

TLL THE LICENSING LETTER

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

Star Wars: Steer Clear of Celebrity Licensing Pitfalls by Adding 7 Protections to Your Contract

Licensing a celebrity's brand is a great strategy for selling consumer products. But it's also risky. Celebrities are temperamental, especially where their brand is concerned. And if a dispute ensues, that same fame that attracted you to the celebrity in the first place could work against you. Although each case is different, break-ups tend to follow common patterns. The key to protecting your product is anticipating these patterns and ensuring your contract protects you against any and all of them.

3 Basic Ways to Leverage a Celebrity

The first thing to consider when teaming with a celebrity is how to structure your deal. Possibilities range from:

- ▶ **Traditional endorsements** in which the celebrity gets a fee for promoting a product, such as Beyoncé's endorsement of Pepsi;
- ▶ **Licensing** arrangements in which celebrities allow their name, likeness or works to be used to develop new products in exchange for royalties or fees, such as Nike's "Air Jordan" sneakers; and
- ▶ **Joint ventures** in which the celebrity teams up with the manufacturer and shares the risks and profits of the enterprise, such as Madonna's venture with Iconix on the "Material Girl" apparel line.

Defining Our Terms

This article focuses on the second arrangement although much of the analysis overlaps with and is also relevant to traditional endorsement contracts and even joint ventures.

1. Celebrities become Radioactive

Problem: Your pristine celebrity may become the next O.J. Simpson or Lindsay Lohan.

Solution: One solution is a Morals Clause letting you terminate if the celebrity's behavior doesn't meet a specific standard.

Example: Hanesbrands relied on a "morals clause" to end its endorsement deal with NFL

player Rashard Mendenhall for making controversial tweets about Osama bin Laden and 9/11 such as, "We'll never know what really happened [on 9/11]. I just have a hard time believing a plane could take a skyscraper down demolition style."

Morals clauses are highly controversial and likely to spark intense negotiation, the outcome of which will be dictated by leverage. The best outcome for the licensee is a broad clause like the following:

Continued on page 4

FASHION LICENSING TRENDS

Overview of the Wearable Technology Licensing Market

Much of the wearable computing technology that stole the spotlight at the 2015 International Consumer Electronics Show in Las Vegas last week, including Google Glass and Apple's highly anticipated Apple Watch, are licensed products forged as a result of the partnership between technology and fashion brands.

The Prospects

The wearables category actually emerged at the 2014 CES. But this year, it really took off. Show producer, the Consumer Electronics Association, predicts 2015 US sales to grow 61% to 30.9 million units, representing consumer spending of \$5.1 billion. That's a year-over-year increase of 133%!

In 2014, research firm Endeavour Partners found adoption of smart wearables growing at an accelerated pace because of increased media coverage and retail availability of wearable products, more gifting of the gadgets and their inclusion in corporate wellness programs. But it also found high levels of abandonment, with about a third of users throwing the things in a drawer after 6 months.

Continued on page 3

Inside This Issue

"Fashion House" Takes On Whole New Meaning2

Nike Goes Back To The Future2

Selected Consumer Electronics Licensing Announcements CES 20153

Checklist Of Key Celebrity Licensing Contract Terms4

Licensing News5

Contacts & Connections8

Licensed Preschool Merchandise; Digital Gains, DVD's Decline, Toys Remain Firm11

Global Product Category Shares; Preschool Licensing Programs11

Focus on Latin America; Brazil Dominates11



© 2015 Plain Language Media. All rights reserved. No part of this newsletter may be reproduced without express written consent of PLM.

➡ Licensing Ledger

"FASHION HOUSE" TAKES ON WHOLE NEW MEANING

Ever since **Ralph Lauren** started the practice in 1983, fashion designers have been licensing their brands for luxury homeware products—**Donna Karan**, **Fendi**, **Hermés**, to name just a few. But now fashion houses are taking things to a new level by licensing not just the sheets, towels and furnishings but the actual "home" itself. It's a form of experiential licensing typically exemplified in the form of luxury hotels, resorts and interior designs in exotic locations. Examples:

- ▶ The **Armani Hotel** (Dubai and Milan);
- ▶ The **Palazzo Versace** (Dubai and Australia);
- ▶ The **Bulgari Hotel** (Bali and Dubai); and
- ▶ **Fendi/Casa**-designed private apartments in luxury buildings (Doha, Dubai, Istanbul, Manila).

MARILYN REMAINS HOT

Marilyn Monroe still sells. In just the past month: **Max Factor** made Marilyn and her makeover from Norma Jean the face of its 80th anniversary glamour transformation campaign; Orlando-based **Marilyn Monroe Spas** announced plans to franchise; and winter sport brand **Burton** unveiled a limited edition line of Marilyn Monroe snowboards.

MUST-HAVE VIDEO GAMES

According to a Gamer Web poll of 1,000 site users, 2015's five "most wanted" video games:

1. **Witcher 3: Wild Hunt** (May release);
2. **Project CARS** (March);
3. **Battlefield Hardline** (March);
4. **Star Wars: Battlefront** (Dec.);
5. **Tom Clancy's The Division** (TBD).

DISNEY WINS IN COURT

Disney holds the upper hand in the war for ownership of the billion dollar Marvel superhero licensing empire. In Oct., a US appeals court from the 9th Circuit ruled that Stan Lee did not transfer his personal copyright ownership rights to **Stan Lee Media** in 1998 and that Disney acquired those rights via its 2009 acquisition of Marvel. In Dec., the 10th Cir. threw out a similar case, saying the 9th Cir. had decided the issue. *Bottom Line*: Unless the U.S.

Supreme Court reverses it, the 9th Cir. ruling may spell the end for SLM's claims in federal court.

ARTISTIC LICENSE

Danilo Promotions Ltd. has secured global license rights from The National Gallery Co. Ltd. to use the Washington, DC, museum's paintings as illustrations for a line of 2016 calendars and diaries. Across the pond, the Victoria & Albert Museum of art and design in London announced a series of new agreements licensing its works for wall hangings, fabrics, cushions, cookware, pill boxes, compact mirrors and other products.

OLYMPICS APPA@EE

Organizers of the **2016 Rio Olympics** are aiming for retail sales of licensed merchandise of approximately \$420 million, according to AFP. Licensing Director Sylmara Multini is building the program primarily around lifestyle fashion designs that can be worn even after the games are over. She estimates 90%-95% of merchandise will be targeted to the Brazilian market.

FOLDING UP

Some significant departures in the retail clothing space:

- ▶ **PVH Corp.** announced plans to close its **Izod** retail—but not wholesale—division.

- ▶ UK retailer **Bank Fashion** called it quits after absorbing £8.1 million in losses last year.
- ▶ Juniors' retailer **The Wet Seal** closed 338 stores, leaving it with 173 brick-and-mortar locations and its online business.
- ▶ Preppy clothing chain **C. Wonder**, founded by billionaire Chris Burch, closed all its stores.

DEREK JETER UNDERWEAR

The recently retired New York Yankee legend has been tabbed for an innovatively designed underwear product featuring a strategically located friction-protection patch. Price: \$36 to \$100. Manufacturer, **Frigo**, is a relatively new men's brand whose investors include rapper 50 Cent and NBA star Carmelo Anthony.

NIKE GOES BACK TO THE FUTURE

Those cool high-tech sneakers that Marty McFly wore in **Back to the Future 2** are no longer make-believe. **Nike** will release a real version, complete with self-lacing and pinball lighting, sometime in 2015—the year, not coincidentally, that the movie takes place. Fittingly, Michael J. Fox, who brought Marty McFly to life, will be part of the promotion.

