

TLL THE LICENSING LETTER

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

Restaurants Licensed by Nonfood IP Face Challenges Growing Number of Outlets, Achieving Scale

The failure rate of restaurants varies widely, with estimates ranging from 26% of restaurants failing in the first year to 90% failing within three years. But whatever the truth may be, having a marketing edge shouldn't hurt, right? Especially if that edge is a widely recognized licensed property that has a built-in image.

Just how much a license helps, however, is debatable.

The evidence over many years is mixed, as is evident from the 33 restaurants in the chart that begins on page 3.

Failing Is Easy

Rolling Stone restaurants, which had national ambitions, are closed. ESPN Zone had a dozen locations at its peak in mid-2010, but today only two remain. Harley-Davidson and NASCAR have had more locations over the years but are down to two and one, respectively.

Beach Boys Good Vibrations and Lynyrd Skynyrd BBQ & Beer barely made it beyond high-profile announcements. Interestingly, one thing the two shared in common: Each was to be located in a Las Vegas strip hotel.

All told, six of the examples in our analysis (18%) have closed or contracted since opening. The bottom line: Restaurants are a tough business, and achieving scale beyond one or two units is a substantial challenge, even with a great license.

Multiunit Chains

That said, a handful of success stories have developed into multiunit licensed restaurant chains.

Bubba Gump Shrimp Co. is the second largest chain in this analysis, in terms of number of outlets, with 39 units. Jimmy Buffett's Margaritaville is third, with 27 stand-alone restaurants and four airport locations. Some of the latter are owned by Buffett's holding company—though the firm recently sold the rights to open further locations in the U.S. and Latin America,

along with 10 of its owned locations, to a Brazil-based licensee, International Meal Co.

Buffett previously sold the Cheeseburger in Paradise chain, also named after one of his songs, to Luby's, which also owns Fuddrucker's and other chains. According to published reports, prior to the outright sale of the company, Buffett collected a 2% royalty on sales at Cheeseburger in Paradise.

Country music superstar Toby Keith's I Love This Bar and Grill, owned by Capri Restaurant Group Enterprises, appears to be in expansion mode, with 16 locations and nine more under development.

PGA Tour Grill currently has three airport

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WHERE THERE'S SMOKE ...

Changing Legal Status of Pot Leads to Licensing Activity

To date, 23 states plus the District of Columbia have legalized marijuana for medical use, with two of those also allowing recreational use. The emerging industry has created a number of opportunities for licensing.

Several properties with thematic links to marijuana are increasing their licensing activity, for example:

- ▶ The 40-year-old magazine *High Times* licensed Sherry Manufacturing division StickyStash.com for a line of apparel featuring phrases such as "Hanging with my buds."
- ▶ Cheech and Chong, who also are on StickyStash.com's roster, licensed BeBevCo and its subsidiary Relaxation Solutions for a line of hemp- and supplement-infused Relaxation Ice Cream tied to their classic film *Cheech and Chong's Nice Dreams*.
- ▶ Back in 2012, Leon Hendrix, Jimi's

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in short

Toy Story and other Disney-licensed projectable night lights from Jasco are \$9.98 at Lowe's in Brooklyn, NY—same price as generic aquarium and solar system projectable night lights.



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➡ Licensing Ledger

IS 3-D FOR REAL?

Hasbro, which earlier this summer announced an agreement with Shapeways to start selling 3-D printer-manufactured My Little Pony fan art, thinks so. **Home Depot**, which has started selling 3-D printers, thinks so. **Beanstalk's** Michael Stone, writing in *Forbes*, and **Global Toy Experts'** Richard Gottlieb, writing in his blog, think so. Stone forecasts the positive role this disruptive technology can play in licensing, while Gottlieb uses Home Depot's announcement to speculate on the impact 3-D printers could have: Factories, container ships, trucks, and traditional retail would be bypassed "by allowing owners to make products in their family room or bedroom."

For a *New York Times* piece on the Hasbro/Shapeways deal, see nyti.ms/1oGN2Ww.

For a *Bloomberg Businessweek* assessment of the Home Depot announcement, see buswk.co/1zC55QL.

For Stone's article, visit www.forbes.com/sites/michaelstone/2014/06/09/a-3d-design-for-licensing-disruption/.

For Gottlieb's piece, see bit.ly/1mY7AUG.

MORE JIM SHORE

Giftware company **Enesco** has extended its long-term licensing deal with artist Jim Shore—an alliance that has driven more than \$1 billion in retail sales to date, according to the company—for another five years, until 2019. Shore's folk art-inspired Heartwood Creek line of giftware has included collaborations with other licensors that work with Enesco, including Disney, Warner Bros. (for *The Wizard of Oz*), and Peanuts Worldwide.

TRUE COLLECTORS

Some retailers are selling **Upper Deck's** new 2014 Exquisite Collection Golf, a line of superpremium trading cards that officially released midsummer, for \$600 per pack or higher, according to the company. The collection includes a wide selection of Tiger Woods autograph cards; rookie autograph patch cards (featuring a swatch of shirt fabric) of Rory McIlroy, Graeme McDowell, Michelle Wie, and Cheyenne Woods; multiautograph cards combining signatures of Tiger Woods and other golfers; and additional features.

BEDDING FOR BABIES

Carter's has extended its licensing agreement with bedding company **Crown Crafts** to include infant

bed sets and décor through the latter's Crown Crafts Infant Products subsidiary. Crown Crafts has produced Carter's toddler bedding for more than two years.

MORE MOTA

Social media star Bethany Mota and retailer **Aeropostale** are expanding their partnership to include a signature fragrance. Their exclusive alliance, which extends across all of Aeropostale's 850 stores, began in 2013 with a clothing line. Some media pundits have speculated that the apparel is not generating as much revenue as anticipated.

PREPPING POTTER'S FUTURE

Warner Bros. has created a London- and Burbank-based Harry Potter Global Franchise Development team, headed by Josh Berger, to create and implement a strategy for the brand and all of its ancillary businesses. Ventures that are ongoing or in development include author J.K. Rowling's Pottermore website and other digital initiatives, the *Fantastic Beasts and Where to Find Them* film series, theme parks and studio tours, and a stage play.

