

# TLL THE LICENSING LETTER

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## Licensing Law, 101: Right of Publicity & Using Celebrities without Permission

- ▶ EA Sports uses likenesses of well-known college athletes as characters for its video games
- ▶ Samsung uses images and bios of legendary Olympians for its "Genome Project" app
- ▶ Pitbull mentions Lindsay Lohan in a song lyric
- ▶ Abercrombie and Fitch uses a famous surfer's photo in its sales catalog

Can companies do these kinds of things if they don't have a license? This is the kind of thing a licensing professional must understand, especially if your company uses or plans to use a celebrity for its own product or advertising without securing a licensing agreement.

### What the Law Says: Right of Publicity versus Free Speech

The principal legal issue raised by unauthorized use of a celebrity for commercial purposes involves not federal but state law, specifically the so called "right of publicity." *Explanation:* In 38 states, individuals have not just privacy but property rights in the use of their name, likeness, voice and other personal traits for commercial purposes. (See LAWSCAPE on p. 6 to look up the laws of your state). Unlicensed use may violate the right of publicity and subject your company to lawsuits and damages.

But companies have rights, too, including the right to free speech under the First Amendment. In some situations, the company's First Amendment rights outweigh the celebrity's right of publicity. *Result:* They **don't** need a license to use the celebrity. Unfortunately, these situations are narrow. The important thing is being sure you understand where the lines are drawn.

### How to Protect Yourself

Although rules vary by state, there are 5 situations where a company can use a celebrity without a license:

#### Situation 1: The Use Is Noncommercial

Unlicensed use of a celebrity is much easier to justify when you can show you didn't do it

to make money. Caveat: Noncommercial use won't work if you're using a celebrity as a way to enhance or advertise your product; you need to show that the use serves some kind of public interest, e.g., news reporting, or artistic expression. It's up to courts to make this judgment on a case-by-case basis. Examples:

OK	NOT OK
Samsung's use of Olympic athletes' images and bios for "Genome Project" app enabling users to compare their Facebook profiles to the athletes that wasn't designed to promote any Samsung products [ <i>Spitz v. Samsung Elecs. Am., Inc.</i> (2013)].	Cell phone company's press release comparing its emergency preparedness program to famous test pilot Chuck Yeager's breaking the sound barrier was commercial because announcing the plan promoted an enhancement of its wireless service [ <i>Yeager v. Cingular Wireless, LLC</i> (2009)].

*Continued on page 4*

## THE FUTURE OF LICENSING

### Streaming of TV Content & Its Implications for Consumer Licensing

TV has and will continue to have a dramatic effect on consumer licensing. Accordingly, you need to be aware of the dramatic changes in the way consumers are discovering new TV content and how they may impact the effectiveness of your licensing initiatives.

#### The CEA Study

Historically, TV broadcasting and cable have functioned as both free flowing sources of entertainment properties for license and as primary vehicles for the continued exposure of licensed properties. But streaming now must be a factor in analysis of the way consumers are discovering and viewing TV content across different platforms. The changes are documented in a new joint research study commissioned by NATPE/Content First and

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# ➔ Licensing Ledger

## BUGS BACK IN JORDAN'S COURT

**Nike's Jordan Brand** and Looney Tunes licensor **Warner Bros. Consumer Products** are poised to relaunch the iconic Hare Jordan campaign for the Air Jordan franchise's 30th anniversary. Hare Jordan products will start hitting retail in the spring. Nike's first Hare Jordan commercial teaming Looney Tunes' Bugs Bunny and the Chicago Bulls' Michael Jordan, fresh off his first NBA Championship, debuted in 1992 on Super Bowl XXVI. Fast forward 23 years and Jordan still reigns in sports licensing. According to *Forbes*, half of all basketball shoes sold in 2013 carried the Jordan brand and Michael Jordan still makes an estimated \$75 million or more per year from his Nike deal even though it's been almost 12 years since he last played in the NBA.

## RALPH LAUREN BUCKS THE BUCK

Conventional wisdom says that the strong dollar is making it harder to sell luxury fashion goods abroad. Or is it? **Ralph Lauren** reported weaker than expected third quarter earnings, but while U.S. sales flattened out, total growth in international sales revenues topped double-digits (in current currency), thanks to robust performances in both Europe and China. RL is taking measures to insulate itself from currency-related losses going forward, including reorganizing its licensing business model to centralize local and regional operations into a fully integrated global brand-based organizational structure.

