

TLL THE LICENSING LETTER

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TLL Survey: Rate of Growth in Corporate Licensing Slows; Food/Beverage, Restaurant Brands Outpace Other Segments

For the first time in a number of years, corporate trademark/brand licensing showed the slowest rate of growth of any of the five major licensed property types (fashion, entertainment/character, sports, art, and corporate) and grew at a slower pace than the business as a whole, according to *TLL's Annual Licensing Business Survey*.

Retail sales of licensed merchandise based on corporate trademarks and brands in the U.S. and Canada totaled \$26.3 billion in 2013, up 0.8% from \$26.1 billion in 2012. It remains the largest property type, commanding more than a quarter of total retail sales of licensed merchandise in the U.S. and Canada.

"Corporate licensing is still growing, but in my opinion very conservatively," says one corporate agent. "Corporations would all love to see their brands sell as T-shirts at Walmart, but once they have a dose of reality they understand it is never an easy process."

The corporate licensing landscape also is getting increasingly crowded. "With the flat economy, more brands are looking for new revenue opportunities, so brand licensing is getting more competitive," says another agent.

And that is likely to continue as additional brands see licensing as a viable alternative, given challenges in other business areas. "We have seen many American household names look to brand-extension licensing to reinvigorate their brand images," an agent notes. "Advertising budgets continue to be pressured, making marketing departments seek new methods of increasing consumer impressions. Licensed products in new categories can help companies make positive consumer impressions without the advertising expenditure. And licensing out a business that is not generating acceptable levels of profitability has become an increasingly important boardroom tool."

Property and Category Trends

The two property types within corporate

trademarks/brands that grew the most were food/beverage and restaurant brands. This is not a surprise, since these two sectors have led corporate licensing for several years, due to the continued growth of brand-extension licensing in supermarket aisles.

While sporting goods brands in total grew only 0.4% from 2012 to 2013, the pockets of that sector devoted to outdoors brands, including gun makers and camping-related marks—e.g., Browning, Remington, Blackhawk, Field & Stream, Mossy Oak, and RealTree—were strong, according to survey respondents.

On the product category side, one of the two fastest-growing sectors was consumer electronics, fueled by brand extension into personal electronics, televisions, and the like. (Some observers believe *TLL's* estimate of this

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MOVIE LICENSING 2015-2018

Sequels to Account for More Than Half of All Titles

Anecdotally, it's easy enough to say that Hollywood's reliance on sequels and reboots continues apace. But the numbers make a persuasive case indeed.

TLL's semiannual chart of films with strong licensing potential scheduled for release in 2015 through 2018 shows the trend accelerating dramatically: Between June 2013 and May 2014, the percentage of sequels on our list has grown to 56% from 39%—up 55%. The change in the percentage of reboots is less extreme: 11% now compared to 10% a year ago, for an increase of 10%.

Equally noteworthy: The number of new titles that are original to the film medium has declined to four on the current chart (5% of all titles) from 12 (18%) a year ago. This despite the fact that the current list includes 82 titles;

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➡ Licensing Ledger



Publisher &

Executive Editor

Ira Mayer
212-941-1633, x27
imayer@epmcom.com

Special Projects Editor

Karen Raugust
kbraugust@yahoo.com

Executive Editor, Licensing Reports

Judith Albert
212-941-1633 x17
Judith@epmcom.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



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LICENSED DRESS-UP: KIDS

Joining the list of fashion labels extending their brands into the children's apparel sector, **Perry Ellis International** is licensing its Perry Ellis and Original Penguin labels to **Parigi Group** for boys' and girls' sportswear, activewear, and swimwear in sizes newborn to 20. The deal covers the U.S. and Canada, with distribution in better department stores starting in 2015. The Perry Ellis Portfolio brand was previously licensed to **LF U.S.A.** for boys' dresswear, a deal that remains in place.

Vince is licensing **Tawil Associates** to develop an upscale children's apparel line to be sold at Barneys, Bergdorf Goodman, Neiman Marcus, and other department stores, as well as at kids' specialty stores and online beginning in June. The line crosses the Atlantic to Harrod's a year from now, with an infant and layette collection to follow in 2015, also from Tawil.

LICENSED DRESS-UP: GROWNUPS

H&M debuts an Alexander Wang x H&M collection in November 2014, featuring apparel and accessories for women and men. This is H&M's 12th such collaboration, starting with a 2004 partnership with **Karl Lagerfeld**.

Banana Republic announced a limited-edition capsule collection for women with **Roland Mouret**, a British designer known for his hourglass-fitted dresses, to debut this August. It will encompass 30 pieces made of the retailer's trademark Sloan contour stretch fabric.

With a "minority investment" in the **Karl Lagerfeld** brand, **PVH Corp.** has acquired first rights to license the brand in North America.

Among the merchandise ranges associated with the 50th anniversary of the **Ford Mustang** this year is a limited-edition apparel line that is a collaboration between Ford and designers **Anna Sui**, **Rogan** (Rogan Gregory and Scott Mackinlay-Hahn), **Paul Cademartori**, **COJTE** (Tomaso Anfossi and Francesco Ferrari), and **Pamela Love**. Each will design three T-shirts for the collection, which will be sold worldwide starting this fall.

Wendy Bellissimo, a lifestyle expert and designer of infant and children's apparel and nursery décor,

enters the maternity market with the **Wendy Bellissimo** for **Destination Maternity** Collection, featuring 26 apparel and accessories items. The line launches in September 2014 at **Destination Maternity** and **Motherhood Maternity** stores.

Adam Levine—**Maroon 5** lead singer and coach on "The Voice"—is adding a womenswear line to complement the menswear line he has at 500 Kmart.

Authentic Brands Group signs the **Folli Follie Group** as its wholesale and retail distribution partner for **Juicy Couture**. FFG will take over the existing Juicy stores in the U.K. and Europe as part of the deal, as well as open new stores and department store shop-in-shops.

LICENSED TO BAKE

Crumbs Bake Shops signs **BJ's Wholesale Club** as exclusive retail partner. BJ's will sell fresh and frozen cupcakes, crumb cakes, "Crumbnuts" (half croissant/half donut), and ice cream cakes in all 201 of its club locations in 15 states.

Famous Brands' Mrs. Fields division is selling a line of cookies, cookies-and-milk sets, and cookie cakes featuring **Rovio's Angry Birds**. The program launched in Mrs. Fields stores across the U.S. mid-April.

Mars' custom-printed candy brand, My M&Ms, is rolling out **Star**

Wars-themed candies, available with a variety of colors, characters, and phrases, as well as associated merchandise such as candy dispensers, glass bowls, and party favors.

V IS FOR VOD

Sesame Workshop launches a video-on-demand network, **Sesame Go**, complete with "Sesame Street," "Sesame Street Classics," and "Pinky Dinky Doo" episodes to be streamed on computers, mobile devices, and tablets. The service costs \$3.99 a month, or \$29.99 for a one-year subscription, and touts the "child safe, ad-free" nature of the network right on the front page of sesamego.com. Visitors to the site can sign up for a free two-week trial. The service is currently only available in the U.S.

HGTV HOME TIES IN WITH 'ELLEN'

HGTV Home and licensees **Bassett Furniture**, **Elk** (lighting), and **Sherwin-Williams** (paint) are participating in a home makeover promotion on the "Ellen DeGeneres Show." Viewer **Susie Conway** and her family are receiving a new, two-level modular home designed by the HGTV Home Design Center together with **Anthony Carrino** and **John Colaneri** of HGTV's "Cousins Undercover" program. The first segment aired on April 1, 2014; the final segment will air during May sweeps. HGTV Home is represented by **Beanstalk**.

