

TLL THE LICENSING LETTER

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Entertainment/Character Licensing Grows 6.0% in 2014, Most of Any Property Type

After declining every year from 2008 through 2012, entertainment/character licensing in the U.S. and Canada roared back to life in 2013 by posting 3.6% growth. Now the sector has proven that the turnaround was no fluke by achieving an even more robust 6% increase in 2014. According to *The Licensing Letter's Annual Licensing Business Survey*, entertainment/character now constitutes 11.0% of all retail sales of licensed goods, the fourth largest share of the market behind only trademarks/brands (26%), fashion (20.3%) and sports (14.1%).

The "Frozen" Factor

2014 will probably be remembered in licensing annals as the year of "Frozen." But while "Frozen" was the headline story generating between \$800 million and \$1 billion in sales depending on which report you believe, it was not the only engine driving growth in the entertainment/character sector in 2014.

In fact, the pattern of growth in character/entertainment is as much a reflection as a result of the "Frozen" factor. The entertainment/character property type as a whole returned to growth in 2013 and really took off in 2014. 2013 was also the year of the Disney film that began the "Frozen" phenomenon; and 2014 was the year that the phenomenon reached its full potential. Retailers who were initially caught off guard by the movie's popularity rushed to catch up. Toys R Us, for example, stocked just a few dozen "Frozen" products in the beginning of 2014, but expanded its selection to hundreds of items for the year-end holidays. The 99 Cents Only chain reportedly began stocking "Frozen" party goods in the fall, after seeing the success other retailers were having.

"It was just unstoppable," says one licensee, who like many other TLL survey respondents explains that the property both expanded the sales of entertainment licensed products overall and stole share from other brands,

primarily properties appealing to girls, such as Hello Kitty, Monster High and My Little Pony, as well as Disney's Princesses brands.

"'Frozen' took from other brands, even Disney's own brands like Disney Junior characters Sofia the First and Doc McStuffins," says another licensee, voicing an oft-repeated sentiment.

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LOTTERY LICENSING

Licensing to Lottery Games Offers Rich Royalties and Brand Exposure

For over a decade, the casino and lottery gaming industry (including slots, lotteries, bingo, etc.) has provided a rich source of licensing opportunities. Although licensing activity has ebbed and flowed, today, in almost every state where lotteries are legal, you'll find at least one game that's branded with the name of a famous consumer product.

The Advantages of Lottery Licensing

For property owners, lottery licensing is a rich source of not only royalties but brand exposure. "The greatest benefit is the exposure," argues Ita Golzman of King Features, whose "Betty Boop," "Popeye," and other comic strips have long had a presence in slots and lotteries. "When you walk on the floor of some of the casinos, Betty Boop is front and center," she says. "And cities put the character on buses and banners to promote the lottery."

"It's certainly lucrative, but it also gives our fans one more fun, engaging way to relate to our properties," adds a representative of CBS Consumer Products, which has licensed brands ranging from "Star Trek" and "I Love Lucy" to "The Amazing Race" and "Judge Judy" for both lotteries and slots.

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➡ Licensing Ledger

JESSICA SIMPSON BRAND SOLD TO SEQUENTIAL

Sequential Brands Group has agreed to acquire a majority interest in the Jessica Simpson Collection brand, including master license rights, from **Camuto Group**. Although the price has not been disclosed, you can bet that it is significantly higher than the \$15 million the late Vince Camuto paid for the master license in 2005. Camuto built Jessica Simpson into a \$1 billion brand in 31 product categories including footwear, apparel, fragrance, accessories, maternity wear, girls' clothing and a home line distributed in over 2,500 retail locations worldwide.

MINIONS GO MOBILE

The Minions are multiplying. A new partnership between video game maker **Electronic Arts**, "Minions" producer **Illumination Entertainment** and **Universal Partnerships & Licensing** will bring the quirky yellow creatures and other characters from upcoming Illumination films to mobile games, beginning with "Minions Paradise." The game will be free to download beginning this summer, dovetailing with the U.S. theatrical release of "Minions" on July 10. "Minions Paradise" will allow players to create their own tropical Minion utopia and take control of a newly created Minion named Phil.

COURT NIXES LAWSUIT OVER NFL'S PHOTO LICENSE

A group of photographers sued the NFL claiming that its exclusive licensing deal with the AP and Getty Images allowing the League to use stock images royalty-free are an illegal throttling of competition. But the New York federal court disagreed and dismissed the case. The exclusive deals didn't reduce output of licensed NFL photos on the market or raise prices for consumers, said the court. And even if the claims *did* have merit, the court added, because photographers aren't directly involved in the licensing or sale of NFL-licensed photographs, they don't have legal standing to challenge the licensing agreements in court [*Spinelli v. NFL*, 2015 U.S. Dist. LEXIS 40716, March 27, 2015].

NEW CHANNEL FOR CHANEL

Bowing to the inevitable, **Chanel** announced that it will begin engaging in e-commerce probably by the end of 2016. The move includes three of the Métier d'Art companies owned by Chanel's Paraffection subsidiary, including glove-maker Causse, milliner Maison Michel and cashmere house Barrie Knitwear, all of which will sell online on separate e-commerce sites. It's not a shift in strategy, according to Chanel's president, "it's an evolution to better serve our customers."

GRUMPY CAT GROWS HER BRAND

Digital celebrity Grumpy Cat continues to ride the cyber wave by making new license agreements with **Dynamite Comics** for a new comic book series to launch later in 2016, a kids' activity app (**Playrific**) scheduled for the summer and a gift line (**Bay Northwest**) for specialty shops in the Pacific Northwest.

SMELL OF SUCCESS

A pair of world famous celebrities are celebrating 10 years of fruitful fragrance licensing collaborations with the release of special 10th anniversary limited edition products that are both currently available:

- ▶ Instinct Gold Edition celebrates the tin anniversary of Instinct, a collaboration between David Beckham (**XIX Entertainment**) and licensee **Coty** that has sold over 10 million bottles worldwide; and
- ▶ The Paris Hilton Limited Anniversary Edition for Women is an intensified version of the decade-old scent developed

for Paris Hilton (**Beanstalk**) by **Parlux Fragrances**.

