

THE LICENSING LETTER

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Expanding Presence for Global & Digital Properties, Plus Co-branding & Comebacks Highlight Licensing Expo

The profile of licensors and properties from outside the U.S. and Canada continues to grow at Licensing Expo. While many of the exhibitors have been at the show before, their booths get bigger and showier every year and there is more focus on the top-performing properties rather than the exhibitors' entire roster. Licensors are hoping their properties can cross borders, including into the U.S.

Some examples include Masha and the Bear from Russia, Gallinha Pintadinha from Brazil, Larva from Korea, Hatsune Miku from Japan, and Ali the Fox from China.

China had a pavilion that showcased some of that country's IP, marking the first time it promoted its licensors rather than its manufacturers at the show. Among the properties it was highlighting were the art brand DunPin and two characters popular in China, Ali and Boonie Bears.

"Licensing is a new platform we want to build in the China market," says Wendy Chang of Quadrant Licensing Management Consulting. Noting that the country is not as advanced in animation technique as other countries, she says that what differentiates its properties is China's cultural history. "Art and culture are our strength," she notes. Chang reports that Ali the Fox attracted significant attention from U.S. licensing agents at the show.

Digital Still Top of Mind

Not surprisingly, digital-origin properties, digital marketing, and digital distribution were on licensing executives' minds at the show.

The number and variety of digital properties continue to grow, with examples ranging from Hatsune Miku, a singing voice synthesizer character, to Wiki-Leaks (and founder Julius Assange), to Saban's online series Emojiville, as well as the usual range of video games (e.g., Skylanders), virtual worlds (Moshi Monsters), and apps (Angry Birds, Doodle Jump, Talking Friends).

More bloggers continue to enter the market as well. "It's an emerging space," says Debra

Joester of The Joester Loria Group, which represents Aimee Song and her Song of Style blog. "Exposure through Instagram and Pinterest can be hard to understand and hard to quantify. But you get big numbers and these are opinion leaders with loyal followings. Bloggers understand that this is a business."

Song has more than 1.45 million Instagram followers, along with significant followings on oth-

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TURN, TURN, TURN

For Every License There Is A Retail Approach

Licensing Expo in 100 words or less:

- ▶ Fewer (or at least less prominent) zombies.
- ▶ Plenty of cats, grumpy and otherwise.
- ▶ More dogs.
- ▶ Celebrities and characters (including Felix the Cat) morphing into lifestyle brands.
- ▶ Corporate brands re-emphasizing the marketing benefits of licensing.
- ▶ Game designers' penchant for absolute secrecy until the release date vs. the licensing group's need for visuals and a story 12-18 months out to secure retail placement.
- ▶ Taking U.S. brands and entertainment properties abroad—and translating home-grown properties from other territories to the U.S. market.
- ▶ Co-branding is pervasive.
- ▶ Netflix as a distribution medium of choice.
- ▶ Less traffic, better quality walk-ups, great meetings.

That's the shorthand overview of Licensing Expo 2014. The longer view encompasses the perennial key topic: Retail.

"The challenge is retail," says Claes Kalborg at King.com, the company behind Candy Crush and almost 200 other games (though Candy Crush and Farm Heroes Saga are the only ones

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in short

Western Chief girls' and boys' raincoats featuring Hello Kitty or generic fire department designs are \$17.99 at Costco in Brooklyn, NY and \$19.99 on the Costco website for sizes 2T-6.



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Licensing Ledger

ON SOCIAL MEDIA

"Social media should be defined differently—as person to person social interaction," says licensing and IP attorney Mitchell Radin of **Collen IP**. "I'd hate to see a generation of kids who don't know how to relate to each other on a personal basis." Social media clearly meant different things to everyone at Licensing Expo. From Facebook to Twitter to Instagram to Netflix originals to mobile games the challenge is how to harness all these digital media into products and properties that tell stories, translate into play patterns, can be developed into lifestyle brands, or for marketing the core brand.

DISNEY WITH A ROAR

Disney extends its *Lion King* franchise with a 2015 television movie and 2016 TV series. *The Lion Guard* will focus on the children of characters from the original *Lion King* movie. Also slated for TV in 2015 is *Miles From Tomorrowland*, a science-fiction adventure show similarly geared to preschoolers. Separately, Disney tells the *Wall Street Journal* that fiscal-year sales of products based on Disney Junior shows (including DVDs and in-house-published books, along with Disney-sourced merchandise that isn't technically licensed as well as formally licensed goods) "tripled in two years to an estimated \$3 billion." At Licensing Expo, Disney's Josh Silverman noted that the *Cars* franchise has generated retail sales of consumer products (again, including goods sourced and produced in-house) of \$20 billion since its launch.

FOSSIL UNDER THE MICROSCOPE

Fossil Group sales are split evenly between the company's licensed and core Fossil brands, says Fossil CMO Greg McKelvey, as quoted by *WWD*. Licensed Michael Kors

watches accounted for 22.4% of Fossil's sales in 2013; a new Tory Burch line (based on an agreement signed last year) is rolling out now. Fossil additionally holds licenses for Burberry, Emporio Armani, Marc by Marc Jacobs, DKNY, A|X Armani Exchange, and others. Domestic and international sales are also split evenly, but with the European and Asian businesses growing at more than 20% annually and the U.S. market expanding in the mid-single-digit range.