RETAIL NOTES

Overall retail spending on licensed and unlicensed products during the holiday season increased 4% over 2013 totals, according to analytics firm RetailNext. **In-store sales** actually fell 8%; but **e-commerce** sizzled, topping \$53 billion, 15% above 2013 levels. The 5 biggest sales days, as reported by **ComScore**:

- ▶ Cyber Monday (Dec. 1): \$2.038 billion;
- ▶ Tues, Dec. 2: \$1.796 billion;
- ▶ Green Monday (Dec. 8): \$1.615 billion;
- ▶ Black Friday (Nov. 28): \$1.505 billion;
- ▶ Fri, Dec. 12: \$1.463 billion.



Editor-in-Chief

Glenn Demby
glensdemby@gmail.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Contributing Editor

Karina Masolova
karinamas00@gmail.com

Contributing Editor

Marcy Magiera
mmagiera@verizon.net

Consulting Editor

Ira Mayer
917-951-0556
iramayer@gmail.com

Business Development

Randy Cochran
rcochran@epmcom.com

Customer Service

customerservice@
plainlanguagemedia.com

General Manager

Jim Pearmain

CEO

Mark Ziebarth



A Division of
Plain Language Media

THE LICENSING LETTER (ISSN: 8755-6235) is published 22 times a year by EPM, a Division of Plain Language Media, LLC. The annual subscription price for THE LICENSING LETTER is \$489 per year/\$549 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at rcochran@epmcom.com or 888-729-2315 for details.

EPM, a Division of Plain Language Media, LLC, 15 Shaw Street, New London, CT, 06320; Phone: 888-729-2315; Fax: 855-649-1623

Wearable Technology

Continued from page 1

Nevertheless, many believe that the market for wearables will continue to develop over the next 2 to 3 years and will undoubtedly be influenced by factors including improvements in design and technology. Of course, some analysts and even consumers remain skeptical and consider tech wearables as little more than a novelty.

The Products

New products shown at CES ranged from a cycling jacket with lights that flash when the wearer lifts his or her arm to signal a turn to an LED light-up bra and the Ringly, an Internet-connected ring that transmits smartphone notifications. Entertainer and entrepreneur will.i.am of the Black Eyed Peas showed off a \$400 touch-screen-equipped wrist band (don't call it a watch) from his tech company i.am+ that can be used for calls, texts, social media and music.

The Brands

With consumers drawn to the category at least as much for fashion as function, many technology, sports and fashion sector brands are jumping in or expanding their licensed offerings, including:

- ▶ Garmin International partnered with designer Jonathan Adler for a collection of patterned accessory bands (similar to changeable watch bands) for its vivofit and vivofit 2 daily activity trackers, shipping to retail in the first quarter;
- ▶ Fitbit, the market leader in health and fitness wearables, expanded its Tory Burch partnership to include silver and rose gold metal accessories and new silicone wristband designs;
- ▶ Wearable maker Misfit teamed with Swarovski for a line of Swarovski Shine products, including waterproof activity and sleep trackers and sparkling accessories;
- ▶ Guess Watches partnered with Martian Watches on a line of smartwatches under the Guess Connect brand and described as "Powered by Martian" that will allow wearers to connect to their smartphone's voice command app in what may be the first fashion smartwatch to be distributed worldwide through both the fashion watch and consumer electronics retail channels;
- ▶ Smartphone maker HTC is collaborating with Under Armour on a series of connected fitness products that will work with Under Armour's UA Record fitness tracker apps and website;
- ▶ Consumer electronics manufacturer Sakar International licensed the Bally Total Fitness brand for health and fitness wearables, including activity trackers and a heart rate monitor scheduled to hit retail in the second quarter; and
- ▶ At CES, Intel CEO Brian Krzanich recapped the company's wearable deals with brands including SMS Audio, Fossil, Opening Ceremony/MICA and Luxottica Group's Oakley. Oakley and Intel are working on

an intelligent product to enhance athletes' performance, which will be available later this year.

It's Not Just Wearables

Other emerging categories at CES included 3D printers, 4K Ultra-High Definition televisions, connected thermostats (such as the Nest Learning Thermostat that programs itself and can be controlled remotely using a smartphone or computer), and unmanned systems (drones and home robots). Collectively, CEA expects these categories to double in revenue this year. Some brand and licensing announcements that stood out:

- ▶ 3D System will develop a chocolate 3D printer with The Hershey Co.;
- ▶ Seedonk International signed a brand licensing agreement with Kodak for a series of video care monitoring products, beginning with the Kodak Baby Monitoring System, which was selected as a 2015 CES Innovation Awards honoree;
- ▶ Netflix created a Netflix Recommended TV logo program to help consumers identify smart TVs that work well with Internet TV services. Sony, LG, Sharp, Vizio and manufacturers of Roku TVs are expected to deliver models with the Netflix Recommended TV designation this spring;
- ▶ TV manufacturers including Haier, HiSense and Insignia will introduce Roku-branded TV sets featuring the same content available on Roku streaming boxes.

SELECTED CONSUMER ELECTRONICS LICENSING ANNOUNCEMENTS, CES 2015				
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY	NOTES
Bally Total Fitness	Sakar International	Fitness trackers	FAM Brands	Line includes a heart rate monitor
Jonathan Adler	Garmin International	Fitness tracker accessories	Jonathan Adler	Patterned bands for vivofit
Kodak	Bullitt Group	Smartphones	Kodak	Camera-centric Android OS phones promising simplicity and ease of use
Kodak	Seedonk International	Video monitors	Kodak	Kodak Baby Monitoring System won a CES award
Kodak	Sakar International	Camera accessories	Kodak	Accessories for smartphone and DSLR cameras
Polaroid	Sakar International	Cameras	Polaroid	Wi-fi-connected iZone camera is designed to be used with smartphones
Roku	Haier America	Smart TVs	Roku	Roku-branded TV sets featuring the same content available on Roku streaming boxes.
Roku	Insignia	Smart TVs	Roku	Roku-branded TV sets featuring the same content available on Roku streaming boxes.
Simon	Skechers	Kids shoes	KID Group	Classic memory game built into Game Kicks shoes
Star Wars	SMS Audio	Headphones	Disney/Lucasfilm	Expansion of 2014 deal adds Chewbacca, R2-D2, Tie Fighter and Darth Vader
Swarovski Shine	Misfit	Fitness trackers and accessories	Swarovski	Violet Swarovski Shine is first solar-powered wearable
Tory Burch	Fitbit	Fitness trackers and accessories	Tory Burch	Adds new products to deal announced at CES 2014

SOURCE: THE LICENSING LETTER

Celebrity Licensing Pitfalls

Continued from page 1

BROAD MORALS CLAUSE

If at any time, in the opinion of Licensee, Celebrity becomes the subject of public disrepute, contempt, or scandal that affects Licensee's image, reputation, products, or goodwill, including but not limited to Celebrity's communications on social media and/or Celebrity's participation in potentially offensive, controversial, inappropriate, or objectionable public activities, Licensee may, upon written notice to Celebrity, immediately suspend or terminate this License Agreement without owing Celebrity any further royalties or fees.

The celebrity will likely want to remove or at least significantly narrow the clause.

NARROW MORALS CLAUSE

Licensee may terminate this Agreement if Celebrity is convicted of a felony or misdemeanor of moral turpitude that is likely to cause a diminution in the value of Licensee's commercial association with Celebrity, upon 60 days' written notice, in which case, Licensee must pay Celebrity any sums that may be due for services then already rendered or for authorized expenses incurred by Celebrity or payments due prior to the date of termination.

2. Celebrities Lose Their Mojo

Problem: You also need an out in case the celebrity's brand ebbs for reasons not involving crimes, misdemeanors and controversy. **Examples:**

- ▶ Jemella Group ended its haircare endorsement deal with Katy Perry because of her waning popularity in Europe;
- ▶ Genomma Labs, which sells beauty creams under the tagline "feel 17 again," pulled the plug on Thalia endorsement deal after the Spanish starlet got pregnant. "The image of a pregnant woman doesn't correspond to the one stipulated in the agreement," according to a company press release.

