

TLL THE LICENSING LETTER

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Coming Video Games, Like Movies, Are Mostly Sequels; E3-Announced Titles Carry Licensing Opportunities

Hollywood isn't the only entertainment market relying heavily on sequels and franchise refreshes. Out of 74 games that we believe have licensing potential among those announced at this year's Electronic Entertainment Expo (E3) and are set for release in September 2014 and beyond, 61% — or 45 titles — are sequels to previous entries in a series, and 16% (12 titles) are reboots/reimaginings of past games or franchises. Just under a quarter each are licensed or IP original to the genre (18 and 17 titles, respectively).

SOURCE OF LICENSABLE VIDEO GAMES PROJECTED FOR RELEASE FALL 2014 THROUGH 2015+

| | | |
|-------------------|----|-----|
| Sequels | 45 | 61% |
| Reboots | 12 | 16% |
| Original IP | 18 | 24% |
| Licensed | 17 | 23% |
| Graphical updates | 5 | 7% |

NOTE: Some titles appear in multiple categories.

SOURCE: THE LICENSING LETTER

Original IP

A number of developers releasing new, original games are game studios with past successes in popular franchises. Respawn Entertainment's recently released *Titanfall* is an example of a new IP enjoying high-profile marketing and licensing programs; Respawn's founders and staff are comprised of former Infinity Ward personnel, where *Call of Duty* was created. Similar originals with a history include:

- ▶ Bungie, creators of Halo and a former Microsoft studio, will release online shooting game *Destiny* this September through publisher Activision (home of the *Call of Duty* franchise). Activision and Bungie met with potential consumer product partners at the 2013 Licensing Expo, but have only recently shown full demos of the game.

- ▶ Turtle Rock Studios, a now-independent game studio previously owned by Valve, is releasing sci-fi shooter *Evolve* this year. Turtle Rock is known for the zombie shooter series *Left 4 Dead*, which had a small consumer products program with apparel, plush, and posters.
- ▶ Sony's *The Order: 1886* is a mature-themed single-player action game set in a fictionalized historic period. The game aims to continue the success found last year in Naughty Dog's *The Last Of Us*.
- ▶ Microsoft announced *Project Spark* a few years back and previously included the game in a list of properties available for licensing. Spark is a game and entertainment creation device, allowing players to use their PC, Xbox, or mobile device to create objects, record audio, and more. It is currently slated for release sometime later this year.

Sequels and Reboots

Longstanding game franchises enjoy renewed interest from consumers thanks to series reimaginings, bringing new style guides for existing and future licensees.

- ▶ Square Enix will release two games featuring Lara Croft in the next two years: a sequel to 2013's series revamp of *Tomb*

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Top 10 Licensing Markets Dominate Global Retail Sales

The top 10 global licensing markets account for 90% of retail sales of licensed merchandise worldwide, according to the recently released "International Licensing: A Status Report."

The new report, from the publisher of THE LICENSING LETTER, details retail sales in 49 coun-

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in short

Miffy will mark her 60th birthday as mascot for the Tour de France in 2015.



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Licensing Ledger

MARGARITAVILLE FOR THE EARS

Jimmy Buffett's **Margaritaville** sailed into CE Week, a consumer electronics show for analysts and media in New York in late June. Margaritaville headphones debuted at retail about three weeks prior to the event, according to licensee **Mitek's** Paul Schleipfer. The manufacturer is working with **Sirius XM**, which supplies country and rock selections for point-of-sale displays where consumers can test the parrot-colored folding headphones. Purchasers in turn receive three days of Sirius XM for free. "There's **Beats**, there's **Bose**, and then there's everybody else — and Margaritaville helps us compete among everyone else," Schleipfer tells us. Buffett will be participating on select marketing efforts. "All of a sudden we're getting calls from other classic rockers," adds Schleipfer.

FANCY & HOT

Licensed chocolates, cupcakes, **Crock-Pots**, and popcorn were among the items displayed at the Fancy Food Show last month:

- ▶ **Liquor-infused Jack Daniel's, Cointreau, Grand Marnier** and others in **Goldkenn Swiss** chocolates;
- ▶ **Pelican Bay's** Crumbs Bake Shop mixes, which were first introduced at the Atlanta Gift Show in January in mock-up packages, and rolled out just six months later at Target stores. The following week Crumbs closed its retail operations, and may face bankruptcy. In addition to Pelican Bay's line at Target, Crumbs-branded cupcakes, crumb cakes, and brownies (via licensee **Coastal Foods**), and sheet cakes, ice cream cakes, and ice cream cupcakes (**Uncle Harry's**) are available at BJ's Wholesale Club stores. Crumbs is represented by **Brand Squared**.
- ▶ **Pop Gourmet** Popcorn's Sriracha hot chili sauce popcorn.

CAMUTO'S BONANZA

Vince Camuto's namesake brands Camuto and VC Signature, generate \$1 billion in global sales, including licensed dresses, coats, jewelry, fragrance, fashion scarves, belts, cold-weather accessories, watches, handbags, sunglasses, ready-to-wear, and optical, reports *WWD*. "In addition, the company has developed a robust men's program including shirts, sportswear, denim, tailored clothing, sunglasses, footwear, fragrance, and ties." About 20% of the company's business is its own stores. The **Jessica Simpson** brand, for which Camuto is master licensee, also generates \$1 billion annually across 32 product categories. Camuto is additionally footwear licensee for **Tory Burch, BCBG, and Lucky Brand**, and produces private label shoes for retailers including **Banana Republic, Ann Taylor, and Dillard's**.

HIGHLAND COINS JETER

Highland Mint has been licensed to produce 10 commemorative coins marking NY Yankee **Derek Jeter's** final season with the team. Part of the proceeds will benefit **Jeter's Turn 2 Foundation**. The coins will be marketed at Yankee Stadium, in Yankees Clubhouse Shops, online at Jeter's Final Season Pop-up Shop, and at **Modell's** in the NY-NJ-CT region. Interesting twist: The first in the series sells for \$2. Subsequent coins, to be released throughout the season, "will be available at various price points depending on packaging and display options at the retailers listed."

'DUKE' TAKES A SHOT

John Wayne Enterprises is seeking a declaratory judgment in a federal court in the Central District of California that will put an end to **Duke University** challenges to its licensing efforts on behalf of the estate of the late actor, whose nickname was **Duke**. The papers, filed July 3,

include a mockup of a potential **Duke-branded Kentucky Straight Bourbon Whiskey** imprinted with **Monument Valley Distributors** and **Wayne's** image and signature. The University fears confusion, a position **JWE** terms "ludicrous."

HOWARD SCORES

A Google search of "Tim Howard merchandise" brings up plenty of results, not all related to the **Team USA** goalie who was the star the **Belgium vs. USA World Cup** match, and certainly not all that is related is licensed. Our favorite: A 5'5" X 5'5" wall graphic for just under \$100 made by **Hot Sports Fan Gear** and available on Amazon. According to the description, "officially licensed and made in the USA." His UK team, **Everton**, has official licensed jerseys, also in the \$100 range online. **Café Press** has 2010 basketball images you can customize (Howard, now 35, was a high school basketball player and was drafted by the **Harlem Globetrotters** in 2009). Will the image that's gone viral of Howard's face superimposed on **Thomas Jefferson's** at **Mount Rushmore** be next?

TRAIL OF AN IP SCENT

European courts have provided mixed responses to copyright infringement cases involving fragrance, but an effort to improve protections is underway, writes Paris-based IP lawyer **Kimiya Shams** in an Op-Ed piece in *The Business of Fashion*. "European legislators have set about reforming the European Union's Trade Marks Directive, replacing language specific to 'graphical representation' with 'representative character,' thereby allowing trademark registrations of non-visual forms, including the scents that companies like **Abercrombie & Fitch** and **Massimo Dutti** use to brand themselves."



