

TLL THE LICENSING LETTER

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Pro Sports Licensed Retail Sales Score 5% Increase in 2014: Most Leagues Grow, Driven by Apparel

This is a golden age for pro sports in North America. You can see it in not only the record TV ratings and attendance figures, but also at the cash registers. According to *The Licensing Letter's Annual Licensing Business Survey*, retail sales of licensed sports goods topped \$14.1 billion in 2014. Sports properties now account for 14.1% of all licensed goods sold in the U.S. and Canada, the third highest market share behind only corporate trademarks/brands (26%) and fashion (20.3%).

Surprisingly High Growth in 2014

That sports grew in 2014 is no surprise. The sector has increased steadily every year since 2010. But the extent of growth in 2014 is surprising. At 5.0%, sports posted almost twice as much growth as in 2013 (2.8%) and more than any other licensed property type other than entertainment/character (which increased 6.0%). Its growth was also double the overall 2.5% rate achieved by the entire licensed goods market in the U.S. and Canada in 2014.

One reason for the 2014 surge is the sales generated by event licensing from not one but two big international events: the Winter Olympics in Sochi and the World Cup in Brazil. The normal boost these events generate every four years was intensified by the deep runs the U.S. teams made in each tournament. "U.S. hockey jerseys sold like crazy for those two weeks in February," according to one retailer; "and the same thing happened with soccer jerseys in June during the World Cup." And let's not forget the lift that our neighbors to the north enjoyed when the Canadian hockey teams (both men and women) won gold in Sochi.

Property Type: Performance by League

While they certainly created more than their normal share of excitement and energy, the Olympics and World Cup sales represent just a tiny fraction of the market. At the end of the day, sales of licensed sports goods in the

U.S. and Canada are all about the major pro sports leagues. And in 2014, almost every one of those leagues had a good to excellent year.

NFL: The Ray Rice and Adrian Peterson scandals hurt the NFL's image but not its selling power. In 2014, retail sales of NFL merchandise totaled just a shade above \$3.2 billion, a 5.2% increase. Even as electronic games

Continued on page 3

SPORTS LICENSING

Ecommerce Grows as Channel for Sports Licensed Goods; Department Stores Down

Mirroring North American trends, retail sales of licensed sports products in the U.S. and Canada originating in the ecommerce channel grew slightly in 2014; department store sales were down a tad and the other channels stayed steady, according to *TLL's Annual Licensing Business Survey*. Here's a quick overview of the *TLL* distribution findings for sports.

Mass/Discount & Specialty Dominate

As in 2013, mass/discount and specialty stores accounted for 70% of all sales of licensed sports goods in 2014. The distribution between the two channels was also unchanged, with mass/discount generating 37% and specialty stores 33% of sales. The findings are in line with retail distribution figures of other property types.

Mass/Discount & Specialty Dominate

As in past years, ecommerce was the third biggest retail channel in 2014, accounting for 11% of sales, an increase of one percentage point. The only segment that declined was department stores, which fell off one percentage point to 7%. *Result:* Department stores are

Continued on page 11

Inside This Issue

Target's Pulitzer Problem	2
DC Plugs into Girl Power	2
Beauty is in the Brand Valuation	2
Scent Sense: Women lighten up on fragrance, but men spritz with a heavier hand	5
Licensing News	6
Contacts & Connections.....	9
Who's News.....	12

➡ Licensing Ledger

TARGET'S PULITZER PROBLEM

It seemed a major coup for mass merchant **Target** to have signed high-end designer Lilly Pulitzer for an exclusive fashion and home line. But it wasn't all triumph for "Tar-jay" when the 250-piece Lilly Pulitzer collection launched April 19. Within hours (and in some stores, minutes), crazed customers had plucked the shelves clean. Online traffic was so great that Target's website was knocked offline. Items from the collection soon appeared on eBay at significantly marked up prices. The backlash from angry customers was so great that Target had to issue an apology.

It's the kind of problem any retailer would love to have, to be sure. But the damage the Lilly Pulitzer fiasco caused to Target's public image partly offsets the sales surge and might deter other high end designers from associating their brands with the store—especially considering that it's a repeat of the meltdown Target experienced when it launched its Missoni collection in 2011.

DC PLUGS INTO GIRL POWER

DC Entertainment, Warner Bros. Animation, Warner Bros. Consumer Products and Mattel are teaming for a new girls' property, DC Super Hero Girls, which will launch this fall across multiple entertainment content platforms and product categories. Designed to appeal to girls 6 to 12, DC Super Hero Girls focuses on DC Comics' female characters before they discovered their full super power potential. Think teenage versions of Wonder Woman, Supergirl, Batgirl, Poison Ivy, etc. Plans call for original content, apparel, books and toys from Mattel and LEGO. Master toy licensee Mattel says its action figures and fashion dolls "featuring strong, athletic bodies" are "category-leading firsts" in the action figure arena, which has traditionally been developed with boys in mind.

AVENGERS DRESS UP HOT TOPIC

Mall retailer **Hot Topic** is going all out Avengers as the exclusive merchant for a new fashion line tied to **Disney/Marvel's Avengers: Age of Ultron**. A Captain America halter dress, a Thor sailor dress, a Stark Industries bomber jacket and more from Her Universe and Disney Consumer Products will be available beginning May 12.

POP GOES 24 HOUR FITNESS

Speaking of girl power, fitness maven Cassey Ho is the latest digital celebrity to heighten her profile through licensing. **24 Hour Fitness** is working with the fitness instructor and YouTube personality to roll out her POP Pilates regimen in its fitness clubs nationally. Ho's Blogilates claims to be the No. 1 female fitness channel on YouTube, with 2.1 million subscribers and more than 200 million video views.

LEBRON TOPS NBA JERSEY SALES

LeBron James of the Cleveland Cavaliers led the list of top-selling NBA player jerseys for the sixth time, according to the league. The rankings are based on overall retail sales on NBAStore.com since the beginning of the 2014-15 season. James was followed in the Top 5 by, in order of sales, Stephen Curry of the Golden State Warriors, Kobe Bryant of the Lakers, Kevin Durant of the Oklahoma City Thunder, and Derrick Rose of the Chicago Bulls.

RUSSELL WILSON TOPS NFL JERSEY SALES

Seattle Seahawk QB Russell Wilson was the top selling NFL jersey for fiscal year 2015 (which runs from March 1, 2014 to February 28, 2015), according to NFL Players Inc.

(NFLPI). Not surprisingly, all 5 of the top sellers were QBs, including, in order, Peyton Manning, Tom Brady, Colin Kaepernick and Aaron Rodgers.

BEAUTY IS IN THE BRAND VALUATION

L'Oréal Paris tops the list of Brand Finance Cosmetics 50 most valuable beauty brands in the world with a value of \$11.21 billion for 2015. Procter & Gamble, which is rumored to be seeking to sell off some of its beauty brands, owns the most listed brands, including Gillette, Pantene and Olay.

The Top 10 (figures in billions):

1. L'Oréal Paris: \$11.21
2. Gillette: \$8.99
3. Dove: \$5.82
4. Pantene: \$5.36
5. Nivea: \$5.32
6. Chanel: \$4.92
7. Estée Lauder: \$4.79
8. Garnier: \$4.63
9. Olay: \$3.99
10. Lancôme: \$3.98.

