

TLL THE LICENSING LETTER

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Sequels and Spinoffs and Standalones, Oh My; Studios are Developing a Wealth of Licensable Projects Through 2020

Sixty-nine sequels, 32 comics spinoffs, three new mummies, and two standalone spin-offs that don't quite count as sequels, but should have some familiarity from their links to existing properties.

That's the quick tally of feature film releases with strong licensing potential from May 2015 through 2020.

The semi-annual chart, which starts on page 3 of this issue, includes 118 titles; up from 82 since we last published a list in May. Studios are feverishly jockeying earlier and earlier to set their release dates and head off competition.

The big news, just as we were compiling this updated list, was back-to-back announcements from DC and Marvel, each with long-term slates seeking to create new franchises from existing comic characters.

Indeed, for our list, we designate these new spinoffs as sequels, since the characters have been introduced in other related franchise films.

"Look at our release schedule as 'intent as of the moment,'" said DreamWorks Animation CEO Jeffrey Katzenberg on a recent analysts' call following release of their third-quarter results. "Every time something happens in the marketplace, we'll respond in the most offensive manner possible to protect the performance of [our] films.

"Marvel announced eight movies on eight release dates. We have not made any full analysis on that, but are going to stay diligent. There is a lot of flexibility and maneuverability on that [DreamWorks] release schedule."

The studios are increasingly plotting out three and four sequels from the starting gate, though obviously which ones actually make it to the big screen will depend on how well the first ones do at the box office.

Two new developments with the current list:

First, there are three films with ancient Egyptian themes — *The Mummy* (Parts I and II that

are the cornerstone for Universal's Marvel/DC-like franchise to be built around monsters in the Universal library) and *Anubis* (a Fox production based on the novel "The Anubis Tapestry: Between Twilights" by Bruce Zick).

Second, there are two unusual spinoffs. — a standalone Star Wars project from Disney that isn't part of the new Star Wars series, and *Fantastic Beasts and Where to Find Them*, which is an effort to build out from the Harry Potter series. J.K. Rowling is developing with Warner Bros.

In all, there are 18 original-to-film projects on the boards, including those last two.

LICENSING BY THE NUMBERS

Iconix: Owing (and Licensing) is Believing

Iconix has \$750 million in go-forward guaranteed minimum royalties for 2015, excluding renewals, the company reported in the course of its analysts' call following release of its third-quarter 2014 results.

The company has renewed four major DTR agreements under the same terms as the prior deals: Danskin Now (Walmart), Mudd (Kohl's), Material Girl (Macy's), and Fieldcrest (Target), and has added a new DTR, Waverly Inspiration, for fabric and crafts at Walmart.

The latter deal brings the number of Iconix DTRs at Walmart to four (add OP and Starter). Also at Iconix:

- ▶ International sales now account for 40% of Iconix's business, led by Umbro, Lee Cooper, and Peanuts.
- ▶ Across the Iconix portfolio, there are 30 international DTR agreements, 900 international licensees, and 1300 dedicated stores and shop-in-shops.
- ▶ In anticipation of the Peanuts movie, to be released next year, Iconix signed 59

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in short

At press time, reports surfaced that Hasbro is negotiating to acquire DreamWorks Animation. Hasbro has been increasingly positioning itself as an entertainment company while DreamWorks has sought to expand beyond its core movie business.



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➡ Licensing Ledger

VARIATIONS ON A RETAIL THEME

Five years ago, **Toys "R" Us** opened 350 **Holiday Express** pop-up stores during the fourth quarter. The program was vastly scaled back the following year and has pretty much disappeared. And while **TRU** wasn't the first to implement a pop-up concept, its efforts in 2009 gave rise to a wide array of much smaller — often single-unit pop-ups — that have been as much about promotion as sales. Among recent examples:

- ▶ **Paul Frank** has opened a pop-up shop in New York's **Paramount Hotel**, showcasing apparel, sleepwear, accessories, and NYC-themed gifts. The location will be open through January 30, 2015. A charitable component benefits **Covenant House**.
- ▶ **DreamWorks Animations' AwesomenessTV YouTube** network is opening **Scene@AwesomenessTV** in Los Angeles. The shop features curated merchandise and items that can be personalized, and will host live appearances and other events.
- ▶ **Amazon** is opening a pop-up test site on Fifth Avenue at 34th Street in Manhattan, across the street from the Empire State Building. This mini warehouse carries a limited inventory of top sellers for same-day deliveries and also showcases **Amazon** products such as **Kindle** e-readers, and **Fire Phones** and TVs.
- ▶ **Central Perk**, a coffee shop in New York City based on the **Friends** TV series, has also been selling licensed merchandise.

New retail formats aren't limited to pop-ups — or to the **U.S. American Greetings Properties' Care Bears** and **Sanrio's Little Twin Stars** (Kiki and Lala, the company's second most popular characters in Japan, behind **Hello Kitty**) have a co-branded café in Hiroshima Parco, one of Japan's largest shopping centers. The concept was developed by **Care Bears' Japanese** licensing agent **Mindworks Entertainment** and **Inoue Corporation**.

ONLINE SHOPPING

Almost one third of online shoppers shop on a mobile device at least as much as they do on a computer, according to **Contact Solutions**. Additionally, 10% of shoppers prefer mobile apps to other means of access for online shopping. That said, 16% of consumers struggle with mobile shopping apps at least half the time and half of those abandon the cart when that happens. Consumers' biggest gripe: lack of access to in-app help to resolve problems.

CELEBRITY BUSINESS MODELS

It's often difficult to tell celebrity licensing programs from other types of celebrity/corporate relationships and marketing alliances. Two different takes on recently

announced deals by music celebrities: **Shakira** co-developed six baby toys that **Mattel's Fisher-Price** is manufacturing and marketing. She is also producing a related web series for mothers. Meanwhile, **Beyoncé**, through her company **Parkwood**, is creating a 50/50 partnership with **Topshop** to create an athletic streetwear line that includes apparel, accessories, and footwear for dance, fitness, and sports.

