

TLL THE LICENSING LETTER

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Licensed Toys Account for 15% of Retailers' Holiday Recommended Lists; Disney, Nick Lead

About one-quarter of the selections on Toys "R" Us's 36-item 2014 holiday toy list are licensed. At Target, about 10% of the 48 items on the list are licensed. Walmart features 20 items on its list, with 15% licensed. And 27% of Kmart's "Fab 15" are licensed.

Across the four retailers, there are 79 individual toys, 15% of which are licensed (see table on pages 3 and 4).

Only two items of the 80 are included on all four chain's hot lists: Hasbro's FurReal Friends Get Up and Go Go My Walkin' Pup and Spin Master's Zoomer Dino. Among the four items listed by three out of four of the retailers, three are licensed: Disney's Doc McStuffins Get Better Talking Mobile Cart from Just Play, Nickelodeon's PAW Patrol Lookout HQ Playset from Spin Master, and Disney's Snow Glow Elsa by JAKKS Pacific. The nonlicensed item is Leaf-Frog's Leap TV.

Some of the other toys on each list are owned by the toy manufacturers and are not licensed but have extensive outbound licensing programs (Transformers, Barbie, Hot Wheels, and LEGO).

Properties with multiple toys at different retailers, some exclusive, include Barbie and LEGO (four toys each); Hot Wheels, Nerf, and Teenage Mutant Ninja Turtles (three each); and Doc McStuffins and Frozen (two each). Other properties to receive at least one mention: Minnie Mouse, Cabbage Patch/Skechers (co-branded), Star Wars, Disney Palace Pets, and Marvel and DC Superheroes.

By licensor, Disney has six of the 12 licensed toys, or 50%. Nickelodeon has three, or 25%.

In terms of retail sales, roughly 45% of overall sales of toys are of licensed items. Retail sales of licensed toys and games in the U.S./Canada totaled \$6.5 billion in 2013, up 3% over 2012, according to *TLL's Licensing Business Databook*—which contrasts with overall toy sales, having been down 1% last year, per the NPD Group.

Kmart is introducing a "Trending Toy Ticker" at Kmart.com/Fab15. The ticker will be updated with the top-selling toys as the season progresses. Amazon's "hot toy list" includes hundreds of items but can be narrowed by age, gender (including unisex), toy type, and price; in several tests, using the various criteria typically brought the number of options down to a dozen or fewer.

See table on page 3

THE MICROSOFT DIFFERENCE?

Mojang Keeps Minecraft Licensing Under the Radar

Mojang, the company that developed Minecraft and that was recently sold to Microsoft for \$2.5 billion, has been notoriously difficult for potential licensees to reach.

Some, of course, have made it through. But, the day the Microsoft deal was announced, we received a number of inquiries from subscribers wondering whether Microsoft would be more expansive in its licensing efforts on behalf of the title.

"Licensing is a small portion of our business, and we want to keep it that way," Mojang COO Vu Bui told *The Guardian* in London, where he also delivered a keynote at Brand Licensing Europe. ("If they don't want to do any licensing, why was he speaking at BLE?" asked another subscriber.)

"Every product that exists out there officially, they have gone over pixel-by-pixel, and for the books, page-by-page," Bui added. It will be interesting to see whether Microsoft abides by Mojang's under-the-radar approach to consumer products.

Retail sales of licensed merchandise based on video games, interactive, and other online properties totaled \$598 million in the U.S./Canada in 2013, up 3.6% over 2012, according to *TLL's Licensing Business Databook*.

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➡ Licensing Ledger

PRINCESS HASBRO

Hasbro has snared the rights to manufacture Disney Princess dolls starting in 2016 from current licensee **Mattel**. The latter had noted in its 2013 annual report that the Disney Princess line was one of the top four doll franchises in the world that year, the others being its Barbie, Monster High, and American Girl brands. The Disney Princess line, which includes *Frozen*, has been a bright spot for Mattel in fiscal 2014 to date. In the first quarter, global gross sales in Mattel's Other Doll segment increased 4%, primarily driven by Disney Princess and Ever After High (partially offset by lower sales for Monster High). Meanwhile, the segment's 11% decrease in the second quarter (again due primarily to declines for Monster High) was partially offset by sales growth in Disney Princess and Ever After High. As for Hasbro, its girls' category revenues have grown from nearly \$300 million to more than \$1 billion over the past decade, due to My Little Pony and other brands.

100,000 LICENSED MUSIC ITEMS
Merchbar, available via iPhone app, aims to be the **Fanatics** of the music merchandising business, with one unified site offering 100,000 items covering 3,000 bands represented by the major music merchandising companies.