Source: Brand Finance

BOX OFFICE BOUNCE EXPECTED

Attendees at CinemaCon, the National Association of Theatre Owners trade show, looked bullish on a movie resurgence in 2015, due to big titles including *Avengers: Age of Ultron*, *Jurassic World*, *Minions* and *Star Wars: The Force Awakens* and a better spacing of releases throughout the year. Domestic ticket revenue was down more than 5% in 2014, to \$10.35 billion, according to Rentrak. This year, however, some analysts predict ticket sales will climb 8% to \$11.2 billion, a new high-water mark, on the strength of the upcoming franchise films and early year successes including *Furious 7* and *Fifty Shades of Grey*. Generally speaking, higher ticket sales are a good indicator for sales of movie licensed merchandise.



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Pro Sports Licensed Retail Sales

Continued from page 1

declined economy-wide, the NFL achieved 10% growth in game sales. One League insider described 2014 as “the perfect storm for multimedia.” Electronic Arts, the League’s main electronics licensee, had a great year launching *Madden NFL 2015*, *Ultimate Madden* and two other successful NFL games. Mobile downloads grew even faster than the console games. Apparel also increased, albeit not as dramatically.

MLB: Sales of Major League Baseball-licensed properties grew 2.4% to \$3.289 billion. According to League sources, women and youth player’s apparel and caps were the fastest growers. But hard lines and especially multimedia, were off.

NBA: With \$2.3 billion in sales, the NBA grew 5.9% in 2014, and now accounts for 16.5% of the U.S. and Canada licensed sports goods market. But those numbers are deceptively low when you consider that the NBA has the biggest international presence of any of the North American pro sports leagues. International sales accounted for 35% of the NBA’s licensing revenues in 2014; and thanks to dynamic growth in China and Europe, the global share may reach 50% within the next three years, according to NBA sources. Apparel—which the NBA counts as including caps, socks and other accessories—was the fastest growing product classification in 2014. The lucrative new TV contract adds to what already looks like a bright future for the Association.

NHL: Hockey remains the smallest of the big 4 pro team sports leagues; but it’s also the fastest growing. After increasing sales by 6.9% in 2013, the NHL continued the momentum this year with 6.6% growth (\$995 million).

Factors for success include what one observer described as “North America’s post-Sochi Olympics hockey euphoria” and the playoff success of the League’s most popular (and biggest market) teams in New York, L.A., Chicago, Boston, Montreal and Philadelphia. “The hockey in 2014 was intense and generated interest outside the hardcore fan base,” reports one retailer.

MLS: At \$558 million, Major League Soccer accounts for just 4% of the sports licensed merchandise market. But it’s also the only league posting consistent double-digit growth. In 2014, MLS sales rose 14.6% (after growing 13.5% in 2013). The 2014 World Cup accelerated the growth of soccer’s popularity in the U.S. The MLS has also done a skillful job of promoting itself and acquiring licensees. Adding to the appeal are the two new teams that start operations in 2015, including a New York City franchise that plays its home games in Yankee Stadium.

PGA: Golf, both men’s and women’s, continues to grow at a steady pace. In 2014, PGA Tour sales increased 4.3% to \$334 million; the LPGA grew at a similar rate but continues to make up less than 25% of the pro golf market in North America (although women’s golf is growing dramatically in Asia, especially South Korea).

NASCAR: 2014 was a bad year for NASCAR. After falling 5.0% in 2013, licensed sales of NASCAR driver and team merchandise were off another 7.3% this year (\$761 million). Although the new playoff system improved the racing, TV ratings and race attendance continued to decline; and in December, Sprint announced that it was ending its sponsorship of NASCAR premiere race series after the 2016 series. Things got so bad that NASCAR and NASCAR Team Properties called in long-time partner Fanatics to completely reorganize its business model for selling trackside merchandise, with courtyard-style tents to replace the traditional team merchandise trailers.

RETAIL SALES OF LICENSED SPORTS GOODS,
U.S. AND CANADA, 2014 BY LEAGUE (IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF SPORTS LICENSING, 2014
National Football League	\$3,291	\$3,128	5.2%	23.3%
Major League Baseball	\$3,289	\$3,212	2.4%	23.3%
National Basketball Association	\$2,324	\$2,195	5.9%	16.5%
NASCAR (teams & drivers)	\$761	\$820	-7.3%	5.4%
National Hockey League	\$995	\$933	6.6%	7.1%
PGA Tour	\$334	\$321	4.3%	2.4%
Major League Soccer	\$558	\$487	14.6%	4.0%
Other	\$2,558	\$2,342	9.2%	18.1%
TOTAL	\$14,109	\$13,438	5.0%	100.0%

SOURCE: THE LICENSING LETTER

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

Product Classification: Apparel Continues to Drive Growth

As usual, in 2014, about 70% of sports licensing sales were generated by a “tripod” of product types:

Soft lines, which most of the leagues count as including not only player and off-field apparel but also accessories like caps, grew 5.8% and constituted 49% of all sales in 2014. Jersey sales, the traditional workhorse of the soft line, were solid. But several leagues reported unexpectedly strong growth in caps. Baseball caps were huge for the NBA and wool caps were the star of the NFL stable. Socks, of all things, were the other accessory to show surprising strength in 2014.

Continuing previous trends, women’s apparel was the fastest growing segment of the soft lines. “Shrink it and pink it” has been replaced by the drive to provide fan apparel that women can wear during and after the game as well as replica player apparel that works for the female form. Although progress varies by league, women’s goods now account for roughly 18% to 25% of all licensed sports

Continued on page 4

Continued from page 3

apparel sales—although one retailer insisted that, for the first time in years, men’s actually grew faster than women’s sports apparel in 2014.

Hard lines, like trading cards and collectibles, which constitute roughly 7% of sports sales, declined in 2014. In addition to the general decline in gifts/novelties and paper/stationery (the two product categories that make up the bulk of hard good sales), 2014 was a transition year for trading cards, especially in the NFL where Panini is getting ready to take over for Topps as the NFL’s exclusive trading card licensee starting in 2016.

Multimedia, including video games, grew 2% segment-wide and constituted 11% of all licensed sports goods sales. In reality, sports licensed video games would have actually declined in 2014 but for the strong growth by the NFL and NBA and the EA games. Most of the other leagues struggled on the multimedia side.

This is especially true of MLB. In 2013, MLB’s most important video game licensee, 2K, notified the League of its decision not to renew its license, leaving Sony-produced

MLB: The Show, a series that can’t be run on Xbox systems, as the only officially licensed MLB computer game on the market. 2014 was a transition year. In the spring, MLB released a new version of a 1980s-vintage console game called “*RBI Baseball '14*.” The game was conventional but the release was anything but, because it was developed by MLB’s own digital arm—marking the first time a major pro sports league has developed its own console game. Getting MLB multimedia back on track is one of the key challenges that new Commissioner Rob Manfred faces in his first year on the job.