BLOW 'EM' OUT

Yum-Wick, a Brooklyn, New York company that makes edible chocolate candles with edible almond wicks, is seeking manufacturers to which to license its patents. Trade publication **Candy Industry** notes that "the candles are available in a variety of shapes and designs,

including the option to personalize," so presumably they can be molded in the shapes of popular characters, trademarks, and other intellectual property as well.

KEURIG'S SUPERVALU(E)

Licensing agreements don't usually get credited for triggering new stock highs (even on a day when the overall market hits an all-time high), but grocery chain **Supervalu** has licensed **Keurig Green Mountain** to market **Supervalu's Java Delight** brand of coffee in its K-Cups for hot brewing systems, an announcement that sent **Keurig's** stock to its own new high. The stock is up more than 97% this year, the best performance on the S&P 500, according to **Investor's Business Daily**. This year alone, **Keurig** has signed deals with **Nestle for Coffee-Mate**, **Harris Teeter**, **Peet's Coffee & Tea**, **Kraft**, and **Coca-Cola**.

BEFIT NUTRICEUTICALS

Most of the licensing activity in the fitness category lately has been around tech devices (**Fitbit**, **Case-Mate**, **Garmin's Vivofit**), fashion designers (**Tory Burch** and **Rebecca Minkoff**), and entertainment properties (**The Biggest Loser**). Now, **Lionsgate's BeFit**, a **YouTube** channel with 1.3 million subscribers, has licensed **Top Secret Nutrition** to develop a line of **BeFit** supplements. **Top Secret** offers its own brand through wholesale and retail channels globally, and produces private label and licensed products as well.

ZAG ZIGS WITH SABAN

ZAG Animation Studios is formed by **Saban's Haim Saban**, **ZAG Entertainment** founder **Jeremy Zag**, director **Chris Columbus** and **1492 Pictures** producing partner **Michael Barnathan**. **Saban Brands** will handle licensing and merchandising, with 10 family films in development.



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Planned Feature Film Licensing Programs, 2015-2020

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL TV
Frozen Fever (short)	Spring 2015	Disney	Features new original song by same team behind the surprise hit feature.	X					X	
Avengers: Age of Ultron	5/1/2015	Walt Disney Studios	Sequel to 2012's Marvel's The Avengers megablockbuster reunites the cast and writer/director Joss Whedon. Incorporates storylines touched on in newer Marvel films.	X					X	
Pitch Perfect 2	5/15/2015	Universal Pictures	Sequel to music-focused comedy of 2012, which led to high DVD sales as well as multiple soundtracks and top positions on digital download charts. Directed by Elizabeth Banks, co-star from the first film.	X						
Mad Max: Fury Road	5/15/2015	Warner Bros.	Fourth film in George Miller's Mad Max franchise (and first in 30 years), starring Tom Hardy as "Mad" Max Rockatansky in a post-apocalyptic wasteland.	X						
Tomorrowland	5/22/2015	Walt Disney Studios	Brad Bird's interpretation of the Tomorrowland exhibits at Disney parks. Starring George Clooney as an inventor.						X	
Monster Trucks	5/29/2015	Paramount Pictures	Live action and computer animated film about monster trucks.						X	
B.O.O.: Bureau of Otherworldly Operations	6/5/2015	DreamWorks Animation/20th Century Fox	Tony Leondis-directed animated film about two ghosts who join a "counter-haunting" agency. Featuring the voice of Seth Rogen. Hasbro is master toy partner. Lining up licensees across categories.						X	
Entourage	6/5/2015	Warner Bros.	Adaptation of the popular HBO series, starring the original main cast and rapper/actor Kid Cudi. Fifth Sun Apparel served as apparel licensee for the TV series.							X
Jurassic World	6/12/2015	Universal Pictures	Revival of the dinosaurs-in-modern-times franchise is directed by Colin Trevorrow based on his own screenplay written with Derek Connolly. Once again produced by Steven Spielberg. Hasbro is on-going master toy licensee.	X		X				
Inside Out	6/19/2015	Walt Disney Studios	CGI animated film set inside the human body.						X	
Ted 2	6/26/2015	Universal Pictures	Sequel to 2012's Ted, once again written, directed, and starring the voice of Seth McFarlane. Commonwealth previously released a licensed plush version of the Ted character.	X						
Terminator: Genisys	7/1/2015	Paramount Pictures	Retooling of the Terminator series, once again starring Arnold Schwarzenegger (who was absent from the last film).		X					
Minions	7/10/2015	Universal Pictures	Animated spinoff from Despicable Me, featuring the one-eyed, overall-clad, yellow minions characters. Sandra Bullock voices the villain. Thinkway Toys is the master toy licensee. Hasbro is the master game licensee. Hybrid and JEM also serve as licensees.	X						
Ant-Man	7/17/2015	Disney/Marvel	Director Peyton Reed's live-action movie about a biochemist who develops the ability to drastically decrease his size. One of the first members of the Avengers and a Marvel comics property.	X					X	
Pan	7/17/2015	Warner Bros.	Adaptation of Peter Pan starring Levi Miller as the title character, Hugh Jackman as Blackbeard, and Rooney Mara as Tiger Lily.			X				
The Fantastic Four	8/7/2015	20th Century Fox	This is the third Fox theatrical film based on the Marvel comics. Fox does not hold licensing rights to the film.		X				X	
Goosebumps	8/7/2015	Columbia Pictures	Live-action feature is based on Scholastic's R. L. Stine fright novel series geared for kids. Sony Pictures Consumer Products handles licensing.			X				
Hotel Transylvania 2	9/25/2015	Columbia/Sony Pictures Animation	Sony Pictures Animation launches this sequel to its 2012 animated family film about misunderstood monsters. Sony Pictures Consumer Products handles licensing. First film included a mobile app from PlayFirst and costumes from Rubie's.	X						
Victor Frankenstein	10/2/2015	20th Century Fox	New adaptation of Mary Shelley's horror novel, starring Daniel Radcliffe and James McAvoy.		X	X				
The Jungle Book	10/9/2015	Disney	Live-action version of the Disney adaptation, directed by Jon Favreau and featuring the voice of Idris Elba.		X	X				
The Peanuts	11/6/2015	20th Century Fox	Fox's Blue Sky Studios animation house known for the Ice Age movies makes a 3-D family film with the Charlie Brown and other Peanuts characters that are popular in TV specials. Licensing handled by Peanuts Worldwide/Iconix.						X	
Bond 24	11/6/2015	MGM/Columbia Pictures	Sequel to 2012's Skyfall and 4th film about agent 007 to star Daniel Craig.	X		X				
Friday The 13th	11/13/2015	Paramount Pictures	Reboot of the Jason Voorhees slasher film series. Directed by David Bruckner.		X					
Mockingjay, Part 2	11/20/2015	Lionsgate	Last in the Hunger Games series adapted from Suzanne Collins' books. Original cast returns, along with director Francis Lawrence. Striker Entertainment handles licensing.	X		X				
The Good Dinosaur	11/25/2015	Walt Disney Studios	Pixar animated film about dinosaurs living among humans. Featuring the voices of John Lithgow, Frances McDormand, and Neil Patrick Harris.						X	
Star Wars: The Force Awakens	12/18/2015	Walt Disney Studios	Episode VII follows 1983's Return of the Jedi and is first in Disney's new sequel series.	X						
Kung Fu Panda 3	12/23/2015	DreamWorks Animation	Building on the Kung Fu Panda series, again featuring the voice of Jack Black. Guillermo del Toro joins as executive producer. 20th Century Fox distributes.	X						
Mission: Impossible 5	12/25/2015	Paramount Pictures	Tom Cruise and director Christopher McQuarrie sign for fifth installment; M:I4 grossed \$695m worldwide. Sakar made spy-inspired electronics for the previous film.	X						X