RETAIL NOTES

- ▶ Books-A-Million (aka BAM!) plans to expand its 257-store retail presence (second highest of any book retailer in the U.S.) by opening 30 new stores this year;
- ▶ Three months after announcing its intention to get out of Canada, Target Canada completed inventory liquidation and closed the last of its 133 retail stores on April 12;
- ▶ According to the U.S. Bureau of Labor Statistics, in March:
 - Specialty stores, discounters and department stores boosted payroll;
 - Apparel and accessory stores added 1,500 seasonally adjusted jobs;
 - Department stores added 1,600 jobs; and
 - General merchandise stores added 10,900 jobs.

"FANCY NANCY" GOING FROM PAGE TO SCREEN

Disney Junior cut a deal with **Harper Collins Children's Books** for rights to a "Fancy Nancy" animated telepic and series adaptation, targeted to premiere in 2017. The deal also calls for a host of merchandising tie-ins to be handled by **Disney Consumer Products**, according to *Variety*. "Fancy Nancy" is a hugely popular series of children's books about a little girl who craves the fancier things in life that has reportedly sold 28 million copies worldwide.

HOME McFURNISHINGS

McDonald's has taken its brand to the fashion realm by launching its first ever lifestyle collection in Sweden. If you're so inclined, you can buy items from the Big Mac collection such as clothing, wall-paper, bed sheets and other items emblazoned with prints of the chain's signature sandwich, from the company's Swedish website.



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Entertainment/Character Licensing

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Other Factors for Growth

Other factors besides “Frozen” driving growth in the entertainment/character sector in 2014 include:

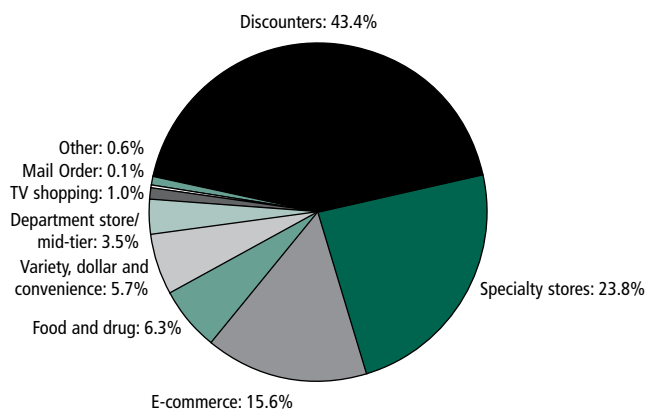
- ▶ **Superheroes:** Many survey respondents marveled at the seeming invincibility of licensed superhero properties against the effects of market fatigue. According to Disney, Marvel’s “Avengers” and “Spider-Man” brands each drove more than \$1 billion at retail globally in 2014. Other larger than life superhero properties in 2014 included “Teenage Mutant Ninja Turtles” and “Guardians of the Galaxy,” executives said. “The superhero genre is here to stay,” said one licensor, discounting expectations last year that some consumer fatigue might be setting in.
- ▶ **Nostalgia:** Another factor for increased sales in entertainment/character properties was nostalgia for classic properties, driven by fashion-conscious consumers too young to have been acquainted with them when they were initially released. “The millennials love these old-is-new properties,” said one entertainment licensor. “We continue to see nostalgia properties feeding fashion.” Examples include Mickey Mouse, Looney Tunes, Felix the Cat, He-Man and the Masters of the Universe, “Ghostbusters,” “Alien,” and “Planet of the Apes.”
- ▶ **Adult Properties:** Entertainment/character is not just for kids. Adults are also getting involved, principally by buying licensed goods associated with edgy adult TV series like “Breaking Bad,” “The Walking Dead,” and “Sons of Anarchy.” Edgy entertainment for adults also supports higher price points for collectibles, apparel and other merchandise, such as “Sons of Anarchy” cigars costing a cool \$25 to \$30 a pack.

New Properties, Same Challenges

Looking ahead, licensors and others expect Disney to make every effort to keep “Frozen” hot in 2015. Sure enough, Disney has done just that by releasing a short film shown before the studio’s live-action “Cinderella” and announcing a “Frozen 2” sequel to come at a later date. Even so, optimistic competitors believe time is on their side as “Frozen” sales will inevitably begin to slow down. “No brand can do more than two years at a huge high like that,” one licensee predicts.

In addition to consumer fatigue, in 2015, “Frozen” will be exposed to competition from a quartet of franchise films headed to theaters: Disney/Marvel’s “Avengers: Age of Ultron” (opening May 1) Disney/Lucasfilm’s “Star Wars: The Force Awakens” (Dec. 18), Universal/Illuminations “Minions” (July 10) and Universal/Amblin’s “Jurassic World” (June 12).

RETAIL SALES OF LICENSED MERCHANDISE BASED ON ENTERTAINMENT/CHARACTER PROPERTIES, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2014



SOURCE: THE LICENSING LETTER

Continued Dominance of “A” Properties

Of course, Disney’s dominance of entertainment/character goes way beyond “Frozen.” Survey respondents expect no let-up in the command the Disney-owned portfolio exercises over retail shelf space with the new “Avengers” and “Star Wars” films and accompanying merchandise headed to market. Those two properties, along with “Minions” and “Jurassic World,” will likely exacerbate the ongoing challenge, one that pre-dates “Frozen” by many years, posed by retailers devoting increasing amounts of precious retail shelf space to “A” entertainment properties at the expense of less high profile properties.

“‘Star Wars’ will be the biggest licensing program in history,” predicts one licensor, in awe of the range of “Star Wars” merchandise he saw at the MAGIC trade show.

Outside of platinum properties, “Retailers are becoming more risk averse in terms of titles they will support,” says another licensor. One licensing agent in the U.K., comments in a similar vein: “The domination of big licenses such as ‘Frozen,’ is not allowing space for others.”

