

TLL THE LICENSING LETTER

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Licensees Experiment With Crowdfunding Through Kickstarter; Licensors Are Wary

From filmmakers trying to fund their own movies to chefs seeking investors so they can open a new restaurant, a growing number of entrepreneurs and creative professionals are turning to Kickstarter to crowdfund specific initiatives.

A handful of licensees and potential licensees are starting to experiment with Kickstarter as well, not only as a means of soliciting financing for product development and licensing fees, but also as a way to test new product concepts and generate awareness and excitement from loyal fans. Licensors tend to be leery of these initiatives, however.

Many of the Kickstarter-featured licensed products to date have been in the realms of electronics or gaming, with properties skewing toward sci fi, comics, and digital games. All of these tend to attract a fervid fan base that might be willing to invest in an unproven product in return for unique rewards, the cachet of being one of the first people to possess a new product, and/or the pride of helping to make desirable new merchandise possible.

Show Us the Money

Campaign descriptions on Kickstarter.com typically focus on the need for fans to invest so the marketer is able to manufacture an item, acquire a license, or add bells and whistles to a product.

In some cases, the product's manufacture and release may depend on the funding goals being met. NECA used Kickstarter to try to fund an exclusive licensed Yu-Gi-Oh game card wallet, with its manufacture dependent on the results of the campaign. It did not meet its funding goals and never released the product, although it emphasized in responding to fans' comments that it would continue to market other Yu-Gi-Oh products.

On the other hand, Mantic Games, which successfully funded a licensed Mars Attacks! tabletop miniatures game this fall, says on its

website, "Kickstarter is an amazing phenomenon and has had a major impact on the product we produce." It claims on the site that some of its projects—including its LOKA, DreadBall, and Deadzone board games—would not have happened without the platform.

Some licensees intend to produce a given item, no matter what the results of the crowdsourcing initiative; they look to Kickstarter to raise funds that will enable them to improve the product.

One example is Jasco Games' plan to use Kickstarter in conjunction with a board game tied to Capcom's MegaMan. Jasco's Jason Hawronsky says the game will happen no matter what, but "we want to make sure we do this right. This will help us utilize this license from Capcom to great effect. We've already put in the time and investment to develop the product; this allows us to simply make it better."

Other licensees say they are using the funds to help defray the cost of a license. In a 2012

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MOVIE LICENSING 2014-2018

Still More Sequels and Reboots Are Set to Fill the Theatrical Pipeline

Six months ago, for our last roundup of films scheduled for future release that have strong licensing potential, we wrote, "Hollywood has been fixated on blockbuster sequels since the 1980s (and long before that, with serials) and now is enthusiastically pursuing another obsession: the reboot."

Today, the numbers reflect the increasing pace of that trend: On our June 2013 list (reflecting films due January 2014 and forward), we had 67 films: 39% were sequels, and 10% were reboots. In this issue's list (see pages 3-5), out

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in short

Happy Holidays

THE LICENSING LETTER crew wishes everyone a happy holiday season. Please note that the next issue of the newsletter will be January 6, 2014.



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➔ Licensing Ledger

LICENSING BY THE NUMBERS

Michael Kors. Licensing revenue at Michael Kors accounted for 4.4% of net sales for the quarter ended Sept. 28, 2013, but 8.9% of total income. Licensing revenue was up 65% for the year-over-year quarter to \$32.9 million, fueled by strength in watches and eyewear.

FSU. Florida State University made \$3 million last year from the sale of licensed merchandise, according to CLC, as reported on Tallahassee.com.

Alabama. The University of Alabama has granted 55 "crafters licenses" at \$100 apiece authorizing craftspeople to market agreed-upon products with the school's marks. The crafters licenses are designed for manufacturers with sales of \$2,500 or less. Alabama revenues from royalties, licensing, ads, and sponsorships rose to \$10 million in 2012 from \$1.2 million in 2006.

Tencent. Chinese Internet company Tencent Holdings saw a 20% rise in profit in its third quarter, with the growth attributed to strong gaming revenue. Tencent holds licenses to "NBA 2K," "Call of Duty," and EA's "FIFA" series. The company registered over 570 million users to play games available through its WeChat app over the course of three months.

HALLMARK EXITS PARTY WARE

Hallmark's announcement last month that it is getting out of the party ware business made headlines in its Kansas City, Mo., hometown, where the change means a loss of 125 to 150 jobs over the next 12 to 15 months, but it was treated as a rumor by many in the licensing business who heard about it and found it difficult to believe.

Just weeks before the announcement, **Hallmark** was singled out as a party goods licensee by Marvel for *Thor: The Dark World* and *Captain America: The Winter Soldier*, and there have been other deals in recent months. Admittedly, the line won't be dropped until the end of 2014, and the company says it is "working with [corporate customers like Walmart and Walgreens] to help find suppliers in an effort to minimize impact at the shelf level." Walmart has the exclusive on Hallmark's Dream Party concept.

Some observers see this as a serious game changer for this niche business, benefitting the primary remaining players, including

American Greetings (which has its own arrangement with Amscan's Party City as well as distribution at mass, drug stores, supermarkets, and the dollar channel); Unique Industries; and Creative Converting. Others think the fallout will ultimately be minimal.

American Greetings' Michael Brown tells us AG has no "party ware-only" licenses—its agreements are for the broader "social expressions" category, which includes paper plates, cups, etc. Others see nothing unusual about Hallmark pulling out of specific products within the category and either assigning (assuming permission of the licensor) or simply abandoning without losing rights to other products in the category (gift wrap, greeting cards, balloons).

Hallmark licenses for party ware include DreamWorks, Disney, Cartoon Network, Fox, Sony, NASCAR, the NFL, and others.

SPOTLIGHT ON SOUTHEAST ASIA

Southeast Asia has a total population greater than the European Union's and has seen annual

per-capita GDP growth of 5% to 6% across its key countries over the last few years. However, 75% of all licensing business is directed at the 50 million-to-60 million consumers (equal to about 10% of the EU's total population) who live in six major cities in the region, according to Neal Rudge of **Pacific Licensing Studio**, speaking at a LIMA-sponsored webinar, "What You Need to Know About Licensing in Southeast Asia." Consumers in the region tend to embrace global properties (especially in the entertainment and fashion sectors) and have enthusiastically adopted social media. Rudge estimates that 80% of Southeast Asian licensing deals are for single countries, meaning that licensors need to forge agreements with up to five licensees to cover the entire region in each category. For details on licensing in 49 countries, see *TLL's International Licensing: A Status Report* (www.epmcom.com/international).