Trends & Growth Areas

Expect sports to keep growing in 2015 and beyond, but at a more modest clip (roughly 2% to 3%) than in 2014. “Sports is evergreen and doesn’t tend to fluctuate from year to year,” according to one source. Potential trends and growth areas to keep an eye on in the years ahead:

Domestics and housewares: Two product classifications with enormous potential for growth in the sports realm are domestics and housewares. The potential for growth is greatest for pro and college football to the extent that it’s being driven by “homegating,” a social trend that aims to bring the traditional stadium tailgate party to the home. Homegating is generating new demand for team-branded napkins, curtains, tablecloths, paper cups and plates and other home goods. “Licensees are already positioning themselves to dominate the homegating space,” according to one NFL source.

Kids and plus sizes: Having finally recognized the economic potential of women, expect the leagues to go after other underserved segments of the market, especially in the soft lines. “Children’s apparel and plus sizes represent the real growth areas of sports licensing,” notes one licensee.

Player licensing: Structurally, major pro sports league licensing is conducted by two different licensors: the league licenses the team names, logos and trade dress; and the players license their own names and images. Historically, licensing by the leagues has accounted for the lion’s share. But while player licensing still represents a fraction of the pie, the players’ side is growing faster. This is most clearly exemplified in the NFL where League sales grew 3% to 5% in 2014 and NFLPI sales increased about 10%. The NFLPI also made strides to ensure future growth. In addition to signing 29 new licensees during the year, the NFLPI continued to pioneer agreements allowing the players to license their names and images independently of the NFL. Examples:

- ▶ Collaborating with the NCAA to license college jerseys of current NFL stars like Tom Brady (University of Michigan) and Russell Wilson (University of Wisconsin); and
- ▶ Licensing the names, likenesses and numbers of popular players for products that don’t have NFL

RETAIL SALES OF SPORTS-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	\$1,099	\$1,039	5.8%	7.8%
Apparel	\$5,782	\$5,467	5.8%	41.0%
Consumer Electronics	\$339	\$323	5.0%	2.4%
Domestics	\$207	\$208	-0.4%	1.5%
Food/Beverages	\$395	\$364	8.5%	2.8%
Footwear	\$664	\$638	4.0%	4.7%
Furniture/Home Furnishings	\$223	\$224	-0.5%	1.6%
Gifts/Novelties	\$884	\$966	-8.5%	6.3%
HBA	\$217	\$210	3.2%	1.5%
Housewares	\$193	\$194	-0.5%	1.4%
Infant Products	\$290	\$283	2.5%	2.1%
Publishing	\$232	\$234	-0.8%	1.6%
Sporting Goods	\$554	\$521	6.3%	3.9%
Stationery/Paper	\$87	\$89	-2.8%	0.6%
Toys/Games	\$656	\$643	2.0%	4.6%
Videogames/Software	\$1,593	\$1,562	2.0%	11.3%
Other	\$695	\$473	46.9%	4.9%
TOTAL	\$14,109	\$13,438	5.0%	100.0%

SOURCE: THE LICENSING LETTER

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

Continued on page 5

Continued from page 4

team names, logos and trade dress, such as “spirit jerseys” for women or downloadable video images for the *Temple Run 2* mobile game.

Another dimension of player licensing is individual licensing by high profile athletes seeking to create their own lifestyle brand a la David Beckham and surfing champion Kelly Slater.

Special events & hot markets: Look for licensors to keep developing products for “hot markets,” such as:

- ▶ Sportswear and gear for off-field activities, such as MLB batting practice jerseys;
- ▶ Alternative team jerseys and special uniform designs for events like all-star games;
- ▶ Products created for special events or commemorations, like the Derek Jeter retirement farewell tour; and
- ▶ Even products tied to memorable—or at least marketable—quips and quotes like Marshawn Lynch’s “I’m Only Here So I Don’t Get Fined” t-shirts and caps.

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31

spreadsheets with key data by region and country available now; full printed report to be released late summer.

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SCENT SENSE

Women lighten up on fragrance, but men spritz with a heavier hand

New research from The NPD Group shows a shift in Americans’ fragrance preferences, with women gravitating toward lighter fragrance concentrations such as colognes, while men increasingly purchase eau de parfums (EDP), richer concentrations not traditionally used by American men.

Prestige retail dollar sales of men’s EDP reached \$51.0 million in the year ended February 2015, almost doubling in sales from two years ago, according to NPD. At the same time, sales of prestige fragrance aftershave products, which are on the light side of the scent spectrum, have been declining for the past three years, NPD reports. Prestige aftershave represents a \$19.5 million market.

Lightly concentrated cologne is the fastest-growing segment of women’s prestige fragrance and reached \$69.6 million in sales during the most recent time period.

“By all appearances, it seems that men are establishing a new relationship with fragrance, and their level of experimentation and sophistication has risen. EDP is a niche and emerging category, likely embraced by early adopters who are generally more sophisticated users. In line with this emerging type, the growing presence of multicultural men as well as women—likely buyers for men’s fragrance—within the U.S. population provides a new audience for richer scents,” said Karen Grant, global beauty industry analyst, The NPD Group.

“Women’s fragrance behavior ties together with their movement towards natural beauty. Like the growth of active wear in apparel and footwear, growth in the more subtle fragrance concentrations complements the lifestyle elements of casualness growing within the women’s market,” Grant said.

FRAGRANCE TYPES, MEN AND WOMEN (DOLLAR SALES)			
MEN’S	PERCENT CHANGE		
	2013	2014	2015
Eau de Toilette	+3%	-1%	+4%
Eau de Parfum	+27%	+47%	+30%
Cologne	-6%	+8%	+5%
Perfume	+63%	+10%	+4%
WOMEN’S	PERCENT CHANGE		
	2013	2014	2015
Eau de Parfum (EDP)	+5%	-2%	+4%
Eau de Toilette	0%	0%	+12%
Cologne	+30%	+11%	+29%
Perfume	+9%	0%	+1%

SOURCE: THE NPD GROUP, INC.

Licensed brands are generally sold in both the prestige (department stores) and mass market (mass merchants, drug stores) channels but are more heavily sold at mass.

The fragrance business has been a hotbed of licensing activity since Elizabeth Taylor’s White Diamonds, the first truly blockbuster celebrity fragrance, debuted in 1991. And while retail sales of licensed fragrance brands were actually off 4.5%, to \$4.1 billion, in 2014, according to the *TLL Annual Licensing Business Survey*, it can be hard to tell given the crush of competition at retail.

Where can you find Justin Bieber’s Girlfriend, Lady Gaga’s Fame and Britney Spears’ Midnight Fantasy? Why, at the perfume counter, of course.

