

TLL THE LICENSING LETTER

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Digital Celebrities: YouTube Stars, Bloggers Enter the Licensing Arena

"In the future, everyone will be famous for 15 minutes."

—Andy Warhol

Had he lived a couple of more decades, Warhol may have revised his famous prediction. While mass media did, in fact, turn ordinary people into worldwide celebrities, social media has made it possible for them to sustain celebrity status a lot longer than the allotted 15 minutes. Today's digital celebrities use social media platforms like YouTube, Vine, Twitter, Instagram, Pinterest, Snapchat and blogs to develop loyal followings in cyberspace. And, inevitably, many of those celebrities are now turning to licensing to cash in on their cyber-fame. Here's an overview.

The Rise of Digital Celebrity

Top YouTube celebrities such as videogame commentator PewDiePie, comedy duo Smosh, comedy series producers The Fine Bros. and vlogger (video blogger) Jenna Marbles are followed by tens of millions of people. The same is true of stars on newer platforms including Vine, where teenager Nash Grier is top dog, and Pinterest.

Not surprisingly, digital celebs carry a lot of weight with teenagers. For example, in a recent survey, Variety asked 1,500 teens to list the American celebrities they considered to be most influential. The top five celebrities among Americans ages 13 to 18 were all YouTubers: Smosh, The Fine Bros., PewDiePie, KSI and Ryan Higa. The YouTubers surpassed mainstream celebs like Jennifer Lawrence, Katy Perry, Steve Carell and Seth Rogen. (To be fair to the Viners and other social media platforms, the survey measures only YouTube and mainstream stars.)

The survey also found that YouTube stars scored significantly higher than traditional celebrities in characteristics with a high correlation to influencing purchases among teens, such as being engaging and relatable—hence their desirability to brands.

"Looking at survey comments and feedback, it appears that teens enjoy an intimate and authentic experience with YouTube celebrities who aren't subject to image strategies carefully orchestrated by PR pros," Variety wrote. "Teens also say they appreciate YouTube stars' more candid sense of humor, lack of filter and risk-taking spirit; behaviors often curbed by Hollywood handlers."

Of course, it's not just teens. Thus, for example, lifestyle blogger Emily Schulman has been called the Martha Stewart of the new generation. Digital celebrities have also established followings among kids, moms, foodies, fashionistas and other segments.

Leveraging of Digital Celebrity

There are a number of ways digital celebrities can cash in on their brand. Examples:

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SCORECARD: STAR WARS

Celebrities v. Licensees in Court

Celebrity licensing deals are like marriages: Some succeed but many end in divorce, recrimination and litigation. Here's a Scorecard summarizing some high profile cases from recent years.

LICENSEE WINS

✓ Selena Gomez v. Adrenalina (2011-2013)

Situation: Adrenalina sues Gomez for allegedly not supporting a personally-branded perfume line it spent \$2 million to develop.

Outcome: Gomez countersues for \$5 million but quietly pays undisclosed amount to settle.

✓ Gate Five, LLC v. Beyoncé (2010-2013)

Situation: After Gate Five spends \$6.7 million to develop "Superstar Beyoncé" video

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➡ Licensing Ledger

MATTEL "FROZEN" OUT

Observers cite the loss of the "Frozen" and Disney Princesses licenses to rival Hasbro as a key factor in the recent resignation of Bryan G. Stockton as CEO of Mattel. "Frozen" was the top toy license of 2014, according to **The NPD Group**, generating over \$1 billion in retail revenues, according to Disney reports. Of course, the continued decline in sales of Barbie, Hot Wheels and other Mattel core products was also a major factor in the shakeup.

TARGET GETS A PULITZER

Lilly Pulitzer raised eyebrows by inking an agreement with **Target** on a new collection of clothing and housewares to be sold exclusively at Target stores. Although big box retailers make licensing agreements with fashion designers all the time, high-end, legacy brands like Lilly Pulitzer are usually out of range for the Targets of the world.

SUPER BOWL RETAIL

The Super Bowl has become a major retail event. Witness these estimates from a **National Retail Federation** survey:

- ▶ \$14.3 Billion: Total retail Super Bowl spending
- ▶ 184 Million: Number of TV viewers
- ▶ \$77.88: Average per viewer spending on Super Bowl-related merchandise including food, TV sets, licensed team apparel and decorations
- ▶ 9,748,423: Number of licensed team items sold.

MIFFY DOES CHARITY

The Miffy 60th anniversary celebration will include a healthy dose of charitable fundraising. In February, Miffy children's aprons and bake sets will be sold during the **Bake for Bliss** fundraiser for premature and sick babies; this summer, the **Miffy & Friends Charity Cycling Challenge** will be held before the Tour de France to raise money for the UK Light Fund and a children's hospital in the Netherlands.

STAR WARS LICENSEES

Hasbro, The LEGO Group, Mattel, Jakks Pacific and Rubies are

among the first global licensees for the highly anticipated "Star Wars: The Force Awakens." **Disney Consumer Products** and **Lucasfilm** revealed the roster during the Nuremberg Toy Fair.

EPIC MUSICIANS

What do music artists Def Leppard, Billy Idol, Chicago, the Doobie Brothers, Jefferson Airplane and Yes have in common? *Answer:* They all cut new representation agreements with **Epic Rights** for multi-artist licensing agreements with U.S. apparel licensees, including **Lauren Moshi**, **Retro Brands**, **Trevco** and **Life Clothing**.

