

# TLL THE LICENSING LETTER

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## Toy Fair 2015: New Toys Promote Engagement and Smart Play; Big Licensors Dominate the Licensing Action

The static, one-size-fits-all toy of the past won't do; today's toys need to be dynamic, adaptable, and suitable for creative play. Accordingly, user engagement, smart play and interactivity were the primary themes of the new products on display at this year's New York Toy Fair, including licensed toys. There were 3 variations on these themes.

### 1. Build-Your-Own

Like last year, this year's Toy Fair was rich in build-your-own (BYO) toys. Also known as "the maker movement," the BYO engages kids by letting them build and fashion unique playthings suiting their own preferences. The BYO trend was everywhere and evidenced in a number of ways:

*Exhibit A:* The rising popularity of construction and building toys. According to the NPD Group, overall building sets sales, licensed and unlicensed, increased 13% in 2014. Announcements made just before or during the Toy Fair included:

- ▶ LEGO's new (or extended) licensing agreements with Scooby-Doo, DC Comics, Doctor Who and Star Wars, among others;
- ▶ MGA Entertainment's partnering with Build-A-Bear Workshop on a range of customizable Lalaloopsy 5th anniversary dolls;
- ▶ McFarlane Toys' new Walking Dead building sets; and
- ▶ K'nex's additions to its Super Mario and Plants vs. Zombies building sets.

Licensed arts and crafts toys sales also increased but by a more modest rate and remain largely a girl's market.

*Exhibit B:* The expansion of the building and customization trend to other kinds of toys that you don't think of as being BYO, like action figures. Thus, for example, Mattel announced that its recently acquired Mega Bloks brand, which currently includes build-your-own

"SpongeBob" and "Halo" characters, was planning new licensed lines for Power Rangers (Saban), Terminator (Skydance Productions), Star Trek (CBS Consumer Products) and Teenage Mutant Ninja Turtles (Nickelodeon).

### 2. Brand Mashups

Another form of engaging users is to produce toys that enable kids to combine bits and pieces of characters or products previously sold separately into new and unique toys. Hasbro's Marvel Super Hero Mashers and new Jurassic World and Teenage Mutant Ninja Turtles Mash 'ems are examples of mashups *within* a brand. More surprising were the large number of mashup toys crossing brand lines, especially products pairing Disney's jealously guarded Star Wars brand with non-Disney toy

*Continued on page 4*

## TECHNOLOGY TRENDS

### Licensing of Entertainment Properties for Virtual Reality Products

Hollywood is getting into virtual reality. VR was all the rage at the Sundance Film Festival in January, where festival goers reportedly waited in line for hours to experience the VR flight simulator "Birdly." And this was just one of almost a dozen VR displays at Sundance, most of which used the pricey and cutting edge Oculus Rift "head-mounted display" to create their experiences.

#### Technology Enables VR to Go Mainstream

Thanks to devices like the Samsung Gear VR headset, which works with the brand's Galaxy Note 4 smartphone, and Google's Cardboard, which allows users to turn their smartphone into a virtual reality viewer for under \$10, VR experiences are poised to go mainstream in

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# ➡ Licensing Ledger

## RESTAURANTS PUT LICENSING ON MENU

A number of restaurant companies have brought in new executives to expand licensing revenues. Examples: **Johnny Rockets** promoted James Walker to president of development and operations to grow the Johnny Rockets at Home business, which licenses the brand for consumer products. At **Focus Brands**, **Cinnabon** president Kat Cole was promoted to group president of the parent company with a mandate to seek new licensees for restaurant brands including Moe's Southwest Grill, Schlotzsky's, McAlister's Deli, and Auntie Anne's. Retail sales of merchandise based on restaurant licenses grew 3.1% to \$4.4 billion in 2013, according to TLL's Annual Licensing Business Survey, and account for 16.8% of all corporate trademark licensing.

## TRISHA'S SOUTHERN HOME

Country music artist, cookbook author and Food Network star Trisha Yearwood is moving out of the kitchen with her first line of furniture, **Trisha Yearwood Home Collection**, in partnership with **Klaussner Home Furnishings**. The line, described as "combining warm, southern style with a classic twist," will debut at the High Point International Market in High Point, N.C., next month. Yearwood's next book, "Trisha's Table: My Feel-Good Favorites for a Balanced Life," is due out March 31. She also stars in Food Network's "Trisha's Southern Kitchen" is currently on tour with husband Garth Brooks.

## KNIGHTS JOINS HANES

**HanesBrands** agreed to acquire **Knights Apparel**, a leading seller of licensed collegiate logo apparel, from affiliates of Merit Capital Partners. Knights sells apparel representing 400 of the largest U.S. colleges and universities, primarily to mass merchant retailers. The company complements Hanes' Gear for Sports division, which is a leading seller of licensed collegiate apparel in university bookstores. With the addition of Knights, Hanes expects to be an even stronger growth partner for licensed and graphic apparel with more than \$450 million in combined annualized sales. "This is an exciting acquisition opportunity to leverage our existing Gear for Sports licensed collegiate apparel

business, our expertise and size in the mass retail channel, and our low-cost global supply chain," HanesBrands Chairman and CEO Richard A. Noll said.