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Licensing Opportunities

Continued from page 1

Raider, and a sequel to download-only game *Lara Croft and the Guardian of Light*. The recent *Tomb Raider* release (and licensed comic books) show a more realistic and heroic Lara Croft than past titles.

- ▶ Electronic Arts, new licensee of the *Star Wars* franchise, is developing a retooled *Star Wars Battlefront* game. Prior entries were released by LucasArts.
- ▶ After purchasing the rights from THQ, Crytek and publisher Deep Silver will release a sequel to 2010's *Homefront*, a shooting game set in the U.S. after a North Korean invasion.

Nintendo announced future releases from its Star Fox and Legend of Zelda franchises, along with updated remakes of Pokemon games first released in 2002.

Licensing In

Movie tie-in games still exist, but film studios largely focus on mobile- and tablet-only releases. Companies like Gameloft, Cupcake Digital, and DeNA now handle the production and release of film-inspired games previously licensed to the likes of Sega, D3Publisher, and the now-defunct THQ. Nonetheless, releasing titles based on licensed properties other than those originating from film remains a thriving part of the video

game market, especially for sports and classic early video game era characters and themes:

- ▶ 2K Games will release both *NBA 2K15* and *WWE 2K15* this year, the latter co-produced by NBA 2K series creator Visual Concepts. 2K Games was first granted the WWE license last year.
- ▶ Ubisoft will release two games for consoles and computers using the Tom Clancy license. One of the games, *The Division*, is a massively multiplayer online game (ala *World of Warcraft*, *Everquest*, etc.) but set in a narrative separate from previous *Rainbow Six*, *Splinter Cell*, and other Clancy-branded titles.
- ▶ Nintendo announced the inclusion of Namco Bandai's Pac-Man in fighting game *Super Smash Brothers*, set for release later this year. Sega's Sonic the Hedgehog and Capcom's Mega Man will also be playable in the game.
- ▶ Electronic Arts is developing a PGA golf game for 2015. That series used to headline Tiger Woods; the last game featuring the golfer was released in 2013. The company's EA Sports division also showed off this year's *Madden*, *FIFA*, and other licensed sports titles.

Movie tie-in games were more scarce but included WB Games' Lord of the Rings tie-in *Middle-Earth: Shadow of Mordor*.

PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2014-2015

| GAME | PLANNED RELEASE | PUBLISHER | SUMMARY | SEQUEL | REBOOT | NEW IP | LICENSED | GRAPHICAL UPDATE |
|---|-----------------|----------------------------|--|--------|--------|--------|----------|------------------|
| The Sims 4 | 9/2/14 | Electronic Arts | Fourth game in the longstanding life simulation game series. | X | | | | |
| Sherlock Holmes: Crimes & Punishments | 9/4/14 | Focus Home Interactive | Frogware's investigation game set in the Adventures of Sherlock Holmes series. | | | | X | |
| Destiny | 9/9/14 | Activision | Online first person shooter game from Bungie, makers of Halo. | | | X | | |
| NHL 15 | 9/9/14 | Electronic Arts | Annual entry in the licensed hockey video game franchise. | X | | | X | |
| Disney Infinity 2.0: Marvel Super Heroes | 9/23/14 | Disney Interactive Studios | Disney's toy-to-game series, now including Marvel Super Heroes like the Hulk. | X | | | | |
| FIFA 15 | 9/23/14 | Electronic Arts | Annual entry in the licensed soccer (football) video game franchise. | X | | | X | |
| Forza Horizon 2 | 9/30/14 | Microsoft | Street racing game and offshoot of the Forza Motorsport series, featuring licensed cars and locations. Licensing handled by Tinderbox. | X | | | | |
| Naruto Shippuden: Ultimate Ninja Storm Revolution | September 2014 | Bandai Namco | CyberConnect2's fighting game based on the manga/anime Naruto. | X | | | X | |
| Skylanders: Trap Team | 10/5/14 | Activision | Fourth installment of toy-to-game for children. Series licensees include General Mills (snacks), Trends International (posters/calendars), and Crayola (coloring kits), among hundreds more. | X | | | | |

Continued on page 4

PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2014-2015 (continued from page 3)

| GAME | PLANNED RELEASE | PUBLISHER | SUMMARY | SEQUEL | REBOOT | NEW IP | LICENSED | GRAPHICAL UPDATE |
|--|-----------------|---------------------------------------|--|--------|--------|--------|----------|------------------|
| Alien: Isolation | 10/7/14 | Sega | Survival horror game (think Resident Evil, Silent Hill) set in the Alien movie series. | | | | X | |
| Dragon Age: Inquisition | 10/7/14 | Electronic Arts | Third installment in BioWare's fantasy role-playing game series. Licensees for past titles include Dark Horse Comics, and Jcorp (apparel). | X | | | | |
| Driveclub | 10/7/14 | Sony | First-person driving game featuring licensed cars and multiple online features. | | | X | | |
| Middle-earth: Shadow of Mordor | 10/7/14 | WB Games | Action role-playing game set in the Lord of the Rings universe. | X | | | | |
| NBA 2K15 | 10/7/14 | 2K Sports/ Take-Two Interactive | Newest installment of licensed basketball game. Nike previously released exclusive footwear through NBA 2K14. | X | | | X | |
| Borderlands: The Pre-Sequel! | 10/14/14 | 2K Games/ Take-Two Interactive | Prequel to Borderlands games for PS3, Xbox 360, and PC. NECA holds collectibles license for series. | X | | | | |
| Battlefield Hardline | 10/21/14 | Electronic Arts | Shooter series shifts focus from battlefield to inner city police forces. Past licensees include Walls 360 (wall graphics), Jinx (apparel, accessories), and Razer USA (computer gaming accessories). | X | | | | |
| The Evil Within | 10/21/14 | Bethesda Softworks | Horror game from director Shinji Mikami, creator of Resident Evil 4. | | | X | | |
| Evolve | 10/21/14 | 2K Games/ Take-Two Interactive | Sci-fi cooperative shooter from Turtle Rock Studios, makers of the Left 4 Dead series. | | | X | | |
| Fantasia: Music Evolved | 10/21/14 | Disney Interactive Studios | Music rhythm game for Xbox consoles with the player serving as apprentice to Yen Sid and playing along with popular licensed music. | | X | X | | |
| Just Dance 2015 | 10/23/14 | Ubisoft | 2014 edition of the popular dancing/motion game, this time using mobile phones to capture motion and interaction. | X | | | X | |
| Assassin's Creed Unity | 10/28/14 | Ubisoft | Latest entry in Ubisoft's historical sci-fi series, set during the French Revolution. Franchise licensees include Cryptozoic Entertainment (board games), Mega Brands (construction toys), Made In Me (publishing). | | | X | | |
| Sunset Overdrive | 10/28/14 | Microsoft | Dystopian action game created by Insomniac Games, makers of the Ratchet and Clank series. | X | | | | |
| WWE 2K15 | 10/28/14 | 2K Sports/ Take-Two Interactive | This year's entry in the licensed professional wrestling game series. Second game made by Take Two after acquiring the license from THQ. | X | | | X | |
| Bayonetta 2 | October 2014 | Nintendo | Hack-and-slash supernatural game by Platinum Games, featuring mature themes and stylized violence. | X | | | | |
| Call of Duty: Advanced Warfare | 11/4/14 | Activision | Next installment of first-person military shooter, now starring Kevin Spacey as the antagonist. Series licensees include Mega Brands (construction toys), Turtle Beach (gaming headsets), and BioWorld (apparel, accessories). | X | | | | |
| The Crew | 11/11/14 | Ubisoft | Open world racing game featuring role-playing elements and an iOS/Android app. | | | X | | |
| Halo: The Master Chief Collection | 11/11/14 | Microsoft | Remastered collection of Halo, Halo 2, Halo 3, and Halo 4 for release on the Xbox One. Series licensees have included NECA, board games, collectibles, replicas, motorcycle apparel), A Crowded Coop (collectible lunchboxes), and Bandai (construction toys). | | | | | X |
| Far Cry 4 | 11/18/14 | Ubisoft | Fourth entry in the action/shooting game featuring a character fighting against a tyrannical ruler. | X | | | | |
| Pokémon Omega Ruby and Alpha Sapphire | 11/21/14 | Nintendo | Remake of Game Boy games Pokemon Ruby and Sapphire. Series licensees include Sun City (apparel), Tomy (toys), and Hybrid (apparel). | X | X | | | X |

PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2014-2015 (continued from page 4)

| GAME | PLANNED RELEASE | PUBLISHER | SUMMARY | SEQUEL | REBOOT | NEW IP | LICENSED | GRAPHICAL UPDATE |
|---------------------------------------|-----------------|-----------------|---|--------|--------|--------|----------|------------------|
| Sonic Boom | 11/27/14 | Sega | Spin-off from the Sonic the Hedgehog franchise, supporting the upcoming animated series of the same name. Exclusive to Nintendo platforms. | X | X | | | |
| Little Big Planet 3 | November 2014 | Sony | Third installment in the family-friendly game with an emphasis on content creation and customization. Series licensees include BioWorld (apparel, accessories), Goldie (plush), and IP Factory (back-to-school). | X | | | | |
| Kingdom Hearts HD 2.5 Remix | 12/2/14 | Square Enix | Re-release of the 2005 PS2 game, featuring Disney and Final Fantasy characters fighting together to stop a common enemy. | X | | | | X |
| Captain Toad: Treasure Tracker | TBA 2014 | Nintendo | Platforming game starring Mario character Toad. | | X | X | | |
| Deep Down | TBA 2014 | Capcom | Free-to-play role playing game set in futuristic New York City. | | | X | | |
| Devil's Third | TBA 2014 | Nintendo | Valhalla Game Studio's third-person shooter/hack-and-slash game. | | | X | | |
| Grand Theft Auto V | TBA 2014 | Rockstar Games | Re-release of last year's open-ended crime game, with upgraded graphics and other enhancements on PS4, Xbox One, and PC. | | | | | X |
| Lego Batman 3: Beyond Gotham | TBA 2014 | WB Games | Co-branded video game featuring Batman and many other DC Comics Super Heroes. | X | | | | |
| Project Spark | TBA 2014 | Microsoft | Customizable game-making video game for PC and Xbox, allowing players to design levels, models, and other aspects of the game. | | | X | | |
| Super Smash Bros. | TBA 2014 | Nintendo | Fighting game featuring Nintendo characters, as well as licensed characters including Sonic the Hedgehog and Pac-Man. | X | | | X | |
| Dying Light | 2/1/15 | WB Games | Techland's zombie horror game set in an open world environment. | | | X | | |
| The Witcher 3: Wild Hunt | 2/24/15 | WB Games | CD Projekt Red's third installment in the adaptation of the fantasy novel series, and first to be published by WB Games. Fantasy Flight Games makes licensed Witcher board games. | X | | | X | |
| EA Sports PGA Tour | Spring 2015 | Electronic Arts | EA's latest take on the PGA franchise, a first without the Tiger Woods license. | X | X | | X | |
| Halo 5: Guardians | Fall 2015 | Microsoft | Next-generation sequel to Halo 4 by 343 Industries. Series licensees have included NECA, board games, collectibles, replicas, motorcycle apparel), A Crowded Coop (collectible lunchboxes), and Bandai (construction toys). | X | | | | |
| Batman: Arkham Knight | TBA 2015 | WB Games | Fourth game in the Batman Arkham game series. Hot Toys and Square Enix served as collectibles licensees for Batman: Arkham City. | X | | | | |
| Bloodborne | TBA 2015 | Sony | Dark action game from From Software, makers of Dark Souls and Demon Souls. | | | X | | |
| Dead Island 2 | TBA 2015 | Deep Silver | San Francisco-set zombie game sequel from the creators of Spec Ops: The Line. | X | | | | |
| Homefront: The Revolution | TBA 2015 | Deep Silver | Sequel to THQ's 2001 game, Home front, set in a U.S. invaded by the Greater Korean Republic. | X | | | | |
| Kirby and the Rainbow Curse | TBA 2015 | Nintendo | Colorful new addition to the series starring the titular pink character. | X | | | | |
| The Legend of Zelda | TBA 2015 | Nintendo | Upcoming installment in longstanding action/role playing franchise starring Link. Series licensees include Fifth Sun (apparel) and Dark Horse Comics (statues). | X | | | | |
| Mario Maker | TBA 2015 | Nintendo | More of a game maker, allowing players to create and edit their own Mario stages. | | X | X | | |
| Mario Party 10 | TBA 2015 | Nintendo | Fourteenth entry in the party game series, featuring a new mode allowing users to play as villain Bowser. (Note: There were four side games in addition to this being the 10th of the main titles hence 14.) | X | | | | |



PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2014-2015 (continued from page 5)

| GAME | PLANNED RELEASE | PUBLISHER | SUMMARY | SEQUEL | REBOOT | NEW IP | LICENSED | GRAPHICAL UPDATE |
|---|-----------------|--------------------|---|--------|--------|--------|----------|------------------|
| Mortal Kombat X | TBA 2015 | WB Games | Tenth game in the longstanding fighting game series. Licensees for the previous game include Jazwares (action figures), GB EYE (posters, prints), and Trends International (posters). | X | | | | |
| The Order: 1886 | TBA 2015 | Sony | New alternate history game set in London and featuring knights fighting against monsters. | | | X | | |
| Quantum Break | TBA 2015 | Microsoft | Time travel action game formatted in the style of a television series. | | | X | | |
| Ratchet & Clank | TBA 2015 | Sony | Reimagining of the character-driven action game series, with a film on the way in 2015. IP Factory is current licensee for statues. | | X | | | |
| Rise of the Tomb Raider | TBA 2015 | Square Enix | Sequel to the 2013 reboot of the Tomb Raider series. Past licensees include Diamond Select Toys (action figures) and Dark Horse Comics (comic books). | X | | | | |
| Splatoon | TBA 2015 | Nintendo | Team-based third-person shooter which sees humans and squids square off and shoot colored ink at one another. | | | X | | |
| Star Fox | TBA 2015 | Nintendo | High definition fantasy flight/action game starring Fox McCloud. | X | | | | |
| Star Wars: Battlefront | TBA 2015 | Electronic Arts | The first console Star Wars game from new master licensee Electronic Arts. | | X | | X | |
| Tom Clancy's Rainbow Six: Siege | TBA 2015 | Ubisoft | Latest release in tactical shooting game franchise based on the Tom Clancy book of the same name. | X | | | X | |
| Tom Clancy's The Division | TBA 2015 | Ubisoft | Massively Multiplayer Online Game set in a post-apocalyptic world. | | | X | X | |
| Uncharted 4: A Thief's End | TBA 2015 | Sony | Fourth entry in the adventure game series centered around Nathan Drake. Dimensional Branding Group handles licensing. Licensees for the series include Sideshow (collectibles), Bandai (card games), and CafePress (custom on-demand products). | X | | | | |
| Yoshi's Woolly World | TBA 2015 | Nintendo | Mario's lizard companion Yoshi stars in his own game, a console first since 1998's Yoshi's Story. | X | | | | |
| Crackdown | TBA | Microsoft | Reimagining of 2007's open-world superhero crime game, created by Lemmings/Grand Theft Auto creator David Jones. | | X | | | |
| DOOM | TBA | Bethesda Softworks | Id Software's reboot of the horror-themed shooter series. | | X | | | |
| Dragon Ball: Xenoverse | TBA | Bandai Namco | Fighting game set in the Dragon Ball anime universe. | X | | | X | |
| Fable Legends | TBA | Microsoft | Prequel game set in Lionhead Studios' Fable role playing universe. | X | | | | |
| Game of Thrones | TBA | Telltale | Episodic adventure game based on the series (adapted from the George R. R. Martin fantasy books). Developer Telltale previously adapted The Walking Dead in a similar manner. | | | | X | |
| Grim Fandango | TBA | Sony/Disney | Adventure game from director Tim Schafer, first published by LucasArts. | | | | | X |
| Lara Croft and the Temple of Osiris | TBA | Square Enix | Downloadable game featuring the Tomb Raider star. | X | | | | |
| Mass Effect 4 | TBA | Electronic Arts | Newest entry into BioWare's science fiction action/role playing game series. Past licensees include Dark Horse Comics (collectibles, comics), IP Factory (collectibles), and Black Milk Clothing (women's apparel). | X | | | | |
| Metal Gear Solid V: The Phantom Pain | TBA | Konami | Next title in the action/espionage series. Sequel to 2014's Ground Zeroes. Past licensees include ThreeA (figures), Square Enix (collectible figures), and Sideshow Collectibles (collectibles). | X | | | | |
| Mirror's Edge 2 | TBA | Electronic Arts | Sequel to 2008's free-running action game starring messenger Faith. | X | X | | | |
| Phantom Dust | TBA | Microsoft | Action/strategy game and remake of the 2004 title of the same name for the Xbox One. | | X | | | |