LICENSING CONNECTIONS FOR TOP LATIN BRANDS

The top 10 most valuable brands in Latin America, according to **Millward Brown's** Brandz survey include Falabella, the multiterritory department store headquartered in Chile—which carries many exclusive and DTR licensed products—and Sodimac, a home-improvement chain owned by Falabella. They rank at No. 3 and 6, respectively. Televisa, the Mexico-based media company and licensor, ranks No. 7. Half of the top-10 brands are beers, including Corona and Modelo from Mexico, Skol and Brahma from Brazil, and Aquila from Colombia.

E-COMMERCE IN CHINA UP 42%
E-commerce sales in China increased 42% from 2012 to 2013, reaching \$306 billion, according to iResearch Consulting, as cited by *Internet Retailer*, which has

published its own list of the 500 largest Web merchants operating in China. Among these, 29 are American companies, which accounted for approximately 2% of total Chinese e-retail sales (\$5.6 billion).

MIZRAHI'S CRAFT

Fashion designer Isaac Mizrahi is debuting his CRAFT line of yarns exclusively with retailer **Michaels**. Michaels has introduced a number of exclusive licensed product assortments over the past few years, including ones with Martha Stewart, American Girl, and Hello Kitty, among others. The Mizrahi deal is unique in that it focuses only on the yarn category. Four CRAFT collections feature different color palettes, weights, and embellishments.

FITNESS TRACKING

Universal Partnerships & Licensing has granted rights to **Garmin** to market Vivofit daily activity trackers under "The Biggest Loser" brand. It joins the ranks of other licensors entering this category, particularly fashion designers (e.g., Tory Burch with **Fitbit**) and athletic brands (**Skechers** with **Sports Beat USA**). One advantage for Garmin

from this deal is the opportunity for product placement on "The Biggest Loser." Candidates will wear the devices all season.

BAKE THIS!

Cookies United, a wholly owned subsidiary of **United Baking** (the manufacturer of the Uncle Wally's brand of baked goods), has purchased select assets of **Silver Lake Cookie**. The acquisition puts Cookies United in the licensed cookie and cookie kit business; Silver Lake has existing agreements covering Barbie, Clifford, Dora, Goosebumps, MLB, Peanuts, Pac-Man, Hello Kitty, and others, with additional licenses to be announced.

SETTLED x 2

Marvel and the family of Jack Kirby, creator of many of Marvel's best-known franchises, have settled their long-running dispute over ownership rights to the properties. Terms were not disclosed. Meanwhile, the U.S. Supreme Court denied a request to review lower court rulings on ownership of Superman, leaving that property unquestionably in the hands of **Warner Bros**. The estate of the late Joseph Shuster, co-creator of Superman, had sought to reclaim its portion of the Superman franchise based on termination provisions of the 1976 Copyright Act.

COST PLUS LINKS TO BOOK OF LIFE

Cost Plus World Market is introducing an exclusive line of licensed toys tied to the upcoming Fox film *The Book of Life*. Products include a string guitar, castanets, maracas, a tin box, and a projector flashlight. The merchandise is part of a broader promotion centering on a sweepstakes; the grand prize is a six-day trip for two to Mexico's Riviera Maya, a tour of Mayan ruins, free movies for a year, and a \$1,000 World Market gift card.



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2014 HOLIDAY TOY LISTS FOR KMART, TARGET, TOYS "R" US, AND WALMART, LICENSED AND NONLICENSED ITEMS

