

TLL THE LICENSING LETTER

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

14 Trends for '14: Familiar Challenges, but Business Reflects Creative Integration, Fresh Approaches

Over the last month or so of 2013, our standard question to licensing executives we spoke with was: "If there was one thing you'd like to see change about licensing in 2014, what would it be?"

The good news is, there seem to be no new problems. The challenges continue to be:

- ▶ Contracting retail shelf space.
- ▶ Lack of risk-taking. "I would love for both licensors and licensees to partner more on innovative products for consumers," says Jel Sert's Susie Frausto. "This might require more give and take on both sides ... however, the long-term opportunity could be huge and worth the risk." Similarly, "I hope that licensees and licensors [others would add 'and retailers'] will take a few risks next year—perhaps take them together and think bigger in 2014!" says Brandgenuity's Adina Avery-Grossman.
- ▶ The new generation of licensing professionals not understanding the context of licensing in the overall marketing mix. "Young people coming into the business are compartmentalized and only know one piece of what it's about," says CopCorp's Carole Postal. "Licensing needs to become part of the curriculum, not just in a couple of colleges, but throughout the business."
- ▶ "People see [licensing] as a trinket and trash biz and not as the only way to directly connect to a customer," as Global Icons Jeff Lotman puts it. "Brands pay for integration into shows. We get integration into lives. People eat, sleep, wear, play, and trust their kids lives with the products we create."

But while the tried-and-true themes continue to be just that, many trends are also emerging that hold great promise for new categories, original twists on classic products and properties, and fresh approaches to integrating licensing

into trade offerings, experiential settings, and more.

Here are 14 trends we saw bubbling up in 2013 and that we expect will expand in 2014.

1 The Personal Touch

Licensors and licensees are taking individual consumers' desires into account in all aspects of their business, allowing customization and personalization of football jerseys (as on NFL.com) and coffee mugs (CaféPress and Zazzle), harnessing user-generated content (à la Amazon's Kindle Worlds), and encouraging crowdsourcing as a market tool and fan engagement technique (utilized by Hasbro, Mattel, and LEGO).

But what started out exclusively online is starting to surface in physical stores—and not just "order online, pick up in-store."

In England, over the holidays, Selfridges installed Mr. Men & Little Miss pop-up shops by Art You Grew Up With, where customers could choose a character from the books and

Continued on page 3

SOME CALL IT SOCCER

Euro Football Clubs' Goal: More Licensing at Home and Abroad

European football (soccer) clubs have been expanding their licensing activities over the past two to three years, including in markets outside their home territories.

The Union of European Football Associations (UEFA), the governing body of European football, has qualified 237 clubs from 54 countries for its 2013/2014 club competitions, but most of the clubs with the broadest licensing programs are those who play in the top divisions in each country, including the British Premier League, German Bundesliga, Spanish

Continued on page 11

Inside This Issue

Evernote's First Million	2
Licensing With Kanye..2	
70-Proof Cinnabon	2
Personalizing Mr. Men & Little Miss	2
Publisher's Note: If The Duck Calls	4
Licensing News	5
Contacts & Connections.....	8
More Chefs Introduce Licensed Lines Across Retail Channels.....	10
Classic Comic Strips Live on Through Active Licensing Programs...	10
Who's News.....	10



© 2014 Business Valuation Resources. All rights reserved. No part of this newsletter may be reproduced without express written consent of BVR.

➡ Licensing Ledger

LICENSING BY THE NUMBERS

Laura Ashley Holdings estimates licensing revenue will decline 16% this year, though the company promises "significant new agreements ... will benefit profits next year," reports *London South East*, a financial paper.

Net revenues for Cherokee's third quarter (fiscal 2014) were \$6.7 million, approximately flat from the prior year. Increases from the Liz Lange and Cherokee School Uniform brands offset a decrease of approximately \$525,000 in royalty revenues from the recently closed Zellers Canada. Retail sales of Cherokee branded merchandise at Target U.S., excluding Cherokee School Uniforms, increased; however, royalty revenue from Target declined \$400,000 due to a de-escalating royalty rate agreement reached earlier this year.

SPORTS LICENSING BY THE NUMBERS

Headwear accounts for 23.3% of revenue generated by licensed sports apparel in the U.S., followed by T-shirts and tanks (22.7%), authentic and replica jerseys (22.0%), and sweatshirts/pullovers (10.5%), according to SportsScanInfo, as cited by *SGB Weekly*.

THE FIRST MILLION IS THE EASIEST

Evernote, the online service specializing in the syncing and organization of digital notes, hit \$1 million in merchandise sales in the first month of Evernote Market, reports CEO Phil Libin, as quoted in TechCrunch. Launched in September, the site's three best-selling items—licensed backpacks, co-branded Scansnap scanners made by Fujitsu, and the Jot Script Stylus—accounted for 30% of sales that month.

LICENSING WITH KANYE

Apparel and footwear manufacturer Adidas kind of confirmed what rapper and aspiring fashion designer Kanye West has been saying in recent interviews: that the two have a licensing agreement. Well, Adidas is hardly that straightforward, simply welcoming West to its family and referencing his "partnering with our history in streetwear culture and leading innovations in sport" and promising "details to follow." West told radio station HOT 97, "I took the Adidas

deal because I have royalties."

ART LICENSING: CASE IN POINT

PostMark Press's Kathy Alpert takes vintage images from magazines, prints, and photography that are in the public domain, "puts her own twist on them, and licenses them for use with consumer products." Alpert tells the *Boston Globe*, "One company pays a \$400 advance for each image or design selected" against a 6% royalty.

THE SOUND OF DIGITAL STOREFRONTS

NBC's online store for *The Sound of Music Live* broadcast featured a mug with hot cocoa (under license by storefront manager DeliveryAgent) and a songbook (from licensee Hal Leonard). The official Rogers and Hammerstein Sound of Music storefront features a different mug (sans hot cocoa), a different songbook (also from Hal Leonard), four T-shirts, two hats, a tote bag, a keychain, and a onesie.

PERSONALIZING MR. MEN & LITTLE MISS

Art You Grew Up With brings a personalized on-demand concept to U.K. retailer Selfridges in Mr. Men & Little Miss pop-up shops. Selfridges customers can choose one of 25 characters from the book series and fully customize an art print in-store, including name, size, and framing options. Within 20

minutes, the print is ready for the shopper to take home. The licensed experience continues until January 10. A similar licensed Polaroid concept launched stateside this year as a permanent fixture in Florida, though the printing results are not as immediate.

70-PROOF CINNABON

Pinnacle Vodka will produce a licensed Cinnabon variety of its imported spirits. Pinnacle Cinnabon Vodka will incorporate the taste of cinnamon Cinnabon rolls in a 750-ml. bottle of 70-proof vodka. Pinnacle started with a soft launch of the Cinnabon Vodka on December 1 and will commence a nationwide rollout Jan. 1, 2014.

LICENSED SPONSOR UPGRADE

Panini America, a licensee of the NFL Players Association Collegiate Bowl, is leveraging a Bowl sponsorship in support of its licensed products. Instead of standard promotional mentions during the televised event, Panini will integrate its licensed NFL player products into the televised broadcast through team jerseys, the football field, and other signage/placement opportunities; Panini will also feature in the event's social media endeavors and in marketing during the lead-up to the event.

LINENS 'N THINGS MOVES TO CARLYLE GROUP

Linens 'N Things, resurrected from bankruptcy in 2009 by Hilco, Gordon Brothers, and Infinity Lifestyle Brands to become an online retailer that also licensed select products to Canadian chain Home Outfitters, has been purchased by Galaxy Brand Holdings, a Carlyle Group division. Galaxy is reportedly paying \$10 million for the name and operation, reports the *Wall Street Journal*; Hilco and the others paid about \$1 million for it.



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

Special Projects Editor
Karen Raugust
kbraugust@yahoo.com

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

Associate Publisher, Data Publications
Naomi Berger
212-941-1633, x21
nberger@epmcom.com

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

Customer Service
212-941-0099

Managing Editor
Janice Prescott
janicep@bvresources.com

Desktop Editor
Monique Nijhout
moniquen@bvresources.com

President
Lucretia Lyons
lucretial@bvresources.com

CEO
David Foster
davidf@bvresources.com



THE LICENSING LETTER (ISSN: 8755-6235) is published 22 times a year by EPM, a Division of Business Valuation Resources. The annual subscription price for THE LICENSING LETTER is \$479 per year/\$539 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at rcochran@epmcom.com or 212-941-1633 ext. 18 for details.

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

2014 Licensing Forecast

Continued from page 1

customize an art print in-store, including name, size, and frame. The finished product was ready within 20 minutes.