## TARGET STOCKS KINKY TOYS

Mainstream retailers including **Target** and **Amazon** got in the mood for the "Fifty Shades of Grey" movie's Valentine's weekend opening by stocking an unconventional variety of officially licensed merchandise tied to the sexually charged property. More power to them. If Americans buy lingerie at Costco, why not sex toys at Target? But blogs including Jezebel took Target to task after a shopper in Oklahoma found a display of "Fifty Shades" items, including a man's "vibrating love ring" stocked right next to kids' character toothbrushes.

## IT'S A DOG'S LIFE

*Life* magazine, that is. *Life* and venerable home goods marketer **Laura Ashley** are among the brands entering licensing agreements for pet products. Life has signed licensee GHS Studio to make pet beds and bean bags, while Laura Ashley teamed with Unique Petz for a full line of items including leashes, furniture covers, kennels, carriers, toys and more. Americans spent an estimated \$58.5 billion on them in 2014, an increase of 5% over 2013, according to the American Pet Products Association. Nothing but the best for our pets.

## TIME FOR RETAIL

**Time Inc.'s** fashion and beauty brands **InStyle** and **Marie Claire** are going to be spending a bit more time in the shops. JCPenney will open The Salon by InStyle in 15 test locations this summer, including flagship locations in Dallas and Los Angeles, before pursuing a nationwide rebranding of its 850 in-store salons next year. InStyle readers account for 9% of all beauty spending in the U.S., according to the magazine. Meanwhile, Marie Claire has teamed with Specialty Stores to develop a beauty retail business in the U.K.

**MARVEL BACK IN SPIDEY WEB** **Sony Pictures** will restyle the **Spider-Man** franchise in partnership with Marvel Studios, returning the web slinger to the Marvel universe. Sony has owned the movie

rights to Spider-Man since 1999, when it bought them from Marvel (now owned by Disney). The deal is expected to produce a new Spidey film due in theaters in summer 2017. Before then, Spider-Man will appear in upcoming Marvel superhero films. *Variety* reported that to make room for Spider-Man, Disney has rescheduled a number of Marvel tent poles, including "Thor: Ragnarok," moving to November 2017, "Black Panther," moving to July 2017, and "Captain Marvel," moving to November 2018.

## COSMETICS COUNTER

Some cosmetics, skincare and fragrance deals backed by big names:

- ▶ **Actress Eva Mendes** is working with **Maesa and Walgreen's** on an exclusive cosmetics line. The Circa line strives to appeal to a multicultural market, with 133 SKUs designed for a wide range of skin tones.
- ▶ **Model Rosie Huntington-Whitely** debuted her first fragrance, for British retailer **Marks & Spencer**. Rosie for Autograph, which is launching alongside a lingerie collection under the model's brand; smells like, what else, roses.
- ▶ **Xcel Brands and True Cosmetics** signed a licensing deal for **TRUE Isaac Mizrahi**, a line of skincare and cosmetics that went on sales this month on the designer's show on QVC, as well as at other retailers and online at IsaacMizrahi.com. Mizrahi is the first fashion designer to sell beauty products on QVC.

## DISNEY'S NEWEST PRINCESS

Say "Hola!" to **Elena of Avalor**, Disney's first Latina princess, who will make her debut in a special episode of Disney Junior's hit TV series "Sofia the First" before spinning off her own new series "Elena of Avalor."



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## Streaming of TV Content & Its Implications

*Continued from page 1*

the Consumer Electronics Association (CEA) conducted by E-Poll Market Research. Key findings of the study:

- ▶ Consumers seek out TV programming through many outlets, with 71% reporting that they had watched streamed full-length TV programs in the past six months;
- ▶ For Millennials (ages 13 to 34), streaming is even more important, with 84% streaming in the past six months. Millennials highly value their Netflix subscriptions, with 51% characterizing a Netflix sub as “very valuable,” as compared to 42% for broadcast channels and 36% for cable;
- ▶ Top choices for streaming full-length TV shows include Netflix (40%), YouTube (26%), network sites (25%), sites that offer free programs (22%) and network or service provider apps (12%).

“Our study confirms that the paradigm for TV content discovery has changed dramatically with increased availability and use of TV content streaming options,” according to NATPE president and CEO Rod Perth.

### Streaming’s Surge

Streaming is a business that’s still gathering momentum. U.S. consumer spending on subscription video-on-demand (VOD), which includes services such as Netflix, Hulu and Amazon Prime, surpassed \$4 billion in 2014 on growth of 25% for the year, according to DEG: The Digital Entertainment Group.

Market leader Netflix reported 57.4 million subscribers in 50 countries at the end of 2014

and expects to offer its service around the globe within two years. Meanwhile, Netflix CEO Reed Hastings says the median number of hours viewed on the service continues to climb (though he didn’t say exactly what that number is.)