TOY	LICENSOR (IF LICENSED)	KMART	TARGET	TOYS "R" US	WALMART
3-in-1 Bounce, Stride & Ride Elephant (Fisher-Price)				✓	
Air Hogs Vectron Wave (Spin Master)				✓	
Air Hogs Zero Gravity Laser Racer (Spin Master)					✓
Airstorm Firetech Bow (Zing)					✓
Barbie 2014 Holiday Auburn Doll (Mattel—Kmart exclusive)		✓			
Barbie Endless Curls (Mattel)				✓	
Barbie Fashion Design Maker (Mattel)			✓		
Barbie Glam Camper (Mattel)					✓
Battroborg Teenage Mutant Ninja Turtles Electronic Battle Game (TOMY)				✓	
Beados Quick Dry Design Station (Moose Toys)					✓
Beats by Dre (Beats)			✓		
BOOMco. Rapid Master Blaster (Mattel)			✓		
Bright Starts' Having a Ball! Hide & Spin Monkey (Kids II)				✓	
Cabbage Patch Kids 14" Skechers Twinkle Toes Kid with Backpack (JAKKS Pacific)	Original Appalachian Artworks			✓	
Charmazing Color Me Up! (Woody Entertainment)				✓	
Disney Infinity: Marvel Super Heroes (Disney Interactive)			✓	✓	
Doc McStuffins Get Better Talking Mobile Cart (Just Play)	Disney		✓	✓	✓
Doc McStuffins Sleepytime Lambie (Just Play—Kmart exclusive)	Disney	✓			
Flutterbye Light Up Fairy (Spin Master)					✓
Frozen My Size Dolls (Target exclusive)	Disney		✓		
FurReal Friends Get Up and Go Go My Walkin' Pup (Hasbro)		✓	✓	✓	✓
Galaxy Tablet (Samsung)			✓		
Giggly Gears Twirltable (Little Tikes)				✓	
Go! Go! Smart Friends Busy Sounds Discovery Home (Vtech)				✓	
Go! Go! Smart Wheels Ultimate Amazement Park (Vtech)			✓		✓
GoPro (GoPro)			✓		
Hot Wheels Street Hawk RC Flying Car (Mattel)				✓	✓
Hot Wheels Super Loop Chase Race Track (Mattel)			✓		
Hot Wheels Track Builder Total Turbo Takeover (Mattel)					✓
Imaginext Battle Rover (Fisher-Price)				✓	
iPad (Apple)			✓		
iPhone (Apple)			✓		
Journey Girls Holiday Doll (Toys "R" Us)				✓	
Kidizoom Smartwatch (Vtech)		✓			✓
Kinetic Sand Island Fun (Target exclusive)			✓		
Kurio Xtreme—Pink (Techno Source)				✓	
Leap TV (LeapFrog)			✓	✓	✓
LEGO City Helicopter Transporter (LEGO)			✓		
LEGO Friends Jungle Tree Sanctuary (LEGO)			✓		
LEGO Fusion Town Master (LEGO)				✓	
LEGO Super Heroes, Marvel & DC (LEGO)	Marvel, Warner Bros.	✓			
Little Live Pets Bird Cage Love Birds Double Pack (Moose Toys)				✓	
Little Live Pets My Butterfly House (Moose Toys)				✓	
Little People City Skyway (Fisher-Price)			✓		
Little People Musical Preschool (Fisher-Price)			✓		
Make Your Case Cell Phone Cover Kit (Maya Group)					✓

Continued on page 4

2014 HOLIDAY TOY LISTS FOR KMART, TARGET, TOYS "R" US, AND WALMART, LICENSED AND NONLICENSED ITEMS, CONTINUED

TOY	LICENSOR (IF LICENSED)	KMART	TARGET	TOYS "R" US	WALMART
MAX Tow Truck (JAKKS Pacific)				✓	
Minnie Mouse Musical Touch 'n Crawl (Fisher-Price)	Disney			✓	
MiP Robot (WowWee)			✓	✓	
Monster High Sweet Screams Ghoulia Yelps Doll (Mattel—Target exclusive)			✓		
Mutant Mania Mutant Masher (Moose Toys)				✓	
My Little Pony Equestria Girls Rainbow Rocks Mane Event Stage Playset (Hasbro—Kmart exclusive)		✓			
nabi Tablets (nabi)			✓		
Nerf Mega Thunderbow (Hasbro)			✓	✓	
Nerf N-Strike Elite Demolisher 2-in-1 Blaster (Hasbro)					✓
Nerf Zombie Strike SlingFire Blaster (Hasbro)		✓			
Palace Pets Magic Dance Pumpkin (Disney)					✓
PAW Patrol Lookout HQ Playset (Spin Master)	Nickelodeon	✓	✓	✓	
Play-Doh Doh Vinci Anywhere Art Studio (Hasbro)		✓		✓	
PlayStation 4 (Sony)			✓		
Razor Crazy Cart (Razor)			✓		✓
Razor Lighted Wheel Kick Scooter (Razor)			✓		
Sew Cool Sewing Machine (Spin Master)					✓
Simon Swipe (Hasbro)		✓	✓		
Skylanders Trap Team (Activision)				✓	
Snow Glow Elsa (JAKKS Pacific)	Disney	✓		✓	✓
Star Wars Rebels Command Star Destroyer (Hasbro)	LucasFilm/Disney		✓	✓	
Teenage Mutant Ninja Turtles Power Wheels Lil' Dune Racer (Fisher-Price—Kmart exclusive)		✓			
Teenage Mutant Ninja Turtles Secret Sewer Lair (Playmates)	Nickelodeon		✓		
Teenage Mutant Ninja Turtles Stretch 'N' Shout Leonardo (Playmates)	Nickelodeon			✓	
Transformers Age of Extinction Optimus Prime and Grimlock 12" Figures (Hasbro—Kmart exclusive)		✓			
Transformers Stomp & Chomp Grimlock (Hasbro)			✓	✓	
Wacky-Tivities Kinetic Sand (Spin Master)				✓	
Wubble Bubble Ball (NSI Toys)			✓		
WWE Cardinal Red John Cena 31" Figure (Wicked Cool Toys—Kmart exclusive)		✓			
Xbox One Console (Microsoft)			✓		
Y-Fliker LIFT (Yvolution)				✓	
You & Me So Many Babies (Toys "R" Us)				✓	
Zoomer Dino (Spin Master)		✓	✓	✓	✓

Source: Companies, compiled by THE LICENSING LETTER

PUBLISHER'S LETTER

A New Business Model?