SEQUENTIAL ENTERS NEW GALAXY

Sequential Brands Group projects doubling its revenue over the next 12 months to \$56-\$60 million on anticipated retail sales of \$2 billion thanks to its acquisition of Galaxy Brand Holdings brands Avia, And1, Nevados, and Linens 'N Things. TLL estimates that that represents an average royalty rate of approximately 5.5%-6% across all Sequential brands. The Carlyle Group, a majority owner of Galaxy, becomes a significant shareholder in Sequential.

WOMEN AS BRANDS

Of the 100 women who appear on *Forbes'* list of the world's most powerful women, most come from politics, media, or business. But 10 have licensing programs, or have lent their names to products via some other brand-extension technique. They include three musicians: Beyoncé (#17, with fashion and fragrance), Shakira (#58, fragrance), and Lady Gaga (#67, fragrance and Barney's tie-in); two talk-show hosts: Oprah (#14, chai tea with Starbucks) and Ellen DeGeneres (#46, pet products); one actress: Sofia Vergara (Kmart tie-in); three fashion designers: Diane Von Furstenberg (#68), Miuccia Prada (#75), and Tory Burch (#79), all tied to brand extensions of one kind or another; and one model:

Giselle Bündchen (#89, with apparel, footwear, and cosmetics).

ARMY BRATS

Lil' Troop is a new line of action figures licensed by the **U.S. Army** to toy manufacturer **Party Animal** (which also has licenses for professional sports and college football teams). The figures have no weapons and are targeted for ages 4 and up. In comments on an *Army Times* article on the rollout, which began recently at Army Exchanges and on the Toys R Us website, several people question why there are no female figures. Party Animal hopes to line up the Marines next.

NAME GAME

The prevailing wisdom at Licensing Expo regarding the U.S. Patent Office's ruling that it is nullifying the trademarks for the Washington Redskins is that it will be challenged and ultimately overturned.

SNL TAKES A LICKING

Ben & Jerry's locations in North America will soon carry additional licensed *Saturday Night Live*-inspired flavors. The limited edition flavors are part of *SNL's* 40th anniversary celebration.

DOGFISH HEAD X GUIDED BY VOICES

Guided By Voices, the Dayton, Ohio-based indie rock band known for its prolific, often lo-fi output, now have their own beer from Delaware-based **Dogfish Head Brewery**. Beer Thousand, an ale named after the band's popular 1994 album *Bee Thousand*, will see release in Dogfish Head's distribution network along with a limited-edition record featuring a live song recorded in 1994. Dogfish Head previously released licensed beers from Pearl Jam, Miles Davis, and hip-hop group Deltron 3030.



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Licensing Expo Highlights

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er social media platforms, and has collaborations with Tiffany & Co., Valentino, Saks Fifth Avenue, and others.

Many exhibitors were talking about the ability to use social media and other digital channels to monitor or ask about fans' preferences when it comes to licensed merchandise. Cartoon Network's deal with Kidrobot for Adventure Time vinyl figures, which will debut in 2015, was a direct result of fans asking for that product, according to the network's Pete Yoder.

Digital distribution hit the tipping point this year as well. DreamWorks announced the launch of the online hub DreamWorks TV and began licensing properties from its Awesomeness TV platform. Aardman forged an exclusive distribution deal for its properties with Amazon Prime. Scholastic paired with Netflix for an original series, *Magic School Bus 360*, to debut in 2016 (with licensing to follow), while Mattel and Netflix are developing an original TV series and film to debut in 2015.

Collaborations and Co-Branding

At last year's Licensing Expo, fashion mannequins were ubiquitous across the show floor as exhibitors were touting their fashion collaborations, but this year there was no such display trend. Fashion collaborations and capsules pairing designers or fashion boutiques with characters, brands, artists, and sports have become so prevalent that calling them out is likely not considered a differentiator any more.

"Everything's changed now," says Alita Friedman of Alita's Brand Box, which is representing female St. Martin's Press authors such as Lisa Scottoline for collaborations and promotional partnerships. "Retailers like in-and-out programs."

While not high profile on the exhibition floor, there were announcements of additional collaborations during the show. Peanuts Worldwide, for example, promoted a raft of deals for new and expanded high-end collections, including with Italian outerwear brand Depeche, men's fashion house Trainerspotter, Portuguese design label Xisocho, Tod's division Fay, the colorful London label Criminal Damage, leather bag company The Cambridge Satchel, and French leather goods outfit Lancaster.

Meanwhile, cross-licensing and co-branding continues apace. Rovio and Hasbro announced an Angry Birds/Transformers game and licensing program, Uglydoll highlighted its new initiative with Star Trek, and DC Comics and Hello Kitty

expanded their collaboration to include DC Supervillains. Uglydoll and Hello Kitty are two of the most active properties when it comes to such mash-ups.