Dish Network, HBO and other pay TV providers are poised to launch standalone Internet TV services of their own in 2015, while Netflix and Amazon continue to add original programming. On tap for Netflix: a theatrical sequel to action film “Crouching Tiger, Hidden Dragon” called “Crouching Tiger: Green Destiny,” produced by The Weinstein Company, as well as a Chelsea Handler talk show, kids series “The Adventures of Puss in Boots” (DreamWorks Animation) and new seasons of “House of Cards” (Media Rights Capital) and “Orange is the New Black.”

“Orange is the New Black” already has its own licensed merchandise store, courtesy of series producer Lionsgate, at [www.shoporangeisthenewblack.com](http://www.shoporangeisthenewblack.com).

### FINDING THE NEXT “FROZEN”

## The 4 Toy Licensing Blockbuster Movies to Watch in 2015

“Frozen” was a licensor’s dream and a big reason that U.S. retail licensed toys sales grew 7% in 2014 (\$5.7 billion), according to the NPD Group. But expectations for 2015 are even greater, thanks to a quartet of Hollywood blockbusters that have enormous potential for licensed toys and other merchandise. Here’s a rundown of each film by release date and the toy licensing partners lined up:

### POTENTIAL TOY LICENSING BLOCKBUSTERS OF 2015

FILM	STUDIO	RELEASE DATE	GLOBAL TOY LICENSEES
Avengers: Age of Ultron	Marvel/Disney	May 1	<ul style="list-style-type: none"> <li>■ Hasbro</li> <li>■ LEGO Group</li> <li>■ Mattel</li> <li>■ Thinkway Toys</li> <li>■ Mondo</li> </ul>
Jurassic World	Amblin/Universal	June 12	<ul style="list-style-type: none"> <li>■ Hasbro*</li> <li>■ LEGO Group</li> <li>■ Jada Toys</li> <li>■ Cardinal Games</li> <li>■ Rubies</li> <li>■ Ludia</li> </ul>
Minions	Illumination/Universal	July 10	<ul style="list-style-type: none"> <li>■ Thinkway Toys*</li> <li>■ Mega Brands (Mattel)</li> <li>■ Re;creation</li> <li>■ Cookies United</li> <li>■ Rubies</li> </ul>
Star Wars: The Force Awakens	Lucasfilm/Disney	Dec. 18	<ul style="list-style-type: none"> <li>■ Hasbro</li> <li>■ LEGO Group</li> <li>■ Mattel</li> <li>■ Jakks Pacific</li> <li>■ Rubies</li> </ul>

\* Master toy licensee

SOURCE: THE LICENSING LETTER

## Right of Publicity

Continued from page 1

### Situation 2: Commercial Use Is “Incidental”

Commercial use of a celebrity may still be protected by the First Amendment if you can show that it was incidental and provided the company only marginal commercial advantage. What exactly is and isn’t “incidental use”? Although this is something courts have to decide case by case, a look at a pair of recent cases illustrates the factors courts consider in making the determination:

COMPANY WINS	COMPANY LOSES
<p><b>What Happened:</b> The rapper Pitbull includes the following lyric in his hit song “Give Me Everything Tonight”: “So, I’m tiptoein’, to keep flowin’/I got it locked up like Lindsay Lohan.” Ms. Lohan claims that she didn’t authorize the use of her name and sues Pitbull, the record label and its parent company for violating the NY version of her right of publicity.</p> <p><b>Ruling:</b> The U.S. District Court dismisses the case without a trial [<i>Lohan v. Perez</i> (2013)].</p> <p><b>Explanation:</b> Use of Lohan’s name didn’t violate her right of publicity because it was incidental and fleeting, the court explained:</p> <ul style="list-style-type: none"> <li>▶ The song mentions the name just once in 104 lines;</li> <li>▶ The name doesn’t appear in the title or refrain; and</li> <li>▶ The use of the name “is entirely incidental” to the song’s theme.</li> </ul>	<p><b>What Happened:</b> EA Sports introduces a new feature to the 2010 version of its popular “Madden NFL” video game: the option to play “classic” NFL teams from different eras using former players as characters. A group of former players used in the game sues EA for violating their right of publicity. EA claims it doesn’t need a license because the use was “incidental” and asks the court to throw out the case.</p> <p><b>Ruling:</b> The U.S. Court of Appeals for the 9th Circuit says the use wasn’t incidental [<i>Davis v. Electronic Arts Inc.</i> (2015)].</p> <p><b>Explanation:</b> The case was essentially a repeat of 2013 cases finding EA’s unlicensed use of college athletes for video games a right of publicity violation. The only difference is that this time EA’s argued incidental use. But the court didn’t buy it. Unlike Pitbull’s isolated mention of Lohan, EA’s use of the players’ likeness for its game provided the company significant commercial advantages:</p> <ul style="list-style-type: none"> <li>▶ Realism is at the heart of the game’s popularity;</li> <li>▶ Use of players’ likenesses is essential to creating that realism; and</li> <li>▶ The use of the retired players for “classic” matchups was a prominent part of EA’s advertising.</li> </ul>