Book publisher HarperCollins is offering its authors an additional 10% royalty on sales generated by an HC shopping cart button on the authors' own websites, reports *Publishers Weekly*. The higher royalty applies to print, e-books, and physical audio products. HC's standard e-book royalty rate is 25%, according to the trade publication.

Book publishers are already competing with their primary customers—Amazon and brick-and-mortar booksellers—which is similar to what's happening in the licensing

world, where licensors and manufacturers are selling directly to consumers in competition with retail.

HC says it can afford to offer higher royalties because there are no retailer discounts or commissions (not to mention no returns).

Can this model be effective in stimulating new sales rather than merely moving sales from one cart to another? And, if so, are there applications for the licensing world that would make the pie bigger?

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Herb Ritts	Iconic American fashion photographer, known for black-and-white portraits in the style of classical Greek sculpture.	All	David Stark, Artestar
MacGyver	U.S. action-adventure TV series follows the resourceful secret agent MacGyver, who resolves complex problems with everyday materials.	All	Elizabeth Kalodner, CBS Consumer Products
Mia & Me	Live action/CGI animated girls TV series follows Mia as she ventures into the magical world of Centopia. Second season in production.	All	Milin Shah, Earthbound
University of Georgia	Athletic teams are under the Georgia Bulldogs banner and compete in NCAA Division 1 and the Southeastern Conference.	All	Derek Eiler, Fermata Partners
Winx Club	Animated TV series very popular in Europe and other territories features the adventures of a group of magical girls. Aimed at girls 6 to 14 years old. Sixth season airs on Nick in 2015.	All	Milin Shah, Earthbound
Yummy World	Line of food-inspired characters set in the magical town of Sprinkletree, with brand products including plush toys and key chains.	Accessories, apparel, games, home furnishings	Kathie Fording, JLK Brand Licensing

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Biggest Loser (The)	Garmin	Fitness trackers	Universal Studios Partnerships & Licensing
Boo—The World's Cutest Dog	ACCO Brands	Calendars	Knockout Licensing
	PicoCandy	Digital stickers, emojis, emoticons	
	Sock and Accessory Brands Global	Cold weather accessories, headwear, hoisery, socks	
Cartoon Network	Penguin Young Readers Group*	Activity books, books (children's), gift sets, handbooks	Cartoon Network Enterprises
Domo	Pebble Technology	Smartwatch faces	Big Tent Entertainment
Downton Abbey	Cost Plus World Market	Gift sets, housewares, snack foods, wrapping paper	Knockout Licensing
	Trading Card Brand Manager*	Trading cards	
	Wonder-Shirts*	T-shirts, tote bags	
Eleanor	GreenLight	Die-cast cars, figures	Halicki Films
Ella's Kitchen	My Gym Children's Fitness Center	Fitness classes and programs	Hain Celestial Group
Epic Rights clients	Trevco Sportswear	T-shirts	Epic Rights
Family Guy	Famous Stars and Straps	T-shirts	20th Century Fox Consumer Products
Gone in 60 Seconds	GreenLight	Die-cast cars, figures	Halicki Films
Honda Powersports	PowerTex Group	Accessories, apparel, backpacks, drinkware, headwear, stationery	Beanstalk
Isaac Mizrahi	Premier Yarns	Yarn	Xcel Brands
Kellogg's	Dophes div. J&A Aziz	Aprons, drying mats, hand towels, kitchen accessories, oven mitts	Joester Loria Group
	Evriholder Products	Kitchen electric appliances, microwave muffin makers	
Loudmouth	Sourcingpartner	Microfiber cloths, notebooks, office accessories	Loudmouth Golf

*Extension or renewal.

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Licensing News *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
NFL	Tommy Bahama	Jackets, polo shirts, pullovers, sportswear	NFL
Sons of Anarchy	Aristocrat	Slot machines	20th Century Fox Consumer Products
Star Wars Rebels	Hasbro	Action figures, lightsabers	Disney Consumer Products
	Huffy	Scooters	
	Jay Franco & Sons	Bedding	
	LEGO Systems	Construction blocks	
	Rubie's Costume	Halloween costumes	
	Thermos	Lunch boxes	
Teenage Mutant Ninja Turtles	Vandor*	Ceramic mugs, tin totes, travel mugs, water bottles	Nickelodeon & Viacom Consumer Products
Tim Burton's The Nightmare Before Christmas	H&A	Earrings (children's), hair accessories (children's), hair extensions (children's), lip balms (children's), nail art (children's), toiletries (children's)	Disney Consumer Products
Voltron	Bait	Jackets, socks	DreamWorks Animation
	Finesse Products	Skateboard decks	
	Han Cholo	Stainless steel ring	
	Illest/Fatlace Paddock	Street wear	
	Mighty Fine	T-shirts	
	Viz Media	Books	
Yummy World	Commonwealth Toy & Novelty	Toys	JLK Brand Licensing

