

TLL THE LICENSING LETTER

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MOVIE LICENSING 2016-2019: Comics to Account for Almost One-Third of All Titles

This is the era of the comic book movie, and that's unlikely to change any time soon.

If the fact that *Avengers: Age of Ultron* took in \$191 million in the U.S. in its opening weekend this month, en route to a projected \$1 billion globally, isn't proof enough, consider this: TLL's chart of films with strong licensing potential scheduled for release in 2016 through 2019 shows 31 films based on comic book properties headed to theaters. They represent a brash 29% of the 106 films on the list, almost double last year's 16%.

The increase is overwhelmingly due to the aggressive development schedule that Disney, Fox and Sony have established for Marvel-based movies: 17 Marvel movies appear on the list, 16% of the total, as sequels and spin-offs proliferate for the Avengers, X-Men, Spider-Man and Fantastic Four franchises.

The development of films based on DC Comics at Warner Bros. is a lesser but still potent factor. The studio will follow 2016's *Batman v Superman: Dawn of Justice* with six more titles including two movies about the Justice League as a group and three based on individual members Wonder Woman, Aquaman and the Flash. Valiant Comics will also get into the act, with *Bloodshot* planned for a 2017 release.

In a reverse from last year, a smaller percentage of films on the list are sequels: 46%, compared to 56% in 2014. This is due in part to the comics properties, since some of the films in developments are spin-offs of well-known franchises, rather than sequels to prior films. The list does, however, reflect two sequels to James Cameron's *Avatar*, the highest grossing film of all time. Reboots (also known as remakes) also grew to 14% of the total, from 11% last year.

The percentage of movies based on familiar toy or television properties also grew, with toys spawning 7% and TV 8% of films in the pipeline. Last year, TV was the source of 5% of films, and toys 2%.

From a licensing perspective, it is important to recognize that the most licensable titles are those with a history of past success, and film sequels, reboots, and those inspired by TV and toys all can fall into this area.

The number of new titles that are original to the film medium grew to 10 on the current chart (9% of all titles), from 4 (5%) a year ago. This includes two Star Wars films, however,

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PRESHOW KICKOFF

NFL Players Inc. to Co-Host TLL Pre-Show Breakfast in Vegas

NFL Players Inc. will co-host the annual TLL preshow networking breakfast in Las Vegas. *The Licensing Letter's* 2015 State of the Licensing Industry is a free event limited to TLL subscribers that will take place at the Border Grill at Mandalay Bay at 8:00 a.m. on Monday June 8th.

As the licensing and marketing arm of the NFL Players Association, NFL Players Inc. provides access to NFL players and their personal stories. It is a "one-stop-shop" that has helped hundreds of brands leverage the influence and power of players of the U.S.'s most popular sport for more than 20 years.

"We are delighted to welcome NFL Players Inc. back to the TLL team for the kickoff breakfast," says TLL Executive Editor Glenn Demby. "The breakfast has become a preshow highlight that offers TLL subscribers an opportunity to network with old colleagues and connect with new ones in a low-key environment before the frenzy of the show begins." During the event, TLL will present findings from its recent Licensing Business North America and International Surveys.

The NFL Players Inc. team is also looking forward to sponsoring the event and getting

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"FROZEN" SELLING 10 TIMES FASTER THAN LAST YEAR

If you thought "Frozen" was a one-year wonder, forget it. Sales of "Frozen" licensed merchandise for the year are up 10 times above where they were last year at this time, according to Disney officials during a press conference. Earned licensing revenues for "Frozen" are up 23% over last year. Of course, the big "Frozen" surge came at the end of 2014. Even so, the **Walt Disney Company** reported a 10% increase in net profits to \$2.1 billion in the 2015 second quarter (ending March 28). Consumer product sales increased 10% from \$885 to \$971 million thanks to "Frozen" and, to a lesser extent, "The Avengers."

MARGARITAVILLE COMING TO HSN

HSN is teaming with Jimmy Buffet's **Margaritaville Enterprises** to bring a line of new Margaritaville-inspired cooking, home, electronics, beauty and apparel products to HSN and HSN, Inc. Cornerstone division brands, Frontgate and TravelSmith. The collaboration, HSN's largest partnership of the year so far, will promote the themes of escapism, relaxation and the "Margaritaville state of mind" and cover every aspect of the home from cocktail making to curtains.

SEARS' PLAN NOT FRIENDLY TO LICENSING

Sears/Kmart plans to use funds from real estate sales to transform the company from "outdated traditional store" to one that uses digital technology and personal data to engage customers and find out what they want to buy. While it doesn't eliminate brick-and-mortar, the plan presages store closings, smaller inventories and less shelf space for licensed apparel, toys and other goods. A day after **Sears CEO Eddie Lampert** unveiled the plans, the store announced that it was ending its fashion collaboration with the **Kardashians**. "There will always be a role for celebrity brands at Sears," a company spokesperson said. But then she added: "As we transform our apparel business, we're looking at elevating our private label."

ADIDAS EXTENDS BAYERN MUNICH DEAL

Adidas AG added 10 years to its kit sponsorship with German soccer

team and Bavarian neighbor **Bayern Munich FC**. The deal will now run through 2030. At a reported \$1.1 billion, the deal is one of the richest in the sport, dwarfing **Arsenal's** \$47 million (£30 million) per year deal with **Puma** and **Adidas's** own \$47 million (£30 million) a year deal with new English Premier League Champion **Chelsea**. But the Bayern Munich deal is still a tad less than the \$1.15 billion 10-year deal **Adidas** inked with **Manchester United FC** last year.

KATE SPADE EXPANDS IN LATIN AMERICA

Kate Spade & Co. will expand its cornerstone kate spade new york brand in Latin America through an exclusive distribution agreement with retailer and distributor **Exclusive Brands International S. A.** in 17 territories in Central and South America and the Caribbean. As a result, Kate Spade will no longer operate directly in Brazil. The move is in line with the fashion brand's plan to grow through both product category and geographic expansion. In March, it beefed up its presence in the home category by adding multiple new licensees. The company's goal is to become a \$4 billion brand at retail.

FROM BRAND TO ART WORK

Playboy's teaming with **Blitzway** for a limited edition collection of art figurines designed by global artists featuring iconic **Playboy** images like the "Bunny" is the latest example of corporate brands being licensed to artists for art work. At \$160 a

pop, the **Playboy** deal is more about marketing than profit. "These deals promote artistic creation and give the brand a halo," explains a marketer with **Hasbro**, whose own "Hidden Room" program licenses toy brands like **Mr. Potato Head** to artists with aesthetically spectacular results. Many of these deals also serve charitable causes, like **Great Ormond Street Hospital Children's Charity's** licensing of "Peter Pan" to **Iron Gut Publishing** for a limited edition art print.

REESE WITHERSPOON LAUNCHES HER BRAND

Instead of simply endorsing or licensing their name and likeness for a product, many of today's celebrities are putting up their own money seeking to build and own their personal brands. **Victoria Beckham**, **Justin Timberlake (William Rast)**, **Gwen Stefani (L.A.M.B.)** and **Jay-Z (Rocawear)** are just a few who've made the entrepreneurial model work. Actress **Reese Witherspoon** is no doubt hoping for similar success. She just launched her personal lifestyle brand online. **Draper James** (a combination of the names of her grandparents) features Southern-inspired sportswear and home products. New Orleans-born **Witherspoon** provided not only the inspiration but much of the money for the new venture: She's the majority shareholder in the company.

MEREDITH DEAL HURTS MARTHA'S LICENSING REVENUES

It's not a good thing. **Martha Stewart Living Omnimedia Inc.** reported a 49% loss in revenue (\$17.1 million) for the first quarter. The losses, which weren't entirely unexpected, were largely the result of lost advertising and subscription revenue on flagship **Martha Stewart Living** and **Martha Stewart Weddings** brands, which the company licensed to **Meredith Corp.** last year. The 10-year **Meredith** deal is designed to limit the company's publishing losses and free it up to focus on its profitable bedding, housewares and other consuming licensing businesses.