Solution: Get the flexibility to jettison a celebrity with an eroding brand. Options:

- ▶ Try to avoid long-term deals and guarantees, e.g., over 3 years;
- ▶ Get the right to terminate early if the celebrity is killed, injured, incapacitated or loses effectiveness (according to your judgment); and/or
- ▶ Be prepared to pay the celebrity an exit fee for exercising the option.

3. Celebrities Think You're Hurting Their Brand

Problem: Early exit works both ways and celebrities may want protection in case associating with you hurts their own brand.

Example: The Kardashian sisters pulled out of a licensing agreement with Revenue Resources Group after the Connecticut Attorney General said the prepaid debit

CHECKLIST OF KEY CELEBRITY LICENSING CONTRACT TERMS

Make sure your licensing contract with celebrities covers the following:

- Parties:** Clearly and specifically identify the parties, including not just the celebrity and licensee but agents, marketing representatives and other intermediaries
- Authority to Bind:** Include a warranty of the parties' authority to enter into a binding contract
- Definitions:** Define all key contract terms, e.g., Celebrity, Licensee, Royalties, etc.
- Term:** Specify how long the contract lasts
- Termination:** Describe how the contract is terminated and renewed, including:
 - Any early termination rights and their triggers
 - Triggers for early termination, such as celebrity impairment
 - Notice required for early termination
 - Consequences of early termination, such as whether additional royalties or fees are due
- Morals Clause:** Establishes a standard of conduct that the celebrity must meet and provides for termination in the event of failure to do so
- Reverse Morals Clause:** Establishes a standard of conduct that the licensee and its officials must meet and provides for termination in the event of failure to do so
- Geographic Scope:** Identifies the territory the agreement covers
- Scope of Services:** Identifies the specific service obligations of each side, including the celebrity's duty with regard to photo shoots, commercials, infomercials and public appearances
- Intellectual Property:** Describes the intellectual property rights in the celebrity granted to the Licensee and requires the celebrity to respect the Licensee's own trademarks and other intellectual property
- Exclusivity:** Spells out if the celebrity may endorse, directly or indirectly, or use competing products
- Consideration:** Sets out the royalties, licensing fees, payments and other compensation to which the celebrity is entitled
- Method of Payment:** Explains how and when consideration is paid
- Accounting Rights:** Sets out the celebrity's accounting or audit rights
- Retirement, Injury, Death, Impairment:** Describes the consequences of each of these things
- Insurance:** Indicating which, if any, kind of insurance is required, such as "key person" life insurance on the celebrity
- Force Majeure:** Lists the legal consequences to each side in the event of terrorist attacks, strikes, changes of law, natural disasters and other uncontrollable events
- Dispute Resolution:** Lists the method to be used to resolve disputes under the agreement, such as arbitration or mediation rather than litigation

Kardashian Kard was laden with hidden, predatory and potentially illegal fees.

Solution: Options include adding a "reverse morals" clause letting the celebrity terminate if your company or a high ranking official engages in illegal, immoral or controversial conduct.

4. Celebrities Object to How You're Using Their Brand

Problem: Disputes may arise over how licensees actually use the celebrity's name, image, etc.

Continued on page 10

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Northeastern University	New 5-year contract includes management of the Huskies' trademarks.	All	Cory Moss, Collegiate Licensing Co. (CLC)
Overwatch	Team-based shooter video game set on a near-future earth.	All	Matt Beecher, Blizzard Entertainment
University of Oregon	Trademarks include the Oregon Ducks football team in 7-year deal.	All	Scott Bouyack, Fermata Partners

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
American Horror Story	Integrity Toys	Collectible dolls	20th Century Fox Consumer Products
Animal Planet, Shark Week	MasterPieces Puzzle	3D puzzles, puzzles	Discovery Communications
	Smart Play	Educational games, electronic learning toys	
Archie Comics	Unlabel.ME	Apparel	Genius Brands Intl.
Baby Genius, Secret Millionaires Club	LeapFrog	Mobile educational apps	
Bally Total Fitness	Sakar Intl.	Fitness trackers, wearable tech accessories	FAM Brands
Black & Decker	Adhesive Technologies (Ad-Tech)	Glue guns, replacement glue sticks	Beanstalk
	Chapin Intl.	Cordless backpack sprayers	
Boy Scouts of America	Monster Factory	Play tents, plush, sleeping bags	Boy Scouts of America
Care Bears, Holly Hobbie, Madballs, Strawberry Shortcake	Trevco Sportswear	Accessories (women's, children's), baby clothing, pillow cases, t-shirts (children's), towels	American Greetings Properties
Carol Van Zandt	CARD.com	Prepaid debit cards	Carol Van Zandt
Corona, Modelo Especial, Pacifico	InGear Fashions	Beach items, swimwear	Joester Loria Group
Debbie Taylor-Kerman	Boston Intl.	Ceramic dinnerware, paper goods, resin accessories	Debbie Taylor-Kerman
Diablo, Hearthstone, Heroes of the Storm, Lost Vikings, StarCraft, World of Warcraft	Mighty Fine	Apparel	Blizzard Entertainment
Diablo, Starcraft, World of Warcraft	ThinkGeek	Accessories, apparel, collectibles, home goods	
Downton Abbey	Nostalgia Home Fashions	Bedding, decorative cushions	Knockout Licensing
	Roman	Decorative home accessories, gift items, music boxes	
From Frank	Chronicle Books	Books	Genius Brands Intl.
Frozen	Candyrific*	Candy dispensers, confectionery	Disney Consumer Products
Guardians of the Galaxy	Accutime Watch	Watches	
	American Greetings	Party goods	
	BBC Intl./Active Licensing Group	Slippers	
	Her Universe/The Araca Group	T-shirts	
	MZ Berger & Co.	Watches	
	ThinkGeek	Jewelry	
Harley-Davidson	Cobra Electronics, JRL Group	CB radios	Harley-Davidson
Heroes of the Storm	Gunnar Optiks	Gaming eyewear	Blizzard Entertainment
HGTV	Sherwin-Williams	Paint	HGTV (Home & Garden)
Hobbit (films)	BioWorld Merchandising	Slippers	Warner Bros. Consumer Products
	FunKo*	Vinyl figures	
	Hasbro	Board games	
	LEGO Systems*	Construction block sets	
	Trevco Sportswear*	Apparel	

*Extension or renewal.

Continued on page 6

Licensing News *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Isaac Mizrahi	Dempsey & Carroll	Stationery	Xcel Brands
KISS	Trends International	Posters, stationery	Epic Rights
Loudmouth	Hunter Manufacturing	Drinkware, pet accessories, pet apparel, pet bowls, pet toys	Brand Liaison (The)
Norton Motorcycles	Lucky Brand Jeans	Apparel	Norton Motorcycles Ltd.
Paddington Bear	CARD.com	Prepaid debit cards	Lindberg Licensing & Promotion dba Lindberg Marketing+Media
Spider-Man	Sequential Brands Group	Footwear	Disney Consumer Products, BBC Intl./Active Licensing Group
Star Wars	Anovos Productions*	Costumes, prop replicas	Disney Consumer Products
Strawberry Shortcake	Unique Industries	Piñatas	American Greetings Properties
UFC	Reebok	Apparel, footwear	Ultimate Fighting Championship (UFC)
World of Warcraft	Dark Horse Comics	Sourcebooks	Blizzard Entertainment
WWE	ECW Press	Books	World Wrestling Entertainment (WWE)
	Insight Editions	Books, poster books	