NFLPI GOES TO PANINI

NFL Players Inc., the licensing and marketing arm of the NFL Players Association, has signed **Panini**

America as its long-term, exclusive trading card and collectible sticker licensee, beginning with the 2016 NFL season. Panini also has exclusives with the NBA and FIFA World Cup.

CELEBRITY PAIR-UPS

In its first celebrity collaboration, retailer **Hollister** is partnering with actress Lucy Hale, star of "Pretty Little Liars," on a collection of dresses, leggings, skirts, and tops. The products were released in two installments last month, in Hollister stores and on its e-commerce site. Meanwhile, **Sportsac** is teaming with tokidoki, the character-driven lifestyle brand created by Simone Legno, for a line of bags. The collection, which will feature a brand-new character, reunites the two partners, whose first collaboration debuted in 2006.

BARBIE'S RETRO PHASE

A series of licensed Barbie capsule apparel collections ups the ante on exclusivity. **Mattel** has signed deals to offer decade-based assortments, the toy company's Jessi Dunne tells *WWD*. **Lord & Taylor** merchandise will have 1950s and 1960s themes; fashion label **Wildfox** will feature the 1980s; and **Forever 21** will offer 1990s looks. Forever 21 has the largest of the collections, with 29 SKUs priced \$3.90 to \$24.90. At the other end of the spectrum, the Wildfox line is eight SKUs, including sportswear, swimwear, denim, and sunglasses, selling for \$37.50 to \$183 at **Nordstrom**, **Bloomingdale's**, **Fred Segal**, and others. The 12-SKU Lord & Taylor collection will be available at the department store's top 10 locations only.

CLARIFICATION

MGM holds the licensing rights for the TV show " Fargo," included on our list of licensing activity for programs with five Emmy nominations or more this year (*TLL* Aug. 4, 2014) and is represented for licensing by **Brandgenuity**, not Fox. We regret the error.



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SELECTED CORPORATE, ENTERTAINMENT, SPORTS, PUBLISHING, AND OTHER BRANDS LICENSED FOR RESTAURANTS

RESTAURANT	ROOT IP	LICENSOR	LICENSEE	TERRITORY	FOUNDED	# OUTLETS	COMMENTS
Barbie Café	Barbie	Mattel	Sinlaku	Taiwan	2013	1	Additional locations planned for Taiwan and Shanghai.
Beach Boys Good Vibrations	Beach Boys	Not applicable	Caesars Entertainment/ Monsoon Group	U.S.	2012	1	Was scheduled for summer 2012 at Bally's in Las Vegas, but never opened.
Bubba Gump Shrimp Co.	Forrest Gump	Paramount Pictures	Bubba Gump Shrimp Co.	Worldwide	1996	39	2010 sales estimated at \$200 million.
Cheeseburger in Paradise	Jimmy Buffett song "Cheeseburger in Paradise"	Margaritaville Enterprises	Luby's, Inc.	U.S.	2002	15	Jimmy Buffett initially received 2% of profits. In September 2009, restaurant rights to the song were sold to Paradise Restaurant Group. In December 2012, Luby's (which owns Fuddrucker's), purchased Paradise Restaurant Group for \$11 million.
ESPN Zone	ESPN	Walt Disney Co.	Zone Enterprises of Anaheim; Anschutz	U.S.	1998	2	At its peak there were 12 ESPN Zones; 10 were closed in June 2010. The remaining two—one each in Anaheim and Los Angeles—were sold to Zone and Anschutz, respectively. ESPN Club and ESPN Grill are unrelated to ESPN Zone; both are located in Walt Disney World.
Ferrari	Ferrari*	Ferrari	PortAventura Entertainment	Spain	Announced 2014 for 2016 opening	1	Theme park that includes themed restaurants.
Ferrari Café	Ferrari	Does not appear to be licensed	Wael Fayed, owner	Egypt	2010	1	Plays off the Ferrari logo, and touts the owner's interest in the cars, but Ferrari has no mention of licensed eateries other than the two theme parks listed separately here.
Ferrari World Abu Dhabi	Ferrari*	Ferrari	Yas Island	UAE	2009	1	Theme park that includes themed restaurants.
Food Network Kitchen	Food Network	Food Network	Delaware North Companies Travel Hospitality Services	U.S.	2012	Multiple	Target is airport locations (sit-down and takeout), plus sales of Food Network-branded product at sports stadiums with concessionaires as licensees.
Ford's Garage	Ford	Ford Motor Co.	FG Restaurant Group	U.S.	2014	3	Initial locations in Fort Myers, Cape Coral, and Estero, Fla.
GQ Bar Dubai	GQ	Condé Nast	Inspired Brands	UAE	2014	1	Located in The Dubai Mall, JW Marriott Marquis. At least two new locations are planned within 1-2 years.
Harley-Davidson Café	Harley-Davidson	Harley-Davidson	Marc Packer	U.S.	1997	1	Las Vegas is open; a New York City location closed in 2007. Marc Packer holds exclusive license for H-D Cafés for North America.
Hello Kitty Dreams	Hello Kitty	Sanrio	Sinlaku	China	2012	1	Pink and decorated with a strong HK theme. Targets women ages 15 to 35.
Hello Kitty Sweets	Hello Kitty	Sanrio	Sinlaku	Taiwan, China	2011	2	Emphasis on desserts.
Jimmy Buffett's Margaritaville	Musician/songwriter Jimmy Buffett and his song "Margaritaville"	See Comments; franchised locations in Caribbean, Mexico, and Australia	See Comments	U.S., Caribbean, Mexico, Australia, Brazil	1985	27 plus 4 airport locations including franchises	Chain was founded and operated by Buffett's Margaritaville Productions. In 2014, Brazil-based International Meal Company, a franchisee of Margaritaville and sister brand LandShark Bar & Grill, purchased 10 of the former and two of the latter units from Margaritaville Enterprises in 2014 along with exclusive rights to open additional outlets in the U.S. and Latin America.
Kiko's Diner	Hello Kitty	Sanrio	Sinlaku	Taiwan	2014	1	In the Hello Kitty family but a lower-key décor and presentation, much more American diner-styled.
Demacia	League of Legends	Not licensed; Tencent Games is the Chinese publisher	Not applicable	China	2013	1	Not officially licensed. Named "Demacia" after one of the game's main locations.
Loudmouth Grill	Loudmouth Golf (apparel brand)	Loudmouth	MVP's Clubhouse & Restaurant	U.S.	2014	1	Loudmouth is a golf apparel brand known for its John Daly-endorsed loud patterns. Initial location in Orlando, Fla., with MVP owner Tommy Nadeo noting interest from parties interested in franchising the concept.