M&A DEPARTMENT

Genius Brands International and **A Squared Entertainment** have merged to create and distribute "branded 'content with a purpose' for kids" to be known as Genius Brands International. Andy Heyward, formerly CEO of DIC Entertainment and co-president of A Squared Entertainment, is chairman/CEO of the new entity; Amy Moynihan Heyward is president; and Klaus Moeller, currently CEO of Genius, is VP of special markets. Genius brings Baby Genius to the table; A Squared has Warren Buffett's *Secret Millionaire's Club*, and Martha Stewart's *Martha & Friends*, among others.

NBCUniversal Cable Entertainment Group has taken full ownership of **Sprout**, the 24-hour preschool network, buying out PBS and HIT Television Ventures. Sandy Wax remains president of the network.



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Planned Feature Film Licensing Programs

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY
Maleficent	5/30/2014	Walt Disney Studios	A live-action tale of Sleeping Beauty from the point of view of antagonist Maleficent, played by Angelina Jolie.
22 Jump Street	6/13/2014	Columbia Pictures	The sequel reteams Jonah Hill and Channing Tatum in an action comedy about youthful undercover cops. Sony Pictures Consumer Products handles licensing.
How to Train Your Dragon 2	6/13/2014	DreamWorks Animation	Sequel to 2010's children's book adaptation. 20th Century Fox distributes. Spin Master is master toy licensee for the film and accompanying television series. Other licensees include H. Grossman, TDP/Akyrolds, and Hodder & Stoughton.
Transformers: Age of Extinction	6/27/2014	Paramount Pictures	Fourth iteration in the Transformers series, with Michael Bay directing an all-new cast of Mark Wahlberg, Jack Reynor, and Nicola Peltz. Previous film featured tie-in game from Activision, Zazzle print-on-demand products, and GB Eye posters.
Fast & Furious 7	7/11/2014	Universal Pictures	Dwayne Johnson joins regulars Vin Diesel and Paul Walker in a seventh car-crazed installment just a year after the sixth.
Hercules: The Thracian Wars	7/25/2014	MGM	Dwayne (The Rock) Johnson is directed by Brett Ratner in a historical action adventure. Paramount Pictures handles distribution. MGM oversees consumer products.
Jupiter Ascending	7/25/2014	Warner Bros. Pictures	The Matrix filmmakers Andy & Lana Wachowski direct Channing Tatum and Mila Kunis as humans struggling to survive in a sci-fi yarn. A collector-focused licensing program is planned.
Guardians of the Galaxy	8/1/2014	Walt Disney Studios	Marvel extraterrestrial superhero first appearing in 1969 and resurrected 4 years ago for a new comic series. James Gunn (Super, Slither) directs and writes. Trends International is posters/bookmarks/calendars/stickers licensee. New Era is headwear licensee. C-Life and Mad Engine are apparel licensees.
Teenage Mutant Ninja Turtles	8/8/2014	Paramount Pictures	Reimagining of the Ninja Turtles from producer Michael Bay. Nickelodeon/Paramount already represents property's animated show for licensing in the U.S.
Sin City: A Dame to Kill For	8/22/2014	Dimension Films	Sequel to 2005's Sin City and adaptation of Frank Miller's Dark Horse-published graphic novels of the same name.
Resident Evil 6	9/12/2014	Screen Gems/Sony Pictures Entertainment	Sixth film in the horror film series based on the Capcom game series of the same name.
The Boxtrolls	9/26/2014	Universal's Focus Features	3-D stop motion and CG animation hybrid from producer Laika presents an orphan boy raised by underground creatures who he saves from extermination. Voices by Ben Kingsley, Toni Collette, and Simon Pegg. Based on Alan Snow's novel Here Be Monsters. Universal handles licensing.
Dracula Untold	10/3/2014	Universal Pictures	An original movie story of the historical origin of the blood-sucking legend starring Luke Evans.
Alexander and the Terrible, Horrible, No Good, Very Bad Day	10/10/2014	Walt Disney Studios	Adaptation of Judith Viorst's children's book starring Steve Carell and Jennifer Garner.
The Book of Life	10/17/2014	20th Century Fox	Animated feature retelling the Romeo & Juliet love story against the backdrop of the Day of the Dead celebration from filmmaker Guillermo del Toro.
Kitchen Sink	10/24/2014	Columbia Pictures	A film about two teenagers who align with zombies to beat back alien invaders will have a consumer products campaign focused on adults. Sony Pictures Consumer Products handles licensing.
Big Hero 6	11/7/2014	Walt Disney Studios	Marvel comics superheroes fight criminals in a city that blends Toyko and San Francisco in this animated film.
Interstellar	11/7/2014	Paramount Pictures/Warner Bros.	Christopher Nolan's original sci-fi film starring Matthew McConaughey, Matt Damon, Anne Hathaway, and others in a story of alternate dimensions and time travel.
Mockingjay, Part 1	11/21/2014	Lionsgate	The original cast returns for a third installment of the Hunger Games series. This is part one of a two-part adaptation of Suzanne Collins' final book in the trilogy. Striker Entertainment handles licensing.
Home	11/26/2014	DreamWorks Animation	Based on Adam Rex's book The True Meaning of Smekday, the animated film follows two unlikely fugitives tasked with saving the world, with the voices of Jim Parsons and Rihanna. 20th Century Fox distributes.
Paddington	11/26/2014	The Weinstein Company	Adaptation of Michael Bond and Peggy Fortnum's Paddington children's books, with Colin Firth providing the voice of Paddington.
The Hobbit: There and Back Again	12/17/2014	Warner Bros. Pictures	Third and final film in the Hobbit trilogy, based on notes from J.R.R. Tolkien. The Bridge Direct and Vivid Group are co-toy master licensees; others include United Cutlery, Houghton Mifflin, Noble Collection, and Pressman.
Annie	12/19/2014	Columbia Pictures	This musical re-creates the Little Orphan Annie comic strip that morphed into a famous stage play and 1982 movie. This version sports black talent led by child star and Oscar nominee Quvenzhané Wallis. Producing are Jay-Z and Will Smith.
Night at the Museum 3	12/25/2014	20th Century Fox	Ben Stiller reprises his role in the family adventure.