ÜBER TOYS

The Toy Awards are always a highlight of the **Nuremberg Toy Fair**. This year's winners (remember, no wagering):

- ▶ Baby & Infant (0-2 years): Roll Around rattles from Skip Hop
- ▶ Preschool (3-5): Highwayfreak from Scoot & Ride
- ▶ School Kids (6-10): Zoomer Dino from Spin Master
- ▶ Teenager & Family (11 and up): Hobbyzone Sport.

EA SPORTS LOSES LICENSING SUIT

A U.S. appeals court in California ruled that **Electronic Arts** couldn't use the likenesses of retired NFL players as characters for its video game without a license. "We don't need a license, because our use is protected by the First Amendment," argued EA. It was the same argument that the same court had rejected in the **Ed O'Bannon** case a year and a half ago; and it didn't work this time, either. Use of the

retired players wasn't just incidental but an integral part of the value of a commercial product, the 9th Circuit reasoned.

OSCAR NOMINEE LICENSING

Among this year's nominees for Best Animated Feature Oscar, Disney's "Big Hero 6" has the most robust licensing program (**Disney Consumer Products**) with licensees ranging from Bandaid, Freeze, GDC and Jay Franco; next comes "How to Train Your Dragon 2" (**DreamWorks Animation**) which features a fully developed program of toys, video games and more. Other Best Animated Feature nominees are "The Boxtrolls" (Focus/Universal), "Song of the Sea" (French; distributed by GKIDS in the U.S.) and "The Tale of the Princess Kaguya" (Japan's Studio Ghibli; distributed by GKIDS in the U.S.).

GAME OVER?

GameRant blogger Anthony Taormina suggests that Capcom's license for **Marvel vs. Capcom Origins** is expiring after a 2-year run. But while the superheroes fighting game has been removed from its Xbox and PSN formats, a sequel would make a lot of sense, Taormina writes, especially given the recent popularity of the Marvel brand.

RETAIL NOTES

Comings:

- ▶ **Uniqlo** enters Canada
- ▶ **Carhart** opens first Detroit store
- ▶ **Gazelle** opens fourth Detroit store
- ▶ **REI** opens flagship store in D.C.
- ▶ **Under Armour** opens Mall of America store

Goings:

- ▶ **Target** leaves Canada
- ▶ **19 Kate Spade Saturday** stores close
- ▶ **12 Jack Spade** stores close
- ▶ **Google** withdraws, redesigns Google Glass
- ▶ **The Gap** drops Piperlime online brand



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A Division of
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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.

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Celebrities v. Licensees in Court

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game, Beyoncé pulls out of licensing deal. Gate Five sues for \$100 million saying Beyoncé tried to destroy its business “on a whim.”

Outcome: Beyoncé settles after judge refuses to dismiss case.

✓ Hanesbrands v. Rashard Mendenhall (2011-2013)

Situation: NFL player sues Hanes for ending endorsement deal for controversial 9/11 tweets.

Outcome: Mendenhall sues but drops case after court rules he violated morals clause of his contract.

✓ Raymond Weil SA v. Charlize Theron (2006-2008)

Situation: After being named Weil’s “international ambassador,” Theron is photographed with Christian Dior watch and displayed on billboard with Mont Blanc. Weil sues for \$20 million;

Outcome: Weil wins and Theron settles before damages set.

CELEBRITY WINS

★ Octavia Spencer v. Sensa Products (2013-2014)

Situation: Sensa claims Spencer breached diet product endorsement deal by adding “#Spon”—sponsored—at end of her tweets. Spencer claims “#Spon” suffix is required by FTC.

Outcome: Spencer loses her fraud claim but wins on breach of contract.

★ No Doubt v. Activision (2011)

Situation: No Doubt sues, claiming use of band member images in video game for unflattering actions goes beyond scope of license contract.

Outcome: Activision settles after judge refuses to dismiss case.

★ Teri Hatcher v. Hydroderm (2007-2008)

Situation: Hydroderm accuses actress of using competitive lip gloss in violation of endorsement deal.

Outcome: Hydroderm loses and has to issue public apology.

STALEMATE/INCONCLUSIVE

⌘ Paris Hilton v. Antebi Footwear (2014)

Situation: Antebi accuses Hilton of licensing competitive brand; Hilton denies and sues for royalties.

Outcome: Case settled without trial.

⌘ Moodform Mission v. Naomi Campbell (2011-2012)

Situation: Moodform sues for 25% royalties allegedly

due on sales of Campbell-branded perfumes; Campbell countersues.

Outcome: Case settled after Moodform wins round 1 in court.

⌘ Revenue Resources Group, LLC v. Kardashians (2011)

Situation: Kardashians pull out of branded debit card deal after Connecticut attorney general raises legal questions about “Kard’s” legality.

Outcome: RRG sues sisters and mom for \$75 million but drop the suit 6 months later.

⌘ Katy Perry v. Gemella Group Ltd. (2011)

Situation: Gemella doesn’t renew Perry’s hair products deal, citing singer’s declining popularity in Europe.

Outcome: Perry sues for \$2 million for breach of alleged oral agreement but case settles.