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## All the Licensing Contacts You Need in One Reliable Directory

The **Licensing Letter Sourcebook** is a comprehensive “who’s who” of the licensing business, saving you time and money by putting 4,468 licensing decision-makers at your fingertips. You’ll refer to **The Sourcebook** repeatedly to locate potential business partners and track what your competitors are doing.

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**Situation 3: Use Is Related to News or Public Events**

Unlicensed use of a celebrity is also allowed in connection with a commercial venture if the primary purpose is to report on matters of public interest and promote the public’s right to know rather than just to make money. As ever, courts have to make this judgment on a case-by-case basis. Examples:

OK	NOT OK
Local newspaper’s sale of poster reproductions of front page featuring QB Joe Montana paintings after 1990 Super Bowl because posters report “newsworthy events” [ <i>Montana v. San Jose Mercury News, Inc.</i> (1995)].	Store’s use of illustration of famous surfer in its catalog is merely “window-dressing to advance the catalog’s surf theme and did not contribute significantly to a matter of public interest” [ <i>Downing v. Abercrombie &amp; Fitch</i> (2001)].

**Situation 4: Use Is Transformative**

**Rule:** Use of a person’s identity without a license is allowed where the likeness is so transformed that it becomes an original expression rather than just a reproduction of the celebrity’s likeness. Although better suited for works of art, “transformative use” can also work in commercial settings.

OK	NOT OK
Use of distortion, context, etc. transforms Andy Warhol silkscreens of Marilyn Monroe from mere reproductions into original form of social commentary.	Silkscreen prints of charcoal 3 Stooges drawings for tee-shirts and other retail items are straight commercial reproductions, not original works [ <i>Comedy III Productions v. Saderup</i> (2001)].

**Situation 5: Use Is for Parody**

A close cousin of the “transformative use” defense is to show that the primary purpose of the celebrity’s use was for parody, lampoon or caricature, rather than commerce. Example: First Amendment protects comic book

publisher’s right to caricature musicians Johnny and Edgar Winter as “villainous half-worm, half-human” characters where drawings aren’t just “conventional depictions” but original expressions designed to lampoon [*Winter v. DC Comics* (2002)].

**Conclusion**

Using a celebrity’s name, likeness, voice, etc. without a licensing agreement or other form of consent probably won’t violate the person’s right of publicity if:

- a. You confine the use to 1 or more of the 18 states where individuals don’t have a right of publicity-AK, AR, DE, ID, IA, LA, ME, MD, MS, NH, NC, ND, OR, SC, SD, VT, WV or WY;

**OR**

- b. If your use is in a right of publicity state but you can show that it’s protected by free speech by proving:

- 1. The use was noncommercial;

**OR**

- 2. The use was commercial but:
  - i. The commercial benefits were incidental or fleeting;
  - ii. The use was primarily to report news or partake in public events;
  - iii. The use was transformative; or
  - iv. The use was primarily for purposes of parody or caricature.

Last but not least, remember that right of publicity isn’t the only legal risk. Unlicensed use of a celebrity can also result in liability under other laws, including trademark and false advertising.



