics**, Craig Henderson, VP Licensing & Sales, 801-499-5000, craig.henderson@cardboardpeople.com, P. 5.

**Bandai America**, Andre Lake Mayer, VP Licensing & Media, 714-816-9756, mayera@bandai.com, P. 6.

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

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

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

**BioWorld Merchandising**, Beth Taylor, Director, Licensing & Business Development, 972-488-0655, jennifers@bioworldmerch.com, P. 5.

**Campbell's Soup**, Timothy Messa, Director Corporate Licensing Services, 856-342-3610, timothy\_messa@campbellsoup.com, P. 5.

**Carmella Johns Unltd.**, Carmella Johns, President, 818-261-3842, carmella@carmellajohnsunltd.com, P. 7.

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

**Changes**, Will Thompson, VP Licensing, 718-441-6464, wthompson@changesonline.com, P. 5.

**Children's Apparel Network**, Albert Solano, Licensing Manager, 212-244-6023, alberts@childapp.com, P. 5.

**Crown Crafts Infant Products**, Nanci Freeman, President/CEO, 225-647-9100, nfreeman@crowncrafts.com, P. 5.

**Crumbs Bake Shop**, Julian Geiger, President/CEO, 212-221-7105, info@crumbs.com, P. 5.

**David Peyser Sportswear**, Scott Branscum, President, 631-231-7788, P. 6.

**Delta Galil**, Nancy Dickey, VP Merchandising & Design, 201-902-0055, info@deltagalil.com, P. 5.

**Diamond Select Toys & Collectibles**, Michael Leavey, Sales & Marketing Manager, 410-560-7100, lmichael@diamondselecttoys.com, P. 6.

**Diono**, Oliver Vicente, Sr. Director, Global Strategic Marketing, 253-268-2500x122, oliver.vicente@diono.com, P. 5.

**Disney Consumer Products**, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0000, luis.fernandez@disney.com, P. 5.

**Disney Consumer Products**, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 6, 7.

**Dogfish Head**, Maria Grieshaber Marketing Manager, 302-684-1000, mgrieshaber@dogfish.com, P. 5.

**Entertainment One**, Hannah Mungo, Head of Licensing (U.K.), 44-20-7907-3773, hmungo@entonegroup.com, P. 7.

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

**Evy of California**, Kevin Krieser, President/CEO, 213-763-6100, kevink@evy.com, P. 6.

**Franco Manufacturing**, Jeffrey Franco, Licensing Director, 732-494-0500 x398, jeffrey@franco-mfg.com, P. 5.

**Girl Scouts of the USA**, Karina Gee, Licensing Manager, 212-852-5046, kgee@girlscouts.org, P. 5.

**Global Pursuit**, Cynthia Money, President, 415-989-5888, cynthiamoney@pursuit.bz, P. 6.

**Goodie Two Sleeves**, Robert Arce, VP Licensing, 888-723-8337, P. 7.

**Green Mountain Coffee Roasters**, Brian P. Kelley, President/CEO, 802-244-5621, P. 5.

**Hanna Andersson**, Alison Hiatt, VP Marketing, 503-242-0920, P. 5.

**Harris-Sachs**, Jim Sachs, Partner, 215-493-4984, jims@licenseadvisor.com, P. 5.

**Hasbro**, Bryony Bouyer, SVP Licensing, The Americas, 401-431-8288, bbouyer@hasbro.com, P. 4, 7.

**Hasbro**, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 7, 8.

**HNJ**, T.J. Roberts, Sales Executive, 972-550-0288, sales@hnjinc.com, P. 5.

**Hog Wild Toys**, Marcus Kent, VP Sales & Marketing, 503-231-6465, piglet@hogwildtoys.com, P. 5.

**iZone Group**, Vish Ganpati, CEO, 201-750-5650, P. 5.

**JAKKS Pacific**, Tara Hefter, VP Worldwide Licensing, 310-456-7799, thefter@jakks.net, P. 5.

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

**Jonathan Adler Enterprises**, Charlotte Hillman Warshaw, VP Licensing & Business Development, 212-645-2802, charlotte@jonathanadler.com, P. 5.