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Jessica Simpson	Signature lifestyle concept inspired by and designed in collaboration with Jessica Simpson. Almost 20 licensees.	All	Lisa Schein, Sequential Brands Group

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Better Homes and Gardens	Lakeside Development	Houses	Meredith
Biltmore	Habersham*	Cabinets	Biltmore
	Wildwood Lamps & Accents*	Decorative accessories, lighting	
Boy Scouts of America	Kidz Toyz	Toys	Boy Scouts of America
	Provo Craft & Novelty dba Cricut	Digital cutting files, electronic cutting cartridges	
Bret Michaels	Overstock.com	Domestics	Bret Michaels Entertainment
Corona	Concept One Accessories	Belts, cold weather accessories, hats, slippers, socks	Joester Loria Group
Diablo	Think Geek	Piggybanks	Blizzard Entertainment
DuPont Kevlar	Walls Outdoor Goods div. Williamson-Dickie Manufacturing	Workwear	DuPont
DwellStudio	Klaussner Home Furnishings	Furniture	DwellStudio div. Wayfair
	Magnussen Home Furnishings	Furniture	
Gas Monkey Garage	GTECH	Lottery games	Brandgenuity
	New Era Cap	Hats	
	Northwest Co. (The)	Home accessories	
	Piston Clothing	Outerwear, workwear	
	Rabbit Tanaka	Barware, novelties	
	Trends International	Calendars, posters	
	Zynga	Online games	
Home Alone	Concept One Accessories	Belts, cold weather accessories, hats, slippers, socks	20th Century Fox Consumer Products
Isaac Mizrahi	1-800-Flowers.com	Flower bouquets, greeting cards	Xcel Brands
John Wayne	Air Venturi	BB guns	John Wayne Enterprises
	Topix Media Lab Publishing	Magazines	
	Vita Foods	Marinades, sauces	
LEGO (film)	TT Games div. Warner Bros.	Video games (Xbox One, Xbox 360, PlayStation 4, PlayStation 3, Wii U)	LEGO Systems, Warner Bros. Interactive Entertainment
Little House on the Prairie	Andover Fabrics	Fabric	Knockout Licensing
	Queen's Treasures (The)	Doll accessories, dollhouses	
Marvel	Bleacher Creatures	Plush figures	Disney Consumer Products
	SMS Audio	Headphones	
Marvel Avengers: Age of Ultron	Her Universe/The Araca Group	Apparel (women's)	
Michael Phelps	Aqua Sphere div. Aqua Lung	Swim gear, swimsuits	Octagon
Minions	Electronic Arts	Mobile game apps	Universal Studios Partnerships & Licensing
MLS	C.R. Gibson	Scrapbooking	Major League Soccer (MLS)
	Coveroo	Mobile phone accessories	
	Global Tour Golf	Sporting goods	
	OYO Sports	Novelties	
	Society43	Sunglasses	
	Victory Tailgate	Tailgating kits	
My Little Pony	CJ Products	Plush pillows	Hasbro
NCAA	GreenLight	Die-cast cars	National Collegiate Athletic Association (NCAA)
NFL Players Association	Aminco International (USA) Inc.	Bracelets, earrings, fashion jewelry, hair accessories, ID badges, key rings, lanyards, lapel pins, magnets, necklaces	NFL Players

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Paw Patrol	Rubie's Costume	Pet costumes	Nickelodeon & Viacom Consumer Products
PewDiePie	Outerminds	Video games	Maker Studios
Pixels	Namco Bandai Games America	Mobile game apps	Sony Pictures Consumer Products
Popeye	PF Flyers div. New Balance	Baseball bats, baseball hats, baseballs, footwear	King Features Syndicate
Reebok	SMS Audio	Headphones	Reebok Intl.
Roto-Rooter	Metro Design	Plungers	Leveraged Marketing Corp. of America (LMCA)
Sean John	Evy of California	Apparel (children's)	Sean John
Seinfeld	FunKo	Figures	Warner Bros. Consumer Products
Steven Universe	Grumpyface Studios	Mobile game apps	Nickelodeon & Viacom Consumer Products
Warner Bros.	3 Dimensional Art	Lenticular posters	Warner Bros. Consumer Products
Winnebago	Champion Home Builders	RVs	Brandgenuity
World of Eric Carle (The)	Frances Lincoln	Stationery	Joester Loria Group
	Whole Foods Market*	Juice	
World of Warcraft	Think Geek	Buttons	Blizzard Entertainment

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Airwalk	Youth lifestyle brand to focus on athletes and talent alignment. Official headwear supplier of the Japanese Olympic Snowboarding Team.	All (Japan)	Masahiro Okafuji, Itochu Corp.
Asterix	French comic-based brand follows the exploits of a village of Gauls as they resist Roman occupation.	All (Greece, Cyprus)	Anthe Louizos, License2Brand
Brambly Hedge	This year marks 36th anniversary of Jill Barklem's illustrated children's books about a community of mice who live in the tranquil English countryside.	All (Worldwide)	Vickie O'Malley, Rockpool Licensing
Copa America 2016	Largest international soccer event organized in the U.S. celebrates 100 years. Final host cities to be decided in coming months.	All (U.S., Canada)	David Gebel, One Entertainment
Egmont Classic Comics	Archive of classic comic artwork includes Roy of the Rovers, Battle (Charlie's War, Johnny Red, Major Eazy, Rat Pack), Whizzer and Chips, Misty, and Tammy.	Apparel, gifts, sporting equipment, sportswear (Worldwide)	Richard Pink, Pink Key Consulting
Felix the Cat	Cartoon cat created in the silent film era, now a pop culture and fashion icon.	All (France)	Marina Narishkin, Copyright Promotions Licensing Group (CPLG France)
Lisa Ray	Actress, model, and philanthropist advocate for cancer research and support.	All (Worldwide)	Nancy Fowler, Licensing Shop (The)
Mulligan	Entertainment brand anchored by animated feature film of same name. Odd-ball comedic adventure celebrating the values inherent to golf.	All (Worldwide)	Michael Gottsegen, All-American Licensing & Management Group (AALMG)
Nickelodeon & Viacom Consumer Products	Existing properties in territory include "SpongeBob SquarePants," "Teenage Mutant Ninja Turtles," and MTV. New properties to launch in 2015 such as "Paw Patrol" and "Dora and Friends."	All (Nordic, CEE)	Maarten Weck, Copyright Promotions Licensing Group (CPLG Benelux, CEE & Nordics)
Playmobil	Toy brand with over 2.7 billion figures sold in more than 100 countries worldwide.	All (Italy)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
		All (Spain, Portugal)	Laura Garcia Ortega, Nottingham Forest
Poby's Adventures	Book-based pre-school property starring Poby, a young blue orphan lamb who lives on the moon and descends to Earth every night to eat.	All (Worldwide)	Sondra Contino, Lawless Entertainment
Pumpkin Reports	Comedic CGI TV series stars a brilliant boy who utilizes all his skills to prevent two aliens from conquering Earth. Premieres Christmas 2016.	All (Spain, Portugal, France, Greece, Turkey, Eastern Europe)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
Running Blind	Romantic dramedy where a woman finds herself and love while guiding a blind Afghanistan War veteran through training for the San Francisco Marathon.	All (Worldwide)	Sondra Contino, Lawless Entertainment
Super 4	CGI kids's TV show features the mixed universes of knights, pirates, fairies, and futuristic characters as they go on incredible adventures.	All (Italy)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
		All (Spain, Portugal)	Laura Garcia Ortega, Nottingham Forest
Thunderbirds Are Go!	2015 TV series mixing CGI animation and live-action miniatures. Tohokushinsha introduced the original property to the Japanese market in 1966. This year marks the brand's 50th anniversary.	All (New Zealand)	Mark Paul, Global Licensing Ltd. (New Zealand)
		All (Japan)	Atsushi Ariyoshi, Tohokushinsha Film Corp.
Where's Wally?	Classic series of children's books where readers are challenged to find a character named Wally hidden in detailed spreads.	All (France)	Marina Narishkin, Copyright Promotions Licensing Group (CPLG France)