## CLASSIC CHARACTER CAPERS

Classic entertainment characters just keep chugging along. Some recent deals involving retro TV and other classic entertainment brands:

- ▶ **Sony Pictures Consumer Products** is conjuring up a licensing campaign tied to the 50th anniversary of classic Barbara Eden-Larry Hagman sitcom, "I Dream of Jeannie." Products reportedly include a video slot machine from IGT; a commemorative high-end fashion doll from Tonner Dolls; die-cast cars from Greenlight Collectibles; costumes from Rubie's; t-shirts from Trecvo Inc.; and a home entertainment repromotion.
- ▶ **Gaumont Animation** secured the animation rights from Larry Harmon Pictures Corp. to product and distribute a new 2D animated "Laurel & Hardy" series and will handle related licensing and merchandising activity.
- ▶ **Peanuts Worldwide** added licensee DecoPac for cake, cupcake and dessert decorations and products and Mark Feldstein & Associates for clocks and nightlights. The Peanuts gets its first feature film this year. Fox opens the movie in the U.S. Nov. 6.

- ▶ Cyclists can now build muscles in a **Popeye** jersey, courtesy of MTB Cyclewear.

## GIRLS JUST WANT TO...COOK? Endemol Shine Brand Partnership Group

cooked up a cross-promotion between Mattel's American Girl brand and Fox's cooking competition show "MasterChef Junior". The show introduced American Girl's 2015 Girl of the Year, "Grace Thomas," and sneak-peaked the upcoming DVD movie "An American Girl: Grace Stirs Up Success." In the movie, the Grace character competes on a fictionalized version of MasterChef Junior. The DVD movie from Universal Pictures Home Entertainment is due out this summer.

## HARRY POTTER DRIVES THEME PARK PROFITS

**Universal Studios** has ridden new Harry Potter attractions, like the Wizarding World of Harry Potter which opened in Orlando last summer, to increase its theme park profits 38%. Theme park revenues rose to \$735 million in the fourth quarter of 2014, according to **Comcast** financial reports.

## DIGITAL BRAND GETS MUSICAL

**Outfit7's** digital entertainment brand "Talking Tom and Friends" has been licensed for a line of customized music products including CDs, DVDs and books produced by **SongsWithMyName** that will be available in the U.S. and Canada.

## WHO OWNS THE "LEFT SHARK"?

The loveable, rhythmically challenged "Left Shark" who stole the show during the Katy Perry Super Bowl halftime performance is at the center of a legal battle. Perry claims the dancing (and we use that term loosely) sea creature is her copyrighted intellectual property and sued **Shapeways** for selling Left Shark figurines without a license. Shapeways backed down but doll creator, Fernando Sosa continued sales on his Etsy shop. Katy Perry didn't create the "Left Shark," his lawyers claim; the Internet did.



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## Virtual Reality Products

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the form of live events or app-based extensions of major theatrical films and potentially, a new licensed product category.

For example, Lionsgate has teamed with Samsung to create “Insurgent—Shatter Reality” as an extension of the studios upcoming feature film, “The Divergent Series: Insurgent,” which opens March 20. The four-minute experience puts viewers in a 360-degree narrative of a film story line in which they are subjected to a series of mental “stimulations” including standing atop a crumbling skyscraper and facing a fast-approaching train, in order to determine the extent of their “divergence.” Actress

Kate Winslet and other cast members appear in the experience.

Beginning Feb. 27, “Insurgent—Shatter Reality” toured venues in New York, Chicago, Los Angeles, Austin and San Francisco and was available exclusively on Samsung’s Milk VR service, prior to becoming available as an app on all platforms. Fans outside the tour markets could view the experience on Samsung Gear VR March 7-8 at select Best Buy stores across the U.S.

Earlier, 20th Century Fox showed “Wild—The Experience,” at Sundance and at International CES in January. While believed to be the first VR experience created with top Hollywood talent, “Wild—The Experience” has not been distributed to consumer markets.

### PRINCESS POWER

## “Cinderella” Tie-In Campaigns Targets Women of All Generations

Women apparently never outgrow the desire to feel like a princess.

At least that’s the message retailers JCPenney and Kohl’s are promoting as part of a multi-generational approach to tie-ins with Disney’s live-action “Cinderella,” which is due in theaters March 13.

JCP created a commercial specifically for the Feb. 22 Academy Awards telecast showing a woman in several JCP dresses. “Your dress wasn’t designed by a fairy godmother, and pumpkins don’t really turn into carriages,” says the voiceover. “That’s no reason to stop believing in fairy tales.” While the dresses don’t appear to be licensed “Cinderella” products, the woman at the end crosses paths with a little girl in a “Cinderella” costume. JCP is offering a selection of “Cinderella” apparel, toys and other products in its 565 in-store Disney shops. JCP plans to add 116 more of these stores this year.