**Joy Tashjian Marketing Group**, Lisa Napolitano, Licensing & Brand Development, 925-736-0512, lisa@jtmglc.com, P. 5.

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**London Luxury**, Amanda Keller, VP Brand Strategy & Communications, 914-636-2100x525, akeller@londonlux.com, P. 6.

**Loungefly Accessories**, Trevor Schultz, President, 818-718-5600 x222, trevor@loungefly.com, P. 5.

**Lucks Food Decorating**, Heather Sission, Marketing Manager, 253-383-4815 x583, heather@luck.com, P. 5.

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

**McFarlane Toys**, Mike Distaso, Licensing, Sports Brand Manager, 480-491-7070, MDdistaso@mcfarlane.com, P. 6.

**MGA Entertainment**, Dante Sandoval, Global Licensing Coordinator, 818-894-2525 x6771, dsandoval@mgae.com, P. 5.

**MLB Properties**, Howard Smith, SVP Licensing, 212-931-7439, howard.smith@mlb.com, P. 5.

**Multiverse Studio**, Guang Yang, CEO, 818-772-7682, P. 5.

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

**Nehemiah Manufacturing**, Daniel Meyer, 513-458-2040, dmeyer@nehemiahmfg.com, P. 5.

**Pandora Jewelry**, Beth Moeri, SVP Merchandising, 410-309-0200, P. 5.

**Perry Ellis International/PEI Licensing**, Kelly Payfer, VP Licensing, 212-536-5785, kelly.payfer@pery.com, P. 5.

**Rasta Imposta**, Gary Schneider, GM Marketing & Licensing, 856-939-9599, gary@rastaimposta.com, P. 5.

**Ravensburger USA**, Alex Deegan, Director Product Development, 603-257-1526, alexandra.deegan@ravensburger.com, P. 7.

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**Saban Brands**, Kirk Bloomgarden, SVP International Licensing, 310-557-5230, kbloomgarden@sabanbrands.com, P. 6.

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**Shirt Lab (The)**, Zack Williams, Co-Owner, Operator, 213-995-3055, theshirtlab@theshirtlab.com, P. 5.

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**Sun-Mate**, Lisa Streff, SVP Licensing, 818-700-0572, lisa@sun-mate.com, P. 6.

**Terminix**, Larry Pruitt, President, 901-597-8336, P. 6.

**The Brand Liaison**, Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 5.

**Topps**, Adam Levine, Licensing Manager, 212-376-0607, alevine@topps.com, P. 7.

**Total Resources International**, Andre Dela Victoria, Business Development Manager, 909-594-1220, info@totalresourcesintl.com, P. 6.

**Toynami**, George Sohn, CEO & President, 818-787-8998, ggsohn@toynami.com, P. 5.

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**Upper Deck**, Jason Masherah, President, 760-929-3500x3409, jason\_masherah@upperdeck.com, P. 5, 6.

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

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**Warner Music Group**, Sara Nemerov, SVP & Head Global Consumer Products & Brand Licensing, 212-275-2370, sara.nemerov@wmg.com, P. 5.

**Whatever Company**, Jason Hallock, Owner, 818-883-2244, jason@whatevercompany.com, P. 5.

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

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## 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.

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**Accessories Trade Mark (ATM)**, Cedric Chen, CEO, 33 1 48 87 73 04, Cedric.chen@atm-e.com, P. 7.

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**Cooneen**, Mike Coles, Licensing Manager, 44-161-273-5213, P. 7.

**Creative Toys Ltd.**, Reuven Graff, Manager, 972 8 8566611, reuven@creative.co.il, P. 8.

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**DRi Licensing Limited**, Alicia Davenport, Licensing Director, 44-20-3178-6628, alicia@dri licensing.com, P. 7.