Editor-in-Chief

Glenn Demby
glensdemby@gmail.com

Managing Editor

Barbara Manning Grimm
barb@plainlanguagemedia.com

Contributing Editor

Karina Masolova
karina@plainlanguagemedia.com

Contributing Editor

Marcy Magiera
marcy@plainlanguagemedia.com

Business Development

Randy Cochran
randy@plainlanguagemedia.com

Marketing Director

Michael Sherman
michaels@plainlanguagemedia.com

Customer Service

customerservice@
plainlanguagemedia.com

General Manager

Jim Pearmain

CEO

Mark Ziebarth

THE LICENSING LETTER (ISSN: 8755-6235) is published 22 times a year by Plain Language Media, LLC. The annual subscription price for THE LICENSING LETTER is \$489 per year/\$549 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at randy@PlainLanguageMedia.com or 201-747-3737 for details.

Plain Language Media, LLC, 15 Shaw Street, New London, CT, 06320; Phone: 888-729-2315; Fax: 855-649-1623

Movie Licensing 2016-2019

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that are spinoffs from the franchise but not technically sequels or reboots, so they have been included as original films. Seven of the other eight original properties are animated.

Book adaptations fell slightly to 23% of listed films, from 27% a year earlier, and video games/apps inspired 5% of listed films (6% last year).

All of the release dates for movies on the list have been checked against multiple sources, but there is still a high probability that dates will change. The further in the future a film is, the more likely its release date is to move.

SOURCE OF LICENSABLE FILMS PROJECT FOR RELEASE FROM 2016 TO 2019		
SOURCE	NUMBER	PERCENTAGE
Sequels	49	46%
Book adaptations	24	23%
Comic books/strips	31	29%
Reboots	15	14%
Video games/apps	5	5%
TV	9	8%
Toys	7	7%

NOTE: The same film may appear in multiple categories.

SOURCE: THE LICENSING LETTER

Licensed Feature Films, 2016-2019

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
The Nut Job 2	1/15/16	Open Road Films	Sequel to 2014's The Nut Job, based on a short film. Cupcake Digital made a mobile game for the first film.	X							
Ride Along 2	1/15/16	Universal	Sequel to 2014 comedy Ride Along, in which a security guard (Kevin Hart) tries to prove himself by joining a 24 hour police patrol.	X							
Kung Fu Panda 3	3/18/16	DreamWorks Animation	Jack Black again voices Po in the third film in the Kung Fu Panda franchise.	X							
Deadpool	2/12/16	20th Century Fox	Ryan Reynolds stars in this X-Men spin-off as the former Special Forces operative turned mercenary who gains accelerated healing powers after a rogue experiment.				X		X		X
Zoolander 2	2/12/16	Paramount	Sequel 15 years in the making reteams Ben Stiller and Owen Wilson as international fashion superstars Derek Zoolander and Hansel.	X							
Pride and Prejudice and Zombies	2/5/16	Screen Gems	Lily James (Disney's Cinderella) stars in the adaptation of Seth Grahame-Smith's 2009 novel, a mashup of the zombie genre with Jane Austen's "Pride and Prejudice." Book sold over 1.5 million copies in the U.S.			X					
Ben Hur	2/26/16	Paramount Pictures	A falsely accused nobleman survives years of slavery to take vengeance on his best friend who betrayed him in this MGM remake of the 1959 Charlton Heston classic.		X	X					
Peregrine's Home for Peculiars	3/4/16	20th Century Fox	Tim Burton's adaptation of the Ransom Riggs' young adult novel.			X					
Zootopia	3/4/16	Walt Disney Studios	CG animated film about a fox framed for a crime and chased by a rabbit police officer. Directed by Tangled's Byron Howard.							X	
Christ the Lord: Out of Egypt	3/11/16	Universal Pictures	In this Easter release based on the novel by Anne Rice, a 7 year-old Jesus Christ discovers the truth about his birth and his purpose in life.			X					
Monster Trucks	3/18/16	Paramount Pictures	Live action/CGI film based on the popularity of the titular vehicles.							X	
The Divergent Series: Allegiant (Part 1)	3/18/16	Lionsgate	Second sequel and Part 1 of the finale to the Divergent young adult trilogy, starring Shailene Woodley.	X		X					
Batman v Superman: Dawn of Justice	3/25/16	Warner Bros.	Zack Snyder directed sequel to Man of Steel, once again starring Henry Cavill as Superman, with Ben Affleck as Bruce Wayne/Batman.	X					X		
Beverly Hills Cop 4	3/25/16	Paramount Pictures	Eddie Murphy returns as Axel Foley, this time in Detroit. Directed by Brett Ratner.	X							
The Jungle Book	4/15/16	Walt Disney Studios	Live action version of the Disney adaptation of the Rudyard Kipling novel, directed by Jon Favreau and featuring the voices of Idris Elba and Scarlett Johansson.		X	X					
The Best Man Wedding	4/15/16	Universal	Next installment in the Best Man franchise.	X							
The Huntsman	4/22/16	Universal	Chris Hemsworth and Charlize Theron reprise their roles in sequel to 2012's Snow White and the Huntsman.	X		X					
Captain America: Civil War	5/6/16	Walt Disney Studios	The third Captain America film will be rooted in the Civil War story line from Marvel's comic books.	X					X		
Friday the 13th Reboot	5/13/16	Paramount Pictures	Reboot is being teased as answering the decades-old question of why slasher Jason Voorhees can't be killed. Michael Bay is a producer.		X						
Angry Birds	5/20/16	Sony Pictures	3-D animated film developed, produced and financed by IP rights owner Rovio Entertainment. Licensing partners for the game include Commonwealth (toys), Penguin (publishing) and Calego (bags).				X				
X-Men: Apocalypse	5/27/16	20th Century Fox	Third sequel in the Origins series and eighth film in the X-Men series.	X					X		
Alice in Wonderland: Through the Looking Glass	5/27/16	Walt Disney Studios	Johnny Depp and Mia Wasikowska reprise their roles in the sequel to 2010's Alice in Wonderland. Tim Burton again directs.	X		X					
Teenage Mutant Ninja Turtles 2	6/3/16	Paramount Pictures	This \$1 billion licensing brand is back with the pizza-loving Turtles in a new adventure.	X					X		X
Sausage Party	6/3/16	Sony Pictures	R-rated animated film based on a story by Seth Rogen and Jonah Hill, who also lend their voices.							X	