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Planned Feature Film Licensing Programs, 2015-2020 *Continued from page 3*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Popeye	TBA 2015	Columbia/Sony Pictures Animation	Sony Pictures Animation revives the comic character controlled by Hearst's King Features Syndicate. Directed by Genndy Tartakovsky, whose many producing credits in cartoon TV series include Star Wars: Clone Wars. Sony Pictures Consumer Products handles film licensing; King Features handle's classic.		X				X		
Ratchet & Clank	TBA 2015	Columbia/Sony Pictures Animation	Two unlikely heroes struggle to stop destruction of all the planets in the Solana Galaxy. CG animated film based on the popular Playstation video game series.				X				
The Huntsman	TBA 2015	Universal Pictures	Prequel to the 2012 film Snow White & The Huntsman takes place before Snow White made it on the scene (so no Kristen Stewart). Charlize Theron and Chris Hemsworth return; Frank Darabont directs. Original took in over \$400 million worldwide at the box office; Jerry Leigh was apparel licensee.	X		X					
The Nut Job 2	1/15/2016	Open Road Films	Sequel to 2014's The Nut Job, based on a short film. Cupcake Digital made a mobile game for the first film.	X							
Deadpool	2/12/2016	20th Century Fox	Marvel X-men spinoff to be directed by Tim Miller.						X		
Untitled Pets Project	2/12/2016	Universal Pictures	Illumination Entertainment, which is best known for Despicable Me, creates an original 3-D animated movie about the daily lives of pets after their masters leave home. Featuring the voices of Louis C.K., Eric Stonestreet, and Kevin Hart.							X	
Miss Peregrine's Home For Peculiar Children	3/4/2016	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.			X					
Prometheus 2	3/4/2016	20th Century Fox	Sequel to 2012 Riddley Scott film, itself a prequel to the Alien film series.	X							
Zootopia	3/4/2016	Walt Disney Studios	CG animated film about a fox framed for a crime and chased by a rabbit police officer. Directed by Tangled's Byron Howard.							X	
Warcraft	3/11/2016	Universal Pictures	Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series.	X			X				
Allegiant Part 1	3/18/2016	Summit Entertainment	Part one of the finale to the Divergent trilogy.	X		X					
Boss Baby	3/18/2016	20th Century Fox/ DreamWorks Animation	A businessman-like baby teams with his seven year old brother to outwit the CEO of Puppy Co. Voice stars include Kevin Spacey, Alec Baldwin.							X	
Beverly Hills Cop 4	3/25/2016	Paramount Pictures	Fourth entry in the comedy series, directed by Brett Ratner and once again starring Eddie Murphy.	X							
Batman v Superman: Dawn of Justice	3/25/2016	Warner Bros.	Zack Snyder-directed sequel to Man of Steel, once again starring Henry Cavill as Superman. Ben Affleck joins the cast as Bruce Wayne/Batman.	X					X		
Clifford The Big Red Dog	4/8/2016	Universal Pictures	Live-action/animated 3D comedy-adventure based on Scholastic's book series by Norman Bridwell; first book published in 1963; 127 million copies in print worldwide.			X					
Captain America 3	5/6/2016	Walt Disney Studios	Captain America joins the Avengers fighting a multi-country law that seeks to regulate superhuman activity. Directors: Anthony Russo and Joe Russo.	X					X		
X-Men: Apocalypse	5/27/2016	20th Century Fox	Fourth film in the Origins series and eighth film in the X-Men film series. Bryan Singer directs.	X					X		
Alice in Wonderland: Through the Looking Glass	5/27/2016	Walt Disney Studios	Sequel to 2010's Alice in Wonderland, directed by Tim Burton and starring Johnny Depp.	X		X					
Uncharted	6/10/2016	Columbia Pictures	Adaptation of Naughty Dog's action/adventure video game series.				X				
Finding Dory	6/17/2016	Walt Disney Studios	Animated sequel to Finding Nemo. Albert Brooks and Ellen DeGeneres reprise their voicing roles. Licensees for the original film included Zak Designs, Random House, and the now-defunct THQ.	X							
The Mummy	6/24/2016	Universal Pictures	Navy Seal in the Iraqi desert searching for terrorists enters a centuries old tomb. After placing his hand a sarcophagus he is stabbed in the hand and cursed with visions of Ashurbanipal, King of Assyria — The Mummy.		X						
ID Forever Part I	6/24/2016	20th Century Fox	Long-awaited sequel to Independence Day, again under direction by Roland Emmerich.	X							
Angry Birds movie	7/1/2016	Columbia Pictures	The 3-D animated film is being developed, produced and financed by IP rights owner Rovio Entertainment. Licensing partners for the game include Commonwealth (toys), Penguin (publishing), and Calego (bags, back-to-school).				X				
Tarzan	7/1/2016	Warner Bros.	Live action 3-D film featuring the Edgar Rice Burroughs character, starring Alexander Skarsgard, Samuel L. Jackson, Margot Robbie and Christoph Waltz. David Yates directs.			X					
Ice Age 5	7/15/2016	20th Century Fox	Latest release in the CG-animated film series about animals travelling during the ice age. Previous licensees for the series include Bioworld (apparel), Activision (video games), and Gameloft (mobile games).	X							
Knights of the Round Table: King Arthur	7/22/2016	Warner Bros.	Guy Ritchie's retelling of the King Arthur story.			X					
Power Rangers	7/22/2016	Lionsgate	Original Power Rangers movie released in 1995; studio hopes to launch a new film franchise with this release written by Ashley Miller and Zach Stentz (X-Men First Class).		X						X

