

# TLL THE LICENSING LETTER

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## Increased Competition From Local Properties Is a Key Theme of 2014 Hong Kong Licensing Show

One of the recurring themes at the Asian Licensing Conference and Hong Kong International Licensing Show, both held January 6-8 at the Hong Convention & Exhibition Centre, was the increased competition for retail shelf space in Asia, especially in the children's character/entertainment segment.

A key reason is the proliferation of local properties that are making a mark in their home territories and, increasingly, crossing borders into neighboring markets. "I can't underscore this enough," says Claire Gilchrist of Mattel East Asia, who noted in a presentation that entrepreneurs in mainland China, especially, are a growing competitive force. "We don't just watch Hasbro and LEGO, we watch the locals who test, roll, and scale," she says.

One of those Chinese entrepreneurs is Figo Yu of Beijing Dream Castle Culture Co., Ltd., the mainland China-based licensor of Ali the Fox, a children's property that has spurred sales of 2 million licensed books, among other successes. Yu reports that, when the property launched three years ago, there were few agents or licensees to work with. "Now there are more and more partners, and more appreciate local Chinese brands," he says.

### Crowded Shelves

The increasingly intense competition on the children's floors of leading retailers is due in part to the sheer number of properties being offered, especially in the entertainment/character sector.

Many of the local Asian properties represented at the show were similar-looking cute animals (bunnies, cats, goats, small mammals such as hamsters and moles, pandas, monkeys, and the like) and anthropomorphic versions of everything from foods (lots of fruits and vegetables, tofu, and marshmallows) to charcoal embers, directed at children and often young adult women. Although not all of these can

break through, there have been a number of success stories.

Meanwhile, the invasion of luxury brands such as Paul Smith Junior and Burberry Kids into the children's floors of department stores such as Takashimaya, Parksons, and Sogo is adding to the intense competition.

The fact that only a handful of licensees exists in some categories in certain countries gives those companies significant power over which of the growing number of licenses can secure retail space. Several Asian licensing agents tell *TLL* that foreign licensors, including from the U.S., often demand too-high guarantees for the region, which lessens the chances they'll succeed, especially in a landscape of increasing local competition and few strong licensees.

The congestion in children's character properties also means that retailers across the region are quickly giving up on those that don't meet their sales-per-square-meter quota. As a result, licensees and retailers in Asia are looking

*Continued on page 3*

### DICK TRACY SHOULD ONLY KNOW

## Wearable Tech, UHD, and Headphones Are Among Licensed Categories at CES

Licensing is ever more prominent at the Consumer Electronics Show in Las Vegas, where wearable technology devices, headphones, and ultrahigh definition (UHD) televisions were among the eye-catchers.

Nearly every major electronics manufacturer, including Intel and LG, introduced wearable devices, often in tandem with retailers (Intel and Barneys, via a device to be designed by Open Ceremony).

Fitbit, a San Francisco-based company

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# ➡ Licensing Ledger

## BRAND MOVES

**Cherokee** is acquiring the **Tony Hawk** and Hawk apparel brands from **Quiksilver** for an all-cash price of \$19 million. Quiksilver has owned the brands since 2000. Kohl's will continue to be the exclusive U.S. DTR licensee, while Cherokee will seek to expand the brands to department and specialty stores globally. Quiksilver has been divesting noncore brands and moving to a licensing-centric business model... **Suntory**, the privately held Japanese food and beverage company, is acquiring **Jim Beam Brands**, including the Beam, Maker's Mark, and other labels for \$13.6 billion. With the addition of Beam, Suntory becomes the world's third largest distillery. Beam is represented for licensing by **Thr3e Licensing**.

## STAR WARS GOES BACK FOR THE FUTURE

Disney's **Marvel Comics** will become the exclusive publisher of **Star Wars** comics in 2015, after 24 years having **Dark Horse Comics** as Star Wars' comics licensee. Marvel published Star Wars comics beginning with the first film's release in 1977 and held the license through 1991. Dark Horse will continue publishing Star Wars comics throughout 2014, concluding existing storylines later this year.

## BUCK STOPS WITH COINYE

**Kanye West** filed a cease-and-desist request to stop the makers of **Coinye West**, a virtual currency based on a similar premise as BitCoin, from promoting their product. According to the filing, the Coinye West cryptocurrency is "substantially similar to the Kanye West mark in sight, sound, meaning and commercial impression. Interviews with the founders of the ... cryptocurrency leave no doubt that your clear intent is to trade upon the goodwill associated with the Kanye West Mark."