Continued on page 4

Licensed Feature Films, 2016-2019 *Continued from page 3*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Warcraft	6/10/16	Universal Pictures	Duncan Jones directs Colin Farrell in a film based on Blizzard Entertainment's popular action/fantasy series.				X				
Finding Dory	6/17/16	Walt Disney Studios	Albert Brooks and Ellen DeGeneres reprise their voicing roles in Finding Nemo sequel. Licensees for the original film include Zak Designs, Random House.	X							
Independence Day 2	6/24/16	20th Century Fox	Director Roland Emmerich is behind the camera again for this sequel to 1996 blockbuster Independence Day.	X							
Tarzan	7/1/16	Warner Bros.	Live action 3D film featuring the Edgar Rice Burroughs character, starring Alexander Skarsgaard, Samuel L. Jackson, Margot Robbie, Christoph Waltz.			X					
The BFG	7/1/16	Walt Disney Studios	Steven Spielberg helms this adaptation of the Roald Dahl book about a young girl on an adventure with a benevolent giant.			X					
Star Trek 3	7/8/16	Paramount Pictures	Third film in the new Star Trek series. Chris Pine and other key cast members reprise their roles. The Fast & Furious franchise's Justin Lin directs.	X							X
The Secret Life of Pets	7/8/16	Universal Pictures	Illumination Entertainment created an original 3D animated movie about the daily lives of pets after their masters leave home. Featuring the voices of Louis C.K., Eric Stonestreet and Kevin Hart.							X	
Ice Age 5	7/15/16	20th Century Fox	Fourth sequel in the CG-animated film series about animals traveling during the Ice Age. Previous licensees for the series include Bioworld (apparel), Activision (video games), Gameloft (mobile games).	X							
Ghostbusters	7/22/16	Sony Pictures	Reboot of the 1984 action comedy, this time with women (including Melissa McCarthy and Kristen Wiig) as the Ghostbusters.		X						
Knights of the Roundtable	7/22/16	Warner Bros.	Guy Ritchie's retelling of the King Arthur story, which the studio hopes to make a new franchise of multiple installments.			X					
Suicide Squad	8/5/16	Warner Bros.	In this DC Comics property, a group of supervillains is recruited for duty deemed too dangerous for superheroes. Will Smith, Margot Robbie, Jared Leto and Jesse Eisenberg are part of the squad.						X		
Pete's Dragon	8/12/16	Walt Disney Studios	Live action, non-musical reimagining of the 1977 film about orphan Pete and his best friend Eliot, who is a (CGI) dragon.		X						
Storks	9/23/16	Warner Bros.	Animated adventure featuring the voices of Andy Samberg and Kelsey Grammer.							X	
Gambit	10/7/16	20th Century Fox	Channing Tatum stars in this X-Men spinoff.						X		
Monster High	10/7/16	Universal Pictures	Based on the Mattel toy line, children of famous monsters experience high school in this live action musical.					X			X
Dr. Strange	11/4/16	Walt Disney Studios	Benedict Cumberbatch stars as the brilliant but arrogant surgeon who is trained by a sorcerer to defend the world against evil.						X		
Trolls	11/4/16	DreamWorks Animation	Animated film based on the classic dolls tells the stories of how the Trolls came into their colorful hair.					X			
Sinister Six	11/11/16	Sony Pictures	Spinoff designed to strengthen Sony's Spider-Man franchise focuses on Spidey's supervillain enemies.						X		
Fantastic Beasts & Where to Find Them	11/18/16	Warner Bros.	This Harry Potter spinoff, by J.K. Rowling, is based on the Hogwarts text book and follows the adventures of author Newt Scamander.			X					
Moana	11/23/16	Walt Disney Studios	A bold teenage girl travels through the ancient South Pacific world of Oceania.							X	
Star Wars: Rogue One	12/16/16	Walt Disney Studios	The first Star Wars "anthology film" (aka spinoff), Rogue One is set between Episodes III and IV. Directed by Gareth Edwards.							X	
Assassin's Creed	12/21/16	20th Century Fox	Based on the Ubisoft video game series, plot centers on a man played by Michael Fassbender who learns his ancestors were trained assassins and travels back in time to retrieve historical artifacts.				X				
Popeye	TBA 2016	Sony Pictures	Sony Pictures Animation revives the comic character controlled by Hearst's King Features Syndicate. Originally set for a fall 2014 release.		X				X		
G.I. Joe 3	TBA 2016	Paramount Pictures	Second sequel in the current franchise based on Hasbro's venerable action figure, following 2009's The Rise of Cobra and 2013's Retaliation.	X				X			
The Adventures of Tintin: Prisoners of the Sun	TBA 2016	Paramount Pictures	Steven Spielberg produces and Peter Jackson directs this sequel about a young Belgian reporter and world traveler, and his canine companion.	X		X					
Noah's Ark	TBA 2016	Unified Pictures	CGI animated Biblical tale told from the perspective of the animals.			X					
Boss Baby	1/13/17	DreamWorks Animation	A 7 year-old must overcome his jealousy to work together with his baby brother to preserve love in the world. Alec Baldwin and Kevin Spacey provide voices.			X					
Power Rangers	1/13/17	Lionsgate	A group of high school kids harness their superpowers to save the world in the newest take on this Saban brand.		X				X		X
Fifty Shades Darker	2/10/17	Universal Pictures	Sequel to bondage blockbuster Fifty Shades of Grey, based on the E.L. James novels. Officially licensed goods for the first film included adult toys from Lovehoney.	X		X					
The LEGO Batman Movie	2/10/17	Warner Bros.	Spinoff of the 2014 LEGO Movie, based on DC Comics' Batman character. Will Arnett voices the Caped Crusader.				X	X	X		
The Maze Runner: The Death Cure	2/17/17	20th Century Fox	Based on the third novel in the series by James Dashner. Sequel to the 2015's The Maze Runner: The Scorch Trials.	X		X					
Untitled Wolverine Sequel	3/3/17	20th Century Fox	Hugh Jackman will don the claws one last time in this sequel.	X					X		
Kong: Skull Island	3/10/17	Universal Pictures	Action/adventure story centered on King Kong's origins.		X						
Beauty and the Beast	3/17/17	Walt Disney Studios	Another live-action Disney adaptation of its own animated film. Emma Watson plays Belle.		X	X					
The Mummy	3/24/17	Universal Pictures	A reboot of The Mummy franchise, set in the present day.		X						
The Divergent Series: Allegiant (Part 2)	3/24/17	Lionsgate	Fourth and final film in The Divergent Series. Shailene Woodley and Theo James star.	X		X					
Ghost in the Shell	3/31/17	Walt Disney Studios	Scarlett Johansson stars in this adaptation of the Japanese comic and anime films about a member of a covert ops unit that fights technology related crime.		X				X		
Untitled Animated Smurfs	3/31/17	Sony Pictures	Mandy Patinkin voices Papa Smurf in this all-animated film focusing on the origins of the Smurfs.		X				X		

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Licensed Feature Films, 2016-2019 *Continued from page 4*