Some executives see an upside to the 2014 dominance of “Frozen,” however, believing retailers are looking more closely at new properties in an attempt to identify earlier the next license with the potential to be as popular as Disney’s sassy princess property.

Risk and Short Life Spans of Movie Properties

As in past years, many of this year’s survey respondents bemoan the short life span of movie properties and the continued difficulty for many movies to get off the ground beyond the pre-release promotional window.

One key to success for properties, particularly those appealing to boys, is exposure through a variety of media venues, including movies, TV, social media and apps,

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several respondents noted. One licensee used as an example Disney's use of its cable network Disney XD to keep properties including Spider-Man and Star Wars on boys' radar between feature films with shows including "Ultimate Spider-Man" and "Star Wars Rebels."

One licensor predicts that movie licensed merchandise will begin to appear at retail earlier than ever. "The six weeks before the movie rule will be completely thrown out the window," this executive says, predicting that for at least two end-of-year movies, merchandise will begin to appear in stores in September.

Slicensing cuts two ways

"Slicensing," the practice by which licensors award ever more narrow licenses, continues to be mentioned as a key trend in entertainment licensing, particularly in regards to Disney and other very large entertainment licensors. Respondents cited this as a challenge, because it reduces the leverage of licensees with retailers, and as an opportunity, because it can spur product innovation.

Product Category Trends

Product category performance in entertainment/character licensing in 2014 told a tale of extremes. For the most part, the product categories that grew gained even more than those categories as a whole. For categories that showed weakness, declines in entertainment/character-licensed products were even more severe than for the categories as a whole.

Apparel was the fastest-growing product category in entertainment/character licensing in 2014, with 11.6% growth, 5 percentage points ahead of the overall apparel category, due to both "Frozen" and the continuing fashion appeal of entertainment characters, classic and modern. The category was the only one to top 10% growth, followed by 8.9% growth in both accessories (2.7% overall growth) and toys (7.0% overall).

"Frozen" was the top **toy** property in 2014, generating \$531 million in retail sales in the category, according to The NPD Group. Notably, NPD said "Frozen" did not capture the top spot in any of the 11 super-categories it tracks and was the top property in only four of 100 subclasses measured (paint kits, fashion styling and dress-up, children's puzzles, electronic entertainment) even though it was represented in 39 different toy categories. "Frozen was the big news in the toy industry in 2014," said Juli Lennett, president of the Toys division at NPD. "It wasn't due to that one hot toy that was a category killer, but because of the varied breadth and sheer number of toys."

The No. 1 selling toy item in 2014 was "Teenage Mutant Ninja Turtles" action figures. One licensee responding to the survey says boys' action figures saw the greatest increase of any licensed product last year.

Other product categories that grew between 5% and 10% included domestics (6.2% in entertainment; 2.0% overall); and health and beauty (5.3% in entertainment; -2.0% overall).

RETAIL SALES OF ENTERTAINMENT-LICENSED MERCHANDISE, 2013-2014, BY PRODUCT CATEGORY (FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Accessories	\$1,023	\$939	8.9%	9.3%
Apparel	\$964	\$864	11.6%	8.8%
Consumer Electronics	\$426	\$398	7.1%	3.9%
Domestics	\$268	\$252	6.2%	2.4%
Food/Beverages	\$375	\$362	3.5%	3.4%
Footwear	\$303	\$294	3.0%	2.8%
Furniture/Home Furnishings	\$277	\$266	4.1%	2.5%
Gifts/Novelties	\$302	\$331	-8.8%	2.7%
HBA	\$525	\$499	5.3%	4.8%
Housewares	\$212	\$205	3.3%	1.9%
Infant Products	\$373	\$359	3.9%	3.4%
Publishing	\$771	\$757	1.9%	7.0%
Sporting Goods	\$193	\$186	3.9%	1.8%
Stationery/Paper	\$474	\$480	-1.2%	4.3%
Toys/Games	\$3,389	\$3,112	8.9%	30.8%
Videogames/Software	\$847	\$926	-8.5%	7.7%
Other	\$275	\$146	88.5%	2.5%
TOTAL	\$10,998	\$10,376	6.0%	100.0%

Note: Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

Consumer electronics (7.1% in entertainment; 3.0% overall) also grew in that range, with an assist from kids who continue to trade up from toys to electronics at younger ages than before. The lines continue to blur between electronics and toys as well, with two tablet computers on NPD's list of top 10 toys for the year.

"Kids are gaining in electronics," says one licensee. "All of these technologies and categories that have been traditionally marketed to adults are going to kids."

For the second year in a row, product categories showing declines in 2014 included gifts/novelties, stationery/paper, and videogames. In two of these areas—videogames (down 8.5% in entertainment/8.0% overall) and gifts/novelties (down 8.8% in entertainment/5.0% overall)—declines in entertainment/character-licensed products were even more severe than for the categories as a whole.

Retail distribution of entertainment licensed products mirrored that of licensed products overall, with sales accelerating in the e-commerce channel while most other retail channels continued in a traditionally steady vein. The e-commerce channel grew to represent 15.6% of all entertainment licensed product sales in the U.S. and Canada in 2014, a change of seven-tenths of a percentage point, the biggest change in entertainment retail channel share. The value/dollar/convenience channel also grew, by half of a percentage point, to 5.7% of sales. Some entertainment licensors have signed new licensees to open up the value/dollar channel.

Benchmark Royalty Rates, Guarantees & Advances



DO YOU KNOW?

- ▶ The average royalty across all property types and product categories?
- ▶ Which three property types earn the highest royalties?
- ▶ Which three product categories pay the highest royalties?
- ▶ The range of guarantees for licensing agreements?
- ▶ How long the average licensing contract runs by property type and product category?

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THE LUXURY TCHOTCHKE

Branded Baubles a Growth Area in Fashion Licensing

They're cute, they're furry, and they're branded with the name of a famous fashion designer.

But, c'mon, \$850 for a keychain?!

That's how much you have to shell out for one of those hot Fendi Bag Bugs—assuming, that is, your name even gets called from the long waiting list of would-be purchasers.