WEAR THAT PREMIUM

Marvel is creating an exclusive comic book tied to **Feld Entertainment's** 85-city **Marvel Universe LIVE!** arena show, which begins in July. Feld is distributing the free premium to customers who preorder tickets. The comic also introduces **Lectro Link**, a wearable device that plays a part in the show, that will be sold online and at the venue.

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

Planned Feature Film Licensing Programs, 2015-2018

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
The Man From U.N.C.L.E.	1/16/15	Warner Bros.	Adaptation of the MGM series, starring Henry Cavill and directed by Guy Ritchie.							X
Norm of the North	1/16/15	Lionsgate	Lionsgate/Crest Animation CG-animated film about a polar bear and his friends.							X
The Seventh Son	2/5/15	Universal Pictures	Fantasy film based on Joseph Delaney's novel, The Spook's Apprentice. Stars Jeff Bridges and Julianne Moore.			X				
SpongeBob SquarePants 2	2/13/15	Paramount Pictures	Sequel to 2004's SpongeBob SquarePants Movie, featuring the Nickelodeon show's cast and direction from Paul Tibbitt.	X						X
Fifty Shades of Grey	2/13/15	Universal Pictures	Adaptation of the first book in the erotic Fifty Shades trilogy. Licensing for the book handled by CopCorp licensing in the U.S.			X				
Friday The 13th (tentative)	3/13/15	Paramount Pictures	New film in the Friday the 13th series, featuring the villain Jason Voorhees.		X					
Cinderella	3/13/15	Walt Disney Studios	Kenneth Branagh directs a live-action version of the Disney Animated film. Lily James stars as Cinderella.		X					
Insurgent	3/20/15	Summit Entertainment	Sequel to this year's Divergent, and Part 2 of the Divergent trilogy. Licensees for the previous film include NECA (collectibles), Fathead (wall graphics), and Mattel (dolls).	X		X				
The Penguins of Madagascar	3/27/15	DreamWorks Animation	Spinoff from Madagascar films that also inspired a popular Nickelodeon TV show. 20th Century Fox distributes. Currently seeking licensees across categories.	X						X
The Longest Ride	4/3/15	20th Century Fox	Fox 2000's adaptation of Nicholas Sparks' novel of the same name, published this past September.			X				
Fast & Furious 7	4/10/15	Universal Pictures	Seventh Fast and Furious film and last featuring the late Paul Walker. Licensees include Mattel, Fifth Sun, Greenlight, NKOK, RMS International, ACCO Brands.	X						
Avengers: Age of Ultron	5/1/15	Walt Disney Studios	Sequel to 2012's Marvel's The Avengers megablockbuster, once again reuniting the cast. Will incorporate storylines touched on in newer Marvel films. Joss Whedon once again writes and directs.	X					X	
Pitch Perfect 2	5/15/15	Universal Pictures	Sequel to music-focused comedy of 2012, which led to high DVD sales, as well as numerous soundtracks and top positions on digital download charts. Directed by Elizabeth Banks, co-star from the first film.	X						
Mad Max: Fury Road	5/15/15	Warner Bros.	Fourth film in George Miller's Mad Max franchise (and first in 30 years), starring Tom Hardy as "Mad" Max Rockatansky in a post-apocalyptic wasteland.	X						
Tomorrowland	5/22/15	Walt Disney Studios	Brad Bird's interpretation of the Tomorrowland exhibits at Disney parks. Starring George Clooney as an inventor.							X
Monster Trucks	5/29/15	Paramount Pictures	Live action and computer animated film about monster trucks.							X
B.O.O.: Bureau of Otherworldly Operations	6/5/15	DreamWorks Animation	Tony Leondis directed animated film about two ghosts who join a "counter-haunting" agency. Featuring the voice of Seth Rogen. 20th Century Fox distributes. Hasbro is master toy partner. Currently seeking licensees across categories.							X
Entourage	6/12/15	Warner Bros.	Adaptation of the popular HBO TV series, starring the original main cast and rapper/actor Kid Cudi. Fifth Sun Apparel served as apparel licensee for the TV series.							X
Jurassic World	6/12/15	Universal Pictures	Originally scheduled June 14, 2014, this revival of the dinosaurs-in-modern-times franchise is directed by Colin Trevorrow based on his own screenplay written with Derek Connolly. Once again produced by Steven Spielberg. Hasbro is master toy partner, having previously served for the original Jurassic Park films.	X		X				
Inside Out	6/19/15	Walt Disney Studios	CGI animated film set inside the human body.							X
The Fantastic Four	6/19/15	20th Century Fox	This is the third Fox theatrical film based on the Marvel comics. Fox does not hold licensing rights to the film.		X				X	
Ted 2	6/26/15	Universal Pictures	Sequel to 2012's Ted, once again written, directed, and starring the voice of Seth McFarlane. Commonwealth previously released a licensed plush version of the Ted character.	X						
Terminator	7/1/15	Paramount Pictures	Retooling of the Terminator series, once again starring Arnold Schwarzenegger (who was absent from the previous film).		X					
Minions	7/10/15	Universal Pictures	Animated spinoff from Despicable Me, featuring the one-eyed, overall-clad, yellow minions characters. Sandra Bullock voices the villain. Thinkway Toys is the master toy licensee. Hasbro is the master game licensee. Hybrid and JEM also serve as licensees.	X						
Ant-Man	7/17/15	Walt Disney Studios	Director Edgar Wright's live-action movie about a biochemist who develops the ability to drastically decrease his size. One of the first members of the Avengers and a Marvel comics property.	X					X	
Pan	7/17/15	Warner Bros.	Adaptation of Peter Pan starring Levi Miller as the title character, Hugh Jackman as Blackbeard, and Rooney Mara as Tiger Lily.			X				