SOURCE: THE LICENSING LETTER


PROPERTIES AVAILABLE OR RECENTLY ASSIGNED

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|-----------------------------|---|---|--|
| Aimee Song | Interior designer and fashion blogger with site Song of Style. | Decor, handbags, home products, leather goods | James Slifer, Joester Loria Group |
| DieHard | Car battery brand. | Auto electronics, consumer electronics | Alan Kravetz, Leveraged Marketing Corp. of America (LMCA) |
| Ekocycle | will.i.am and Coca Cola's renewable materials brand advocating sustainability. | Accessories, active lifestyle goods, apparel, home goods, tech goods | Cindy Birdsong, Brand Licensing Team |
| Emojiville | Web series following five emoji-based friends in a town inhabited by Emoji icons. | All except toys, technology products | Kirk Bloomgarden, Saban Brands |
| Enchantails | Over Active Imagination Inc's fantasy brand from special effects artist Mark Viniello. | All | Lisa Napolitano, Joy Tashjian Marketing Group |
| Game 7 | Sports lifestyle brand. | Accessories, apparel, bags, footwear, headwear, sporting goods | Stephen Goodman, SRG Ventures |
| Jefferson Airplane | San Francisco psychedelic rock group known for singles "Somebody To Love" and "White Rabbit." | Accessories, apparel, collectibles, gifts, home decor, novelties, paper goods, publishing, stationery | Dell Furano, Epic Rights |
| Jockey International | Apparel and accessories company with products sold at major U.S. retailers. | Home, swimwear | James Slifer, Joester Loria Group |
| Jungle Bunch (The) | Animated series featuring the adventures of off-kilter animals | All | Deana Duffek, SeaWorld Parks & Entertainment |
| Mini Marilyn | Stylized Marilyn Monroe-inspired brand for girls 8-16. | Accessories, apparel, apps, tech accessories, toys, virtual goods | Nick Woodhouse, Authentic Brands Group |
| Schoolies | Artist Ellen Crimi-Trent's preschool brand with a publishing program from Priddy Books. | All | Tamra Knepper, TK Brand Group |
| Snuggle | Fabric softener brand with a bear mascot. | Cotton balls/swabs, HBA, paper towels, pet accessories, plush, sleepwear (adults), slippers, socks, tissues | Alan Kravetz, Leveraged Marketing Corp. of America (LMCA) |
| Stonyfield | New Hampshire-based organic yogurt brand. Includes YoBaby and YoKids brands. | All including food, lunchboxes | Rachel Humiston, Brandgenuity |
| TGI Fridays | Nationwide bar and grill chain known for red and white logo. | Food | Rachel Terrace, Beanstalk |
| Yummy World | Kidrobot's character brand featured in plush and key chain programs since 2006. Co-managed with memBrain Licensing. | Apparel, stationery, toys | Kathie Fording, JLK Brand Licensing Jennifer Sullivan, MemBrain Licensing |

LICENSES RECENTLY GRANTED, U.S.

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|--------------------------------|-----------------------------|-----------------------------------|------------------------------|
| Adventure Time | Kidrobot | Collectibles | Cartoon Network Enterprises |
| ASPCA | Alex and Ani | Charm bracelets | ASPCA |
| | Bradford Exchange | Figurines | |
| | Commonwealth Toy & Novelty* | Plush | |
| Avengers: Age of Ultron | LEGO Systems* | Construction toys | Disney Consumer Products |
| Bates Motel | H.E.R. Accessories | Costume jewelry, hair accessories | Joy Tashjian Marketing Group |
| | Press Pass | Trading cards | |
| | Rabbit Tanaka | Housewares, lighting | |
| | Ripple Junction | Accessories, apparel | |

*Extension or renewal.

Continued on page 8


licensing news *Continued from page 7*

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|--|--------------------------------------|---|---|
| Candyland, G.I. Joe, Monopoly, Mr. Potato Head, My Little Pony, Transformers | Aquarius Entertainment Merchandising | Decor, lunch boxes, magnets, playing cards, posters | Hasbro |
| Cupcakes and Cashmere | Club Monaco | Apparel | Brand Central |
| Emojiville | JAKKS Pacific | Technology products, toys | Saban Brands |
| How to Train Your Dragon 2 | Bazooka Candy Brands dba Topps | Candy | DreamWorks Animation |
| Juicy Couture Black Label Collection | Elizabeth Arden | Fragrance | Authentic Brands Group |
| | Movado Group | Watches | |
| | Safilo U.S.A. | Eyewear | |
| | Steve Madden | Footwear | |
| Justin Time | CafePress | Custom on-demand products | Knockout Licensing |
| Munchkin | FunKo | Bobbleheads, toys, vinyl figures | Surge Licensing |
| | Mighty Fine | Apparel | Surge Licensing |
| NFL Players Inc. | FunKo | Vinyl figures | NFL Players |
| SmileyWorld | CARD.com | Prepaid debit cards | Smileyworld |
| Tory Burch | Fossil | Watches | Tory Burch |
| Westinghouse | Westinghouse Digital | Tablets | Leveraged Marketing Corp. of America (LMCA) |

INTERNATIONAL PROPERTIES AVAILABLE OR RECENTLY ASSIGNED

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|-----------------------------|--|--|--|
| Amazing People Club (The) | Books, audio books, and other publishing endeavors from and about inspirational writers. | All (Worldwide) | Martin Lowde, Brands With Influence |
| Britax | Infant safety manufacturer of car seats, strollers, carriers, and accessories. | Bath items, feeding products, furniture, health/safety products, infant gear (North America) | James Slifer, Joester Loria Group |
| Cherokee Global Brands | Apparel brands including Cherokee, Tony Hawk, Liz Lange, and Ale by Alessandra. | All (Europe) | Vickie O'Malley, Copyright Promotions Licensing Group (CPLG) |
| Dan Fenelon | Artist known for colorful blends of various art styles featured on skateboards, collectibles, and other items. | Apparel, back-to-school, gift items, stationery (Worldwide) | Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL) |
| Downton Abbey | British television series set in a Yorkshire country house during the early 1900s. | Beauty, beverages, fashion, food, garden, home (Russia, Nordics, Baltics) | Anna Rosmalm, Bulls Licensing div. Bulls Press |
| Extreme | Sports lifestyle brand. | Accessories, apparel, footwear, hotel/destinations, personal care, publishing (Turkey) | Hakan Tungac, Kaynak Licensing Co. |
| Franklin and Friends | Nelvana's preschool brand following the exploits of the titular turtle and his friends. Soon to launch on channel KIKA this summer. | All (Germany, Austria, Switzerland) | Guenter Vetter, Euro Lizenzen |
| | Nelvana's preschool brand following the exploits of the titular turtle and his friends. | All (Turkey) | Karaca Sarioglu, Filma |
| Justin Time | Series featuring title character's imaginary adventures with his make believe friends. | All (Turkey) | Hakan Tungac, Kaynak Licensing Co. |
| Kate & Mim-Mim | Children's show about Kate and her toy rabbit in the world of Mimiloo. | All (Germany) | Claude Schmit, Super RTL |
| Lily's Driftwood Bay | Preschool TV series from Sixteen South. | All (U.K., Ireland) | Mark Kingston, Nickelodeon & Viacom Consumer Products UK |
| 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.K., Ireland) | Claire Potter, Metrostar Media Ltd. |

*Extension or renewal.