The Fendi Bag Bug is just the poster child of the luxury tchotchke, or high-priced, fashion-branded knickknack that has become the fastest growing segment of the fashion market. Other examples:

- ▶ Karlitos, or mini Karl Lagerfeld-shaped keychains from Fendi: \$1,700;
- ▶ The Hermès silk postcard and envelope: \$95;
- ▶ The wooden dice set in alligator leather case from Burberry: \$3,000

Tchotchkes increase not only revenues but a company's brand awareness and customer base. "It enables the customer to get a piece of the brand without having to buy a couture gown," explains one observer.

Another thing they have going for them is that they're small and don't take up much of what's becoming one of the most precious commodities in retail fashion licensing: shelf space.

Of course, the reason the tchotchke phenomenon is working, at least for now, is that the goods are sold only at upscale stores at high prices and in limited supplies. The moment these things start appearing at Target or Walmart for \$100, the brand equity will be gone and the phenomenon will be over.

Accessories were the second fastest growing segment (behind apparel) of the fashion property type in 2014, with retail sales of \$7.9 billion, a 3.9% increase over 2013. Retail sales of fashion-licensed merchandise overall topped \$20 billion on growth of 3.4% growth in 2014.

Although it constitutes 20.3% of all licensed merchandise sales, the fashion sector continues to be challenging, observers say. Unique tchotchkes may be a way to recapture the attention of consumers who turned away from Tony labels during the prolonged recession.

THREE CONSUMER GROUPS TARGETED

Licensing Campaign to Back Soccer's Copa America Centennial

The producer of the Copa America soccer tournament is looking to licensing to help build awareness for the tournament's 2016 centennial. WeMatch, the partnership that holds the commercial rights to Copa America, will work with brand extension agency and soccer specialist One Entertainment to develop a U.S. and Canadian licensing program including apparel, accessories, toys and gifts for Copa America 2016.

The centennial brings Copa America from South America north to the U.S. for the first time. The Pan-American tournament will be played from June 3 to June 26, 2016 in the U.S., bringing 16 national teams from North, South and Central America and the Caribbean to play for its title in 32 games. The U.S. and Mexico will automatically be invited to compete.

Multiple U.S. host cities are expected to be announced next month, chosen from 24 contenders.

"When the United States hosted the 1994 FIFA World Cup, it was the first time a large-scale licensing program was launched for a soccer competition, and it proved to be a massive success," Alex Altamirano, a partner with One Entertainment, said. One Entertainment

is the North American licensing agent for FC Barcelona, Manchester United, Juventus, and other soccer clubs.

David Gebel, another partner with One Entertainment, said that Copa America will allow licensees and retailers to tap three consumer groups: Americans interested in mega sports events and living in the host cities; soccer fans; and Hispanics.

Men's soccer ties with men's pro basketball and ice hockey as the fifth most popular spectator sport in the U.S., according to a survey from The Harris Poll conducted last December. Soccer had the most noteworthy increase in the survey with 6% of those polled calling it their favorite sport, up from 2% in 2013.

Licensing of sports properties is a growth area. The sports property type had the second highest increase in licensed merchandise sales, behind entertainment, in 2014. Retail sales of sports-licensed merchandise grew 5% last year, nearly double the 2.8% increase of 2013, and accounted for 14.1% of all retail sales of licensed goods, according to *TLL's Annual Licensing Business Survey*.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Bissell	Domestics brand known for vacuum cleaners, deep cleaning machines, and floor cleaners. Focus on pets, sustainability, and community involvement.	Auto products, DIY crafts, home goods	Carla Dearing, IMC
Piping Hot	Australian surf brand celebrating its 40th anniversary. Defined by cool, accessible, and on-trend surfwear.	All	Elie Dekel, Saban Brands

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Amy Coe	Tawil Associates	Apparel (children's, toddler's), fashion accessories, layette, sleepwear (children's), swimwear (children's)	Joester Loria Group
Black & Decker	Midea Group U.S.A.	Vacuums	Beanstalk
Catalina Estrada	Baltic Linen	Bath, bedding	Jewel Branding & Licensing
eos	Keds	Sneakers	eos Products
Girl Scouts of the U.S.A.	Bigelow Tea	Teas	Wildflower Group
	Build-A-Bear Workshop	Plush	
	Yankee Candle	Candles	
Godfather (The)	IDW Publishing	Tabletop games	Paramount Pictures
Hawaiian Tropic	Bentex Group	Swimwear (women's, junior's)	Brandgenuity
	Eastman Group	Summer footwear	
	Morgan Home/Notra Trading *	Beach bags, beach towels, tote bags	
Jenn McAllister	Scholastic Trade Book Group	Books	Big Frame, United Talent Agency
Kathy Ireland Home Collection	Bayes Cleaners/Lab-Clean	Cleaning products	Kathy Ireland Worldwide
Kellogg's	R Squared/Zrike Brands	Dinnerware, kitchen accessories	Joester Loria Group
LEGO	Little, Brown Books for Young Readers	Books	LEGO Systems
Little Charmers	Baby Boom Consumer Products div. Betesh Group	Bath products (toddlers'), bedding (toddlers')	Corus Entertainment/Nelvana Enterprises
	Bakery Crafts/Jack Guttman	Cake decorations	
	Rubie's Costume	Halloween costumes	
Lovemeez	Kid Kreations Ltd.	Plush	Brands With Influence
	Scholastic Media	Books	
Marvel	3D Light FX*	3D wall lighting	Disney Consumer Products
	Artissimo Designs*	Wall art (canvas)	
	Jay Franco & Sons*	Bedding, pillows	
	Northwest Co. (The)*	Plush throws, throw wraps	
	Open Road Brands*	Tin signs	
MLS	Silver Buffalo*	Wall art (canvas)	Major League Soccer (MLS)
	All Star Dogs	Pet products	
	Antigua Sportswear	Apparel	
	Bleacher Creatures	Novelties	
	Cirrus Fitness	Fitness equipment & accessories	
	Fabric Traditions	Fabric	
Orphan Black	Junk Food Clothing	Apparel	BBC Worldwide North America
	Hot Topic	Apparel	
Ozzy Osbourne	IDW Publishing	Card games, tabletop games	Striker Entertainment
	Bluewater Productions	Comic books	
Popeye	Putnam Accessory Group	Hats	King Features Syndicate
Property Brothers	QVC	Outdoor decor, outdoor furniture	HGTV (Home & Garden)
Tag Heuer	Google	Smartwatches	LVMH
Temple Run	Sonic Drive-In	Promotional toys	Imangi Studios

*Extension or renewal.