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Aerosmith	American rock band with over 150 million albums sold worldwide. April 2015 marks the 40th anniversary of breakout album.	Accessories, computer accessories, electronic accessories, gambling, interactive, paper goods, stationery (Worldwide)	Lisa Streff, Epic Rights (U.S./Canada); Juli Boylan-Riddles, Epic Rights (all other)
Big Bopper (The)	Early rock and roll star best known for his 1958 hit "Chantilly Lace." Born Jiles Perry Richardson Jr., he died the following year in a plane crash with Buddy Holly.	All (Worldwide)	Ani Khachioian, C3 Entertainment
Bruce Lee	Late Hong Kong American martial artist and film star and director.	All (Asia Pacific)	Lee Chapman, Crosby Brand Management Group
Carlos Santana	Grammy award-winning Mexican/American musician whose band Santana fused rock with Latin American music. Known for his devotion to social activism and humanitarian causes.	Accessories (except women's in North America), apparel, audio, beer, beverages, eyewear (except women's in North America), food, footwear (except women's in North America), fragrance, headwear (except North America), jewelry, personal care, wine (Worldwide)	David San Juan, Vidorra Group
CBGB	Former New York City music venue featuring groundbreaking rock and punk bands. The CBGB Music and Film Festival played its third year this October.	Accessories, fashion apparel, footwear (Worldwide)	Lisa Streff, Epic Rights (U.S./Canada); Juli Boylan-Riddles, Epic Rights (all other)
Def Leppard	English heavy metal band with over 100 million albums sold worldwide. New album to be released in 2015.	Accessories, computer accessories, electronic accessories, gambling, interactive, paper goods, stationery (Worldwide)	
Downton Abbey	British period drama television series. Fifth series currently airing in the U.K. and Ireland, will air in the U.S. in 2015. Aired in Canada in both French and English.	All (Canada)	Ken Kim, Katalyst Licensing & Promotions

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Epic Rights clients	KISS, John Lennon, Aerosmith, Billy Idol, Jefferson Airplane, Woodstock, Gary Baseman, others	All (U.K., Ireland, Scotland, Wales, Germany, France, Italy, Portugal, Spain, Benelux)	Vickie O'Malley, Copyright Promotions Licensing Group (CPLG)
		All (Scandinavia)	Gustav Melin, Bulls Licensing div. Bulls Press
		All (Central & Eastern Europe)	Andrea Skotnicova, Plus Licens Prague
		All (Latin America)	Luis Salazar Mourré, Compañía Panamericana de Licencias
		All (Australia/New Zealand)	Lim Mi-Kyoung, Wild Pumpkin Licensing Intl.
Hallmark	Greeting card brand features wealth of creative images, including its Design and Babies collections.	All (India)	Michelle Minieri, Bradford Licensing
		All (Mexico, Central and South America)	Fanny Salazar Mourre, P&L Global Network
Heroes: Legend of the Battle Disks	Boy's action anime, launched in 2013, features an Academy for Heroes with the ultimate mission to fight against the evil Dark Desire.	Video (Worldwide)	Fernando Szew, MarVista Entertainment
iDoo-B-Doo	Friendship-based brand centers on Dolly Doodles, her playful puppy, Tinkaboo, and animal characters who are all part of a crafting club. Aimed at girls 3 to 7 years old.	Apparel, arts and crafts, greeting cards, publishing, stationery (U.K.)	Janet Woodward, JELC Ltd./Blue Trellis
John Lennon Bag One	Portfolio of John Lennon's whimsical drawings, from 1964–80, featuring his everyday life and family.	Accessories, apparel, domestics, gifts, housewares, novelties, paper goods, stationery (Worldwide)	Lisa Streff, Epic Rights (U.S./Canada); Juli Boylan-Riddles, Epic Rights (all other)
John Lennon Classic	Member of The Beatles, solo artist.	Accessories, computer accessories, domestics, electronic accessories, gifts, novelties, paper goods, stationery (Worldwide)	
Jungle Book (The)	The 3-D CGI animated TV series based on the original book by Rudyard Kipling. Aimed at kids 6 to 9 years old.	Accessories, apparel, books, toys (India)	Saugato Bhowmik, Viacom 18 Media
KISS	Rock band with over 100 million albums sold worldwide, 40 years of established success, and an upcoming 2015 European Tour.	Collectibles, computer accessories, electronic accessories, paper goods, stationery (Worldwide)	Lisa Streff, Epic Rights (U.S./Canada); Juli Boylan-Riddles, Epic Rights (all other)
London Taxi Company	The world's only manufacturer and retailer of the London Black Cab.	Accessories, apparel, films, games, housewares, toys, video games (Worldwide)	Rob Corney, Bulldog Licensing
Loose Leashes	Ron Schmidt's line of conceptual dog photographs is licensed extensively in the U.S.	Gifts, housewares, pet accessories, pet products, stationery (U.K.)	Janet Woodward, JELC Ltd./Blue Trellis
National Gallery	Fourth-most visited gallery in the world houses collection of Western European paintings from the 13th to 19th century. Seeking expansion of the gallery's food and drink range, Delicious Art.	All (U.K.)	
Next Step (The)	Reality-style tween TV series follows the lives of a group of dancers. Third season in production.	All (Worldwide except North and South America)	Martin Lowde, Brands With Influence
Pocoyo	Preschool animated TV series follows the adventures of Pocoyo, a 3-year-old boy, interacting with his friends Pato the duck, Elly the elephant, and Loula the dog.	All except mobile apps (U.S., Canada)	David San Juan, Vidorra Group
Savlen: Catch Every Moment	Fishing lifestyle brand based on the paintings of Mike Savlen.	All except apparel (Worldwide)	
Silentnight	U.K. bed and mattress brand.	Bath and body, beverages, nightwear, pet beds, sleep products (U.K.)	Janet Woodward, JELC Ltd./Blue Trellis
Sophia Loren	World renowned Academy Award-winning actress.	All (Worldwide)	Lisa Soboslai, GreenLight div. Corbis Entertainment
Studio Pets by Myrna	Portfolio of artistic pet photography, with current licenses across Europe for greetings cards, calendars, fashion accessories, and more.	All (U.K., Ireland)	Francesca Lisle-Grimshaw, Lisle Intl. Licensing
Thunderbirds Are Go!	Reboot of 1960s action TV series (50th anniversary is next year). Scheduled to air April 2015.	All (Australia)	Alan Schauder, Merchantwise
Tokidoki	Pop culture brand targeting girls aged 15-24.	Accessories, fashion, home and decorative accessories (U.K.)	Libby Grant, Bloom
Wisdom of Kids (The)	Humor-based design brand with presence in greetings card and gifts.	Apparel, electronics, housewares, stationery, textiles (U.K.)	Janet Woodward, JELC Ltd./Blue Trellis