⌘ Hairtech International, Inc. v. Paris Hilton (2010-2011)

Situation: Hairtech sues Hilton for \$35 million for wearing a competitor’s hair extension products in violation of exclusive endorsement, citing damage to its brand.

Outcome: Case settles for undisclosed amount.

⌘ Tarrant Apparel Group v. Jessica Simpson (2007)

Situation: Tarrant gets license to develop low-priced JS-Princy jeans and sues Simpson for not supporting brand, refusing to wear JS jeans in public and citing a competitive brand as her favorite jeans.

Outcome: Case settles for undisclosed amount with Tarrant agreeing to give up license.

BIG DEALS

AG Sells Strawberry Shortcake for \$105 Million

American Greetings has finally found a buyer for Strawberry Shortcake. Iconix Brand Group has reportedly agreed to acquire the iconic preschool brand for a cool \$105 million.

AG launched Strawberry Shortcake back in 1969 and has owned it ever since, developing the property into a global brand with over 350 licensees. According to TLL’s **Global Market for Licensed Preschool Properties** report, Strawberry Shortcake generated estimated retail sales of \$150 million globally, including \$60 million in the US.

In 2013, AG put Strawberry Shortcake and some of its other famous brands, including Care Bears, on the market after the company went private. Iconix, which partnered with the estate of Charles M. Schulz to acquire rights to the Peanuts brand in 2010, says it plans to grow Strawberry Shortcake on a global scale.

Digital Celebrities

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- ▶ Securing a share of platform ad revenues and merchandise sales;
- ▶ Endorsements of existing brands, for example via “brand ambassadorships” and/or appearing in traditional advertising;
- ▶ Sponsored blogs and platforms;
- ▶ Creative consultation;
- ▶ Development of personally-branded products.

Experts estimate that top YouTubers can make anywhere from six-figures to multiple millions of dollars a year solely from their cut of YouTube ad revenues. Brand affiliations can also bring in big bucks. For example, Jerome Jarre, a French comedian and vlogger who has 8 million followers on Vine, reportedly gets paid \$25,000 to \$35,000 for a single Vine or Snapchat message for a brand. Examples in traditional media include:

- ▶ Vine prankster Cameron Dallas starred in a feature-length teen comedy “Expelled” produced by YouTube network Awesomeness TV which was distributed on digital movies services and is currently working on “The Outfield,” a feature in which he stars with Nash Grier;
- ▶ Viner King Bach and YouTube’s Shane Dawson and The Fine Bros. have scored deals to develop movies and shows for (traditional) television;
- ▶ YouTube’s Hannah Hart, whose primary routine involves cooking while inebriated, appeared with fellow Tubers Grace Helbig and Mamrie Hart (no relation) in “Camp Takota,” a feature length comedy now on Netflix; and
- ▶ British fashion and beauty vlogger Zoella, who has more than 7 million followers on YouTube, last year published a novel with record-breaking first week sales. It’s seemingly autobiographical title: “Girl Online.”

Which Digital Celebrities Are the Most Marketable

In terms of attractiveness to marketers, all digital celebs are not created equal. An analysis of recent licensing activity shows that drawing power is largely a function of 2 factors: the celebrities’ platform and the interest of their followers. Thus, an aspiring comedian on Vine may attract 5 million followers with his goofy, frat boy humor, while a blogger with a smaller, but loyal following of people passionate about something like fashion, beauty or food may be more attractive to licensees.

Comedy—especially profane, adolescent humor often found on YouTube and Vine—may not be the best match for licensees. By contrast, fashion and beauty, home designers and foodie bloggers have been successful in securing licensees.

Who’s Doing Digital Celebrity Deals

Some of the more high-profile digital celebrity licensing deals include:

KNOW YOUR SOCIAL MEDIA PLATFORMS

Instagram: Enables users to take photos and videos and easily share them on a variety of social networking sites, including Facebook (since 2010).

Pinterest: Encourages users to gather and curate images that are “pinned” to themed “boards” for collection, sharing, organizing projects or events (since 2010).

SnapChat: Photo messaging app in which users set a time limit after which images are hidden from the recipient’s device and deleted from SnapChat’s servers (since 2011).

Vine: Video sharing service on which users post six second looping clips (since 2013).

YouTube: Video sharing site that allows users to upload, view and share video content, much of it user-generated, by channels including PewDiePie, Smosh, Jenna Marbles, etc. (since 2005).

Twitter: Social networking service with which users send 140-character messages called “tweets.” (since 2006).

- ▶ Michelle Phan, makeup demonstrator, parlayed her 7 million followers on YouTube into a personal line called “em Michelle Phan” from L’Oreal;
- ▶ Italian fashion blogger Chiara Ferragni of The Blonde Salad, with over 3 million followers on Instagram, pulled in as much as \$8 million in 2014, with 70% coming from licensed footwear, according to WWD;
- ▶ Tina Craig and Kelly Cook of the Snob Essential blog parlayed their love of luxury handbags into a mass market line for HSN;
- ▶ Life’s S.o. R.a.d. series on YouTube’s Awesomeness TV network in which teen girls talk about style and shopping, inspired a collection of junior apparel from Kohl’s;
- ▶ Joy Cho of the Oh Joy! Design and lifestyle blog (13 million-plus followers on Pinterest) licensed her name for party goods, diaper bags, children’s furniture and bedding and computer accessories;
- ▶ Maxwell Ryan’s home design blog, Apartment Therapy, spawned a series of books.