Trend Spotting

Some of the other trends noted at the Expo:

- ▶ Comebacks for vintage and classic entertainment properties continue. Properties being relaunched for licensing include Goosebumps, Powerpuff Girls, Teletubbies, and Felix the Cat, which is newly acquired by DreamWorks. Several exhibitors credit the success of Nickelodeon's new incarnation of Teenage Mutant Ninja Turtles, which has driven global retail sales of \$3 billion since its relaunch in September 2012, according to the company, as a key driver of this trend.
- ▶ Toy companies continue to make the transition from toy makers to entertainment companies. Ty (Beanie Babies), MGA (Lalaloopsy and others), and Cepia (ZhuZhu Pets) joined Hasbro and Mattel in exhibiting their IP, while other toy companies' entertainment properties were on display, including LEGO (which produced Mixels with Cartoon Network), Spin-Master (Paw Patrol with Nickelodeon), and JAKKS (Emojiville with Saban).
- ▶ Despite the dominance of Disney Junior—which generated \$1.8 billion at retail in fiscal 2013 [including sourced as well as licensed goods], according to the company—on store shelves, preschool continues to be a vibrant sector in terms of the number of properties being licensed. Saban announced that Cirque du Soleil Media's first project would be in the preschool space; Sesame Workshop launched a new property, The Furchesters, a coproduction with CBeebies; and Nickelodeon introduced BLAZE, a STEM-themed show about monster trucks for preschoolers.

Thanks to more focus by show producer Advanstar in attracting new exhibitors, the fashion/lifestyle section of the show grew slightly. The number of art exhibitors also seemed to be up, mainly due to the fact that Advanstar made mini-booths available for the first time to attract artists at lower costs.

Corporate brands had a strong presence, as always, with magazine brands (from Meredith, Conde Nast, High Times, and Entrepreneur), food and restaurant brands, and automotive brands especially prevalent, both with their own booths and via the agents representing them.

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For Every License...

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with active licensing programs behind them). “Store buyers tell us, ‘Yes, you’re big now, but what will it be a year from now?’ So we show them the plan for the next year” in order to rally support for merchandise that is targeted primarily at women.

Kalborg and Rovio’s Naz Cuevas (Kalborg previously worked at Rovio, the company that developed Angry Birds) face an obstacle that is increasingly common for other entertainment properties as well: What do you tell to whom, and when? Or as Rovio’s Cuevas puts it: “Revealing too much 12-18 months out [in order to secure retail buy-in for licensed goods] where the gaming industry is about absolute secrecy until the day of release.”

Exhibitors at Licensing Expo, whatever the category, face the same dilemma. They need to tell a story to retail in order to generate enthusiasm and buy-in, but need to keep the competition from learning too much about their plans. Indeed, sometimes the “content” isn’t ready for prime time when the sell-in process needs to begin, be it a movie, a book, a TV show, a fashion label, or a video game.

Speed to market is also critical. For Disney, once again holding invitation-only meetings away from the show floor, it’s about day-and-date release for its new, hugely successful Disney Jr. properties. “Now it’s day-and-date [from when a series premieres] to six months to have mer-

chandise on the shelf,” says Disney’s Josh Silverman, “down from 12-18 months in the past.”

Disney being Disney, it’s going to have the pull to lure licensees early—and the benefit of built-in exposure and cross-marketing. Similarly, Nickelodeon plans to have merchandise for *BLAZE*, its new STEM-based preschool series about monster trucks, roll out about six months after the show debuts. That is the first time that network has introduced licensed goods less than a year after the premiere, according to Nick’s Tori Fernandes.

Retailers’ limited expectations can bedevil a property though: “There are out-of-stocks worldwide on *How to Train Your Dragon* merchandise,” following the opening of the second film in that budding franchise, says DreamWorks Animation’s Michael Connolly. However, Connolly notes that a fourth-quarter release on DVD and via other home media, along with the second season of the Cartoon Network TV spinoff, *Riders of the Berk*, bode well for a strong fourth quarter for merchandise. Overall, the property has gone from seven licensees worldwide in 2013 to 250 manufacturing 50,000 products in 2014.

On the other hand, Connolly says of *Dinotrux*, author Chris Gall’s Little Brown-published book series for which DreamWorks is developing a three-season Netflix series, “Every retailer says ‘I want it six months earlier than the Netflix series debuts.’ They don’t care when the content comes.” The books have been available since 2009, so there is some familiarity, not to mention the fact that the magical combination of trucks and dinosaurs is likely to have a strong appeal to boys whether they know the show/books or not.

In general, Connolly sees the business having turned 180 degrees since just a few years ago. “Today, theatrical release is a little jump for licensed merchandise sales. DVD is where you see the big jump.” It remains to be seen just what kind of jump Netflix will generate at retail for that group of properties.

For Felix the Cat, which DreamWorks acquired right before Licensing Expo, the plan is to launch a lifestyle brand—there is no new content in the works. “A lot of brands try to go out as wide and quick as possible,” Connolly notes. “We think you have to be patient. We’re going to seed Felix at elite retailers such as Kitson’s and Fred Segal for six months, then into Nordstrom and other higher end department stores for a couple of years, and hopefully, finally, to Target and mass.

“Everyone is under budgeting pressure to take every brand to its lowest common denominator as fast as possible. The secret sauce is tak-

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GAMES: IT’S ALL IN THE STRATEGY

The strategy for Angry Birds’ next iteration, Stella, which targets women (Angry Birds classic, Rovio’s Naz Cuevas tells us, appeals 50/50 to men and women), is to release multiple games simultaneously this fall. The consumer products program will spotlight fashion and HBA.