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Planned Feature Film Licensing Programs, 2015-2020 *Continued from page 4*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Untitled Planet of the Apes 3	7/29/2016	20th Century Fox	Next in the new, reimagined Planet of the Apes series, including 2014's Dawn of the Planet of the Apes.	X							
Untitled Smurfs	8/5/2016	Columbia/Sony Pictures Animation	Further reboot of the Smurfs film franchise. Sony has a full consumer products program with 70 licensees.	X					X		
Suicide Squad	8/5/2016	Warner Bros.	DC spinoff, David Ayer directing.						X		
Untitled Lego Ninjago Film	9/23/2016	Warner Bros.	Film based on the Ninjago construction toy line.					X			
Monster High	10/7/2016	Universal Pictures	Live-action film based on the teen toy series, which inspired a series of books and a TV show.					X			
Inferno	10/14/2016	Columbia Pictures	Ron Howard directs Tom Hanks in another adaptation of a Dan Brown novel, this time 2013's Inferno.	X		X					
Doctor Strange	11/4/2016	Disney/Marvel	Scott Derrickson-directed comic film featuring the doctor-turned-magician.						X		
Trolls	11/4/2016	DreamWorks Animation	Film inspired by Troll dolls, whose IP DreamWorks Animation acquired in April 2013. Features voices of Jason Schwartzman and Chole Moretz. 20th Century Fox distributes. Hasbro is master toy licensee for the film. Currently seeking licensees across other categories.					X			
Sinister Six	11/11/2016	Columbia Pictures	Spin-off of the Spider-Man series featuring several Spider-Man villains. Written and directed by Drew Goddard.						X		
Fantastic Beasts and Where to Find Them	11/18/2016	Warner Bros.	Based on the Harry Potter spin-off title, with a screenplay from J.K. Rowling.							X	
Giants	11/23/2016	Disney	Walt Disney Animation Studios' latest CGI film from Nathan Greno.							X	
Alvin and the Chipmunks: Road Trip	12/16/2016	20th Century Fox	Third sequel to the Alvin and the Chipmunks film franchise. Blends CGI animation with live-action.	X							
"Standalone" Star Wars	12/16/2016	Disney	Stand-alone Star Wars film from director Gareth Edwards.							X	
Moana	late 2016	Disney	Set in the ancient South Pacific, a spirited teenager sets sail in search of a fabled island. Teaming up with her hero, the demi-god Maui, the two encounter enormous sea creatures, underworlds, and ancient folklore.							X	
Resident Evil: The Final Chapter	TBA 2016	Sony Pictures	The Red Queen plots destruction of the human race from The Hive.	X			X				
Star Trek 3	TBA 2016	Paramount Pictures	Third film in the new Star Trek series, this time to be directed by Robert Orci.	X							X
Avatar 2	TBA 2016	20th Century Fox	Sequel to highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans.	X							
Pirates of the Caribbean: Dead Men Tell No Tales	TBA 2016	Walt Disney Studios	Johnny Depp swash buckles again for producer Jerry Bruckheimer.	X							
Transformers 5	TBA 2016	Paramount Pictures	Latest in the series inspired by Hasbro's toy franchise.	X				X			
Captain Underpants	1/13/2017	20th Century Fox/DreamWorks Animation	Animated film based on the children's book series. Features the voices of Ed Helms and Kevin Hart.			X					
Wolverine 3	3/3/2017	20th Century Fox	Third in this series of X-Men spin-offs starring Hugh Jackman.	X					X		
Bollywood Superstar Monkey	3/10/2017	20th Century Fox/DreamWorks Animation	Bollywood-inspired animated musical centering around monkeys. Oscar winners Stephen Schwartz and A.R. Rahman are writing lyrics and music, respectively, as well as executive producing.							X	
Allegiant Part 2	3/24/2017	Summit Entertainment	Part one of the finale to the Divergent trilogy.	X		X					
Ferdinand	4/7/2017	20th Century Fox/Blue Sky Studios	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X					
Pacific Rim 2	4/7/2017	Universal Pictures	Sequel to 2013's giant robot movie from Guillermo del Toro.	X							
The Mummy 2	4/21/2017	Universal Pictures	Second in planned monster franchise based on the studio's collection of iconic monsters.	X							
Guardians of the Galaxy 2	5/5/2017	Disney/Marvel	Marvel series, to be directed by James Gunn.	X					X		
Terminator 2	5/19/2017	Paramount Pictures	Two sequels to the July 2015 reboot of Arnold Schwarzenegger series to be filmed back-to-back subject to success of initial outing.	X							
How to Train Your Dragon 3	6/9/2017	DreamWorks Animation/20th Century Fox	Features same cast and creative team as prior films in the series. Spin Master is master toy licensee. Prior film did \$600m at box office.	X		X					
Toy Story 4	6/16/2017	Disney/Pixar	John Lasseter, who directed the first two films in the series, returns at the helm.	X							
Wonder Woman	6/23/2017	Warner Bros.	Part of DC family.								