Mall-based teen retailer Aeropostale has jumped into digital celebrity licensing with both feet, creating one line with fashionista Bethany Mota and another with a group of young men led by No. 1 Viner Nash Grier. Grier and friends have more than 25 million followers between them, but no particular fashion credentials.

Mota, one of the biggest social media stars among teenage girls, built her brand in part on what the industry calls “haul videos.” Basically, a girl shops, then spreads out her “haul” in her room and talks about it—in Mota’s case, to millions of followers. Mota launched The Bethany Mota Collection of apparel, accessories and jewelry with Aeropostale for holiday 2013. The spring 2015 collection is out now, and the relationship has expanded to room décor and fragrance.

Watershed Change or Flash in the Pan?

Digital celebrity has already outlasted Andy Warhol’s 15 minutes. But its long-term staying power and power to drive retail sales remains unproven. We all know that popularity is fleeting. And considering that it generally takes at

least 18 months from the time of signing to develop, manufacture and distribute a licensed product for sale, licensing with digital celebrities is risky and requires careful exit strategies. It's perhaps for this reason that so many social

media stars—and aspiring stars—offer their licensed products via on-demand Web sites like CafePress, Zazzle, Skreened, Spreadshirt, District Lines and Redbubble, rather than bricks-and-mortar stores.

Digital Celebrities

PROPERTY	SOURCE	CONTACT	DESCRIPTION	FOLLOWERS (IN MILLIONS)	LICENSEES
PewDiePie (Felix Kjellberg)	YouTube	Maker Studios	Swedish video game commentator.	34.3 (YT), 5.1 (Twitter)	MakerShop (apparel), Redbubble.com (apparel), DistrictLines.com (apparel), Zazzle.com (apparel), Spreadshirt.com (apparel)
Smosh (Anthony Padilla and Ian Hecox)	YouTube	Joester Loria Group	Comedy duo produces skits, animations, and video-game themed music videos and playthroughs.	24.1 (YT), 2.7 (Twitter) 1 (Instagram, Hecox), 1.6 (Instagram, Padilla)	Lionsgate (feature film)
Jenna Marbles (Jenna Mourey)	YouTube	Generation YM	American vlogger and former go-go dancer who mines gender dynamics and her two dogs for comedy.	14.6 (YT), 3.7 (Twitter), 3 (Instagram)	DistrictLines.com (apparel), Redbubble.com (apparel)
Nigahiga (Ryan Higa)	YouTube	Higa Enterprises/ HigaTV Productions	"That Asian on YouTube" riffs on pop culture and life.	13.7 (YT), 1.6 (Twitter) 1.2 (Instagram)	The Merch Collective (apparel, accessories)
Epic Rap Battles of History (Peter Shukoff and Lloyd Ahlquist)	YouTube	Maker Studios	Nice Peter and EpicLOYD produce comedic rap battles between historical and/or pop culture figures.	11.7 (YT)	MakerShop (apparel)
Ray William Johnson	YouTube	Runaway Machine	American vlogger known for his "Equals Three" series commenting on viral videos.	10.8 (YT), 1.7 (Twitter)	Hot Topic (apparel), DistrictLines.com (apparel), Zazzle.com (apparel)
KsiOlajidebt, aka KSI (Olajide Olatunji)	YouTube	KSI Olajidebt (KSI)	English video game commentator, comedian and rapper.	8.3 (YT)	DistrictLines.com (apparel), Spreadshirt.co.uk (apparel)
Bethany Mota	YouTube	United Talent Agency	American 19-year-old fashion, beauty, and lifestyle vlogger.	8.2 (YT), 4.3 (Instagram), 2.3 (Twitter)	Aeropostale (apparel, home decor, jewelry, bags, sandals, electronics accessories)
Michelle Phan	YouTube	Michelle Phan	American make-up demonstrator and lifestyle brand entrepreneur.	7.4 (YT), 1.8 (Instagram)	L'Oreal (makeup), Random House (books)
Zoella (Zoe Sugg)	YouTube	Gleam Futures	English fashion and beauty vlogger.	7.2 (YT), 3.8 (Instagram), 2.9 (Twitter)	Feel Unique and Superdrug (makeup), Penguin (books)
Tyler Oakley	YouTube	AwesomenessTV	American LGBT comedic vlogger with brightly colored hair.	6.4 (YT), 3.7 (Twitter), 3.2 (Instagram)	MakerShop (apparel), Redbubble.com (apparel, gifts), DistrictLines.com (apparel)
Shane Dawson	YouTube	United Talent Agency	American produces sketch comedy shows, song and television parodies, and original music.	6.4 (YT), 2.4 (Twitter), 1.3 (Instagram)	Keywords Press (book), Hot Topic (apparel), DistrictLines.com (apparel)
JacksGap (Jack and Finn Harries)	YouTube	JacksGap	Travel vloggers who documented their gap year in India.	3.9 (YT)	Skreened (apparel, accessories), Redbubble (apparel, accessories)
Elle & Blair (Elle and Blair Fowler)	YouTube	APA	Sisters produce beauty and style-related tutorials and lifestyle vlogs.	Elle: 1.3 (YT), Blair: 1.7 (YT)	Cellairis (phone cases), Blush.com/Skylark (makeup, fragrance), St. Martin press (books), JustFab.com (shoes, handbags)
Life's S.o. R.a.d.	YouTube	AwesomenessTV	Original YT series featuring top teen vloggers talking about style, shopping, etc.	2.2 (YT) for AwesomenessTV channel.	Kohl's (junior apparel)
MyHarto (Hannah Hart)	YouTube	MyHarto	American vlogger and cooking-oriented comedian who rose to prominence with My Drunk Kitchen.	1.7 (YT)	Dey St. (cookbooks)
Pixiwoo (Sam and Nic Chapman)	YouTube	Gleam Futures	English professional makeup artist duo turned beauty tutorial vloggers.	1.7 (YT)	Paris Presents (makeup brushes)
Nash Grier	Vine	26 Management Team	American 17-year-old who produces slapstick comedy, song parodies, and adolescent humor.	10.9 (Vine), 7.1 (Instagram), 4.1 (YT), 4.1 (Twitter)	Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets)
King Bach (Andrew Bachelor)	Vine	United Talent Agency	Comedian Andrew Bachelor landed acting roles including in "House of Lies."	10.6 (Vine), 2.8 (Instagram)	MakerShop (apparel)
Cameron Dallas	Vine	26 Management Team	American 20-year-old who produces prankster comedy.	6.8 (Vine), 5.6 (Instagram), 4.3 (Twitter), 4.2 (YT)	Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets)
Nicholas Megalis	Vine	Nicholas Megalis	Calls himself "Artist. Musician. Idiot."	4.7 (Vine)	Simon & Schuster (book)
Carter Reynolds	Vine	26 Management Team	American 17-year-old who produces prankster comedy.	4 (Vine), 2.4 (Instagram), 2 (Twitter)	Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets)
Hayes Grier	Vine	26 Management Team	American 14-year-old who rose to popularity following his brother Nash Grier.	3.5 (Vine), 3.3 (Instagram), 2.3 (Twitter)	Aeropostale (apparel), BLV Brands (apparel, mobile phone cases, throw blankets)
Oh Joy (Joy Cho)	Pinterest	Nantaka Joy	American design, fashion, and lifestyle blogger.	13.4 (Pinterest)	Target (party goods), Feed (diaper bags), Nod (children's bedding), Twig (children's home decor), Hygge & West (children's furniture), Microsoft (computer accessories)
Poppytalk (Earl Einarson and Jan Halvarson)	Pinterest	Poppytalk	Canadian design blogger focused on design, DIY, handmade, and vintage.	8.5 (Pinterest)	Target (party goods)