In contrast, the jointly branded Angry Birds Transformers, for which Hasbro has the licensing rights, will see a single game released Oct. 15, along with a new TV series. Angry Birds in its various Rovio-controlled incarnations (classic, Star Wars, Bad Piggies, Stella) has 600 licensees worldwide that the company says did \$2.2 billion in retail sales of licensed merchandise in 2013.

Co-branding isn’t nirvana for all: One licensee in the U.K. notes that Hello Kitty and Street Fighter, and Angry Birds and Star Wars, each had minimal sales for his company (as did Hello Kitty and KISS, though that wasn’t a game).

Separately, Candy Crush will have scented mobile phone cases, with case licensee Ono Concept AB “collaborating” (but not co-branding with) fragrance licensee Air-Val International.



licensing news

PROPERTIES AVAILABLE OR RECENTLY ASSIGNED, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Amy Coe	Interior designer with existing DTR licensed products at Target and Babies R Us.	Bedding, home decor	James Slifer, Joester Loria Group
Artists of Rock	Collection of images featuring poster and alternative artists.	Apparel, cards, computer accessories, fashion accessories, games, home decor, home furnishings, phone accessories, social expressions, sport/skate accessories, textiles	Morgan Ward, Kitsch Cache
Billy Idol	Musician known for punk-influenced music in the '80s.	All	Dell Furano, Epic Rights
Bit-O-Honey	Honey-flavored taffy candy.	All	Heather Rosenthal, Brand Squared
Carmen Marc Valvo	Luxury fashion brand started by the designer in 1989.	Bridal, fragrance, handbags, health & beauty aids	Allison Ames, Beanstalk
Cinderella	Philadelphia-based glam/hard rock band.	All	Dell Furano, Epic Rights
Def Leppard	English rock band known for hits such as "Pour Some Sugar on Me," "Hysteria," and "Animal."	All	Dell Furano, Epic Rights
Dippin' Dots	Miniature ice cream "of the future."	Cereal, frozen treats, toys	Heather Rosenthal, Brand Squared
Doobie Brothers (The)	California rock band known for hits such as "Black Water" and "Takin' It to the Streets."	All	Dell Furano, Epic Rights
Hustler	Larry Flint's gentlemen's magazine, which launched everything from adult videos to gentlemen's clubs and consumer products.	All	Charles Day, Sharpe Company (The)
Jeremy Lin	Basketball player on the Houston Rockets. Includes "Linsanity," "JLin," and related trademarks.	Educational products, fashion accessories	Stu Seltzer, Seltzer Licensing Group
John Lennon	Member of the Beatles (and one half of Lennon/McCartney), known for prolific solo career. Program will be divided into Imagine (adults) and Real Love (kids).	All	Dell Furano, Epic Rights
Kellogg Company	Joester Loria will now represent Special K, Corn Flakes, Pop-Tarts, and Frosted Flakes.	All	James Slifer, Joester Loria Group
MGM Grand Hotel & Casino	Las Vegas hotel known for a variety of restaurants, shows, and sporting events.	Club apparel, fashion, furniture, home products, music-related accessories, swimwear	Tim Rothwell, All-American Licensing & Management Group (AALMG)
Monsieur Félix & Mr. Norton	Brand founded in 1985 known for cookies found in Canadian grocery stores.	Frozen desserts, ice cream, pies	Heather Rosenthal, Brand Squared
Poppy Cat	Children's book series and subsequent television series from writer Lara Jones. Season two of the show launches this fall.	All	Cynthia Modders, Firefly Brand Management
Pringles	Kellogg's snack crisps brand, known for its mustachioed mascot/logo.	Accessories, apparel, housewares, outdoor gear	James Slifer, Joester Loria Group
Scott Weiland	Former singer of Stone Temple Pilots and Velvet Revolver, now a solo artist with his group, The Wildabouts.	All	Dell Furano, Epic Rights
Smithsonian Libraries' Seed Catalog Collection	Artwork from Smithsonian Libraries' collection of seed and nursery catalogs.	All	Carole Postal, Knockout Licensing
We Are Busy Beavers	YouTube animated series for toddlers.	All	Heather Rosenthal, Brand Squared

*Extension or renewal.