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SELECTED CORPORATE, ENTERTAINMENT, SPORTS, PUBLISHING, AND OTHER BRANDS LICENSED FOR RESTAURANTS

RESTAURANT	ROOT IP	LICENSOR	LICENSEE	TERRITORY	FOUNDED	# OUTLETS	COMMENTS
Lynyrd Skynyrd BBQ & Beer	Lynyrd Skynyrd	Lynyrd Skynyrd	Drive This Excitement	Las Vegas	2011	1	Closed. At Excalibur Hotel.
Murray Bros. Caddyshack	Caddyshack	Warner Bros.	Murray Bros. Caddyshack	U.S.	2001	1	Original St. Augustine, Fla., location continues; three newer locations are closed.
NASCAR Sports Grille	NASCAR	NASCAR	Entertainment Concepts Investors	U.S.	2006	2	Hampton, Va., and Universal City Walk, Orlando, Fla.
PGA Tour Grill	PGA Tour	PGA Tour	HMS Host	U.S.	2014	3	Multiple airport locations anticipated; initial announced: San Diego, Honolulu, Las Vegas.
Popeyes	Popeye the Sailor	King Features	Formerly: AFC Enterprises; see Comments	Worldwide	1972 (licensing agreement established 1976)	2,000+ franchised outlets	The restaurant chain was a licensee paying royalties for about 35 years. Since 2000, according to the Atlanta Business Journal, AFC paid the King Features division of Hearst about \$1.1 million annually for use of the name and the character likenesses. In 2011, AFC sought a declaratory judgment permitting it to continue using the name without having to pay royalties once its agreement expired; the fast food chain phased out use of the character. In November 2012, the parties agreed that their previous agreement had expired and to "cooperate with each other to protect their respective intellectual property rights." Other terms of their agreement were not revealed. In January 2014, AFC changed its corporate name to Popeyes Louisiana Kitchen.
Rock & Brews	Licenses out but plays on the ownership stake of original KISS members Gene Simmons and Paul Stanley	Rock & Brews	Franchisees include: Rock & Brews Southwest LLC; Kanbrews	New Mexico, Arizona, Texas	2012	~8, with 100 projected over five years	Gene Simmons and Paul Stanley of KISS are partners with music merchandising guru Dell Furano (now Epic Rights), tour manager Dave Furano, and restaurateur Michael Zislis. The company franchises the concept to Kanbrews LLC for Kansas and Oklahoma, with options for Missouri and Nebraska; Rock & Brews Southwest LLC for New Mexico, Arizona, and Texas; and has company-owned locations in California, Mexico, and Hawaii, with Florida outposts in the works. The KISS name is not affiliated, but Simmons's and Stanley's fame as members of the band and owners is prominent.
Rolling Stone	Rolling Stone	Wenner Media	Lucky Rug Group	U.S.	2011	1 in Los Angeles closed in 2013	Closed. Announced in 2009 as foundation for an intended national chain.
Surfer [The Bar]	Surfer magazine	The Enthusiast Network (formerly Source Interlink Media)	Surf Concepts, div. Salt Life Restaurant Group	U.S.	2014	1	Located in the Turtle Bay Resort in Oahu, Hawaii; Surf Concepts holds exclusive rights in the continental U.S. to open locations as stand-alone sites or co-branded sites with Salt Life Food Shack.
Tatler Club	Tatler	Condé Nast International	Novikov Group	Russia	2010	1	Upscale British club-like atmosphere in Moscow.
The Lodge & Twilight Bar	Twilight film	None (not officially licensed)	Dazzled by Twilight	U.S.	2013	1 closed	Never officially licensed, the location was in Forks, Wash.—Twilight's setting. The town has ridden on the coattails of the book's success. The restaurant and bar closed in January 2014.
The Three Stooges Burger House	Three Stooges	C3 Entertainment	Legendary Burgers	Worldwide	2014	To be announced	Legendary Burgers was formed to franchise this brand.
Toby Keith's I Love This Bar and Grill	Toby Keith and his song, "I Love This Bar"	Toby Keith	Capri Restaurant Group Enterprises	U.S.	2005	16 plus 9 under construction	Restaurants feature large bars in the shape of a guitar. See: tobykeithusa.com.
Tonino Lamborghini Lounge	Tonino Lamborghini	Tonino Lamborghini	Officina Gastronomica Srl	Middle East, Europe, U.S.	1991	N/A	Upmarket cafes and restaurants.

Continued on page 5

SELECTED CORPORATE, ENTERTAINMENT, SPORTS, PUBLISHING, AND OTHER BRANDS LICENSED FOR RESTAURANTS

RESTAURANT	ROOT IP	LICENSOR	LICENSEE	TERRITORY	FOUNDED	# OUTLETS	COMMENTS
Twentieth Century Fox Theme Park	Fox film franchises	20th Century Fox	Resorts World Genting	Malaysia	Announced 2014 for 2016 opening	1	Theme park that includes themed restaurants.
Vogue Café/Vogue Lounge	Vogue	Condé Nast International	Novikov Group (Russia), Yaroslav Val. Ltd./Elisaveta Yurusheva (hotelier; Ukraine); Inspired Brands (UAE), others	Russia, Ukraine, UAE, Thailand	2003	3 plus one in development	"Fashionable dining experience" geared to women in Moscow, Kiev, Dubai, and (coming) Bangkok.

SOURCE: THE LICENSING LETTER

Restaurant Licensing

Continued from page 1

locations and tends to be conservative as it expands but anticipates more outlets via licensee HMS Host.

Licensed ... and Not

Some of the chains are not strictly licensed, using a franchise model to bring in operators, counting the IP owners as investors, or with the IP wholly owned by the restaurant operator for that category.

By far the most successful of the examples analyzed is the fast food chain Popeyes, which has 2,000 locations. It formally severed its licensing relationship with Hearst's King Features almost two years ago.

The chain was founded in 1972; its owner, Al Copeland, insisted it was named after a character in the film *The French Connection*, detective Jimmy "Popeye" Doyle. Nonetheless, beginning in 1976, the company licensed the name from King Features and for many years used the Popeye character in its marketing.