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Licensing News Continued from page 6

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tommy Bahama	COOLA Suncare	Sunscreen	Tommy Bahama
Warner Bros. TV	Concept One Accessories	Bags, belts, cold weather accessories, hats, wallets	Warner Bros. Consumer Products
Working Girls Design	SJT Enterprises	Wooden plaques	Working Girls Design
Wrangler	Concept One Accessories	Bags, cold weather accessories, gloves, hats	VF Jeanswear
WWE	Rook Brand Clothing	Accessories, t-shirts	World Wrestling Entertainment (WWE)

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
20th Century Fox	Portfolio of properties includes <i>The Simpsons</i> and <i>Family Guy</i> ; live action shows <i>Modern Family</i> , <i>How I Met Your Mother</i> , and <i>24</i> ; as well as theatrical releases <i>Avatar</i> and <i>Titanic</i> .	All (India)	Jiggy George, Dream Theatre Pvt. Ltd.
		Clip licensing (ANZ)	David Born, Born Licensing
AC/DC	Australian rock band released new album, <i>Rock or Bust</i> , Dec. 2014; opened for the Grammy Awards in Feb. 2015; and will kick off world tour on Apr. 10th.	All (Worldwide)	Lisa Streff, Epic Rights Norman Perry, Perryscope Productions
Art Marketing	Portfolio of home furnishings design brands, previously licensed in gifts and home furnishings.	All (U.K.)	Adam Meiklejohn, Meiklejohn Graphics Licensing (MGL)
Boubouh	Book-based property stars a monster who is frightened of kids. After a coaching session, he befriends a 6 year-old looking for adventure.	All (Worldwide)	Halle Stanford, Jim Henson Co.
Enchanted Sisters	Adventure, comedy, and fantasy series features the Sparkles, four sisters who come together every 3 months to celebrate the changing season. Aimed at kids 5–8 years-old.		
Eve	Live action sci-fi TV series about a robot living with a family in suburbia and trying to make sense of human life as a teenage girl.	All (U.K.)	Dom Wheeler, Brands With Influence
Fancy Nancy (TV series, movie)	Book-based property, premiering 2017, follows the adventures of a girl who is fancy in everything she does. Aimed at kids 2–7 years-old.	Role play (Worldwide)	Josh Silverman, Disney Consumer Products
Jourdan Dunn	British supermodel signed as the face of Maybelline New York and named model of the year for 2014.	Apparel, fashion accessories (Worldwide)	Andrew Lane, Fluid World Ltd.
Liverpool FC	Premier League football club has won more trophies than any other European team. Seeking additional licenses in apparel and hardgoods.	All (North America)	Scott Bouyack, Fermata Partners
Louisville Slugger	Official baseball bat of MLB, with over 100-year history.	All (Worldwide)	Mike Dowse, Wilson Sporting Goods
Miffy	Small rabbit from a series of picture books by Dick Bruna. Celebrating her 60th anniversary.	All (Nordics, CEE)	Maarten Weck, Copyright Promotions Licensing Group (CPLG Northern Europe)
Milkshake Monkey	Live action pre-school TV series follows an inquisitive puppet on adventures ranging from learning how to be a firefighter to riding on sea tractors.	All (U.K.)	Dom Wheeler, Brands With Influence
My American Friend	Live action pre-teen TV series tells the story of Jessie, an American girl with a dream of becoming the world's greatest fashion designer.	Fashion, toys (Worldwide)	Valentina La Macchia, Rainbow S.R.L.
Peppa Pig	British preschool animated television series starring an anthomorphic pig in her daily adventures with family and friends.	All (Poland, Hungary, Romania, Bulgaria, Czech Republic, Slovakia)	Malgosia Wojtaszek, Plus Licens Poland
		All (Serbia, Montenegro, Slovenia, Croatia, Bosnia, Macedonia, Kosovo)	Roberta Puppo, Mondo TV S.p.a.
Power Rangers	New iteration of TV series, "Power Rangers Dino Charge" will debut in France this Fall. Brand's first feature film will hit theaters in Summer 2016.	All (France)	Antoine Erligmann, Corus Entertainment/Nelvana Enterprises
Royal Academy	Comedy TV series follows the adventures of Rose Cinderella in a revamped telling of some of the most iconic fairytales. For kids 5–10 years-old.	Fashion, toys (Worldwide)	Valentina La Macchia, Rainbow S.R.L.
Tip the Mouse	CGI-animated preschool TV show starring a small mouse as he navigates the path of growing up. Based on book series that has sold over 11 million copies worldwide.	All (France, Czech Republic, Hungary, Poland, Slovakia)	Nuria Franquesa, Planeta Junior (France)
Very Fairy Princess (The, TV series)	Book-based property chronicles the adventures of Geraldine, who knows deep down that she is a fairy princess, despite all evidence to the contrary.	All (Worldwide)	Andrew Kerr, Corus Entertainment/Nelvana Enterprises
Yo-Kai Watch	Japanese anime stars a young boy who gets a special watch empowering him to see spirits that cause nuisances in humans' daily life.	All (Europe, Russia, Africa)	Pascal Bonnet, Viz Media Europe