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Planned Feature Film Licensing Programs *Continued from page 3*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY
Frankenstein	1/16/2015	20th Century Fox	New adaptation of Mary Shelley's horror novel, starring Daniel Radcliffe and James McAvoy.
Fifty Shades of Grey	2/13/2015	Universal Pictures	Adaptation of the first book in the erotic Fifty Shades trilogy. Licensing for the book handled by CopCorp in the U.S.
The Longest Ride	2/13/2015	20th Century Fox	Fox 2000's adaptation of Nicholas Sparks' novel of the same name, published this past September.
SpongeBob SquarePants 2	2/13/2015	Paramount Pictures	Sequel to 2004's SpongeBob SquarePants Movie, featuring the Nickelodeon show's cast and direction from Paul Tibbitt.
Fantastic Four	3/6/2015	20th Century Fox	This is the third Fox theatrical film based on the Marvel comics. Disney Consumer Products manages licensing.
The Secret Service	3/6/2015	20th Century Fox	Matthew Vaughn-directed adaptation of Mark Millar's comic of the same name. Taylor Swift will feature in the film as an unspecified character.
Cinderella	3/13/2015	Walt Disney Studios	Kenneth Branagh directs a live-action version of the Disney animated film. Lily James stars as Cinderella.
The Penguins of Madagascar	3/27/2015	DreamWorks Animation	Spinoff from Madagascar films that also inspire a popular Nickelodeon TV show. 20th Century Fox distributes.
Avengers: Age of Ultron	5/1/2015	Walt Disney Studios	Sequel to 2012's Marvel's The Avengers megablockbuster, reuniting the cast. Will incorporate storylines touched on in newer Marvel films. Joss Whedon again writes and directs.
Mad Max: Fury Road	5/15/15	Warner Bros./ Village Roadshow	Reboot of the post-apocalyptic Australian action film franchise, now starring Tom Hardy as the title character and again written/directed by George Miller.
Tomorrowland	5/22/2015	Walt Disney Studios	Brad Bird's interpretation of the Tomorrowland exhibits at Disney parks. Starring George Clooney as an inventor.
Monster Trucks	5/29/2015	Paramount Pictures	Live action and computer animated film about monster trucks.
B.O.O.: Bureau of Otherworldly Operations	6/5/2015	DreamWorks Animation	Tony Leondis directs animated film about ghosts, featuring the voice of Seth Rogan. 20th Century Fox distributes. Hasbro is master toy partner.
Jurassic World	6/12/2015	Universal Pictures	Originally scheduled June 14, 2014, this revival of the dinosaurs-in-modern-times franchise is directed by Colin Trevorrow based on his own screenplay written with Derek Connolly. Once again produced by Steven Spielberg. Hasbro is master toy licensee.
Inside Out	6/19/2015	Walt Disney Studios	CGI animated film set inside the human body.
Ted 2	6/26/2015	Universal Pictures	Sequel to 2012's Ted, again written, directed, and starring the voice of Seth McFarlane.
Terminator	7/1/2015	Paramount Pictures	Retooling of the Terminator series, once again starring Arnold Schwarzenegger (who was absent from the previous film).
Minions	7/10/2015	Universal Pictures	Animated spinoff from Despicable Me, featuring the one-eyed, overall-clad, yellow minions characters. Sandra Bullock voices the villain. Thinkway Toys is the master toy licensee. Hasbro is the master game licensee.
Batman/Superman (tentative)	7/17/2015	Warner Bros.	Zack Snyder-directed sequel to Man of Steel, again starring Henry Cavill as Superman. Ben Affleck joins the cast as Bruce Wayne/Batman.
Ant-Man	7/31/2015	Walt Disney Studios	Director Edgar Wright's live-action movie about a biochemist who develops the ability to drastically decrease his size. One of the first members of the Avengers and a Marvel comics property.
Miss Peregrine's Home for Peculiar Children	7/31/2015	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.
Assassin's Creed	8/7/2015	20th Century Fox	Adaptation of Ubisoft's historical action film, starring Michael Fassbender. Ubisoft handles licensing for the Assassin's Creed franchise.
The Smurfs 3	8/14/2015	Columbia/Sony Pictures Animation	Third film in The Smurfs film franchise. Sony has a full consumer products program with 70 licensees.
Hotel Transylvania 2	9/25/2015	Columbia/Sony Pictures Animation	Sony Pictures Animation launches this sequel to its 2012 animated family film about misunderstood monsters. Sony Pictures Consumer Products handles licensing. First film included a mobile app from PlayFirst and costumes from Rubie's.
Bond 24	11/6/2015	MGM/Columbia Pictures	24th film in the James Bond series and fourth film about Agent 007 to star Daniel Craig. Sony Pictures expected to distribute.
Untitled Peanuts Movie	11/6/2015	20th Century Fox	Fox's Blue Sky Studios animation house known for the Ice Age movies makes a 3-D family film with Charlie Brown and other Peanuts characters that are popular in TV specials. Iconix's Peanuts Worldwide handles licensing.
Mockingjay, Part 2	11/20/2015	Lionsgate	The final film in the Hunger Games series. Original cast returns, with new director to be announced. Striker Entertainment handles licensing.
The Good Dinosaur	11/25/2015	Walt Disney Studios	Pixar animated film about dinosaurs living among humans. Featuring the voices of John Lithgow, Frances McDormand, and Neil Patrick Harris.
Alvin and the Chipmunks 4	12/11/2015	20th Century Fox	Fourth film in the Alvin and the Chipmunks film franchise. Blends CGI animation with live-action.
Inferno	12/18/2015	Columbia Pictures	Ron Howard directs Tom Hanks in another adaptation of a Dan Brown novel, this time 2013's Inferno.