FILM	PLANNED RELEASE	FILM COMPANY	SUMMARY	SEQUEL	REBOOT	BOOK	GAME	TOY	COMIC	ORIGINAL	TV
Ferdinand	4/7/17	20th Century Fox	Blue Sky Studios' adaptation of the classic Munro Leaf children's book.			X					
Furious 8	4/14/17	Universal Pictures	Vin Diesel returns in the eighth film in the franchise.	X							
Blazing Samurai	4/17/17	Open Road Films	Animation, loosely based on 1974's Blazing Saddles. On his quest to become a samurai, Scrappy young dog Hank fights to save a town from a feline warlord.							X	
Guardians of the Galaxy	5/5/17	Marvel/Disney	Sequel to 2014's Marvel tale of oddball superheroes.	X					X		
Terminator 2	5/19/17	Paramount Pictures	Untitled sequel to 2015's Terminator: Genisys.	X							
Star Wars: Episode VIII	5/26/17	Walt Disney Studios	Picks up where 2015's Episode VII: The Force Awakens leaves off. Second film in Disney's new Star Wars sequel series since acquiring Lucasfilm.	X							
The Fantastic Four 2	6/9/17	20th Century Fox	Sequel to Fox's 2015 reboot of the Fantastic Four series.	X					X		
Toy Story 4	6/16/17	Walt Disney Studios	It's one more Pixar play date for Tim Allen and Tom Hanks.	X							
Wonder Woman	6/23/17	Warner Bros.	An Amazon princess becomes the greatest of DC superheroines.						X		X
Despicable Me 3	6/30/17	Universal Pictures	Third sequel and fourth film (including Minions) in the Despicable Me series from Illumination Entertainment.	X							
Pirates of the Caribbean: Dead Men Tell No Tales	7/7/17	Walt Disney Studios	Johnny Depp swashbuckles again for producer Jerry Bruckheimer.	X							
Untitled Planet of the Apes sequel	7/14/17	20th Century Fox	Sequel to 2014's Dawn of the Planet of the Apes.	X					X		
Untitled Spider-Man reboot	7/28/17	Sony Pictures	Sony will reboot the Spider-Man franchise without Andrew Garfield and with help from Disney's Marvel Studios.		X				X		
Pacific Rim 2	8/4/17	Universal	Guillermo del Toro directs this robots vs. monsters sequel to 2012's Pacific Rim.	X							
Ninjago	9/22/17	Warner Bros.	Big-screen animation based on LEGO's popular ninja-inspired building sets and figures.					X			X
Jungle Book: Origins	10/6/17	Warner Bros.	Andy Serkis directs this live action tale of an orphan boy raised by animals in the jungle. Animal voices by Benedict Cumberbatch, Christian Bale, Cate Blanchett.			X					
Thor: Ragnarok	11/3/17	Walt Disney Studios	Chris Hemsworth and Tom Hiddleston are again Thor and Loki. In this third Thor installment they deal with the Norse apocalypse .	X					X		
Justice League: Part 1	11/17/17	Warner Bros.	The DC gang's all here in this story focused on the original incarnation of the Justice League: Batman, Superman, Wonder Woman, Aquaman, the Flash and Green Lantern.						X		X
Dr. Seuss' How the Grinch Stole Christmas	11/17/17	Universal Pictures	Reimagining of the Dr. Seuss Christmas tale from animation studio Illumination Entertainment.		X	X					
The Croods 2	12/22/17	DreamWorks Animation	Sequel to the 2013 caveman hit.	X							
Avatar 2	12/25/17	20th Century Fox	Sequel to the highest grossing film of all time, expected to focus on filmmaker James Cameron's in-depth look into Pandora's oceans.	X							
Captain Underpants	TBA 2017	DreamWorks Animation	Ed Helms and Kevin Hart voice this animated film based on Dav Pilkey's 8 book series.			X					
Transformers 5	TBA 2017	Paramount Pictures	Reportedly the first in a new Transformer trilogy. Hasbro Studios is a producer.	X				X			
Bloodshot	TBA 2017	Sony Pictures	First film for the Valiant Comics superhero.						X		
Fifty Shades Freed	2/9/18	Universal	Third installment in the Fifty Shades trilogy details the couple's life after marriage.	X	X						
Larrikins	2/16/18	DreamWorks Animation	Follows a young, desert-dwelling marsupial who ventures out from his sheltered life.							X	
The Flash	3/23/18	Warner Bros.	Scientist Barry Allen becomes the super fast superhero, a member of DC Comics' Justice League.						X		
The Avengers: Infinity War (Part 1)	5/4/18	Walt Disney Studios	This time The Avengers face the menace of Thanos.	X					X		
The LEGO Movie sequel	5/18/18	Warner Bros.	Sequel to 2014's block building blockbuster.	X				X			
Godzilla 2	6/8/18	Warner Bros.	Gareth Edwards directs the sequel to 2014's Godzilla. Monsters Mothra, Rodan and Ghidorah return.	X					X		
Terminator 3	6/29/18	Paramount Pictures	Untitled second sequel to 2015's Terminator: Genisys	X							
How to Train Your Dragon 3	6/29/18	DreamWorks Animation	Continues the adventure of young Viking Hiccup and his dragon, Toothless.	X							
Black Panther	7/6/18	Walt Disney Studios	The royal leader of an African nation is bestowed with superpowers. Chadwick Boseman stars.							X	
Untitled Animated Spider-Man feature	7/20/18	Sony Pictures	The LEGO movie directors Phil Lord and Christopher Miller are producing this installment being developed separately from the live action Spider-Man movies.							X	
Aquaman	7/27/18	Warner Bros.	The king of the seven seas will appear in Batman v Superman: Dawn of Justice and the Justice League movie before anchoring his own feature.							X	
Captain Marvel	11/2/18	Walt Disney Studios	Marvel's first female superhero movie follows Captain Marvel, aka Carol Danvers, who can fly and shoot energy bursts from her hands.							X	
Avatar 3	Dec. 2018	20th Century Fox	Second sequel to the highest grossing film of all time.	X							
Star Wars: Boba Fett	TBA 2018	Walt Disney Studios	Standalone "anthology" film telling the story of the bounty hunter sent to capture Han Solo.								X
Shazam!	4/5/19	Warner Bros.	Dwayne Johnson plays the titular ancient Egyptian wizard with a magical connection to a shy boy.		X						
The Avengers: Infinity War (Part 2)	5/3/19	Walt Disney Studios	Second half of the third Avengers film.	X					X		
Justice League: Part 2	6/14/19	Walt Disney Studios	Sequel follows the DC Comics-based superhero team.	X					X		X
Inhumans	7/2/19	Walt Disney Studios	In this Marvel film, an isolated community of superhumans fight to protect themselves.						X		
Avatar 4	Dec. 2019	20th Century Fox	Third sequel to the highest grossing film of all time.	X							
Star Wars: Episode IX	TBA 2019	Walt Disney Studios	Final chapter of the newest Star Wars trilogy.	X							

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Carolyn Blaylock	Creator of Kindred Lane's portfolio of mixed media art featuring sophisticated characters and their relationships.	Accessories (women's), greeting cards, home decor, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
Gudetama	A lazy egg character who sleeps in his shell, curls up in a bacon blanket, takes naps on a bed of rice, and has no motivation to do anything but to lay around.	All	Laura Takaragawa, Sanrio
Lynn Sanchelli	Encouraging imagery in bold colors, with hand lettering ranging from juvenile to adult appeal.	Accessories (women's), greeting cards, home decor, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
Reading Rainbow	Children's educational entertainment brand and award-winning TV series launching two-tiered program based on retro and digital re-launch.	Activity products, educational products, games, publishing	Ross Misher, Brand Central
Sin City Cabaret	New York adult nightclub brand with reputation as a centerpiece for urban culture and lifestyle.	Accessories, apparel, drinkware, intimates	Anietra Guzman-Santana, Idea Patch

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Amylee Weeks	Development Solutions Global	Planners	MHS Licensing + Consulting
Avatar	Global Experience Specialists	Live exhibitions	20th Century Fox Consumer Products
Barbie	Painting Lulu div. FlyCatcher	App-connected coloring books	Perpetual Licensing
Bliss Living	Prestige Paints div. Geneva Supply	Paint	Jewel Branding & Licensing
Boo - The World's Cutest Dog	Weather Creative	Mobile apps (iOS & Android)	Knockout Licensing
Boy Scouts of America	Kidz Toyz	Activity toys, educational toys	Boy Scouts of America
	Provo Craft & Novelty dba Cricut	Digital cutting files, electronic cutting cartridges	
Chinese Laundry	Majesty Brands	Hosiery, socks	IQ License
Clairebella	Prestige Paints div. Geneva Supply	Paint	Jewel Branding & Licensing
Colonial Williamsburg	York Wallcoverings & RoomMates	Wallpaper	Colonial Williamsburg Foundation
Crayola	Zalemark	Jewelry	Crayola
DC Super Hero Girls	LEGO Systems	Construction block sets	DC Entertainment, Warner Bros. Consumer Products
	Mattel	Master toy	
	Random House Children's Books	Master publishing	
Disney Classic	Vandor	Drinkware, home decor, totes, travel mugs, water bottles	Disney Consumer Products
Disney Junior			
Dog is Good	SJT Enterprises	Wooden plaques	Brentwood Licensing
Downton Abbey	Premier Yarns	Yarns	Knockout Licensing
	Vermont Teddy Bear dba PajamaGram	Pajamas	
Fallout	RockLove	Jewelry	Bethesda Softworks
Hobbit			Warner Bros. Consumer Products
Hot Wheels	Painting Lulu div. FlyCatcher	App-connected coloring books	Perpetual Licensing
KISS	Stern Pinball	Pinball machines	Epic Rights
Kung Fu Panda	Little Orbit	Video games	DreamWorks Animation
Laura Ashley	Vernier Watch	Sunglasses (women's), watches (women's)	Laura Ashley
Margaritaville	HSN (Home Shopping Network)	Apparel, beauty supplies, electronic accessories, home decor, kitchen goods	Margaritaville Holdings
Martha Stewart	Staples*	Office supplies	Martha Stewart Living Omnimedia
Marvel Avengers: Age of Ultron	Rubie's Costume	Costume accessories, costumes, masks, wigs	Disney Consumer Products
Minions	Candyrific	Candy accessories with sound	Universal Studios Partnerships & Licensing
Mr. Bubble	Demeter Fragrance Library	Fragrance, perfume oil	Firefly Brand Management
	Maverick Software	Mobile game apps (iOS)	
	Multipet Intl.	Pet toys	
	Rhode Island Novelty	Amusement plush, vinyl toys	
	Trevco Sportswear	Sweatshirts, t-shirts	
New York Botanical Garden (The)	Prestige Paints div. Geneva Supply	Paint	Jewel Branding & Licensing
Nikki Chu			
OPI	Ace Hardware*	Paint	OPI div. Coty

*Extension or renewal.