Similarly, Nickelodeon is testing a concept in Topman's Oxford Circus store in London that invites customers to design and produce their own garments in-store based on SpongeBob SquarePants, Teenage Mutant Ninja Turtles, and others.

2 Limited Editions and Capsule Collections

From actor John Malkovich's capsule apparel collection of 17 SKUs for Yoox.com to football coach Mike Ditka's limited-edition collection of cigars with Camacho, short manufacturing runs and limited product assortments offer a means of testing products and properties, limit risk, serve as a promotional tool, and add cachet.

3 Beyond Traditional Retail

New players in licensing include flash-sale sites (such as the Gilt Group, which has offered licensed merchandise from Ralph Lauren and Missoni, among many others), aggregators (Zappos, which did an apparel deal with Melissa Rivers), and outlet stores (Chic, which partnered with the charity brand (RED) for an exclusive bag). They increasingly feature licensed products, pair with celebrities, and even forge DTR deals.

4 Curation

Celebrities and magazine brands are among the properties that have partnered with retailers and manufacturers for promotional deals in which they curate or endorse a selection of existing products (think Wired electronics displays at Target stores or the Elle-branded beauty section at the Net-a-Porter e-commerce site). A licensed line can be part of the assortment, either initially or once the connection between brand and category is established.

5 Mining the Digital Fringes

Digital properties are not just gaming apps such as Angry Birds, although that property is the king of the realm to date. Blogs (BryanBoy), Twitter (Rob Delaney), and properties established through Facebook and YouTube (Boo, Annoying Orange) are increasingly signing licensees. On the horizon: original series distributed through Netflix, Hulu, Amazon, Xbox, and others.

6 Collaboration and Co-Branding

These ventures can involve two different properties, such as an artist and a character property (Paul Frank's Julius and Megan Whitmarsh), a fashion designer and a corporate trademark (Coca Cola and streetwear label Nigo), or occur between like properties (Uglydoll and Hello Kitty). Such a pairing can double the potential customer base for two proven properties or add freshness and buzz when a well-known brand links with a niche property.

7 Form + Function

More licensors and licensees are partnering for apparel, accessories, and home goods that integrate performance or technical characteristics such as breathability, moisture-wicking, or waterproofing, or specific functionality such as antimicrobial or odor-reducing properties. Examples include Weatherproof and United Legwear, Samsonite and Zee Co., and Arm & Hammer and London Luxury. Others are adding scent to traditional products, such as Mentos and pencils.

8 Celebrity = Reality + Music

Celebrity licensing is still going strong, driven mostly these days by reality shows and music. From "Duck Dynasty" to "The Voice," nonscripted entertainment has given us fashion, home, beauty, and fitness products tied to hosts, contestants, chefs, interior and fashion designers, business owners, models, and housewives. Meanwhile, musicians from Lady Gaga to Flo Rida to Will.i.am continue to forge deals for everything from lifestyle apparel to personal electronics, often taking a personal financial stake and/or assuming management roles in their partner companies.

9 The New Social Expressions

Personal electronics and accessories (earbuds, iPad covers, digital cameras) have largely replaced greeting cards and bumper stickers as the primary means for consumers to show their opinion, pride, style, or sense of humor through their choice of artwork, licensed character, sports team, or other imagery. Examples are abundant, from an Ugly Doll-shaped USB drive from Mimoco or a New England Patriots cell phone skin from Skinit to KISS ear buds from Section 8 or a Hello Kitty camera with changeable faceplates from Sakar.

10 Trade and Industry

More licensors are looking for opportunities outside of traditional consumer-oriented retail, authorizing products sold through the trade (Conde Nast fine art sold through interior decorators, Food Network food service outlets at ballparks), products for businesses (Laura Ashley uniforms, Martha Stewart office furniture), and industrial products (Westinghouse-branded wind turbines).

11 Former Taboos

In the quest to expand demographics and open new categories, licensors are increasingly looking to the adultest of the adult products, many of which were on the no-go list for most licensors in the past. Now cigars, gambling, liquor, and erotic products (e.g., under the *Fifty Shades of Grey* brand) are all on the table for appropriate properties.

12 Specificity

More often, licensors are doling out agency representation rights by category, often segmenting categories with unique characteristics, such as foods or electronics, but

Continued on page 4

2014 Licensing Forecast

Continued from page 3

doing so in other categories as well. National Geographic retained IMG to represent it globally in the luggage and travel bag category, for example. Property owners also are increasingly narrowing the scope of rights granted (e.g., signing multiple publishers within the low-end coloring and activity book category), as well as granting more nonexclusives across categories.

13 Experiential and Content Licensing

Licensing isn't strictly about physical consumer products. Licensors are considering a wide array of opportunities for experiential services and content distribution. Dreamworks Animation and 21st Century Fox license theme parks in Russia and Malaysia, respectively; Juilliard licenses music education in the U.S.; and toys, TV shows, sports properties, and properties from *The Wizard of Oz* to "Cheers" are licensed for lotteries, slot machines, and online gambling (as allowed by law).

#14 Crowdfunding and Crowdsourcing

A handful of licensees and potential licensees are experimenting with Kickstarter as a means of not only soliciting financing for product development and licensing fees, but also as a way to test new product concepts and generate awareness among loyal fans. Most examples we've seen to date are in the realms of electronics or gaming, with properties skewing toward sci-fi, comics, and digital games. Mantic Games successfully funded a licensed Mars Attacks! tabletop miniatures game this fall, and FarSight Studios is using Kickstarter-generated funds to pay license fees for Star Trek digital pinball games. (For more on Kickstarter and licensing, see *TLL* Dec. 2, 2013, page 1.)

Licensed Exclusives Move Beyond the Usual Suspects

When you think of direct-to-retail and retail-exclusive licensing, your mind probably goes to key players such as Walmart, Target, or Kohl's, or category-specific examples such as Michael's or Bed Bath & Beyond. But more retail chains have been entering the fray.

In fact, many of the DTR and retail-exclusive licensing ventures that have come to light in the last couple of months have involved infrequent or first-time participants in these types of deals:

- ▶ Lane Bryant teamed with designers Isabel and Ruben Toledo for a capsule collection of ready-to-wear garments, outerwear, and accessories in 500 of the plus-size chain's 805 stores.
- ▶ PBTeen paired with stylists and designers Meritt Elliott and Emily Current for 37 home furnishings items to be sold on the Williams-Sonoma division's e-commerce site.
- ▶ Crate & Barrel collaborated with interior designer and architect Paola Navone for three exclusive collections comprising 140 SKUs across a variety of home furnishings and housewares categories.
- ▶ Poundland, a U.K. pound store (equivalent to a dollar store in the U.S.), allied with Jane Asher, an author and actress who runs a cake business, for a line of low-priced bakeware sold through its 490 stores.

Publisher's Note: If The Duck Calls ...

If past episodes of misbehavior (as some see it) or hate speech (as others see it) or free speech (as still others perceive it) are indicative, here are possible scenarios for Duck Dynasty's licensing program in the wake of Phil Robertson's now infamous *GQ* interview:

- ▶ Full supporters, whose opinions align with Robertson's, might be inclined to purchase *more* merchandise;
- ▶ Those fans who find Robertson's comments sufficiently offensive will stop buying merchandise altogether; and
- ▶ The impact is likely neutral for fans who don't particularly care about his personal views (or how they are expressed) or those who would have expected this to be his outlook. They've probably bought what they want.

Our observation suggests fans are forgiving in the long run, even when there's an immediate drop off in popularity/sales.

The bigger question is how long Duck Dynasty's 15 minutes of fame will really last. For the moment, ratings could soar as many of those who have never seen it will tune in to see what the brouhaha is all about.

Also, little noted is that Realtree, the company that licenses out camouflage designs for some Duck Dynasty products, said late last year that it assumed "primary administrative duties relating to the licensing of Duck Commander and Buck Commander products." This is distinct from the Duck Dynasty licensing program administered by licensing agency Brandgenuity.