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Planned Feature Film Licensing Programs *Continued from page 4*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY
Warcraft	12/18/2015	Universal Pictures	Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series.
Star Wars: Episode VII	12/18/2015	Walt Disney Studios	Seventh entry in the Star Wars film series and the first film in Disney's new Star Wars series since its acquisition of Lucasfilm late in 2012.
Kung Fu Panda 3	12/23/2015	DreamWorks Animation	Third film in the Kung Fu Panda franchise, again featuring the voice of Jack Black. Guillermo del Toro joins as executive producer. 20th Century Fox distributes.
Mission: Impossible 5	12/25/15	Paramount Pictures	Tom Cruise and director Christopher McQuarrie sign for fifth installment; M:14 grossed \$695 million worldwide. Sakar made spy-inspired electronics for the previous film.
Pitch Perfect 2	2015	Universal Pictures	Sequel to music-focused comedy of 2012, which led to high DVD sales, as well as numerous soundtracks and top positions on digital download charts.
Popeye	2015	Columbia/Sony Pictures Animation	Sony Pictures Animation revives the comic character controlled by Hearst's King Features Syndicate. Directed by Genndy Tartakovsky, whose producing credits in cartoon TV series include "Star Wars: Clone Wars." Originally set for a fall 2014 release. Sony Pictures Consumer Products handles licensing.
Snow White and the Huntsman 2	2015	Universal Pictures	Sequel to the 2012 film starring Kristen Stewart in the title role. Made over \$400 million worldwide at the box office. Jerry Leigh handled apparel for the first film.
Untitled Illumination Entertainment Project in 3-D	2/12/2016	Universal Pictures	Illumination Entertainment, which is best known for Despicable Me, creates an original 3-D animated movie.
Mumbai Musical	3/18/2016	DreamWorks Animation	Bollywood-inspired animated musical centering around monkeys. Oscar winners Stephen Schwartz and A.R. Rahman are writing lyrics and music, respectively, as well as executive producing. 20th Century Fox distributes.
ID Forever Part I	7/1/2016	20th Century Fox	Long-awaited sequel to Independence Day, again under direction from Roland Emmerich. The film will most likely not star Will Smith, though an alternate version of the script was written with him in mind.
The Amazing Spider-Man 3	6/10/2016	Columbia Pictures	Third film in the new Spider-Man film series, again starring Andrew Garfield as Peter Parker/Spider-Man. Disney Consumer Products handles licensing.
Finding Dory	6/17/2016	Walt Disney Studios	Animated sequel to Finding Nemo. Albert Brooks and Ellen DeGeneres reprise their voice roles. Licensees for the original film includes Zak Designs, Random House, and the now-defunct THQ.
How to Train Your Dragon 3	6/17/2016	DreamWorks Animation	Third film in the movie franchise based on the children's book, featuring the same voice cast. 20th Century Fox distributes. Spin Master is master toy licensee.
Angry Birds (working title)	7/1/2016	Columbia Pictures	The 3-D animated film is being developed, produced, and financed by IP rights owner Rovio Entertainment. Licensing partners for the game include Commonwealth (toys), Penguun (publishing), and Calego (bags, back-to-school).
Anubis	7/15/2016	20th Century Fox/Blue Sky Studios	Blue Sky Studios' loose adaptation of the novel The Anubis Tapestry: Between Twilights, from author Bruce Zick. The book is about a mummy curse sending the protagonist to the Egyptian underworld.
Trolls	11/4/2016	DreamWorks Animation	Film inspired by Troll dolls, whose IP DreamWorks Animation acquired in April 2013. Features voices of Jason Schwartzman and Chloe Moretz. 20th Century Fox distributes. Dark Horse currently serves as Troll collectible doll licensee, though Hasbro is master toy licensee for the film.
Avatar 2	2016	20th Century Fox	Sequel to highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans.
Pirates of the Caribbean: Dead Men Tell No Tales	2016	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer. Originally set for a summer 2015 release.
Ferdinand	4/7/2017	20th Century Fox/Blue Sky Studios	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.
Avatar 3	2017	20th Century Fox	Third entry in James Cameron's sci-fi franchise.
The Amazing Spider-Man 4	5/4/2018	Columbia Pictures	Fourth entry in the new Spider-Man film series, once again starring Andrew Garfield as Peter Parker/Spider-Man. Disney Consumer Products handles licensing.
Avatar 4	2018	20th Century Fox	Fourth entry in James Cameron's sci-fi franchise.
Goosebumps	TBA	Columbia Pictures	Live-action feature is based on the R. L. Stine fright novel series geared for children. Sony Pictures Consumer Products handles licensing.
Phineas and Ferb	TBA	Walt Disney Studios	Big screen installment of the popular Disney Channel show, written by Little Miss Sunshine/Toy Story 3 writer Michael Arndt. Licensees for the show include footwear partner Etnies.
Temple Run	TBA	Warner Bros. Pictures	Based on the popular mobile game. Dimensional Branding Group handles licensing for the game in the U.S.
Untitled Dia de los Muertos Pixar Film	TBA	Walt Disney Studios	This animated Pixar film is based on the Mexican holiday, directed by Lee Unkrich. Disney withdrew a trademark attempt in May 2013 that sought to stake out exclusivity in certain products using the film's title/holiday name.
Wolverine 3	TBA	20th Century Fox	Third entry in the X-Men spin-off series, starring Hugh Jackman.

SOURCE: THE LICENSING LETTER

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
American Mensa	High IQ society with over 100,000 members worldwide.	Calendars, games, puzzles	David Milch, Perpetual Licensing
Dominique Ansel	Chef and owner of the Dominique Ansel Bakery in New York, known for their Cronut pastry (trademarked by Ansel).	All	Ross Misher, Brand Central
Krispy Kreme	Bakery chain first launched in 1937 with over 750 locations worldwide.	Coffee products	Ross Misher, Brand Central
Laura Ashley	English lifestyle brand currently celebrating its 60th anniversary.	All	Cynthia Modders, Firefly Brand Management
Scandal	ABC drama starring Kerry Washington as Olivia Pope, a crisis manager specializing in politically minded situations.	Accessories, apparel, games, HBA, home decor	Cynthia Modders, Firefly Brand Management

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Anchorman 2	Jockey International	Underwear	Paramount Pictures
Animal Planet	SCS Direct	Science toys	Joester Loria Group
Big Bang Theory	USAopoly	Co-branded board game	Warner Bros. Consumer Products
Body Glove	Plangea	Pet accessories	Body Glove/Drive N' Surf
Boo - The World's Cutest Dog	Crocs	Shoe charms	Knockout Licensing
Captain America: The Winter Soldier	Hallmark Licensing	Party goods	Disney Consumer Products
	Pez Candy	Confections	
	Under Armour	Performance apparel	
Carlos Falchi	L & Leung	Handbags	Sequential Brands Group
Fifth Harmony	J Corp.	Apparel	SyCo Entertainment
Frozen	Delta Children's Products	Upholstered chair	Disney Consumer Products
	Franco Manufacturing	Bedding	
	Just Play	Dolls, toys	
	Mattel	Dolls, playsets	
	Northwest Company (The)	Throws	
Halo	National Entertainment Collectibles Association (NECA)	Board games, collectible figures, motorcycle apparel & accessories, prop replicas	343 Industries Microsoft
Isaac Mizrahi	Madame Alexander Doll Company	Collectible dolls	Xcel Brands
Kellogg's	Howard Keys	Collectible blank keys	Joester Loria Group
Monopoly	Claire's Accessories	Co-branded jewelry	Hasbro
Nambe	MJJ Brilliant	Jewelry	Perpetual Licensing
NBA	Society43	Sunglass accessories, sunglasses	NBA Global Merchandising Group
NFL	Tommy Bahama	Apparel	NFL Properties
Rudolph the Red-Nosed Reindeer	Shindigz	Cardboard stand-ups, party goods	DreamWorks Animation
Skinnygirl	Arizona Beverage	Nonalcoholic beverages	Creative Artists Agency
Tommy Bahama	Oriental Weavers	Rugs	Tommy Bahama
Wild Grinders	Walls 360	Wall graphics	Joy Tashjian Marketing Group

*Extension or renewal.