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PROPERTY	SOURCE	CONTACT	DESCRIPTION	FOLLOWERS (IN MILLIONS)	LICENSEES
Wit & Delight (Kate Arends)	Pinterest	Wit & Delight	Design and fashion lifestyle blogger.	2.7 (Pinterest)	Target (party goods, towels, home decor, coasters, cutlery, rugs)
Jen Selter	Instagram	Legacy Agency (The)	"Belfie" star known for her prominent derriere.	5.2 (Instagram)	CIRRUS (fitness products)
The Blonde Salad (Chiara Ferragni)	Instagram	TBS Crew	Fashion blogger.	3.1 (Instagram)	Steve Madden (footwear), Lorenzo Barindelli and Paolo Barletta (footwear), books
Apartment Therapy (Maxwell Ryan)	Blog	Brand Central	Home decor, design, and apartment lifestyle blog.	N/A	Crown Publishing/Potter Style (books)
Snob Essentials (Tina Craig and Kelly Cook)	Blog	Beanstalk	BagSnob blog expanded to include beauty, couture, jewelry, shoes, kids and lifestyle.	N/A	Artisan House/ HSN (handbags)
Bakerella (Angie Dudley)	Blog	Bakerella	Baking and decorating blog.	N/A	Chronicle publishing (books), Toys R Us (exclusive toys)
BryanBoy (Bryan Grey Yambao)	Blog	BryanBoy	Korean fashion blogger.	N/A	Adrienne Landou (fur accessories)
Cupcakes & Cashmere (Emily Schuman)	Blog	Brand Central	Food, fashion and lifestyle blogger.	N/A	Club Monaco (apparel), Coach (handbags), Harry N. Abrams (books)
Garance Doré	Blog	Garance Doré	French fashion blogger known for her streetstyle photography and illustrations.	N/A	Kate Spade (apparel), Rifle Paper Co. (stationery)
Hungry Girl (Lisa Lillien)	Blog	Hungry Girl	Daily e-mail subscription service about healthy eating.	N/A	St. Martin's Griffin (books), Cooking Channel (TV show)
Man Repeller (Leandra Medine)	Blog	Man Repeller	Leandra Medine on women's fashion trendsetting meant to repel members of the opposite sex.	N/A	Hachette (books); Superga (sneakers)
The Sartorialist (Scott Schuman)	Blog	Sartorialist (The)	Fashion and lifestyle blog.	N/A	Penguin Books (books)
Unlicensed Digital Celebrities to Watch					
The Fine Bros.	YouTube	William Morris Endeavor (WME)	Brothers Benny and Rafi Fine produce the React video series, timed spoiler series, narrative web series, and sitcoms.	15.1 (YT)	N/A
Rosanna Pansino	YouTube	Rosanna Pansino	American baking show Nerdy Nummies features a nerdy theme.	3.3 (YT)	N/A
Brittany Furlan	Vine	Endemol beyond USA	Comedic actress and vlogger.	8.4 (Vine), 1.1 (Instagram)	N/A
Jerome Jarre	Vine, Snapchat	GrapeStory	French comedian and vlogger. LGBT friendly (which is hard on Vine).	8 (Vine), 1.8 (Instagram), 1.5 (Snapchat), 1.1 (Twitter), 0.90 (YT)	N/A
Logan Paul	Vine, Snapchat	Logan Paul	Comedic pratfalls built on athleticism and lack of fear.	6.7 (Vine)	N/A
Cody Johns	Vine	Niche	Aspiring comedic actor.	2.9 (Vine)	N/A
Aimee Song	Instagram	Joester Loria Group	American fashion, interior design, and travel vlogger (Song of Style).	1.9 (Instagram)	N/A