Meanwhile, Kohl’s is promoting licensed Disney’s “Cinderella” apparel for kids, juniors and women, the latter through its LC Lauren Conrad brand. Much of the girls’ apparel uses the classic animated “Cinderella,” while the juniors’ and women’s’ lines are packed with flowy, floral dresses and skirts. An email we received recently from the retailer promotes “three unique Disney collections inspired by one unforgettable story. Only at Kohl’s.”

### Cinderella Fashion

The new “Cinderella” has also tapped into women’s fashion like previous princess properties have not: it is also the inspiration for the “Modern Princess Collection by Coco Rocha,” a new apparel line from the supermodel offered on HSN. The HSN line includes glass slipper interpretations from nine different luxury shoe brands: Paul Andrew, Alexandre Birman, René Caovilla, Jimmy Choo, Salvatore Ferragamo, Nicholas Kirkwood, Charlotte Olympia, Jerome C. Rousseau and Stuart Weitzman.

HSN will integrate the “Cinderella” theme throughout a 24-hour live event on March 10 and two specials on March 11 and March 12. Other items not necessarily licensed but promoted as capable of making any woman feel like a princess include:

- ▶ Handbags by Snob Essentials;
- ▶ Shoes by Donald Pliner and Vince Camuto;
- ▶ Jewelry by Heidi Daus, Amedeo and Roberto by RFM;
- ▶ Apparel by Christos Garkinos and Hal Rubenstein; and
- ▶ Home goods by Madcap Cottage, Anne Griffin and Jeffrey Banks, whose bedding set features an image taken from the movie as part of its design.

It’s a potentially potent strategy; but only time will tell if it lives happily ever after.

## Toy Fair 2015

Continued from page 1

properties like:

- ▶ Mattel’s Hot Wheels for Darth Vadermobiles and other Star Wars-inspired vehicles; and
- ▶ Hasbro’s Ferby for “Furbacca,” a plush toy with an embedded app that plays Star Wars songs.

### 3. Techno Toys

Checking out the cool new gadgets and gizmos is one of the most fun parts of any Toy Fair. But while nothing stood out as mind-blowing or worthy of a sci-fi novel, the technology displayed by this year’s products did do a number of things to enhance user engagement and interactivity. Examples:

**Apps and Augmented Reality:** Licensors continue to search out ways of using apps to involve kids in more meaningful and connected play. Although we didn’t observe anything at Toy Fair that struck us as a dramatic breakthrough, we did see some notable efforts like app-connected coloring books allowing kids to view and interact with their creations in augmented reality and Uncle Milton’s new app-driven Star Wars holographic projection set, which includes a beta wave-reading headset.

**Virtual Reality:** A number of toys featured VR technology, including the Google/Mattel 21st century View-Master that uses an Android app and digital content enabling the classic toy to provide kids a VR experience.

**Interactivity:** Talking dolls are nothing new. But Mattel’s new “Hello Barbie,” developed in partnership with tech company Toy Talk, which uses speech recognition technology and Wi-Fi connectivity to enable Barbie to have two-way conversations with kids. Elemental Path’s new CogniToy uses IBM’s Watson technology to achieve the

### DINOSAURS RULE THE TOY DOMINION

A perennial favorite, dinosaurs were everywhere this year at the New York Toy Fair. Of course, licensed dinosaurs have historically been a tough sell, as demonstrated by the first “Jurassic” movie. After all, to parents and kids, a dinosaur is a dinosaur.

Even so, many of the new dino toys on display were “Jurassic World” licensed products in anticipation of the Universal film expected to be released in June. Major licensees include LEGO and Hasbro, which will feature, you guessed it, build-your-own sets letting users combine parts of different creatures to make their own, unique dinosaurs. Appropriately enough for this Year of the Dinosaur (as proclaimed by the International Toy Association), Zoomer Dino—a robotic T-rex on wheels from Spin Master—was named Toy of the Year at the Fair (after winning the School Kid Toy of the Year at Nuremberg in January).

same effect. Another notable interactive toy was Dynepic’s DynePod, which uses a Bluetooth app to enable kids to create programming using if/then commands on a 5 x 5 LED wearable “screen”

**Wearable Tech:** The wearable technology that stole the spotlight at this year’s Consumer Electronics Show was much less in evidence at Toy Fair. Examples of kids’ smart fitness products on display were the DynePod mentioned above and the Moff Band motion-based wrist watch that interacts with smartphones or tablets to produce real-time sound effects for pretend play.

### The Licensing Perspective

Licensing-wise, the big story was the continued domination of the big companies. The dominant properties were Disney’s “Frozen,” which to nobody’s surprise, won Property of the Year, and Minions (Illumination/Universal), which one veteran professional described as “a license to print money.” Many of the big movie and TV properties

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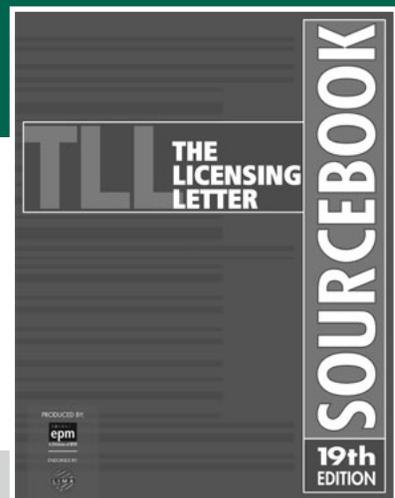
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were concentrated at the big toy companies like Hasbro and Mattel, rather than dispersed across the show floor as in past years.