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LICENSES RECENTLY GRANTED, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Avanti	Ata Boy	Buttons, key chains, magnets, mouse pads, night lights, screen wipes	Lisa Marks Associates (LMA)
	Innovative Designs	Gift sets, stationery	
	Kroto dba iCanvasART	Canvas art, wall prints	
	Mark Feldstein & Associates	Alarm clocks	
Ben Hogan	ACI International	Footwear	Perry Ellis Intl./PEI Licensing
BR4SS	Keepers International	Socks	BR4SS
Colleges (on behalf of Forsythe Cosmetic Group)	Brand Liaison (The)	Nail art, nail polish	Collegiate Licensing Co. (CLC)
Downton Abbey	Behrens Manufacturing	Metal household items	Knockout Licensing
	Chasing Fireflies	Dress-up	
	North American Bear	Collectibles	
	Rio Home Fashions	Bedding	
	True Fabrications	Cheese boards, coasters, wine accessories, wine racks	
	Underground Toys	Novelty items	
Dragon Ball Z	FunKo	Vinyl figures	Toei Animation
Godzilla (2014 film)	Rubie's Costume*	Accessories, costumes, hoodies, masks	Warner Bros. Consumer Products
Grateful Dead	Lauren Moshi	Apparel, handbags	Warner Music Group
Guardians of the Galaxy	Fast Forward	Backpacks	Disney Consumer Products
	iHome div. SDI Technologies	Speakers	
	Innovative Designs	Stationery	
	JAKKS Pacific	Costumes	
	Mad Engine	T-shirts	
	Rubie's Costume	Costumes	
Hello Kitty	Adams & Brooks	Candy	Sanrio
Iron Man	Stern Pinball*	Pinball machines	Disney Consumer Products
Julius Jr.	Accessory Innovations	Backpacks, bags, cold weather gear, headwear	Saban Brands
	Amscan	Costumes (children's)	
	Freeze div. Central Mills	Sportswear, t-shirts	
	High Point Design	Hoisery, slipper socks	
	Idea Nuova	Furniture, room decor	
	Jay Franco & Sons	Bath accessories, beach accessories, bedding	
	Komar Sleepwear	Sleepwear (children's)	
	Parigi Group	Sportswear, t-shirts	
	Rubie's Costume	Costumes (toddlers')	
Monster Jam	Bridge Direct (The)	Construction toys	Feld Entertainment
Peanuts	Jay Franco & Sons	Master bath, master beach, master bedding	Peanuts Worldwide

*Extension or renewal.

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licensing news *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Peanuts	Wilson Sporting Goods	Baseball gloves	Peanuts Worldwide
Scooby-Doo	Adams & Brooks	Candy	Warner Bros. Consumer Products
Star Trek	Pretty Ugly	Plush	CBS Consumer Products
Stick World	Quarto Publishing	Art kits, note cards, stationery	Lisa Marks Associates (LMA)
Tentacle Kitty	Mighty Fine	Candy, costumes, greeting cards, jewelry, novelties, stationery	Kitsch Cache
Terminator	Sideshow Collectibles*	Collectibles	Creative Licensing Corp. (CLC)
Tom & Jerry	Adams & Brooks	Candy	Warner Bros. Consumer Products
Twinkle Toes	JAKKS Pacific	Co-branded toys, collectibles, dress-up, playsets, role play	Skechers U.S.A.
Uglydoll	Chasing Fireflies	Costumes	Pretty Ugly
	MakerBot	3D printable models	

INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Chalk Bear	Artist Doug Hyde's bear character.	All (U.K.)	Vicky Hill, Bulldog Licensing
Chupa Chups	Perfetti Van Melle's lollipop brand launched in 1958 with a Salvador Dali-designed logo.	Apparel, fashion accessories, gift items, home (Spain, Portugal, Andorra)	Jordi Rey, Biplano (Barcelona)
Deadliest Catch	Original Productions' show on Discovery Channel 10th season launched this past April.	Gaming, lottery, restaurants, slot machines, sporting goods (North America)	Andrea Brent, FremantleMedia
Designers Guild	Home fashion and lifestyle brand from Tricia Guild.	Fashion, lifestyle (U.K.)	Libby Grant, Bloom
Domo	Pop culture icon and mascot of Japan's NHK broadcasting company.	Accessories, apparel, games, household items, plush (U.K., Ireland)	Valerie Fry, Coolabi
Happy Jackson	Collaborative art brand from designers Giles Andreae and Heather Flynn.	Accessories, apparel, home goods (U.K.)	Libby Grant, Bloom
It's A Wild Life	Form Advertising's new lighthearted design property featuring wildlife with human-like traits, complete with humorous captions.	All (Australia, New Zealand)	John Vasta, Black Mint Licensing
King.com	Game company behind Candy Crush Saga and other web- and mobile-based games.	Accessories, apparel, confectionery, cosmetics, home decor (U.S., Canada)	Russell Binder, Striker Entertainment
		Accessories, apparel, confectionery, cosmetics, home decor (Latin America except for Argentina & Brazil)	Elias Fasja Cohen, Tycoon Enterprises
		Accessories, apparel, confectionery, cosmetics, home decor (Brazil)	Erica Giacomelli, Tycoon Brands 360
		Accessories, apparel, confectionery, cosmetics, home decor (Argentina)	Laura Adelstein, IMC
		Accessories, apparel, confectionery, cosmetics, home decor (Turkey)	Hakan Durda, Sinerji
		Accessories, apparel, confectionery, cosmetics, home decor (Southeast Asia)	Neal Rudge, Pacific Licensing Studio Pte. Ltd.
		Accessories, apparel, confectionery, cosmetics, home decor (Australia, New Zealand)	Lim Mi-Kyoung, Wild Pumpkin Licensing Intl.
		Accessories, apparel, confectionery, cosmetics, home decor (Korea)	Todd Kim, VoozClub Co., Ltd.

*Extension or renewal.