The company's current owners and King Features did not reveal the terms of their 2012 agreement that permits the restaurant chain to continue using the name without the character beyond that they would mutually protect each other's IP interests. According to published reports, the chain had paid King Features about \$1.1 million in royalties annually between 2000 and late in the decade.

Also on the rise: Rock & Brews, which technically isn't a name licensed from another source but two of whose primary investors are Gene Simmons and Paul Stanley, original members of the band KISS, whose affiliation with the restaurants is widely touted. Two other key partners are Dell and David Furano—the former currently of Epic Rights, a music merchandising company he founded following his stints with Winterland, Signature, and Live Nation, among others, and the latter having been involved in tour promotion and merchandising. Rock & Brews, with about eight locations now, ambitiously projects 100 within five years to be developed by regional franchisees.

Two chains on the list, tied to the Twilight book and film franchise and the interactive game "League of Legends,"

have traded on the popularity of the respective IP but are unlicensed, as is (it appears) one of three Ferrari-themed establishments.

Range of IP

Our analysis encompasses restaurants worldwide that are linked to nonfood/nonrestaurant intellectual property—toys/characters (Barbie Café, Hello Kitty, Popeyes), music (Margaritaville, Toby Keith's I Love This Bar & Grill), movies (Bubba Gump Shrimp Co., Murray Bros. Caddyshack), magazines (Vogue Café, GQ Bar), automobiles and motorsports (Lamborghini, NASCAR, Ford), and other sources.

Seven of the 33 examples are based on music properties, with another seven (21% each) based on automotive brands/motorsports; six (18%) are based on characters, including those from entertainment, toys, and interactive games; five (15% each) on films and magazines; and two (6% each) on TV networks and golf-related properties.

We examined about a dozen others that for various reasons didn't meet our criteria for inclusion and included some that were announced with great fanfare but never opened or became a statistic in that 26%-to-90% failure rate.

Many of the chains listed in the table have shops selling at least some licensed merchandise and/or memorabilia.

Sweet Treats

Hershey's is licensing Blue Rhino to create S'mores grilling baskets, marshmallow sticks, melting trays, and utensils. The line is to be sold at mass and grocery chains next year. Blue Rhino is known for its propane brand and for its Mr. Bar-B-Q® line of barbecue accessories, grills and fire pits, and other outdoor lifestyle tools. The Licensing Co. represents Hershey's.

M&M's has opened its first M&M's World store in Asia in Shanghai. The store offers licensed merchandise as well as souvenir-style goods sourced specifically for that store including mugs, tins, and T-shirts—as well as M&M's, of course. Costumed characters include Blue and Green dressed as Kung Fu characters and Yellow disguised as a panda.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Bally Total Fitness	Men's and women's activewear brand, and operator of fitness centers for the past 30 years.	Bags, backpacks, duffels, soft coolers, cardio equipment, energy drinks and energy bars, hot/cold therapy, lotions, creams, SPF, vitamins and supplements, watches and pedometers, weight loss products, workout guides and videos	John Spotts, FAM Brands
Beekman 1802	Brand featured in reality show The Fabulous Beekman Boys.	Beauty, crafts, domestics, food/beverage, room decor, stationery	Ross Misher, Brand Central
Cupcakes & Cashmere	Emily Schuman's blog on food, fashion, interior design, travel, and beauty.	Accessories, beauty, DIY, home, stationery	
Dr. Andrew Weil M.D.	Doctor known for popular website and position in the field of integrative medicine.	Food/beverage, wellness products	
Gaiam	Special interest programming distributor with a large fitness/wellness presence.	Fitness, video games, wellness products	
GRITS - Girls Raised in the South	Southern lifestyle brand owned by Grits Inc.	Accessories, apparel, youth/girls	Tim Sears, Licensing Resource Group
Heisman Trophy	Yearly award for an exceptional college football player.	All	Cory Moss, Collegiate Licensing Co. (CLC)
Jennifer Temple	Design brand from Jennifer Temple Designs.	Collectibles, gifts, publishing, social expressions	Sandra Louchard, P&L Branding
Marika	Women's shape-enhancing activewear brand founded in 1982.	Base layer and underwear, headwear and accessories, ophthalmic eyewear, swim	John Spotts, FAM Brands
MasterChef	Cooking challenge/reality program featuring Gordon Ramsay, Joe Bastianich, and Graham Elliot.	Cooking experiences, food/beverage, publishing	Ross Misher, Brand Central
MasterChef Junior	Younger version of MasterChef with contestants ranging in age from 8 to 13.	Board games, food/beverage, publishing, toys	
Outlander	Sony Pictures Television's adaptation of the eight book fantasy series.	All	Tamra Knepper, Knockout Licensing
Pixels	Summer 2015 film about aliens attacking earth after misinterpreting videos of classic video games.	Hardlines, interactive, publishing, softlines	Greg Economos, Sony Pictures Consumer Products
Sugar Bowl	College football game held in New Orleans.	All	Cory Moss, Collegiate Licensing Co. (CLC)
Tegrin	Dandruff shampoo previously featured in "Heartbreak of Psoriasis" TV ads.	Body wash, eczema treatments, lotions	Rob Mejia, RJM Licensing
Tehama Golf	Premium golf and lifestyle brand founded by Clint Eastwood and Nancy Haley.	Casual lifestyle apparel, corporate apparel, golf apparel, golf shoes, headwear, street/casual shoes, sunglasses	John Spotts, FAM Brands
Tournament of Roses	College football tournament culminating in the Rose Bowl.	All	Cory Moss, Collegiate Licensing Co. (CLC)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Big Bang Theory (The)	USAopoly	Co-branded board game	Warner Bros. Consumer Products
DC Comics Super Heroes	Pottery Barn	Back-to-school	
Domo	Coveroo	Mobile accessories	Big Tent Entertainment
Elf on the Shelf	Candyrific	Candy novelties	CCA & B dba Elf on the Shelf (The)
	Cardinal Industries	Co-branded games, playing cards, puzzles	
	Cranston Print Works	Fabric, fabric kits	
	LF U.S.A.	Hooded wraps, sleepwear, slumber bags, thermal underwear	