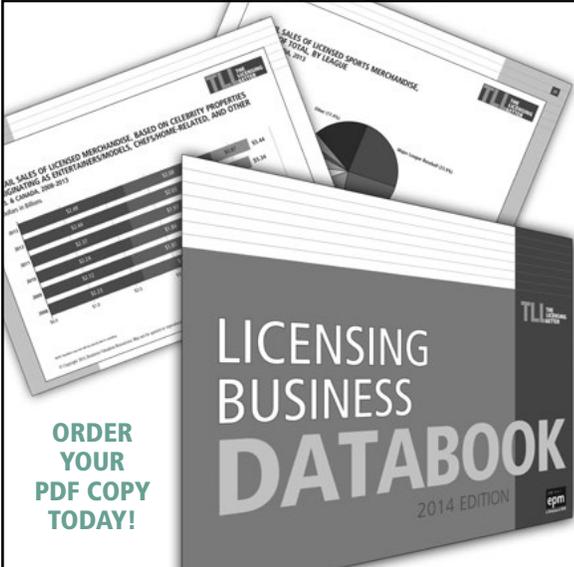
Co-branding remains robust in the toy market, especially with regard to techno toys like the Google collaboration with Mattel on View-Master mentioned above.

### AND THE TOY OF THE YEAR AWARD GOES TO...

Not surprisingly, Disney's Frozen was named the Licensed Property of the Year. But licensed toys weren't well represented in the winners' circle at the 2015 Toy Fair awards ceremony. Here are the toys that did take home the TOTY trophies:

AWARD CATEGORY	PRODUCT	MANUFACTURER
Toy of the Year and Boy Toy of the Year	Zoomer Dino	Spin Master
Game of the Year	Simon Swipe	Hasbro
Specialty Toy of the Year	Gravity Maze	ThinkFun
Girl Toy of the Year	Shopkins Small Mart play set	Moose Toys
Preschool Toy of the Year	LEGO Juniors	LEGO Systems
Infant/Toddler Toy of the Year	Go! Go! Smart Animals Zoo Explorers play set	VTech
Activity Toy of the Year	Crayola Paint Maker	Crayola
e-Connected Toy of the Year	LEGO Fusion	LEGO Systems
Educational Toy of the Year	LEGO Technic	LEGO Systems
Innovative Toy of the Year	MiPO	WowWee
Outdoor Toy of the Year	Nerf Rebelle Dolphina Bow	Hasbro

SOURCE: THE LICENSING LETTER



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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Bosco</b>	Chocolate syrup brand originating in 1928 launches its first licensing program.	Apparel, food, gifts, kitchen accessories	Lisa Marks, Lisa Marks Associates (LMA)
<b>Fuller Brush</b>	Cleaning and personal care product brand emphasizing quality and trust with 85% recognition among baby boomers.	Apparel, auto accessories, gifts, home & garden, pet products, publishing	Alex Meisel, Alex Meisel & Co.
<b>Hydrox</b>	Sandwich cookie brand debuted in 1908 and being re-launched this year in the distinctive chocolate and crème flavor.	All	Lisa Marks, Lisa Marks Associates (LMA)
<b>Kid Made Modern</b>	Children's DIY lifestyle brand targeted to kids 6–12 years-old. Launching arts & crafts line in U.S. and Canada as well as a cross-media platform this year.	Accessories, apparel, back-to-school, home goods, party goods	Kathie Fording, JLK Brand Licensing