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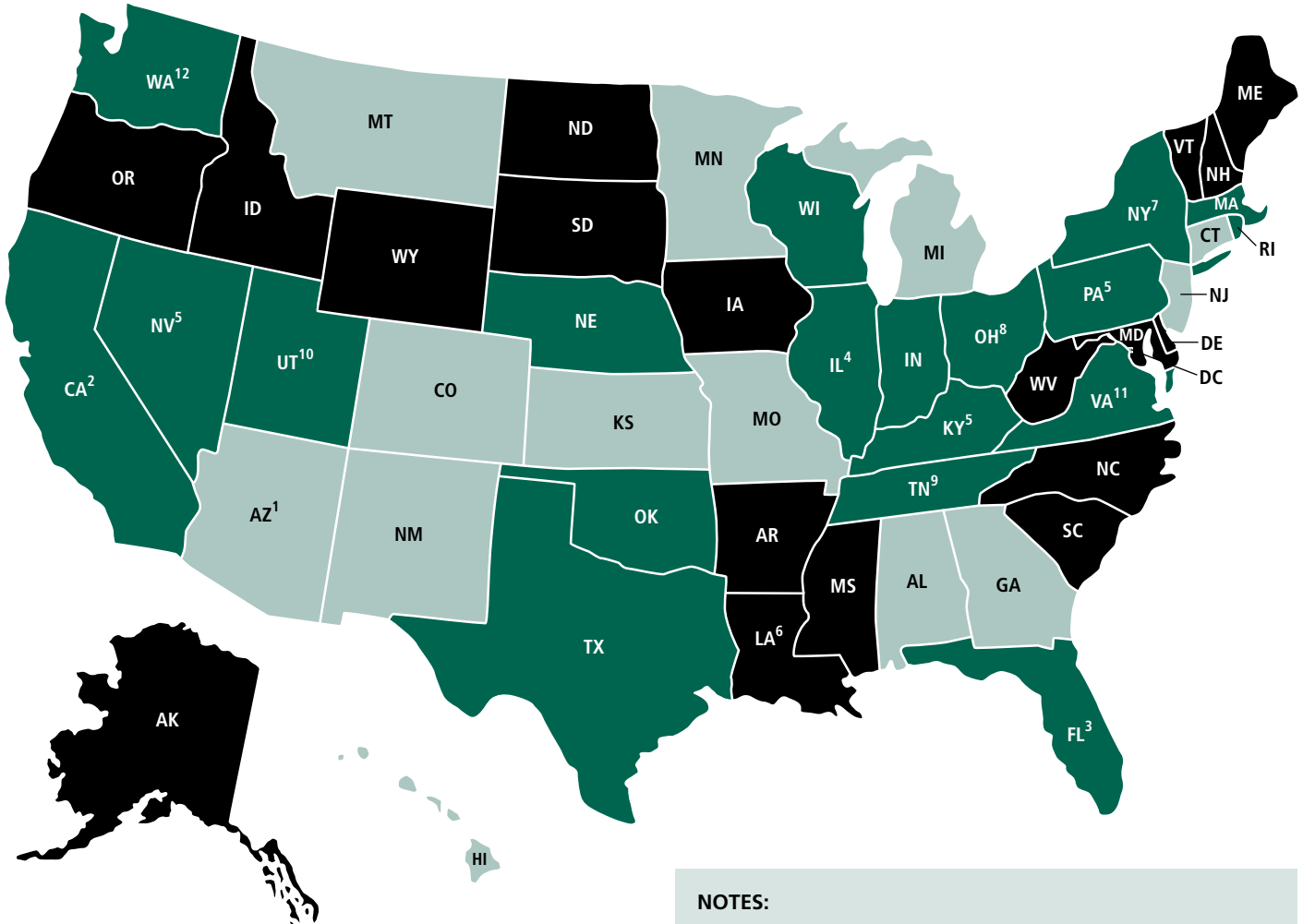
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LAWSCAPE

## The Right of Publicity: Where Does Your State Stand?

The right of publicity comes from state rather than federal law—via statute or common law (i.e., case law) and sometimes both. But there are also 18 states that **don't** recognize an individual's right of publicity. Here's a geographic rundown.



**KEY:**

- Right of publicity under statute and common law
- Right of publicity under common law
- No right of publicity

**NOTES:**

1. AZ statute gives a right of publicity to members of the military but not civilians
2. In CA, the right of publicity is transferable and lasts 70 years after the person dies
3. In FL, the right of publicity lasts for 40 years after the person dies
4. In IL, the right of publicity is only statutory and lasts for 50 years after the person dies
5. In KY, NV, PA and TX, the right of publicity lasts for 50 years after the person dies
6. LA courts have neither recognized nor ruled out a right of publicity
7. In NY, the right of publicity is only statutory and ends when the person dies
8. In OH, the right of publicity lasts for 60 years after the person dies
9. In TN, the right lasts 10 years and for as long as it's used continuously thereafter (similar to trademark law)
10. In UT, the statutory right of publicity covers only use for false advertising
11. In VA, the right of publicity is only statutory and lasts 20 years after the person dies
12. WA provides different layers of protection depending on whether a person's identity has "commercial value"