Continued on page 7

Licensing News Continued from page 6

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Grandma Got Run Over by a Reindeer (animated TV special)	Zynga	Games	Unforgettable Enterprises
Guardians of the Galaxy	Rubie's Costume	Costume accessories, costumes	Disney Consumer Products
KISS	Bif Bang Pow!	Action figures	Epic Rights
	Fifth Sun	Apparel	
	Figures Toy Company	Action figures (retro)	
	Hybrid Apparel	Apparel	
	Impact Merchandising	Apparel	
	Junk Food Clothing	Apparel	
	K'NEX Brands	Construction toys	
	Liquid Blue	Co-branded apparel	
	Trevco Sportswear	Apparel	
Marvel Universe Heroes	Peavey	Guitar accessories	Disney Consumer Products
MLB	Liquid Blue	Co-branded apparel	MLB Properties
Monster Jam	Fathead*	Wall decals	Feld Entertainment
Nashville	Fifth Sun	Fleece, hoodies, tees	Knockout Licensing
NFL	Tudor Games*	Action figures, games	NFL
	Zynga	Mobile games	
NFL Players	FunKo	Bobbleheads, vinyl figures	NFL Players
	Penguin Young Readers Group	Activity books, books, journals	
	Zynga	Mobile games	
NFL Players Association	Panini America*	Stickers, trading cards	
Peace Frogs	Fun Apparel	Boxers (men's, juniors'), loungewear	Brentwood Licensing
Rock and Roll Hall of Fame and Museum	CardPartner dba UMB	Co-branded credit cards	Wildflower Group
Rocky Mountain Chocolate Factory	Rocky Mountain Chocolate Factory	Breakfast cereal	IMC
Ryan Seacrest Distinction	Peerless Clothing	Tailored clothing (men's) (U.S.)	Ryan Seacrest Enterprises
	PVH	Shirts (U.S.)	
	Randa Accessories	Belts, cufflinks, neckwear, pocket squares, tie bars (U.S.)	
Scooby-Doo	Party City	Tableware	Warner Bros. Consumer Products
SO SO Happy	Goodie Two Sleeves	Apparel	Entertainment One
	Iron Fist	Apparel	
	Loungefly	Accessories	
Spider-Man	Peavey	Guitars	Disney Consumer Products
SpongeBob SquarePants, Teenage Mutant Ninja Turtles	G Mason	Pet accessories, pet apparel, pet toys	Nickelodeon & Viacom Consumer Products
Teenage Mutant Ninja Turtles	Rubie's Costume*	Costume accessories, costumes, masks	
	USAOPOLY	Co-branded board game	
UFC	Pacific Sportswear & Emblem	Key chains, lanyards, lapel pins, patches, pendants, wristbands	Ultimate Fighting Championship/Zuffa
Uglydoll	Viber Media	Virtual stickers	Pretty Ugly

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Gal Designs	Colorful art brand combining materials like old photographs, cloth, paper, and lace.	All (Worldwide)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
Garfield	Iconic cartoon cat's syndicated comic about domestic life with his owner and canine foil.	All (Japan)	Atsushi Ariyoshi, Tohokushinsha Film Corp.
Nigio	Giovanni Castro's surreal art brand.	Collectibles, games, gifts, publishing (Worldwide)	Sandra Louchard, P&L Branding
Nutri Ventures	Children's show now airing in the U.S. on Hulu Kids.	Publishing, toys (Thailand, Indonesia, India, Philippines, China, Singapore, Malaysia, South Korea)	Takaaki Nakazawa, d-rights/SUNRIGHTS
Purple Turtle	Children's preschool property known for its activity and puzzle books in India.	All (France)	Francoise Bouvet, MJA Licensing
Versace 19 69 Italia	Designer brand formed in 2001 by Alessandro Versace.	Handbags, housewares, sunglasses, textiles, watches (U.K.)	Russell Dever, Those Licensing People
Wisdom of Kids (The)	Greetings and gift card range providing commentary on life.	Apparel, electronics, gifts, housewares, stationery, textiles (Worldwide)	Jane Evans, JELC Ltd./Blue Trellis

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Candy Crush Saga	Spun Candy	Candy (U.K.)	King
Ceron	Visionair Luggage	Laptop accessories and cases, luggage, messenger bags, passport cases, totes (Worldwide)	P&L Branding
Frozen	Topps Europe Ltd.	Body art (U.K.)	Disney Consumer Products
KISS	Philcos Enterpriser	Apparel (Canada)	Epic Rights
Laundry by Shelli Segal	Perfect Fit	Bed toppers, electric blankets, electric mattress pads, mattress pads, pillows (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Mickey Mouse, Minnie Mouse	Pandora Jewelry	Jewelry (U.S., Canada, Mexico, Puerto Rico, Central America, Caribbean)	Disney Consumer Products
Nashville	Trends International	Calendars, posters (U.S., Canada)	Knockout Licensing
Peppa Pig	Character Options*	Master toy (U.K.)	Entertainment One
Perry Ellis	Perfect Fit	Bed toppers, electric blankets, electric mattress pads, mattress pads, pillows (U.S., Canada)	Perry Ellis Intl./PEI Licensing
Robert Graham	Majestic International	Loungewear, underwear (U.S., Canada)	Robert Graham

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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. 5.

Aeropostale, Scott Birnbaum, SVP Marketing & E-commerce, 646-264-6217, sbirnbaum@aeropostale.com, P. 2.

Authentic Brands Group, Nick Woodhouse, President & CMO, 212-760-2411, nwoodhouse@abg-nyc.com, P. 11.

BandPage, Doug Scott, VP Marketing and Artist Relations, 415-800-8614, doug@bandpage.com, P. 12.

Bif Bang Pow!, Jason Labowitz, President, 877-243-2264 x802, info@bifbangpow.com, P. 7.

Big Tent Entertainment, Richard Maryanek, CMO, 212-604-0667, richm@bigtent.tv, P. 6.

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 6.

Brandgenuity, Rachel Humiston, Managing Director, 212-925-0730, rachel@brandgenuity.com, P. 2.

Brentwood Licensing, Joel Barnett, President, 310-720-3285, joel@brentwoodlicensing.com, P. 7.

C3 Entertainment, Ani Khachioian, EVP Licensing & Consumer Products, 818-956-1337 x215, akhachioian@c3entertainment.com, P. 4.