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Planned Feature Film Licensing Programs, 2015-2018 *Continued from page 3*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Miss Peregrine's Home for Peculiar Children	7/31/15	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.			X					
Assassin's Creed	8/7/15	20th Century Fox	Adaptation of Ubisoft's historical action film, starring Michael Fassbender. Fox does not handle licensing for the film.				X				
The Smurfs 3	8/14/15	Columbia/Sony Pictures Animation	Second sequel to 2011's surprise hit The Smurfs. Sony has a full consumer products program with 70 licensees.	X					X		
Hotel Transylvania 2	9/25/15	Columbia/Sony Pictures Animation	Sony Pictures Animation launches this sequel to its 2012 animated family film about misunderstood monsters. Sony Pictures Consumer Products handles licensing. First film included a mobile app from PlayFirst and costumes from Rubie's.	X							
Frankenstein	10/2/15	20th Century Fox	New adaptation of Mary Shelley's horror novel, starring Daniel Radcliffe and James McAvoy.		X	X					
The Jungle Book	10/9/15	Disney	Live-action version of the Disney adaptation, directed by Jon Favreau and featuring the voice of Idris Elba.		X	X					
The Peanuts	11/6/15	20th Century Fox	Fox's Blue Sky Studios animation house known for the Ice Age movies makes a 3-D family film with Charlie Brown and other Peanuts characters that are popular in TV specials. Fox does not handle licensing for the film.						X		
Bond 24	11/6/15	MGM/Columbia Pictures	Sequel to 2012's Skyfall and fourth film about agent 007 to star Daniel Craig. Sony Pictures expected to distribute.	X		X					
Mockingjay, Part 2	11/20/15	Lionsgate	Third sequel to The Hunger Games, and Part 2 of a two-part adaptation of Suzanne Collins' book series finale. Original cast returns, with new director to be announced. Striker Entertainment handles licensing.	X		X					
The Good Dinosaur	11/25/15	Walt Disney Studios	Pixar animated film about dinosaurs living among humans. Featuring the voices of John Lithgow, Frances McDormand, and Neil Patrick Harris.							X	
Alvin and the Chipmunks 4	12/11/15	20th Century Fox	Third sequel to the Alvin and the Chipmunks film franchise. Blends CGI animation with live action.	X							
Inferno	12/18/15	Columbia Pictures	Ron Howard directs Tom Hanks in another adaptation of a Dan Brown novel, this time 2013's Inferno.	X		X					
Star Wars: Episode VII	12/18/15	Walt Disney Studios	Sequel to 1983's Return of the Jedi and first film in Disney's new Star Wars sequel series since its acquisition of Lucasfilm last year.	X							
Kung Fu Panda 3	12/23/15	DreamWorks Animation	Second sequel to Kung Fu Panda, again featuring the voice of Jack Black. Guillermo del Toro joins as executive producer. 20th Century Fox distributes. Currently seeking licensees across categories.	X							
Mission: Impossible 5	12/25/15	Paramount Pictures	Tom Cruise and director Christopher McQuarrie sign for fifth installment; M:I4 grossed \$695 million worldwide. Sakar made spy-inspired electronics for the previous film.	X							X
Popeye	TBA 2015	Columbia/Sony Pictures Animation	Sony Pictures Animation revives the comic character controlled by Hearst's King Features Syndicate. Directed by Genndy Tartakovsky, whose many producing credits in cartoon TV series include Star Wars: Clone Wars. Originally set for a fall 2014 release. Sony Pictures Consumer Products handles licensing.			X			X		
Resident Evil 6	TBA 2015	Sony Pictures	Sixth film in the Resident Evil video game series.	X			X				
Ratchet & Clank	TBA 2015	Columbia/Sony Pictures Animation	CG animated film based on the popular Playstation video game series.				X				
Snow White and the Huntsman 2	TBA 2015	Universal Pictures	Sequel to the 2012 film starring Kristen Stewart in the title role. Made over \$400 million worldwide at the box office. Jerry Leigh handled apparel for the first film.	X		X					
The Nut Job 2	1/15/16	Open Road Films	Sequel to 2014's The Nut Job, based on a short film. Cupcake Digital made a mobile game for the first film.	X							
Untitled Pets Project	2/12/16	Universal Pictures	Illumination Entertainment, which is best known for Despicable Me, creates an original 3-D animated movie about the daily lives of pets after their masters leave home. Featuring the voices of Louis C.K., Eric Stonestreet and Kevin Hart.							X	
Prometheus 2	3/4/16	20th Century Fox	Sequel to 2012 Ridley Scott film, itself a prequel to the Alien film series.	X							
Warcraft	3/11/16	Universal Pictures	Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series.	X			X				
Mumbai Musical	3/18/16	DreamWorks Animation	Bollywood-inspired animated musical centering around monkeys. Oscar winners Stephen Schwartz and A.R. Rahman are writing lyrics and music, respectively, as well as executive producing. 20th Century Fox distributes. Currently seeking licensees across categories.							X	
Allegiant Part 1	3/18/16	Summit Entertainment	Second sequel and Part 1 of the finale to the Divergent trilogy.	X		X					
Goosebumps	3/23/16	Columbia Pictures	Live-action feature is based on the R. L. Stine fright novel series geared for youth. Sony Pictures Consumer Products handles licensing.			X					
The Mummy	4/22/16	Universal Pictures	Retooling of the classic Mummy series, which previously starred Brendan Fraser and Dwayne Johnson.		X						

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Planned Feature Film Licensing Programs, 2015-2018 *Continued from page 4*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Captain America 3	5/6/16	Walt Disney Studios	Second sequel in the Captain America series and part of Phase 3 in the Avengers/Marvel Cinematic Universe series.	X					X		
Batman/Superman (tentative)	5/6/16	Warner Bros.	Zack Snyder-directed sequel to Man of Steel, once again starring Henry Cavill as Superman. Ben Affleck joins the cast as Bruce Wayne/Batman.	X					X		
X-Men: Apocalypse	5/27/16	20th Century Fox	Third sequel in the Origins series and eighth film in the X-Men film series.	X					X		
Through the Looking Glass	5/27/16	Walt Disney Studios	Sequel to 2010's Alice in Wonderland, directed by Tim Burton and starring Johnny Depp.	X	X						
The Amazing Spider-Man 3	6/10/16	Columbia Pictures	Second sequel to the new Spider-Man film series, once again starring Andrew Garfield as Peter Parker/Spider-Man. Sony Pictures Consumer Products does not handle product licensing. Activision served as video game licensee for the first two films.	X					X		
How to Train Your Dragon 3	6/17/16	DreamWorks Animation	Second sequel to 2010's children's book adaptation, featuring the same voice cast. 20th Century Fox distributes. Spin Master is master toy licensee. Currently seeking licensees across other categories.	X	X						
Finding Dory	6/17/16	Walt Disney Studios	Animated sequel to Finding Nemo. Albert Brooks and Ellen DeGeneres reprise their voicing roles. Licensees for the original film include Zak Designs, Random House, and the now-defunct THQ.	X							
Angry Birds (working title)	7/1/16	Columbia Pictures	The 3-D animated film is being developed, produced, and financed by IP rights owner Rovio Entertainment. Licensing partners for the game include Commonwealth (toys), Penguin (publishing), and Calego (bags, back-to-school).				X				
Tarzan	7/1/16	Warner Bros.	Live action 3-D film featuring the Edgar Rice Burroughs character, starring Alexander Skarsgard, Samuel L. Jackson, Margot Robbie, and Christoph Waltz.			X					
ID Forever Part I	7/1/16	20th Century Fox	Long-awaited sequel to Independence Day, again under direction from Roland Emmerich.	X							
Ice Age 5	7/15/16	20th Century Fox	Fourth sequel in the CG-animated film series about animals travelling during the ice age. Previous licensees for the series include Bioworld (apparel), Activision (video games), and Gameloft (mobile games).	X							
King Arthur	7/22/16	Warner Bros.	Guy Ritchie's retelling of the King Arthur story.								
Planet of the Apes 3	7/29/16	20th Century Fox	Second sequel in the new, reimagined Planet of the Apes series, including this year's Dawn of the Planet of the Apes.	X							
Trolls	11/4/16	DreamWorks Animation	Film inspired by Troll dolls, whose IP DreamWorks Animation acquired in April 2013. Features voices of Jason Schwartzman and Chole Moretz. 20th Century Fox distributes. Hasbro is master toy licensee for the film. Currently seeking licensees across other categories.					X			
Star Trek 3	TBA 2016	Paramount Pictures	Third film in the new Star Trek series, this time not directed by previous helmer J.J. Abrams.	X							X
Zootopia	TBA 2016	Walt Disney Studios	CG animated film about a fox framed for a crime and chased by a rabbit police officer. Directed by Tangled's Byron Howard.							X	
Avatar 2	TBA 2016	20th Century Fox	Sequel to highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans.	X							
Pirates of the Caribbean: Dead Men Tell No Tales	TBA 2016	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer. Originally set for a summer 2015 release.	X							
Wolverine 3	3/3/17	20th Century Fox	Second sequel to X-Men spin-off series, starring Hugh Jackman.	X					X		
Allegiant Part 2	3/24/17	Summit Entertainment	Third sequel and Part 1 of the finale to the Divergent trilogy.	X	X						
Ferdinand	4/7/17	20th Century Fox/ Blue Sky Studios	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X					
The Lego Movie 2	5/26/17	Warner Bros.	Sequel to 2013's successful Lego Movie, this time written by Jared Stern and Michelle Morgan, and directed by Chris McKay. The previous film included licensees TV Mania (apparel, U.K.), Mad Engine (U.K.), SGI Apparel (pajamas), and MZ Berger (stationery).	X				X			
Despicable Me 3	6/30/17	Universal Pictures	Third sequel and fourth film (including Minions) in the Despicable Me series.	X							
The Fantastic Four 2	7/14/17	20th Century Fox	Sequel to the 2015 reboot of the Fantastic Four series.	X					X		
Dr. Seuss' How the Grinch Stole Christmas	11/17/17	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X					
Avatar 3	TBA 2017	20th Century Fox	Second sequel to highest grossing film of all time.	X							
Anubis	3/23/18	20th Century Fox/ Blue Sky Studios	Blue Sky Studios' loose adaptation of the novel The Anubis Tapestry: Between Twilights, from author Bruce Zick. The book is about a mummy curse sending the protagonist to the Egyptian underworld.			X					
The Amazing Spider-Man 4	5/4/18	Columbia Pictures	Third sequel to the new Spider-Man film series, once again starring Andrew Garfield as Peter Parker/Spider-Man. Sony Pictures Consumer Products does not handle product licensing.	X					X		
Avatar 4	TBA 2018	20th Century Fox	Third sequel to highest grossing film of all time.	X							