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Beatrix Potter</b>	Gund	Collectible sculptures, plush	Silvergate Media
<b>Big Lebowski (The)</b>	Bif Bang Pow!	Collectible figures, toys	Universal Studios Partnerships & Licensing
<b>Blaze and the Monster Machines</b>	Fisher-Price	Toys	Nickelodeon & Viacom Consumer Products
<b>Bugs Bunny</b>	Mezco Toyz	Collectibles	Warner Bros. Consumer Products
	Nike	Apparel, film, footwear	
<b>Cabbage Patch Kids</b>	Wicked Cool Toys	Master toy	Original Appalachian Artworks
<b>Cinderella</b>	JCPenney*	Apparel, costumes, role playing toys	Walt Disney Company
<b>Crayola</b>	Kids@Work div. Amlold	Construction block sets	Crayola
	Madame Alexander Doll Company	Dolls	
<b>DC Comics</b>	Bif Bang Pow!	Collectible figures, jack-in-the-boxes	Warner Bros. Consumer Products
<b>Descendants</b>	Hasbro	Accessories, fashion dolls	Walt Disney Company
<b>Disney</b>	Colorforms Brand	Vinyl stick-on playsets	
<b>DreamWorks Animation</b>	Wonder Forge	Games	DreamWorks Animation
<b>DUFF (The)</b>	CafePress	Accessories, drinkware, jewelry, phone cases, stationery	CBS Consumer Products
<b>Gas Monkey Garage</b>	Concept One Accessories	Bags, belts, cold weather accessories, footwear, shorts, socks, wallets	Brandgenuity
	GreenLight	Die-cast vehicles	
<b>Girl Scouts of the U.S.A.</b>	Wicked Cool Toys	Baking mixes, cooking kits (children's), wood room decor	Girl Scouts of the U.S.A.
<b>Goosebumps (film)</b>	Berkshire Fashions	Footwear, headwear, rain gear, socks, winter accessories	Scholastic Media
	C-Life Group	Fleece tops, t-shirts, thermal tops	
	CARD.com	Prepaid credit cards	
	Cosmic Forces	Mobile game apps	
	GameMill Entertainment	Online games, video games	
<b>Harry Potter</b>	FunKo	Pop vinyl figures	Warner Bros. Consumer Products
<b>Hasbro</b>	IDW Publishing*	Digital publishing, publishing	Hasbro
<b>KISS</b>	Advanced Graphics	Cardboard stand-ups	Epic Rights
	Costumes Galore	Halloween costumes	
	H3 Sportgear	Headwear	
	HYP/Hypnotic Hats	Backpacks, luggage, socks, tote bags	
	Just Funky	Beverage containers, blankets, housewares, throws	
	Perri's Leathers	Guitar accessories	
	Trends International	Posters, writing instruments	
UD Replicas div. Universal Designs	Replica stage costumes		

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## Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Lalaloopsy	Build-A-Bear Workshop	Custom plush	MGA Entertainment
Legend of Zelda	Netflix	Live-action TV series	Nintendo of America
MoonPie	Lionel Trains	Model train cars	Lisa Marks Associates (LMA)
New York Botanical Garden (The)	Chesapeake Bay Candle div. Pacific Trade Intl.	Candles	Jewel Branding & Licensing
Nickelodeon properties	Colorforms Brand	Vinyl stick-on playsets	Nickelodeon & Viacom Consumer Products
Out of the Blue properties			Out of the Blue
Paw Patrol	Blip Toys	Electronic toys, water games	Nickelodeon & Viacom Consumer Products
	Bravo Sports	Scooters, skates	
	Cardinal Industries	Games, puzzles	
	DecoPac	Cake decorating kits	
	First Act	Musical instruments	
	KIDdesigns	Consumer electronics	
Peppa Pig	AmScan*	Party goods	eOne Entertainment
	Palamon*	Halloween costumes, masks, role play items, trick-or-treat bags	
Pete the Cat	Colorforms Brand	Vinyl stick-on playsets	HarperCollins Children's Books
Peter Rabbit			Silvergate Media
Power Rangers Dino Charge	Bendon Publishing Intl.	Calendars, coloring & activity books, coloring kits, puzzles	Saban Brands
Remington	Bradford Exchange	Collectibles	IQ License
	Cranston Print Works	Textiles	
	Dipper Brotherhood/Spit Bud	Smokeless tobacco accessories	
	PEM America	Bath, bedding	
	South Life	Accessories, jewelry	
	US Coin Boards	Coin collecting supplies & accessories	
SpongeBob SquarePants	Forever 21	Accessories, apparel	Nickelodeon & Viacom Consumer Products
	Scimitar Sports	Sportswear	
Star Wars	Buffalo Games*	Puzzles	Disney Consumer Products
Star Wars x Collegiate Licensing Co.	Concept One Accessories	Bags, luggage, wallets	Disney Consumer Products, Creative Licensing Corp. (CLC)
Teenage Mutant Ninja Turtles	MEGA Brands	Construction toy sets	Nickelodeon & Viacom Consumer Products
	Scimitar Sports	Sportswear	
Terraria	Jazwares	Electronic toys, figures, plush, role play	505 Games
Tetris	Poprageous	Dresses, leggings, shorts, swimwear, tops	Blue Planet Software
Universal Studios	Colorforms Brand	Vinyl stick-on playsets	Universal Studios Partnerships & Licensing
Walking Dead (The)	Coop (The, form. A Crowded Coop)*	Accessories, bags, pet products	Striker Entertainment
Warheads	Wells Enterprises	Frozen ice products	Lisa Marks Associates (LMA)
World of Eric Carle (The)	Whole Foods Market	Cereal boxes	Joester Loria Group

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
IDW Publishing	Catalog of award-winning comics and graphic novels, including projects under development for screen and titles from Top Shelf Productions.	Collectible figures, stationery, t-shirts (U.S., Canada)	Anietra Guzman-Santana, Idea Patch
Smurfs (The)	Classic comic-based brand featuring friendly blue characters, property includes Summer 2016 film. Targeting 4–9 year-olds and adult nostalgia markets.	Accessories, apparel, digital content, publishing, stationery, toys (U.K., Eire)	Charlie Donaldson, Rocket Licensing

\*Extension or renewal.