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
BFG (The)	Live-action film (2016) based on Roald Dahl children's novel.	All (except U.K., Europe)	Russell Binder, Striker Entertainment
		All (U.K., Europe)	Olivier Dumont, eOne Entertainment
Candy Crush Saga	Popular online/mobile puzzle game app.	Confectionery, fashion apparel, footwear, handbags (India)	Jiggy George, Dream Theatre Pvt. Ltd.
Fireman Sam	Welsh animated children's TV series featuring a fireman's daily life.	All (EMEA)	Adam Rubins, Way To Blue
Orla Kiely	Irish fashion brand with lines including apparel, accessories, and home.	All (Japan)	Kazuo Miyagawa, Fujii Co., Ltd.
Peppa Pig	British children's cartoon TV series follows the adventures of a pig and her friends.	All (Hong Kong, Taiwan)	Ivan Chan, PPW Sports & Entertainment Ltd.
		All (South Korea)	Jason Rabin, Global Brands Group
		All (Vietnam, Thailand, Philippines, Singapore)	Noletta Chiu, Medialink Entertainment (Far East) Ltd.
Tottenham Hotspur	Premier League football club with 400 million followers worldwide and over 30 official sub-clubs in NA.	All (North America)	Scott Bouyack, Fermata Partners
University of California	University trademarks to be managed through 2017.	All (Worldwide)	Cory Moss, Collegiate Licensing Co. (CLC)
Waddley Sees the World	Children's book series stars a penguin and his friends as they travel to exotic destinations.	Backpacks, plush, sticker books (Worldwide)	Cathy Malatesta, Lawless Entertainment
World of Eric Carle (The)	Illustrations from the creator of The Very Hungry Caterpillar; licensed in games, puzzles, plush toys, etc.	Baby accessories, food (Germany)	Katarina Dietrich, Team! Licensing GmbH

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Adventure Time With Finn & Jake	Dr. Martens	Boots (Worldwide)	Cartoon Network Enterprises EMEA
Animal Planet	Cartamundi Group	Card games (Europe)	Discovery Communications
Arsenal FC	Mask-arade Ltd.	Masks (U.K.)	Arsenal Football Club
Ben and Holly's Little Kingdom	Big Balloon	Master toy (Australia)	eOne Licensing Australia
	Caprice Australia	Apparel, footwear (Australia)	
	Courier Luggage Pty. Ltd.	Bags (Australia)	
Ben Hogan	Delta Galil	Socks (Worldwide)	Perry Ellis Intl./PEI Licensing
Black & Decker	Homestar North America	Wooden storage units (U.S., Canada)	Beanstalk
Blissliving Home	Avanti Linens	Bath accessories, bath towels, shower curtains (U.S., Canada)	Jewel Branding & Licensing

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Care Bears	Emoly Indústria de Cosméticos Ltda.	Fragrance, hair care, health & beauty aids (Brazil)	Exim Licensing
	Sicem Intl. Srl	Baby clothing, sleepwear, underwear (Armenia, Bulgaria, China, Colombia, Costa Rica, Cyprus, France, Georgia, Greece, India, Italy, Kosovo, Macedonia, Malta, Moldova, Montenegro, Panama, Peru, Philippines, Russia, San Marino, Serbia, Slovenia, Spain, Ukraine, UAE, Vatican City)	Starbright Srl
"Care Bears Carhartt"	VL&M Apparel Co., Ltd.	Apparel (children's), baby clothing, sleepwear (children's) (Thailand)	Medialink Entertainment (Far East) Ltd.
David Beckham	Global Brands Group	Sportswear (men's) (Worldwide)	XIX Entertainment
Dear Zoo	Aurora World	Plush gift sets (U.K.)	Metrostar Media Ltd.
	Milly & Flynn div. LiteBulb Group	Wood toys (U.K.)	
	Paul Lamond Games	Dominoes (U.K.)	
	Robert Frederick Ltd.	Stationery, storage boxes (U.K.)	
Deer Little Forest	Kennedy Publishing	Activity sheets (U.K.)	Koko Media
Diablo, Starcraft, World of Warcraft	Saída de Emergência	Books (Brazil, Portugal)	Blizzard Entertainment
Doctor Who	Massive Audio	Audio accessories, bluetooth speakers, headphones (North America)	BBC Worldwide North America
Domo	3DLT	3D printable models, 3D printed products (Worldwide)	Big Tent Entertainment
Dumb Ways to Die	Five Mile Press	Activity books, novelty books, stationery, story books (Australia)	Evolution
Encyclopaedia Britannica	Phoenix Intl. Publishing	Educational books, educational books (children's) (North America)	JRL Group
Farah Vintage, Farah Classic	33 Joints	Footwear (Europe)	Perry Ellis Intl./PEI Licensing
Gorjuss	Benetton Group	Accessories, loungewear, nightwear (Worldwide)	Santoro Licensing
	Enesco/Department 56*	Collectible figurines (Worldwide)	
Hello Kitty	Ugg Since 1974	Boots (Worldwide)	Sanrio Global Asia
Holly Hobbie	Bengy & Co. Srl	Apparel (girls', women's), leggings (Italy, San Marino, Vatican City)	Starbright Srl
	General Fabrics Co. dba Fabrics by Spectrix	Fabric, fabric craft kits (U.S., Canada, Europe, Russia, South Africa, South Korea, Taiwan, Thailand, UAE)	American Greetings Properties
Matt Hatter Chronicles	Parragon Books Ltd.	Activity books, coloring & activity books, picture books, sticker books (U.K., Australia, South Africa)	Platinum Films
National Gallery	Danilo Promotions Ltd.	Calendars, diaries (Worldwide)	JELC Ltd./Blue Trellis
One Direction	PhotoBox Group	Cards, magnets, mugs, t-shirts (U.S., U.K., Australia)	Global Merchandising Services
Paris Hilton	Apparel Group/Apparel FZ Co.	Watches (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE)	Beanstalk (U.K.)
Paw Patrol	Sambro Intl.	Arts & crafts, bags, novelties, pocket money, wheeled toys (Europe)	Nickelodeon & Viacom Consumer Products
Plants vs. Zombies	Pedigree Books	Annuals (North America, U.K., Eire, the Commonwealth)	Bulldog Licensing
Shopkins	Boston America	Novelty candies (U.S., Canada)	Licensing Shop (The)
	Bulls I Toy	Novelty toys, trading card games (U.S., Canada)	
	Danawares	Fashion accessories, storage, table accessories (U.S., Canada)	
	Imports Dragon	Plush (U.S., Canada)	
	Pressman Toy	Board games, puzzles (U.S., Canada)	
Smithsonian Institution	Regent Seven Seas Cruises div. Prestige Cruise Holdings	Cruise activities (Worldwide)	Smithsonian Enterprises
Strawberry Shortcake	3M do Brasil Ltda.	Adhesive bandages (Brazil)	Exim Licensing
	Abraham & Moshe Rodrigez Ltd.	Beach accessories, inflatables, lunch boxes, purim costumes (Israel)	Point of View
	Children's Apparel Network	Apparel, outerwear, swimwear (U.S., Canada)	American Greetings Properties
	Grupo Industrial Brigitte S.A. de C.V.	Sleepwear (children's), underwear (children's) (Mexico)	Exim Licensing
	Tai Heng S.A.	Folders, notebooks, sketchbooks (Peru)	
	Woodyscovery OU	Balls, luggage, tents (Kazakhstan, Russia, Ukraine)	Plus Licens Russia

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Victoria & Albert Museum	Bekking & Blitz	Journals (Netherlands)	V&A (Victoria & Albert Museum)
	ixxi concepts B.V.	Wall decorations (Netherlands)	
	Lakeland	Cake accessories, cupcake accessories (U.K.)	
	Sparkk Pty Ltd.	Cushions, fabrics, wall coverings (ANZ)	
	Stratton of Mayfair div. Widdop Bingham	Compact mirrors, mirrors, pill boxes (U.K.)	
Victoria Beckham	Nails inc	Nail polish (Worldwide)	XIX Entertainment
World of Warcraft	Probuo	Accessories, stationery (Russia)	Blizzard Entertainment



contacts & connections

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

20th Century Fox Consumer Products, Lora Cohn, SVP Global Brand Management & Strategy, 310-369-2243, lora.cohn@fox.com, P. 5.

3DLT, John Hauer, Co-founder & CEO, john@3dlt.com, P. 7.