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Chuggington	Computer-animated children's television series following three young trains.	All	JJ Ahearn, Licensing Street
Def Jam Enterprises	Russell Simmons' entertainment brand known for music, comedy, poetry, and more. UniWorld Group will work with Def Jam and IMG on marketing partnerships.	All	Joshua Romm, IMG Worldwide

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
2(x)ist	Level 8 Apparel	Outerwear	Moret Group
Al Agnew, Buck Wear, Darrell Bush, Hautman Brothers, Victoria Schultz	Gallery Wrap	Wall art	MHS Licensing + Consulting
Amylee Weeks, Hautman Brothers, Judy Buswell, Lisa Weedn, Patrick Reid O'Brien	Highland Graphics	Kitchen accessories	MHS Licensing + Consulting
Audrey Jeanne Roberts, Christine Adolph, Cranston, Julie Ingleman, Tina Higgins	Great Finds	Home textiles	MHS Licensing + Consulting
Avengers (The): Age Of Ultron	American Greetings	Party goods	Disney Consumer Products
	C-Life Group*	Apparel	
	Hallmark Cards*	Social Expressions	
	Hasbro*	Toys	
	Huffy*	Wheeled goods	
	Jay Franco & Sons*	Bedding	
	Mad Engine*	Apparel	
	Under Armour*	Performance wear	
Bethenny Frankel (Skinnygirl)	Brandgenuity	Flavored water enhancers	Creative Artists Agency
Bill & Ted	ODM	T-shirts	Creative Licensing
Buck Wear, James Meger	Frames Plus	Wall art	MHS Licensing + Consulting
Caleb Gray	Walls 360	Wall decals	Caleb Gray Studio
DC Comics	Quantum Mechanix/QMx	Art prints	Warner Bros. Consumer Products
Disney	CJ Products*	Night lights, plush accessories, plush pillows	Walt Disney Company
Dota 2	Mighty Fine	Plush	Valve Corporation
Game of Thrones	Composite Effects	Masks	HBO
Hautman Brothers	Duke Imports	Blankets, throws	MHS Licensing + Consulting
Hello Kitty	CJ Products*	Night lights, plush pillows	Sanrio
Heroes of the Storm	Turtle Beach	Headsets	Blizzard Entertainment
Hershey's	Flower Foods	Snacks	Licensing Company (The)
Life Fitness	Amiee Lynn	Activewear	Life Fitness
Luis Fitch	Robert Kaufman Fabrics	Fabrics	MHS Licensing + Consulting
Maleficent	Hot Topic	Accessories, apparel	Disney Consumer Products
Marika	Glance Eyewear	Eyewear (women's), eyewear accessories	FAM Brands

*Extension or renewal.

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Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Michael Kors	Luxottica	Eyewear	Michael Kors
Miss Universe	Farouk Systems	Hair accessories	Parham Santana
New York Botanical Garden (The)	Oscar de la Renta Home	Tabletop	Jewel Branding & Licensing
Northern Promotions	United Weavers	Area rugs	MHS Licensing + Consulting
Rio 2	Kohl's	Plush, puzzles	20th Century Fox Consumer Products
Simpsons (The)	Threadless	T-shirts	20th Century Fox Consumer Products
Teenage Mutant Ninja Turtles	CJ Products*	Night lights, plush pillows	Nickelodeon & Viacom Consumer Products
	JAKKS Pacific	Large figures	
Texas Chainsaw Massacre	Hollywood Collectibles	Collectible statue	Radar Licensing
Trump Home	Serta*	Mattresses	Trump Organization (The)
World of Eric Carle (The)	Mild Kikaku	Toy wooden books	Joester Loria Group

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Aimee Stewart	Self-taught artist specializing in digital painting and photo manipulation	Giftware, stationery, tabletop, wall art (Worldwide)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
American Greetings properties	Care Bears and Strawberry Shortcake available.	All (South Africa)	Graham Stephen, Character Licensing & Marketing
		All (Middle East)	Helen Fielding, East West Licensing
		All (Hong Kong, Macau)	Noletta Chiu, Medialink Entertainment (Far East) Ltd.
	Care Bears, Holly Hobbie (classic), and Madballs available.	All (Australia)	Lim Mi-Kyoung, Wild Pumpkin Licensing Intl.
	Care Bears, Strawberry Shortcake, and Madballs available.	All (Japan)	Kensuke Kondo, MindWorks Entertainment
	Care Bears, Holly Hobbie, and Madballs available.	All (Latin America)	Marcus Macedo, Exim Licensing
	Care Bears and Strawberry Shortcake available.	All (New Zealand)	Mark Paul, Global Licensing
	Care Bears and Strawberry Shortcake available. Excludes Care Bears in Russia and Strawberry Shortcake in the Nordic region.	All (Eastern Region, CEE)	Peder Tamm, Plus Licens
	Strawberry Shortcake available.	All (Australia)	Alan Schauder, Merchantwise
Doodle Jump	Mobile game series that sees players control a four-legged creature jumping from platform to platform.	All (Nordics, Eastern Europe)	Morten Geschwendtner, Ink Brands
Holly Hobbie Classic	Classic style guide for American Greetings' character, named after the artist of the same name.	All (U.K.)	Vickie O'Malley, Copyright Promotions Licensing Group
	Classic style guide for American Greetings' character, named after the artist of the same name.	All (Iberia)	Irene Civico, Edebé Licensing
	Classic style guide for American Greetings' character, named after the artist of the same name.	All (Israel)	Nurit Tishler, Point of View
Maya the Bee	Century-old children's character about Maya and her fellow insect friends. CGI series debuted this year.	All (Philippines, Malaysia, Singapore, Indonesia, Thailand, Vietnam, Taiwan)	Peter Boey, Empire International Merchandising Corp.
	Century-old children's character about Maya and her fellow insect friends. CGI series airing on Disney Junior in Latin America.	All (Argentina, Bolivia, Uruguay, Paraguay)	Kim Steadman, IMC
Ranch (The)	A children's animated show about four horse-riding friends.	All (Italy, Spain, Eastern Europe)	Ignacio Segura de Lassaletta, Planeta Junior SL