Continued on page 8


licensing news *Continued from page 7*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Little House on the Prairie	Laura Ingalls Wilder's book series, which led to a series of television adaptations, including "new entertainment avenues" from Family Friendly Productions.	All (U.S., Canada)	Carole Postal, Knockout Licensing
Microsoft Game Studios	Representation of select games from Turn 10 Studios and Launchworks, including Forza Motorsport, Killer Instinct, and State of Decay.	All (Worldwide)	Daniel Amos, Tinderbox div. Beanstalk (U.K.)
Poppy Cat	Children's book series and subsequent television series from writer Lara Jones. Season two of the show launches this fall.	All (Spain)	Maria Sanguino, El Ocho Licencias Y Promociones SL
Sony Pictures Consumer Products	Film and TV licensing rights, including upcoming films Hotel Transylvania 2 and Goosebumps.	All (France, Italy)	Marina Narishkin, Copyright Promotions Licensing Group (CPLG France)
		All (Australia, New Zealand)	Alan Schauder, Merchantwise
Suzy's Zoo	Greeting card brand launched in 1968, features Suzy Spafford's cast of animal characters, including the popular Suzy Ducken.	Bedding, games, infant products, stationery, toys (France, Benelux)	Alexia Delahaye, The Agency
Tchaboom!	Musical animated series for children ages 2-4.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment
Tree Fu Tom	FremantleMedia, BBC, and Blue Zoo Animation's children's program for 2-6 year olds. Megalicense will also launch a YouTube channel for the brand.	All (Russia, CIS)	Antony Grishin, Megalicense
		All (Benelux)	Jannienke Mulder, J&M Brands
		All (Israel)	Lina Dobronevsky, Brand Is Real
YooHoo & Friends	Aurora World's wide-eyed plush animal collection, first launched in 2007.	Apparel, arts & crafts, costumes, games, housewares, novelty, stationery, toys (North America)	Cathy Malatesta, Lawless Entertainment

INTERNATIONAL LICENSES RECENTLY GRANTED

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Boo - The World's Cutest Dog	Gund*	Plush (Worldwide)	Knockout Licensing
	Accademia SRL	Accessories, gift items, writing instruments (Italy)	LUCCI tm Brand Extension & Licensing
	VMC Accessories	Fashion bags, headwear, novelty cases, sunglasses (U.K.)	Caroline Mickler
Ella The Elephant	Jazwares	Dolls, figures, master toy, musical instruments, play sets, plush, role play, vehicles (U.S., Canada, U.K., Ireland, Latin America, Middle East, Australia, Spain, Norway)	DHX Media
Flappy Bird	Character World/TDS Enterprises	Bedroom textiles (U.K., Eire)	Lisle Intl. Licensing
Monster Trucks	Spin Master	Master toy (Worldwide)	Paramount Pictures
Poppies	Spin Master	Dolls, figures, playsets, plush, toys (Worldwide)	Saban Brands
Q Pootie 5	Cooneen	Accessories, apparel (U.K., Ireland)	Rocket Licensing
Wolfblood	Smith & Brooks Ltd.	Apparel, swimwear (U.K.)	Bulldog Licensing
	VMC Accessories	Accessories (U.K.)	



contacts & connections

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

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- Adams & Brooks**, John Brooks, VP, 213-749-3226, info@adams-brooks.com, P. 6, 7.
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- Alita's Brand Bar**, Nancy Kopilnick, VP Marketing, 973-698-8056, nancy@alitasbrandbar.com, P. 12.
- All-American Licensing & Management Group (AALMG)**, Tim Rothwell, Partner, 818-613-0070, tim@aalmg.com, P. 5.
- Amscan**, Barry Morin, SVP Marketing & Licensing, 914-345-2020, bmorin@amscan.com, P. 6.
- Ata Boy**, Jude Albright, Licensing Director, 323-644-0117 x201, jalbright@ata-boy.com, P. 6.
- Bassett Furniture**, Pete Morrison, VP Retail Marketing, 276-629-6000, pmorrison@bassettfurniture.com, P. 11.
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- Behrens Manufacturing**, Terry McGraw, VP Sales & Marketing, info@behrensmfg.com, P. 6.
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- BR4SS**, Rich Martin, Lead Director, info@br4ss.com, P. 6.
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- Cartoon Network Enterprises**, Peter Yoder, VP Consumer Products North America, 212-275-6535, peter.yoder@turner.com, P. 3.
- CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-5232, liz.kalodner@cbs.com, P. 7.
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- Chasing Fireflies**, David Niggli, President, 888-700-9474, P. 6, 7.
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- Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0000, josh.silverman@disney.com, P. 2, 4.
- Disney Consumer Products**, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 11.
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- DreamWorks Animation**, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 3, 4.
- Epic Rights**, Dell Furano, CEO, 310-289-8220, dell@epicrights.com, P. 5.
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- Gund**, Kim Ritch, Director Product Development, 732-248-1500, kritch@gund.com, P. 8.
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Continued on page 10

contacts & connections *Continued from page 9*

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VMC Accessories, Laura Sumner, 44 1538 392 500, laura.sumner@vmc.co.uk, P. 8.

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Post-Show Recap

For those who missed the subscriber-only LICENSING LETTER pre-Licensing Expo breakfast in Las Vegas, Keith Gordon and Steven Scabelo of NFL Players Incorporated welcomed attendees noting that players are looking to work with licensees to use their “personal brands to help solve business problems.”

They were followed by Project Partners Network principles Leigh Ann Schwarzkopf and Lynn Scott introducing the new TLL Store Check Survey, and TLL Special Projects Editor Karen Raugust presenting insights from the just-published 8th edition of “International Licensing: A Status Report.”