Candyrific, Rob Auerbach, President, 502-893-3626, rauerbach@candyrific.com, P. 6.

Cardinal Industries, Joel Berger, President, 718-784-3000 x114, joelb@cardinalgames.com, P. 6.

CardPartner dba UMB, Jessica Freund, 646-652-7019, jessica.freund@umb.com, P. 7.

Carter's, Kimberly Northup, VP Domestic Licensing, 678-791-1000, kim.northup@carters.com, P. 2.

CCA & B dba Elf on the Shelf (The), Helen Bransfield, Executive Director Licensing, 203-557-0310, helen@elfontheshelf.com, P. 6.

Collective Licensing Intl., Scott Cain, VP Global Licensing, 303-761-1345 x131, scain@collectiveintl.com, P. 11.

Collegiate Licensing Co. (CLC), Cory Moss, SVP & Managing Director, 770-799-3249, cmoss@clc.com, P. 6.

Condé Nast Licensing, Tanya Isler, Executive Director Brand Licensing & Business Development, 212-286-7115, tanya_isler@condenast.com, P. 3.

Coveroo, Daniel Pena, Senior Licensing Manager, 415-240-4886, dpena@coveroo.com, P. 6.

Cranston Print Works, Andrew Sylvia, President, 401-275-9450, asylvia@cpw.com, P. 6.

Crown Crafts Infant Products, Nancy Freeman, President & CEO, 562-295-1999, nfreeman@crowncrafts.com, P. 2.

Delivery Agent, Kim Marder, Chief Media Officer, 323-842-3401, kmarder@deliveryagent.com, P. 12.

Disney Consumer Products, Chris Connolly, SVP Licensing, Disney Princess & Disney Fairies, 818-544-0716, christopher.j.connolly@disney.com, P. 8.

Disney Consumer Products, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 7.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0000, josh.silverman@disney.com, P. 8.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 7.

Electrolux, Matthew Young, Head Global Brand Licensing, 980-236-4030, matthew.young@electrolux.com, P. 11.

Enesco/Department 56, Molly Kinney, President, 800-548-8696, mkinney@dept56.com, P. 2.

Epic Rights, Juli Boylan-Riddles, EVP Strategic Partnerships & Licensing, 310-289-8220, dan@epicrights.com, P. 7, 8.

Epic Rights, Dell Furano, CEO, 310-289-8220, dell@epicrights.com, P. 5.

Epic Rights, Lisa Streff, SVP Licensing, 310-289-8220, lisa@epicrights.com, P. 7.

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

Fathead, Nathan Partington, VP Licensing, 313-373-6060, nathanpartington@fathead.com, P. 7.

Feld Entertainment, Mark Abernethy, VP Licensing & Business Development, 630-566-6219, mabernethy@feldinc.com, P. 7.

Fifth Sun, BJ LaRossa, EVP, 530-343-8725, licensinginquiry@5sun.com, P. 7.

Figures Toy Company, Anthony Belasco, CFO, 813-749-0800, figinc@aol.com, P. 7.

Food Network, Sergei Kuharsky, GM & SVP Licensing, Merchandising & New Business Development, 646-336-3784, skuharsky@foodnetwork.com, P. 3.

Ford Motor, John Nens, Director Global Brand Licensing, 313-248-6994, jnens@ford.com, P. 3.

Fun Apparel, Roger Arora, President/CEO, 281-933-3300, roger@funboxers.com, P. 7.

Funko, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 7.

G Mason, Gregory Jemal, CEO, 888-900-6892 x101, P. 7.

Goliath Games, Ron Platt, VP Sales, 855-258-8214, P. 11.

Goodie Two Sleeves, Robert Arce, VP Licensing, 888-723-8337, P. 7.

Harley-Davidson, Enrique Breceda, Director Licensing Operations, General Merchandise, 414-343-8488, enrique.breceda@harley-davidson.com, P. 3.

Hasbro, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 2.

Hybrid Apparel, Derrick Baca, VP Licensing, 714-947-8347, dbaca@hybridapparel.com, P. 7.

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

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Iron Fist, Travis Anderson, CEO, 213-984-2548, travis@blankgeneration.com, P. 7.

Junk Food Clothing, Lorne Bloch, VP Licensing, 310-445-7776, lorne.bloch@junkfoodclothing.com, P. 7.

K'NEX Brands, Michael Araten, President & CEO, 215-997-7722, maraten@knex.com, P. 7.

Kellogg, Kathleen Pavlack-Glassman, Senior Manager Global Licensing, 269-961-2803, kathleen.pavlack@kellogg.com, P. 7.

King Features Syndicate, Ita Golzman, VP North American Licensing, 212-969-7584, igolzman@hearst.com, P. 4.

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Liquid Blue, Michael Rotondo, VP Licensing & Creative Services, 401-333-6200 x142, miker@liquidblue.com, P. 7.

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Loungefly, Katrina Gibson, Licensing Director, 818-718-5600, katrina@loungefly.com, P. 7.

Margaritaville Holdings, Brad Schwaeble, VP Retail & Brand Management, 407-224-3227, bschwaeble@margaritaville.com, P. 3.

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Continued on page 10

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NFL Players, Steve Scebelo, VP Licensing & Business Development; 202-572-7456; steven.scebelo@nflplayers.com, P. 2, 7.

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

P&L Branding, Sandra Louchard, 305-775-6371, sandra@pl-branding.com, P. 6, 8.

Pacific Sportswear & Emblem, Rich Soergel, President, 619-281-6688, rich@pacsport.com, P. 7.

Pandora Jewelry, Beth Moeri, SVP Merchandising, 410-309-0200, bmoeri@pandora.net, P. 8.

Panini America, Mark Warsop, CEO, 817-662-5300, mwarsop@paniniamerica.net, P. 7.

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Peavey, Tony Moscal, GM Business Development, 601-483-5365, tony.moscal@peavey.com, P. 7.

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Perfect Fit, Carmen Waite, SVP Marketing, 704-815-2291, P. 8.

Perry Ellis Intl./PEI Licensing, Kelly Payfer, VP Licensing, 212-536-5785, kelly.payfer@perry.com, P. 8.

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Pretty Ugly, Teresa Fazio, Licensing Director, 732-733-2160, teresa@uglydolls.com, P. 7.