**Elite Lifestyle Products**, Chris Gurreri, CEO, 440-991-7081, chris.gurreri@elitetgroupinc.ca, P. 6.

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**Fun4u Sports**, Panos Hadjinicolaou, Owner, 49 224 1972 5060, info@fun4u-sports.de, P. 8.

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**Giromax International**, Anna Sanfeliu, Managing Director, 34 937 294 050, collections@e-max.com.es, P. 7.

**Goldfish and Bison**, Lee-Anne Neale, Sales Manager, 44 20 8568 6398, lee-anne.neale@wham-o-europe.com, P. 8.

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**Herlitz PBS AG**, Josefine Kroll, Manager, Marketing Communication/Licensing, 49-30-4393-3324, jkroll@herlitzpbs.com, P. 8.

**Imagine Consumer Products Network (ICPN)**, Philippe Fauriant, President, 33 6 31 81 77 44, pfauriant@aol.com, P. 7.

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**JELC Ltd/Blue Trellis**, Jane Evans, Managing Director, 44 1225 819030, jane@jelc.co.uk, P. 6.

**Jennie Maizels**, Jennie Maizels, Founder, Designer, 44 17 9436 8006, contact@jenniemaizels.com, P. 7.

**Jumbo Games**, Katherine Pierce, Marketing Manager, 44-170-726-0436, customerservice@jumbo.eu, P. 7.

**Lacoste**, Jose-Luis Duran, CEO, 33 1 44 58 12 12, P. 5.

**Magnum Ltd.**, Gil Magnum, 972 3 9322166, magnum-textile@gmail.com, P. 8.

**Mantic Games**, Ronnie Renton, CEO, 44 115 933 8448, P. 7.

**Merchantwise Pty.**, Alan Schauder, Director, 61-3-9520-1000, alan@merchantwise.com, P. 6.

**Nanu Nana**, Saskia Hoepf, Merchandising Manager, 49-441-9224-444, info@nanu-nana.de, P. 8.

**NICI GmbH**, Anne Kathrin Weiss, Licensing Manager, 49 9572 7220 0, anne-kathrin.weiss@nici.de, P. 8.

**Penguin U.K.**, Susan Bolsover, Head of Licensing & Consumer Products, 44-20-7010-3083, susan/bolsover@UK.penguingroup.com, P. 4.

**Perth Mint**, Tina Kircher, Licensed Product Manager, 61 8 9421 7222, tina.kircher@perthmint.com.au, P. 7.

**Planeta Junior SI**, Ignacio Segura de Lasaleta, Director, 34 934 928 874, isegura@deaplaneta.com, P. 6.

**Poetic Gem**, Elliott Matthews, Executive Director, 44 19 2324 9497, elliottpoeticgem.com, P. 7.

**Point of View**, Nurit Tishler, Director, 972 8 934 0589, nurit@pointofview.co.il, P. 8.

**Progressive Consumer Electronics**, Lee Harris, Owner, Managing Director, 44 20 8754 6200, P. 7.

**Random House Enterprises**, Jo Edwards, Head of Licensing, 44-20-7840-8739, jedwards@randomhouse.co.uk, P. 4.

**RMS**, Ryan Farber, Managing Director, 44-161-727-8182, ryan@rmsint.com, P. 7.

**Rocket Licensing**, Charlie Donaldson, Joint Managing Director, 44-207-207-6241, charlie@rocketlicensing.com, P. 7.

**Smileyworld**, Nicolas Loufrani, CEO, 44-20-7378-8231, nloufrani@smileyworld.co.uk, P. 8.

**Smith & Brooks Limited**, Irene Deutsch, Commercial Director, 44-845-129-9216, irene.deutsch@smithbrooks.co.uk, P. 7, 8.