Continued on page 9

licensing news *Continued from page 8*

| PROPERTY | DESCRIPTION | CATEGORIES AVAILABLE | LICENSING CONTACT |
|--------------|--|---|--|
| Marie Claire | International fashion magazine first published in 1937 and available in 24 languages. | Fashion, HBA, home decor, jewelry (Panama, Paraguay, Venezuela, Guatemala, Uruguay, El Salvador, Colombia, Ecuador, Peru, Chile, Argentina, Honduras) | Gloria Salazar Mourre, P&L Global Network |
| Peppa Pig | Entertainment One's pre-school animated series, broadcast in over 180 countries. | All (Russia, Ukraine) | Antony Grishin, Megalicense |
| Toddler Time | Interactive book from The Creative Studio, available worldwide in 16 languages. | All (U.S., Canada) | Joan Packard Luks, Serenata Group/ThinkTank Emporium (The) |
| WikiLeaks | International organization known for publishing high-profile news leaks. Editor-in-chief/founder Julian Assange also available for licensing | All (Germany, German-speaking countries) | Bernhard Haberfelner, Bavaria Sonor Musik und Marketing GmbH |
| | | All (Spain, Portugal) | Jose Felix García, Lixesa |

INTERNATIONAL LICENSES RECENTLY GRANTED

| PROPERTY | GRANTED TO | PRODUCTS MANUFACTURED | GRANTED BY |
|------------------------|--------------------------------------|--|---|
| Alien | Titan Publishing/Titan Entertainment | Vinyl figures (U.S., Europe) | 20th Century Fox Consumer Products |
| Big Bang Theory (The) | NTD Apparel | Co-branded apparel (Canada) | CBS Consumer Products |
| CSI, Dexter, NCIS | Sun City | T-shirts (France) | CBS Consumer Products |
| DC Comics Super Heroes | Rubie's Masquerade Co. UK Ltd. | Co-branded costumes (EMEA) | Warner Bros. Consumer Products (France) |
| Despicable Me | Poetic Gem | Nightwear (U.K.) | Universal Studios Partnerships & Licensing |
| Fender | Bioworld Europe | Accessories, apparel (Europe) | Beanstalk (U.K.) |
| | Pyramid Intl. | Badges, canvas art, key chains, metal prints, mirrors, posters, wall art, wood prints (Europe) | |
| Hello Kitty | Rubie's Masquerade Co. UK Ltd. | Co-branded costumes (EMEA) | Sanrio |
| Hummingbird Bakery | International Greetings | Giftware (U.K.) | Beanstalk (U.K.) |
| Masha and the Bear | Egmont (U.K.) | Coloring books, magazines, picture books, sticker books, story books (Europe) | Ink Brands |
| Matt Hatter Chronicles | Character World/TDS Enterprises | Bedding, home accessories (U.K.) | ITV Studios Global Entertainment |
| | Trademark Collections | Bags (U.K.) | |
| | VMC Accessories | Fashion accessories (U.K.) | |
| Monopoly | Alex and Ani | Charm bracelets (Worldwide) | Hasbro |
| Mrs. Brown's Boys | Poplar Linens | Kitchen textiles (U.K., Ireland) | Rocket Licensing |
| Smiley Brand | Happiness Brand* | Shorts, sweatpants, swimwear, t-shirts, vests (Italy) | Smileyworld |
| Star Trek | Mitch Dowd | Outerwear, sleepwear, socks, underwear (Australia, New Zealand) | CBS Consumer Products |
| | NTD Apparel | Co-branded apparel (Canada) | |
| Thunderbirds | Bunkerbound | Clocks, fashion accessories, travel bags (U.K.) | ITV Studios Global Entertainment |
| | Jumbo Games | Puzzles (U.K., Ireland) | |
| | Titan Publishing/Titan Entertainment | Vinyl figures (U.K.) | |
| Tickety Toc | Educa Borrás SA | Games, puzzles (Iberia) | Biplano (Barcelona) |
| World of Eric Carle | VMC Accessories | Cold weather accessories, costumes (children's) (U.K.) | Joester Loria Group |
| WWE | Mask-arade* | Masks (U.K.) | Copyright Promotions Licensing Group (CPLG) |