Continued on page 7

Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Outlander	RockLove	Jewelry	Knockout Licensing
Penny Dreadful	Cryptozoic Entertainment	Trading cards	CBS Consumer Products
	Hot Topic	Apparel (women's)	CBS Consumer Products
	Just Funky	Glassware, home decor, impulse items	CBS Consumer Products
	Museum of Robots	Home & decorative accessories, table linens	CBS Consumer Products
PGA of America	Condé Nast Licensing	Magazines	PGA Tour
Playboy	Lore Group	Bar	Playboy Enterprises
Shell Rummel	Prestige Paints div. Geneva Supply	Paint	Jewel Branding & Licensing
SpongeBob SquarePants 400	Delta Apparel	Baseball caps	Nickelodeon & Viacom Consumer Products
	Fanatics	Hoodies, t-shirts (women's)	
	McArthur Towel & Sports	Bibs	
	Tervis	Tumblers	
	WinCraft	Coolers, drinkware, lanyards, magnets	
Star Wars	DecoPac	Cake decorations, cupcake accessories	Disney Consumer Products
Thunderbirds	RockLove	Jewelry	ITV Studios Global Entertainment
Tracy Porter	Prestige Paints div. Geneva Supply	Paint	Jewel Branding & Licensing

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Chloe's Closet	Pre-school TV show follows Chloe and her friends as they dress up in costumes from her magic closet, which transport them on adventures into new worlds.	All (U.K., Ireland)	Claire Potter, Metrostar Media Ltd.
Fulham FC, Newcastle United FC, Norwich City FC, Queens Park Rangers FC, Swansea City Association FC	U.K. football soccer clubs currently competing in the Championship division and the Premier League.	All (North America)	Scott Bouyack, Fermata Partners
Gas Monkey Garage	TV show starring Richard Rawlings and his crew, who travel across the South seeking derelict classic cars to restore and sell a hot rod shop in Dallas.	Apparel, auto accessories, mobile accessories, novelties (Europe)	Rob Wijeratna, Rocket Licensing
Jones New York	American fashion label currently drives close to \$1 billion in retail sales worldwide.	Accessories, apparel (Worldwide)	Mark Weber, Authentic Brands Group
Max & Shred	Live-action kids' comedy chronicles the unlikely friendship between a celebrity snowboarder and science whiz-kid.	All (Worldwide)	Kim Winkeleer, Antares Licensing
Messy Anne	Pre-school book-based property about a girl with a wild imagination who battles with her nemesis The Monstrosity, an imagined physical externalization of her mess.	All (Worldwide)	Sondra Contino, Lawless Entertainment
Michael Jackson	American singer and global figure in popular culture, known as the King of Pop.	All (Worldwide)	Nick Woodhouse, Authentic Brands Group
Psycho Bunny	Luxury apparel and lifestyle brand launches in the territory after securing distribution agreement.	Accessories, apparel, hosiery, sleepwear (Latin America)	Stone Newman, A Squared Entertainment div. Genius Brands
Rufus	Book-based property for children ages 4 and up that features Rufus, a lovable and adventurous dog who goes on adventures with his animal friends.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment
Space Invaders	Classic video game and pop culture icon released new style guide for fashion and trend products.	All (Worldwide)	Steve Manners, Copyright Promotions Licensing Group (CPLG)

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Amylee Weeks	American Products Group dba Microthin	Cutting boards (U.S., Canada)	MHS Licensing + Consulting
	Andrews + Blaine	Bookmarks (Worldwide)	
	Demdaco	Decor, journals (Worldwide)	
	Gina B. Designs	Gift packaging, greeting cards, note cards (Worldwide)	
	Great Finds	Textiles (U.S., Canada)	
	Homefires/Home Comfort	Pillows, rugs (Worldwide)	
Audrey Jeanne Roberts	Great Finds	Textiles (U.S., Canada)	
Avatar	Cirque du Soleil	Live events (U.S., Canada)	20th Century Fox Consumer Products

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Britney Spears	Glu Mobile	Mobile game apps (Worldwide)	CAA
Care Bears	Build-A-Bear Workshop	Plush (Worldwide)	American Greetings Properties
Cloud Babies	Zippy	Apparel (infants', toddlers') (U.K.)	HoHo Entertainment Ltd.
DC Comics x Hello Kitty	Swatch Group USA (The)*	Watches (EMEA, ANZ, Asia Pacific)	Warner Bros. Consumer Products, Sanrio Far East Co., Ltd.
Dinosaur Roar!	IVS Group Ltd.	Master plush (U.K.)	Nurture Rights
Disney	Pioneer Europe Ltd.	Balloons (Europe)	Disney Consumer Products
Football Association (The)	Panini UK Ltd.	Stickers, trading cards (Worldwide)	Football Association (The, FA)
Gas Monkey Garage	Burning Rubber U.K. Ltd.	Accessories, apparel (Europe)	Rocket Licensing
Girls (The)	Robert Kaufman Fabrics	Fabric (U.S., Canada)	MHS Licensing + Consulting
Gruffalo (The)	Yorkshire Tea/Bettys & Taylors of Harrogate	Tea (U.K.)	Magic Light Pictures
Jackie	N16 Vintage	Apparel (U.K.)	DC Thomson
	Surface View div. Vinyl Graphics Ltd.	Art prints (U.K.)	
Norman Thelwell	Roy Lowe & Sons Ltd.	Socks (U.K.)	Karen Addison Associates
Paul Frank	Carte Blanche Greetings	Greeting cards (U.K., Eire)	Saban Brands
Playboy	Burton Snowboards	Snowboard accessories, snowboards, sports accessories, sportswear (adults') (Worldwide excluding Argentina, Bangladesh, China, Egypt, Hong Kong, Indonesia, Macau, Peru, Taiwan)	Playboy Enterprises
	Handong United	Accessories, apparel (China)	
	New Point S.r.l.	Fleece, jackets, knitwear, pants, polo shirts, shorts, sweatshirts, t-shirts (Italy, Spain, Turkey)	
	Pile Co., Ltd.	Ashtrays, blank keys, headwear, incense, lighters (excluding U.S.), skateboards, socks, t-shirts (U.S., Australia, Japan)	
Pokémon	Bioworld Europe	Accessories, apparel (Europe, Russia)	Pokémon Company Intl.
Power Rangers	Carte Blanche Greetings	Greeting cards (U.K., Eire)	Saban Brands
Shopkins	Ashko Group	Footwear (U.S., Canada)	Licensing Shop (The)
	Bentex Group	Fashion tops, t-shirts (U.S., Canada)	
	Bridge Direct (The)	Activity toys, construction toys (U.S., Canada)	
	Brush Buddies div. Ashtel Dental	Toothbrushes with sound (U.S., Canada)	
	Global Design Concepts	Bags (U.S., Canada)	
	Intimo	Loungewear, sleepwear (U.S., Canada)	
	JAKKS Pacific	Halloween costumes (U.S., Canada)	
	Jay Franco & Sons	Bedding, linens (U.S., Canada)	
	MAPS Toys div. Marketing & Promotional Services Ltd.	Candy dispensers, clips (Worldwide)	
SpongeBob SquarePants	RMS Intl. Plc*	Fashion tops, t-shirts (U.S., Canada)	Licensing Shop (The)
		Arts & crafts (U.K.)	Nickelodeon & Viacom Consumer Products
Wayne Gretzky	Sears Holdings	Arts & crafts, novelties, stationery (U.K., Ireland)	IMG Worldwide
		Apparel (women's) (Canada)	
Woolly & Tig	Immediate Media*	Magazines (U.K.)	Brands With Influence
	Redan Publishing		
Yu-Gi-Oh!	BioWorld Merchandising	Accessories, apparel (U.S., Canada)	4K Media
Zumba	Royal Caribbean Intl.	Cruise activities (Worldwide)	Zumba Fitness

*Extension or renewal.

TLL Pre-Show Breakfast in Vegas

Continued from page 1

reacquainted with TLL subscribers, handing out gifts, introducing NFL players and sharing licensing intelligence and ideas.

Subscribers wishing to attend the free breakfast must make a reservation by calling 1-888-729-2315. Space is limited to 40 TLL subscribers, so please call now to reserve your place.



contacts & connections

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

20th Century Fox Consumer Products, Jeffrey Godsick, President, 310-369-0751, jeffrey.godsick@fox.com, P. 6.

20th Century Fox Consumer Products, Roz Nowicki, EVP Global Sales & Retail, 310-369-2207, roz.nowicki@fox.com, P. 7.

4K Media, Jennifer Coleman, VP Licensing & Marketing, 212-590-2120, jcoleman@4kmedia.com, P. 8.