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Talking Tom & Friends	Outfit 7's app and online video series featuring Talking Tom and other talking animal characters.	All (Latin America)	Marcus Macedo, Exim Licensing
		All (U.S., Canada)	Vicky Hill, Bulldog Licensing
		All (Spain, Portugal, Andora)	Ruben Gil, Enjoy Brand Licensing
		All (Belgium, Netherlands, Luxembourg)	Jannienke Mulder, J&M Brands
		All (Germany, Austria, Switzerland)	Katarina Dietrich, Team! Licensing GmbH
		All (Nordics, CEE)	Peder Tamm, Plus Licens
		All (Russia, Ukraine, CIS)	Vadim Nayman, Icon Promotion
		All (Israel)	Lina Dobronevsky, Brand Is Real
		All (China)	Ivan Chan, Promotional Partners Worldwide
		All (Thailand)	Thaveechai Sakdanarath, Tiga Entertainment Co., Ltd.
Tenkai Knights	Spin Master's animated sci-fi series, airing on Disney XD, Club RTL, and SBS in the Netherlands and Belgium.	All (Benelux)	Jannienke Mulder, J&M Brands

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bill & Ted, Rambo	Park Agencies	T-shirts (U.K., Europe)	Creative Licensing
Breaking Bad	Mask-arade	Masks (U.K.)	Rocket Licensing
Escape From New York, Evil Dead 2*	National Entertainment Collectibles Association (NECA)	Figures (Worldwide)	Creative Licensing
Escape From New York, Evil Dead 2*, Terminator (The)*, Terminator 2*, Terminator Salvation*	Sideshow Collectibles	Collectibles (Worldwide)	Creative Licensing
Gary Barlow	Mask-arade	Masks (U.K.)	Bravado Intl. Group Merchandising Services
Hello Kitty	Chr. Storz	Chocolates (Germany)	Team! Licensing GmbH
	Delta Sport Handelskontor GmbH	Temporary tattoos (Germany)	
	Johnson & Johnson Consumer Companies	HBA (Germany)	
	Limuh	Bottled drinks (Germany)	
	Zimmermann-Graeff & Müller	Soft drinks (Germany)	
	ZWILLING J.A. Henckels AG	Cutlery (Germany)	
Highclere Castle	Gascoigne Designs	Furniture (U.K.)	Licensing Management Intl.
iStyle	Idea Nuova	Home textile, kitchen textiles, storage (Italy)	Art Ask Agency
Killzone	ThreeA Toys	Collectible figures (Worldwide)	Sony Computer Entertainment Europe
Natural History Museum (London)	Great British Card Company	Greeting cards (U.K.)	Natural History Museum
Ranch (The)	AA Brands (Germany)	Apparel (Germany)	Copyright Promotions Licensing Group GmbH
	Lansay France	Toys (France)	TF1
Simpsons (The)	UNIQLD	Apparel (Worldwide)	20th Century Fox Consumer Products
Terminator (The)	Fright Rags	Apparel, masks (U.K., Europe)	Creative Licensing
Terminator 2	Nemesis Now	Clocks, mugs (U.K., Europe)	Creative Licensing
	Poetic Gem	Apparel (U.K., Europe)	
	Simbat Toys	Construction toys (Russia)	

*Extension or renewal.



contacts & connections

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

20th Century Fox Consumer Products, Lora Cohn, SVP Global Brand Management & Strategy, 310-369-2243, lora.cohn@fox.com, P. 7, 8.

American Greetings, Charlotte Bean, New Business Development Manager, 216-252-7300 x2829, charlotte.bean@amgreetings.com, P. 6.

Amiee Lynn, Brian Drennen, VP Life Fitness Apparel, 212-268-4747, briand@amieelynn.com, P. 6.

AwesomenessTV, James Fielding, Global Head Consumer Products & Retail, 310-601-1960, P. 12.

Blizzard Entertainment, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 6.

Brandgenuity, Steven Cohen, President, 212-925-0730, steven@brandgenuity.com, P. 6.

Bravado Intl. Group Merchandising Services, Jaison John, Senior Director, 212-445-3534, jaison.john@bravado.com, P. 8.

C-Life Group, Hymie Shamah, President, 212-629-6996 x209, hymie.shamah@c-lifegroup.com, P. 6.

Caleb Gray Studio, Caleb Gray, Founder, 813-221-5282, caleb@calebrgraystudio.com, P. 6.

CJ Products, Caleb Barber, 760-724-7225, caleb@mypillowpets.com, P. 6, 7.

Composite Effects, Diana Branton, 225-756-7875, info@compositeeffects.com, P. 6.

Creative Artists Agency, Gary Krakower, Agent, 424-288-2000, gary.krakower@caa.com, P. 6.

Creative Licensing Corp. (CLC), Rand Marlis, President, 310-479-6777, rmarlis@mminternet.com, P. 6, 8.

Crumbs Bake Shop, Edward Slezak, Interim CEO & General Counsel, 212-221-7105, info@crumbs.com, P. 2.

Disney Consumer Products, Jonathan Symington, SVP Licensing, Live Action Films, 818-544-0001, jonathan.symington@disney.com, P. 3.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0000, josh.silverman@disney.com, P. 6.

Disney Consumer Products, Paul Gitter, SVP Licensing, Marvel, 818-544-1950, paul.gitter@disney.com, P. 2, 3, 6.

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

Duke Imports, Simardeep Sethi, VP Business Relations, 260-665-1100, simar@dukeimports.com, P. 6.

FAM Brands, John Spotts, EVP Business Development & Licensing, 312-498-1429, john@fambrands.com, P. 6.

Farouk Systems, Basim Shami, President & CEO, 800-237-9175, P. 7.

Feld Entertainment, Mark Abernethy, VP Licensing & Business Development, 630-566-6219, mabernethy@feldinc.com, P. 2.

Flower Foods, Brent Bradshaw, VP Marketing, 229-226-9110, P. 6.

Frames Plus, Brian Richless, 518-462-1842, brichless@framesplusinc.com, P. 6.

Fright Rags, Ben Scrivens, Founder, 585-730-8280, ben@fright-rags.com, P. 8.

Gallery Wrap, Todd Jones, 615-907-2011, amsprt@me.com, P. 6.

Glance Eyewear, Alexander Wu, EVP, 212-689-2288, info@glanceeyewear.com, P. 6.

Great Finds, Karolyn Howard, 402-228-7007, karolyn@greatfinds.biz, P. 6.

Hallmark Cards, Karen Mitchell, Product Development & Licensing Director, 816-274-3639, kmitch1@hallmark.com, P. 6.

Hasbro, Bill Burtch, Director Licensing, 401-431-8697, bill.burtch@basbro.com, P. 6.

HBO, Josh Goodstadt, Director Licensing & Retail, 212-512-7047, josh.goodstadt@hbo.com, P. 6.

Highland Graphics, Ron Wall, 800-218-7491, ronwallhighland@yahoo.com, P. 6.

Hollywood Collectibles, Mark Hilliard, Product Manager, 407-985-4613, mark@hollywood-collectibles.com, P. 7.

Hot Topic, Cindy Levitt, VP General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 6.

Huffy, Ray Thomson, EVP Global Marketing, 937-865-2839, ray.thomson@huffy.com, P. 6.

Idea Nuova, Colleen Hexamer, Director Licensing, 212-643-0680, colleenh@ideanuova.com, P. 8.

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

IMG Worldwide, Joshua Romm, VP Licensing, 212-774-4526, joshua.romm@imgworld.com, P. 6.

JAKKS Pacific, Jill Nordquist, SVP Marketing, 310-456-7799, jilln@jakks.net, P. 7.