contacts & connections

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

- 20th Century Fox Consumer Products**, Roz Nowicki, EVP Global Sales & Retail, 310-369-2207, roz.nowicki@fox.com, P. 9.
- 2K div. Take-Two Interactive**, Matt Gorman, VP Marketing, 415-479-3634, matt.gorman@2k.com, P. 1, 3.
- 343 Industries Microsoft**, Christine Finch, Licensing Manager, 425-704-8037, cfinch@microsoft.com, P. 4.
- Activision**, Ashley Maily, VP & Head Global Licensing/Partnerships, 310-255-2058, ashley.maily@activision.com, P. 1, 3.
- Alex and Ani**, Giovanni Feroce, CEO, 401-633-1486, giovanni@alexandani.com, P. 7, 9.
- Aquarius Entertainment Merchandising**, Linda Judy, VP Licensing & Business Development, 559-561-4577, linda@aquariusimages.com, P. 8.
- ASPCA**, Helene Gordon, Senior Director Licensing & Retail, 212-876-7700, helene.gordon@aspca.org, P. 7.
- Authentic Brands Group**, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 7, 8.
- Bazooka Candy Brands dba Topps**, Anthony Trani, VP Marketing, 212-376-0300, atrani@topps.com, P. 8.
- Beanstalk**, Rachel Terrace, SVP Brand Management, 212-303-1187, rachel.terrace@beanstalk.com, P. 7.
- Bethesda Softworks**, Pete Hines, VP Marketing & Public Relations, 301-926-8300, phines@bethsoft.com, P. 4, 5.
- Bradford Exchange**, Maura Kelly, VP Licensing & Art Acquisition, 847-581-8200, mkelly@bgetld.com, P. 7.
- Brand Central**, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 8.
- Brand Licensing Team**, Cindy Birdsong, Managing Partner, 678-324-3270, cbirdsong@blteam.com, P. 7.
- Brandgenuity**, Rachel Humiston, Managing Director, 212-925-0730, rachel@brandgenuity.com, P. 7.
- CafePress**, Ty Simpson, VP Business Development & Licensing, 502-974-4392, tsimpson@cafepress.com, P. 2, 8.
- Camuto Group**, Leah Wahba Robert, SVP Licensing & Marketing, 203-413-6532, leah.robert@camutogroup.com, P. 2.
- Capcom U.S.A.**, Taki Enomoto, Senior Director Licensing, 650-350-6500 x6637, takie@capcom.com, P. 3, 5.
- CARD.com**, Lina Castillon, SVP Licensing, 917-848-0033, linda@card.com, P. 8.
- Cartoon Network Enterprises**, Peter Yoder, VP Consumer Products North America, 212-275-6535, peter.yoder@turner.com, P. 7.
- CBS Consumer Products**, Elizabeth Kalodner, EVP & GM, 212-975-5232, liz.kalodner@cbs.com, P. 9.
- Cherokee Group (The)**, Henry Stupp, CEO, 818-908-9868 x200, henrys@cherokeeusa.com, P. 12.
- Club Monaco**, Caroline Belhumeur, caroline.belhumeur@clubmonaco.com, P. 8.
- Commonwealth Toy & Novelty**, Lisa Shamus, EVP, 212-242-4070 x347, lisashamus@gmail.com, P. 7.
- Cupcake Digital**, Susan Miller, Co-Founder, 646-964-4163, partnerships@cupcakedigital.com, P. 3.
- Dark Horse Comics**, Nick McWhorter, VP Media Licensing, 503-652-8815, nickm@darkhorse.com, P. 12.
- Deep Silver/Koch Media**, Aubrey Norris, Director Marketing & PR, 415-524-8700, info@deepsilver.com, P. 3, 5.
- DeNA**, Barry Dorf, VP Partnerships & Alliances, 415-375-3170, info@dena.com, P. 3.
- Dimensional Branding Group (DBG)**, Marsha Armitage-Bristow, EVP Licensing, 415-246-3694, marsha@dimensionalbranding.com, P. 1, 4, 5.
- Disney Consumer Products**, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 7.
- Disney Interactive Media**, Eric Moss, Licensing & Clearance Manager, 818-560-1000, P. 3.
- DreamWorks Animation**, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 8.
- Electronic Arts**, Ryan Gagerman, Licensing Director, 310-754-7446, rgagerman@ea.com, P. 1, 3, 4, 5.
- Elizabeth Arden**, Ron Rolleston, EVP Creative, 212-261-1000, ron.rolleston@elizabetharden.com, P. 8.
- Epic Rights**, Juli Boylan-Riddles, EVP Global Licensing, 310-289-8220, juli@epicrights.com, P. 7.
- Fossil**, Randy Hyne, VP, General Counsel & Secretary, 972-699-2115, legal@fossil.com, P. 8.
- FunKo**, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 8.
- Gameloft**, Karine Kaiser, VP Marketing & Licensing, 212-993-3000 x5033, P. 3.
- Global Icons**, Bill McClinton, SVaP Licensing, 310-873-3554, billmc@globalicons.com, P. 2.
- H.E.R. Accessories**, Hymie Anteby, CEO & President, 212-271-2444, hymiea@heracc.com, P. 7.
- Happiness Brand**, Michael Scarpellini, Co-Founder & CEO, 213-688-1018, us@happiness10.com, P. 9.
- Hasbro**, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 8, 9.
- Highland Mint**, Michael Kott, President, 321-773-2727, mkott@thehighlandmint.com, P. 2.
- Hot Topic**, Cindy Levitt, VP & General Merchandise Manager, 626-839-4681 x2216, clevitt@hottopic.com, P. 12.
- JAKKS Pacific**, Jill Nordquist, SVP Marketing, 310-456-7799, jilln@jakks.net, P. 8.
- JLK Brand Licensing**, Kathie Fording, Partner, 917-974-3561, kathie@jlkbrand.com, P. 7.
- Joester Loria Group**, James Slifer, SVP Business Development, 212-683-5150 x306, jslifer@tjlggroup.com, P. 7, 8, 9, 12.
- John Wayne Enterprises**, Susan Meek, VP Worldwide Licensing, 203-513-8829, susan@johnwayne.com, P. 2.
- Joy Tashjian Marketing Group**, Lisa Napolitano, Licensing & Brand Development, 925-736-0512, lisa@jtmglc.com, P. 7.
- Joy Tashjian Marketing Group**, Grace Ressler, Director Licensing Sales & Publishing, 310-836-1912, grace@jtmglc.com, P. 7.
- Kidrobot**, Paul Budnitz, 212-777-7735, paul@kidrobot.com, P. 7.
- Knockout Licensing**, Tamra Knepper, Co-President, 212-947-5959, tk@knockoutlicensing.com, P. 8.
- Konami Digital Entertainment**, Ajay Vidure, Senior Manager Franchise Development & Corporate Promotions, 310-220-8100, va46570@konami.com, P. 5.
- LEGO Systems**, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 7.
- Leveraged Marketing Corp. of America (LMCA)**, Allan Feldman, CEO, 212-265-7474 x202, allanf@lmca.net, P. 8.
- Leveraged Marketing Corp. of America (LMCA)**, Alan Kravetz, President, 978-475-7616, akravetz@lmca.net, P. 7.
- Margaritaville Holdings**, Brad Schwaeble, VP Retail & Brand Management, 407-224-3227, bschwaeble@margaritaville.com, P. 2.
- Mattel**, Tim Kilpin, EVP International, 310-252-2302, tim.kilpin@mattel.com, P. 12.
- McSteven's**, Alex Pava, Director Sales & Marketing, 360-944-5788, alex@mcstevens.com, P. 8.
- MemBrain Licensing**, Jennifer Sullivan, President, 323-376-9653, jennifer@membrainllc.com, P. 7.
- Microsoft Game Studios**, Miguel Gil, Program Manager Strategy & Business Development, Xbox Accessories, 425-705-2236, miguelgil@microsoft.com, P. 1, 3, 5.
- Mighty Fine**, Patty Timsawat, President Licensing, 213-234-3921, patty@mightyfineinc.com, P. 8.
- Movado Group**, Jon Step, President Licensed Brands, 201-267-8000, jstep@movadogroup.com, P. 8.
- Namco Bandai Games America**, Dennis Lee, Director Brand Marketing & Marketing Communications, 408-235-2000, dlee@namcobandaigames.com, P. 3.
- NFL Players**, Steve Scebelo, VP Licensing & Business Development, 202-572-7456, steven.scebelo@nflplayers.com, P. 8.
- Nintendo of America**, Cammy Budd, Licensing & Marketing Manager, 425-861-2089, cammyb@noa.nintendo.com, P. 3, 4, 5.
- Ohio State University**, Rick Van Brimmer, AVP Business Advancement, Trademark & Affinity Management, 614-292-1562, vanbrimmer.1@osu.edu, P. 12.
- Parham Santana**, John Parham, President, 212-645-7501 x12, john@parhamsantana.com, P. 12.
- Pelican Bay**, Char Pfaelzer, President, 727-733-8399, char@pelicanbayltd.com, P. 2.
- Press Pass**, Kevin Camp, SVP, 704-942-3060 X120, mkcamp@presspassinc.com, P. 7.
- Rabbit Tanaka**, Rabtanakav@aol.com, P. 7.
- Ripple Junction**, Scott Morton, Licensing Director, 513-559-3900, smorton@ripplejunction.com, P. 7.
- Saban Brands**, Kirk Bloomgarden, SVP Global Consumer Products, 310-557-5230, kbloomgarden@sabanbrands.com, P. 7, 8.
- Safilo U.S.A.**, Scottie Peacock, Marketing Director, 973-576-2549, scottie.peacock@safilo.com, P. 8.

Continued on page 11


contacts & connections *Continued from page 10*

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SEGA of America, Stacy Arnold-Strider, Licensing Manager, 415-701-6000, stacy.arnold-strider@sega.com, P. 3, 4, 5.

Serenata Group/ThinkTank Emporium (The), Joan Packard Luks, Managing Partner, 201-224-2190, joan@thethinktankemporium.com, P. 9.

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Square Enix, Kanji Tashiro, Senior Director Sales Planning & Merchandise, 310-846-0400, ktashiro@square-enix.com, P. 1, 5.

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Steve Madden, Monica Samuel, Marketing Manager, 718-446-1800, monicasamuel@stevemadden.com, P. 8.

Surge Licensing, Elan Freedman, VP Business Development, 516-939-2225, elan@surging.com, P. 8.

Take-Two Interactive, Edward Tomaszewski, Senior Manager Corporate Development, 646-536-2842, ed.tomaszewski@take2games.com, P. 4, 5.

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Ty Inc., Tania Lundeen, SVP Sales & Licensing, 630-455-7416, tlundeen@tymail.com, P. 8.

Unforgettable Enterprises, Bruce Bronn, President, 847-291-0992, bruce@unforgettablelicensing.com, P. 8.

Universal Studios Partnerships & Licensing, Cindy Chang, SVP Consumer Products, 818-777-2067, cindy.chang@nbcuni.com, P. 9.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 3, 4, 5.