LICENSING TRENDS

Using Licensed Properties to Make New Licensed Properties

It's a toy! It's a movie! No, wait, it's a toy! . . . It's common for entertainment properties to spawn toys and for toys to spawn entertainment properties. Less common is for entertainment properties to inspire toys, which then inspire new entertainment properties, which then, in turn, inspire new toys.

But it's happening. A leading example of the new paradigm is the collaboration among Warner Bros. Consumer Products, DC Entertainment and Mattel to create new animated movies and shorts based on Mattel toy lines that are based on DC Comics' Justice League characters. The new entertainment programs will in turn expand the toy lines from which they sprung. Examples to be launched this spring:

- ▶ Warner Bros. Home Entertainment's release "Batman Unlimited: Animal Instincts," an animated feature

based on Mattel's Batman toy line, direct to DVD, Blu-ray and digital platforms. The studio will also release 22 stand-alone two-minute "Batman Unlimited" shorts online and companion apps allowing kids to interact with the properties.

- ▶ Warner Bros. Animation will release 15 three-minute "DC Super Friends" shorts as an outgrowth of Mattel's Fisher Price Imaginext DC Super Friends toy line, as well as companion apps that allow kids to advance the storylines.

In each case, Mattel's toy lines will expand to include new Batman Unlimited and Imaginext DC Super Friends toys. Think of it as a licensing double double whammy, delivered by superheroes who've been around long enough to pull it off.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Campbell Soup Co.	American canned soup, packaged foods, and beverages brand.	Accessories, apparel, home decor products, kitchenware, novelties, toys	Richard Maryyanek, Big Tent Entertainment
Epic Rights	New clients include Def Leppard, Billy Idol, Chicago, Doobie Brothers, Cinderella, Whitesnake, Jeff Beck, Jefferson Airplane, T. Rex, Velvet Revolver, and Yes.	All	Lisa Streff, Epic Rights
Limited (The)	U.S. fashion retailer for sophisticated professional women with 252 mall locations throughout country.	Accessories, apparel	Sherikay Chaffee, Beanstalk
Michael Grandinetti	Illusionist and magician currently starring on a TV show and touring worldwide.	All	Ani Khachoian, C3 Entertainment
New York Philharmonic	Oldest symphony orchestra in the U.S.; brand includes archive of documents, music, and images.	Accessories, calendars, home decor, musical instruments, publishing	Stacey Reiner, Remarkable Brands
Peg + Cat	American-Canadian animated educational TV series aimed at children 3–5 years-old.	Apparel, bedding, gifts, stationery, toys	David Jacobs, HiHat Media
Rocky Mountain Chocolate Factory	International premium chocolate/confectionery brand and retail chain.	Baking mixes, frozen desserts, ice cream	Kim Steadman, IMC

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Baby Genius	Manhattan Toy	Developmental toys, soft toys	Genius Brands Intl.
	Zak Designs	Dinnerware & drinkware, sippy cups	
Burton	Incipio	Mobile accessories	Burton Snowboards
Collegiate Licensing Co.	Panini America	Trading cards	Collegiate Licensing Co. (CLC)
Epic Rights	Impact Merchandising	Apparel	Epic Rights
	Jerry Leigh Apparel		
	Lauren Moshi		
	Life Clothing		
From Frank	Enesco/Department 56	Gifts, mugs, notebooks, novelties, pet canisters, wall art	Genius Brands Intl.
Game of Thrones	Dark Horse Comics*	Figures	HBO
Good Dinosaur (The)	TOMY	Action figures, remote-controlled action figures	Disney Consumer Products
Guardians of the Galaxy	American Marketing Enterprises (AME) div. LF U.S.A.	Sleepwear (boys')	
	C-Life Group	T-shirts	
	Freeze div. Central Mills		
	Jay Franco & Sons	Home goods	
	JEM Sportswear/Awake	T-shirts	
Highlights For Children	MEGA Brands	Puzzles	Dimensional Branding Group (DBG)
Inside Out	TOMY	Action figures	Disney Consumer Products
John Wayne	CARD.com	Prepaid credit cards	John Wayne Enterprises
Kate Spade New York	GBG Accessories Group div. Global Brands Group	Cold weather accessories	Kate Spade
Kingsman: The Secret Service	Net-a-Porter	Suits	20th Century Fox Consumer Products
KISS	Bif Bang Pow!	Action figures	Epic Rights
Laura Ashley	Creative Home Ideas	Mats, rugs	Synergy Licensing
	Victoria Classics	Pillows	
M&M's	Candyrific*	Candy dispensers	Mars Retail Group
Mandalay Bay	PakLab	Sunscreen	All-American Licensing & Management Group (AALMG)