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Licensing News *Continued from page 6*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Foosball (film)	Nottingham Forest's upcoming 2014 film about a young foosball player. Gulf Films distributes in region.	All (Middle East, North Africa)	Hussein Ftouni, Copyright Licensing Agency
Garfield	Iconic cartoon cat's syndicated comic about domestic life with his owner and canine foil.	Accessories, apparel, electronic games, gift, stationery, toys (U.S., Canada)	Rob Corney, Bulldog Licensing
King Features properties	Entire catalog of King Features' properties, including Popeye the Sailor Man and Betty Boop.	All (Mexico, Central America, Ecuador, Colombia, Venezuela)	Elias Fasja Cohen, Tycoon Enterprises
Matt Hatter Chronicles	Platinum Films' adventure/comedy series about a boy travelling through dimensions.	All (India)	Jiggy George, Dream Theatre
Maya the Bee	Century-old children's character about Maya and her insect friends. CGI series debuted this year.	Apparel, back-to school, furnishings, games, toys (Israel)	Nurit Tishler, Point of View
Slugterra	Nerd Corps Entertainment's series for boys about a world where slug-like creatures are used as live ammo from a special weapon.	All (China)	Sean Chu, Ciwen Media Group
Susan Claire	Devonshire-based artist known for colorful interpretations of nature, the ocean, and Nordic culture.	Fabric, homewares, stationery, wall art (Worldwide)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beyond: Two Souls	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
Callaway Golf	Perry Ellis International/PEI Licensing*	Apparel (Africa, Europe, Middle East)	Callaway Golf
CBeebies	Golden Bear Toys	Master toy (U.K.)	BBC Worldwide
Dinosaur Roar	Paul Lamond Games	Games, puzzles (U.K.)	Nurture Rights
Domo	HNJ	Jewelry (Worldwide except Asia)	Big Tent Entertainment
Everything's Rosie	Edicolandia Junior	Balloons, collectibles, dress-up (Italy)	V&S Entertainment
Gorjuss	Educa Borrás SA	Puzzles (U.K., Spain, Portugal, Netherlands)	Santoro Licensing
	Vulcanizados Garzon	Slippers (Spain)	
Grumpy Cat	Trends International	Bookmarks, decorative tape/decals, posters, stickers, temporary tattoos, writing instruments (Worldwide)	Grumpy Cat
InFamous: Second Son	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
@IQuoteForHer	Fashion U.K.	Apparel (U.K.)	Game of 2 Halves
Killzone: Shadow Fall	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
Korg	littleBits	Custom build-it-yourself synthesizers (Worldwide)	Korg
Last of Us, The	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
LittleBigPlanet	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
Maya the Bee	Magnum Ltd.	Apparel (Israel)	Point of View
MTV	Iconix Europe	Headwear (U.K., Ireland, France, Italy, Norway, Sweden, Finland, Netherlands, Spain, South Africa)	Nickelodeon & Viacom Consumer Products UK
My First JCB	Amscan International	Party goods (U.K.)	JCB Consumer Products
Slugterra	Hakan Canta San. Ve Tic. A.S.	Back-to-school (Turkey)	Nerd Corps Entertainment
	Keskin Color	Back-to-school (Turkey)	
	Ottonya	Toys (Turkey)	
Talking Friends	Argus Spol	Back-to-school (Czech Republic)	Outfit 7
	Giromax International	Clay figures, stickers, trading cards (Spain)	
	Simbat Toys	Plush (CIS, Russia, Ukraine)	
Tearaway	Bioworld Europe	Accessories, apparel (EMEA, Australia)	Sony Computer Entertainment Europe
Terraria	Trends International	Bookmarks, calendars, decals, posters, stickers, writing instruments (Worldwide)	Re-Logic
World of Eric Carle, The	Funtastic	Light-up plush (Australia, New Zealand)	Joester Loria Group

*Extension or renewal.



contacts & connections

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

343 Industries Microsoft, Christine Finch, Licensing Manager, 425-704-8037, cfinch@microsoft.com, P. 6.

American Greetings, Michael Brown, VP Licensing, 216-252-7300 x1346, michael.brown@amgreetings.com, P. 2.

Arizona Beverage, Spencer Vultaggio, Director Brand Development & Social Media, 516-812-0300, spencer.vultaggio@drinkarizona.com, P. 6.

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

Body Glove/Dive N' Surf, Russ Lesser, President, 310-374-3441, pr@bodyglove.com, P. 6.

Brand Central, Ross Misher, President, 310-268-1231, ross@brandcentralgroup.com, P. 6.

Callaway Golf, Chip Mayer, Director Global Licensing Operations, 760-931-1771, chipm@callawaygolf.com, P. 7.

Claire's Accessories, Dawnnell Bowen Smith, Global Brand Director, Icing Stores, 847-765-1100, dawnnell.bowen@claires.com, P. 6.

Creative Artists Agency, Ian White, Licensing Agent, 424-288-2760, iwhite@caa.com, P. 6.

Crocs, Matt Lafone, Senior Director Product Licensing, 303-848-7000, mlafone@crocs.com, P. 6.

Delta Children's Products, Jennifer Snyder, Director of Licensing, 800-377-3777 x6565, jsnyder@deltainterprise.com, P. 6.

Disney Consumer Products, Luis Fernandez, SVP Licensing, Central Creative, 818-544-0001, luis.fernandez@disney.com, P. 3, 6.

Disney Consumer Products, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 3, 6.

DreamWorks Animation, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 3, 6.

FarSight Studios, Jay Obornolte, President, 909-866-0500, support@farsightstudios.com, P. 11.

Firefly Brand Management, Cynthia Modders, Owner, 415-513-5826, cynthiamodders@fireflybrandmanagement.com, P. 6.

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

Grumpy Cat, Kia Kamran, Attorney, 310-475-2626, kia@tunelaw.com, P. 7.

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

Hasbro, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 6.

HNJ, T.J. Roberts, Sales Executive, 972-550-0288, sales@hnjinc.com, P. 7.

Howard Keys, Howard Goldberg, President, 704-509-4944, info@howardkeys.com, P. 6.

Jasco Games, Jason Hawronsky, President/Owner, 806-252-3404, info@jascogames.com, P. 11.

Jasco Games, Tom Kohler, Creative Director, 806-252-3404, info@jascogames.com, P. 11.

Jockey International, Milou Gwyn, VP Domestic Licensing, 212-840-4900, milou.gwyn@jockey.com, P. 6.

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

Joy Tashjian Marketing Group, Lisa Napolitano, Licensing & Brand Development, 925-736-0512, lisa@jtmglc.com, P. 6.

Just Play, Geoffrey Greenberg, Founder, 561-988-2323, P. 6.

Knockout Licensing, Tamra Knepper, Co-President, 212-947-5958, tk@knockoutlicensing.com, P. 6.

L & Leung, Lisa Nunziata, President, 212-714-0777, lisa.nunziata@lnleung.com, P. 6.

littleBits, Ayah Bdeir, Founder/CEO, 917-464-4577, info@littlebits.cc, P. 7.