The high-level networking event brought a wide range of licensing executives together for serious business card exchanges, with LLC2 Licensing & Consulting’s Betty Lyke Urie winning a framed collection of autographed 2014 NFL rookie trading cards.

TLL thanks NFLPI for co-hosting the breakfast. We also thank all the participants in our annual “Licensing Doctor Is In” program of free consulting to licensing newcomers. The seats were filled almost continuously; much appreciation to: Gary Caplan, Val Formica, Ken Markman, Mitchell Radin, Karen Raugust, Jim Sachs, Leigh Ann Schwarzkopf, Mike Slusar, and Betty Lyke Urie.

Strong Demand for Swedish Design

Artists with a connection to Scandinavia—particularly Sweden—are expanding their licensing activities globally:

- ▶ Lotta Jansdotter, a Swedish-born, now Brooklyn-based artist, has a roster of licensees around the world including Dansk, Fishes Eddy, Moby Wrap, Crash Candles, and Ropé Picnic.
- ▶ Artist Camilla Lundsten and her design brand Camilla L are known for their colorful patterns as well as a children’s brand, Littlephant.
- ▶ Surface designer Bea Szenfeld raised her global profile in 2013 with a cross-licensing program with Hello Kitty that encompassed a handful of accessories and home goods.
- ▶ Therese Sennerholt is a graphic designer known for her black-and-white text-based and photographic prints.
- ▶ Stina Wirsén is an artist and illustrator

known in part for her girls’ character brand, Little Pink & Brokiga.

Not only do consumers in the Nordic region embrace these artists’ products, but so do shoppers in other territories, including the rest of Europe, North America, and Japan.

For more on all aspects of global licensing, see the all-new 8th edition of TLL’s “International Licensing: A Status Report,” with retail sales by property type, product category, and geographic origin of properties, as well as breakdowns for art, entertainment/characters, fashion, sports, and trademark licensing for 49 countries at www.epmcom.com/international.

LIMA LICENSING EXCELLENCE AWARDS WINNERS

Along with the induction of Deborah Joester and Joanne Loria into the LIMA Hall of Fame, the association announced its annual Licensing Excellence awards the opening night of Licensing Expo. (And thanks to the evening’s host, comedian Andy Pitz, for the TLL shout out. Both Pitz and his wife, Michelle Dollinger, worked at THE LICENSING LETTER almost 20 years ago!)

LICENSED PROGRAM OF THE YEAR

Duck Dynasty (A+E Networks/Brandgenuity)

LICENSED PROMOTION OF THE YEAR

Anchorman 2: The Legend Continues – Durango (Paramount Pictures)

LOCATION-BASED OR EXPERIENTIAL LICENSING PROGRAM OF THE YEAR

The Walking Dead: Halloween Horror Nights at Universal Studio (AMC/Striker Entertainment)

RETAILER OF THE YEAR

Hot Topic (for Doctor Who)

ART OR DESIGN

Program of the Year
Dena (Dena Designs, Inc.)
Licensee of the Year
Junk Food Clothing (for Jean-Michel Basquiat Apparel Collection)

CELEBRITY

Property of the Year
Cake Boss – Buddy Valastro (Discovery Communications)
Licensee of the Year
Thomas Pink Limited (for The Beatles Shirt Collection)

CHARACTER OR TOY BRAND

Property of the Year
Monster High (Mattel)
Licensee of the Year – Hard Goods
LEGO (LEGO Star Wars)
Licensee of the Year – Soft Goods
Junk Food Clothing (for DC Comics Apparel Collection)

CORPORATE BRAND

Property of the Year
Girls Scouts of the USA (Girls Scouts of the USA/The Wildflower Group, LLC)
Licensee of the Year
Bassett Furniture (HGTV HOME Design Studio Only at Bassett)

DIGITAL/NEW MEDIA

Property of the Year
Angry Birds Star Wars (Rovio Entertainment Ltd & Lucasfilm Ltd)
Licensee of the Year
Jazwares (Minecraft Toy Line)

FILM, TELEVISION, OR ENTERTAINMENT

Program of the Year
Duck Dynasty (A+E Networks/Brandgenuity)
Licensee of the Year – Hard Goods
Playmates Toys, Inc. (for Teenage Mutant Ninja Turtles Toy Line)
Licensee of the Year – Soft Goods
Accessory Innovations (for Teenage Mutant Ninja Turtles 3D Special FX Backpack)

SPORTS OR SPORTS-THEMED ENTERTAINMENT

Property of the Year
WWE (WWE)
Licensee of the Year
Junk Food Clothing Co. (for Vintage NFL Collection)

For Every License...

Continued from page 4

ing five years to get there.” [Relaunching entertainment properties as fashion/lifestyle brands at the higher end is almost routine today, even if the projected timing of the cycle varies. Peanuts is doing the same thing as it rejuvenates in anticipation of a November 2015 movie release. Given the opportunity to jump to mass sooner, it’s hard

to see many licensors not making the jump.—Ed.]

Hot Topic probably wasn’t top of Hasbro’s initial list of retail outlets for My Little Pony, but given grown-up/Brony interest in the property, that’s one of the primary outlets for where My Little Pony headphones, other electronics, and apparel. And while that’s in keeping with Hot Topic’s profile of catering to teen/young adult tastes for classic TV, goth, heavy metal, and other genres, the size of the My Little Pony program there is surprising.