*Continued on page 8*

## Licensing News *Continued from page 7*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Amylee Weeks	Christian Art Distributors/CUM Books	Clipboards, gift bags, journals, key rings, magnets (U.S., Canada, Sub-Saharan Africa, ANZ, Europe)	MHS Licensing + Consulting
	Saturday Knight	Bath ensembles (North America, South America)	
Angry Birds	Dreamkids Kindergarten	Playgrounds (Singapore)	Rovio Entertainment
Christine Adolph	Demdaco	Bath ensembles (U.S., Canada)	MHS Licensing + Consulting
	Heritage Lace	Pillows, placemats, runners (U.S., Canada)	
	Laural Home	Bath ensembles (U.S., Canada)	
	Microthin	Cutting boards (U.S., Canada)	
Collin Bogle	Deluxebase Ltd.	Bags, drinkware, magnets, notebooks, novelties, stationery (Worldwide)	MHS Licensing + Consulting
	Ramatex Intl.	Throws (Worldwide)	
Garfield	Aligraf	Collectibles, decals, greeting cards, stickers (Uruguay)	Mary Hume
	Ashapura Intimates Fashion Ltd.	Apparel (toddlers'), loungewear, nightwear (India)	AI Licensing India Private Ltd.
	Boost Collectibles B.V.	Promotional toys (Hungary)	Plus Licens & Design Stockholm
	Carvajal Educacion S.A.C./Carvajal S.A. Peru	Office supplies, school supplies (Peru)	Lorex S.A.S.
	Creative Pet Alliance Ltd.	Pet accessories, pet apparel, pet care (U.S., Canada, ANZ, GAS, Belgium, Denmark, Finland, France, Italy, Netherlands, South Korea, Spain, Sweden)	Paws, Inc.
	D.D.P.L. (Distribuição de Produtos de Papelaria e Brinquedo Lda.)	Plush (Portugal)	Mendia Licensing
	Deyarco Furniture Factory LLC	Bedding (Bahrain, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, UAE)	20TOO
	Dutch Media Books B.V./Dutch Media Uitgevers	Mobile book apps (Belgium, Luxembourg, Netherlands)	BN Licensing B.V.
Goosebumps (film)	Ediciones Kraken	Books (Chile, Colombia, Mexico, Peru, Spain)	Mendia Licensing
	Cotton On Group	Stationery, t-shirts (Worldwide)	Scholastic Media
	GB Eye Ltd.	Novelties, posters (Europe)	
Hello Kitty	Budge Studios	Mobile game apps (Android & iOS) (Worldwide)	Sanrio
I'm a Celebrity...Get Me Out of Here	Thorpe Park div. Merlin Entertainments	Theme park attractions (U.K.)	ITV Studios Global Entertainment
Life	1wall.com/SHH Interiors Ltd.	Wall murals, wallpaper (U.K.)	Bulldog Licensing
	GHS Studio	Bean bags, dog beds (U.K.)	
Macbeth	Mercer House (The)	Accessories, apparel, footwear (Worldwide)	Saban Brands
Nickelodeon properties	Alex Brands	Bath toys, craft kits, games, toys (Worldwide)	Nickelodeon & Viacom Consumer Products
Playboy	Blitzway Co., Ltd.	Figures (U.S., South Korea, China, Japan, Hong Kong, Baltics, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, GAS, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, U.K.)	Playboy Enterprises
	Champagne & Spirits Alliance	Champagnes (Worldwide (excluding Argentina))	
	Global Worldwide Traders	Spirits (Worldwide (excluding Argentina, Chile, Nepal))	
	Sunrise Japan Co., Ltd.	Beauty serums (Japan)	
POU	Editora Abril S/A	Publishing, sticker albums (Brazil)	BR Licensing
	Grow Jogos e Brinquedos SA	Board games, dolls, puzzles, toys (Brazil)	
Red Army	BitTorrent	Digital content (Worldwide)	Sony Pictures Consumer Products
Shopkins	NJ Screen Prints Ltd.	Apparel (U.K.)	Bulldog Licensing
Shrek	No Yetis Allowed Ltd.	Mobile game apps (iOS) (Worldwide)	DreamWorks Animation
Skylanders	Crayola*	Coloring books (North America)	Activision
	General Mills*	Cereal boxes (North America)	
Tipping Point	John Adams Leisure Ltd.	Board games (U.K.)	Zodiak Kids
Warcraft (film)	JAKKS Pacific	Master toy (Worldwide)	Legendary Entertainment
Westinghouse	Jiangmen Bestday Electric Co. Ltd.	Small kitchen appliances (China)	Leveraged Marketing Corp. of America (LMCA)

\*Extension or renewal.



# contacts & connections

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

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**Advanced Graphics**, Craig Henderson, VP Licensing & Sales, 801-499-5000 x105, [craig.henderson@advancedgraphics.com](mailto:craig.henderson@advancedgraphics.com), P. 6.