Madame Alexander Doll Company, Gale Jarvis, President, 212-244-4500, galej@alexdoll.com, P. 6.

Mattel, Holly Stein, VP Licensing Acquisitions & Business Development, 310-252-5737, holly.stein@mattel.com, P. 6.

MGM Consumer Products, Tricia Samuels, VP Licensing, 310-586-8622, tsamuels@mgm.com, P. 3.

Mimoco, Evan Blaustein, CEO, 617-783-1100, evan@mimoco.com, P. 11.

MJJ Brilliant, Adam Gerber, 212-353-2326, adam@mjjbrilliant.com, P. 6.

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

NBA Global Merchandising Group, Vicky Picca, SVP Licensing/Business Affairs, 212-407-8000, vpicca@nba.com, P. 6.

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

Northwest Company (The), Ross Auerbach, President, 516-484-6996, ross@thenorthwest.com, P. 6.

Oriental Weavers, Jonathan Witt, VP, 706-277-9666, jwitt@owrugs.com, P. 6.

Paramount Pictures, LeeAnne Stables, President Consumer Products, 323-956-5377, leeanne_stables@paramount.com, P. 3, 6.

Perpetual Licensing, David Milch, President, 212-585-2500, dmilch@perpetuallicensing.com, P. 6.

Perry Ellis International/PEI Licensing, Kelly Payfer, VP Licensing, 212-536-5785,

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PEZ Candy, Joseph Vittoria, President/CEO, 203-795-0531, jvittoria@pez.com, P. 6.

Plangea, John Westgarth, President/CEO, 760-727-3332, P. 6.

Re-Logic, David Phelps, Business Director, 812-989-3282, david@terraria.org, P. 7.

SCS Direct, Howard Greenspan, Owner, 203-870-4867, sales@scsdirectinc.com, P. 6.

Sequential Brands Group, Lisa Schein, Director, Brand Management, 646-564-2577, newbusiness@sbg-ny.com, P. 6.

Shindigz, Jacquie Downey, Marketing and Sales Director, 260-723-5171, jdowney@shindigz.com, P. 6.

Society43, Steve Ham, National Sales Director, 503-719-6154, info@society43.com, P. 6.

Sony Pictures Consumer Products, Greg Economos, SVP Global Consumer Products, 310-244-4188, gregory_economos@spe.sony.com, P. 3.

Striker Entertainment, Russell Binder, President, 818-225-9355, russell@strikerent.com, P. 3.

Tommy Bahama, Chrisann Furciato, VP Licensing, 212-391-8688, chrisann.furciato@tommybahama.com, P. 6.

Trends International, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 7.

Twentieth Century Fox Consumer Products, Roz Nowicki, SVP Global sales retail, 310-369-2207, roz.nowicki@fox.com, P. 4.

TwentynineThirty Creative, Josh Duke, Partner, 214-434-1637, josh@twentynine-thirty.com, P. 11.

Under Armour, Edward Giard, VP Licensing, Accessories, 888-427-6687, P. 6.

Universal Partnerships & Licensing, Cindy Chang, SVP & GM Sales, 818-777-2067, cindy.chang@nbcuni.com, P. 3.

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

Walls 360, Tavia Campbell, Founder/COO, 888-244-9969, partners@walls360.com, P. 6.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 3, 6.

Weinstein Co., Stephen Bruno, President, Marketing, 646-862-3400, stephen.bruno@weinsteinco.com, P. 3.

Xcel Brands, Robert D'Loren, Chairman/CEO, 347-727-2474, info@nexcenbrands.com, P. 6.



international contacts & connections

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

Amscan International, Sandra Vanstan, Licensing Manager, 44-1908-288-500, P. 7.

ARGUS Spol, Daniel Murdych, Manager, 420-266-039-127, P. 7.

BBC Worldwide, Cassie Allen, Senior Licensing Manager, 44-208-433-2000, cassie.allen@bbc.com, P. 7.

Bioworld Europe, Gilbert El Kalaani, CEO, 31-31251316238, gilbertk@bioworldmerch.com, P. 7.

Bulldog Licensing, Rob Corney, Founder, Managing Director, 44-20-8325-5455, rob@bulldog-licensing.com, P. 7.

Ciwen Media Group, Sean Chu, VP Ciwen Kids, sean.chu@ciwen.tv, P. 7.

Copyright Licensing Agency, Hussein Ftouni, Founder/CEO, 971-4-33-17-600, hussein@copyright-licensing.com, P. 7.

Dream Theatre, Jiggy George, Founder/CEO, 91-22-2411-5579, info@dream-theatre.co.in, P. 7.

Edicolandia Junior, Claudio Compagnucci, Acquisition & Business Development Director, 39-532-465789, marketing@edicolandiajunior.com, P. 7.

Educa Borrás SA, Florenci Verbon, Director, 34-937-216-849, f.verbon@educaborras.com, P. 7.

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Funtastic, David Hendy, Chairman, 61-3-9535-5888, davidh@funtastic.com.au, P. 7.

Game of 2 Halves, Paul Comben, 44-7931-

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

Golden Bear Toys, Alison Pilgrim, Head Licensing, 952-608-308, customerservices@goldenbear toys.co.uk, P. 7.

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J Corp., Chelsea Leet, President/Co-CEO, 514-384-3872, cleet@jcorp.ca, P. 6.

JCB Consumer Products, Sam Johnson, Senior Licensing Manager, 44 1889 590312, sam.johnson@jcb.com, P. 7.

Keskin Color, Serap Buga, 90-212-651-48-22, info@keskincolor.com, P. 7.

Korg, Tadahiko Sakamaki, Manager/Designer, Product Planning Department, 81-4-2379-5771, P. 7.

Magnum Ltd., Gil Magnum, 972 3 9322166, magnum-textile@gmail.com, P. 7.

Mantic Games, Ronnie Renton, 44-115-933-8448, info@manticgames.com, P. 11.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Licensing Director, 44-20-7593-0510 x4, am@mgl-uk.com, P. 7.

Nerd Corps Entertainment, Juli Boylan, 604-484-0266, info@nerdcorps.com, P. 7.

Nickelodeon & Viacom Consumer Prod-

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

Nurture Rights, Peter Curtis, Director, 44-20-7947-4156, info@nurturerights.com, P. 7.

Ottonya, Selcen Armagan, 90-216-577-69-15, info@ottonya.com, P. 7.

Outfit7, Alessandro Traverso, COO, 44-78-6797-8758, alessandro.traverso@outfit7.com, P. 7.

Paul Lamond Games, Richard Pain, Managing Director, richardp@paul-lamond.com, P. 7.

Point of View, Nurit Tishler, Director, 972-8-934-0589, nurit@pointofview.co.il, P. 7.