Move Your Sports Licensing Program Into The Winner's Circle



www.epmcom.com/sports

1-212-941-0099

MEMBERS
SAVE
\$100

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Darrell Bush	Painter known for lakeside scenes; previously worked with Cabela's on several outdoor images.	Bath ensembles, kitchen textiles, melamine, room decor, stationery, tabletop	Marty Segelbaum, MHS Licensing
Rick Moonen	Chef, restaurateur, and author who recently opened up Rx Boiler Room in Las Vegas.	Fish/seafood products	Tim Rothwell, All-American Licensing & Management Group (AALMG)
Victoria Schultz	Artist known for photorealistic animal paintings.	Garden decor, giftware, greeting cards, home decor, home textiles, puzzles, stationery	Marty Segelbaum, MHS Licensing

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
AC/DC	Stern Pinball*	Pinball machines	Live Nation Merchandise
Android	Uglydoll/Pretty Ugly	Co-branded plush	Google
Animal Planet	Greenberry Eco-Industries	Pet accessories	Discovery Communications
Annoying Orange	CafePress	Accessories, collectibles, custom on-demand apparel, home decor	Joester Loria Group
Blonde Salad, The	Steve Madden	Co-branded footwear	The Blonde Salad
Camilla Meijer	Wedding Paper Divas	Stationery	HAP Consulting
Christine Adolph	Bradford Exchange	Checks, stationery	MHS Licensing
Cinnabon	Beam Global Spirits & Wine's Pinnacle brand	Vodka	Focus Brands
Corbert Gauthier	Laila's	Wall art	MHS Licensing
Darrell Bush	Hallmark Licensing	Greeting cards	MHS Licensing
DC	LF USA	Apparel (children's)	Quiksilver
Doctor Who	Her Universe	T-shirts	BBC Worldwide Americas
Ellen Tracy	G-III Apparel Group*	Dresses, outerwear	Sequential Brands Group
	Palm Beach Beaute*	Fragrance	
	Shason	Rugs	
Fender	Lucky Brand	Apparel	Fender Musical Instruments
Ford	Stern Pinball	Pinball machines	Global Icons
Gold Rush	Pay Dirt Gold	Panning kits	Discovery Communications
H. Hargrove	Laila's	Wall art	MHS Licensing
Harry Potter	U.S. Postal Service	Stamps	Warner Bros. Consumer Products
Hello Kitty	Onch Movement	Jewelry	Sanrio
High Sierra	PS Brands/Planet Sox	Socks	American Tourister
Jennifer Adams	Creative Bath Products	Bath accessories, bath products	All-American Licensing & Management Group (AALMG)
Judy Buswell	Andrews + Blaine	Bookmarks	MHS Licensing
Kathy Hatch	Laila's	Wall art	MHS Licensing
MSD Consumer Care	Synclaire Brands	Footwear	Beanstalk Group
P&G	Bissell HomeCare	Cleaning solutions	Beanstalk Group UK
Pitbull	Jacavi Worldwide	Fragrances	Sony Music
Quiksilver	LF USA	Apparel (children's)	Quiksilver
Robert Graham	LJP International	Footwear	Robert Graham
Robin Roderick	Bon Art & Artique	Wall art	MHS Licensing
Ron King	Laila's	Wall art	MHS Licensing

*Extension or renewal.

Continued on page 6

Licensing News *Continued from page 5*

Licenses Recently Granted, U.S.			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Simpsons (The)	Joyrich	Apparel	Twentieth Century Fox Consumer Products
	Zara		
SpongeBob SquarePants	Sprayground	Backpacks	Nickelodeon & Viacom Consumer Products (NVCP)
Stephanie Ryan	Andrews McMeel Publishing	Engagement calendars	MHS Licensing
Strawberry Shortcake	Huffy	Bicycles, scooters, tricycles	American Greetings
	Smilemakers	Stickers, tattoos	
	Unique Industries	Piñatas	
Titanfall	K'NEX Brands	Construction toys	Respawn Entertainment
Transformers	Nike	Limited edition footwear	Hasbro
U.S. Army	Authentic Apparel Group	Apparel	Beanstalk
Uncharted	Sideshow Collectibles	Action figure	Dimensional Branding Group
USA Curling	Card.com	Debit card	RJM Licensing
	CardPartner/UMB	Credit cards	
Victoria Schultz	Laila's	Wall art	MHS Licensing
Walking Dead (The)	FunKo	Vinyl figures	Striker Entertainment
Wedgwood	Revman International	Bed & bath products	Wedgwood
World of Eric Carle	SGS Direct	Baby soother, night light	Joester Loria Group
	Shindigz	Party decorations & favors, party goods	

International Properties Available or Recently Assigned			
PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Angry Birds	Mobile game series.	All (Russia)	Antony Grishin, Megalicense
Badland	iOS game from developer Frogmind.	All (U.S., Europe, China, Japan, Latin America)	Heikki Laaninen, 5th Wave Brands
Bug Rangers	CG animated children's series about kid bugs and their experiences with family, loss, and other pivotal life events.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment
Dot to Dot properties	Production company with several children's shows on its roster and in production, including Big Cook Little Cook and Get Squiggling. BWI will initially develop a licensing program for Get Squiggling.	All (U.K.)	Martin Lowde, Brands With Influence (B.W.I.)
Fido Dido	Beverage brand character created by Joanna Ferrone and Sue Rose.	Apparel, appliances, eyewear, footwear, luggage (India)	Manish Rajoria, Aadarsh Pvt. Ltd.
Garfield	Iconic cartoon cat's syndicated comic about domestic life with his owner and canine foil.	All (Chile, Mexico)	Fanny Salazar, P&L Global Network
Hill Climb Racing	Racing game for mobile devices.	All (U.S., Europe, Russia, Asia)	Heikki Laaninen, 5th Wave Brands
Hive, The	Preschool television series airing on Disney Junior, featuring bee Buzzbee and friends on adventures in and around their hive.	Apparel, confectionery, games, toys (Turkey, Middle East)	Hakan Tungac, KAYNAK Copyright & Licensing Agency
HRX	Lifestyle brand from Bollywood actor Hrithik Roshan.	All including apparel (India)	Sid Shah, Wild East Group
Plants vs. Zombies	PopCap/EA games' puzzle game series, soon to be released as a multiplayer shooting game.	All (Mexico, Central America, Caribbean, South America except Brazil)	Elias Fasja Cohen, Tycoon Enterprises
Purple Turtle	Children's preschool property known for its activity and puzzle books in India.	All (Turkey)	Hakan Tungac, KAYNAK Copyright & Licensing Agency
Ruzzle	MAG Interactive's iOS/Android word game app.	All (U.S., Europe)	Heikki Laaninen, 5th Wave Brands
Temple Run	iOS/Android game where the player dashes across various temple settings to escape certain doom. Soon to be a major motion picture.	All (India)	Chitra Johri, Bradford License India

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

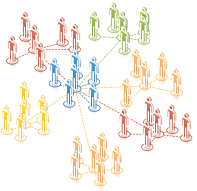
International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Union of European Football Associations	Sports organization and its several upcoming championship tournaments.	Collectibles (Europe)	Lars Bretscher, CAA Eleven
Village People	1970s disco group known for themed dress and singles like "YMCA" and "In The Navy."	Accessories, apparel, back-to school, electronics, figurines, gifts, hooded fleece, stationery (U.K.)	Trudi Hayward, ITV Studios Global Enterprise
YooHoo & Friends	Aurora World's wide-eyed plush animal collection, first launched in 2007.	All (Germany and other German-speaking territories)	Hans Stoef, m4e AG

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Care Bears	Powerhouse Clothing	Apparel (juniors', adults') (Angola, Botswana, Ghana, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Nigeria, Rwanda, Republic of South Africa, Swaziland, United Republic of Tanzania, Uganda, Zimbabwe, Zambia)	Character Licensing & Marketing
Dinosaur Train	Nelson Verlag GmbH Papstar	Coloring books (Germany) Party goods (Germany)	Lizenzerwerk GmbH
Domo	Precious Kids	Car accessories (U.S., Canada)	Big Tent Entertainment
Ellen Tracy	DHOW Enterprise	Apparel, bags, footwear (Korea)	Sequential Brands Group
Godzilla	Trends International	Bookmarks, calendars, decals, journals, posters, stickers, temporary tatoos, writing instruments (U.S., Canada)	Warner Bros. Consumer Products
Jack Nicklaus	Perry Ellis International/PEI Licensing	Apparel (men's, women's) (U.S., Canada, Mexico)	Nicklaus Companies
Jack Spade	Safilo USA	Eyewear (North America)	Fifth & Pacific
Marika	SG Footwear div. SG Companies Wiesner Products/Mystic Apparel	Footwear (women's) (U.S., Canada) Hosiery (women's) (U.S., Canada)	FAM Brands
Mirabelle	Trimcraft	Papercrafting (U.K.)	Santoro Licensing
Moshi Monsters	Gourmet Water Company	Beverages (U.K.)	Mind Candy
Mossy Oak	Gildan Activewear	Activewear, socks, underwear (Worldwide)	Haas Outdoors
MovieStarPlanet	Bjorna	Bed linen, cushions, fleece throws, towels (Denmark)	Tinderbox
Mr. Bloom's Nursery	Little Babas	Dress-up (U.K.)	Bulldog Licensing
Need for Speed Rivals	Joystick Junkies	Accessories, apparel (U.S., U.K.)	Electronic Arts
Simpsons (The)	Drop Dead Clothing Eleven Paris Original Marines*	Apparel (U.K.) Apparel (France) Apparel (Italy)	Twentieth Century Fox Consumer Products
Sooty Show	Golden Bear Toys	Master toy (U.K., Eire)	Redan Alchemy
Space Heroes Universe	Banter Toys and Collectibles	Trading cards (Australia)	Wild Pumpkin Licensing International
Strawberry Shortcake	Centura Brands Seardel Group	Bath items (Canada) Apparel (children's, juniors') (South Africa)	DHX Media/CPLG Canada Character Licensing & Marketing
Toca Boca	Happy Socks	Socks (Sweden)	Toca Boca
United Colors of Benetton	Puig USA	Fragrances (Worldwide)	Benetton Group
Very Hungry Caterpillar (The)	East Coast Nursery Sapona	Blankets, changing mats, Moses baskets, quilts (U.K.) HBA (U.K.)	Rocket Licensing
Woolly & Tig	MV Sports & Leisure Trade Mark Collections	Wheeled vehicles (U.K.) Bags, umbrellas (U.K.)	Brands With Influence (B.W.I.)
WWE	Giochi Preziosi Mattel*	Back-to school, shoes, stationery (Italy) Master toy (Italy)	Backstage SRL