*Extension or renewal.

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Licensing News *Continued from page 7*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
American Freshman	TopShop/Top Man div. Arcadia Group Ltd.	Baseball caps, hats (U.K.)	IMG Worldwide
Beatles (The)	Extreme Concepts div. Bentex Group	Apparel (children's, infant's) (U.S., Canada)	Bravado Intl. Group Merchandising Services
Cloud Babies	IVS Group Ltd.	Master toy (Worldwide)	HoHo Entertainment Ltd.
Dinosaur Train	Educa Borrás SA	Puzzles (Spain)	Jim Henson Company
	Franckh-Kosmos Verlags GmbH & Co. KG	Travel games (Germany)	
	Gemma Intl.	Greeting cards, partyware (U.K.)	
	Gruppa Tovarishchey*	Back-to-school (Russia)	
	Heunec GmbH & Co. KG	Plush (Germany)	
	Hot Shots Europe	Candy, cookies (Spain)	
	Klaus Herding	Housewares (Germany)	
	Montichelvo Industrial S.A.	Back-to-school (Spain)	
	Panini Verlags GmbH	Magazines (Germany)	
	Papstar	Partyware (Germany)	
	United Labels Ibérica S.A.	Accessories, apparel (Spain)	
Disney Princess	Hasbro	Dolls (Worldwide (excluding Japan)	Disney Consumer Products
Frozen	Hasbro	Dolls (Worldwide (excluding Japan)	
	KD UK/InspirationWorks UK*	Electronic learning toys (U.K.)	
Guess How Much I Love You	Boo Gallery	Jewelry (U.K.)	Walker Books
Hasbro brands (selected)	Cartamundi Group	Card games, mobile game apps (Android & iOS) (Europe, Australia, New Zealand)	Hasbro
Hinchcliffe & Barbar	My Gifts Trade	Giftware, housewares (U.K.)	JELC Ltd./Blue Trellis
Lemmings	Bioworld Europe	Apparel, loungewear, nightwear (Europe)	Sony Computer Entertainment Europe
	Gaya Entertainment GmbH	Apparel, bags, key chains, plush, wall scrolls (Europe)	
	GB Eye Ltd.	Badges, card holders, notebooks, posters, stickers (Europe)	
	Paladone	Magnets, mugs (Europe)	
Pip Ahoy!	DJ Murphy	Magazines (U.K.)	Lisle Intl. Licensing
PopJam	Mind Candy	Mobile book apps (U.K., Australia)	Penguin Books Ltd.
Q Pootle 5	Egmont (U.K.)	Magazines (U.K.)	Snapper Productions Ltd.
	Jumbo Games	Games, puzzles (U.K.)	
	Walker Books	Books (U.K.)	
Release the Hounds	Sambro Intl.	Bags, stationery (U.K.)	Sony Pictures Entertainment
Roobarb & Custard	Box of Frogs Media	Mobile book apps (U.K.)	Bulldog Licensing
Royal National Lifeboat Institution	Carousel Calendars	Calendars (U.K.)	Brands With Influence
	MBI/Danbury Mint U.K.	Collectibles, gifts (U.K.)	
Snowman & The Snowdog (The)	Poetic Gem	Nightwear, onesies, underwear (U.K.)	Penguin Books Ltd.
SpongeBob SquarePants	Checkers div. Shoprite Holdings Ltd.	Fresh fruits (South Africa)	Viacom Intl. Media Networks
Talking Tom & Friends	Dragon-i *	Plush (North and South America, Western and Eastern Europe, Africa, SEA, the South Pacific)	Outfit7
Tango	Bon Bon Buddies	Confectionery (U.K., Middle East)	Start Licensing
Titanfall	K'NEX UK Ltd.	Buildable figures (U.K.)	Electronic Arts
Trump Home	Wonu Co., Ltd.	Bedding (South Korea)	Trump Organization (The)
University of Oxford	Smith & Fellows div. The Paper Partnership Wallpapers Ltd.	Wall coverings (EMEA, UAE, China)	Performance Brands
Yellow Submarine	Extreme Concepts div. Bentex Group	Apparel (children's, infant's) (U.S., Canada)	Bravado Intl. Group Merchandising Services