# Licensing News

## Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Amylee Weeks	Religious-inspired whimsical designs.	accessories (women's), fabric, home decor, stationery	Marty Segelbaum, MHS Licensing + Consulting
Made in Chelsea	British award-winning reality TV series chronicles the lifestyles of young affluents. In its eighth season.	apparel, fragrance, housewares, toiletries	Gavin Foster, ITB Worldwide
Stephanie Ryan	Designs marked by simple shapes and thoughtful colors, previously licensed in 2014.	accessories (women's), fabric, home decor, stationery	Marty Segelbaum, MHS Licensing + Consulting
Terry Doughty	Award-winning wildlife artist with strong conservationist slant.	home decor, puzzles, stationery, totes	

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Airheads	Koldwave Foods div. Spring Creek Holdings	frozen desserts, ice cream	Beanstalk
Beano (The)	Rose Confectionery/Rose Marketing UK Ltd.*	candy dispensers, confectionery	DC Thomson
Big Hero 6	Disguise	Halloween costumes	Walt Disney Company
Bubble Guppies	Little Kids	bubble toys	Nickelodeon & Viacom Consumer Products
Chopped	Clipper	kitchenware	Notional
Cinderella	Hot Topic	apparel, jewelry	Walt Disney Company
Corona	Fencepost Productions	apparel (men's)	Joester Loria Group
Dark Crystal (The)	CARD.com	prepaid debit cards	Jim Henson Company
Dennis the Menace	151 Products Ltd.* Rose Confectionery/Rose Marketing UK Ltd.*	toiletries candy dispensers, confectionery	DC Thomson
Descendants	Disguise	Halloween costumes	Walt Disney Company
Diablo	Project Triforce	prop replicas	Blizzard Entertainment
Doc McStuffins	Disguise*	Halloween costumes	Walt Disney Company
Dora and Friends: Into the City!	Little Kids	bubble toys	Nickelodeon & Viacom Consumer Products
Fraggle Rock	CARD.com	prepaid debit cards	Jim Henson Company
Franklin Mint (The)	HSN (Home Shopping Network)	collectibles, memorabilia	Sequential Brands Group
Frozen	Disguise*	Halloween costumes	Walt Disney Company
Frozen Fever	Disguise		
Gnasher	151 Products Ltd.* Rose Confectionery/Rose Marketing UK Ltd.*	toiletries candy dispensers, confectionery	DC Thomson
Harley Quinn	Hot Topic	apparel	Warner Bros. Consumer Products
Heroes of the Storm	Funko	collectible figurines	Blizzard Entertainment
Interstellar	National Entertainment Collectibles Association	action figures	Paramount Licensing
Isaac Mizrahi	True Cosmetics	cosmetics, skin care products	Xcel Brands
Kate Spade New York	Carole Hochman Designs	loungewear, sleepwear	Kate Spade
Kiki's Delivery Service	Gund	plush	Studio Ghibli
Labyrinth	CARD.com	prepaid debit cards	Jim Henson Company
Laura Ashley	Unique Petz	pet car gear, pet products & pet gear	Laura Ashley
Marvel	Funko	accessories, apparel, figures, subscription box service	Disney Consumer Products
Mickey Mouse Clubhouse	Disguise*	Halloween costumes	Walt Disney Company
Miles from Tomorrowland	Disguise		
Monsters Inc.	Disguise*		
Outlander	Cryptozoic Entertainment EMCE Toys/Fourth Castle Media Factory Entertainment Funko North American Bear Ripple Junction	playing cards, trading cards novelties costume accessories, drink bottles, lithographs, pillows, stationery, towels vinyl figures collectible bears tops (girls', men's, women's)	Knockout Licensing

\*Extension or renewal.

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## Licensing News *Continued from page 5*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Overwatch	FunKo	collectible figurines, key chains, vinyl collectibles	Blizzard Entertainment
Paw Patrol	Little Kids	bubble toys, water toys	Nickelodeon & Viacom Consumer Products
Peeps	Little Kids	bubble toys	Lisa Marks Associates (LMA)
Scooby-Doo	LEGO Systems	construction block sets	Warner Bros. Consumer Products
Sesame Workshop	Little Kids	bubble toys	Sesame Workshop
SpongeBob SquarePants			Nickelodeon & Viacom Consumer Products
Teenage Mutant Ninja Turtles			
Terminator	USAOPOLY	games	Creative Licensing Corp. (CLC)
TGI Fridays	Campbell Soup	fresh foods, sauces, soups	Beanstalk
Thomas & Friends	InRoad Toys	toy appliques	Bachmann Trains
Thomas Edison's Secret Lab	Fat Red Couch	mobile apps (iOS & Android)	Genius Brands Intl.
Tired Ted	Cherry Orchard Publishing LLP	greeting cards	Bulldog Licensing
World of Eric Carle (The)	Native Organics	cleaning products	Joester Loria Group
	Oriental Trading Co.	party supplies, school stationery	
World of Warcraft	Dark Horse Comics	books	Blizzard Entertainment
	Project Triforce	prop replicas	
	SteelSeries North America	mouse pads	