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
NFL Players Association	Glu Mobile	Mobile game apps	NFL Players
	Lids Sports Group	Headwear	
	Wild Sports	Outdoor & seasonal games, tailgating accessories	
NFL Players Association x Domo	Kellytoy	Flags, headwear, plush banners, soft balls	NFL Players, Big Tent Entertainment
Pac-Man (classic)	Big Mouth Toys	Novelties	41 Entertainment
Psycho Bunny	Leg Resource	Hosiery (men's)	Genius Brands Intl.
	S3 Holding	Footwear	
Sandra Magsamen	CrimzonRose div. Global Brands Group	Jewelry	Mixed Media Group
	Divatex Home Fashions	Bedding, decoration cushions, throws	
	Put Me In The Story div. Sourcebooks	Books	
Simpsons (The)	Microsoft	Video game content (Xbox 360, Xbox One)	20th Century Fox Consumer Products
Smarties, Warheads	Big Mouth Toys	Novelties	Lisa Marks Associates (LMA)
Star Trek, 90210, Cheers, Love Boat (The), MelrosePlace, Mighty Mouse, Mork & Mindy	Big Mouth Toys	Novelties	CBS Consumer Products
Tootsie Roll, Tootsie Pop, Jr. Mints, Dots, Sugar Daddy	Big Mouth Toys	Novelties	Synchronicity
UFC	EB Sport Group	Exercise equipment, workout gear	Ultimate Fighting Championship (UFC)
Urban Dictionary	Buffalo Games	Board games	Dimensional Branding Group (DBG)
	Penguin Young Readers Group	Books	

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Christine Kerrick	Illustrations and graphic design.	Home decor, stationery, wall decor (Worldwide)	Lance Klass, Porterfield's Fine Art Licensing
Little Punk	British children's character brand celebrating individualism. Licensed in apparel.	All (U.K.)	Martin Lowde, Brands With Influence
Mr. Bean	British comedy TV series celebrating 25th anniversary. Second season of animated spin-off debuts in Asia Pacific this Spring.	All (Asia)	Melissa Tinker, Cartoon Network Enterprises (Asia Pacific)
NumbersAlive!	Educational children's product brand that presents numbers as fun and friendly characters.	All (Worldwide)	Brenda Wooding, Kid Glove Creative
Purridge & Friends	Character brand starring Purridge, a little white cat with a big heart, and her friends. Licensed in plush.	Accessories, apparel, toys (Worldwide)	Jennifer Sullivan, MemBrain Licensing

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Angry Cat	T-Line Design	T-shirts (Argentina)	Dimensional Branding Group (DBG)
	Willow Creek Press	Calendars (Argentina)	
Ben and Holly's Little Kingdom	Bizak, S.A.	Master toy (Spain)	eOne Entertainment
	Claudio Reig S.L.	Musical toys (Spain)	
	Creativos Educativos Proyectos S.L.	Apparel (Spain)	
	Giochi Preziosi	Toys (Italy)	
	Simba Dickie Group	Construction toys, role play (Spain)	
	United Labels Ibérica S.A.	Apparel (Spain)	
Care Bears	Buckle-Down	Accessories, belts, buckles, wallets (U.S., Canada)	American Greetings Properties
	Iron Fist	Apparel (juniors') (U.S., Canada)	
	Socks & Accessory Brands	Accessories, hosiery (U.S., Canada)	
Cottage Life	Brunelli div. H.B. Promotion	Bedding, kitchen textiles (Canada)	Licensing Shop (The)
	Dundalk LeisureCraft	Outdoor furniture (Canada)	
	Orange Crate Foods div. Premier Gifts	Dips, salad dressings, salsas, sauces, seasonings (Canada)	
	RuffSawn Hand Crafted Furniture	Bedroom furniture, dining room furniture (Canada)	

*Extension or renewal.