## iDREAMWORKS

**DreamWorks Animation** and tech company **Fuhu** join the ranks of V-tech, LeapFrog, and others to develop a children's tablet. Fuhu will produce DreamWorks-branded

tablets and accessories under the DreamTab name. DreamTab will come complete with exclusive DreamWorks educational content based on the entertainment company's existing properties, all tailored to a young audience. Also on the tablet is the ability to use NFC and bring toys to life in tablet apps (similar to *Angry Birds Go!* and the Skylanders series), as well as extensive parental controls and COPPA-compliant features. The DreamTab will arrive in U.S. stores this spring.

## MARTHA AND MACY'S SETTLE

**Macy's** and **Martha Stewart Living Omnimedia** have settled their breach-of-contract case. While not revealing details, the two companies have agreed to continue their partnership. Macy's said the settlement with MSLO would not affect its suit against JC Penney. Late last year, Penney agreed not to sell Martha goods in the contested categories, and Penney withdrew its investment in MSLO.

## CHINA FORECAST

E-retail sales rose 50% in China in 2013, according to a McKinsey report, *What Could Happen in China in 2014?* While e-sales are likely to slow, the rate of growth will still be substantial. Meanwhile, McKinsey analyst Gordon Orr notes, private developers "have already announced plans to increase

China's shopping-mall capacity by 50% during the next three years." He sees malls owned by smaller developers and city-sponsored state-owned developers weakening and consolidating. Orr additionally predicts that European soccer teams will invest in the Chinese Super League. "An era of cross-border synergies from the development and branding of sister soccer teams is coming closer," he writes, though he confesses to having made the same prediction last year (seeing it as closer to reality now). Orr also urges observers to "declare the end of the 'BRICs.'" China accounted for "29% of global economic growth [measured by gross domestic product] in 2013," he writes. "The collective share of Brazil, Russia, and India has shrunk to just 7%. It's time to let BRIC sink."

## HE SHOULD HAVE READ CONTENT

After spending over a year hyping an Intel-run television service, the computer company has cancelled its plans and is rumored to be selling off the technology behind it. Speaking to *Re/Code*, Intel CEO Brian Krzanich explains, "When you go and play with the content guys, it's all about volume. And we come at it with no background, no experience, no volume. We were ramping from virtually zero and so what we've said is we are out looking for a partner that can help us scale that volume at a much quicker rate." Subscribers to *TLL* sister publication *Content Licensing* recently received an overview of over-the-top video services such as Netflix, Hulu, and Amazon Instant Video, the wealth of new content those services are funding, and the implications for licensing content in 2014. Send an email to [rcochran@epmcom.com](mailto:rcochran@epmcom.com) if you'd like a complimentary copy of that issue of *Content Licensing*.



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## Hong Kong Licensing Show

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for properties outside the character/entertainment realm, including corporate brands, fashion labels, and lifestyle properties.

Marilu Corpus of Philippines-based licensing agency Click! Licensing has in recent years added lifestyle properties such as Paul Frank, which has been successful across Asia, and Romero Britto, along with fashion labels such as Tapout, to her roster, along with children's character/entertainment licenses such as Universal's Despicable Me. She explains that, with characters, licensed and unlicensed versions of a backpack or other children's product typically retail for the same price, whereas a corporate brand can charge a premium, meaning better margins for licensees. "It's about the value of the brand and not the value of the product," she says.

### Diversity on Display

The quest for greater variety in licensing opportunities was evident at the show. In addition to characters, exhibitors displayed:

- ▶ A growing number of art properties, largely due to the efforts of organizer Hong Kong Trade Development Corp. (HKTDC). Examples ranged from the Van Gogh estate, represented in Asia by Long Wise, to several mainland Chinese art properties.
- ▶ Sports properties, largely from the U.K. and Europe,

### HELLO KITTY AND DISNEY PRINCESS ARE LEAD LICENSES AT HONG KONG TOY, STATIONERY, AND BABY PRODUCTS SHOWS

The Hong Kong International Licensing Show and Asian Licensing Conference were held at the same time and location as three other fairs: The Hong Kong Toys and Games Fair, the Hong Kong Baby Products Fair, and the Hong Kong International Stationery Fair.