*Extension or renewal.



contacts & connections

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

Abbyson Living, Rodd Rafieha, VP Sales & Marketing, 951-258-8243, P. 10.

ABC Family, Tom Ascheim, President, 818-560-1000, P. 10.

All-American Licensing & Management Group (AALMG), Tim Rothwell, Partner, 818-613-0070, tim@aalmg.com, P. 5.

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

American Tourister, Dawn Sicco, Director Marketing Samsonite, 401-245-2100, dawn.sicco@samsonite.com, P. 5.

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

Andrews McMeel Publishing, Susan Hartman, Art Director, 816-581-7547, shartman@amuniversal.com, P. 6.

Authentic Apparel Group, Ronnie Reuben, Chairman/Founder, 917-921-8808, rreuben8@gmail.com, P. 6.

BBC Worldwide Americas, Carla Peyton, SVP Licensing Consumer Products, The Americas, 212-705-9395, carla.peyton@bbc.com, P. 5.

Beam Global Spirits & Wine, Jason Dolenga, Senior Brand Director, 847-948-8888, jason.dolengo@beamglobal.com, P. 5.

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

Beanstalk Group, Linda Morgenstern, VP Brand Management, 561-447-6607, linda.morgenstern@beanstalk.com, P. 5.

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

BISSELL HomeCare, Ryan McLean, VP/GM Global Marketing, 616-735-1449, ryan.mclean@bissell.com, P. 5.

Bon Art/Artique, Robin Bonnist, 203-845-8888, robin@bonartique.com, P. 5.

Bradford Exchange, Maura Kelly, VP Licensing & Art Acquisition, 847-581-8200, mkelly@bgeltd.com, P. 5.

Brand Central, Ross Misher, President, 310-268-1231, ross@brandcentralgroup.com, P. 10.

CafePress, Ty Simpson, VP Business Development, 502-974-4392, tsimpson@cafepress.com, P. 5.

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

CardPartner/UMB, Jessica Freund, 646-652-7019, jessica.freund@umb.com, P. 6.

Creative Bath Products, Robert Weiss, COO, 212-889-2666 x205, bweissen@aol.com, P. 5, 10.

Dimensional Branding Group, Marsha Armitage-Bristow, EVP Licensing, 415-246-3694, marsha@dimensionalbranding.com, P. 6.

Discovery Communications, Elizabeth Bakacs, VP Licensing & Creative, 240-662-4281, elizabeth_bakacs@discovery.com, P. 5.

Electrolux, Ciaran Coyle, VP/Head of Global Brand Licensing, ciaran.coyle@electrolux.com, P. 10.

Electronic Arts, Alexander Lee, Brand Licensing Manager, 650-628-3864, alexlee@ea.com, P. 7.

Electronic Arts, Ryan Gagerman, Director of Licensing, 310-754-7446, rgagerman@ea.com, P. 10.

FAM Brands, John W. Spotts, EVP Business Development & Licensing, 312-498-1429, john@fambrands.com, P. 7.

Fender Musical Instruments, Jeff Quinn, Licensing Director, 480-845-5458, jqunnn@fender.com, P. 5.

Fifth & Pacific, Allison Sullivan, Licensing Manager, 212-354-4900 x7396597, asullivan@katespade.com, P. 7.

FOCUS Brands, Chad Scales, SVP Business Development, 404-255-3250, cscales@focusbrands.com, P. 5.

Funko, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 6.

G-III Apparel Group, Wayne Miller, COO, 212-403-0500, info@g-iii.com, P. 5.

Gildan Activewear, Keith Whitaker, Director Marketing, 843-606-3600, info@gildan.com, P. 7.

Global Icons, Jeffrey Lotman, CEO, 310-820-5300 x203, jlotman@globalicons.com, P. 5.

Google, Nikesh Arora, SVP & Chief Business Officer, 650-253-0000, narora@google.com, P. 5.

Greenberry Eco-Industries, Lewis Hamowy, Co-Founder, 212-613-2299, info@greenberryeco.com, P. 5.

Haas Outdoors, Pam Strickland, Director Licensing Operations, 662-494-8859, info@mossyoak.com, P. 7.

Hallmark Licensing, Cindy Mahoney, VP Licensing, 816-274-4918, cmahon2@hallmark.com, P. 5.

HAP Consulting, Heidi Packer, Owner, 646-415-7613, heidi@hapllp.com, P. 5.

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

Her Universe, Ashley Eckstein, Creator, 212-869-0070, pr@heruniverse.com, P. 5.

Huffy, Rhonda Beckham, Product Licensing Manager, 937-865-5488, rhonda.beckham@huffy.com, P. 6.

Iconix Brand Group, Leigh Anne Brodsky, President, Peanuts Worldwide, 212-730-0030, lbrodsky@peanuts.com, P. 10.

Ingenious Designs, Ronni Fauci, 631-254-3376, rfauci@ingeniousdesigns.com, P. 10.

Jacavi Worldwide, Rene Garcia, 786-845-9228, P. 5.

Joester Loria Group, James Slifer, SVP Business Development, 212-683-5150 x306, jslifer@tjlg.com, P. 5, 6, 10.

John Hart Studios, Brad Bushell, 203-656-2353, brad@johnhartstudios.com, P. 10.

Joyrich, David Melgar, Creative Director, 323-951-9727, P. 6.

K'NEX Brands, Michael Araten, President & CEO, 215-997-7722, maraten@knex.com, P. 6.

King Features Syndicate, Ita Golzman, VP North American Licensing, 212-969-7584, igolzman@hearst.com, P. 10.

Lawless Entertainment, Cathy Malatesta, President, 310-694-3414, cmala@aol.com, P. 6.

LF USA (GAME, Briefly Stated [BSI], Fishman & Tobin), Jennifer Bomhoff Nitz, Director Licensing, 646-839-7000, jennifernitz@ameny.com, P. 5.

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

LJP International, Larry Paparo, President & CEO, 732-771-8701, lpaparo@ljpintl.com, P. 5.

Lucky Brand, Josh Weiner, VP Merchandising, 310-882-6467, joshua_weiner@luckybrandjeans.com, P. 5.

Mattel, Holly Stein, VP Licensing Acquisitions & Business Development, 310-252-5737, holly.stein@mattel.com, P. 7.

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

NBA Global Merchandising Group, Vicky Picca, SVP Licensing/Business Affairs, 212-407-8000, vpicca@nba.com, P. 4.

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

Nicklaus Companies, Andrew O'Brien, SVP Marketing, Licensing & Communications, 561-227-0300, andy.obrien@nicklaus.com, P. 7.

Nike, Todd Greineder, Licensed Approvals Director, 503-671-3804, todd.greineder@nike.com, P. 6.

Onch Movement, Nelson Chang, sale@onchmovement.com, P. 5.

Palm Beach Beaute, Harold Ickovics, CEO, 561-496-2730, info@palmbeachbeaute.com, P. 5.

Pay Dirt Gold Company, Scott Brownsberger, President, info@paydirtgold.com, P. 5.

Perry Ellis International/PEI Licensing, Kelly Payfer, VP Licensing, 212-536-5785, kelly.payfer@perry.com, P. 7.