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**Bendon Publishing Intl.**, Casey Cooke, Licensing Coordinator, 419-207-3600 x245, [ccooke@bendonpub.com](mailto:ccooke@bendonpub.com), P. 7.

**Berkshire Fashions**, Richard Dweck, EVP & Director Licensing, 212-221-1542 x505, [richie@berkshireinc.com](mailto:richie@berkshireinc.com), P. 6.

**Bif Bang Pow!**, Jason Labowitz, President, 877-243-2264 x802, [jlaborwitz@bifbangpow.com](mailto:jlaborwitz@bifbangpow.com), P. 6.

**BitTorrent**, Matt Mason, Chief Content Officer, 415-568-9000, [matt@bittorrent.com](mailto:matt@bittorrent.com), P. 8.

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**Blue Planet Software**, Lisa Linnenkohl, Head Licensing & Business Development, 415-377-2195, [lisa@blueplanetsoftware.com](mailto:lisa@blueplanetsoftware.com), P. 7.

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**Brandgenuity**, Rachel Humiston, Managing Director, 212-925-0730, [rachel@brandgenuity.com](mailto:rachel@brandgenuity.com), P. 6.

**Bravo Sports**, Joseph Klingl, VP Marketing & Product Development, 562-484-5100, [jklngl@bravocorp.com](mailto:jklngl@bravocorp.com), P. 7.

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**Build-A-Bear Workshop**, Felicia Taylor, Senior Manager Licensing & Partnership Bear, 314-423-8000 x5329, [feliciat@buildabear.com](mailto:feliciat@buildabear.com), P. 7.

**C-Life Group**, Heather Miceli, VP Licensing, 212-294-0248, [heather.miceli@c-lifegroup.com](mailto:heather.miceli@c-lifegroup.com), P. 6.

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**CARD.com**, Ben Katz, CEO & Co-Founder, 917-848-0033, [ben@card.com](mailto:ben@card.com), P. 6.

**Cardinal Industries**, Joel Berger, President, 718-784-3000 x114, [joelb@cardinalgames.com](mailto:joelb@cardinalgames.com), P. 7.

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**Champagne & Spirits Alliance**, Vilay Khamvongsa, CEO, [vk@playboychampagne.com](mailto:vk@playboychampagne.com), P. 8.

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*Continued on page 10*

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**Nike**, Larry Miller, President Jordan Brand, 503-671-6453, larry.miller@nike.com, P. 6.

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**Original Appalachian Artworks**, Della Tolhurst, President, 706-865-2171, della.tolhurst@cabbagepatchkids.com, P. 6.

**Out of the Blue**, Samantha Freeman, President, 212-764-0266 x333, samantha@outofthebluenyc.com, P. 7.

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## international contacts & connections

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**Dreamkids Kindergarten**, Dawn Choy, Founder & Principal, 65 6348 8078, info@dreamkids.sg, P. 8.

**Dutch Media Books B.V./Dutch Media Uitgevers**, Wibbine De Ruig, Rights & Contracts, 31 20 523 9150, P. 8.

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## JAPAN

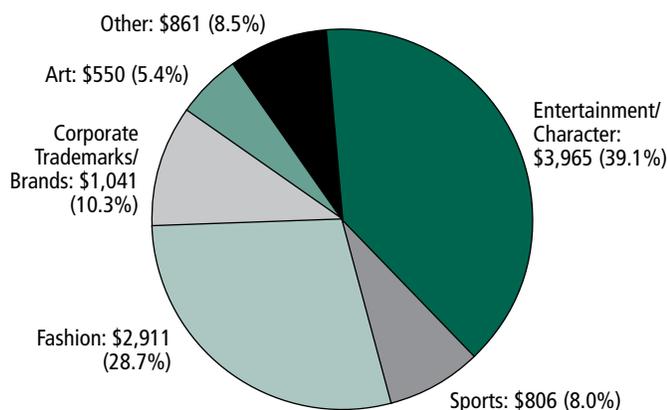
## Licensing By Property Sector

Sluggish GDP growth and falling retail sales limited licensed retail sales in Japan to \$10.1 billion in 2013, according to the TLL *International Licensing Report*. That's a very modest growth rate. And projections for 2014 are not expected to be a whole lot better. Here's an overview of licensing sales performance in Japan by property sector.

- ▶ *Tokusatsu*, such as Ultraman, Godzilla, Kamen Rider, and Tomica Hero. These are live-action, special effects-heavy, mostly sci-fi and action series;
- ▶ Japanese book publishing properties, which are, for the most part, for children rather than young women, including Bears School (Kuma No Gakko) and Nontan.