A few observations across all the adjacent shows:

- ▶ Licensing did not have a significant presence at any of the fairs, although there were pockets of licensing activity, such as in backpacks; beach, bowling, soccer/football, and other kinds of balls; arts and crafts items; and lamps.
- ▶ Hello Kitty was by far the most dominant license at both the stationery and toy fairs, followed by Disney, particularly Disney Princess.
- ▶ If a company had only one license, it was typically Hello Kitty. Examples ranged from a high-end laser scanner/mouse and a high-end stroller to small plastic novelty toys. As one toy exhibitor noted, incremental sales tied to a license are usually not enough to compensate for the thinner margins, but "you have to have Hello Kitty."
- ▶ Plush toys and other products playing and moving in time to music, some based on well-known songs, were abundant. Some of the many examples included a plush panda grooving to "Gangnam Style" and a car playing Michael Jackson music.

All told, nearly 2,900 exhibitors and more than 106,000 buyers attended the four fairs together, according to the Hong Kong Trade Development Corporation, which co-organized the Stationery Fair with Messe Frankfurt and organized the other fairs.

including the FIFA World Cup in Brazil and a plethora of U.K. and European football clubs, such as Tottenham Hotspur, Chelsea, Liverpool, and Arsenal, along with Manchester United and Juventus (and several others) through Nike Netherlands and AC Milan through Adidas Italy.

- ▶ Corporate trademarks ranging from International Brand Management's Everlast and Dunlop to Interasia's MTR (the Hong Kong subway system) and Crayola to Performance Brands' Ford and Haribo to Broadband International's Dupont.
- ▶ Fashion labels such as Maui & Sons, Camp Beverly Hills, Longboard, and Wild Card.

There were fewer action-oriented entertainment and digital properties than at many other licensing shows, although a fair number of manga/anime (Naruto, Gundam, and Evangelion), video game ("World of Warcraft," "Sonic the Hedgehog," and "Pokémon") and mobile apps (Fruit Ninja and Plants versus Zombies, the latter through Shanghai Popcap) were on display. Foron Holdings was representing Carolyn Robb and her The Royal Touch brand, but in general celebrity licenses were few and far between.

As is true the world over, brand collaborations were in evidence at the show, ranging from Hello Kitty x Little Miss Hug (both Sanrio properties) to B. Duck x Chupa Chups. B. Duck is licensed by ENS Licensing.

### Asian Exhibitors Dominate Show Floor

All told, Hong Kong had the largest contingent at the show when it came to the number of exhibitors, with 95 companies (40% of the total) hailing from the host country, according to the show directory. (Some of these were Hong Kong offices of companies headquartered in other territories, mostly in Asia.)

Mainland China ranked second in terms of number of exhibitors with 34—and its contingent, along with Korea's, grew significantly from past years, according to HKTDC—while Taiwan supplied 11 more. All told, Greater China accounted for nearly 60% of exhibitors.

As for the rest of Asia, South Korea sent 43 exhibitors, Japan 14, and Southeast Asia 12 (with Malaysia accounting for nine of those).

Seventeen exhibitors were from Europe—including a large group of soccer clubs—with 10 of those hailing from the U.K. U.S. exhibitors took only seven booths, although Warner Bros. had a large stand through its Hong Kong-based agency Smarthead and several other U.S.-based properties were represented through their agents. Other properties came from as far afield as Brazil (Monica's Gang, represented by AT Licensing & Merchandising) and India (Chhota Bheem, at the booth of licensor Green Gold Animation).

Most of the Asian licensors, particularly those from greater China, wear multiple hats, serving not only as licensors or licensees but also as agents and consultants; illustrators and design services companies; animation and digital entertainment producers and distributors; media, advertising, and brand strategists; premium producers and marketing communications firms; publishers; and the like.

## Consumer Electronics Show

Continued from page 3

exclusively dedicated to wearable tracking devices, unveiled a licensing deal with fashion designer Tory Burch to develop accessories for the Fitbit Flex tracker, a device first shown at last year's CES.

Both Fitbit.com and ToryBurch.com, along with participating retailers, will carry the products under the Tory Burch for Fitbit name this spring.

While the overall market for headphones is believed to have declined in the last two years, you wouldn't know it from the number of licensed versions hitting the show floor, and licensing—especially at the premium end of the market—may well be the differentiator for consumers. Some are deals announced a year ago but just coming to market; others are new altogether:

- ▶ After announcing a marketing partnership with the World Series of Poker, Monster added apparel and footwear brand adidas to its growing roster of licensees.
- ▶ Premium headphones manufacturer Audiofly will manufacture in-ear headphones using the Club Life by Tiesto brand, named after the popular DJ.
- ▶ 50 Cent's SMS Audio has four limited edition Star

Wars headphones: Stormtrooper, Rebel Alliance, Boba Fett, and Imperial. This follows the Disney/Marvel strategy of expanding a property through secondary characters and marks.