Accutime Watch, Harold Kirshner, SVP Marketing & Licensing, 212-686-9220, hkirshner@accutimewatch.com, P. 5.

Adhesive Technologies (Ad-Tech), Peter Melendy, CEO, 800-544-1021, pmelendy@adhesivetechnology.com, P. 5.

American Greetings, Michael Brown, VP Licensing, 216-252-7300 x1346, michael.brown@amgreetings.com, P. 5.

American Greetings Properties, Carla Silva, SVP Global Licensing, 212-386-7355, csilva@ag.com, P. 5,6,7.

Anovos Productions, Joe Salcedo, CEO, 312-576-9563, joe@anovos.com, P. 6.

Aurora World, Dee Dee Valencia, Marketing Manager, 562-205-1292, deedeec@auroragift.com, P. 7.

Avanti Linens, Chris Mooney, VP Merchandising & Product Development, 201-641-7766, cmooney@avantilinen.com, P. 6.

BBC Intl./Active Licensing Group, Margot Lazar, SVP Licensing & Marketing, 561-417-7474, mlazar@bbcintl.com, P. 5,6.

BBC Worldwide North America, Carla Peyton, SVP Licensing Consumer Products, 212-705-9395, carla.peyton@bbc.com, P. 7.

Beanstalk, Caren Chacko, AVP Brand Management, 212-421-6060, caren.chacko@beanstalk.com, P. 5,6.

Big Tent Entertainment, Richard Maryyanek, CMO, 212-604-0667, richm@bigtent.tv, P. 7.

BioWorld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 5.

Blizzard Entertainment, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 5,6,8.

Boston America, Matt Kavet, President, 781-933-3535 x249, mkavet@bostonamerica.com, P. 7.

Boston Intl., Pam Metz, President, 508-893-0880, pmetz@bostoninternational.com, P. 5.

Boy Scouts of America, Greg Winters, Manager Licensing Programs, 800-323-0732 x332, greg.winters@scouting.org, P. 5.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 6.

Bulls I Toy, Mike Simon, Director Licensing & Product Development, 760-690-3902, mjsimon@bullsitoy.com, P. 7.

Candyrific, Rob Auerbach, President, 502-893-3626 x72, rauerbach@candyrific.com, P. 5.

CARD.com, Ben Katz, CEO & Co-Founder, 917-848-0033, ben@card.com, P. 5,6.

Carol Van Zandt, Carol Van Zandt, Owner, 510-479-3579, cvanzandt@mac.com, P. 5.

Chapin Intl., Jim Campbell, President & CEO, 800-444-3140, jcampbell@chapinmfg.com, P. 5.

Children's Apparel Network, Nathan Shalom, President, 212-244-6023, nathan@childapp.com, P. 7.

Chronicle Books, Sarah Malarkey, Executive Editorial Director, 415-537-4200, sarah_malarkey@chroniclebooks.com, P. 5.

Cobra Electronics, Sally Washlow, President, 773-889-3087, swashlow@cobra.com, P. 5.

Collegiate Licensing Co. (CLC), Cory Moss, SVP & Managing Director, 770-799-3249, cmoss@clc.com, P. 5,6.

Dark Horse Comics, Anita Nelson, VP Business Affairs, Sales, Licensing & New Business, 503-905-2353, anitan@darkhorse.com, P. 6.

Debbie Taylor-Kerman, Debbie Taylor-Kerman, Owner, 212-280-3876, info@debbietaylorkerman.com, P. 5.

Delta Galil, Isaac Dabah, CEO, 212-481-3550, isaac.dabah@deltagalil.com, P. 6.

Dempsey & Carroll, Jennifer Steiner Pool, President, 212-570-4800, jennifer@dempseyandcarroll.com, P. 6.

Discovery Communications, Elizabeth Bakacs, VP Consumer Products North America, 240-662-4281, elizabeth_bakacs@discovery.com, P. 5,6.

Disney Consumer Products, Chris Connolly, SVP Licensing, Disney Princess & Disney Fairies, 818-544-0716, christopher.j.connolly@disney.com, P. 5.

Disney Consumer Products, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 5,6.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 6.

Dr. Martens, Bob Bradford, President, 503-222-6300, bob.bradford@drmartens.com, P. 6.

Enesco/Department 56, Molly Kinney, President, 800-548-8696, mkinney@dept56.com, P. 7.

Epic Rights, Dell Furano, CEO, 310-289-8220, dell@epicrights.com, P. 6.

Evolution, Travis Rutherford, President Licensing & Retail, 818-501-3186, travis@evomgt.com, P. 7.

FAM Brands, John Spotts, EVP Business Development & Licensing, 312-498-1429, john@fambrands.com, P. 5.

Fermata Partners, Scott Bouyack, Partner, 404-966-1965, sb@fermatapartners.com, P. 5,6.

Funko, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 5.

General Fabrics Co. dba Fabrics by Spectrix, Edward Odessa, President, 401-524-8208, edward@gensabco.com, P. 7.

Genius Brands Intl., Amy Moynihan Heyward, President, 858-450-2900, info@gnusbrands.com, P. 5.

Genius Brands Intl., Stone Newman, President Global Consumer Products, 858-450-2900, stone@pacificentcorp.com, P. 5.

Gunnar Optiks, Joe Croft, Co-founder & CEO, 877-824-3322, joe@gunnaroptiks.com, P. 5.

Harley-Davidson, Enrique Breceda, Director Licensing Operations, General Merchandise, 414-343-8488, enrique.breceda@harley-davidson.com, P. 5.

Hasbro, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 5.

Her Universe/The Araca Group, Ashley Eckstein, Founder, 212-869-0070, aeckstein@araca.com, P. 5.

HGTV (Home & Garden), Ron Feinbaum, SVP & GM Consumer Products, 865-560-4804, rfeinbaum@scrippsnetworks.com, P. 5.

Homestar North America, Jay Jordan, President, 704-873-3106, salesna@homestartltd.com, P. 6.

Hunter Manufacturing, Marck Brock, Business Development Manager, 859-254-7573, marck.brock@huntermfg.com, P. 6.

InGear Fashions, Kevin Frija, President, 305-830-2900, kevin@ingear.com, P. 5.

Insight Editions, Michael Miscio, Acquisitions, Business Development & Licensing, 415-526-1370, m.miscio@insighteditions.com, P. 6.

Integrity Toys, Vaughn Sawyers, Designer, 410-885-5051, vaughn@integritytoys.com, P. 5.

Jewel Branding & Licensing, Ilana Wilensky, VP, 404-698-3350, ilana@jewelbranding.com, P. 6.

Joester Loria Group, Debra Joester, President & CEO, 212-683-5150 x302, djoester@tljgroup.com, P. 5.

JRL Group, Andrew Lieb, President, 847-291-7414, andy@jrlgroup.com, P. 5,7.

Knockout Licensing, Tamra Knepper, Co-President, 212-947-5959, tk@knockoutlicensing.com, P. 5.

Knockout Licensing, Carole Postal, Co-President, 212-947-5959, cop@knockoutlicensing.com, P. 5.

Lawless Entertainment, Cathy Malatesta, President, 323-201-2678, cmala@aol.com, P. 6.

LeapFrog, Greg Ahearn, EVP & CMO, 510-420-5000, gahearn@leapfrog.com, P. 5.

LEGO Systems, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 5.

Lindberg Licensing & Promotion dba Lindberg Marketing+Media, Erica Lindberg Gourd, President, 860-535-0005, erica@lindberglicensing.com, P. 6.

Lucky Brand Jeans, Matt Padak, Men's Merchandising, 213-443-5700, matthew_padak@luckybrandjeans.com, P. 6.

Massive Audio, Jeremy Larsson, Director Operations, 323-262-2262, jlarsson@massiveaudio.com, P. 7.

MasterPieces Puzzle, Laura Duellman, Director Product Development, 520-741-1315 x120, info@masterpiecesinc.com, P. 5.