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Planned Feature Film Licensing Programs, 2015-2020 *Continued from page 5*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Despicable Me 3	6/30/2017	Universal Pictures	Fourth film (including Minions) in the Despicable Me series.	X							
The Fantastic Four 2	7/14/2017	20th Century Fox	Sequel to the 2015 reboot of the Fantastic Four series.	X					X		
Thor: Ragnarok	7/28/2017	Disney/Marvel	Picks up where Thor is left off in Avengers: Age of Ultron. Third in the Thor series.	X					X		
The Croods 2	11/3/2017	20th Century Fox/ DreamWorks Animation	Sequel to the CGI animated film about the prehistoric family.	X							
Black Panther	11/3/2017	Disney/Marvel	Marvel's Black super hero seeks to bring about change.						X		
Dr. Seuss' How The Grinch Stole Christmas	11/17/2017	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X					
Justice League, Part One	11/17/2017	Warner Bros.	DC superheroes unite; to be directed by Zack Snyder.						X		
Avatar 3	TBA 2017	20th Century Fox	Second sequel to highest grossing film of all time.	X							
Lego Batman	TBA 2017	Warner Bros.	Off-shoot of the successful construction toy pairing.					X	X		
Larrikins	2/16/2018	20th Century Fox/ DreamWorks Animation	Desert-dwelling marsupial goes out into the world.							X	
Anubis	3/23/2018	20th Century Fox/Blue Sky Studios	Blue Sky Studios' loose adaptation of the novel The Anubis Tapestry: Between Twilights, from author Bruce Zick. The book is about a mummy curse sending the protagonist to the Egyptian underworld.			X					
The Flash	3/23/2018	Warner Bros.	Police scientist Barry Allen is transformed by lightning into The Flash, destined to protect Central City						X		
Avengers: Infinity War, Part 1	5/4/2018	Disney	The war against Thanos commences.						X		
Madagascar 4	5/18/2018	20th Century Fox/ DreamWorks Animation	Continues the animated series about misplaced zoo animals. Features the voices of Ben Stiller and Chris Rock.	X							
Godzilla 2	6/8/2018	Warner Bros.	Sequel will see Godzilla battle more classic foes like Mothra, Rodin and Ghidorah.	X							
Terminator 3	6/29/2018	Paramount Pictures	Contingent on success of prior film.	X							
Captain Marvel	7/6/2018	Disney/Marvel	Carol Danvers will be the first female superhero to have her own Marvel movie.						X		
Aquaman	7/27/2018	Warner Bros.	DC family.						X		
Puss in Boots 2: Nine Lives & 40 Thieves	11/2/2018	20th Century Fox/ DreamWorks Animation	Sequel to the 2011 Shrek spin-off.	X							
The Inhumans	11/2/2018	Disney/Marvel	Follows a 7,000 year old sub-sect of humans who were experimented on and given superpowers by the Kree. Marvel hopes for a new franchise to emerge.						X		
The Lego Movie 2	TBA 2018	Warner Bros.	Sequel to 2013's successful Lego Movie, this time written by Jared Stern and Michelle Morgan, and directed by Chris McKay. The previous film included licensees TV Mania (apparel, U.K.), Mad Engine (apparel, U.K.), SGI Apparel (pajamas), and MZ Berger (stationery).	X				X			
Amazing Spider-Man 3	TBA 2018	Columbia Pictures	Building further on the new Spider-Man film series, once again starring Andrew Garfield as Peter Parker/Spider-Man. Activision served as video game licensee for the first two films. Disney/Marvel handles licensing.	X					X		
Avatar 4	TBA 2018	20th Century Fox	Original was highest grossing film of all time.	X							
Shazam	4/5/2019	Warner Bros.	DC family.						X		
Avengers: Infinity War, Part 2	5/3/2019	Disney/Marvel	The war against Thanos continues.	X					X		
Justice League, Part Two	6/14/2019	Warner Bros.	DC family, Zack Snyder directing	X					X		
Cyborg	4/3/2020	Warner Bros.	DC family.						X		
Green Lantern	6/19/2020	Warner Bros.	DC family.						X		
Assassin's Creed	TBA	20th Century Fox	Adaptation of Ubisoft's historical action film, starring Michael Fassbender. Fox does not handle licensing for the film.				X				
Betty Boop	TBA	TBA	Produced by Animal Logic and Syco						X		
Fantastic Beasts and Where to Find Them	TBA	Warner Bros.	New Harry Potter spinoff created by Warner and JK Rowling; David Yates, who directed four Potter films, is on board.							X	