4K resolution, or ultrahigh definition, was the television trend of this year's show, with significantly better screen resolutions than currently available TV sets. 4K sets from Vizio, Samsung, and numerous others were displayed at the show, along with content partnerships for content in 4K resolution (See sister publication *Content Licensing*, Jan. 15, 2014).

On the licensing end of UHD televisions, Polaroid showed products from licensee Empire Electronics, including a 50-inch model priced at \$999. And streaming box manufacturer Roku demonstrated its licensed Roku TVs, with partners TCL and Hisense; each Roku TV will build in the same capabilities as the Roku boxes.

As always, CES is often a trial balloon to test retail (let alone consumer) interest in new products. The consumer media were very mixed on 4K TV. Many wonder just what the killer app for wearable devices would be that could propel the business. And we ask whether both categories are sustainable—or the next 3-D TV.

See the exhibit for selected licensing deals coming out of the show.

### Selected Consumer Electronics Licensing Announcements, CES 2014

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY	NOTES
adidas	Monster	Headphones	adidas	adidas Originals headphones line based on the sportswear line of the same name
Club Life by Tiesto	Audiofly	Headphones	The Movement Intl.	In-ear headphones using the likeness of the DJ; set for a spring 2014 release
Crock-Pot	Belkin	Connected Slow Cooker	Sunbeam Products	Internet-connected Crock-Pot, controlled through iOS and Android apps
Dub Magazine	Jensen	Car Audio	Dub Magazine	Amps, speakers, and subwoofers under the Jensen Dub Edition brand
Pantone	Imagination Technologies	Wireless Speakers	Pantone	Products incorporate select Pantone-curated colors
Polaroid	C&A Licensing	Digital Camera	PLR IP Holdings	Wi-Fi-connected instant digital camera
Polaroid	Empire Electronics	Television Sets	PLR IP Holdings	Ultrahigh definition and Internet-connected TV sets
Polaroid	C&A Licensing	Mountable Sports Camera	PLR IP Holdings	Durable cameras similar to those released by GoPro
Realtree	Treefrog	iphone Cases	Jordan Outdoor Enterprises	iPhone 5 and 5s LifeProof cases utilizing Realtree camouflage designs and patterns
Roku	Hisense	Television Sets	Roku	Roku-branded TV sets featuring the same content available on Roku streaming boxes
Roku	TCL	Television Sets	Roku	Roku-branded TV sets featuring the same content available on Roku streaming boxes
Star Wars	SMS Audio	Headphones	Disney/Lucasfilm	Four limited edition models: Stormtrooper, Rebel Alliance, Boba Fett, and Imperial
Tory Burch	Fitbit	Fitness Tracker Accessories	Tory Burch	Pendants, bracelets, and wristbands for Fitbit Flex fitness tracking device
U.S. Army	Xentris Wireless	Mobile Cases	Beanstalk	Proceeds from sales of mobile cases will benefit U.S. Army Morale, Welfare, and Recreation programs

SOURCE: THE LICENSING LETTER

# Licensing News

## Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Attack of the Killer Tomatoes</b>	1978 comedy-horror film and its three sequels.	Accessories, apparel, food, headwear, posters, wall art	Julie Dyer, Act III Licensing
<b>Bellator MMA</b>	Mixed martial arts organization founded in 2008 in Newport Beach, Calif.	Accessories, apparel, nutritional products, sports/fitness equipment, workout gear	Tim Rothwell, All-American Licensing & Management Group (AALMG)
<b>Bombay</b>	Hermes-OTTO International's home furnishings brand.	Bathroom fixtures, fabric, flooring, gift items, home office goods, home storage, kitchen textiles, luggage, seasonal decor, travel accessories, upholstery	Michael Carlisle, Wildflower Group
<b>Glamajama</b>	Baby clothes brand from founder and fashion mogul Heather Schuck.	All	Lisa Napolitano, Joy Tashjian Marketing Group
<b>Got Milk?</b>	Advertising campaign started by the California Milk Processor Board in the 1990s.	Food, gift items, novelty items	Caren Chacko, Beanstalk
<b>KLOAK</b>	Genesis Pattern Technologies' camouflage patterns portfolio.	All	Robert Horton, Trademarking Resources
<b>Mary Blair</b>	Artist whose work has been featured in many Disney-related projects, including Peter Pan, Cinderella, and the "It's a Small World" attraction.	Accessories, apparel, collectibles, cosmetics, home decor	Cynthia Modders, Firefly Brand Management
<b>Muy Pop</b>	Colorful social expressions brand popular in Europe.	Bags, fashion accessories, footwear, games, gift items, headwear, jewelry, stationery, toys, watches	Robbert van Ilngen, Muy Pop Bubble Factory BV