## RETAIL SALES OF LICENSED MERCHANDISE, JAPAN, BY PROPERTY TYPE, 2013

Total = \$10.1 Billion



NOTE: Retail sales in millions of U.S. dollars. Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

## Entertainment/Character: 39.1%

Some key subsectors of this vibrant sector, which makes up the largest share of licensed sales in Japan, include:

- ▶ New and classic anime/manga properties, both from the action realm, such as One Piece, Saint Seiya, and Smile Precure, and on the cuter side, such as Anpanman, Doraemon, and Studio Ghibli characters;
- ▶ Cute (*kawaii*) characters that originate as “fancy goods” from companies such as Sanrio and San-X, including Hello Kitty, Little Twin Stars, Rilakkuma, and Tarepanda;
- ▶ Classic properties from U.S. entertainment licensors, such as Peanuts, Sesame Street, Care Bears, and especially Disney characters;
- ▶ Classic book characters mostly from Europe, including Thomas & Friends, Paddington Bear, Very Hungry Caterpillar, Babar, Peter Rabbit, Maus, Maisy, Miffy, Cheburashka, and Moomin;
- ▶ Digital-origin characters from video games and, more recently, mobile applications, including LINE Friends, Nameko, Puzzles and Dragons, and Pokémon;
- ▶ *Yuru-kara*, such as Kumamon and Sento-kun, which are ubiquitous mascots representing towns, businesses, associations, prefectures, and other locations and groups;

## Fashion: 28.7%

Global labels can do well in Japan, especially in boutiques and department stores. In addition, local Japanese designers have traditionally done well in licensed sales, both locally and in high-profile limited-edition collaborations with characters and brands from around the world. Collaborations and co-branding involving not just fashion but all property types are also popular in Japan.

## Corporate Trademark: 10.3%

This sector, which generated \$1.041 billion in sales, third highest of any property type is poised for growth. While some global trademarks have done well here, Japanese consumers have not historically embraced corporate trademark licensing as consumers in other parts of Asia have. Historically, most of the activity has been more lifestyle than brand extension-based, although this is starting to change. Thus, for example, Hershey, has had success with brand extensions such as chocolate pudding and novelty ices in Japan.

## Sports: 8.2%

Although relatively small in Japan, the sports sector drove 8.2% of retail sales of licensed goods. Some executives believe that the 2020 Olympics, which Japan is scheduled to host, may help further this sector. Japanese domestic baseball and football/soccer leagues have significant licensing programs that are mainly fan-centric rather than lifestyle-based. The U.S. leagues, including the National Basketball Association and Major League Baseball, conversely, are in the market and positioned as lifestyle brands, available mostly in specialty stores.

## Art: 5.4%

Art licensing generates a relatively small share of the Japanese licensing landscape, accounting for just \$550 million in sales. Even so, the sector has been growing at a slightly faster pace than the rest of the licensing business. Examples of Japanese artists involved in licensing include The Artist Collection/The Dog, a photography franchise that has a global licensing program; Jun Ichihara, an illustrator who is best known for a picture book and animated series based on his original characters: Shinzi Katoh, whose images are on stationery, accessories, footwear, publishing, home goods, apparel, toys, jewelry, and other items sold through museum and department stores, as well as seven dedicated shops in four countries.

## Who's News

**Bob Chapek**, a 22-year Disney veteran, is moving from President of Disney Consumer Products to Chairman of Walt Disney Parks and Resorts, effective immediately. While DCP has yet to name a successor, insiders believe that current executive VP of global licensing has the inside track.

**Kim Marie Song** has been hired as National Strategic Sales Manager of MAC Group and will focus on developing the retail sales channel for the brands the company recently acquired from HP Marketing Group, including Gepe, Heliopan, Kaiser and Novoflex.

**Jillianne Reinseth**, the former Nerd Corps exec, replaces Laura Clunie (who is moving to Spin Master) as VP of creative affairs for eOne Family, the TV producer, distributor and licensor whose catalog of shows includes Peppa the Pig, Ben & Holly's Little Kingdom and ZakStorm.

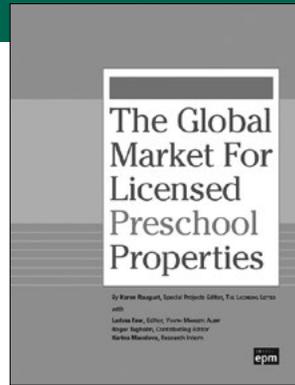
**Adam Schoff** is Dubit's new VP of digital strategy for the Asia Pacific region. Schoff, who has developed brand strategies for the kids' market for Mattel, Disney, Nickelodeon and the Australian Football League, will operate out of Dubit's new Melbourne, Australia office.

Licensed children's, teen and adult toiletries firm Kokomo hires **Cheryl Coombes** as its national account controller for the UK. Coombes previously worked at Tesco as part of the health and beauty management team for Premium Beauty.

**Karin Piscitelli** is leaving City Sports to become marketing director of Jabra where she will oversee the company's North American marketing activities. Jabra is a leading manufacturer of sports audio equipment including wireless sport earbuds that are both sweat- and weatherproof.

Retail veteran **John Allan** replaces Richard Broadbent as chairman of Tesco. Allan will step down from the boards of Dixons Carphone, the DHL U.K. Foundation and the Royal Mail but stay on as chairman of Barratt Developments and Worldplay.

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