Continued on page 9

Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
DangerMouse	Casa Chicos Ltd.	Baby clothing (U.K.)	FremantleMedia
	China Industries Ltd. t/a WOW! Stuff	Master gift (U.K.)	
	Misirli UK Ltd.	Socks (U.K.)	
	Paul Lamond Games	Card games, puzzles (U.K.)	
	TVM Fashion Lab div. Global Brands	Apparel, sleepwear, underwear (U.K.)	
Disney	Parragon Books Ltd.*	Books, gifts (Denmark, Norway, Sweden)	Disney Consumer Products
Gruffalo (The)	Appy Food & Drinks	Juice (U.K.)	Magic Light Pictures
	Kolak Snack Food Ltd.	Potato chips (U.K.)	
	Park Cake Bakeries	Baked goods, cakes (U.K.)	
Hacker T. Dog	Kid Kreations Ltd.	Master toy (U.K.)	Brands With Influence
Holly Hobbie & Friends	Proindel Dominicana, S.A.	Notebooks (Dominican Republic)	Exim Licensing
Jammie Dodgers	Burton's Biscuit Co.	Cakes (U.K.)	Start Licensing
Jurassic World	Dreamtex	Home textiles (U.K.)	Copyright Promotions Licensing Group (CPLG)
Kiki & Lala x Care Bears	Active Co., Ltd.	Buttons, pins, stickers (Japan)	MindWorks Entertainment
King Kong	Jalilapa S.r.l.	Food (Argentina)	Dimensional Branding Group (DBG)
Manchester United	KamaGames Ltd.	Casino games (mobile, online, Steam, Xbox Live, PlayStation) (Worldwide)	Manchester United Merchandising
MLS	'47 Brand	Apparel, gloves, headwear, scarves (Worldwide)	Major League Soccer (MLS)
Monster Trucks	Tomax Ltd.	Bicycle accessories (Ireland)	Paramount Licensing
National Gallery	iGadgitz div. INNOV8 GB Ltd.	Electronic accessories, mobile accessories, tablet accessories (U.S., U.K., Europe)	National Gallery Company
NFL Players Association	Mask-arade Ltd.	Facemasks, standees (U.K.)	NFL Players
Picture Day	Acco Brands	Calendars (Argentina)	Dimensional Branding Group (DBG)
Rock War	Zappar	Augmented reality books (U.K.)	Hachette Children's Books
Sh*t Rough Drafts, Kids Are Weird, Stop Tweeting Boring Sh*T	Calendar Holdings	Calendars (Argentina)	Dimensional Branding Group (DBG)
Shopkins	DJ Murphy	Magazines (U.K., Eire)	Bulldog Licensing
	Pedigree Books	Annuals (U.K., Ireland, ANZ, Singapore, South Africa)	
	Pyramid Intl.	Posters (U.K., Ireland)	
	Whitehouse Leisure LLP	Key chains, plush (Europe)	
	Winning Moves Deutschland GmbH	Card games (Worldwide)	
Smiley	Acrila	Chairs, lamps (France)	SmileyWorld
	CM Creation	Canvas, picture frames, wall decorations (France)	
Strawberry Shortcake	Biotech Chile S.A.	Health & beauty aids (Chile)	Exim Licensing
	CDIP (Centre de Développement de l'Informatique Personnelle)	Digital greeting cards, digital scrapbooks (France)	Copyright Promotions Licensing Group (CPLG France)
	Lider Indústria e Comércio de Brinquedos Ltda.	Sporting goods (children's), toys (Brazil)	Exim Licensing
	Media Service Zawada sp. z o.o.	Bracelets, magazines, toy beauty sets, watches (children's) (Hungary, Poland, Romania)	Plus Licens Poland
	Sportandem, S.L.	Art kits, back-to-school, planners, stationery, tote bags (Spain)	Copyright Promotions Licensing Group (CPLG Spain)
Thunderbirds	Modiphius Entertainment	Tabletop games (U.K.)	ITV Studios Global Entertainment
Tree Fu Tom	Jazwares	Master toy (Worldwide)	FremantleMedia Kids & Family Entertainment
Twirlywoos	Dreamtex	Bedding (U.K.)	DHX Media
	Gemma Intl.	Greeting cards, party goods (U.K.)	
	Ravensburger AG	Games, puzzles (U.K.)	
U.S. Soccer Federation	'47 Brand	Apparel, gloves, headwear, socks (Worldwide)	U.S. Soccer Federation
William Rast	Cobblers Kitchen	Athletic footwear (U.S., Canada, Europe)	Sequential Brands Group
Wissper	Simba Dickie Group	Master toy (Europe, CIS, North Africa, Middle East)	m4e AG
Wombles (The)	Vivid Imaginations	Toys (U.K., France, Benelux, GAS)	Wombles Copyright Holdings div. Dramatico Entertainment
Zombies Have Issues	Andrews McMeel Publishing	Calendars (Argentina)	Dimensional Branding Group (DBG)



contacts & connections

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Who's News

Cheryl Stoebenau, President of CAS Marketing, is elected to the LIMA Licensing Hall of Fame in recognition of her sustained excellence as a licensing agent and charitable work for children.

Richard Dickson is promoted to president and chief brands officer of Mattel. In addition to continuing to oversee marketing of core Mattel and Fisher-Price properties, he will be responsible for global consumer insights and marketing communications.

Tim Kilpin is the second Mattel exec to be promoted—to president and chief commercial officer with responsibility for global sales and marketing and strengthening the company's presence in Asia, Europe and Latin America.

Chad Seigler is named VP, Business Development for NASCAR where he will lead the sales force. Among his top priorities: replacing Sprint as the named sponsor of the NASCAR premium race series.

Ron Stoupa is leaving Pep Boys to become Executive VP and Chief Marketing Officer of Sports Authority with responsibility for building the company's brand.

WWE promoted Lisa Fox Lee to the newly created role of executive vice president of content. Lee, a seasoned TV and media exec, will oversee development and distribution of WWE content across all platforms and report directly to chairman and CEO Vince McMahon.

Christophe Drevet is promoted from Studio 100 consumer products director for France to international consumer products director. His responsibilities include coordinating the licensing program for Studio 100 brands such as Maya the Bee, Heidi, Vic the Viking, K3 and Blinky Bill.

Can you compete in the \$10.6 billion global preschool market?



DO YOU KNOW:

- ▶ Which 11 preschool properties had retail sales of licensed merchandise of \$100 million or more each in 2014?
- ▶ What percent of preschool merchandise sold is toys, apparel, and other categories?
- ▶ The five properties licensing executives predict will be "hot" in 2015?
- ▶ How to motivate moms through packaging & marketing messages?
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