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Al Agnew</b>	Opportunity Buys	Dream catchers, storage bins, sun catchers	MHS Licensing
<b>Amazing Spider-Man 2</b>	C-Preme	Helmets	Disney Consumer Products
	Zak Designs	Bowls, flatware, tumblers	
<b>Animal Planet</b>	Bendon Publishing International	Coloring & activity books	Discovery Communications
<b>Captain America: The Winter Soldier</b>	C-Preme	Helmets	Disney Consumer Products
	Diamond Select Toys & Collectibles	Action figures	
<b>Christine Adolph</b>	Garven	Paper gift bags	MHS Licensing
<b>Collin Bogle</b>	MCG Textiles	Cross-stitch kits, hooked rug kits	MHS Licensing
<b>Dickies</b>	SG Footwear	Accessories, apparel, footwear, headwear, sunglasses, workwear	Williamson-Dickie Manufacturing
<b>Discovery Kids</b>	Cypher Entertainment	Augmented reality toys, toys	Discovery Communications
	Tek Nek Toys International	Outdoor products, role play items	
<b>Domo</b>	Mighty Fine	Accessories, apparel, art prints, cell phone accessories	Big Tent Entertainment
<b>Donny Osmond Home</b>	KAS Rugs	Pillows, poufs, rugs	Clique Here

\*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
Downton Abbey	Enesco/Department 56	Miniature holiday villages	Knockout Licensing
	Fifth Sun	Fashion apparel, fleece, seasonal apparel, T-shirts, thermal apparel	
	Heritage Lace	Gift items, kitchen textiles, lace accessories (women's), pillows, shower curtains, table textiles, window treatments	
	Running Press	Gift items	
DreamWorks Animation	Fuhu	Tablet	DreamWorks Animation
DVS	Aquarius	Accessories, backpacks, bags	Sequential Brands Group
Elmer's	Leap Year Publishing	Adhesive tape, note products	Licensing Works!
FIFA	Cool Gear	Beverage containers	FIFA
Ghostbusters	FunKo*	Vinyl collectibles	Sony Pictures Consumer Products
	Underground Toys*	Novelty items	
Glamajama	Tawil Associates	Apparel (children's)	Joy Tashjian Marketing Group
Got Milk?	Got Snacks?	Packaged foods	Beanstalk
	Magic Straws*	Flavored straws	
HGTV Home	Dreams	Mattress foundations, mattress frames, mattress toppers, mattresses, pillows	Beanstalk
How to Train Your Dragon	Peavey	Guitar accessories, guitars	DreamWorks Animation
How to Train Your Dragon 2	Zak Designs	Drink bottles, tumblers	DreamWorks Animation
Kathy Ireland	Worldwise	Pet products	Kathy Ireland Worldwide
KLOAK	Trademarking Resources	Co-branded apparel	Trademarking Resources (on behalf of HillBilly Brand)
Lisa Weedn	Microthin	Cutting mats	MHS Licensing
Louise Carey	Design Design	Greeting cards	MHS Licensing
Major League Baseball	Peavey	Guitar accessories, guitars	MLB Properties
My Little Pony	Soho Fashion	Hair accessories, hair extensions	Hasbro
Nashville (TV series)	Trends International	Calendars, posters	Disney ABC Television Group
Rubik's Cube	Walls 360	Wall graphics	Sharpe Company (The)
SeaWorld	USAopoly	Co-branded board game	SeaWorld Parks & Entertainment
Sons of Anarchy	Mezco Toyz	Bobbleheads, collectible boxes, figures, key rings, plush, tin signs	Twentieth Century Fox Consumer Products
Sports Afield	Guide's Choice	Apparel	Sports Afield
Star Wars	Peavey	Guitar accessories, guitars	Lucas Licensing
Strawberry Shortcake	Dr. Fresh	Dental aids	American Greetings
Street Fighter	Cryptozoic Entertainment	Card games	Capcom

\*Extension or renewal.