Precious Kids, Andy Lo, President, 909-629-2888, andylo@preciouskids.net, P. 7.

PS Brands/Planet Sox, Elie Levy, President & CEO, 212-239-1485, elie@planetsox.com, P. 5.

Puig USA, Frederic Arbel, VP Marketing, 212-389-7250, P. 7.

Quiksilver, Andy Mooney, President & CEO, 714-889-2200, andy.mooney@quiksilver.com, P. 5.

Respawn Entertainment, Vince Zampella, CEO, info@respawn.com, P. 6.

Revman International, Richard Roman, President & CEO, 212-278-0301, rroman@revman.com, P. 6.

RJM Licensing, Rob Mejia, Principal, 201-828-9050, rjmlicensing@aol.com, P. 6.

Robert Graham, Jocelyn Strutt, Licensing & Corporate Branding Manager, 212-869-8001, info@robertgraham.us, P. 5.

Safilo USA, Robin Scheer Ettinger, VP Marketing, 973-240-4887, robine@safilousa.com, P. 7.

Sanrio, Linh Forse, Licensing Director, 310-896-3277, lforse@sanrio.com, P. 5.

Sequential Brands Group, Lisa Schein, Director, Brand Management, 646-564-2577, newbusiness@sbg-ny.com, P. 5, 7.

SG Footwear div. SG Companies, Elisa Gangl, VP Licensing & Marketing, 201-342-1200, elisag@sgfootwear.com, P. 7.

SGS Direct, Kristin Kery, 203-870-4867, kristin@scsdirectinc.com, P. 6.

Shason, Henry Sharay, 323-269-6666, info@shasoninc.com, P. 5.

Shindigz, Jacquie Downey, Marketing & Sales Di-

rector, 260-723-5171, jdowney@shindigz.com, P. 6.

Sideshow Collectibles, Brant Bridges, VP Operations, 805-214-2100 x105, brant.bridges@sideshowcollectibles.com, P. 6.

SmileMakers, Kristina Bechtol, Merchandiser, 864-583-2405 x6211, kristina.bechtol@smilemakers.com, P. 6.

Sony Music, Jeff Monachino, Director Business Affairs, 212-833-8000, jeff.monachino@sonymusic.com, P. 5.

Sprayground, Eddie Shabot, Founder, info@sprayground.com, P. 6.

STERN Pinball, Gary Stern, Chairman/CEO, 708-345-7700, gary.stern@sternpinball.com, P. 5.

Steve Madden, Monica Samuel, Marketing Manager, 718-446-1800, monicasamuel@stevemadden.com, P. 5.



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.

5th Wave Brands, Heikki Laaninen, Managing Director/Co-Founder, 358-40-1973537, contact@5thwavebrands.com, P. 6.

Aadarsh Pvt. Ltd., Manish Rajoria, Director, 91-755-2555442, manish.rajoria@aadarsh.com, P. 6.

Aardman Animations, Sean Clarke, Head Aardman Rights, 44-11-7984-8956, sean.clarke@aardman.com, P. 4.

Backstage SRL, Peia Eugenia, Managing Director, 39-59-340700, eugenia.peia@backstagepro.it, P. 7.

Banter Toys and Collectibles, Garry Isaacs, CEO, 61-3-9799-3422, info@bantertoys.com.au, P. 7.

Beanstalk Group UK, Esther Jolley, AVP Brand Development, 44-2075-7208-42, esther.jolley@beanstalk.com, P. 5.

Benetton Group, Biagio Chiarolanza, CEO/Executive Director, 39 0422 519111, P. 7.

Bjorna, Bo Mikkelsen, 452-61-298-53, bm@bjorna.dk, P. 7.

Bradford License India, Chitra Johri, VP, 91-981-0230540, info@bradfordlicenseindia.com, P. 6.

Brands With Influence (B.W.I.), Martin Lowde, Managing Director/Founder, 44-7831-2350-24, martin@brandswithinfluence.com, P. 6, 7.

Bulldog Licensing, Rob Corney, Founder, Managing Director, 44-20-8325-5455, robc@bulldog-licensing.com, P. 7, 10.

CAA Eleven, Lars Bretscher, Licensing, 46-22-308-51-51, masterlicenseitt@caa11.com, P. 7.

Centura Brands, Myles Robinson, President, 905-602-1965, mrobinson@cbinc.com, P. 7.

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

DC Thomson, Roddie Watt, Consumer Products Administration Manager, 44 1382 223131, rwatt@dcthompson.co.uk, P. 10.

DHOW Enterprise, Lee Young Joon, CEO, 82-2-2029-8377, P. 7.

DHX Media/CPLG Canada, Kelly Elwood, SVP Marketing, 416-977-6071, kelwood@ca.cplg.com, P. 7.

Drop Dead Clothing, Oliver Sykes, Director/Founder, 44-207-734-6961, P. 7.

East Coast Nursery, Myra Gotterson, 44-1692-408802, myra@east-coast.co.uk, P. 7.

Eleven Paris, Dan Cohen, Co-Founder,

Striker Entertainment, Russell Binder, President, 818-225-9355, russell@strikerent.com, P. 6.

Surya, Lynne Meredith, VP Product Development, 877-275-7847, info@surya.com, P. 10.

Synclair Brands, Evan Cagner, 212-695-5959, ecagner@bcnyintl.com, P. 5.

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

Twentieth Century Fox Consumer Products, Lora Cohn, SVP Licensing, 310-369-2243, lora.cohn@fox.com, P. 4, 6, 7.

U.S. Postal Service, Gary Thuro, Director Licensing, 202-268-5279, garyajr.thuro@usps.gov, P. 5.

Uglydoll/Pretty Ugly, Alita Friedman, Chief Brand Officer, 908-620-0931 x2039, alita@uglydolls.com, P. 5.

Unique Industries, Scott Brown, VP Licensing, 215-336-4300 x7708, sbrown@favours.com, P. 6.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 5, 7.

Wedding Paper Divas, Sabine Wessler Mooney, Senior Marketing Manager, 650-209-1343, P. 5.

Wiesner Products/Mystic Apparel, Charles Mizrahi, President, 212-279-2466 x221, charles@wpiny.com, P. 7.

WWE, Michelle D. Wilson, Chief Revenue & Marketing Officer, 203-352-8600, michelle.wilson@wwe.com, P. 10.

Zara, Coro Atencio, Director Marketing, 212-355-1415, coroop@us.inditex.com, P. 6.

33-144-596915, info@elevenparis.com, P. 7.

Elite Sports Properties, James Whitburn, Licensing Manager, 44-20-8334-8172, jwhitburn@espgb.co.uk, P. 4.

FIFA, Ralph Straus, Head of Strategy & Brand Development, 41-43-222-7777, P. 4.

Giochi Preziosi, Graziano DelMaestro, Licensing Director, 39-296-4751, delmaestro@giochipreziosi.it, P. 7.

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

Gourmet Water Company, Ray Averre, CEO, info@thegourmetwatercompany.co.uk, P. 7.

Happy Socks, Mikael Soderlindh, CEO, b2b@happysocks.com, P. 7.

ITV Studios Global Enterprise, Trudi Hayward, SVP/Global Head Merchandising, 44-20-7157-6042, trudi.hayward@itv.com, P. 7.

Joystick Junkies, Rick Lowe, Managing Director, info@joystickjunkies.com, P. 7.

KAYNAK Copyright & Licensing Agency, Hakan Tungac, Managing Director, 90-216-524-20-82, ht@kaynak.com.tr, P. 6.

Laila's, Nadia Sliman, 905-796-8500, nadia@lailas.com, P. 5, 6.

Lisle International Licensing, Francesca Lisle, Licensing Partner, 44 19 37 586 237, francesca@lislelicensing.com, P. 10.

Little Babas, Robyn Dean, 44-1704-229873, info@littlebabas.com, P. 7.

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

m4e AG, Hans Stoeff, CEO, 49-8102-99453-0, stoeff@m4e.de, P. 7.

Megalicense, Antony Grishin, President/MD, 7-495-661-61-54, agrishin@megalicense.ru, P. 6.

Mind Candy, Darran Garnham, Chief Business Development Officer/Chief Licensing Officer, 44-0-207-5011920, darran@mindcandy.com, P. 7.

MV Sports & Leisure, Phil Ratcliffe, Sales & Marketing Director, 44-1217-488-000, phil.ratcliffe@mvsports.com, P. 7.

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

Original Marines, Alessandro D'Ambrosio, Marketing Director, 39-081-711-2911, info@originalmarines.it, P. 7.

P&L Global Network, Fanny Salazar, Head Licensing Division, 511-440-6812, fsm@plglobalnetwork.com, P. 6.