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
30 Days of Night	Fright Rags	Hoodies, t-shirts (U.S., Canada)	Idea Patch
Annabel Karmel	Casdon Toys	Baking equipment (children's) (U.K.)	Annabel Karmel
Avanti	Great British Card Co.	Greeting cards (U.K.)	Lisa Marks Associates (LMA)
Beyblade	TOMY	Toys (Worldwide)	d-rights Inc.
Big Bang Theory (The)	Trends International	Bookmarks, calendars, posters, stickers, writing instruments (U.S., Canada)	Warner Bros. Consumer Products
Cloud Babies	Global Solutions for Clothing/GSC Ltd.	Costumes (children's) (U.K.)	HoHo Entertainment Ltd.
Deer Little Forest	Kennedy Publishing*	Magazines (U.K.)	Koko Media
Frozen	H&A*	Hair care (U.K.)	Disney Consumer Products
Garfield	Pixowl	Mobile game apps (Worldwide)	Paws, Inc.
Hello Kitty	adidas Italy S.p.A.	Sporting goods (women's) (Italy, Asia, Japan)	Sanrio GmbH
	HarperCollins Children's Books*	Activity books, e-books, educational books, gift books (ANZ, South Africa, EMEA)	Sanrio Far East Co., Ltd.
	Lola's Cupcakes	Cakes, cupcakes (U.K.)	Fluid World Ltd.
Jacqueline Wilson	Paul Lamond Games	Board games (U.K.)	Start Licensing
Jurassic World	Centum Books	Books (U.K.)	Copyright Promotions Licensing Group (CPLG)
Kuu-Kuu Harajuku	Mattel	Master toy (Worldwide)	Moody Street Kids, Vision Animation Sdn Bhd
London Studio (The, excluding The Wisdom Of Kids)	Saffron Cards & Gifts	Greeting cards (U.K.)	London Studio (The)
Mike Tyson Mysteries	Trends International	Bookmarks, posters, stickers, writing instruments (U.S., Canada)	Warner Bros. Consumer Products
Minions	Centum Books	Master publishing (U.K.)	Copyright Promotions Licensing Group (CPLG)
	Pantone	Colors (Worldwide)	Universal Studios Partnerships & Licensing
National Gallery	Scoop Designs div. International Greetings PLC	Beverage gifts, food gifts (U.K.)	JELC Ltd./Blue Trellis
National Geographic	IF/Cardboard Creations	Bookmarks, playing cards (Worldwide)	National Geographic Society
NYDJ	Cross Plus Inc. div. Itochu Corp.	Apparel (women's) (Japan)	NYDJ Apparel
Outlander	AbbyShot Clothiers	Apparel, fashion accessories (U.S., Canada, ANZ, Europe)	Knockout Licensing
	Celtic Croft (The)	Kilts, shawls, tams, tartans (U.S., Canada, ANZ, Europe)	
Playboy	Lightec Inc.	Lighters (Japan)	Playboy Enterprises
	Ricatech B.V.	Jukeboxes (Worldwide (excluding Argentina))	
Pretty Little Liars	Trends International	Bookmarks, posters, stickers, writing instruments (U.S., Canada)	Warner Bros. Consumer Products
Psycho Bunny	Itochu Corp.	Accessories (Japan)	Genius Brands Intl.
Sesame Street	Peter Alexander div. Just Group	Accessories, outerwear, sleepwear (ANZ)	Sesame Workshop, Haven Licensing
Star Wars	Twitter	Emoji (Worldwide)	Disney Consumer Products
Supernatural	Trends International	Bookmarks, calendars, posters, stickers, writing instruments (U.S., Canada)	Warner Bros. Consumer Products
Taylor Swift	Keds div. Wolverine Worldwide	Sneakers (Worldwide)	Sony Music Entertainment
Thunderbirds Are Go!	DNC UK Ltd.	Lunch boxes (U.K., Eire)	ITV Studios Global Entertainment
	GB Eye Ltd.	Badges, gift sets, posters, prints (U.K., Eire)	
	Paper Projects Ltd.	Stickers (U.K., Eire)	
	Star Cutouts	Cardboard stand-ups (boy's), masks (boy's) (U.K., Eire)	
	UP Global Sourcing (UPGS)	Tissue products (U.K., Eire)	
	Worlds Apart	Novelty lighting (U.K., Eire)	
Toot the Tiny Tugboat	Thud Media	Mobile game apps (U.K.)	Lupus Films Ltd.
Westinghouse	Strattec	Security devices (Worldwide)	Leveraged Marketing Corp. of America (LMCA)

*Extension or renewal.



contacts & connections

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

1-800-Flowers.com, Jim McCann, Founder & CEO, 718-745-0200, jmcann@1800flowers.com, P. 6.

20th Century Fox Consumer Products, Roz Nowicki, EVP Global Sales & Retail, 310-369-2207, roz.nowicki@fox.com, P. 6.

3 Dimensional Art, Bruce Werner, Owner, 847-910-2025, bruce@3dimensionalart.com, P. 7.

Air Venturi, Val Gamberman, President Pyramid Air, 216-965-7921, val@airventuri.com, P. 6.

All-American Licensing & Management Group (AALMG), Michael Gottsegen, Partner, 818-749-7236, michael@aalmg.com, P. 7.

Amino International (USA) Inc., Mario Simonson, VP Licensed Sports, 949-457-3261, mario.s@amincousa.com, P. 6.

Andover Fabrics, David Weinstein, President, 212-710-1000 x206, david@andoverfabrics.com, P. 6.

Aqua Sphere div. Aqua Lung, Todd Mitchell, Business Line Manager, 760-597-5000, tmitchell@aqualung.com, P. 6.

Biltmore, Timothy Rosebrock, VP & GM Licensed Products, 828-225-6705, trosebrock@biltmore.com, P. 6.

Bleacher Creatures, Matt Hoffman, President, 855-834-7311, mhoffman@bleachercreaturetoys.com, P. 6.

Blizzard Entertainment, Matt Beecher, VP Global Business Development & Licensing, 949-955-1380, mbeecher@blizzard.com, P. 6, 7.

Boy Scouts of America, Greg Winters, Manager Licensing Programs, 800-323-0732 x332, greg.winters@scouting.org, P. 6.

Brandgenuity, Steven Cohen, President, 212-925-0730, steven@brandgenuity.com, P. 7.

Brandgenuity, Rachel Humiston, Managing Director, 212-925-0730, rachel@brandgenuity.com, P. 6.

Bret Michaels Entertainment, Jana Elias, VP Operations, bmifcjanna@aol.com, P. 6.

C.R. Gibson, Jennifer Turner, Senior Director Creative & Product Development Sports Licensed Products, 209-581-5710, jennifer.turner@crgibson.com, P. 6.

Celtic Croft (The), Joseph Croft, Owner, 763-569-4373, joseph@thecelticcroft.com, P. 8.

Champion Home Builders, Jack Lawless, President & CEO, 248-614-8200, jlawless@championhomes.com, P. 7.