*Continued on page 7*

## Licensing News *Continued from page 6*

### Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tenkai Knights	Accessory Innovations	Backpacks, bags, cold weather accessories	Spin Master
	Bentex Group	Sleepwear	
	Franco Manufacturing	Accessories, bath items, beach items, bedding	
	Freeze/Central Mills	Hoodies, T-shirts	
Terminator	FunKo	Action figures	Creative Licensing
	Modern Gourmet Foods	Drinkware, food	
	Mondo	Collectible posters	
Terminator 2: Judgment Day	Calibre Concepts	Collectibles	Creative Licensing
	FunKo	Action figures	
	Mondo	Collectible posters	
U.S. Army	Vento North America	Exercise equipment	Beanstalk
Wizard of Oz (The)	Rubie's Costume*	Pet costumes	Warner Bros. Consumer Products
	USAOPOLY	Co-branded board game	
World of Eric Carle	Decorated Cookie Co.	Decorated cookies	Joester Loria Group
YU-GI-OH!	National Entertainment Collectibles Association (NECA)*	Figures, tabletop games	4K Media

### International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Albert Einstein	Nobel Prize-winning physicist known for numerous contributions to science.	All (China, India, Southeast Asia)	Cynthia Money, Global Pursuit
Angel Cat Sugar	Cat character and social expressions brand created by Yuko Shimizu, original creator of Hello Kitty.	All (India)	Manish Rajoria, Aadarsh Pvt. Ltd.
Clumsy Ninja	NaturalMotion Games' mobile game, which utilizes NaturalMotion's Euphoria technology.	All (North America)	Jay Asher, Brandgenuity
Matt Hatter Chronicles	Platinum Films' adventure/comedy series about a boy traveling through dimensions.	All (Australia, New Zealand)	Thomas Punch, Haven Licensing
Yamaha Motor Corporation USA	Motorsports company and manufacturer of motorcycles, ATVs, boats, and other vehicles.	All including lifestyle categories (North America)	John Meis, IMG Worldwide

### International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Blondie	Pull & Bear	T-shirts (France)	Sagoo Licensing
Care Bears	DecoPac	Cake accessories, pizza accessories (U.S., Canada)	American Greetings
	Wabro	Backpacks, plush, trolley bags (Argentina, Paraguay, Uruguay)	Exim Licensing
Chupa Chups	UNIQLO	Hoodies (girls'), T-shirts (girls') (Worldwide)	Chupa Chups, S.A. Unipersonal
DC Comics Super Heroes	Joystick Junkies	Apparel (U.K.)	Warner Bros. Consumer Products

\*Extension or renewal.

*Continued on page 8*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Dennis the Menace	Ashley Wilde	Bedding (U.K.)	DC Thomson
	GB Eye Ltd*	Posters (U.K.)	
	Golden Bear Toys	Toys (U.K.)	
	Lagoon Group*	Games (U.K.)	
	Rose Marketing*	Confectionery (U.K.)	
	Smiffy's*	Dress-up (U.K.)	
Downton Abbey	Everest	Board games (North America)	Knockout Licensing
Kimmidoll	Academy Group	Stationery (Russia)	Brand Extensions Russia
MovieStarPlanet	CoBrand ApS	HBA (Europe)	Tinderbox
Pink Floyd	Pull & Bear	T-shirts (France)	Sagoo Licensing
Playstation	Leomil NV	Apparel (France)	Sagoo Licensing
Rayman Legends	Sahinler SAS	Apparel (France)	Sagoo Licensing
RSPB	Pants on Fire Games	Board games (U.K.)	Golden Goose
Stratusphere Living	Treadmill Factory	Fitness equipment & accessories (Canada)	Stratus Enterprises
Strawberry Shortcake	Confecciones Metro S A	Apparel (Ecuador)	Exim Licensing
	Grendene	Footwear (Angola, Bolivia, Chile, French Guiana, Guyana, India, Mozambique, Paraguay, South Africa, Suriname)	
	Productos Norma	Composition books, folders, notebooks (Virgin Islands, Puerto Rico, Trinidad and Tobago)	
Terminator	GB Eye Ltd	Card holders (U.K.)	Creative Licensing
Terminator 2: Judgment Day	Padma	Apparel (Spain)	Creative Licensing
Tickety Toc	Famosa	Figures, games, playsets, plush (Spain, Portugal)	Zodiak Rights
Twisted Whiskers	Comercial E Industrial Libesa Limitada	Notebooks (Chile)	Exim Licensing
WWE	GP Flair/Flair Leisure Products	Construction figures, playsets (U.K., Ireland)	WWE