Mighty Fine, Patty Timsawat, President Licensing, 213-234-3921, patty@mightyfineinc.com, P. 5.

Monster Factory, Bliss Man, Owner, 416-913-6673, bliss@monsterfactory.net, P. 5.

MZ Berger & Co., Marci Gordon, CMO, 718-391-8989, mgordon@mzb.com, P. 5.

Nails inc, Thea Green, Founder, 44 20 3405 1456, thea@nailsinc.com, P. 8.

Nostalgia Home Fashions, Jacqueline Marchese, VP Sales & Marketing, 847-918-9930, jmarchese@nostalgiahome.com, P. 5.

Perry Ellis Intl/PEI Licensing, Oscar Feldenkreis, President & COO, 305-592-2830, oscar.feldenkreis@perry.com, P. 6,7.

Phoenix Intl. Publishing, Simon Todd, President, 682-831-0133, simontodd@phoenixip.com, P. 7.

Platinum Films, Nigel Stone, CEO, 44 1753 651 275, info@platinumfilms.co.uk, P. 7.

Pressman Toy, James Pressman, President, 212-675-7910 x107, jimpp@pressmantoy.com, P. 7.

Reebok, Todd Krinsky, VP Marketing, 781-401-5000, todd.krinsky@reebok.com, P. 6.

Regent Seven Seas Cruises div. Prestige Cruise Holdings, Jason Montague, President & COO, 305-436-4000, jmontague@prestigecruiseholdings.com, P. 7.

Roman, Dan Loughman, President & CEO, 630-705-4600, dloughman@roman.com, P. 5.

Sakar Intl., Liza Abrams, VP Global Licensing & Marketing, 732-248-1306, labrams@sakar.com, P. 5.

Sequential Brands Group, Lisa Schein, Director Brand Management, 646-564-2577, newbusiness@sbg-ny.com, P. 6.

Sherwin-Williams, Chris Connor, CEO, 216-566-2000, cmconnor@sherwin.com, P. 5.

Smart Play, Ilango Sankaralingam, President, 678-469-5917, ilangos@smartplay.us, P. 5.

Smithsonian Enterprises, Carol LeBlanc, SVP Consumer & Education Products, 202-633-5975, leblanc@si.edu, P. 7.

Striker Entertainment, Russell Binder, President, 818-225-9355, russell@strikerent.com, P. 6.

ThinkGeek, Mike Kochis, Licensing Director, 703-637-2503, mike@thinkgeek.com, P. 5.

Trends International, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 6.

Trevco Sportswear, James George, CEO, 248-526-1400 x14, jgg@trevcoinc.com, P. 5.

Ultimate Fighting Championship (UFC), Lorenzo Fertitta, Chairman & CEO, 702-221-4795, lfertitta@ufc.com, P. 6.

Unique Industries, Scott Brown, VP Licensing, 215-336-4300 x7708, sbrown@favors.com, P. 6.

Unlabel.ME, Rachele Louis, Director Marketing & Sales, 917-262-1212, rachel@unlabel.me, P. 5.

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

Way To Blue, Adam Rubins, CEO, 44 20 7749 8444, info@waytoblue.com, P. 6.

World Wrestling Entertainment (WWE), Casey Collins, EVP Consumer Products, 203-352-8600, casey.collins@wwecorp.com, P. 6.

Xcel Brands, Robert D'Loren, Chairman & CEO, 347-727-2474, rdloren@xcelbrands.com, P. 6.



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.

33 Joints, Antony Nathan, Managing Director, 44 20 8421 7070, antony@33joints.com, P. 7.

3M do Brasil Ltda., Carolina Nucci, Product Manager, 55 19 3838 7898, cnnishiyamamoto@mmm.com, P. 7.

Abraham & Moshe Rodrigez Ltd., Moshe Rodrigez, 972 3 6830731, mshe1919@bezeque.net, P. 7.

Apparel Group/Apparel FZ Co., Nilesh Ved, Owner, 971 48136111, info@appareluae.com, P. 7.

Arsenal Football Club, Matthew Gilmore, Global Licensing Manager, 44 20 7704 4172, mgilmore@arsenal.co.uk, P. 6.

Beanstalk (U.K.), Louise French, Associate VP Marketing & Business Development, International, 44 20 7572 0846, louise.french@beanstalk.com, P. 7.

Bekking & Blitz, Bekking Blitz, Owner, 31 33 4613718, info@bekkingblitz.com, P. 8.

Benetton Group, Biagio Chiarolanza, CEO & Executive Director, 39 0422 519111, P. 7.

Bengy & Co. Srl, Francesco Strignano, Sales Manager, 39 0883 331160, fstrignano@inout.it, P. 7.

Big Balloon, Chris Loverso, Sales & Marketing Director, 61 3 9020 1358, info@bigballoon.com.au, P. 6.

Bulldog Licensing, Vicky Hill, Licensing Executive, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 7.

Caprice Australia, Kent Ewers, GM, 61 3 9922 2500, kewers@caprice.com.au, P. 6.

Cartamundi Group, Trudi Bishop, Head Marketing & Licensing, 44 12 68 51 15 22, info.uk@cartamundi.co.uk, P. 6.

Cartoon Network Enterprises EMEA, Johanne Broadfield, VP, 44 207 693 1000, johanne.broadfield@turner.com, P. 6.

Courier Luggage Pty. Ltd., Thomas Hushen, 61 8 8340 1600, P. 6.

Danawares, Peter Lewis, President, 514-342-5555 x115, peter@danawares.com, P. 7.

Danilo Promotions Ltd., Trevor Jones, Licensing Director, 44 1992 702900, tjones@danilo.com, P. 7.

Dream Theatre Pvt. Ltd., Jiggy George, Founder & CEO, 91 22 2411 5579, jiggygeorge@dream-theatre.co.in, P. 6.

ECW Press, Jack David, Co-Publisher, 416-694-3348, jack@ecwpress.com, P. 6.

Emoly Indústria de Cosméticos Ltda., Simone Carinhato Coelho, 55 11 4072 9391, sicarinhato@emoly.com.br, P. 7.

eOne Entertainment, Olivier Dumont, Managing Director Family & Licensing, 44 20 7907 3797, odumont@entonegroup.com, P. 6.

eOne Licensing Australia, Con Goutzoulas, Co-Commercial Director, cgoutzoulas@entonegroup.com, P. 6.

eOne Licensing Australia, Trish Padoin, Co-Commercial Director, tkaram@entonegroup.com, P. 6.

Exim Licensing, Ada Crespo, GM, 51 1 222 3889, acrespo@eximlicensing.com, P. 7.

Exim Licensing, Jamie Hofman, General Director, 52 55 5545 1413, jphofman@eximlicensing.com, P. 7.

Exim Licensing, Celso Rafael, EVP, 55 11 3885 9275, crafael@eximlicensing.com, P. 7.

Five Mile Press, Tony Gerard, Licensing Director, 61 3 8756 5500, tonyg@fivemile.com.au, P. 7.

Fujii Co., Ltd., Kazuo Miyagawa, President & CEO, 81 3 5437 2530, satellite@fcl.co.jp, P. 6.

Global Brands Group, Jason Rabin, President Brand Management & Chief Merchandising Officer, 852 2300

2787, jasonrabin@globalbrandsgroup.com, P. 6,7.

Global Merchandising Services, Barry Drinkwater, CEO, 44 207 384 6467, barry@globalmerchservices.com, P. 7.

Grupo Industrial Brigitte S.A. de C.V., Alberto Bagdadi, Director, 52 722 216 27 00, abagdadi@brigittebra.com, P. 7.

HIT Entertainment (U.K.), Kate Schlomann, VP Global Brand Management, 44 207 554 2500, kschlomann@hitentertainment.com, P. 6.

Imports Dragon, Scott Davis, VP Sales & Marketing, 647-968-9769, s.davis@importsdragon.com, P. 7.

ixxi concepts B.V., Paulien Berendsen, Owner, business@ixxidesign.com, P. 8.