Note: All details subject to change. **Source:** Companies, compiled by THE LICENSING LETTER

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
HUE	Leading legwear, leggings, and sleepwear brand marked by bold, trendy design and color.	apparel, footwear, handbags, intimates, swimwear	Rachel Terrace, Beanstalk
J.R. Watkins	Brand with 400+ products spanning home, health, and gourmet; defined by its use of all-natural ingredients.	coffee, condiments, fragrance, pet food, shaving supplies, tea	Kirsten Fallon, IQ License
Postobello	Furniture lifestyle brand which embodies luxury design that is both affordable and functional.	case goods (for the home), home & decorative accessories, upholstery	Terry Immekus, All-American Licensing & Management Group (AALMG)
Tapatio	Popular hot sauce in Hispanic and American households.	beverages, food	Ross Misher, Brand Central
TGI Fridays	American bar and grill chain, currently licensed in frozen and packaged snacks. Next year marks the 50th anniversary.	beverages, food	Allison Ames, Beanstalk

Licenses Recently Granted, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Beast Quest	Scribble Down Ltd.	transfers	Coolabi
Book of Life (The)	Bentex Group	apparel (children's)	20th Century Fox Consumer Products
	Dark Horse Comics	art books	
	FunKo	collectible figures	
	Hot Topic	fashion apparel	
	Hybrid Apparel	apparel (children's)	
	Innovative Designs	novelties, stationery	
	Loungefly	accessories	
	Northwest Co. (The)	home products	
Crayola	Zalemark	jewelry	Crayola
Cynthia Rowley	Staples	office accessories	Cynthia Rowley
Downton Abbey	River of Goods	lighting	NBC Universal Intl. Television Production, Knockout Licensing
From Frank	Calendar Holdings	jigsaw puzzles, wall calendars	From Frank, A Squared Entertainment div. Genius Brands
	GTECH	lottery games	
	Hot Properties! Merchandising	air fresheners, magnets, pins, stickers	
HarperCollins Children	batteryPOP	streaming video	HarperCollins Children's Books
Mage Wars	Dynamite Entertainment	art books, comics, novelizations, prints	Arcane Wonders
MLS	batteryPOP	streaming video	Major League Soccer (MLS)
Molly Hatch	Chasing Paper	wall decals	Molly Hatch, Moxie & Co.
	KAF Home	dinnerware, kitchen textiles, throw pillows	
	Twig New York div. Hankook Chinaware	table decor	
Monster High	Amscan	party accessories	Mattel
	Markwins Intl.	makeup	
	Rubie's Costume*	Halloween costumes	
MTA New York City Transit	Tiffany & Co.	promotional products	Metropolitan Transportation Authority (MTA), Moxie & Co.
	Toon Books	books (children's)	
	Triumph Books	books	
Nancy Tillman	Custom Personalization Solutions	personalized products	JLK Brand Licensing
	UMB Bank	credit cards	

*Extension or renewal.

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Licensing News *Continued from page 7*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
NASCAR	AMP Group USA	kart racing facilities	NASCAR
NFL Properties	Imangi Studios		NFL Players
Popeye	Kuboo.com/Safe Communications	virtual goods	Sony Pictures Consumer Products, King Features Syndicate
Rapala	Old Toledo Brands	apparel, footwear, headwear, outerwear	Rapala VMC Corp., Wildflower Group
SpongeBob SquarePants	Little Gym Intl.*	birthday parties	Nickelodeon & Viacom Consumer Products
Stuart Weitzman	Hearst Magazines	boots	Stuart Weitzman
Turner Classic Movies	Euro Ceramica	dishes, flatware, table linens, tabletop accessories	Turner Broadcasting System, Parham Santana
Van Gogh Museum	Erwin Pearl	bags, eyewear, jewelry, leather accessories, scarves, ties	Van Gogh Museum, Moxie & Co.
	Quarto Publishing	books, sketchbooks, wall calendars	

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
5 Oil	Premium olive oil brand; without additives, with Swarovski crystals in packaging.	All (U.K.)	Russell Dever, Those Licensing People
Cloudy with a Chance of Meatballs: The Series	New TV series based on the book-turned-film series features Flint Lockwood in high school, before giant foods deluged his town.	All (Worldwide)	Steven DeNure, DHX Media
Geronimo Stilton	Children's book penned and published by the titular character, a mouse who runs a newspaper.	All (Australia, New Zealand)	Alan Schauder, Merchantwise
Good Sign	Environmentally friendly design property, previously licensed worldwide in apparel, accessories, back-to-school, and publishing.	All (North America)	Cathy Malatesta, Lawless Entertainment
Psycho Bunny	Men's apparel brand inspired by pirates and secret societies, combining English tailoring with American design.	accessories, denim, footwear, fragrance, luggage, outerwear, swimwear (Worldwide)	Amy Moynihan Heyward, A Squared Entertainment div. Genius Brands
Rudolph the Red-Nosed Reindeer	Classic book about a reindeer buck who leads Santa's sleigh with the aid of his glowing red nose.	All (U.K.)	Martin Lowde, Brands With Influence
Shopkins	Animated episodes air on YouTube. Focused on girls collectible range of small, grocery-inspired toys.	apparel, back-to-school, plush, publishing (U.K.)	Rob Corney, Bulldog Licensing
Winx Club, PopPixie, and Huntik: Secrets & Seekers	Magical girl TV show aimed at girls aged 4-12. PopPixie is a kid's comedy adventure featuring fantastical animals. Huntik is a time-traveling boy's action-adventure series.	All (Germany)	Kristin Ehring, g.l.a.m. GmbH & Co. KG
Zak Storm	New action-adventure series airs 2015, aimed at 6-11 year-olds. Zac is transported to an otherworldly pirate ship that he captains with the help of a magical sword.	All (Worldwide)	Olivier Dumont, eOne Entertainment