**Somerbond**, Mark Tomlin, Sr. Licensing Manager, 44-208-838-2100, mark.tomlin@somerbond.co.uk, P. 7, 8.

**Start Licensing**, Ian Downes, Director, 44-208-337-7958, ian@startlicensing.co.uk, P. 7.

**Stationery Team Europe BV**, Dian Besseler, Managing Director, 31-715-582-0825, dian@stationeryteam.com, P. 7.

**The Partnership Agency Ltd.**, Chris Taday, Licensing Director, 44 79 2128 0206, chris@thepartnership.co.uk, P. 6.

**TV Mania**, Monika Albers, VP Licensing, Europe, 44 781 404 1796, monikaalbers@tvmgroup.com, P. 8.

**University Games UK**, Adrian Whyles, GM, 44-1359-243-900, P. 7.

**Walker Books Group**, Julia Posen, EVP/Commercial Director, Group Rights & Development, 44-20-7793-0909, julia.posen@walker.co.uk, P. 4.

**Zodiak Rights**, Jennifer Lawlor, SVP Strategy & Planning, Consumer Products, 44 20 7013 4585, jennifer.lawlor@zodiakrights.com, P. 7.

## BLE Roundup

Continued from page 4

“The whole retro vibe is quite prevalent,” says Susan Bolsover of Penguin U.K., who notes that retailers want not only something they know and are comfortable with, but also something that is innovative or has a contemporary twist. “This is new, but kind of not new,” she says of the *Flower Faeries* fashion program.

### Growing Segments: Brands and Sports

Corporate brands and sports properties both have been an expanding presence at BLE, and the number of exhibitors in both segments increased substantially at the 2013 iteration of the show. On the sports side, European soccer clubs were especially prevalent, along with some examples from the Americas.

Nike/Manchester United Merchandising handles the EMEA licensing programs for Manchester United, FC Barcelona, Juventus Turin, the French Football Federation (FFF), the Royal Dutch Soccer Association (KNVB), and the Brasil Football Federation, as well as U.S. Soccer, while Adidas was present with its programs for AC Milan (through Adidas Italy) and Real Madrid (Adidas Spain). Arsenal Football Club had a booth as well, as did Kitbag, an online retailer of soccer club merchandise.

Rugby properties on display included F.I.R. Italia, the Italian Rugby Federation; the Rugby World Cup 2015, which will take place in England, is handled by Elite Sports Properties for licensing and announced a joint licensing program with Aardman’s Shaun the Sheep; and New Zealand’s All Blacks rugby team, handled for licensing in the U.K. by Rocket Licensing.

Several prominent racing properties were on display as well, including Dorna Sports’ motorcycle racing circuit, MotoGP; McLaren, the racing car manufacturer that recently signed Performance Brands as its licensing rep; and Amaury Sport Organization’s Dakar Rally, a long-distance road race that in 2014 will start in Argentina and end in Spain. The U.S.-based NBA and MLB also had stands.

Meanwhile, brand licensing, while not as developed as it is in North America yet, is seeing a higher profile at BLE, with U.K.-based brand- and lifestyle-licensing agents particularly prominent. The show expanded upstairs to make more room for the brand pavilion.

Some of the notable sectors included:

- ▶ Food and beverage brands such as Haribo, Newcastle Brown Ale, and Tetley, as well as the vintage Chupa Chups and Kellogg’s programs;
- ▶ Restaurant brands such as Carluccio’s, an 87-location chain that recently launched a licensing initiative;
- ▶ Lifestyle/fashion brands, such as at the booth of The Partnership, which specializes in these types of properties; and
- ▶ Automotive brands including BMW, Mini, Mustang, and Lamborghini.

## Salary Survey Results

Continued from page 1

- ▶ Regarding job satisfaction, on a scale of 1 to 10, where 1 = not satisfied and 10 = extremely satisfied, 66% rate their job satisfaction at 7 or higher.
- ▶ Licensing professionals put in an average 48 hours a week, with 15% putting in 60 hours or more per week.

The titles with the greatest number of responses are VP (23%), director (27%), and manager (31%), and these are the only job titles for which the number of responses is sufficient to generate salary and bonus data.