## Themed and Specialty TV Channels Build Global Licensing Programs

Global broadcasters have been launching licensing programs based on their themed or specialty television channels. In the past six months:

- ▶ Fox International, Fox One Stop Media Licensing & Merchandising, and agent P&L Global forged a direct-to-retail deal with La Polar stores in Chile for a line of T-shirts, sleepwear, bibs, and other products tied to BabyTV.
- ▶ UKTV retained Evolution Europe as its agent to develop a licensing program for its Dave entertainment channel in the U.K. The network has recently commissioned a number of original series for its pay and free TV platform.
- ▶ Discovery Enterprises International launched a dedicated e-commerce site in Germany for its men's

network DMAX, through licensee Neuland Communication. Upon its debut, the shop included items such as electronic paper airplanes and a custom-themed Jaguar. The brand also has signed Weka for magazines and Polyband for home entertainment, with book publishing in the works, all for German consumers.

U.S. television networks including Nickelodeon, MTV, TMC, and Comedy Central have, over the years, licensed their brands in the U.S. and globally, albeit with varying degrees of success.

With the proliferation of channels that has occurred globally with the advent of digital television over the last several years, it stands to reason that more networks will launch licensing initiatives such as these. Merchandise programs can function as one element of a broader strategy to attract and retain viewers to these niche networks.





# contacts & connections

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

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## international contacts & connections

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## Pet-Related Licensed Products Focus on Unique Feature or Underserved Niches

It seems as if almost every property has a license for pet products, from celebrities (Bret Michaels with PetSmart) and characters (Angry Birds with Hartz Mountain) to apparel brands (Dickies with A Crowded Coop) and interior designers (Jennifer Adams with JLA Pets).

While some licensed pet products have certainly seen success at retail, many have been nonstarters, either not able to secure shelf space or failing once they did so.

Recent deals in this space have attempted to overcome these competitive challenges through differentiation, focusing on a particular feature or underserved niche. In October and November, for example:

- ▶ Discovery Communications and The Joester-Loria Group licensed Animal Planet (which already has an extensive pet range) to Greenberry Eco-Industries for an eco-friendly line focusing on pet waste. Items include waste bags and bag dispensers; wipes; scoopers; litter and litter bags, mats, and boxes; training pads; and stain and odor cleaners.
- ▶ National Geographic signed PetSmart (whose key licenses include Bret Michaels, Martha Stewart, Toys “R” Us, and GNC) for an exclusive line of products for specialty pets—including small mammals, fish, reptiles, and birds—rather than the more typical cats and dogs.
- ▶ Body Glove International teamed with Plangea Inc. for a line of pet products including apparel, toys, leashes, bowls, and flotation devices, many of which are made of neoprene, the synthetic rubber that is core to Body Glove-branded wet suits, life jackets, surfing footwear, and other products.

These are not the first niche or functional pet products on the market, of course. Church & Dwight’s long-standing Arm & Hammer-branded pet products, such as dental care items with licensee Fetch, focus on cleaning and odor/stain

control, for example. But if the recent deals above are any indication, more licensors are hoping that a focus on a particular attribute or narrow market segment will help them succeed in a very crowded market.

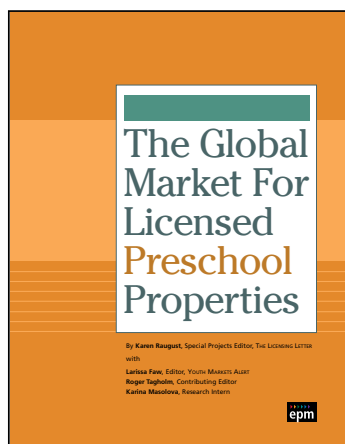
## Character and Toy Properties License Into a Gem of a Category

The jewelry sector—increasingly including precious as well as costume pieces—has been an area of interest for character and toy licensors in recent months:

- ▶ Big Tent signed HNJ Jewelry for a line of fine pieces—including necklaces, bracelets, and rings—tied to the Japanese character Domo. The range is sold globally (outside of Asia) through department, specialty, and stationery stores and online.
- ▶ Hasbro licensed Icing for a metallic gold-and-jeweled Monopoly capsule collection, including charm bracelets, stud earrings, and rings, as well as other accessories.
- ▶ Sanrio collaborated with jewelry designer Onch Movement for an eight-piece capsule collection of gold-plated and metallic earrings, bracelets, and necklaces. Onch Movement, based in Los Angeles, has also created collections under Hello Kitty cross-licensing programs, including with Street Fighter and KISS.