CJ Products, Clint Telfer, President, 760-724-7225, clint@mypillowpets.com, P. 6.

Concept One Accessories, Bernie Hafif, VP Licensing & Acquisitions, 212-868-2590 x111, bernie@concept1.com, P. 6.

Coveroo, Daniel Pena, Senior Product Manager, 415-240-4886, dpena@coveroo.com, P. 6.

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

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0041, josh.silverman@disney.com, P. 8.

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 8.

DuPont, Lynne Chappel, Global Leader Trademark Licensing, 302-999-2121, lynne.chappel@dupont.com, P. 6.

DwellStudio div. Wayfair, Christiane Lemieux, Founder & Creative Director, 877-993-9355, clemieux@wayfair.com, P. 6.

Electronic Arts, Alexander Lee, Brand Licensing Manager, 650-628-3864, alexlee@ea.com, P. 6.

Evy of California, Kevin Krieser, President & COO, 213-746-4647, kevink@evy.com, P. 7.

Fright Rags, Ben Scrivens, Founder, 585-730-8280, ben@fright-rags.com, P. 8.

Funko, Brian Mariotti, President, 425-783-3616, brian@funko.com, P. 7.

Genius Brands Intl., Amy Moynihan Heyward, President, 310-273-4222, info@gnusbrands.com, P. 8.

Global Tour Golf, Patrick Coughlin, Director of Sales & Marketing, 800-757-7453, patrick@gggolf.com, P. 6.

GreenLight, Matt Elliott, Director Licensing & Product Development, 317-287-0600, info@greenlighttoys.com, P. 6.

Grumpyface Studios, Chris Graham, Founder & Creative Director, 480-545-9234, info@grumpyfacestudios.com, P. 7.

GTECH, Patricia Schmidt, Senior Director Brand Licensing, 401-392-1000, pat.schmidt@gtech.com, P. 6.

Habersham, Matt Eddy, CEO, 706-886-1476, matt@habershamhome.com, P. 6.

HarperCollins Children's Books, Jean McGinley, Senior Director Subsidiary Rights, 212-207-7000, jean.mcginley@harpercollins.com, P. 8.

Hasbro, Simon Waters, General Manager, SVP Entertainment & Licensing, 818-478-4804, simon.waters@hasbro.com, P. 6.

Her Universe/The Araca Group, Ashley Eckstein, Founder, 212-869-0070, aeckstein@araca.com, P. 6.

Hot Topic, Cindy Levitt, SVP Merchandise & Marketing, 626-839-4681 x2216, clevitt@hottopic.com, P. 2.

Idea Patch, Anietra Guzman-Santana, CEO & Founder, 917-496-8550, anietra@idea-patch.com, P. 8.

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John Wayne Enterprises, Susan Meek, VP Worldwide Licensing, 203-513-8829, susan@johnwayne.com, P. 6.

Keds div. Wolverine Worldwide, Chris Lindner, President, 617-824-6000, chris.lindner@wwinc.com, P. 8.

Kidz Toyz, Scott Spiegel, Owner, 914-241-3434, spiegel@kidztoyz.com, P. 6.

King Features Syndicate, Ita Golzman, VP North American Licensing, 212-969-7584, igolzman@hearst.com, P. 7.

Klaussner Home Furnishings, Jay Foscue, SVP Merchandising, Sales & Marketing, 336-625-6174, jfoscue@klaussner.com, P. 6.

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Knockout Licensing, Carole Postal, Co-President, 212-947-5958, cop@knockoutlicensing.com, P. 6.

Lakeside Development, Marie Kaysen, VP Business Development, 262-292-2305, marie@lakesidedevelopment.com, P. 6.

Lawless Entertainment, Sondra Contino, VP Sales & Marketing, 949-419-6156, sondra@lawlessent.com, P. 7.

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. 7, 8.

Lisa Marks Associates (LMA), Lisa Marks, President, 914-933-3900, lmarks@lma-inc.com, P. 8.

Magnussen Home Furnishings, Richard Magnussen, CEO, 336-841-4424, rmagnussen@magnussen.com, P. 6.

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

Maker Studios, Courtney Holt, CEO, 310-606-2182, cholt@makerstudios.com, P. 7.

Mattel, Douglas Wadleigh, GM & SVP Global Brands (Boys, Disney, Franchise, MARCOM), 310-252-2000, douglas.wadleigh@mattel.com, P. 8.

Meredith, Jill Waage, Brand Executive Editor Better Homes and Gardens, 515-284-3000, jill.waage@meredith.com, P. 6.

Metro Design, Bob DeHaven, VP, 732-226-2150, sales@metrodesignusa.com, P. 7.

Namco Bandai Games America, Jefferson Valadares, GM & VP Product Development, 408-235-2000, jvaladares@namcobandaignames.com, P. 7.

National Collegiate Athletic Association (NCAA), Mark Lewis, EVP Championships & Alliances, 317-917-6222, mlewis@ncaa.org, P. 6.

National Geographic Society, Krista Newberry, SVP Licensing North America, 202-857-7374, knewberr@ngs.org, P. 8.

New Era Cap, Christopher Koch, CEO, 716-549-0445, christopher.koch@neweracap.com, P. 6.

NFL Players, Steve Scebelo, VP Licensing & Business Development, 202-572-7472, steven.scebelo@nflplayers.com, P. 6.

Nickelodeon & Viacom Consumer Products, Pam Kaufman, President of Consumer Products & CMO, 212-846-8000, pamelka.kaufman@nick.com, P. 7.

Nickelodeon & Viacom Consumer Products, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimm.com, P. 7.

Northwest Co. (The), Kim Rizzardi, VP Licensing, 516-484-6996, kim.rizzardi@thenorthwest.com, P. 6.

NYDJ Apparel, Robert Skinner, President & CEO, 323-581-9040, bob.skinner@nydj.com, P. 8.

Octagon, Peter Carlisle, Managing Director/SVP Individual Sports Marketing Olympics & Action Sports, 207-775-1500, peter.carlisle@octagon.com, P. 6.

One Entertainment, David Gebel, Managing Partner, 818-260-0400, david@one-entertainment.com, P. 7.

Overstock.com, Stormy Simon, President, 801-947-3100, ssmimon@overstock.com, P. 6.

OYO Sports, Shari Fabiani, Chief Product Officer, 877-720-3291, sfabiani@oyosports.com, P. 6.

Pantone, Lori Pressman, VP Fashion, Home & Interiors, 201-935-5500, lpressman@pantone.com, P. 8.

Paws, Inc., Jill Davis, SVP Licensing, 765-287-2222, jill@pawsinc.com, P. 8.

PF Flyers div. New Balance, Chris Tobias, Global Merchandise Manager, 617-783-4000, chris.tobias@newbalance.com, P. 7.

Piston Clothing, Johnny Suede, President & CEO, 714-975-6249, info@pistonclothing.com, P. 6.

Pixowl, Arthur Madrid, CEO, arthur@pixowl.com, P. 8.

Playboy Enterprises, Matt Nordby, President Global Licensing, 310-424-1800, mnordby@playboy.com, P. 8.