Santoro Licensing, Meera Santoro, President, 44-20-8781-1104, meera@santorographics.com, P. 7.

Simbat Toys, Denis Bolotov, Head Purchase Division, Marketing & Purchase Dept., 7-495-149-02-33, info@simbat.ru, P. 7.

Sony Computer Entertainment Europe, David Evans, Licensing Manager, 44-20-7859-5000, david_evans@scee.net, P. 7.

SyCo Entertainment, Stephen Mills, Licensing Manager, 44-20-7361-8000, P. 6.

Tycoon Enterprises, Elias Fasja Cohen, President, 525-55395-7833 x225, efasja@tycoon.mx, P. 7.

V&S Entertainment, Vickie Corner, Managing Director, 44 1494 837 881, vickie@vandsent.com, P. 7.

Vulcanizados Garzon, Raul Garzon, 34-96-666-25-49, info@garzon.es, P. 7.

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Movie Licensing 2014-2018

Continued from page 1

of 80 films slated for release starting in mid-2014, 45% are sequels and 13% are reboots. Reboots are typically defined as a film that resurrects an old movie (one-off or series) and is often intended to serve as the launching pad for a new series of sequels.

Among films based on other properties, books are the source of 19% of the current list, and comic books/strips are 16%. TV (6%), video games and apps (6%), and toys (3%) round out the list. Only 14% of films are original to the medium.

Source of Licensable Films Projected for Release Mid-2014-2018

Sequels	36	45%
Books	15	19%
Comic books/strips	13	16%
Original	11	14%
Reboots	10	13%
Television	5	6%
Video games and apps	5	6%
Toys	2	3%

NOTE: A film can appear in multiple categories.

SOURCE: THE LICENSING LETTER

The number of sequels in a given series is also increasing rapidly. For the current group, 13 titles are the second films, 10 are third films, four are fourth releases, and there are two each in their fifth, sixth, and seventh iterations. Of course James Bond would top the list, with a 24th title in the series due in November 2015.

All of these stats bode well for licensing, assuming the core properties can find shelf space in the appropriate retail channels. And the more proven the property, the greater the likelihood that will be the case. The toughest sell: First-time movies based on original content.

Kickstarter

Continued from page 1

Kickstarter campaign, FarSight Studios set a goal of \$45,000 to pay the licensing fees for its Star Trek: The Next Generation digital pinball game. The company had calculated it would need \$60,000 to pay for all the required licenses, which would make the game too expensive to be commercially viable. Therefore, it said, it was running the Kickstarter campaign to generate \$45,000 in funds to pay for the license (\$60,000 less \$15,000 it had available due to raising excess funds in a previous Kickstarter initiative for a Twilight Zone game).

Money Isn't Everything

While funding is always one goal of a Kickstarter campaign, much of the impetus for these programs is to test the waters to determine whether a product is viable.

"We're using it for market research," says Evan Blaustein of Mimoco, known for its licensed flash drives. At press time, it is in the midst of a Kickstarter campaign for a new line of backup battery chargers in the shape of licensed and nonlicensed characters. The campaign focuses mostly on the unlicensed products but allows the company to survey investors about what licenses they'd like to see on the product they're backing.

"We want to leverage our fan base and backers and get them involved to help us decide which licenses to bring to the table," Blaustein says. "We're not sticking our neck out any more [on a license], because we've been burned. Not every license can be a Star Wars. We need to find ways to presell products before we commit, and to mitigate as much of the risk as possible." If successful, funding will be used in part to defray advances and guarantees.

The company has already approached some licensors about acquiring properties that have emerged at the top of its Kickstarter surveys. "We're already noticing some surprises," he says. "Some [properties] that we have licenses for are not interesting to our fans, and some we don't have are."

Blaustein notes that the company has used social media to poll customers about licenses in the past, mainly when it holds the rights for a family of characters and asks the fans, via Twitter, Facebook, or its website, which specific characters to add to its product line. "But just because someone voted doesn't mean they're going to buy it. With Kickstarter, people are putting their money where their mouth is."

Kickstarter campaigns run for a finite period of time, usually about a month to six weeks. A dedicated page on the site summarizes the product, how much money is being sought, and how the funding will be used, as well as what rewards are available for early investors at various levels.

Rewards, usually limited to a certain number of backers at each level, to encourage early investment, range from unique exclusive premiums and/or being the first to receive the new product, if funded, to the chance to have input on the design or production of the item or other experiential rewards. The highest levels of investment often include all

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the items offered up to that level, plus something additional.

FarSight Studios' Star Trek pinball campaign offered rewards ranging from one copy of the digital pinball game on one platform (given to 1,012 backers who contributed \$10) to a personal visit from the FarSight team to host a virtual pinball tournament, with prizes and goodies, for the backer and friends, for an investment of \$10,000 or more (with no one funding at this level). The top actual investment was \$1,000. The backer was rewarded with participation in a conference call with the development team during beta testing, where he or she could suggest changes and affect the final version of the game.

The top pledge received for Mantic's Mars Attacks! game was \$2,500, which allowed three backers to design their own model to be incorporated into the game, including involvement in the process from concept to production and the receipt of a special resin version of the piece. That was in addition to a slew of other merchandise available for various lower levels of investment.

If a Kickstarter campaign's funding goals are not met, credit cards are not charged and Paypal contributions are voided. If initial funding goals are met and time is still left, the manufacturer can add stretch goals, or additional levels of funding for specific extras, such as more figures or better materials.

Kickstarter users stress that successful campaigns require outside marketing to generate word of mouth and

attract investors. A Kickstarter campaign alone will not attract fans' attention without other social media support, no matter how avid and plugged in those fans are.

Josh Duke of Twentynine Thirty Creative, which is helping Jasco with its digital marketing campaign, has been using Facebook, where the MegaMan game had received 3,500 likes as of press time, and other social media in advance of its Kickstarter launch. "It's garnering a lot of attention and the fans are clamoring for us to get started," he says.

Property owners are not anxious to be associated with Kickstarter. In fact, all of the licensors contacted for this story declined to comment, no matter how successful their licensees' Kickstarter campaigns have been.

Licensors' concerns range from doubts about the financial viability of licensees who turn to Kickstarter to generate funds, to worries about negative publicity associated with Kickstarter campaigns run by commercial entities who consumers may feel can finance products themselves.