Licensing outside of the character realm continues in jewelry as well, of course, with a diverse range of properties entering the category through recent agreements. Examples include the art and tabletop brand Nambé, which signed MJJ Brilliant as its first licensee, through Perpetual Licensing; sportswear brand Boy Meets Girl, which signed Roman & Sunstone for a line of fashion rings; and American Greetings, which licensed Richline Brands—also a licensee for Marie Claire and the NFL—for jewelry inspired by its card designs and sentiments.

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



### DO YOU KNOW:

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

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## WWE Bodyslams Cable Operators, Takes New Online Format to the Mat

World Wrestling Entertainment, the organization that produces 12 pay-per-view (PPV) and additional wrestling events, is rolling out its previously announced online-only WWE Network, demonstrating the company's future beyond its longstanding pay-per-view model. While certainly not the driving factor behind the move, being online simplifies the potential for in-program sales of licensed merchandise.

The \$9.99/month subscription network is being created in conjunction with MLB Advanced Media, and will feature the entertainment company's extensive content archive composed of shows and events from the company's past, as well as those acquired over the years through Time Warner/TBS (WCW), HHG Corporation (ECW), and other legacy wrestling productions.

WWE Network will also feature live and on-demand original programming, including WWE NXT, which currently airs exclusively on Hulu Plus. At launch, the WWE Network will be available in web browsers through the WWE app on iOS, Android, and Kindle mobile/tablet platforms; Roku streaming devices; Microsoft's Xbox 360; and Sony's PlayStation 3 and 4.

The main selling point of the service is the inclusion of WWE pay-per-view events built into the \$9.99/month cost of the service, including its flagship, WrestleMania. Purchasing these events separately through pay-per-view providers would total over \$600 a year per household.

The move is a heavy blow to cable operators, who actively promoted and built the PPV events and have earned significant revenue from them over the years. Operators

generally take about 50% of the fee for an event, although deals vary from operator to operator.

According to WWE's financials, the company took in \$83.6 million in PPV revenue in 2012. If the new network attracts 1 million subscribers in its first year, it would take in \$119.9 million.

Assuming the over-the-top services distributing the network take the customary 30% of the subscription fees, WWE would still net nearly \$84 million. And WWE expects the network ultimately to attract 2-3 million subscribers.

Unlike the NFL Network, it lacks cable or satellite partners, and unlike MLB's At Bat Service, it isn't subjected to blackout dates for local events. And though the company won't be streaming its long-running Raw or Smackdown shows on the service, WWE Network will feature pre- and post-shows on the night of each show's airing (on the USA Network and SyFy, respectively), as well as on-demand replays of the shows' recent episodes.

DirectTV, a WWE pay-per-view partner, is already considering the removal of pay-per-view events in response to the competing new network.

### Who's News

**Lisa Valentino** is named chief revenue officer at Conde Nast Entertainment. Valentino was previously with ESPN.

**Bill Uzell** joins Canal Toys as CEO for its North and South American operations.

**Kate Schломann** joins HIT Entertainment in London as VP global brand management. She was previously EVP brand management & marketing at FremantleMedia Enterprises.

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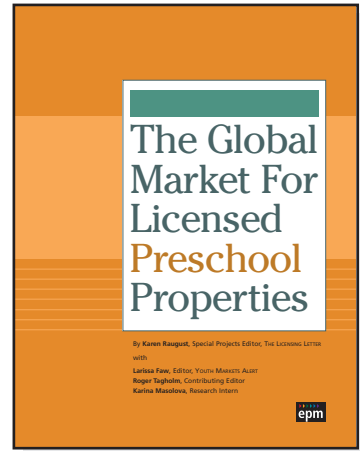
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- Doc McStuffins
- Dora the Explorer
- Fancy Nancy
- Fifi and the Flowertots
- Galinha Pintadinha
- The Hive
- Ladybug Girl
- Masha and the Bear
- Miffy
- Peppa Pig
- Pocoyo
- Postman Pat
- Rastamouse
- Sesame Street
- Strawberry Shortcake
- Thomas & Friends
- Timmy Time
- Toopy & Binoo
- Tree Fu Tom
- Waybuloo
- The Wiggles
- World of Eric Carle

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