JELC Ltd/Blue Trellis, Janet Woodward, Managing Director, 44 1225 819030, janet@jelic.co.uk, P. 7.

Kennedy Publishing, Clare Twomey, Editorial & Creative Manager, 44 117 937 3003, claretwomey@kennedypublishing.co.uk, P. 7.

Koko Media, Lisa Hryniewicz, Founder, 44 203 655 629, lisa@koko-media.com, P. 7.

Lakeland, Matthew Canwell, Director Buying, 44 15 3948 8100, matthew.canwell@lakeland.co.uk, P. 8.

Licensing Shop (The), Stephen Fowler, President, 416-322-7300 x201, steve@thelicensingshop.com, P. 7.

Mask-arade Ltd., Ray Duffy, Managing Director & Licensing Manager, 44 1926 814292, ray@mask-arade.com, P. 6.

Medialink Entertainment (Far East) Ltd., Noletta Chiu, VP, 852 2503 4980, nolettachiu@medialink.com.hk, P. 6,7.

Metrostar Media Ltd., Claire Potter, Managing Director, 44 207 917 6791, claire@metrostarmedia.co.uk, P. 7.

Milly & Flynn div. LiteBulb Group, Natasha Dyson, VP Licensing, 44 203 384 7100, natasha.dyson@litebulbgroup.com, P. 7.

Nickelodeon & Viacom Consumer Products, Mark Kingston, GM & SVP Consumer Products EMEA/Australasia, 44 20 3580 3020, mark.kingston@vimn.com, P. 7.

Norton Motorcycles Ltd., Stuart Garner, CEO, 44 1332 811 988, stuart.garner@nortonmotorcycles.com, P. 6.

Orla Kiely, Dermott Rowan, Managing Director & Co-owner, 44 20 7819 0110, dermott@orkiely.com, P. 6.

Parragon Books Ltd., Paul Gregory, COO, 44 1225 478 888, paul.gregory@parragon.com, P. 7.

Paul Lamond Games, Richard Pain, Managing Director, richardp@paul-lamond.com, P. 7.

Pedigree Books, Matthew Reynolds, Publishing & Sales Director, 44 13924 27799, matthew.r@pedigreegroup.com, P. 7.

PhotoBox Group, Stan Laurent, CEO, stan.laurent@photobox.com, P. 7.

Plus Licens Russia, Paul Tush, Managing Director, 7 495 775 3067, paul.tush@pluslicens.ru, P. 7.

Point of View, Nurit Tishler, Director, 972 8 934 0589, nurit@pointofview.co.il, P. 7.

PPW Sports & Entertainment Ltd., Ivan Chan, President, 852 2505 0299, P. 6.

Proburo, Dolph Zahid, President, 7 495 925 3000 x5511, corporate@proburo.ru, P. 8.

Robert Frederick Ltd., Gareth Morley-Jones, CFO & COO, 44 1225 310 107, hello@robert-frederick.co.uk, P. 7.

Saída de Emergência, Antonio Pacheco, Partner, 351 214 583 770, geral@saidadeemergencia.com, P. 5.

Sambro Intl., Nikki Samuels, Buying Director, 44 845 8739380, nikki@sambro.co.uk, P. 7.

Sanrio Global Asia, Sandrine de Raspede, VP Licensing Asia, sandrine@sanrio.com.hk, P. 7.

Santoro Licensing, Meera Santoro, President, 44 20 8781 1104, meera@santorographics.com, P. 7.

Sicem Intl. Srl, Francesca Cozzi, 39 055 34575 232, francescacozzi@sicem.eu, P. 7.

Sparkk Pty Ltd, Barbara Rysenbry, Director, 61 2 9517 4600, barbara@sparkk.com.au, P. 8.

Starbright Srl, Giada Paterlini, CEO, 39 059 34 00 71, g.paterlini@starbright.it, P. 7.

Stratton of Mayfair div. Widdop Bingham, Sue Grant, 44 161 688 1226, sue.grant@widdop.co.uk, P. 8.

Tai Heng S.A., Victor Chian, GM, 51 1 362 8300, consultas@productosalpha.com.pe, P. 7.

Team! Licensing GmbH, Katarina Dietrich, CEO, 49 8924 231240, katarina.dietrich@teamlicensing.de, P. 6.

Ugg Since 1974, Richard Friedrichs, CEO & Owner, 61 7 5520 4066, info@uggaustralianmade.com.au, P. 7.

V&A (Victoria & Albert Museum), Lauren Sizeland, Director Licensing & Business Development, 44 20 7942 2981, lsizeland@vam.ac.uk, P. 8.

VL&M Apparel Co., Ltd, Thanawat Chatwiriyanont, Manager, 662 451 0770, thanawat.chat@vlandmapparel.net, P. 7.

Woodyscovery OU, Irina Evlanova, Director, 372 6 150 270, irina@woodyscovery.ee, P. 7.

XIX Entertainment, Niki Turner, SVP Commercial & Business Development, 44 20 7801 1919, nikit@xixentertainment.com, P. 7.8.

Celebrity Licensing Pitfalls

Continued from page 4

Example: Gwen Stefani and No Doubt claimed Activision's use of their images in a video game as "avatars" that players could unlock and manipulate to conduct unflattering actions like using Stefani to sing Rolling Stones songs in a husky male voice exceeded the scope of the license.

Solution: Specifically describe your rights to the celebrity's name, image and characteristics and how they'll be used. Indicate who will control use and list any uses requiring the celebrity's consent.

5. Celebrities Don't Support the Product

Problem: Failure of celebrities to support the product bearing their name or image is a frequent cause of licensee complaints.

Example: Selena Gomez, Paris Hilton and Jessica Simpson were all sued by their licensees for not showing up for promotions, using or supporting the personal brands developed for them.

Solution: List what you expect the celebrity to do to support the product, including with regard to photo shoots, commercials and infomercials, and personal appearances—how many, how often, how scheduled, how long, which location, etc. Make failure to provide such support a "material breach" justifying termination.

6. Celebrities Use Competing Products

Problem: Another common problem is a celebrity's use of a competitor's products. **Examples:**

- ▶ Charlize Theron's being photographed wearing Christian Dior and Mont Blanc watches despite exclusive endorsement deal with Raymond Weil;
- ▶ Paris Hilton allegedly appearing in public wearing a competitor's hair extensions in violation of her \$3.5 million endorsement contract with Hairtech;

- ▶ Jessica Simpson's citing True Religion rather than her own personal brand JS-Princy as her favorite jeans in an interview.

Solution: List your expectations regarding exclusivity and ban the celebrity from endorsing, directly or indirectly, and using competitive products that are inconsistent with those expectations.

7. Celebrities Cite Oral Agreements

Problem: Celebrities may claim they're entitled to money or rights under oral or side agreements not included in the express terms of the licensing contract.

Example: Zooney Deschanel sued shoemaker Steve Madden for \$1.2 million for violating an alleged oral agreement to develop a line of "Zooney" shoes and accessories.

Solution: Put all of your licensing contracts with celebrities in writing. Add a clause specifying that the written terms represent your entire agreement and that there are no oral or side agreements between the parties.

CLASSIFIED AD: HELP WANTED

LICENSING DIRECTOR, SOFT LINES

Direct Sanrio, Inc. Soft Lines Brands licensing efforts. Requires BA w/ 10+ years related fashion, licensing & sales experience. Must be able to interact professionally with licensees & internal business groups & lead sales team to achieve sales goals. Send resume & salary requirements to:

Sanrio, Inc.

Attn: H.R. Department
Job Code: EPM-LD-12015
570 Eccles Ave.

So San Francisco, CA 94080

Fax: 650.872.1077

Email: submitresume@sanrio.com

LICENSED PRESCHOOL MERCHANDISE

Digital Gains As DVDs Decline; Toys Remain Firm 45% Of Market

Digital products, including educational and gaming apps and e-books, held an estimated 8% share of retail sales of licensed preschool products in 2013, up from 5% in 2012, according to TLL's new report, "The Global Market For Licensed Preschool Properties."