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
BLB London	Pella Sportswear	Sportswear (Worldwide)	Brick Lane Bikes
Brooklyn's Own by Rocawear	zLabels GmbH	Accessories, apparel, footwear (Europe)	Iconix Europe
Cole Haan	BBC Intl./Active Licensing Group	Footwear (children's) (U.S., Japan, China, South Korea, Southeast Asia, Mexico, Latin America)	Cole Haan
Diane Von Furstenberg	Brown Shoe	Shoes (women's) (Worldwide)	Diane Von Furstenberg
Disney	Parragon Books Ltd.*	Activity books, coloring books, sticker books (North America)	Disney Consumer Products
G.H. Bass & Co	Genesco	Footwear (U.S., Canada)	G-III Apparel Group
Garfield	Guangzhou Tongkang Baby Supplies Co., Ltd.	Baby wipes (China, excluding Hong Kong)	Medialink Entertainment (Far East) Ltd.
	Plasticsam Ltd. (The)	Candy, candy dispensers, novelty candies (China, excluding Hong Kong)	
	Teacher Gaming Network div. FTC	Digital content (Worldwide)	Paws, Inc.
It's a Wild Life	Bagtrotter	Backpacks, diaries, luggage, pencil cases, shopping bags (France)	MJA Licensing
	Cabero Group 1916 S.A./Finocam	Calendars, diaries (Iberia)	Edebé Licensing
Italian Football Federation (FIGC)	Puma*	Master license (Worldwide)	Italian Football Federation (FIGC)
Joe Fresh	ALDO Group	Footwear (Worldwide)	Joe Fresh div. Loblaw Companies
Kong: King of the Apes	MGA Entertainment	Master toy (Worldwide)	41 Entertainment (41e)
Little Charmers	Scholastic Trade Book Group	Books (Worldwide, English-language)	Spin Master, Corus Entertainment/Nelvana Enterprises
Looney Tunes	Fit for Sport	Activity camps (U.K.)	Warner Bros. Consumer Products (U.K. & Ireland)
Louisville Slugger	Hillerich & Bradsby	Master wooden baseball bats (Worldwide)	Wilson Sporting Goods
Miffy	UNIQLO	Apparel (children's) (Worldwide)	Mercis B.V.
Nelly & Nora	Immediate Media	Magazines (U.K.)	Brands With Influence
	Walker Books	Picture books (U.K.)	
Perry Ellis	Nike*	Swimwear (North America, selected territories in Europe, Central America, South America)	Perry Ellis Intl./PEI Licensing
Power Rangers	Sun City	Sleepwear (children's), t-shirts (children's) (France)	Corus Entertainment/Nelvana Enterprises
	Viquel	Back-to-school, stationery (France)	
Sheepworld	Soehnle div. Leifheit AG*	Scales (Europe)	Sheepworld AG
Smiley	Soehnle div. Leifheit AG		SmileyWorld
SpongeBob SquarePants	Arena Water Instinct/Arena Italia S.p.A	Swimwear (children's) (Italy)	Nickelodeon & Viacom Consumer Products
	Gulliver	Apparel (children's) (Russia, CIS)	
Talking Tom & Friends	Deyarco Furniture Factory LLC	Bed linen, towels (MENA)	Outfit7
	DZS Slovenia	Back-to-school bags, book bags, notebooks, pens (CES Europe)	
	YeaRim-I Co. Ltd.	Sticker books, story books (South Korea)	
Tan Tan	Comercial E Industrial Libesa Limitada	Diaries, notebooks (U.K.)	Meiklejohn Graphics Licensing (MGL)
Thunderbirds Are Go!	Alfred Franks & Bartlett Plc.	Sunglasses (boy's) (U.K., Eire)	ITV Studios Global Entertainment
	Aykroyd & Sons Ltd.	Nightwear (boy's), underwear (boys') (U.K., Eire)	
	Global Solutions for Clothing/GSC Ltd.	Costumes (children's) (U.K., Eire)	
	Misirl UK Ltd.	Socks (children's) (U.K., Eire)	
	TVM Fashion Lab div. Global Brands	Outerwear (boys') (U.K., Eire)	
Tina Higgins	Xcessories MC	Accessories (children's) (U.K., Eire)	
	DesignScapes	Gift bags (U.S., Canada)	MHS Licensing + Consulting
	Dreamworks Design		
	Gregg Gift	Banners, plates (U.S., Canada)	
	Spectrum Crafts	Cross-stitch kits (Worldwide)	

*Extension or renewal.

Continued on page 9

Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tiny Tatty Teddy	Suncrest Trading	Toys (toddlers') (U.K., Eire)	Carte Blanche Greetings
Victoria Schultz	Design Works Crafts	Craft kits (Worldwide)	MHS Licensing + Consulting
Westinghouse	Ningbo Jide Electrical Appliance Co. Ltd.	Water purification products (China)	Leveraged Marketing Corp. of America (LMCA)
Winnie the Pooh	Egmont (U.K.)	Books (Worldwide)	Curtis Brown Group
Woolly	Immediate Media	Books (U.K.)	Brands With Influence
WWE	Toy State	Remote-controlled vehicles (North America)	World Wrestling Entertainment (WWE)



contacts & connections

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

3D Light FX, Jim Yurchuk, President & Co-founder, jim@3dlightfx.com, P. 6.

41 Entertainment (41e), Allen Bohbot, Chairman & CEO, 203-717-1120, allen.bohbot@41ent.com, P. 8.

A Weird Movie, Ben Lashes, Founder, 206-229-6223, benlashes@gmail.com, P. 2.

Alfred Franks & Bartlett Plc., Jerry Deverell, Commercial Director, 44 1727 833 877, j.deverell@afb.co.uk, P. 8.

All Star Dogs, Refael Olya, President, 800-391-3520, ro@allstardogs.com, P. 6.

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Artissimo Designs, Matthew Mann, Director Business & Legal Affairs, 310-802-7900, mmann@artissimodesigns.com, P. 6.

Baby Boom Consumer Products div. Betesh Group, Dara Treu Shapiro, Director Licensing & Marketing, 212-686-4666, dshapiro@beteshgroup.com, P. 6.

Bakery Crafts/Jack Guttman, Nicci Henry, Licensing Manager, 513-881-4161, nhenry@bkrycft.com, P. 6.

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Big Frame, Rana Zand, Talent Manager, rana@bigfra.me, P. 6.