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Robert Graham, Jocelyn Strutt, Director Licensing & Corporate Branding, 212-869-8001, jocelyn@robertgraham.us, P. 8.

Rocky Mountain Chocolate Factory, Ed Dudley, EVP Sales & Marketing, 970-382-7333, P. 7.

Rubie's Costume, Howard Beige, EVP Sales, 516-326-1500, howard@rubies.com, P. 7.

Rubie's Costume, Lauren Rabinowitz, Director Licensing, 516-326-1500 x119, lauren@rubies.com, P. 7.

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Trends International, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendinternational.com, P. 8.

Trevco Sportswear, James George, CEO, 248-526-1400, jgg@trevoicoinc.com, P. 7.

Tudor Games, Doug Strohm, President, 425-761-8825, doug@tudorgames.com, P. 7.

Ultimate Fighting Championship/Zuffa, Chad Hurley, Senior Director Consumer Products, 702-588-5512, churley@ufc.com, P. 7.

Unforgettable Enterprises, Bruce Bronn, President, 847-291-0992, bruce@unforgettablelicensing.com, P. 7.

Upper Deck Collectibles & Upper Deck Authenticated, Jason Brenner, Entertainment Brand Manager, 760-929-3500, jason_brenner@upperdeck.com, P. 2.

USAOPOLY, Maggie Matthews, VP Licensing, 760-602-7609, maggie@usaopoly.com, P. 6, 7.

Visionair Luggage, Thomas Nebeling, CEO, 212-842-9193, P. 8.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 4, 6, 7.

Wenner Media, Maureen Lamberti, Director Licensing & Business Affairs, 212-484-3453, maureen.lamberti@wennermedia.com, P. 4.

Wildflower Group, Michael Carlisle, Principal, 212-924-2322, michael@thewildflowergroup.com, P. 7.

WMS Gaming div. Scientific Games, Jeffrey Michel, VP Licensing & Business Development, 847-785-3087, jmichel@wms.com, P. 11.

Zynga, Adam Sussman, SVP Global Publishing, 855-449-9642, asussman@zynga.com, P. 7.



international contacts & connections

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

Character Options, Jon Diver, Group Marketing Director, 44 161 633 9800, dondiver@aol.com, P. 8.

d-rights/SUNRIGHTS, Takaaki Nakazawa, VP International, 81 3 5256 1372, nakazawa@d-rights.com, P. 8.

Entertainment One, Hannah Mungo, Head Licensing (U.K.), 44 20 7907 3773, hmungo@entonegroup.com, P. 7, 8.

IMG Worldwide, Bruno Maglione, EVP & Global Managing Director Worldwide Licensing/Consumer Products, 44 20 8233 6668, bmaglione@imgworld.com, P. 3.

JELC Ltd./Blue Trellis, Jane Evans, Managing Director, 44 1225 819030, jane@jelc.co.uk, P. 8.

King, Claes Kalborg, Licensing Guru, 44 203 440 2391, claes.kalborg@king.com, P. 8.

Majestic International, Sam Landsman, CEO, 800-361-0385, s.landsman@majesticinternational.com, P. 8.

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

MJA Licensing, Françoise Bouvet, Managing Director, 33 684 5231 17, mjalicensing@aol.com, P. 8.

Peerless Clothing, Alvin Segal, CEO & Chairman, 514-593-9300, alvins@peerless-clothing.com, P. 7.

Philcos Enterpriser, George Meyer, VP Business Development, 905-568-1823, gmeyer@philcos.com, P. 8.

Spun Candy, James Ellender, Co-Founder, 44 20 7836 9805, james.ellender@spun-candy.com, P. 8.

Those Licensing People, Russell Dever, 44 845 901 1657, info@thoselicensingpeople.com, P. 8.

Tohokushinsha Film Corp., Atsushi Ariyoshi, Merchandising & Licensing, 81 3 5414 0336, ariyoshi@tfc.co.jp, P. 8.

Tonino Lamborghini, Maria Lucia Lazzarini, Head Sales & Licensing, 39 51 862628, info@lamborghini.it, P. 4.

Topps Europe Ltd., Chris Rodman, VP, 44 1908 800 100, P. 8.

Viber Media, Yaron Schechtman, Head Business Development, 917-396-7488, yaron@viber.com, P. 7.

Warner Bros. Consumer Products, Paul Bufton, GM, 44 020 7984 6114, paul.bufton@warnerbros.com, P. 2.

Licensing Pot

Continued from page 1

brother, and his company Rockin Artwork granted co-branding rights to Cannabis Science, a developer of medical marijuana, to feature Jimi Hendrix imagery in its branding and marketing.

Meanwhile, entrepreneurial growers of pot are starting to use brand-management techniques to establish and differentiate their names in this crowded market and are licensing growers to use their brands in other states (since pot cannot legally cross state lines).

They also are forging licensing deals with makers of pot-smoking accessories and cannabis-containing products such as skincare, food and beverages, child-proof packaging, dispensers, and the like.

For example, Corr Products licensed its marijuana brand Green Rush to ID Global Corp. to make nutraceutical ground coffee and energy drinks under its name, while Green and Hill Industry signed West Coast Gifts to sell smoking accessories, pipes, and vaporizers in Canada under its Ross' Gold brand.

In other smoking-related news, the relatively new and fast-growing e-cigarette/vaping industry also is starting to see some licensing and endorsement activity, as reported recently in *The New York Times*. Musicians are particularly active in brand collaborations, including Snoop Dogg and Trash Talk with Grenco Science and 2 Chainz and Juicy J with Trippy Stix. Artists, fashion designers, and lifestyle brands also are becoming involved in designing e-cigs.

Consolidation Across Brands, Manufacturers

Authentic Brands Group is buying selected assets from Payless Holdings' Collective Licensing International, Lifestyle Brands Corp., and Collective Brands Cooperatief, including four labels: Airwalk, Above the Rim, Vision Street Wear, and Hind.

Goliath Games has acquired Pressman Toy, whose licenses include How to Train Your Dragon 2, Diary of a Wimpy Kid, Elf on the Shelf, Downton Abbey, and others.

Lottery and casino gaming industry licensee Scientific Games has purchased Bally Technologies for \$5.1 billion. Scientific Games, which acquired WMS Industries last year, holds licenses for Monopoly, Wheel of Fortune, and over 100 others. Bally's licenses include Titanic, Michael Jackson, NASCAR, Playboy, and more.