Even within these, though, it has become apparent over the years that titles aren’t used consistently in licensing. For example, a director in a very large company could be equivalent to a VP at a smaller one (and size isn’t the only differentiator). The bottom line is the titles don’t always correlate with responsibilities as they do in other businesses. This is further seen in the range of responses within each title—e.g. \$72,000-\$200,000 for VPs, \$71,000-\$184,000 for directors, and \$35,000-\$130,000 for managers. In the case of managers, the low end of that range would likely be a coordinator or assistant at some companies, yet a manager at others.

Other than the salary and bonus questions, specifically, there was little difference in the responses of the VP/director/manager group and other titles, and so, other than salary and bonus, all responses in this analysis are across all titles.

### LICENSING BUSINESS SALARIES AND BONUSES FOR SELECTED TITLES, 2012

Title	Salary	Bonus*
VP	\$133,000	\$19,000
Director	\$123,000	\$20,000
Manager	\$80,000	\$9,000

\*Among those who received bonuses; a very small minority of respondents specified that they were not paid bonuses.

SOURCE: THE LICENSING LETTER

Additional breakdowns:

- ▶ *Geography.* Among U.S. respondents, 44% of licensing executives are located in the mid-Atlantic (26%) and on the West Coast (18%). New England accounts for 20%. Another 18% of total respondents work in other countries.
- ▶ *Responsibility.* The primary area of responsibility for licensing executives is, not surprisingly, licensing (60%); 21% say their primary responsibility is business development. Sales and marketing are the focus for 7% each.
- ▶ *Education.* More than half (55%) of licensing executives have a bachelor’s degree; 23% have MBAs, and 6% have other master’s degrees.
- ▶ *Bonuses.* Seventy percent of licensing professionals anticipate receiving a bonus in the next 12 months. Company performance is cited as the most important factor in calculating a bonus (71%), followed by personal performance (46%), royalties generated (45%),

Continued on page 12

## Salary Survey Results

Continued from page 11

and new business generated (39%—multiple responses permitted).

- ▶ **Raises.** Forty-seven percent of those who have received raises got them over the last six months to a year. It has been more than one year since the last raise for 40%. The average raise among those who got raises was 6.5%, though 41% of the raises were for 3% or less, while the median raise was 4%. We stress the last two points because a handful of raises in the 20%-to-30% range skew the average. For 76% of those receiving raises, there was no concurrent promotion in title. A healthy sign of optimism: Licensing executives expect the next raise to be, on average, 7.2%.
- ▶ **Size of licensing operation.** Forty-six percent of licensing companies responding have one to five full-time or full-time equivalent employees directly involved with licensing; 36% have six to 20. Fifty-six percent of respondents say the number of people directly involved in licensing at their company or division is the same as it was a year ago. Thirty percent say the head count is higher, 14% lower.
- ▶ **Other forms of compensation.** During the recession, licensing companies and divisions tended to look for alternate means of compensation to make up for a lack of raises or bonuses. That trend has pretty much evaporated. A few companies offer stock options, commissions, spot bonuses, and summer hours on Fridays, but they are in the minority.

## Who's News

**David Ozer** is named president of the newly formed IDW Entertainment, a division of IDW Publishing, one of the largest publishers of comic books and graphic novels with over 300 original properties. Ozer has held executive positions at Sonar Entertainment, Starz Media/IDT, and DIC.

**Emily Wickerham** is promoted to VP client services, and **Kim Steadman** to VP partner development at Louisville, Ky., licensing agency IMC. Each has been with IMC for over seven years.

**Gustavo Antonioni** joins Saban Brands as managing director of consumer products Europe; concurrently, Saban is opening its first office outside Los Angeles in London. Antonioni had prior positions at ITV, Warner Bros., Sony, Marvel, Disney Consumer Products, and others.

**David Bloom** is named SVP strategic development at Famous Brands, parent company of TCBY Yogurt and Mrs. Fields Cookies. He joins Famous from Hurricane Grill & Wings. Also at Famous, **Dustin Finkel** is promoted to VP marketing from senior director of marketing, licensing & innovation.

**Henrietta Garnett** is named senior licensing manager, Zodiak Kids, London, with responsibility for the U.K. and EMEA. Garnett was most recently with Creacon Entertainment and Palamon International. Zodiak properties include Tickety Toc, Mister Maker, Waybuloo, and Little Princess.