Jay Franco & Sons, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 6.

Jewel Branding & Licensing, Julie Newman, President, 404-303-1872, julie@jewelbranding.com, P. 7.

Joester Loria Group, James Slifer, SVP Business Development, 212-683-5150 x306, jslifer@tjlg.com, P. 7.

Johnson & Johnson Consumer Companies, Gary Appelbaum, Director Business Development, 908-874-2523, gappelb@its.jnj.com, P. 8.

Kohl's, Amy Kocourek, EVP Merchandising, 262-703-2636, amy.kocourek@kohls.com, P. 7.

Level 8 Apparel, Michael Hong, 212-938-0288, info@level8apparel.com, P. 6.

Licensing Company (The), Elizabeth Bos, EVP, 212-584-0880, elizabeth.bos@thelicensingcompany.com, P. 6.

Licensing Street, JJ Ahearn, Managing Director, 212-359-9571, jj@licensingstreet.com, P. 6.

Life Fitness, Chris Clawson, President, 847-288-5910, info@lifefitness.com, P. 6.

Lionsgate, Paula Kupfer, SVP Worldwide Promotions & Consumer Products, 310-255-4928, pkupfer@lionsgate.com, P. 3.

Luxottica, Amy Connor, VP Marketing, North American Retail, 513-765-6000 x53181, amy.connor@luxottica.com, P. 6.

Mad Engine, Carolyn Foreman, VP Licensing, 858-558-5270, carolyn@madengine.com, P. 6.

MHS Licensing + Consulting, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 6, 7.

Michael Kors, Lindsey Grunsfeld, Director Global Licensing, 212-201-8100, lindsey.grunsfeld@michaelkors.com, P. 6.

Mighty Fine, Patty Timsawat, President of Licensing, 213-234-3921, patty@mightyfineinc.com, P. 6.

Moret Group, Arthur Lachman, SVP Operations/Business Development & EVP E-commerce, 212-354-2400, arthur@moret.com, P. 6.

National Entertainment Collectibles Association (NECA), Alexis Mueller, Director Business & Legal Affairs, 908-686-3300 x225, alexism@necaonline.com, P. 8.

Nickelodeon & Viacom Consumer Products, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimn.com, P. 7.

ODM/Olaes Enterprises, Jay Kopelowitz, EVP, 858-679-4450 x1017, jay@odmart.com, P. 6.

Oscar de la Renta Home, Carolina Irving, Creative Director, 212-282-0500, carolina.irving@oscardelarenta.com, P. 7.

Paramount Licensing, Michael Bartok, EVP Licensing, 323-956-8432, mike_bartok@paramount.com, P. 3.

Parham Santana, Aaron Spiegeland, VP Brand Strategy & Licensing, 212-645-7501 X54, aaron@parhamsantana.com, P. 7.

Parigi Group, Sion Betesh, EVP Licensing & Marketing, 212-378-1518, sion@parigigroup.com, P. 2.

Perry Ellis International/PEI Licensing, Kelly Payfer, VP Licensing, 212-536-5785, kelly.payfer@pery.com, P. 2.

PVH, Kenneth Wyse, President Licensing & Public Relations, 212-381-3628, kennethwyse@pvh.com, P. 2.

Quantum Mechanix/QMx, Andy Gore, CEO, 310-464-6226 x100, gorea@quantummechanix.com, P. 6.

Radar Licensing, David Imhoff, President, 347-599-2421, david.imhoff@radarlicensing.com, P. 7.

Robert Kaufman Fabrics, Evie Ashworth, Director Design, Retail, 800-877-2066 x245, evie@robertkaufman.com, P. 6.

Sanrio, Linh Forse, Licensing Director, 310-896-3277, lforse@sanrio.com, P. 6.

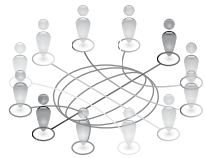
Serta, Bob Malin, VP Licensing, 847-645-0200, groupreceptionist@serta.com, P. 7.

Sesame Workshop, Maura Regan, SVP & General Manager Global Consumer Products, 212-595-3456, maura.regan@sesameworkshop.org, P. 2.

Sideshow Collectibles, Greg Anzalone, CEO & President, 805-214-2100 x121, greg.anzalone@sideshowcollectibles.com, P. 8.

Sony Pictures Consumer Products, Greg Economos, SVP Global Consumer Products, 310-244-4188, gregory_economos@spe.sony.com, P. 4.

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



international contacts & connections

This section refers to the International listings in this issue. International calls from the U.S. and Canada must be preceded by the 011-prefix.

AA Brands (Germany), Josy Fouche-Guibon, Director, 44 7760 166446, foucheguibon@gmail.com, P. 8.

Art Ask Agency, Kirsty Satchel, Licensing Manager, 34 699 969 706, kirsty@artaskagency.com, P. 8.

Brand Is Real, Lina Dobronevsky, Licensing Director, 972 3 542 70 00, lina@brandisreal.com, P. 8.

Bulldog Licensing, Vicky Hill, Licensing Executive, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 8.

Character Licensing & Marketing, Graham Stephen, Managing Director, 27 11 452 4202, graham@clmsa.co.za, P. 7.

Chr. Storz, Brigitte Schott, Export Manager, 49 746192820, P. 8.

Copyright Promotions Licensing Group, Vickie O'Malley, Managing Director, 44 208 563 6400, vomalley@cplg.com, P. 7.

Copyright Promotions Licensing Group GmbH, Joachim Knoedler, Managing Director, 49 89 96 10 90 0, jknoedler@de.cplg.com, P. 8.

Delta Sport Handelskontor GmbH, Christoph Werle, Director New Business & Licensing, 49 40 527 310 205, cwe@delta-sport.com, P. 8.

East West Licensing, Helen Fielding, Director, 9714 328 4302, info@eastwestlicensing.com, P. 7.

Edebé Licensing, Irene Civico, Property Development Manager, 34 93 206 31 54, icivico@edebe.net, P. 7.

Empire International Merchandising Corp., Peter Boey, Managing Director, 603 7785 1396, peter@empiremultimedia.com, P. 7.

Empire Merchandising & Licensing, Marissa Tablante-Saynes, Country Manager, 62 8139937160, marissa@empiremultimedia.com, P. 8.

Enjoy Brand Licensing, Ruben Gil, CEO, rgil@enjoybrandlicensing.com, P. 8.

Exim Licensing, Celso Rafael, EVP, 55 11 3885 9275, crafael@eximlicensing.com, P. 7, 8.

Gascoigne Designs, David Gascoigne, Managing Director, 44 115 946 4070, sales@gascoignedesigns.co.uk, P. 8.

Threadless, Wilson Fong, VP Partnerships, 773-878-3557 x535, wilson@threadless.com, P. 7.

Trump Organization (The), Amy Steinfeldt, Manager Global Licensing, 212-836-3248, asteinfeldt@trumporg.com, P. 7.

Turtle Beach, Bob Picunko, CMO, 914-345-2255, bob.picunko@turtlebeach.com, P. 6.

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

UNIQLO, Jean-Emmanuel Shein, Marketing Manager, 877-486-4756, usa@uniqlo.com, P. 8.

United Weavers, Diane Carleo, Director Marketing, 706-226-5555, diane@carpets.com, P. 7.

Global Licensing, Mark Paul, 64 9 845 4900, mark@global-nz.com, P. 7.

Great British Card Company, Peter Reichwald, Owner, 44 1452 888999, art@paperhouse.co.uk, P. 8.

Icon Promotion, Vadim Nayman, President, 7 495 988 74 52, info@iconpromotion.ru, P. 8.