Provo Craft & Novelty dba Cricut, Joshua Mecham, VP Content & Commerce, 385-351-0500, jmecham@provocraft.com, P. 6.

Queen's Treasures (The), Joann Cartiglia, President, 570-424-7333, joann@thequeentreasures.com, P. 6.

Rabbit Tanaka, Vincent Farrand, Director Sales, 817-263-0909, rabtanaka@aol.com, P. 6.

Reebok Intl., Linne Kimball, Head Licensing, 781-401-4669, linne.kimball@reebok.com, P. 7.

Rubie's Costume, Felicia Palumbo, Director Licensing, 516-326-1500 x135, fpalumbo@rubies.com, P. 7.

Sean John, Adrian Fragher, Licensing Director, 212-500-2200, afragher@seanjohn.com, P. 7.

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

Continued on page 10

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Society43, Brandon Littlefield, Creative & Brand Director, 503-719-6154, bl@society43.com, P. 6.

Sony Music Entertainment, Jeff Monachino, Director Business Affairs & Licensing, 212-833-8000, jeff.monachino@sonymusic.com, P. 8.

Sony Pictures Consumer Products, Mark Caplan, VP Licensing, 310-244-7788, mark_caplan@spe.sony.com, P. 7.

Strattec, Kevin Henderson, President & CEO, 414-247-3333, khenderson@strattec.com, P. 8.

Think Geek, Douglas Mott, VP Merchandising & Product Management, 703-293-6299, douglas@thinkgeek.com, P. 6,7.

TOMY, Tim Wills, VP Licensing, 630-573-7288, tjwills@tomy.com, P. 8.

Topix Media Lab Publishing, Tony Romando, _CEO & Co-Founder, 646-449-8597, tony@topixmedia.com, P. 6.

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Twitter, Rachel Dodes, Head Movie Partnerships, rdodes@twitter.com, P. 8.

Universal Studios Partnerships & Licensing, Bill Kispert, EVP Worldwide Digital Platforms, 818-777-5446, bill.kispert@nbcuni.com, P. 6.

Universal Studios Partnerships & Licensing, Jamie Stevens, EVP Global Retail Development, 818-777-1000, jamie.stevens@nbcuni.com, P. 8.

Victory Tailgate, Ryan Dourney, _Licensing Director, 321-234-0763, ryan@victorytailgate.com, P. 6.

Vita Foods, Bill Zaikos, VP Marketing, 312-738-7603, bzaikos@vitafoodproducts.com, P. 6.

Walls Outdoor Goods div. Williamson-Dickie Manufacturing, Michael Penn, SVP Licensing & Marketing, 800-336-7201, mpenn@dickies.com, P. 6.

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

Warner Bros. Consumer Products, Maryellen Zarakas, SVP Worldwide Marketing & TV/Studio Licensing, 818-954-4170, maryellen.zarakas@warnerbros.com, P. 7.

Warner Bros. Interactive Entertainment, David Haddad, EVP & GM, 818-954-6000, david.haddad@warnerbros.com, P. 6.

Whole Foods Market, Brianna Blanton, Brand Manager Private Label, 773-755-1500, brianna.blanton@wholefoods.com, P. 7.

Wildwood Lamps & Accents, Russ Barnes, VP, 252-446-3266, russ@wildwoodlamps.com, P. 6.

Xcel Brands, Lori Shea, SVP Licensing Operations, 347-532-5893, lshea@xcelbrands.com, P. 6.

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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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adidas Italy S.p.A., Ilaria Rossi, Senior Manager Licensing, 39 271 5480, ilari.rossi@adidas.com, P. 8.

Annabel Karmel, Sarah Smith, Head PR & Marketing, 44 20 7289 0223, sarah@annabelkarmel.com, P. 8.

Casdon Toys, Phil Cassidy, Managing Director, 44 1253 766 411, phil@casdon.co.uk, P. 8.

Centum Books, Fiona Macmillan, Publishing Director, 44 1803 690 890, books@centumbooks.co.uk, P. 8.

Copyright Promotions Licensing Group (CPLG Benelux, CEE & Nordics), Maarten Weck, Managing Director, 31 20 4262420, mweck@nl.cplg.com, P. 7.

Copyright Promotions Licensing Group (CPLG France), Marina Narishkin, Managing Director, 33 1 44 09 01 01, mnarishkin@fr.cplg.com, P. 7.

Copyright Promotions Licensing Group (CPLG), Steve Manners, EVP & Director Entertainment, 44 20 8563 6400, smanners@cplg.com, P. 8.

Cross Plus Inc. div. Itochu Corp., Hironori Yamamoto, President & CEO, 81 52 532 2211, h-yamamoto@crossplus.co.jp, P. 8.

d-rights Inc., Takaaki Nakazawa, VP International, 81 3 5298 7211, nakazawa@d-rights.com, P. 8.

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Fluid World Ltd., Andrew Lane, CEO, 44 20 3058 1551, andrew@fluidworld.co.uk, P. 8.

Frances Lincoln, Etta Saunders, Stationery Publisher, 44 20 7284 9334, ettas@frances-lincoln.com, P. 7.

GB Eye Ltd., Max Arguile, Licensing Manager, 44 114 276 7454, max@gbeye.com, P. 8.

Global Licensing Ltd. (New Zealand), Mark Paul, Director, 64 9 845 4900, mark@global-nz.com, P. 7.

Global Solutions for Clothing/GSC Ltd., David Palmer, Managing Director, 44 115 921 5690, david@gsc-ltd.com, P. 8.

Great British Card Co., Peter Reichwald, Owner, 44 1452 888999, peter.reichwald@paperhouse.co.uk, P. 8.

H&A, Angela Hall, Managing Director, 44 1904 529 400, angela.hall@handa-uk.com, P. 8.

Haven Licensing, Yvonne King, Director, 61 2 9357 9888, yking@havenlic.com.au, P. 8.

HoHo Entertainment Ltd., Helen Howells, Joint Managing Director, 44 207 682 3154, helen.howells@hohoentertainment.com, P. 8.

IF/Cardboard Creations, John Calvert, CEO, 44 1751 47 57 57, john@thatcompanycalledif.com, P. 8.

Itochu Corp., Masahiro Okafuji, President & CEO, 81 3 3497 2121, okafuji-m@itochu.co.jp, P. 7,8.

ITV Studios Global Entertainment, Trudi Hayward, SVP Global Merchandising, 44 20 7157 6163, trudi.hayward@itv.com, P. 8.

JELC Ltd./Blue Trellis, Jane Evans, Managing Director, 44 1225 819 030, jane@jelic.co.uk, P. 8.

Kennedy Publishing, Clare Twomey, Editorial & Creative Manager, 44 117 937 3003, claretwomey@kennedypublishing.co.uk, P. 8.

Koko Media, Lisa Hryniewicz, Founder, 44 203 652 5629, lisa@koko-media.com, P. 8.

License2Brand, Anthe Louizos, Managing Director, 30 210 942 7610, alouizos@license2brand.gr, P. 7.

Licensing Shop (The), Nancy Fowler, EVP, 416-322-7300 x202, nancy@thelicensingshop.com, P. 7.

Lightec Inc., Naoko Shomura, 81 3 3861 5151, n-shomura@lightec-inc.jp, P. 8.