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beast Quest	B.M. Fashion Ltd. t/a Fashion U.K.	apparel, nightwear (U.K.)	Coolabi
Beatles (The)	Lily & Lionel	scarves (U.K.)	Apple Corps Ltd., Caroline Mickler
Bonnie Marcus	PSA Essentials	stamps (U.S., Canada)	Bonnie Marcus Collection, HAP Consulting
Book of Life (The)	Simon & Schuster Children's Publishing	books (children's) (Worldwide)	20th Century Fox Consumer Products
Darth Vader	Roy Lowe & Sons Ltd.	snow sports socks (U.K.)	Disney Consumer Products
Despicable Me	MEGA Brands	construction blocks (Worldwide)	Universal Studios Partnerships & Licensing
DreamWorks Animated Features	IglooBooks	activity books, activity books, books, eBooks, novelty books (U.K.)	DreamWorks Animation
Euroleague Basketball	Upper Deck	memorabilia, trading cards (North America)	Euroleague Basketball
Ever After High	SuperAwesome	sleepover parties (U.K.)	Mattel UK Ltd.
Fifty Shades of Grey	F&F div. Tesco Stores Ltd.	lingerie, nightwear (U.K.)	Caroline Mickler
Frozen	LiteBulb Group	apparel, key rings, mugs, stationery, stickers, wallets (U.K.)	Disney Consumer Products
Garfield	Roy Lowe & Sons Ltd.	socks (U.K.)	Paws, Inc., Bulldog Licensing
Harry Potter	EagleMoss Publications	figurines, partworks (Worldwide)	Warner Bros. Consumer Products (France)

*Extension or renewal.

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Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Heidi	Famosa	master toy (Worldwide)	Studio 100 Intl. B.V., Planeta Junior (Spain)
Hello Kitty	Roy Lowe & Sons Ltd.	snow sports socks (U.K.)	Sanrio
Hey Duggee	Golden Bear Toys	master toy (U.K.)	BBC Worldwide
	Penguin Books Ltd.	publishing (U.K.)	
Jamba Juice	Hamilton Beach Brands	blenders, juicers (U.S., Canada)	Jamba Juice
Kiki & Lala x Care Bears	Inoue Corp.	themed café (Japan)	American Greetings Properties, MindWorks Entertainment, Sanrio Far East Co., Ltd.
LazyTown	Urban Legacies Ltd.	activity centers (Worldwide)	Turner Broadcasting System
LEGO	Character World/TDS Enterprises	bedding, bedroom accessories (Europe)	LEGO Systems
Mickey Mouse	Character World/TDS Enterprises	bedding (U.K.)	Walt Disney Company EMEA
Motu-Patlu	Prataap Snacks	promotional toys, snacks (India)	Viacom 18 Media
National Gallery	DMC Creative World	needlecraft kits (Europe)	National Gallery Company
National Geographic Home	Mottahedeh	porcelain giftware, porcelain tableware (North America)	National Geographic Society
Original Penguin	Kiona S.A. de C.V.	bags, cosmetic bags, key chains, small leather goods (Mexico)	Perry Ellis Intl./PEI Licensing
Peg + Cat	Candlewick Entertainment div. Walker Books Group	English-language publishing (Worldwide)	Fred Rogers Co.
Power Rangers	Crayola	activity sheets, coloring products, sticker sets (Worldwide)	Saban Brands
Rugby Football Union	Wattbike Ltd.	exercise equipment, floor mats (U.K.)	Rugby Football Union, Copyright Promotions Licensing Group Sport (CPLG)
Sago Mini	Monster Factory	plush (North America)	Sago Sago
Simpsons (The)	Forever 21	apparel (Worldwide)	20th Century Fox Consumer Products
Smurfs (The)	Dubai Parks and Resorts div. Meraas Holding	themed attractions (Dubai)	Lafig Belgium/I.M.P.S. International Merchandising & Promotion Services
Snuggle	HIA Brands	home textiles (U.S., Canada)	Sun Products, Leveraged Marketing Corp. of America (LMCA)
Sony Pictures	Dubai Parks and Resorts div. Meraas Holding	themed attractions (Dubai)	Sony Pictures Consumer Products
Sooty Show (The)	LF Beauty (UK) Ltd.	toiletries (U.K.)	Redan Alchemy
Stella Diaries (The)	Worldreader	e-books (Worldwide)	Rovio Entertainment
Three Stooges (classic)	Coastal Amusements	arcade games (Worldwide)	C3 Entertainment
	Colorvision Intl.*	computerized portraits (U.S., Singapore, South Korea)	
	Hastings Intl. B.V.*	online casino games (Worldwide)	
	Mid-South Products*	3D mugs, bottle openers, coaster sets, coolers, driver's licenses, mints, PVC figurines, shot glasses, street signs, thimbles (U.S., Canada)	
	Mondo	collectible posters (Worldwide)	
	Pariplay	digital money games (Worldwide)	
	RRParks Cards	trading cards (Worldwide)	
Thunderbirds Are Go	Danilo Promotions Ltd.	calendars, greeting cards (U.K.)	ITV Studios Global Entertainment
	DC Thomson	magazines (U.K.)	
	Kokomo Ltd.	toiletries (U.K.)	
	Posh Paws	backpacks, bags (U.K.)	
	Simon & Schuster Children's Publishing	activity books, novelty books, sticker books, story books (U.K.)	
	Vivid Imaginations	master toy (Worldwide (excluding U.S., Asia))	
University of Oxford	TVM Fashion Lab div. Global Brands	apparel (men's) (U.K.)	University of Oxford (Oxford Ltd.), Performance Brands
Warner Bros./D.C. Comics (Tweety, Superman)	Roy Lowe & Sons Ltd.	snow sports socks (U.K.)	Warner Bros. Consumer Products
Wisdom of Kids (The)	Blueprint Collections	eyeglass cases, makeup gift sets, stationery, travel gear (U.K.)	London Studio (The), JELC Ltd./Blue Trellis
World of Warriors	Flair Leisure Products PLC div. Giochi Preziosi	accessories, collectibles, figures, play sets, role playing toys, toy vehicles (Europe, CEE)	Mind Candy
	Moose Enterprise	toys (North America, Australasia)	
	Penguin Books Ltd.	books (Worldwide)	
Yellow Submarine	Lily & Lionel	scarves (U.K.)	Apple Corps Ltd., Caroline Mickler