At the Hasbro booth, Bryony Bouyer pointed out a bag with a black accent, and an upscale sweater, illustrating the aging-up of the property. A search of the Hot Topic website brings up 56 items—plus links to Hot Minute My Little Pony videos.

For Discovery Expedition, from Discovery Networks, retail is the key to global licensing. The program has 135 dedicated stores in Korea and expects to have 100 in China by the end of this year.

Discovery’s top 3 regions are the U.S., Asia, and Europe (especially the U.K. and Germany), with Asia experiencing the biggest growth, reports Nicolas Bonard.

On the entertainment and game fronts, there was less emphasis on direct-to-retail deals this year than in the recent past. FremantleMedia’s Andrea Brent tells TLL that as both production company and licensing agent, FremantleMedia sees “retailers doing less DTR” for its entertainment properties. “We’re trying to go with the right licensees and locking in retail exclusives.”

Who’s News

Linda Castillon joins Card.com as SVP Licensing. Castillon previously worked in the same position at Fathead and Skinit.

Janna Markle joins Brand Licensing Team, where she will work with brands including Coca-Cola, Fender, and Hasbro from Louisville, KY. Markle recently served as VP for the Valen Group.

Beth Franklin is named Director of Licensing at Jewel Branding & Licensing. Franklin spent 20 years at Elvis Presley Enterprises through its various incarnations.

Anna Kislevitz joins Evolution Europe as the agency’s Senior Licensing Manager. Kislevitz recently worked in a similar capacity at Twentieth Century Fox.

Former Uglydoll Chief Brand Officer **Alita Friedman** launches Alita’s Brand Bar, a brand extension consultancy to work with companies such as GirlzNDollz (a new toy company). Brand Bar will also serve as U.S. agent for Oilily. **Nancy Kopilnick** joins as VP Sales & Marketing.

Gayle Gilman is named EVP/GM of FremantleMedia’s newly formed digital studio Tiny Riot! Gilman had been FremantleMedia EVP of Digital Content.

Source Interlink Media, publisher of *Motor Trend*, *Surfing* and other enthusiast magazines, is now known as **TEN: The Enthusiast Network**. The company has shut down a dozen of its titles as well as its distribution operation.

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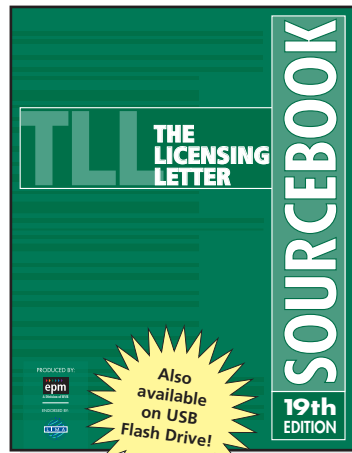
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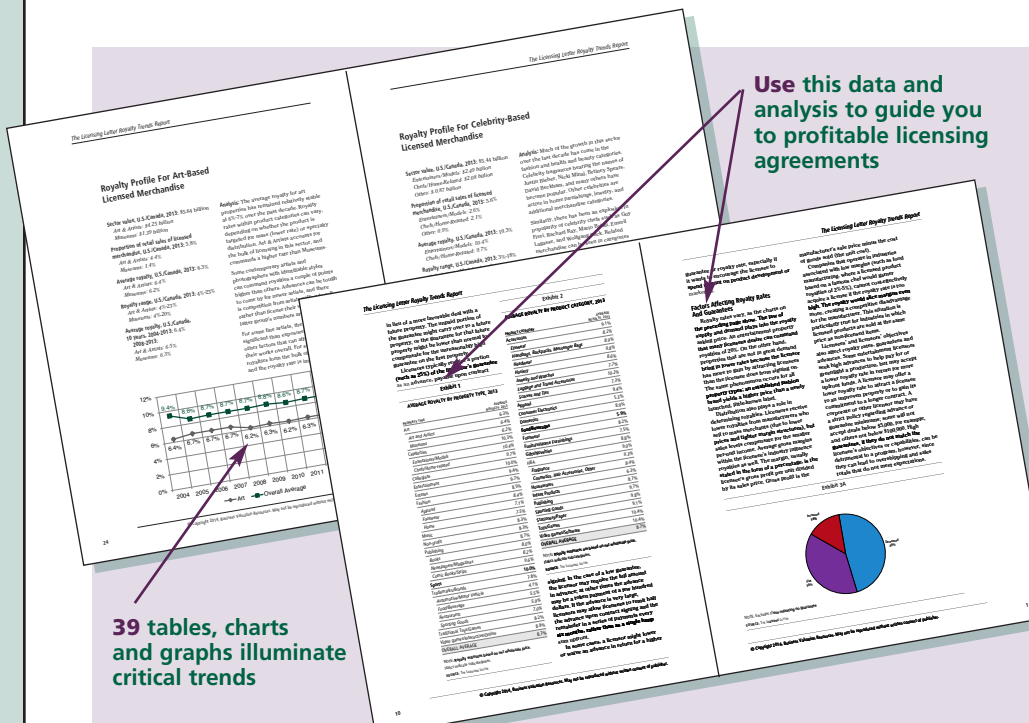
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