Papstar, Wolfgang Kupper, 49-2441-830-230, wolfgang.kuepper@papstar.de, P. 7.

Powerhouse Clothing, Nadeen Horwood, 27-31-303-2567, nadeen@powerhouseclothing.com, P. 7.

Redan Alchemy, Michael Gottlieb, CEO, 44-7887-565900, michael@redan.com, P. 7.

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

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

Sapona, Armen Saboonchian, 44-20-8566-8481, armen@sapona.co.uk, P. 7.

Seardel Group, Ravi Varaden, 27-31-469-9100, raviv@pregroup.co.za, P. 7.

The Blonde Salad, Riccardo Pozzoli, Co-Founder, 39-328-4428234, contact@tbscrew.com, P. 5.

Tinderbox, Dan Amos, Head New Media, 44-207-572-0840, dan.amos@tboxagency.com, P. 7.

Toca Boca, Jonas Carlsson, VP Brand & Marketing, jonas@tocaboca.com, P. 7.

Trade Mark Collections, Mark Hillson, Managing Director, 44-179-959-9899, mark@trademarkcollections.com, P. 7.

Trimcraft, Satyen Fakey, CEO/Owner, 44-1159-834-840, satyen.fakey@trimcraft.co.uk, P. 7.

Tycoon Enterprises, Elias Fasja Cohen, President, 525-55395-7833 x225, efasja@tycoon.mx, P. 6.

Viacom International Media Networks, Oliver Nitz, SVP Mobile Brand Licensing, 49-30-700-100-0, nitz.oliver@vimn.com, P. 10.

Warner Bros. Consumer Products (France), Bruno Schwobthaler, SVP Marketing, Sales & Business Development, EMEA, 33-1-72-25-13-61, bruno.schwobthaler@warnerbros.com, P. 4.

Wedgwood, Leigh Taylor, VP Marketing, 44-1782-40-40-45, P. 6.

Wild East Group, Sid Shah, President, 949-922-7433, sid@wildeastgroup.com, P. 6.

Wild Pumpkin Licensing International, Lim Mi-Kyoung, Managing Director, 613-9274-2900, lim@wild-pumpkin.com, P. 7.

More Chefs Introduce Licensed Lines Across Retail Channels

If you were thinking that the market for chef-licensed merchandise was saturated, a raft of new deals and new product introductions in the last three months may make you reconsider:

- ▶ Padma Lakshmi, cookbook author and host of “Top Chef,” launched a tabletop collection of porcelain and glassware at Bloomingdale’s with licensee Prima Designs.
- ▶ Ming Tsai, star of the public television cooking show “Simply Ming,” launched a line of kitchen tools, accessories, and cookbooks on HSN, with the gadgets created in collaboration with HSN subsidiary Ingenious Designs.
- ▶ British chef Jamie Oliver, who oversees an extensive product line in the U.K., launched a 14-item range of prepared foods with Canadian retailer Sobey’s, co-branded with the chain’s Compliments private label.
- ▶ Another Brit, Jane Asher, known for her high-end custom cake business and baking books, signed with retailer Poundland for a bakeware collection. The deal is the first celebrity tie-in for the retailer, which operates the U.K. equivalent of dollar stores.
- ▶ Andrew Zimmern, recognized from the Travel Channel show “Bizarre Foods With Andrew Zimmern,” is collaborating with Quarterly Co. for curated (not licensed) collections of favorite items to be delivered to the site’s members.

During the same period, two more chefs retained licensing agents to help them launch their own merchandise ventures. Fabio Viviani, known from several iterations of “Top Chef,” will work with The Joester Loria Group, while Dominique Ansel, of Cronut fame, is teaming with Brand Central. Continued signings such as these suggest that the availability of chef-licensed products will continue to expand for the foreseeable future.

Classic Comic Strips Live on Through Active Licensing Programs

While newspapers are struggling to survive in the digital age, classic newspaper comic strips are living on in the physical world through licensed products.

Licensors that have appointed licensing agents in the second half of this year include Trinity Mirror, which signed Lisle International Licensing for representation of Andy Capp in the U.K. market, and John Hart Studios, which retained Brad Bushell to create licensing programs for “B.C.” and “The Wizard of Id.”

These follow in the footsteps of DC Thomson’s launching a licensing initiative for “The Broons” and “Oor Willie” in 2010. This year, it saw introductions from licensees—many based in Scotland, in keeping with the properties’ origin in

that country’s *Sunday Post*—in kitchenware, gifts, and collectibles.

Meanwhile, several long-licensed classic strips have witnessed increased activity of late:

- ▶ Peanuts Worldwide has been staffing up and has signed several promotional, publishing, and merchandise licensees for Peanuts this year; it has a 3-D-animated feature film coming out in 2015.
- ▶ Paws Inc. has signed a number of global licensing agents for Garfield in 2012 and 2013, including extending U.K. agent Bulldog Licensing’s representation rights to include North America last month.
- ▶ King Features (licensor of several comic strips) has forged Beetle Bailey fashion collaborations with the likes of Bloomingdale’s and Dr. Romanelli over the last two years.

The number of home-related consumer products tied to the names of celebrity interior designers continues to rise. Just last week, in fact, three designers announced agreements for new products:

- ▶ Jennifer Adams, known from her appearances on HGTV and on the syndicated “The Better Show,” is launching a line of bath accessories, such as shower curtains, rugs, towels, lotion pumps, and soap dishes, with licensee Creative Bath Accessories.
- ▶ Monica Pederson, who appears on the HGTV network, signed Abbyson Living for a line of furniture (representing Abbyson’s first license).
- ▶ Bobby Berk, recognized from his retail stores along the East Coast and in Los Angeles, announced a deal for rugs and accessories with Surya.

All three new lines will be introduced in 2014.

Who’s News

Ciaran Coyle is named VP/head of global brand licensing for the Electrolux Group. Coyle comes to Electrolux from Beanstalk Group in the U.K. and is relocating to the company’s North American headquarters.

Oliver Nitz is named SVP mobile brand licensing at Viacom International Media Networks, responsible for identifying and building new partnerships in the mobile arena and leading the local Mobile Brand Licensing teams in Germany, the Netherlands, Belgium, Poland, Switzerland, Romania, and Hungary. Nitz will be based in Berlin.

Ryan Gagerman is named director of licensing at Electronic Arts. Gagerman’s hiring comes as EA prepares for the launch of “Plants vs. Zombies: Garden Warfare” this February, as well as the theatrical debut of *Need for Speed* due in theaters March 14, 2014. Gagerman was previously VP of international licensing at Paramount Pictures.

Tom Ascheim is named president of ABC Family. Ascheim was formerly EVP/GM Nickelodeon TV and CEO of Newsweek.

Michelle D. Wilson is promoted to chief revenue and marketing officer at WWE, overseeing WWE’s \$900 million retail consumer products business. Wilson had been CMO. Also at WWE, **George Barrios** is upped to chief strategy and financial officer and **Stephanie McMahon** to chief brand officer.

Some Call It Soccer

Continued from page 1

Primera Division, and their counterparts in other territories. (Unlike in the U.S., the clubs handle their own licensing, rather than conducting these activities through the leagues.) Top clubs for licensing include Manchester United, FC Barcelona, and AC Milan, among others.

In fiscal 2013, Manchester United reported that “retail, merchandising apparel, and product licensing revenue” rose 14.2% to £38.6 million, or \$63.3 million at current exchange rates. That includes sponsorship income from Nike and others, as well as royalties from licensed merchandise. The club says it sold more than five million items of licensed merchandise overall that year, through 200 licensees in 10,000 retail stores in more than 130 countries. In the first quarter of fiscal 2014, its “retail, merchandising apparel, and product licensing revenue” was up another 13.8%.

Focus on New Markets

While football clubs generate the majority of their merchandising revenues from their home countries—where a number of them oversee long-established and broad licensing efforts—many are placing an increased emphasis on global territories.

Last year, for example, Paris Saint Germain retained Early Bird Licensing as its agent in the Nordic region, while Tottenham Hotspur signed with Velocity Brand Management for Australia and New Zealand. Both clubs, as well as Liverpool, were first-time exhibitors at the Licensing International Expo in 2013.

Tottenham Hotspur, a London-based club also known as the Spurs, offers an example of how some clubs are expanding, both domestically and worldwide. Over the last two years, its licensing program has grown by more than 50%, both in the number of licensees and in revenues generated from merchandise, according to Gary Jacobson, brand licensing manager. Recent deals include Drew Pearson for headwear and accessories, Sun Ce for back-to-school merchandise in the Middle East, and TextPride for a digital emoticon pack.