Ink Brands, Morten Geschwendtner, Managing Director & CEO, 45 33 556 100, mg@ink-brands.com, P. 7.

J&M Brands, Jannienke Mulder, Managing Director, 31 23 7600061, j.mulder@jmbrands.nl, P. 8.

Lansay France, Stephane Azoulai, Managing Director, 33 1 39 98 4865, stephane.azoulai@lansay.fr, P. 8.

Licensing Management Intl., Chris Cheeswright, International Account Manager, 44 1425 403430, chris@lmiuk.com, P. 8.

Limuh, Christian Berentzen, Managing Director, 59 61 957 20 27, info@limuh.de, P. 8.

Mask-arade, Ray Duffy, Director, 44 1926 814292, P. 8.

Medialink Entertainment (Far East) Ltd., Noletta Chiu, VP, 852 2503 4980, nolettachiu@medialink.com.hk, P. 7.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Licensing Director, 44 20 7593 0510 x4, info@mgllicensing.com, P. 7.

Merchantwise, Alan Schauder, Director, 61 3 9520 1000, alan@merchantwise.com, P. 7.

Mild Kikaku, Masao Koizumi, President, 81 42 751 6001, koizumi@mildtrading.com, P. 7.

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

Natural History Museum, Zuzi Wojciechowska, Licensing Manager, 44 20 7942 5652, zuzi.wojciechowska@nhm.ac.uk, P. 8.

Nemesis Now, Nick Chadwick, 44 1782 596660, nick@nemesisnow.com, P. 8.

Park Agencies, Tony Park, tony.park@parkagencies.co.uk, P. 8.

Planeta Junior SL, Ignacio Segura de

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

Valve Corporation, Doug Lombardi, VP Marketing, 425-889-9642, lombardi@valvesoftware.com, P. 6.

Walls 360, John Doffing, Founder & CEO, 888-244-9969, partners@walls360.com, P. 6.

Walt Disney Company, Josh Silverman, EVP Global Licensing, 818-544-0041, josh.silverman@disney.com, P. 6.

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

Lassaletta, General Manager, 34 934 928 874, isegura@deaplaneta.com, P. 7.

Plus Licens, Peder Tamm, Chairman of the Board, 46 8 545 139 00, peder.tamm@pluslicens.se, P. 7, 8.

Poetic Gem, Elliott Matthews, Executive Director, 44 19 2324 9497, elliot@poeticgem.com, P. 8.

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

Promotional Partners Worldwide, Ivan Chan, President, 852 2505 0299, ivanchan@ppgl.com, P. 8.

Red Rover, Nayoung Lee, Manager Licensing & Marketing, 82 70 7605 3233, nayoung@redrover.co.kr, P. 4.

Rocket Licensing, Charlie Donaldson, Joint Managing Director, 44 20 7207 6241, charlie@rocketlicensing.com, P. 8.

Simbat Toys, Denis Bolotov, Head Purchase Division, Marketing & Purchase Dept., 7 495 149 02 33, info@simbat.ru, P. 8.

Sony Computer Entertainment Europe, David Evans, Licensing Manager, 44 20 7859 5000, david_evans@scee.net, P. 8.

Team! Licensing GmbH, Katarina Dietrich, CEO, 49 8924 23124 0, katarina.dietrich@teamlicensing.de, P. 8.

TF1, Daphne De Beaufort, Head of Kids Acquisitions, 331 414 11234, ddebeaufort@tf1.fr, P. 8.

ThreeA Toys, Ashley Wood, Co-Founder & Artist, cs@threeaonline.com, P. 8.

Tiga Entertainment Co., Ltd., Thaveechai Sakdanaraseth, Managing Director, 66 2-643-1855-9, thaveechai@tiga.co.th, P. 8.

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

Zimmermann-Graeff & Müller, Johannes Hübinger, Managing Director, 49 6542 4190, info@zgm.de, P. 8.

ZWILLING J.A. Henckels AG, Achim Wolfgarten, Sales & Marketing Director, 49 212 88 2 0, info@zwilling.com, P. 8.

Trademark/Brand Trends

Continued from page 1

category is far too low because of the large size of some of the deals.)

The other category witnessing fast growth was food and beverages, driven by the above-mentioned brand-extension deals tied to food, beverage, and restaurant trademarks. Both consumer electronics and food/beverage have seen significant growth over the last several years.

Categories experiencing the steepest declines in 2013 were those that tend to be farthest away from the core businesses of most corporate brands.

As is true for all property types, corporate licensors face barriers at retail. “The retail consolidation trend and the power of the large retailers really is top of mind for all the corporate licensing executives,” says one agent.

“Retailers continue to be risk-averse and are less likely to give space to untested brands in new product categories,” adds another. “On the flip side, brands are less volatile than entertainment and celebrity brands.”

In some ways, a challenging retail environment can be a positive for licensing in general and brand licensing in particular. Still, “retailers and licensees continue to test brands and products before making significant investments in inventory, and license agreements are structured accordingly,” explains a corporate licensing executive.

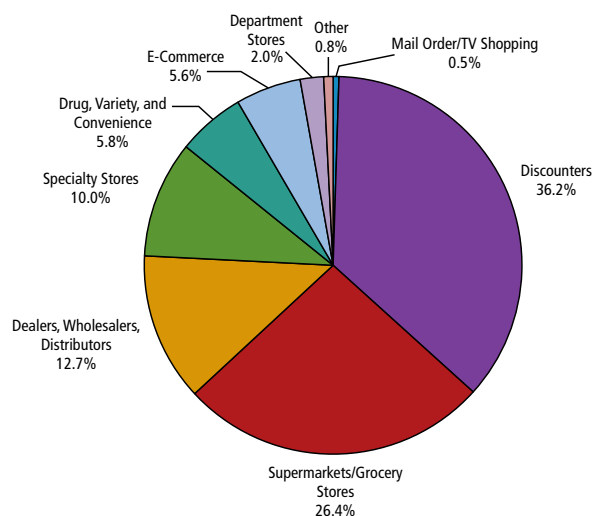
While corporate licensing growth in the U.S. and Canada was less than 1% in 2013, many executives reported better results in international territories. Asia, and especially China, are almost universally cited, with Central and South America (especially Brazil) also strong.

RETAIL SALES OF LICENSED MERCHANDISE BASED ON CORPORATE TRADEMARK/BRAND PROPERTIES 2012-2013, BY PROPERTY TYPE (FIGURES IN MILLIONS)

PROPERTY TYPE	RETAIL SALES, 2013	RETAIL SALES, 2012	CHANGE, 2012-2013	SHARE OF CORPORATE TRADEMARK LICENSING, 2013
Automotive/Motor Vehicle	\$3,920	\$3,944	-0.6%	14.9%
Food/Beverage	\$7,022	\$6,759	3.9%	26.7%
Restaurants	\$4,424	\$4,291	3.1%	16.8%
Sporting Goods	\$1,310	\$1,305	0.4%	5.0%
Hardware, Appliance, and Tool	\$2,681	\$2,650	1.2%	10.2%
Home-Related	\$374	\$366	2.2%	1.4%
Electronics/Technology	\$3,063	\$2,977	2.9%	11.6%
Electronic Media	\$220	\$217	1.2%	0.8%
Other	\$3,299	\$3,598	-8.3%	12.5%
TOTAL	\$26,314	\$26,106	0.8%	100.0%

SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE BASED ON CORPORATE TRADEMARK/BRAND PROPERTIES, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2013 TOTAL = \$26.3 BILLION