Bigelow Tea, Cindi Bigelow, President & CEO, 203-334-1212, cbigelow@rcbigelow.com, P. 6.

Bleacher Creatures, Micah Levy, Director Sales & Marketing, 484-235-5345, mlevy@bleachercreaturetoys.com, P. 6.

Blewater Productions, Darren Davis, President & Editor-in-Chief, ddavis@blewaterprod.com, P. 6.

Brandgenuity, Jay Asher, Managing Director, 212-925-0730, jay@brandgenuity.com, P. 6.

Brown Shoe, Todd Murray, VP Marketing & Wholesale, 314-854-2964, tnmurray@brownshoe.com, P. 8.

Build-A-Bear Workshop, Felicia Taylor, Senior Manager Licensing & Partnership Bear, 314-423-8000 x5329, feliciat@buildabear.com, P. 6.

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Cirrus Fitness, Jay Sapovits, CEO & President, 866-668-9310, jsapovits@cirrusfitness.com, P. 6.

Cole Haan, Robert Goldberg, Product Licensing, Brand Partnerships & Intl. Partner Relations, 212-763-3000, robert.goldberg@colehaan.com, P. 8.

Concept One Accessories, Bernie Hafif, VP Licensing & Acquisitions, 212-868-2590 x111, bernie@concept1.com, P. 7.

COOLA Suncare, Tyler Porteous, VP Marketing & Business Development, 760-940-2125, tyler@coolasuncare.com, P. 7.

Coty, Emily Bond, VP Global Marketing & Fragrance Business Development, 212-389-7000, emily_bond@cotyinc.com, P. 2.

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DesignScapes, Magy Garza, Marketing & Product Development, 707-566-9828, magy.garza@transglobal.ca, P. 8.

Diane Von Furstenberg, Olivia Wu, Director Licensing, Design & Product Development, 212-741-6607, owu@dvf.com, P. 8.

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Dynamite Entertainment, Rich Young, Director Business Development, 856-312-1040 x107, rich.young@dynamite.com, P. 2.

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eos Products, Sherry Jhawar, VP Marketing, 212-929-6367, sherry@evolutionofsmooth.com, P. 6.

Epic Rights, Lisa Streff, SVP Licensing, 310-424-1908, lisa@epicrights.com, P. 7.

Fabric Traditions, Valerie Zeis, Merchandising Manager, 212-279-5710 x236, vzeis@fabrictraditions.com, P. 6.

Fermata Partners, Scott Bouyack, Partner, 404-966-1965, sb@fermatapartners.com, P. 7.

G-III Apparel Group, Jeff Goldfarb, Director Business Development, 212-403-0500, info@g-iii.com, P. 8.

Genesco, Jonathan Caplan, CEO Genesco Branded Group, 615-367-8283, jcaplan@genesco.com, P. 8.

Google, David Singleton, Director Engineering Android Wear, 650-253-0000, davidsingleton@google.com, P. 6.

Gregg Gift, Jane Charette, GM, 949-753-4600, jcharette@gregggiftcompany.com, P. 8.

HGTV (Home & Garden), Ron Feinbaum, SVP & GM Consumer Products, 865-560-4804, rfeinbaum@scrippsnetworks.com, P. 6.

Hillierich & Bradsby, John Hillierich, CEO, 502-585-5226, john.hillierich@slugger.com, P. 8.

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IDW Publishing, Chris Ryall, CCO & Editor-In-Chief, 858-270-1315 x105, ryall@idwpublishing.com, P. 6.

Imangi Studios, Keith Shepherd, Co-founder, keith@imangistudios.com, P. 6.

IMC, Carla Dearing, CEO, 502-272-2413, cdearing@imcpartnerships.com, P. 6.

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Joester Loria Group, James Slifer, SVP Business Development, 212-683-8548, jslifer@tjgroup.com, P. 6.

Junk Food Clothing, Lorne Bloch, VP Licensing, 310-445-7776, lorne.bloch@junkfoodclothing.com, P. 6.

Kathy Ireland Worldwide, Stephen Roseberry, President & COO, 310-557-2700 x193, sroseberry@sterlingwinters.com, P. 6.

Keds, Chris Lindner, President, 617-824-6000, chris.lindner@wwwinc.com, P. 6.

King Features Syndicate, Cathleen Titus, VP International Licensing, 212-969-7537, ctitus@hearst.com, P. 6.

LEGO Systems, Kristen Allshouse, Licensing Manager, 860-749-2291, kristen.allshouse@lego.com, P. 6.

Leveraged Marketing Corp. of America (LMCA), Hal Worsham, Managing Director Brand Licensing, 978-475-7616 x204, hworsham@lmca.net, P. 9.

Little, Brown Books for Young Readers, Andrew Smith, SVP & Deputy Publisher, 212-364-1491, andrew.smith@hbgsusa.com, P. 6.

Live Nation Merchandise, Janet Dvoskin, VP Licensing, 415-247-7126, janetdvoskin@livenation.com, P. 6.

Major League Soccer (MLS), Maribeth Towers, SVP Consumer Products, 212-450-1200, maribeth.towers@mlsoccer.com, P. 6.

McDonald's, Kevin Newell, Chief Brand & Strategy Officer, 630-623-3000, kevin.newell@us.mcd.com, P. 2.

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Open Road Brands, Robert Hayes, President, 316-337-7550, joe.hayes@orbrands.com, P. 6.

Paramount Pictures, Bil Bertini, SVP Worldwide Licensing, 323-956-5371, bil_bertini@paramount.com, P. 6.

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Licensing to Lottery Games

Continued from page 1

Monopoly Rules the Lottery Roost

No property has more of a presence in the lottery and gaming sector than Hasbro's Monopoly. Besides appealing to the core audience of women age 25 to 50 (and up), Monopoly has the combination of characteristics that make it a perfect fit: It's well known and well-liked and it's a game associated with the opportunity to win something, and the fantasy of wealth creation.