**Ashley Holman** is promoted to director of hard lines and business operations at Nickelodeon Consumer Products UK, and **Ursula Morgan** to senior retail sales manager. Holman joined Nickelodeon in 2007, Morgan in 2011.

**Debbie Olshan** is named West Coast sales director at Dependable Solutions. She was most recently with Splice America. Dependable provides financial management and creative approval systems and services to the licensing community.

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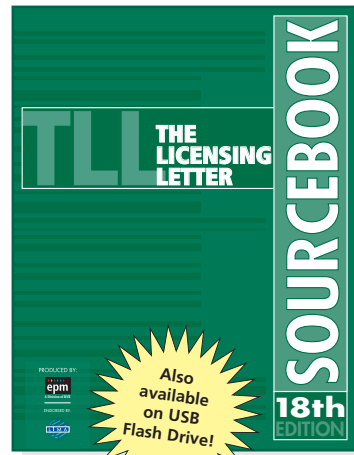
# All The Licensing Contacts You Need In One Reliable Directory

## 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 Listing Example:**  
**Michael Stone**  
 President  
 220 E. 42nd St.  
 New York, NY 10017  
 Phone: 212-421-6060 x116  
 Fax: 212-421-6388  
 Email: michael.stone@beanstalk.com  
 Web: www.beanstalk.com  
**Properties represented:** Acura, 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

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# THE LICENSING LETTER SOURCEBOOK

Save Time And Money Finding The Right Licensing Contacts



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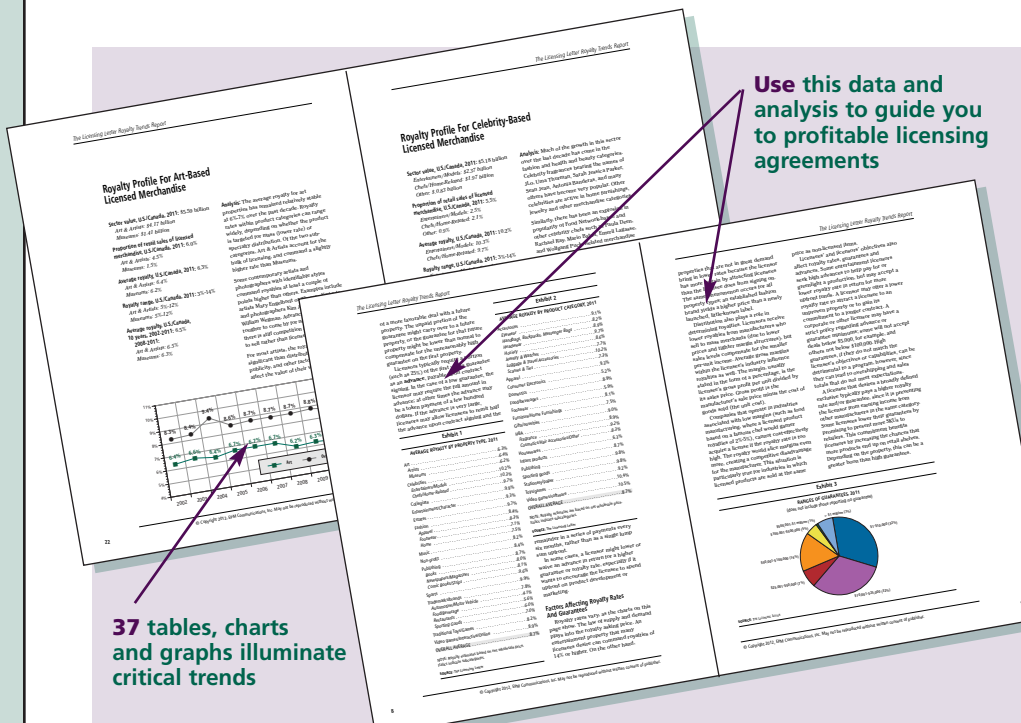
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