A Squared Entertainment div. Genius Brands, Stone Newman, President Global Consumer Products, 858-450-2900, stone@pacificentcorp.com, P. 7.

Ace Hardware, Dana Larsen, Director Ace Center For Excellence, 630-990-6600, dlarsen@acehardware.com, P. 6.

American Greetings Properties, Janice Ross, Head Global Licensing, 212-386-7343, goliff@ag.com, P. 8.

American Products Group dba Microthin, Dan O'Malley, Principal, 630-543-0501, domalley@apg2020.com, P. 7.

Andrews + Blaine, Brandie Oliver, Public Relations & Licensing Manager, 850-368-3604, brandie@andrewsblaine.com, P. 7.

Antares Licensing, Kim Winkeleer, Principal, 917-912-6464, kimwinkeleer@aol.com, P. 7.

Ashko Group, Jackie Ashkenazi, President & CEO, 212-594-6050, jackie@ashkony.com, P. 8.

Authentic Brands Group, Mark Weber, Strategic Advisor, 212-760-2412, mweber@abg-nyc.com, P. 7.

Authentic Brands Group, Nick Woodhouse, President, 212-760-2411, nwoodhouse@abg-nyc.com, P. 7.

Bentex Group, Susan Peia, VP Licensing, 212-594-4250 x168, susan@bentex.com, P. 8.

Bethesda Softworks, Pete Hines, VP Marketing & Public Relations, 301-926-8300, phines@bethsoft.com, P. 6.

BioWorld Merchandising, Jennifer Staley, VP Licensing, 972-488-0655, jennifers@bioworldmerch.com, P. 8.

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

Brand Central, Ross Misher, CEO, 310-268-1231, ross@brandcentralgroup.com, P. 6.

Brentwood Licensing, Joel Barnett, President, 310-720-3285, joel@brentwoodlicensing.com, P. 6.

Bridge Direct (The), Jay Foreman, President & CEO, 561-997-8901, jforeman@thebridgedirect.com, P. 8.

Brush Buddies div. Ashtel Dental, Jessica Reza, Director Consumer Products, 909-434-0911 x120, jessica@brushbuddies.com, P. 8.

Build-A-Bear Workshop, Jennifer Kretchmar, Chief Product Officer, 314-423-8000, jenniferk@buildabear.com, P. 8.

Burton Snowboards, Greg Dacysyn, Chief Creative Officer, 802-660-3200, gregd@burton.com, P. 8.

CAA, Ian White, Agent, 424-288-2760, iwhite@caa.com, P. 8.

Candyrific, Rob Auerbach, President, 502-893-3626 x72, rauerbach@candyrific.com, P. 6.

CBS Consumer Products, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 7.

Colonial Williamsburg Foundation, Kristin Fischer, Director Licensing, 757-220-7292, kfischer@cwf.org, P. 6.

Condé Nast Licensing, Candice Murray, Executive Director Licensing, 212-286-5275, candice_murray@condenast.com, P. 7.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271, wschorr@crayola.com, P. 6.

Cryptozoic Entertainment, John Nee, CEO, 949-385-6000, john.nee@cryptozoic.com, P. 7.

DC Entertainment, Diane Nelson, President & President/COO Warner Bros. Interactive Entertainment, 212-636-5400, diane.nelson@dccomics.com, P. 6.

DecoPac, Dewey Wahlin, VP Marketing, 763-586-4841, dewey.wahlin@decopac.com, P. 7.

Delta Apparel, Doug Allen, Director Merchandising & New Business, 864-232-5200, info@deltapparel.com, P. 7.

Demdaco, Ingrid Liss, Creative Director, 612-259-8917, ingrid.liss@demdaco.com, P. 7.

Demeter Fragrance Library, Mark Crames, CEO, 516-487-5187, mcrames@demeterfragrance.com, P. 6.

Development Solutions Global, Andy Meehan, President, 888-267-1567, ameehan@developmentsolutionsglobal.com, P. 6.

Disney Consumer Products, Josh Silverman, EVP Global Licensing, 818-544-0041, josh.silverman@disney.com, P. 2,6,8.

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

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 7.

DreamWorks Animation, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 6.

Epic Rights, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 6.

Fanatics, Meier Raivich, VP Communications & Corporate Branding, 904 421-1897 x2819, mraivich@fanatics.com, P. 7.

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

Firefly Brand Management, Cynthia Modders, Owner, 415-513-5826, cynthiamodders@fireflybrandmanagement.com, P. 6.

Gina B. Designs, Gina Bugee, Founder & President, 763-559-7595, gina@ginabdesigns.com, P. 7.

Global Design Concepts, Carla Masters, VP Licensing & Marketing, 212-594-3833 x213, cmasters@gdcny.com, P. 8.

Global Experience Specialists, Steve Moster, President, 702-515-5500, smoster@ges.com, P. 6.

Glu Mobile, Chris Akhavan, President Publishing, 415-800-6100, chris.akhavan@glu.com, P. 8.

Great Finds, Karolyn Howard, President, 402-239-9633, karolyn@greatfinds.biz, P. 7.

Homefires/Home Comfort, Edward Chu, 770-452-1155, edward@homefiresrugs.com, P. 7.

Hot Topic, Cindy Levitt, SVP Merchandise & Marketing, 626-839-4681 x2216, clevitt@hottopic.com, P. 7.

HSN (Home Shopping Network), Anne Martin-Vachon, Chief Merchandising Officer, 727-872-1000, anne.martin-vachon@hsn.net, P. 6.

Idea Patch, Anietra Guzman-Santana, CEO & Founder, 917-496-8550, anietra@idea-patch.com, P. 6.

Intimo, Nathan Nathan, President & CEO, 212-868-6888 x205, nnathan@intimo.com, P. 8.

IQ License, Albert Oh, CEO, 917-746-8075, albert@iqlicense.com, P. 6.

JAKKS Pacific, Tara Hefter, VP Global Licensing, 310-456-7799, thefter@jakks.net, P. 8.

Jay Franco & Sons, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 8.

Jewel Branding & Licensing, Julie Newman, President, 404-303-1872, julie@jewelbranding.com, P. 6.

Just Funky, Raj Arora, President, 234-249-0145, raj@justfunky.com, P. 7.

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

Knockout Licensing, Tamra Knepper, Co-President, 212-947-5958, tk@knockoutlicensing.com, P. 6,7.

Laura Ashley, Penne Cairolis, President, 803-396-7700, pcairoli@lauraashleyusa.com, P. 6.

Lawless Entertainment, Cathy Malatesta, Licensing Agent, 323-201-2678, cmala@aol.com, P. 7.

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

LEGO Systems, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 6.

Little Orbit, Matt Scott, President, 949-713-5016, matt.scott@littleorbit.com, P. 6.

Lore Group, Andrew Mitchell, Marketing Manager, info@loregrp.com, P. 7.

Majesty Brands, Jack Safdeye, CEO, 212-283-3400 x2100, jack@majesty-brands.com, P. 6.

Margaritaville Holdings, Brad Schwaeble, COO, 407-224-3227, bschwaeble@margaritaville.com, P. 6.

Martha Stewart Living Omnimedia, Ann Henry, SVP Finance & Merchandising, 212-827-8650, ahenry@marthastewart.com, P. 6.

Martha Stewart Living Omnimedia, Claudio Goldberg, SVP Publishing & Digital Media Operations, 212-827-8650, cgoldberg@marthastewart.com, P. 2.

Mattel, Jessica Dunne, SVP & GM Consumer Products, 310-252-3837, jessica.dunne@mattel.com, P. 6.

Maverick Software, Glenda Adams, President, glendaadams@mac.com, P. 6.

McArthur Towel & Sports, Gregg McArthur, President & Owner, 608-356-8922, gmcarthur@mcarthurtowels.com, P. 7.

MHS Licensing + Consulting, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 6,7,8.

Mighty Fine, Patty Timsawat, President Licensing & COO, 213-234-3921, patty@mightyfineinc.com, P. 8.

Multipet Intl., Brett Hirschberg, Director Licensing & Brand Discovery, 201-438-6600 x24, brettth@multipet.com, P. 6.