Indeed, 2013 marked a watershed year for preschool-targeted apps and digital content; this category's share remained flat at 5% from 2011 to 2012 before rising significantly in 2013.

Meanwhile, DVDs' share of total retail sales of licensed products declined in 2013, from 8% to 7%, after a decline from 9% to 8% from the previous year. Book publishing's share held steady year-on-year from 2011 to 2013, at 9% each of the three years.

Toys are of critical importance for preschoolers, with a 45% share of all sales of licensed goods for this age group from 2011 to 2013. Apparel and soft goods maintained a 24% share in 2012 and 2013, up from 22% in 2011.

Even as the core categories — toys, apparel and soft goods, and content-driven products — see their relative value rise within a licensing program, compared to non-core categories, the specific emphasis within each is changing. In toys, for example, role-play and aspirational play are increasingly important at the preschool level, just as it has been among older boys and girls. This emphasis is one of several reasons cited for the breakout success of Doc McStuffins, for which role-play is a key element.

In apparel and soft goods, the variety of products tends to be narrower than in the past. Rather than buying all apparel and accessories categories, a retailer might concentrate its support of licensed properties just on a few apparel items, or focus on backpacks but avoid other accessories categories, at least initially.

Meanwhile, categories such as bedding, seasonal items, novelties, paper goods, and health and beauty remain viable for some individual preschool properties, but their relative share of the market is declining compared to the core categories. Their collective share has declined from 10% in 2011 to 9% in 2012 to just 6% in 2013, as licensors focus their efforts on the most critical product categories.

The all-new 2nd edition of "The Global Market For Preschool Properties" ranks 137 dedicated preschool properties by retail sales worldwide. The report also discusses the impact of non-preschool properties such as Star Wars, Peanuts, Disney Princess, and others that have a strong presence in the preschool market, and provides demographic data and analysis of preschool markets in key territories worldwide. For additional information or to order the report, see www.epmcom.com/preschool, or call 212-941-0099.

GLOBAL PRODUCT CATEGORY SHARES,
PRESCHOOL LICENSING PROGRAMS, 2011-2013

CATEGORY	SHARE 2013	SHARE 2012	SHARE 2011
Toy	45%	45%	45%
Apparel, accessories, soft goods	24%	24%	22%
Publishing	9%	9%	9%
Paid apps and electronic content	8%	5%	5%
DVD	7%	8%	9%
Other	6%	9%	8%

NOTES: Numbers may not add up to 100% due to rounding.

SOURCE: THE LICENSING LETTER

FOCUS ON LATIN AMERICA

Brazil Dominates and Continues To Fuel Growth, Per Capita Spending

Retail sales of licensed merchandise in Latin America totaled \$4.1 billion in 2013, an increase of 3.3% from \$3.9 billion in 2012, according to THE LICENSING LETTER's "International Licensing: A Status Report."

Since 2011, the licensing business in the region has grown 7.9%. While 3.3% is a respectable rate of increase—less than Central/Eastern Europe and Middle East/Africa but more than every other territory—most licensing executives agree that the region's growth was less than expected.

In addition, some felt that most of the sales increases were coming from existing licensees expanding their businesses with their current licensors, rather than from new players.

All told, Brazil maintains the greatest share of retail sales of licensed merchandise in the region, 54.6%, with the second-largest territory, Mexico, accounting for 33.5% in 2013. No other territory had a share of more than 4.5%.

Of the major territories, Brazil continues to drive regional growth as well, with retail sales rising 3.9% in 2013 and 9.8% from 2011 to 2013 in that country.

Chile was the second fastest-growing of the big four territories (including Argentina), thanks to a strong economy and sophisticated retail landscape.

Its retail sales of licensed goods were up 3.7% in 2013 and 8.8% since 2011. Mexico also experienced growth, of 2.5% from 2012 to 2013 and of 7.0% from 2011 to 2013.

Many licensors are paying more attention to less-developed countries in the region, as Brazil and Mexico start to mature as licensing markets. While not without their challenges, territories such as Colombia, Peru, and Central America are seeing more licensed merchandise on store shelves.

Continued on page 12

Brazil Dominates

Continued from page 11

Retail sales in Brazil grew 3.9% in 2013, versus 2.6% for the Spanish-speaking countries in the region, a differential of 1.3 percentage points. In 2012, in contrast, Brazil grew 5.7%, versus 3.0% for the rest of the territory, a differential of 2.7 percentage points. Mexico has the highest per-capita retail sales of licensed products in Latin America, just slightly higher than Brazil (\$11.62 vs. \$11.20). Chile's per-capita sales level was just below those two, at \$10.77, in 2013. Other countries in the region have per-capita sales far below these levels.

One trend that is holding true across the region, according to licensing executives based in Latin America, is a decreased reliance on entertainment/character licensing, coupled with growth in demand—from consumers and licensees—for corporate, digital, sports, art, and celebrity-licensed goods.

This has been occurring in almost all territories around the world, but it is a notable trend here, since the licensing landscape in Latin America (especially the Spanish-speaking portions) has long been skewed toward entertainment/character licensing, even as some of the territories have matured. At the same time, it remains difficult to introduce any new property into retail.

Piracy and counterfeiting continue to be a significant problem in Latin America; Disney and Marvel characters in particular have to fend off a lot of counterfeit merchandise.

Another issue is the high level of withholding taxes, which range from 10% to 35%, depending on the country.

“International Licensing: A Status Report,” details retail sales of licensed merchandise by property type, product category, and geographic origin of properties for 49 countries. For a complete table of contents, including list of 240 exhibits, visit www.epmcom.com/international.

Who's News

Monika Salazar leaves My Little Pony, Transformers and other priority brands at Hasbro to become licensing director for Pokémon Company International. In her new position, Ms. Salazar will put together deals involving the Pokémon brand in the Americas, Australia and New Zealand. Before Hasbro, she worked at MTV Networks and Nickelodeon.

Lori Heiss takes over as brand director at Smiley in charge of toys, back-to-school, publishing, digital and FMCG. Before that, Ms. Heiss was brand director for Shine Group's "MasterChef" TV series. Her 20-year licensing career also includes stints at Disney, Pokémon, HIT Entertainment and Chorion.

Mike Shearwood's departure from the board of directors takes Aurora Fashions Group a step closer to dissolution and sale of its brands. Aurora owns some of Britain's top high street fashion chains, including Oasis, Coast and Warehouse. Mr. Shearwood, current Karen Millen boss, had been CEO of Aurora until 2012 when Karen Millen was spun off. Having left the Aurora board, he's now free to pursue a management buy-out of the company.

Vicky Hill is now licensing manager of Bulldog Licensing. She joined the company, whose clients include Microsoft and Teenage Mutant Ninja Turtles, as a licensing executive just over a year ago.

TLL

**THE LICENSING
LETTER
ORDER FORM**

ORDER ONLINE BY VISITING WWW.EPMCOM.COM. FAX YOUR ORDER TO 855-649-1623, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 888-729-2315.

- THE LICENSING LETTER** one-year subscription (22 issues): \$489, \$549 outside North America.
- TLL's LICENSING BUSINESS DATABOOK** Book and JPG Files, \$795; \$695 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT** \$2,995; \$2,695 for subscribers.
- THE LICENSING LETTER SOURCEBOOK**
 - PRINT OR USB FLASH DRIVE** \$469, \$419 for subscribers. *Opened Flash Drive packages are non-refundable.*
 - PRINT AND USB FLASH DRIVE** \$664, \$614 for subscribers. *Opened Flash Drive packages are non-refundable.*

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____ 002N



Plain Language Media, LLC (PLM)
15 Shaw Street, New London, CT, 06320
Phone: 888-729-2315, Fax: 855-649-1623
info@epmcom.com; www.epmcom.com