Westinghouse Digital, Rey Roque, VP Marketing, 714-221-9800, marketing@westinghousedigital.com, P. 8.

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international contacts & connections

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

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Biplano (Barcelona), Jordi Rey, GM, 34 93 452 60 00, jordir@biplano.com, P. 9.

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Bulls Licensing div. Bulls Press, Anna Rosmalm, Marketing Manager, 46 8 5552 0612, rosmalm@bulls.se, P. 8.

Bunkerbound, Ian Williams, Managing Director, 44 1494 765626, info@bunkerbound.com, P. 9.

Character World/TDS Enterprises, Daniel Schweiger, Joint Managing Director, 44 845 004 9217, danny@characterworld-tds.co.uk, P. 9.

Copyright Promotions Licensing Group (CPLG), Vickie O'Malley, Managing Director, 44 20 8563 6400, vomalley@cplg.com, P. 8, 9.

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Entertainment One, Hannah Mungo, Head Licensing (U.K.), 44 20 7907 3773, hmungo@entonegroup.com, P. 8.

Euro Lizenzen, Guenter Vetter, Managing Director, 49 89 266066, vetter@eurolizenzen.net, P. 8.

Filma, Karaca Sarioglu, GM, 90 212 352 09 60, karaca@filma.com.tr, P. 8.

Focus Home Interactive, Stéphanie Olbé, Business Developer, 33 1 48 10 59 69, P. 3.

Game Of 2 Halves, Paul Comben, Managing Director, 44 7931 335831, paul@go2hlicensing.com, P. 3.

Ink Brands, Morten Geschwendtner, Managing Director & CEO, 45 33 556 100, mg@ink-brands.com, P. 9.

International Greetings, Lance Burn, Managing Director, 44 1525 887310, lburn@intg.co.uk, P. 9.

ITV Studios Global Entertainment, Maggy Harris, Head Brand Marketing & Consumer Products, 44 20 7157 6252, maggy.harris@itv.com, P. 9.

ITV Studios Global Entertainment, Trudi Hayward, SVP Global Merchandising, 44 20 7157 6163, trudi.hayward@itv.com, P. 9.

Jumbo Games, Gray Richmond, Managing Director, 44 170 726 0436, P. 9.

Kaynak Licensing Co., Hakan Tungac, Managing Director, 90 216 524 2121, ht@kaynak.com.tr, P. 8.

Lixesa, Jose Felix García, Managing Director, 34 91 326 40 12, contact@lixesa.com, P. 9.

Mask-arade, Ray Duffy, Director, 44 1926 814292, P. 9.

Megalicense, Antony Grishin, President & Managing Director, 7 495 661 61 54, agrishin@megalicense.ru, P. 9.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Licensing Director, 44 20 7593 0510 x4, info@mglicensing.com, P. 8.

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Mitch Dowd, Dane Totham, CEO, 61 3 9569 8800, online@mitchdowd.com.au, P. 9.

Nickelodeon & Viacom Consumer Products UK, Mark Kingston, GM & SVP Consumer Products EMEA/Australasia, 44 20 3580 3020, mark.kingston@vimm.com, P. 8.

NTD Apparel, Michael Eliesen, Owner, 514-341-8330, michael@ntdapparel.com, P. 9.

P&L Global Network, Gloria Salazar Mourre, Licensing, 52 55 5254 4799 x7376, gsm@plglobalnetwork.com, P. 9.

Poetic Gem, Elliott Matthews, Executive Director, 44 19 2324 9497, elliottpoeticgem.com, P. 9.

Poplar Linens, Colm Walsh, Business Development Manager, 353 98 25633, info@poplarlinens.eu, P. 9.

Pyramid Intl., Mordy Benaiah, Licensing Director, 44 116 284 3640, mordy.benaiah@pyramidinternational.com, P. 9.

Rocket Licensing, Charlie Donaldson, Joint Managing Director, 44 20 7207 6241, charlie@rocketlicensing.com, P. 9.

Rubie's Masquerade Co. UK Ltd., Holly Oldham, Media & Licensing Manager EMEA, 44 1491 826500, david.woolliff@rubiesuk.com, P. 9.

Smileyworld, Nicolas Loufrani, CEO, 44 20 7378 8231, nico@smiley.com, P. 8, 9.

Studio 100, Sunny Lee, Licensing Manager, Asian Pacific, 61 2 8568 5555, P. 12.

Sun City, Michel Benchetrit, CEO, 33 1 49 89 72 72, michel.benchetrit@sun-city.fr, P. 9.

Super RTL, Claude Schmit, Managing Director, 49 180 5088850, kontakt@superrtl.de, P. 8.

Titan Publishing/Titan Entertainment, Nick Landau, Owner, 44 207 620 0200, nick.landau@titanemail.com, P. 9.

Trademark Collections, Jonathan Hillson, Director, 44 1799 599 899, sales@trademarkcollections.com, P. 9.

Ubisoft Entertainment, Jason Hall, Licensing Executive, 44 193 257 8041, jason.hall@ubisoft.com, P. 3, 4, 5.

VMC Accessories, Laura Sumner, 44 1538 392 500, laura.sumner@vmc.co.uk, P. 9.

Warner Bros. Consumer Products (France), Pilar Zulueta, EVP/GM EMEA, 33 1 72 25 13 61, pilar.zulueta@warnerbros.com, P. 9.

WHO'S NEWS

Rick Van Brimmer of The Ohio State University has been elected Chairman of the Board of the Licensing Industry Merchandisers' Association (LIMA). Board member **James Slifer** of The Joester Loria Group was elected Vice Chairman. Newly elected to the Board are **Tim Kilpin**, Mattel Brands; **Cindy Levitt**, Hot Topic; **John Parham**, Parham Santana; and **Henry Stupp**, The Cherokee Group.

Sunny Lee joins Studio 100 International as Licensing Manager for Asian Pacific territories. Lee was previously at Korean licensing agent Joon International Entertainment Company.

Nick McWhorter is promoted to VP Media Licensing at Dark Horse. McWhorter is in his 10th year at the company and was formerly Director of Custom Projects.

Top 10 Licensing Markets

Continued from page 1

tries by product category, type of property, and geographic source of property as well as delivering per capita sales, an analysis of licensing vs. GDP growth (or decline), and dozens of examples of what's working in different countries.

TOP 10 COUNTRIES, RANKED BY TOTAL RETAIL SALES OF LICENSED PRODUCTS, 2013

| COUNTRY | RETAIL SALES, 2013 | SHARE OF GLOBAL RETAIL SALES |
|---------------------|--------------------|------------------------------|
| 1. U.S. | \$87,958 | 56.4% |
| 2. Japan | \$10,135 | 6.5% |
| 3. Canada | \$9,513 | 6.1% |
| 4. U.K. | \$6,895 | 4.4% |
| 5. France | \$6,584 | 4.2% |
| 6. China (mainland) | \$5,499 | 3.5% |
| 7. Germany | \$5,040 | 3.2% |
| 8. Italy | \$4,474 | 2.9% |
| 9. Brazil | \$2,251 | 1.4% |
| 10. Australia | \$2,009 | 1.3% |

NOTES: Retail sales in millions of U.S. dollars. Numbers may not add up exactly due to rounding. Adapted from the complete list of 49 countries found in "International Licensing: A Status Report."

SOURCE: THE LICENSING LETTER

The complete report, with 280 charts, graphs, and tables, is \$2,995 (\$2,695 for subscribers to THE LICENSING LETTER). For complete table of contents, see www.epmcom.com/international. Or call 1-212-941-0099.

Character Collections Help 'Brand' Multiple Properties

Entertainment licensors are increasingly creating umbrella programs that bring together multiple properties and franchises under one brand.

Think the Disney Pixar Collection; DreamWorks' Storytellers Collection, which aggregates characters from *Shrek*, *Madagascar*, *How to Train Your Dragon*, and *Kung Fu Panda*; Activision's Skylanders Universe, which gathers all the game versions into a single whole for categories such as publishing; and Warner Bros.' WB True Classics brand in the EMEA region.