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
20th Century Fox	Full portfolio of brands includes Simpsons (The), Family Guy, Sons of Anarchy, Ice Age, Rio, and Avatar.	All (Germany, France, Benelux, Spain, Italy, Portugal)	Melvin Thomas, Licensing Company, U.K. (The)
Deer Little Forest	Preschool illustration-based property feature Forest Flo and her band of woodland friends as they save their forest.	All (GAS)	Andre Moellersmann, Burda Intermedia Publishing GmbH
Elena of Avalor	Spin-off animated series of preschool hit Sofia the First, starring the first Latina Disney Princess. Aired 2016 worldwide.	All (Worldwide)	Chris Connolly, Disney Consumer Products
Me to You	Greeting card design-based property featuring the blue-nosed Tatty Teddy character. Licensed in plush, figurines, housewares, and accessories.	All (France)	Guillem Rey, Biplano (Paris)
Olly the Little White Van	Animated preschool series features a playful van and his driver Stan in their daily adventures.	All (U.K., Ireland)	Ian Downes, Start Licensing
Penthouse Pets	Artist Sid Maurer slated to create 12 paintings of the most popular Penthouse Pets, including Julie Strain, Kayden Kross, and Krista Ayne, that will tour worldwide.	All (Worldwide)	Marilyn Goldberg, Museum Masters Intl.
Pony	American footwear brand worn by championship athletes in FIFA, NBA, NFL, MLB, and others.	All (North America)	Neil Cole, Iconix Brand Group
Strawberry Shortcake	Greeting card design-based character. Over 350 licensees worldwide.	All (Worldwide)	
World of Warriors	Mobile adventure/combat strategy game from the creators of Moshi Monsters. Licensed in collectibles, play sets, publishing, and trading cards.	All (Continental Europe, U.S.)	Steve Manners, Copyright Promotions Licensing Group (CPLG)

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Al Agnew	Goliath Games	puzzles (U.S., Canada)	MHS Licensing + Consulting
Austin Powers	Endemol UK Ltd.	online casino games, online scratch cards (U.K.)	Warner Bros. Consumer Products
Batman	Jumbo Games	puzzles (Europe)	

\*Extension or renewal.