*Extension or renewal.



contacts & connections

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

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international contacts & connections

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Pop Musicians Sing Up High-Stepping Footwear Lines

A decade or more ago, observers might have questioned the idea of a musician pairing his or her name with a footwear line. There have been a handful of examples over time—notably Michael Jackson, Belinda Carlisle, and Paula Abdul—but, in general, a singer-shoe matchup would have seemed like an odd fit.

No more. These days, footwear—with a focus on athletic shoe styles—is almost a no-brainer category for bands and singers in all genres and at all career stages.

To name just a few examples:

- ▶ Adidas has done deals with Rita Ora, Pharrell Williams, and Kanye West (who previously had a deal with Nike);
- ▶ Keds has produced a number of collections with Taylor Swift;
- ▶ Converse has tied in with Metallica, AC-DC, Black Sabbath, and Pink Floyd;
- ▶ Vans has done business with KISS, Rob Zombie, and Queen; and
- ▶ Nike signed Drake and, as noted, formerly worked with West.

These just begin to illustrate the breadth of this trend. Other bands that have been associated with footwear deals of various types range from Dinosaur Jr. and Animal Collective to No Age and Wu Tang Clan.

In some cases, the artist is involved in creating or inspiring the design of the shoe, while in others a musician-created image or album cover is imprinted on the product. Most are limited editions, but some (e.g., Swift) end up expanding into longer-term alliances.

Location-Based Licensing

A growing number of licensing programs are tied to properties strongly associated with a particular location. Examples that have launched or expanded in the last couple of years include:

- ▶ Cities and states ranging from Malibu, Calif., to South Dakota (celebrating the 125th anniversary of its statehood), as well as city-specific attractions such as the London Taxi Co.;
- ▶ Famous clubs, bars, and restaurants extending from the Sunset Strip's Whiskey A Go-Go, Rainbow Bar & Grill, and The Laugh Factory to the former New York rock and punk club, CBGB;
- ▶ Locations with historical significance, from Woodstock to Britain's Historic Royal Palaces, the latter including the Tower of London and Kensington Palace, among others; and
- ▶ Hospitality and travel destinations, including Nikki Beach resorts and beach clubs and MGM Resorts International's MGM Grand, Mandalay Bay, and Bellagio hotels.

These ventures join a handful of long-running efforts,

such as those for New York City, the Metropolitan Transit Authority (which oversees New York City's subway system), and Hollywood and its famous sign. The state-owned "I Love New York" campaign generates more than \$2 million in royalties per year, according to various published reports.

Pairing Artists With Licensed Entertainment/Character Properties

Entertainment/character licensors increasingly have been pairing with artists to infuse their licensing programs with unique new designs, provide a publicity hook, and perhaps bring in some new fans. One active niche within this arena involves the partnering of artists and classic sci-fi properties:

- ▶ CBS Consumer Products has a Star Trek: The Original Series art program that features retro poster-style images by Juan Ortiz for each of the 80 episodes in the TV series. Licensees include Bif Bang Pow!, Pyramid International, Titan Books, and others.
- ▶ Warner Bros. Consumer Products offers the Big Bang Theory Artist Series, a collaboration with artists from around the world, including Martin Hsu, Nan Lawson, and Jerrod Maruyama, among many others. The images are shown in gallery exhibitions, while lithographs and merchandise are available at events and select retailers. (This show is not strictly a sci-fi property but has many sci-fi themes.)
- ▶ Tsuburaya Productions worked with Swimmy Design Lab's HOZONHOZON art project on a series of images tied to Ultraman. The first wave of products, available at Tsuburaya's online shop and Ultraman stores throughout Japan, consists of four minitowels and three T-shirts featuring Ultraseven, one of the franchise's most popular characters.