Lola's Cupcakes, Asher Budwig, Managing Director, 44 20 8963 5757, asher@lolas-kitchen.co.uk, P. 8.

London Studio (The), Soula Zavacopoulos, Creative Director, 44 20 8933 0122, soula@thelondonstudio.com, P. 8.

Lupus Films Ltd., Ruth Fielding, Joint Managing Director, 44 20 3227 0490, ruth@lupusfilms.com, P. 8.

Moody Street Kids, Gillian Carr, Producer & Director, 61 3 9859 0056, gill@moodystreetproductions.com, P. 8.

Nottingham Forest, Laura Garcia Ortega, Head Intl. Sales & Licensing, 34 914 467 300, laura.garcia@nottinghamforest.es, P. 7.

Outerminds, Sylvain Savard, Co-founder & Artistic Director, sylvain@outerminds.com, P. 7.

Paper Projects Ltd., Linda Dixon, Managing Director, 44 1279 710 730, ldixon@paperprojects.co.uk, P. 8.

Paul Lamond Games, Richard Pain, Managing Director, 44 20 7254 0100, richardp@paul-lamond.com, P. 8.

Peter Alexander div. Just Group, Judy Coomber, Group General Manager, 61 3 9420 0200, jcoomber@justgroup.com.au, P. 8.

Pink Key Consulting, Richard Pink, Director, 44 12 7950 5455, richard@pinkkey.co.uk, P. 7.

Planeta Junior (Spain), Diego Ibáñez Belaustegui, Intl. Commercial Director, 34 934 928 874, dibanez@deaplana.com, P. 7.

Ricatech B.V., Richard Singh, Managing Director, 31 180 446 020, richard@ricatech.com, P. 8.

Rockpool Licensing, Vickie O'Malley, Managing Director, vickie@rockpool-licensing.co.uk, P. 7.

Saffron Cards & Gifts, Paul Steele, MD, 44 1932 888 338, paul@saffroncards.co.uk, P. 8.

Sanrio Far East Co., Ltd., Andy Toyama, President, 81 3 3779 8479, andy-y-toyama@sanrio.co.jp, P. 8.

Sanrio GmbH, Paolo Casarini, Director EMEA Licensing, 39 02 3652 9354, pcasarini@sanriolicense.com, P. 8.

Scoop Designs div. International Greetings PLC, Helen Webster, Director Licensing, 44 1525 887 310, hwebster@intg.co.uk, P. 8.

Star Cutouts, Steve Hoagland, Intl. Licensing & Sales Director, 44 161 344 5839, steven@starcutouts.com, P. 8.

Start Licensing, Ian Downes, Director, 44 208 337 7958, ian@startlicensing.co.uk, P. 8.

Thud Media, Jon Rennie, Managing Director, 44 29 20 707 985, jon.rennie@thudmedia.com, P. 8.

Tohokushinsha Film Corp., Atsushi Ariyoshi, Merchandising & Licensing Dept. Manager, 81 3 5414 0336, ariyoshi@tfc.co.jp, P. 7.

TT Games div. Warner Bros., Jonathan Smith, Head Production, jsmith@ttgames.com, P. 6.

UP Global Sourcing (UPGS), Simon Showman, CEO, 44 161 627 1400, s.showman@upgs.com, P. 8.

Vision Animation Sdn Bhd, Low Huoi Seong, CEO, 603 7957 2932, info@visionanimation.net, P. 8.

Worlds Apart, John Stewart, Co-founder, 44 207 622 0171, jstewart@worldsapart.co.uk, P. 8.

Retail Sales of Licensed Sports Goods

Continued from page 1

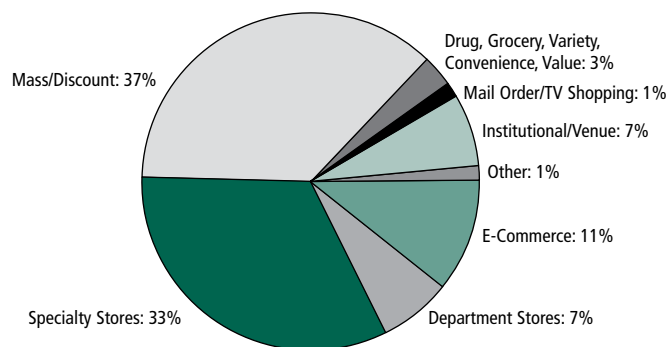
now tied with institutional venue as the fourth biggest retail channel at 7%. Next, comes drug/grocery/convenience/variety at 3%, followed by mail order/TV shopping and other which each totaled 1%. None of the sectors mentioned in the previous sentence changed more than a fraction of one percentage point in 2014.

Trends

This year’s distribution figures confirm what we’ve already known for a long time about not only the retail sales of sports merchandise, but just about all forms of licensed goods: ecommerce is the growth segment. Fanatics, the nation’s largest online seller of licensed sports merchandise (the next largest is Amazon) is committed to increasing revenue 500%, from \$1 billion to \$5 billion, over the next decade. With sports sales expected to grow at low single-digits each year, ecommerce would have to increase market share to nearly 40% for Fanatics to make its goal. But while it may be more about posturing than plausibility, the 500% growth goal represents the current state of optimism about ecommerce’s potential.

In fact, few segments outside of fashion and publishing have made more progress on the ecommerce front than sports. Every pro sports league has a website with links to an online store. Most teams have their own websites. So do many retailers, licensees and even individual athletes. Fanatics, the company that operates most of the league and team websites, has made cutting edge improvements in not only technology but marketing and customer engagement.

RETAIL SALES OF LICENSED SPORTS MERCHANDISE, BY DISTRIBUTION CHANNEL, U.S. AND CANADA, 2014 TOTAL = \$14.109 BILLION	
DISTRIBUTION CHANNEL	2014
Drug, Grocery, Variety, Convenience, Value	3%
Mail Order/TV Shopping	1%
Institutional/Venue	7%
Other	1%
E-Commerce	11%
Department Stores	7%
Specialty Stores	33%
Mass/Discount	37%



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Who's News

Lisa Streff is promoted to EVP Global Licensing of Epic Rights, where she will oversee worldwide licensing, merchandising and retail development for Epic's music brands.

Ted Curtin becomes Chief Marketing & Business Development Officer for LMCA. He previously was EVP for experiential and sports marketing agency Synergy Events.

Universal Pictures names three new brand development executives as senior staff under Vince Klaseus, President of NBCUniversal Brand Development. **Santiago Capdepont**, a former Walt Disney Co. executive, is SVP Finance, Strategy & Operations. **Stephanie Kraus**, former CCO for Strategic Partners, is SVP Creative & Brand Assurance. **Marc Low** is SVP Consumer Products International, from VP General Manager EMEA Fashion & Home Furnishings for Disney.

Saban Brands launched an Advisory Committee for its Lifestyle Group with **Mona Bijoor** as its first member. Bijoor, Founder/CEO of JOOR, a digital wholesale marketplace connecting apparel brands with retailers, will help expand Saban's global retail network.

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.

Samira Ali joins Jewel Branding & Licensing as Director Retail Development and will work out of the firm's newly opened Los Angeles office.

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