Museum of Robots, Richard Küng, Co-founder, 415-721-0525, richard@museumofrobots.com, P. 7.

Nickelodeon & Viacom Consumer Products, Julie McKenzie, SVP Global Consumer Products Licensing, Apparel, Accessories, Home & CPG, 212-846-8018, julie.mckenzie@nick.com, P. 7.

Continued on page 10

Nickelodeon & Viacom Consumer Products, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimm.com, P. 8.

OPI div. Coty, Suzi Weiss-Fischmann, Co-founder & Brand Ambassador, 818-759-2400, suzi_weiss@cotyinc.com, P. 6.

Painting Lulu div. FlyCatcher, Tal Zilberman, Co-founder & VP Marketing, tal@paintinglulu.com, P. 6.

Perpetual Licensing, Todd Lustgarten, Partner, 323-284-5100, tlustgarten@perpetuallicensing.com, P. 6.

PGA Tour, Kathie McCarthy, Coordinator Licensing & New Ventures, 904-543-5176, kathieemccarthy@pgatourhq.com, P. 7.

Playboy Enterprises, Matt Nordby, President Global Licensing, 310-424-1800, mnordby@playboy.com, P. 7,8.

Premier Yarns, Hal Ozbelli, President, 704-454-1557, hozbelli@premieryarns.com, P. 6.

Prestige Paints div. Geneva Supply, Jeff Peterson, Founder & Chief Revenue Officer, 262-435-4935, info@prestigepaints.com, P. 6,7.

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

Random House Children's Books, Kerry Milliron, Senior Director Brand Management, 212-782-8819, kmilliron@penguinrandomhouse.com, P. 6.

Rhode Island Novelty, Mike Petren, SVP Nanco, 508-675-9400, mpetren@rinovelty.com, P. 6.

Robert Kaufman Fabrics, Evie Ashworth, Director Design & Retail, 800-877-2066 x245, evie@robertkaufman.com, P. 8.

RockLove, Allison Hourcade, Owner, 314-604-5008, info@rocklove.com, P. 6,7.

Royal Caribbean Intl., Adam Goldstein, President & COO, 305-539-6000, agoldstein@royalcaribbean.com, P. 8.

Rubie's Costume, Howard Beige, EVP Sales, 516-326-1500 x132, howie@rubies.com, P. 6.

Sanrio, Laura Takaragawa, VP Licensing, 310-896-3272, ltakaragawa@sanrio.com, P. 6.

SJT Enterprises, Tim Smith, President, 440-617-1100 x101, tim@sjtent.com, P. 6.

Staples, Demos Parneros, President North America Stores & Online, 508-253-5000, demos.parneros@staples.com, P. 6.

Stern Pinball, Gary Stern, Chairman & CEO, 708-345-7700, gary.stern@sternpinball.com, P. 6.

Surface View div. Vinyl Graphics Ltd., Tom Pickford, Marketing Manager, 44 118 922 1327, tom@surfaceview.co.uk, P. 8.

Swatch Group USA (The), Frank Furlan, President & CEO, 201-271-1400, frank.furlan@swatchgroup.com, P. 8.

Tervis, Maureen Mason, VP Licensing, 800-237-6688, mmason@tervis.com, P. 7.

Trevco Sportswear, James George, CEO, 248-526-1400 x14, jpg@trevcoinc.com, P. 6.

Universal Studios Partnerships & Licensing, Cindy Chang, SVP Consumer Products, 818-777-2067, cindy.chang@nbcuni.com, P. 6.

Vandor, Stacey Dobkins, VP Licensing & Marketing, 801-972-2888 x149, sdobkins@vandorproducts.com, P. 6.

Vermont Teddy Bear dba PajamaGram, Jason Baer, VP Sales & Marketing, 802-985-3001, jbaer@vtbear.com, P. 6.

Vernier Watch, David Shriqui, President, 212-695-1495, P. 6.

Warner Bros. Consumer Products, Brad Globe, President, 818-954-5658, brad.globe@warnerbros.com, P. 6.

Warner Bros. Consumer Products, Karen McTier, EVP Domestic Licensing & Worldwide Marketing, 818-954-3008, karen.mctier@warnerbros.com, P. 6,8.

Weather Creative, Suraj Hemnani, Co-Founder, 305-741-5007, suraj@weathercreative.com, P. 6.

WinCraft, John Killen, President & COO, 507-454-5510, jkillen@wincraft.com, P. 7.

York Wallcoverings & RoomMates, Nicole Zeigler, Licensing Manager, 717-846-4456, zeiglern@yorkwall.com, P. 6.

Zalemark, Warren Nobusada, President, 213-381-7552, warren@zalemark.com, P. 6.

Zumba Fitness, Alberto Perlman, CEO & Co-founder, 954-526-7979, alberto@zumba.com, P. 8.



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.

Bioworld Europe, Matthew Tobia, Head Licensing, 31 251 316 238, matthewt@bioworldmerch.com, P. 8.

Blitzway Co., Ltd., DongJun Im, 82 70 4045 7692, junis210@gmail.com, P. 2.

Brands With Influence, Martin Lowde, Managing Director & Founder, 44 7831 2350 24, martin@brandswithinfluence.com, P. 8.

Bulldog Licensing, Vicky Hill, Licensing Manager, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 8.

Burning Rubber U.K. Ltd., Antonio Blanco, Founder, ablanco@burningrubber.co, P. 8.

Carte Blanche Greetings, Sarah Quigley, Head UK Licensing, 44 1243 792 600, sarah.quigley@cbg.co.uk, P. 8.

Cirque du Soleil, Marie-Josée Lamy, Executive Director, 514-723-7646, marie-josee.lamy@cirquedusoleil.com, P. 7.

Copyright Promotions Licensing Group (CPLG), Steve Manners, EVP & Director Entertainment, 44 20 8563 6400, smanners@cplg.com, P. 7.

DC Thomson, Tim Collins, Head Brands, 44 207 400 1042, tcollins@dcthompson.co.uk, P. 8.

Football Association (The, FA), Stuart Turner, Head Commercial, 44 800 169 1863, stuart.turner@thefa.com, P. 8.

Handong United, Jean Hong, Executive Officer, hongxinshiyeh88@163.com, P. 8.

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

IMG Worldwide, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, bruno.maglione@img.com, P. 8.

Immediate Media, Pauline Cooke, Publishing Director Pre-school, 44 20 7150 5000, pauline.cooke@immediate.co.uk, P. 8.

ITV Studios Global Entertainment, Trudi Hayward, SVP & Global Head Merchandising, 44 20 7157 6163, trudi.hayward@itv.com, P. 7.

IVS Group Ltd., Namita Kapoor, CEO, 44 20 8560 0009, namita@ivsgroupltd.com, P. 8.

Karen Addison Associates, Karen Addison, Managing Director, 44 1931 714 017, karenaddison@karenaddison.co.uk, P. 8.

Licensing Shop (The), Nancy Fowler, EVP, 416-322-7300 x202, nancy@thelicensingshop.com, P. 8.

Magic Light Pictures, Daryl Shute, Brand Director, 44 20 7631 1800, daryl@magiclightpictures.com, P. 8.

MAPS Toys div. Marketing & Promotional Services Ltd., Dirk Kiefer, MD, 44 1483 776 006, dirk@mapsww.com, P. 8.

Metrostar Media Ltd., Claire Potter, Managing Director, 44 207 917 6791, claire@metrostarmedia.co.uk, P. 7.

N16 Vintage, Josephine Beckett, Managing Director, 44 208 361 1963, P. 8.

New Point S.r.l., Antonella Venturini, Sales Director, 39 055 8790408, a.venturini@new-point.it, P. 8.

Nickelodeon & Viacom Consumer Products, Marianne James, VP Consumer Products UK/Ireland & European Retail Sales/Marketing, 44 20 3580 2000, marianne.james@vimm.com, P. 8.

Nurture Rights, Nick Barrington, Managing Director & Owner, 44 203 574 4170, nick@nurturerights.com, P. 8.

Panini UK Ltd., Peter Warsop, Group Licensing Director, 44 1892 500 100, pwarsop@panini.it, P. 8.

Pile Co., Ltd., Eiji Miura, 81 22 398 3531, eiji@piledesign.jp, P. 8.