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Cross-Licensing Sports and Characters Yield Co-Branded Goods and Promotions

In the U.S., cross-licensing programs marrying sports entities and characters represent a cyclical phenomenon that is on the upswing right now. And the trend is gaining steam outside the U.S. as well:

- ▶ Licensee Playcorp is marketing apparel and accessories featuring the Sesame Street characters, licensed in Australia by Haven Licensing, and the logos of 17 Australian Football League clubs.
- ▶ New Japan Pro-Wrestling and Sanrio's Hello Kitty paired for two T-shirt designs, available on NJPW's website in Japan.
- ▶ Aardman's Shaun the Sheep is getting together with the Rugby World Cup 2015, which will be held in the U.K., for a collection of apparel, plush, stationery, and giftware. RWC 2015's master licensee is Elite Sports Properties.
- ▶ Marmelad Media of Russia has collaborated with that country's leading soccer team, Zenit St. Petersburg, on a line of products featuring the team's branding and Marmelad's TV character Smeshariki.
- ▶ Warner Bros. Consumer Products EMEA and its Looney Tunes characters partnered with NBA Jr. and WNBA Jr. for a line of products and promotions available throughout Europe, with Allegre HKM the first licensee.
- ▶ Australia's National Rugby League and Disney's Marvel Super Heroes teamed for themed jerseys for the Round 21 competition in August, with each team's jersey inspired by a different character. The jerseys

were designed by International Sports Clothing and available for purchase at team stores, sporting goods chain Rebel Sport, and online.

Meanwhile, back in the U.S., some of the many recent examples of sports-character cross-licensing include Major League Baseball with Hello Kitty and KISS (the latter not technically a character property, but character-like); Domo with the NFLPI, NBA, and NHL; the NCAA and various universities with Kellogg's characters Tony the Tiger and Toucan Sam; the NFL and Betty Boop; the U.S. Olympic Committee and Sesame Street; and WBCP and its DC Entertainment characters with Hendrick Motorsports.

Some of these examples are purely cross-licensing deals, while others involve varying amounts of co-branded merchandise as part of a broader promotional deal.

For more information on the sports licensing business, check out *The Licensing Letter Sports Licensing Report* (www.epmcom.com/sports); for the latest in licensing globally, see *International Licensing: A Status Report* (www.epmcom.com/international).

Who's News

Thomas Meharey is promoted to VP Kathy Ireland Worldwide overseeing the Weddings and Resorts division.

Dawn Hudson is named CMO at the NFL. She is best known as a past president of Pepsi.

Amelia Govett joins Brand & Deliver in the U.K. in the newly created role of licensing and sponsorship director. Govett will lead the Hasbro, Fox Consumer Products, and Sony Home Entertainment international accounts. She was most recently head of partnerships for Fox Home Entertainment in the U.K.

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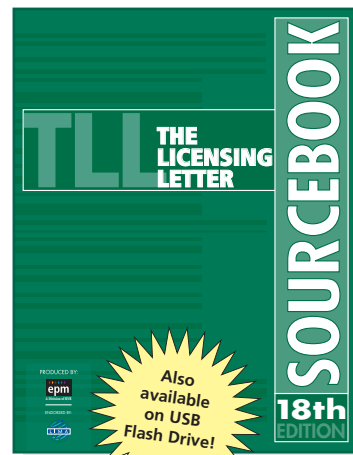
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- Which manufacturers hold licenses for which properties.
- Areas of expertise for 453 consultants, attorneys and other service providers.

Licensor listings report properties owned and agents who represent them

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Agent listings feature properties represented

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President
220 E. 42nd St.
New York, NY 10017
Phone: 212-421-6060 x116
Fax: 212-421-6388
Email: michael.stone@beanstalk.com
Web: www.beanstalk.com
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What's Your Share Of The \$150.8 Billion Worldwide Licensing Business?

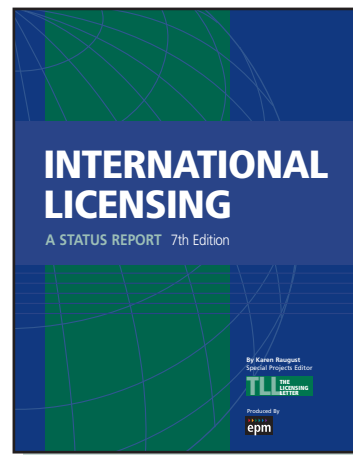
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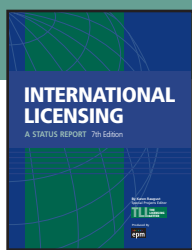
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