The Spurs have increased their presence in the U.S. of late. Fresh initiatives include a deal with Sports Endeavors to produce new merchandise and distribute existing products via e-commerce, a technical partnership with Under Armour, tours, and grassroots soccer programs. “Our number of Official Supporters Clubs in the country has more than doubled during the past year, meaning an increased demand for Club merchandise,” Jacobson says. The club also has agents in South Africa, the Middle East, and Scandinavia.

Many European football clubs already have a significant fan base overseas; Real Madrid estimates that it has more than 300 million fans in the world, with half of those residing in Asia.

E-COMMERCE IS ROUTE TO GLOBAL MERCHANDISE SALES FOR EURO FOOTBALL

Sales of European football (soccer) club merchandise through e-commerce allow clubs to reach fans across borders across Europe and around the world:

- ▶ Kitbag, based in England, sells products tied to almost 40 teams, ranging from licensing-heavy brands such as Chelsea (with 518 listings on the site), Celtic Glasgow (304), and Olympic Marseille (266), to clubs such as Schalke, Werder, Hertha, Borussia Mönchengladbach (all in Germany), Sparta (Czechoslovakia), Olympiakos (Greece), Zurich (Switzerland), CFR Cluj (Romania), Athletic Bilbao (Spain), and AS Roma (Italy), each with just one item listed.
- ▶ Sports Endeavors' Soccer.com, based in the U.S., markets products tied to football clubs around the world, including AS Roma; Arsenal; FC Barcelona; LOSC Lille, Stade Rennais, and Nantes, all based in France; Manchester United; and Celtic Glasgow.
- ▶ UEFA launched an online store in 2011 to sell merchandise based on its various leagues and championships (but not the individual clubs). Sports Endeavours sells UEFA merchandise in the U.S. as well.

Meanwhile, in addition to clubs expanding their brands overseas, some are upping their activities domestically. Zenit St. Petersburg, a member of the Russian Premier League that says it counts 10% of the Russian population as fans, retained European Licensing Company as its representative in its domestic market. (ELC also represents Juventus, Barcelona, and Manchester United in Russia.)

Expanding the Fan Base

Several clubs are building their global profile through experiential licensing, content extensions, and sponsorship deals, in addition to expansion of their merchandising programs:

- ▶ Real Madrid is developing a theme park in United Arab Emirates, scheduled to open in 2015. The complex is expected to include a stadium, museum, youth sports academy, hotels, and a marina.
- ▶ Manchester United recently signed Gloops to distribute social games and Manda Fermentation for a supplement sponsorship in Japan, where it says it has 4 million fans. It also has forged sponsorship agreements in other parts of Asia, such as with soft drink maker Wahaha in China and with Unilever as its official personal and laundry care partner in Southeast Asia.
- ▶ Barcelona has had a deal for branded soccer camps in the U.S. since 2011. Participation has grown from 140 people that year to 1,000 in summer 2013.

Continued on page 12

Some Call It Soccer

Continued from page 11

Global Licensees

One key factor in the global expansion of many of the leading clubs is the master licensing, supplier, and sponsorship agreements they have in place with official apparel and footwear companies, notably Nike and Adidas. These firms often retain global licensing and merchandising representations rights along with the ability to make official and replica uniforms and other products. These companies have a global reach and help raise the clubs' awareness around the world.

Nike's relationships in Europe include Barcelona and Manchester United, as well as the Dutch and French Football Federations. Last spring, it signed with the Middle East Licensing Company to represent its clubs throughout that region.

Adidas will take over licensing for Juventus Turin from Nike starting in 2015. It also represents AC Milan, Real Madrid, Chelsea, FC Bayern (of Munich), and CSKA Moscow.

Puma sponsors and serves as master footwear, apparel, and accessories licensee for clubs across Europe, including teams in Germany, England, Scotland, Greece, the Netherlands, Spain, Portugal, Belgium, Italy, France, and more, as well as a number of national teams.

EURO FOOTBALL CLUBS EXPECT FINANCIAL RULES TO BOOST LICENSING INITIATIVES

UEFA's new Financial Fair Play regulations, which were approved in 2009 and implemented during the 2011-2012 season, require European football (soccer) clubs—half of which had been losing money—to hold their spending to levels less than the revenues they take in. Penalties for noncompliance range from fines to disqualification from competition. Although it is too early to say what impact this will have on licensing, it is expected to contribute, in part, to clubs being more active in looking for ways to increase revenues.

More importantly, general market trends continue to drive licensee and agent signings, as well as increasing merchandise sales. Clubs are investing more in their licensing departments, and retailers are increasingly embracing football merchandise.

"Licensing has been an area of focus at Tottenham Hotspur for a number of years now, regardless of any new regulations," the club's Gary Jacobson says. "Premier League football and its clubs carry a global appeal, and fans represent a 'cradle-to-grave' opportunity for retailers in all sorts of product categories."

TLL

**THE LICENSING
LETTER
ORDER FORM**

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

- THE LICENSING LETTER** one-year subscription (22 issues): \$479, \$539 outside North America.
- TLL's LICENSING BUSINESS DATABOOK** Book and JPG Files, \$795; \$695 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT** \$3,095; \$2,795 for subscribers.
- THE LICENSING LETTER SOURCEBOOK**
 - PRINT OR USB FLASH DRIVE** \$449, \$399 for subscribers. *Opened Flash Drive packages are non-refundable.*
 - PRINT AND USB FLASH DRIVE** \$544, \$494 for subscribers. *Opened Flash Drive packages are non-refundable.*

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____ 002N



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



Move Your Sports Licensing Program Into The Winner's Circle

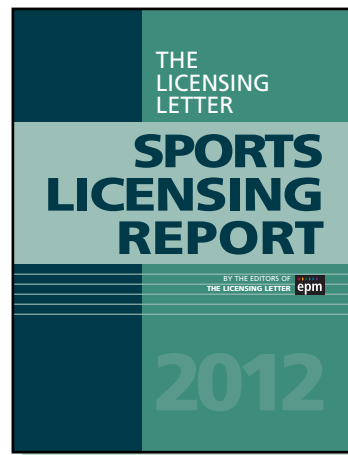
2012 Sports Licensing Report

Learn the licensing and merchandising strategies for MLB, NFL, NBA, NHL, NASCAR, MLS, the PGA Tour, colleges and universities, and other sports leagues and organizations. While the \$12.8 billion sports licensing business and \$3.3 billion collegiate market were hit hard by the recession, these major players are on the rebound, focusing on growth opportunities in new product categories in the U.S. and Canada, and expanding the playing field internationally.

TLL's **Sports Licensing Report** reveals:

- ▶ Retail, online, and on-site sales breakdowns
- ▶ Which sports are (finally!) succeeding in reaching women — and how
- ▶ Key product category breakdowns by sport, including apparel/accessories, videogames, trading cards, and more
- ▶ Licensee lists for the most significant leagues

These proprietary data are based on research by the editors of **THE LICENSING LETTER**, the most trusted source in the licensing business for news, numbers and names.



DID YOU KNOW?

- ▶ Sports teams, players and leagues account for one in every seven dollars spent on licensed merchandise worldwide.
- ▶ The three fastest growing product categories for sports properties are gifts and novelties, apparel, and consumer electronics, up more than 6% each in 2011.
- ▶ While small, Major League Soccer demonstrated the highest rate of growth for all sports leagues and organizations in 2011, with retail sales of licensed goods up 25%.
- ▶ At \$3.3 billion, licensing of collegiate merchandise is greater than that of Major League Baseball.

Capitalize on this exciting sector of the licensing business. Order TLL's **Sport Licensing Report** today!