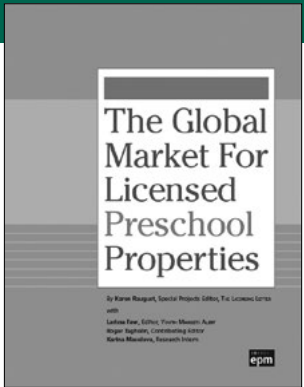
Other licensed property types that have been licensed for lottery games, typically of the instant and scratch-off variety, include:

- ▶ Traditional toys and games, like Magic 8 Ball and Scrabble;
- ▶ Character/entertainment, including game shows like Wheel of Fortune and the Price Is Right, and TV shows—both vintage (I Love Lucy, Cheers) and new (The Walking Dead);
- ▶ Automotive, including Ford, GM and Harley Davidson;
- ▶ Hotels and resorts such as Caesar's; and
- ▶ Professional sports league franchises, especially from the NFL and MLB.

LICENSED LOTTERY PROPERTIES	
LICENSED PROPERTY	STATE LOTTERY LICENSEE(S)
Monopoly (Hasbro)	AZ, FL, GA, IN, IA, KY, ME, MI, MN, ND, NE, NH, NJ, NM, NY, OH, RI, SD, TX, TN
The Walking Dead (Striker Entertainment)	AZ, CO, ME, MO, NJ, NY, OH, RI, TN, VT
NFL Team Name/Logo	GA (Falcons), MA/NH/RI (Patriots), MI (Lions), MO (Rams/Chiefs), TX (Cowboys/Texans), WA (Seahawks), WI (Packers)
Margaritaville (Margaritaville Holdings)	(Escape to Margaritaville game) DE, FL, ME, NH, NJ
MLB Team Name/Logo	MA/NH (Red Sox), MI (Tigers), MO (Cardinals/Royals)
Harley Davidson	GA, MA, MO
Betty Boop (King Features Syndicate)	IA, NH, NM, OH, RI
Caesar's	NH, SD, TX
Cadillac	MI, NY
Magic 8 Ball (Mattel)	MA, OH
Wheel of Fortune (Sony Pictures Consumer Products)	CA, MA, NY
The Price Is Right (FremantleMedia)	FL, MA
Frogger (Konami Digital Entertainment)	KA, VT
NHL Team Name/Logo	MA (Bruins), MO (Blues)
MLS Team Name/Logo	KA (Sporting Kansas City)
NBA Team Name/Logo	MA (Celtics)
Ford Mustang	NM
Chevy Corvette	KA
Cornhole	SD
Pac Man (Namco)	MT
Tetris (Blue Planet Software)	TX
Zuma (PopCap Games)	MI
Scrabble (Hasbro)	IL
NCAA School Name/Logo	WA (Washington State Univ.)
Three Stooges (C3 Entertainment)	CT
Duck Dynasty (Brandgenuity)	LA
Cheers (CBS Consumer Products)	ID
Deer Camp (Bonnier)	MI
Wizard of Oz (Warner Bros. Consumer Products)	PA
7-Eleven	VA
The Venetian	VA

SOURCE: STATISTA FOR YEAR ENDED JULY 13, 2014

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Who's News

Mattel names **Christopher A. Sinclair** its CEO, a position he has held on an interim basis since the resignation of Bryan Stockton in January. Sinclair also remains Chairman of the toy giant. At the same time, Richard Dickson moves up to President and COO, from President, Chief Brands Officer.

Sesame Workshop adds to its exec team, bringing in **Steve Youngwood** as COO, from EVP & GM of Digital Media & Entertainment products at Nickelodeon; **Sherrie Westin** as EVP, Global impact and philanthropy, from EVP, Network Communications, ABC; **Brown Johnson** as EVP & Creative Director, from President, Animation and Pre school Entertainment, Nickelodeon; and **Joseph Salvo** as EVP & General Counsel, from General Counsel, HIT Entertainment.

Former Beanstalk exec **Suzanne Jacober** becomes Director, Business Development for content marketing agency McMurry/TMG and will focus on identifying Fortune 1000 brands ripe for leveraging.

Margaret Loesch replaces Jeff Weiss on the board of directors of Genius Brands International. Weiss is stepping down as President and COO of American Greeting but staying on as an advisor.

Entertainment One promotes **Nina Leong** to SVP, Lifestyle, with responsibility for growing its pop culture brands Skelanimals and So Happy worldwide.

Lindsey Bonney, a 14-year home fashion and textile manufacturing veteran, is now in charge of the EMEA region supply chain operations for bedding and homeware licensee Character World.

Stan Denenberg is the new Licensing Director for golf ball brand Volvik and will seek out golf and licensing, co-branding and collaboration opportunities in the golf and lifestyle space.

Vincent Wauters, the current General Manager of Amer Sports' Arc'teryx Inc. brand, is taking on an added responsibility: President of the Amer Sports (which includes Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor) apparel business.

Reg McLay becomes SVP of Toys 'R' Us' Babies 'R' Us business on March 30. His mandate: lead the U.S. merchandising team and drive product innovation and differentiation in services across Babies 'R' Us' nationwide stores.

DeAPlaneta Group promotes **Pio Vernis** to Marketing Director with responsibility for maximizing the synergies between the company's DeAPlaneta Cina and Planeta Junior operations.

Dave Powers is promoted to President of Deckers Brands where he will lead the organization and its Ugg, Teva, Sanuk, Ahnu and Hoka One brand teams.

Peter Maule, former Disney and Nelvana Enterprises exec, joins Nitro Circus as Global Head, Licensing responsible for developing strategic licensing partnerships worldwide across all product categories.

Rachel Marcus, former Digital Content Development Producer at Nickelodeon US, joins Toronto's Guru Studio as its new development executive with responsibility for developing all domestic and international content, sourcing IPs and overseeing strategic positioning.

Digital native celebrity **Bethany Mota**, the fashion blogger and designer best known for her licensing partnership with retailer Aeropostale, will deliver "The Big Interview" keynote address on June 9 in conjunction with the inaugural Digital Media Licensing Summit at Licensing Expo 2015 in Las Vegas.

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