Online articles about Jasco's upcoming Kickstarter campaign have generated negative comments along these lines from readers who question the need for both Jasco and Capcom to raise funds from their purchasers. In some cases, this reaction is due to a lack of understanding about the process, in which investments are more akin to purchasing a product in advance than to a charitable donation. "It's

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Selected Kickstarter Campaigns Involving Licensed Products

Manufacturer	Property/Licensors	Offer	Stated Use of Funds	Results	URL
Mantic Games	Mars Attacks! (Topps)	Tabletop game with miniatures; campaign ran from October 4-November 10, 2013.	Funding the game, plus additional stretch goals to improve quality.	Raised \$558,076, 10 times goal of \$50,000, from 2,753 backers.	www.kickstarter.com/projects/1744629938/mars-attacks-the-miniatures-game
NECA/WizKids	Yu-Gi-Oh! (4K/Konami)	Premium, exclusive Yu-Gi-Oh game card wallet, with design voted on by fans via the Web; campaign ran from August 21-October 2, 2013.	To produce this unique product available only through Kickstarter.	Raised \$31,985 from 148 backers toward the goal of \$80,000. Product not made, although NECA continues to produce other Yu-Gi-Oh licensed products.	www.kickstarter.com/projects/neca/the-exclusive-yu-gi-oh-game-card-wallet
Jasco Games	Mega Man (Capcom)	Mega Man The Board Game, with dates to be determined pending approvals by licensor.	To improve the quality of the game and make best use of the license.	Minimum goal likely to be \$70,000.	TBD
Mimoco	Various unnamed properties, through existing and not-yet-existing licensor relationships	MimoPowerBatteryBot, a character-shaped backup battery charger. Features 10 in-house created character designs, concepts of 10 potential licensed character versions, offers of unspecified licensed versions as investor rewards. Campaign runs October 23-November 22, 2013.	Funds will likely go toward cost of guarantees and advances for future licenses signed as a result of the test marketing being done through Kickstarter choices.	As of November 17, \$56,993 was raised from 910 backers, toward a goal of \$65,000, with five days to go.	www.kickstarter.com/projects/10351651/batterybot-the-fun-mobile-device-charger-with-pers
FarSight Studios	Star Trek: The Next Generation (CBS Consumer Products for IP, Williams for original game)	Digital pinball arcade (digital version of original classic pinball game); campaign ran August 17-September 16, 2012. Note: FarSight did previous successful Kickstarter for Twilight Zone, also with CBS.	To pay for license fees.	Generated \$52,137 from 1,937 backers, exceeding goal of \$45,000.	www.kickstarter.com/projects/1067367405/pinball-arcade-star-trek-the-next-generation

SOURCE: The Licensing Letter

Kickstarter

Continued from page 11

kind of like a prepurchase system; that’s how we see it,” says Jasco’s Hawronsky.

As a result of this licensor caution, manufacturers deal with licensing rights in various ways when they launch a Kickstarter campaign. Some already have negotiated licensing rights for the product in question, although a final contract may depend on results of the crowdfunding effort.

FarSight’s Kickstarter description noted that it had already negotiated licenses with CBS Consumer Products, for the use of the Star Trek: The Next Generation IP, and with Williams, for the rights to the original pinball game on which its digital version was based, along with securing clearances for actor likenesses and voiceovers.

Others may work in conjunction with a potential licensor to approve some designs to test, without having a final license in place (although with licensors doing at least some level of due diligence about whether the manufacturer is a viable licensee). Or they may have an agreement with the licensor but possibly not for the product in question or have a license in the works but without final details about terms such as product specifications.

Jasco has the rights from Capcom for the MegaMan game, which it will produce regardless of Kickstarter results. Still, getting approvals for specific elements of the game to promote on Kickstarter or offer as investor rewards has been a slow process. “Our biggest hurdle is coming up with a graphics pool,” says Jasco’s Tom Kohler, who notes that the company needs a lot of preapproved graphics to draw from as it posts stretch goals during the course of the campaign.

It takes time to develop the offerings internally and then seek approval from Capcom. Posting a disclaimer such as “Image not final pending Capcom’s approval” is speeding things up somewhat, he says.

Still other manufacturers take a more noncommittal, generic approach, offering licensed products in a vague way without naming specific properties and leaving licensors out of the process until results are in.

Mimoco is offering its new BatteryBots backup battery chargers in the form of in-house-developed characters and noting that licensed products will be part of the line in the future. In addition, it shows 10 concept mock-ups of potential licensed designs—some owned by current Mimoco licensors and some from IP owners it has never worked with—so it can poll its backers.

Furthermore, it offers its backers the choice of either unspecified licensed or nonlicensed versions of products at different levels of investment, although the reward will not necessarily involve the licensed character they wanted, depending on post-Kickstarter negotiations with licensors. The licensed versions require a pledge that is \$10 higher than the unlicensed version in most cases.

“The one thing we always hear from licensors is, ‘we can’t be involved in your Kickstarter,’” Blaustein says. “There’s a stigma associated with it. They’re hesitant to work with companies they see as not established enough to be a licensee if they need Kickstarter. But it’s a different world than it was three years ago, before Kickstarter. There’s no small business that shouldn’t use it as a tool to mitigate risk.”

He adds, “This is beneficial to the licensor, too, and the challenge is making them understand that.”

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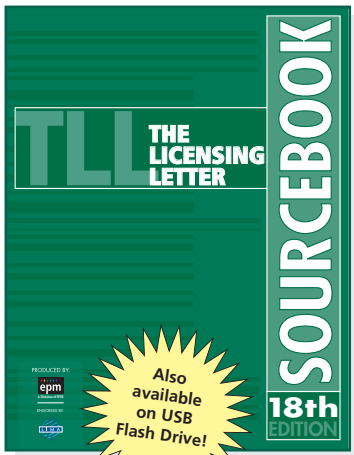
All The Licensing Contacts You Need In One Reliable Directory

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.

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- ▶ 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

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Michael Stone
 President
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 New York, NY 10017
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 Fax: 212-421-6388
 Email: michael.stone@beanstalk.com
 Web: www.beanstalk.com
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THE LICENSING LETTER SOURCEBOOK

Save Time And Money Finding The Right Licensing Contacts



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

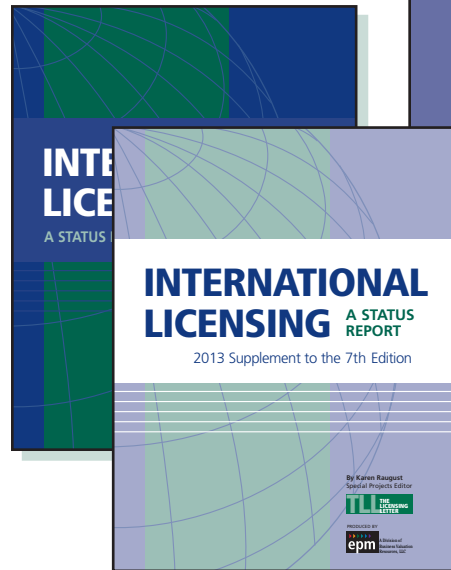
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Austria	Poland	New Zealand
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France	Czech Republic	Mexico
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