Approximately 70 pages
39 charts, tables, and graphs
Published October 2012

Single-User PDF or Print Edition:
\$429 (\$329 for members)

Print and Single-User PDF:
\$524 (\$424 for members)

Multi-User PDF: \$1,073
(\$823 for members)

Contact information for 200 key licensees so you can find the ones you want to do business with

Get a snapshot of league organization, merchandise sales, TV deals and attendance

Use TLL sales trends, royalty data and distribution breakdowns to plot your growth strategy

MAJOR LEAGUE BASEBALL
Howard Spahr, SVP
245 Park Ave.
New York, NY 10017
212.684.7330
howard@mlb.com
www.mlb.com

Table 1.4: RETAIL SALES OF LICENSED SPORTS MERCHANDISE, 2010-2011, BY LEAGUE

League	2010 Retail Sales (\$ mil)	2011 Retail Sales (\$ mil)	% Change
Major League Soccer	\$1,131	\$1,380	22%
NFL	\$1,096	\$1,379	25%
NBA	\$1,317	\$1,354	3%
NHL	\$781	\$829	6%
NASCAR	\$867	\$726	-16%
Major League Baseball	\$291	\$303	4%
PGA Tour	\$286	\$1,162	308%
MLB	\$1,216	\$1,210	-0.5%

Table 1.5: SHARE OF RETAIL SALES OF LICENSED MERCHANDISE SALES BY SPORTS PROPERTY, BY GEOGRAPHY (U.S. AND CANADA), 2011

Major League Soccer (25%), NFL (20%), NBA (15%), NHL (10%), PGA Tour (10%), Major League Baseball (5%), Other (15%)

Defining The Sports Licensing Sector
Sports licensing is the process of...
Major League Soccer (MLS)
National Football League (NFL)
National Basketball Association (NBA)
National Hockey League (NHL)
PGA Tour
Major League Baseball (MLB)
Each of these organizations has a distinct and substantial fanbase and consumer products

2012 SPORTS LICENSING REPORT Table of Contents

EXECUTIVE SUMMARY

PART I: DOMESTIC & GLOBAL SPORTS LICENSING TRENDS

DOMESTIC SPORTS LICENSING TRENDS

Retail Sales

- Exhibit 1.1: Retail Sales Of Licensed Merchandise By Property Type, U.S. & Canada, 2011
- Exhibit 1.2: Retail Sales Of Licensed Merchandise Based On Sports Properties, U.S. & Canada, 2008 - 2011
- Exhibit 1.3: Average Royalty Rate For Licensed Merchandise Based On Sports And Collegiate Properties Vs. Average For All Properties, U.S. & Canada, 2002 - 2011

Comparative League Performance

- Exhibit 1.4: Retail Sales Of Licensed Sports Merchandise, 2010-2011, By League
- Exhibit 1.5: Share Of Retail Sales Of Licensed Merchandise Based On Sports Properties, By League/Organization, U.S. And Canada, 2011

Defining The Sports Licensing Sector

The Business of Sports Licensing Licensed Sports-Based Merchandise — Products

- Exhibit 1.6: Retail Sales Of Licensed Sports Merchandise, By Product Category, U.S. & Canada, 2011
- Exhibit 1.7: Retail Sales Of Licensed Merchandise Based On Sports Properties, By Product Category, U.S. And Canada, 2010-2011

Retail

Online Stores

- Exhibit 1.8: Retail Sales Of Licensed Sports Merchandise, By Distribution Channel, U.S. & Canada, 2011
- Exhibit 1.9: Retail Sales Of Licensed Merchandise Across All Property Types, By Distribution Channel, U.S. & Canada, 2011

League-Based Retail Shops

Local Team Marketing And Retail

Multiple Rights

Hot Markets

Marketing To Women

Social Media

Collegiate Market

- Exhibit 1.10: Retail Sales Of Licensed Merchandise Based On Colleges & Universities, U.S. & Canada, 2008 - 2011

International

- Exhibit 1.11: Retail Sales Of Licensed Sports-based Merchandise, Worldwide By Territory, 2011

PART II: SPORTS LEAGUES & ORGANIZATIONS

MAJOR LEAGUE BASEBALL

- Exhibit 2.1: Top 7 MLB Licensed Categories, By Retail Sales, 2011

Leading Licensees

Hot Markets

- Exhibit 2.2: Top 20 MLB Player Jersey Sales For Jerseys Manufactured By Majestic, Based On Sales Between The All-Star Game And The End Of The Regular 2012 Season

- Exhibit 2.3: Retail Sales Of MLB-licensed Merchandise, U.S. & Canada, 1998-2011

Women's & Children's Markets

Retail

International

Players Association

Social Media

NATIONAL FOOTBALL LEAGUE

Licensees

- Exhibit 2.4: Retail Sales Of NFL-licensed Merchandise, U.S. & Canada, 1998-2011
- Exhibit 2.5: Top 25 Best-Selling NFL Player Jerseys At NFLShop.com, April 1, 2011-March 31, 2012

Marketing To Women, Children

Retail

- Exhibit 2.6: Top 10 NFL Teams, By Sales Of Licensed Merchandise At NFLShop.com, April 1, 2011-March 31, 2012

Hot Markets

Players Association

Online and Mobile Availability

International

NATIONAL BASKETBALL ASSOCIATION

Licensees

- Exhibit 2.7: Top 5 NBA Licensees, 2011

- Exhibit 2.8: Top 5 NBA Product Categories, 2011

- Exhibit 2.9: Top 10 NBA Players, By Licensed Jersey Sales At NBA Store and NBAStore.com, April 2011-March 2012

- Exhibit 2.10: Top 10 NBA Teams, By Sales Of Licensed Goods At NBA Store and NBAStore.com, April 2011-March 2012

Retail

- Exhibit 2.11: Retail Sales Of NBA-licensed Merchandise, U.S. & Canada, 1997-2011

International

Hot Markets

Marketing To Women

Digital Media

NATIONAL HOCKEY LEAGUE

Product Category Analysis

- Exhibit 2.12: Retail Sales Of NHL-licensed Merchandise, U.S. & Canada, 1997-2011

- Exhibit 2.13: Top Six Best-Selling NHL Product Categories

NHL At Retail

- Exhibit 2.14: The Top 10 Best-Selling Player Jerseys On www.shop.nhl.com, 2011-12 Season

International

Winter Classic

Online & Social Media

NASCAR

- Exhibit 2.15: Top 25 NASCAR Licensees

Retail

Hall Of Fame

General Trends

Toys & Games

Non-Traditional Licensing

MAJOR LEAGUE SOCCER

- Exhibit 2.16: Top Seven MLS Licensees, 2011

- Exhibit 2.17: Retail Sales Of Licensed MLS Merchandise, By Product Category, 2011

- Exhibit 2.18: Retail Sales Of Licensed MLS Apparel/Accessories, By Product, 2011

- Exhibit 2.19: Top 10 Major League Soccer Players, In Retail Sales Of Licensed Merchandise, 2011

- Exhibit 2.20: Retail Sales Of Licensed MLS Merchandise, By Distribution Channel, 2011

PGA TOUR

- Exhibit 2.21: Top Five Product Categories For Retail Sales Of Licensed PGA Tour Merchandise, U.S./Canada, 2011

Organization

Retail

International

Women, Kids

Digital Delivery

COLLEGES, UNIVERSITIES, ATHLETIC

CONFERENCES & BOWLS

- Exhibit 2.22: Retail Sales Of Licensed Collegiate Apparel, By Product Category, July 1, 2011-June 30, 2012

- Exhibit 2.23: Retail Sales Of Licensed Collegiate Merchandise, Non-Apparel, By Product Category, July 1, 2011-June 30, 2012

- Exhibit 2.24: Retail Sales Of Licensed Collegiate Merchandise, By Distribution Channel, July 1, 2011-June 30, 2012

Competitive Environment

Royalty Rates

- Exhibit 2.25: Average Royalty Rate For Licensed Merchandise Based On Collegiate Properties Vs. Average For All Properties, U.S. & Canada, 2002 - 2011

- Exhibit 2.26: Top 25 Collegiate Apparel Licensees, July 1, 2011-June 30, 2012

- Exhibit 2.27: Top 25 Universities, By Retail Sales Of Licensed Merchandise, Represented By Collegiate Licensing Company (CLC), July 1, 2011-June 30, 2012

- Exhibit 2.28: Top 25 Non-Apparel Licensees, July 1, 2011-June 30, 2012

Category Shifts

PART III: SPORTS & COLLEGIATE LICENSEES BY PRODUCT CATEGORY & LICENSES HELD



Download fully searchable PDF of 2012 Sports Licensing Report at www.epmcom.com/sports or call 1-212-941-0099 to order.

Or fax this Order Form to 1-212-941-1622

YES! Please rush my copy of Sports Licensing Report

- BEST DEAL:** Print Edition & Single-User PDF: \$524 (\$424 for members)
- Print Edition: \$429 (\$329 for members)
- Single-User PDF: \$429 (\$329 for members)
- Multi-User PDF: \$1,073 (\$823 for members)

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

Payment Information

NY companies, please add 8.875% sales tax.

EPM Federal Tax ID#: 13-3473587

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

CARD NO. _____

EXPIRATION DATE _____ SECURITY CODE _____

SIGNATURE _____

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

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

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

FEDERAL EXPRESS ACCOUNT NO. _____

EPM Communications, Inc.

19 W. 21st St., #303

New York, NY 10010

Phone: 1-212-941-0099

Fax: 1-212-941-1622

info@epmcom.com

www.epmcom.com