**Licensing News** *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Care Bears</b>	Ichiban Clothing Ltd.	bottoms, dresses, fashion tops, jackets, leggings, skirts, t-shirts (U.K.)	Copyright Promotions Licensing Group (CPLG)
	Immediate Media	magazines, posters, workbooks (U.K.)	
	RMS Intl. Plc	craft kits, puzzles, tins (U.K.)	
	Somberbond	leggings, nightwear (girl's, women's), sweatshirts (girl's, women's), underwear (girl's, women's) (U.K.)	
	Whitehouse Leisure LLP	amusement plush, bag tags, breakfast sets, key chains, mugs, resin figures, stationery (U.K.)	
<b>DC Super Friends</b>	Jumbo Games	puzzles (Europe)	Warner Bros. Consumer Products
<b>Dennis the Menace</b>	Rubie's Masquerade Co. UK Ltd.*	costumes (U.K.)	DC Thomson
<b>Doctor Who</b>	LEGO Systems	construction block sets (Worldwide)	BBC Worldwide
<b>Famous Five (The)</b>	Frances Lincoln	stationery (U.K.)	Brands With Influence
<b>Halo</b>	JAKKS Pacific	action figures, costumes (North America, Latin America, U.K.)	Microsoft Game Studios
<b>Hearthstone</b>	Gaya Entertainment GmbH	apparel (Europe)	Blizzard Entertainment
<b>Heroes of the Storm</b>			
<b>London Taxi Company</b>	IglooBooks	books (U.K.)	Bulldog Licensing
<b>Looney Tunes</b>	Jumbo Games	puzzles (Europe)	Warner Bros. Consumer Products
	Marbel S.r.l.	fashion apparel (Italy)	
<b>Minions</b>	Re:creation	chocolate craft kits (U.K.)	Copyright Promotions Licensing Group (CPLG)
<b>National Geographic</b>	Clementoni UK Ltd.	puzzles (U.K.)	National Geographic Society
<b>Nestlé</b>	Fraser and Neave (F&N)	beverages, creamer (Southeast Asia)	Nestlé U.S.A.
<b>Overwatch</b>	Gaya Entertainment GmbH	apparel (Europe)	Blizzard Entertainment
<b>Peppa Pig</b>	BrMalls	mall events (Brazil)	Exim Licensing
<b>Playstation</b>	Bioworld Europe	accessories, apparel (Europe)	Sony Computer Entertainment Europe
<b>Pony</b>	Anthony L&S Athletics (AL&S)	footwear (North America)	Iconix Brand Group
<b>Rosie Huntington-Whitely</b>	Marks & Spencer Plc*	fragrance (U.K.)	IMG Worldwide
<b>RSPB</b>	Otter House Ltd.	address books, memo pads, notebooks, sticky notes (U.K.)	Golden Goose
	Roy Kirkham & Co. Ltd.	cups, mugs (U.K.)	
<b>Shaun the Sheep (film)</b>	Titan Magazines div. Titan Publishing	magazines (U.K.)	Aardman Animations
<b>Smiley</b>	Hellema Hallum B.V.	cookies (Netherlands)	SmileyWorld
<b>Star Trek</b>	Perth Mint (The)	coins (Australia)	CBS Consumer Products
<b>Star Wars Rebels</b>	Egmont (U.K.)	magazines (U.K.)	Walt Disney Company
<b>Star Wars: The Force Awakens</b>	Hasbro	action figures (Worldwide)	Copyright Promotions Licensing Group (CPLG Italy)
	JAKKS Pacific	die-cast vehicles, role play items, toys (Worldwide)	
	LEGO Systems	construction block sets (Worldwide)	
	Mattel	toys (Worldwide)	
	Rubie's Costume	costumes (Worldwide)	
<b>Starcraft</b>	Gaya Entertainment GmbH	apparel (Europe)	Blizzard Entertainment
<b>Strawberry Shortcake</b>	Great Moments Publishing S.A. de C.V.	board books, coloring books, crayons, story books (Mexico)	Exim Licensing
	Multical, S.A. de C.V.	athletic footwear, ballet shoes, footwear (Mexico)	
	Ordoviv Cia Ltda.	ballet shoes, footwear (children's) (Ecuador)	Copyright Promotions Licensing Group (CPLG Italy)
	Secondo Vergani SpA	chocolate Easter eggs, chocolates, epiphany socks (Canton Ticino, Italy, San Marino, Vatican City)	
	Sunman San Mam Ith Ihr Ltd. Sti	costumes, inflatable pools, play sets, remote-controlled vehicles, toys (Turkey)	
	United Care Perfumes Ind.	body lotions, fragrance, health & beauty aids (Algeria, Bahrain, Egypt, Jordan, Kuwait, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, UAE, West Bank)	
<b>Superman</b>	Puma	accessories, apparel, footwear (Worldwide (excluding U.S., Canada))	Warner Bros. Consumer Products
<b>Tom &amp; Jerry</b>	Puma	accessories, apparel, footwear (Worldwide)	
<b>Wall-E</b>	LEGO Systems	construction block sets (Worldwide)	Walt Disney Company



# contacts & connections

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

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**Warner Bros. Consumer Products**, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 7,8,9.

**Warner Bros. Consumer Products**, Jordan Sollitto, EVP International Licensing, 818-954-7807, jordan.sollitto@warnerbros.com, P. 8,9.

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## 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.

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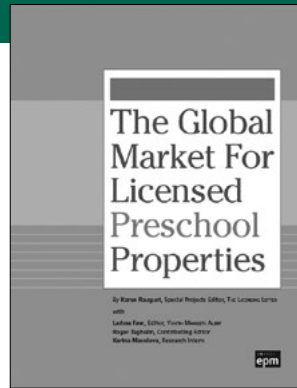
**Jason Rice** is leaving Turner Broadcasting Systems where he served as licensing director for Cartoon Network to become the director of brand licensing for SEGA Europe. He will work with SEGA Europe's newly hired marketing director Jon Rooke to grow the company's licensing portfolio.

**Elliot Lederman** is the new Vice President, Retail Development for CPLG North America. His responsibilities include developing new retail distribution partnerships, both brick and mortar and online, and promoting CPLG's consumer brands including World of Warriors, St. Andrews Links, Michelangelo and Space Invaders, as well as DHX Brands properties Teletubbies, Yo Gabba Gabba!, Twirlywoos, Inspector Gadget and Caillou.

**Jason Brumbaugh** joins Genius Brands International as vice president of digital, a newly created position charged with developing and implementing online marketing strategies, web communities and promotional content for GBI brands such as Baby Genius and Warren Buffett's Secret Millionaires Club.

Tomy International promotes **Kerry Cunnion** to senior vice president of sales where, in addition to continuing to lead the company's North American sales force, he will oversee design, product development and product marketing.

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