Program Benefits

These types of programs have several advantages, including the opportunity to:

- ▶ Test new and lesser characters for potential expansion.
- ▶ Create a stable footprint at retail, even between tentpole releases or other news.
- ▶ Generate incremental sales from minor characters not viable as standalones.
- ▶ Swap products and properties to freshen the assortment and maximize sales.
- ▶ Offer the most loyal fans something new and different.

These initiatives work only when the overall umbrella brand—and not just the individual sub-brands within it—means something to consumers.

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Develop More Profitable, Longer-term Licensing & Merchandising Programs



LICENSING BUSINESS DATABOOK 2014 EDITION

From **THE LICENSING LETTER**, the most trusted source in licensing for numbers, news, and names.

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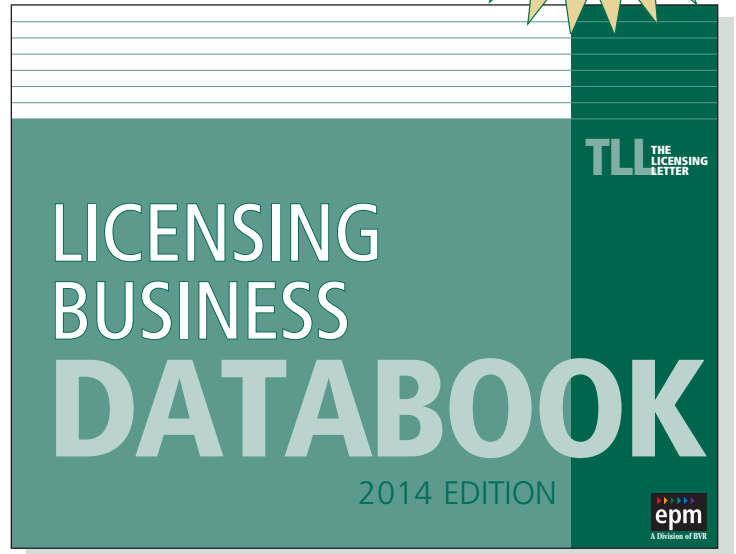
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More than 75 charts, graphs, and tables detail every aspect of the licensing business:

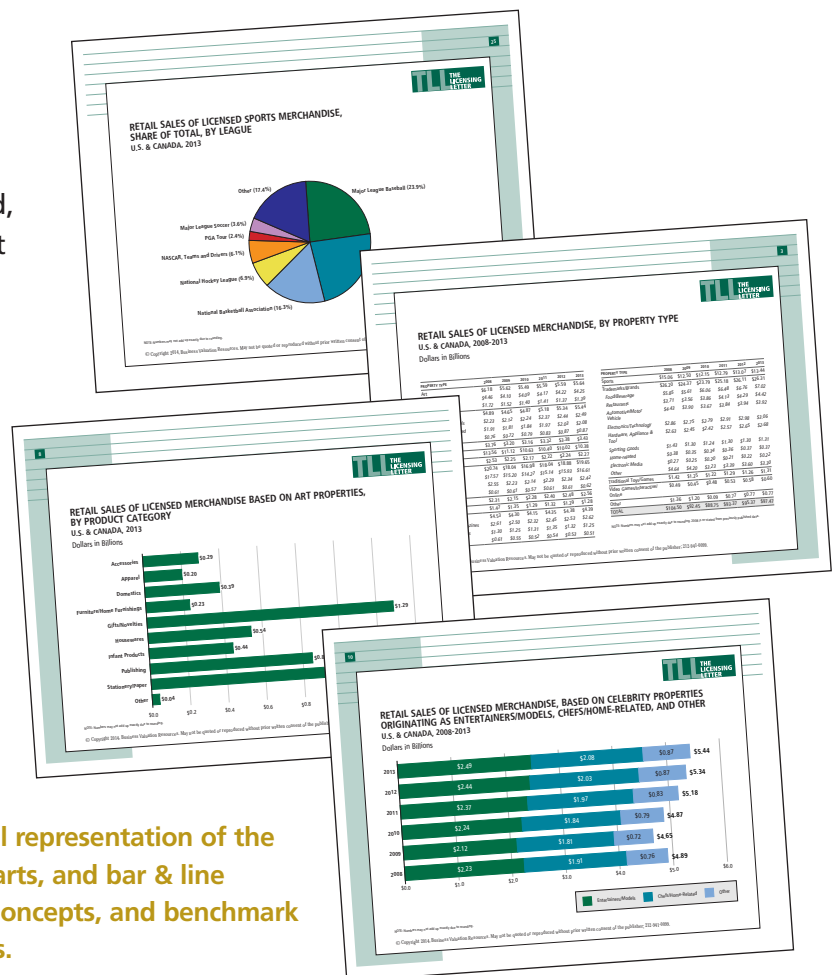
- ▶ Retail sales of licensed merchandise by property type
- ▶ Retail sales of licensed merchandise by product category
- ▶ Product category breakouts for Trademark/Brand, Entertainment/Character, Sports, Fashion and Art properties
- ▶ Sales of licensed merchandise by distribution channel for key property types
- ▶ Basic royalty data
- ▶ Selected international data by territory, property type and product category

The Databook includes, **FREE**, every chart as a .jpg file so you can drop any or all of these charts, graphs, and tables right into your own written or PowerPoint presentations.

77 charts, graphs, and tables give you a detailed visual representation of the full spectrum of licensing activity. These tables, pie charts, and bar & line graphs will help you build internal support, sell your concepts, and benchmark your performance against licensing business standards.



FREE JPG FILES OF ALL CHARTS



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- ▶ Retail Sales of Licensed Merchandise, U.S. & Canada, 1977-2013
- ▶ Retail Sales of Licensed Merchandise, By Property Type, U.S. & Canada, 2008-2013

| | |
|-------------------------|-----------------|
| Art | Music |
| Celebrity | Non-profit |
| Collegiate | Publishing |
| Estate | Sports |
| Entertainment/Character | Toy/Game |
| Fashion | Trademark/Brand |
- ▶ Retail Sales of Licensed Merchandise, By Distribution Channel, U.S. & Canada, 2013

| | |
|-------------------------|-----------------|
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| Entertainment/Character | Trademark/Brand |
| Fashion | All |
- ▶ Retail Sales of Licensed Merchandise, By Product Category For Selected Property Types, U.S. & Canada, 2008-2013

| | |
|-------------------------|-----------------|
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| Fashion | All |
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| | |
|------------------------------|-----------------------|
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| Apparel | Housewares |
| Consumer Electronics | Infant Products |
| Domestics | Publishing Products |
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| | |
|-------------------------|-----------------|
| Entertainment/Character | Trademark/Brand |
| Fashion | Art |
| Sports | |
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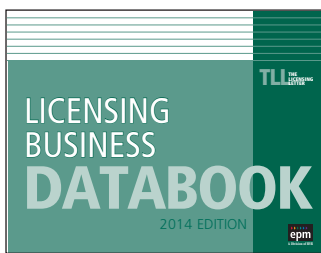
| | |
|------------------------------|---------------------------------------|
| Apparel/Accessories/Footwear | Home Furnishings/Housewares/Domestics |
| Food/Beverage | Domestics |
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| | |
|------------------|---------------------|
| By Property Type | By Product Category |
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Move Your Sports Licensing Program Into The Winner's Circle

2014 Sports Licensing Report

Learn the licensing and merchandising strategies for MLB, NFL, NBA, NHL, NASCAR, MLS, the PGA Tour, FIFA, the Olympics, colleges and universities, and other sports leagues and organizations. While the \$18.8 billion global sports licensing business and \$3.4 billion collegiate market were hit hard by the recession, these major players are on the rebound, focusing on growth opportunities in new product categories in the U.S. and Canada, and expanding the playing field internationally.

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- ▶ Apparel is the fastest growing product category for sports properties, up more than 7% in 2013.
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