Spreadshirt, a U.K.-based print-on-demand e-commerce site specializing in T-shirts, is buying Vitrinepix, a similar site headquartered in Brazil.

Dollar Tree made the first move to acquire Family Dollar Stores for \$8.5 billion. At press time, it was followed by Dollar General making a rival bid of \$8.9 billion.

Electrolux is among the suitors seeking to acquire the GE appliance and lighting.

LICENSING BY THE NUMBERS

Motley's Confusing Guardians

A Motley Fool analysis of the consumer products potential of Disney/Marvel's *Guardians of the Galaxy* appears to make the common mistake of confusing retail sales with royalty income. The investment analysts suggest *Guardians* is on its way to adding "at least \$1 billion in new revenue" for Disney.

That \$1 billion in revenue for Disney would loosely translate into \$20 billion or more in retail sales—roughly equivalent to half of all Disney Consumer Products division revenue (which includes retail and other sourced products that are not necessarily licensed).

Later in the analysis, the author tags DCP as the company's "highest-margin operating segment [which] has seen annualized revenue go from \$2.425 billion in fiscal 2009—right before the close of the Marvel deal—to \$3.555 billion in fiscal 2013." What those "revenue" numbers refer to isn't clear. Neither is how *Guardians* adds another \$1 billion to them.

Strong First Half for Iconix

Iconix Brand Group reports second-quarter revenues of \$118.9 million, up 3% from the same quarter in 2013. Revenues for the six months ended June 30 were \$235.1 million, a 7% increase over the first half of the previous year. In a statement, CEO Neil Cole predicts continued growth, citing additional acquisitions of global brands and the worldwide Peanuts business as particular areas of expansion. Iconix is the owner of two dozen 100%-licensed fashion and corporate labels ranging from Candie's and Cannon to Mudd and Mossimo and holds interests in Peanuts, Material Girl, and six other brands.

WWE Up and Down

WWE saw its consumer products revenues decline to \$16 million in the three-month period ended June 30, from \$16.6 million in the same quarter last year. Licensing revenues were \$5.5 million, compared to \$6.7 million in the previous year, with the decline attributable to lower sales and lower effective pricing of WWE video games, according to the company. Venue merchandise was down 6% in the quarter, to \$6.5 million, while WWEShop revenues were up 33%, driven by a 29% boost in online merchandise orders, which totaled 81,000 globally.

Martha Merchandising in the Black

Martha Stewart Living Omnimedia reported revenues down to \$37.6 million for the second quarter ended June 30, compared to \$42.2 million in the same quarter of 2013. Publishing, broadcasting, and merchandising all were down; merchandising generated \$14.7 million in revenues (we estimate that comes to about \$250 million at retail), compared to \$16.1 million in the same 2013 quarter. Merchandising income also was down, to just under \$11 million from \$11.7 million. On a more positive note (at least from a licensing standpoint), merchandising was the only MSLO segment to be in the black.

Music Merchandising Moves Toward Consolidation

Music merchandising is essentially a three-pronged business: tour merchandise sold at venues; retail goods, which, with the exception of the occasional breakout boy band, is limited largely to classic rock T-shirts; and online. And just as Fanatics dominates online sports merchandising, the handful of companies that do online music merchandising are consolidating.

Delivery Agent is acquiring Musictoday from Live Nation Entertainment. Delivery Agent manages extensive online stores for TV networks including CBS, NBC, Fox, HBO, Showtime, and others, and for individual TV shows, movies, sports teams, and national brands including Pepsi and Samsung.

The combined companies will leverage their respective technologies: Delivery Agent's online and mobile storefronts are augmented by its "t-commerce" technology that enables consumers to purchase directly from live tweets, music videos, and live streamed concerts as well as directly from a TV show. Musictoday, which was founded by Coran Capshaw, manager of the Dave Matthews Band, Tim McGraw, and others, has featured a "Sell Anywhere" application that facilitates direct transactions from online video across digital video sources.

In a separate but related development, music streaming service Spotify has added BandPage as an option for music artists to sell merchandise, tickets to exclusive appearances, experiences, and other items to fans.

Spotify dwarfs other music streaming services with its 40 million subscribers and offers musicians multiple

platforms to facilitate merchandise sales.

The key merchandise sales arm has been through TopSpin, which is part of Beats, which is owned by Apple, which competes with Spotify (with me?). Speculation is that the TopSpin/Spotify agreement will be phased out, positioning BandPage (which says it represents 500,000 music artists) to assume the bulk of that business on Spotify.

Both Spotify and BandPage say they will not take a cut of merchandise sales. Spotify says its interest is attracting more artists; BandPage says its interest is "to increase revenue for musicians and help grow their business" while attracting more bands to the platform, though it does take a 15% commission on sales through Rdio, Xbox, and others, as well as when consumers purchase merchandise directly from its own BandPage website.

Who's News

Henry Or is named VP Kids & Family Entertainment, Asia at FremantleMedia Kids & Family Entertainment, working out of Hong Kong. In the same division, Tracy Griffiths is appointed VP Licensing & Consumer Products EMEA & Australia and Nicola Herrmann is set as global brand director, both working out of London. The three appointments complete the restructuring of the division. Or and Griffiths join from Hit Entertainment; Herrmann was most recently with Zodiak Rights.

Christian Mayer is named managing director of Telefunken Licenses GmbH in Frankfurt. Mayer was previously with Live Holding AG, where he built Ferrari's global licensing business.

Lee Wood, who has been at Gianni Versace S.p.A. for the past 15 years, most recently as head of Versace-licensed accessories, is named creative director at footwear and accessories label Carlo Pazolini.

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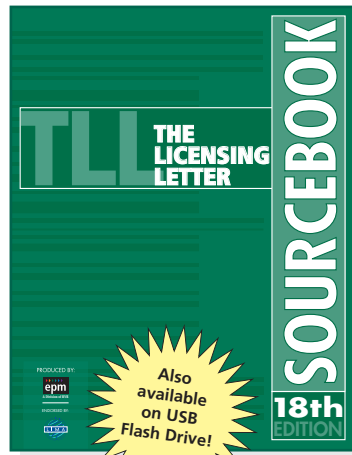
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