SOURCE: THE LICENSING LETTER

RETAIL SALES OF LICENSED MERCHANDISE BASED ON CORPORATE TRADEMARK/BRAND PROPERTIES, BY PRODUCT CATEGORY, 2012-2013 (FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2013	RETAIL SALES, 2012	CHANGE, 2012-2013	SHARE OF MARKET, 2013
Accessories	\$1,786	\$1,749	2.1%	6.8%
Apparel	\$2,363	\$2,259	4.6%	9.0%
Consumer Electronics	\$3,633	\$3,424	6.1%	13.8%
Domestics	\$75	\$79	-4.8%	0.3%
Food/Beverages	\$8,313	\$7,747	7.3%	31.6%
Footwear	\$1,634	\$1,652	-1.1%	6.2%
Furniture/Home Furnishings	\$868	\$922	-5.9%	3.3%
Gifts/Novelties	\$305	\$336	-9.2%	1.2%
HBA	\$1,015	\$1,012	0.3%	3.9%
Housewares	\$506	\$528	-4.2%	1.9%
Infant Products	\$216	\$218	-0.5%	0.8%
Publishing	\$778	\$853	8.8%	3.0%
Sporting Goods	\$1,088	\$1,059	2.8%	4.1%
Stationery/Paper	\$100	\$108	-7.5%	0.4%
Toys/Games	\$528	\$547	-3.5%	2.0%
Video Games/Software	\$693	\$752	-7.8%	2.6%
Other	\$2,412	\$2,860	-15.7%	9.2%
Hardware and Paint	\$154	\$149	3.0%	0.6%
Gardening	\$107	\$104	2.9%	0.4%
Pet Products	\$208	\$201	3.6%	0.8%
Automotive Accessories	\$350	\$350	-0.2%	1.3%
Boats and Vehicles	\$487	\$486	0.1%	1.9%
Miscellaneous	\$1,107	\$1,569	-29.5%	4.2%
TOTAL	\$26,314	\$26,106	0.8%	100.0%

NOTE: Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

Movie Sequels

Continued from page 11

a year ago, we had 67.

(The December 2013 list featured 81 films; of course, since the time frames for the charts overlap, much is repeated from one chart to the next. New titles are added, however, and release dates are adjusted.)

Some of the increase in sequels is attributable to the aggressive production schedule Disney and others have established for Marvel-based movies. And, from a licensing perspective, it is important to recognize that the most licensable titles are those with a history of past success.

Among films based on other properties, books are the source of 27% of the current list (up from 15% a year ago), and comic books/strips are down slightly, to 16% from 18%. Video games and apps (6%), TV (5%), and toys (2%) round out the list. As noted, 5% are original to the medium.

SOURCE OF LICENSABLE FILMS PROJECTED FOR RELEASE IN 2015 THROUGH 2018		
Sequels	46	56%
Book adaptations	22	27%
Comic books/strips	13	16%
Reboots	9	11%
Video games/apps	5	6%
Original	4	5%
Television	4	5%
Toys	2	2%

NOTE: A film can appear in multiple categories.
SOURCE: THE LICENSING LETTER

The number of sequels in a given series also continues to rise. For the current group, 16 titles are the second films, 13 are the third films, eight are the fourth releases. James Bond tops the list, returning for a 24th film. And that's not even counting some of the "first-time" spinoffs of Marvel characters into their own series.

Marvel has nine titles on this chart, with others likely to be added. But only three of the current nine are Disney productions; the films at Fox and Columbia are part of ongoing pacts made prior to Disney's acquisition of Marvel.

In book adaptations, the continued trend of splitting the last novel of a trilogy into two films—as for *The Hunger Games* and *Divergent*—will provide licensees with two independent merchandising opportunities for the same property, not to mention the video releases of those titles.

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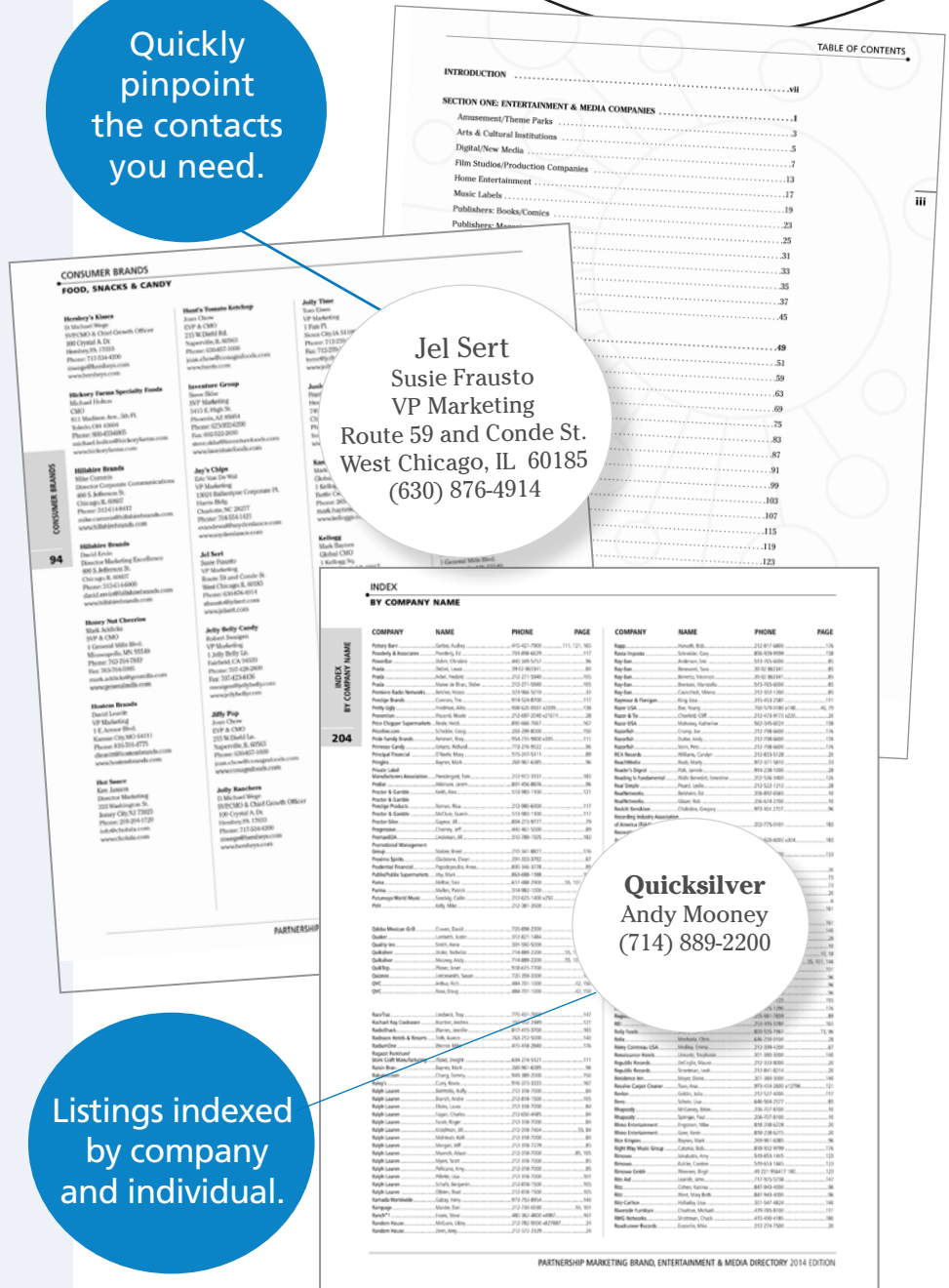
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VP Marketing
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West Chicago, IL 60185
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