*Extension or renewal.



contacts & connections

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Licensing by the Numbers

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new licensing agreements in the third quarter and 180 in the first nine months of 2014. There are retail agreements for Peanuts merchandise at Macy's, Target, The Bay, Suburbia, Liverpool, Forever 21, Uniqlo, and H&M.

- ▶ Rocawear, Ecko Unlimited, and Ed Hardy — all of which had difficulty a year ago — are experiencing a new level of success via new licensees and diversified distribution.
- ▶ Iconix paid \$6 million for its 51% interest in the Nick Graham brand. (Graham founded Joe Boxer, which Iconix also owns). The company is looking for larger acquisitions in entertainment and sports.

Year-over-year third-quarter revenue was up 6% to \$113.8 million, with net income up 16% to \$38.3 million.

DreamWorks Forecasts 40%+ CP Gross Margins

In terms of consumer products opportunities, DreamWorks Animation deems its upcoming Trolls movie, currently scheduled for release in November 2016, as “without a question, the biggest title we’ve had ever at DreamWorks.” That’s the word from the studio’s Jeffrey Katzenberg, speaking as part of its analysts’ call following release of its third-quarter financials.

Katzenberg likens Trolls to where LEGO was a year ago. “There is a lot of brand value [in Trolls]. It’s a generational IP that is known and recognized and has a lot of good attributes associated with it around the world.”

Consumer products contributed revenue of \$12.1 million and segment gross profit of \$4.2 million for the third quarter, for a gross margin of about 35%, and a 40% contribution for the nine months ending September 30.

The company is optimistic about that margin moving up as infrastructure costs that were front-loaded taper off and as new properties come to market.

Hasbro on Differences between Dolls & Action Figures; Oh, Yes, Earnings Too

Product development costs for Hasbro’s new Princess and Frozen lines, set to roll out in 2016, will initially be slightly above the targeted 4.5% - 5.0% revenue range the company normally targets for product development, says Hasbro CFO Deb Thomas. That should normalize in future years, she adds, speaking as part of Hasbro’s third-quarter analysts’ call.

Asked to elaborate on the product development costs, CEO Brian Goldner said: “While we don’t disclose royalty rates for any of our agreements, I will tell you that the development of dolls is very different from action figures and the markets for dolls and action figures are very different...and therefore the royalty rates for dolls are not as high as action figures....”

While third-quarter 2014 revenues increased 7% to \$1.47 billion, led by emerging markets revenues that were up 29%, and strength in most of Hasbro’s core franchise brands, there were some “headwinds,” as Goldner put it. “If you look at the impact a brand like Furby had in the third quarter, it was a big drag or headwind relative to growth in our franchise brands. Down around 50% compared to a year ago... If you took Beyblade and Furby together, the impact is about \$150 million relative to last year’s revenues.”

Turtles and Toothless Fuel Solid Build-a-Bear Quarter

Nickelodeon’s Teenage Mutant Ninja Turtles propelled Build-A-Bear’s third quarter with sales of “two, three, and four at a time” across boys, girls, and adult affinity customers, according to CEO Sharon Price Jones, speaking on an analysts’ call.

The company sold out of initial orders before the movie opened this summer and re-directed replenishment shipments to its web store to create a go-to, in-stock distribution channel.

At physical stores, Build-a-Bear changed signage and customer service to direct people to the web store and offered free shipping to those shopping in the store. Additionally, it took the names and phone numbers of those who didn’t want to shop online and promised to notify them when the stores were re-stocked.

The retailer has increased its orders for two licensed fourth-quarter entries: Disney’s *Frozen* and Classic Media’s 50th anniversary *Rudolf the Red Nose Reindeer*.

Martha’s Shifting Priorities

Martha Stewart Living Omnimedia attributes a half million dollar decline in third-quarter merchandising revenue to the expiration of its licensing agreement with Avery, its renegotiated deal with JC Penney, and lower sales at Home Depot (particularly in paint, bath/vanities, and outdoor patio furniture). Other MSLO merchandising developments revealed during the company’s analysts’ call:

- ▶ The company is taking an \$11.4 million writedown for the value of the Emeril Lagasse brand. When signed, the property was valued at \$46.1 million. MSLO will be paying more attention to the Emeril brand over the next year, as new TV episodes and series start to air.
- ▶ PetSmart continues to work through inventory from last year before changing from wholesale distribution to a direct-to-retail deal with MSLO.
- ▶ Sales of Martha merchandise at Macy’s has evidenced a “remarkable turnaround” since resolution of the companies’ lawsuits. Their agreement has been expanded to enable Macy’s to bring the Martha brand into Canada. A new MSLO line — Whim, as in whimsical and youthful—will also be introduced next year.
- ▶ Third-quarter merchandising revenue dropped to \$13.7 million in 2014, compared to \$14.2 million a year earlier. The segment had an operating loss of \$1.5 million in 2014, compared to a gain of \$9.5 million in 2013.