Pioneer Europe Ltd., Marie Gransbury, MD, 44 1279 501 090, marie.gransbury@qualatex.com, P. 8.

Pokémon Company Intl., Mathieu Galante, Senior Market Development Manager EMEA, m.galante@pokemon.com, P. 8.

Redan Publishing, Julie Jones, Chairman, 44 1743 364 433, julie@redan.com, P. 8.

RMS Intl. Plc., Tyrone Farber, Owner, 44 161 727 8182, tyrone@rmsint.com, P. 8.

Rocket Licensing, Rob Wijeratna, Joint Managing Director, 44 20 7207 6242, rob@rocketlicensing.com, P. 7,8.

Roy Lowe & Sons Ltd., Martin Lowe, Managing Director, 44 1623 441 144, martin@roylowe.co.uk, P. 8.

Saban Brands, Tim Juckes, Commercial Director UK, 44 20 7432 4538, tjuckes@sabanbrands.com, P. 8.

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

Sears Holdings, Ron Boire, President & CEO Canada, 416-362-1711, rboire@searshc.com, P. 8.

Yorkshire Tea/Bettys & Taylors of Harrogate, Andy Brown, MD, 44 1423 814 000, andy.brown@bettysandtaylors.co.uk, P. 8.

Zippy, Nicole Graham, Founder, 44 1625 540 249, customercare@zippysuit.com, P. 8.

LEGAL TRAP TO AVOID

Control Licensee Quality or Risk Losing Your Trademark

- ▶ A winery's only quality control is the occasional sip and knowing that the licensee's winemaker has a "world class reputation" (*Barcamerica Int'l USA Trust v. Tyfield Importers*, (2002));
- ▶ A bridal franchise collects no royalties and exerts no control over how licensees run their shops (*Eva's Bridal Ltd. v. Halanick Enterprises Inc.*, (2011));
- ▶ An Internet network trusts its licensees to police themselves and follow informal guidelines rather than written contractual quality standards (*Freecycle Sunnyvalley v. The Freecycle Network*, (2010)).

These are just three real-life examples of licensors who lost their trademark because they didn't exercise adequate quality control over their licensees. Here's a look at the risk of "naked licensing" and what both licensors and licensees should do to manage it.

Naked Licensing Law, 101

Although you can let the lawyers sweat the details, licensing pros must understand a few things about the law to deal with the threat of naked licensing:

- ▶ **Rule 1.** Trademarks can be lost or "abandoned."
- ▶ **Rule 2.** One way a trademark can be abandoned is for the trademark owner to neglect the quality of items sold under the mark.
- ▶ **Rule 3.** In the context of licensing, this can happen when the licensor/trademark owner engages in naked licensing, or failure to adequately control licensee quality.

These rules aren't arbitrary. Remember that the whole point of *having* trademarks is to protect consumers. Trademarks distinguish brands and establish reliable expectations for brand quality. When a trademark owner doesn't control the quality of its brands, consumers are deceived.

The good news is that the person challenging a trademark on the grounds of naked licensing must prove the charge, which is not easy. Still, as illustrated by the cases above, it does happen—and more often than you might think. And when a licensed trademark *does* become unenforceable vis-à-vis a third party, it hurts both the licensor and licensee.

Add Quality Control Provisions to Prevent Naked Licensing

The best way to manage this risk is to ensure the licensing agreement gives the licensor adequate quality control. Stated differently, not having a written quality control provision makes it much easier to prove naked licensing. That's what happened in the three cases cited above.

What should the contract say? How much control does the licensor need to avoid naked licensing?

Unfortunately, there's no definitive answer. Trademark legislation doesn't mention, let alone define the term "naked licensing." The rule comes from the courts and gets decided case by case. Adding to the difficulties is the fact that the degree of control varies depending on the industry, products being licensed and relationship between parties.

MODEL CONTRACT LANGUAGE

Although it is in the licensee's interest to give the licensor control over product quality as a protection against naked licensing, there is also a lot of room for negotiation with regard to the extent and manner of control, depending on the industry, products, relationship between the parties and leverage of the sides. Accordingly, we've provided both a pro-licensor and pro-licensee version of a quality control clause that can be adapted for an actual license agreement.

MODEL QUALITY CONTROL CLAUSE (Pro-Licensor Version)

A. Product Quality Standards: All licensed products manufactured and sold by Licensee under this License Agreement shall conform to the standards of quality in materials, design, workmanship, use and advertising set forth in Section [X] above ("Quality Standards").

B. Licensor's Right to Inspect: Licensor shall have the right at any time upon reasonable notice to inspect the products manufactured at Licensee's facilities, interview Licensee's employees, review Licensee's customer service and complaint records and access other locations, personnel and records Licensor deems necessary to verify that such products completely comply with the Quality Standards.

C. Licensor's Right to Review Promotional Materials: Licensor shall have the right at any time to request from Licensee copies of promotional and advertising materials and review said materials to verify that they comply with the Quality Standards; Licensee shall provide all requested materials to Licensor's representative within 3 business days of such request.

D. Licensor's Right to Veto: Licensor shall have the right to prohibit Licensee from engaging in the sale of any products or use of any promotional or advertising materials if, in its sole discretion which it will exercise in good faith, it believes that the products or promotional or advertising materials fail to conform with the Quality Standards.

E. Licensor's Right to Terminate: Failure of Licensee to meet the obligations set forth in this provision shall be deemed a material breach justifying Licensor's right to terminate the Licensing Agreement.

Here's a Model Clause that provides the requisite quality control in a way that's more favorable to the licensee.

MODEL QUALITY CONTROL CLAUSE (Pro-Licensee Version)

A. Product Quality Standards: All licensed products manufactured and sold by Licensee under this License Agreement shall conform to the standards of quality in materials, design, workmanship, use and advertising set forth in Section [X] above ("Quality Standards").

B. Licensor's Right to Inspect: Once a year, Licensor shall have the right, upon 8 business days' prior written notice, to inspect the products manufactured at Licensee's facilities during normal business hours for the sole purpose of determining whether such products substantially conform to and do not materially vary from the Quality Standards.

C. Licensor's Right to Review Promotional Materials: Twice a year, Licensor shall have the right to request from Licensee copies of promotional and advertising materials and review said materials to verify that they substantially conform to and do not materially vary from the Quality Standards; Licensee shall provide all requested materials to Licensor's representative within 5 business days of such requests.

D. Licensor's Right to Veto: Licensor and Licensee shall work diligently and in good faith to remedy any deficiencies identified in accordance with these provisions. In the event that such deficiencies cannot be remedied, Licensor may prohibit Licensee from selling products or using promotional or advertising materials with deficiencies that it determines, exercising an objective and non-discretionary standard, constitute a material breach of the Quality Standards. Licensee shall have the right to sell products that have minor, non-material and merchantable defects.

E. Licensor's Right to Terminate: Failure of Licensee to meet the obligations set forth in this provision shall be deemed a material breach justifying Licensor's right to terminate the Licensing Agreement.

Luckily there is enough case law and expert opinion to lay out some guidelines. At a minimum, the quality control provision should be in writing and:

- ▶ Specify the technical quality standards that the product or service associated with the licensed trademark must meet (Model Clause, Sec. A);

Continued on page 12

Who's News

Leslie Ferraro, a 16-year Disney veteran most recently serving as EVP Walt Disney Parks and Resorts, replaces **Bob Chapek** (current Chairman Parks and Resorts), as President Disney Consumer Products where she will oversee global operations.

Jim Gabel, President of Wolverine's Performance Group, takes over day-to-day control of the Merrell brand after brand President Gene McCarthy leaves the company. In addition to Merrell, the Performance Group includes Saucony, Chaco, Cushe and Patagonia Footwear.

Global Brands Group names fashion retail veteran **Adrienne Lazarus** CEO of the Frye Company. Her mission: turn the 150-year-old Frye leather products brand into a leading lifestyle label.

Alix Kram leaves the marketing agency she founded to become VP Global Brand Licensing of Warner Music Group where she will oversee licensing strategy and new product lines development.

Planeta Junior hires former Hasbro executive **Luis Ortega Bordes** as Country Manager Spain and Portugal.

Phil Carroll is the new Interim Head of Sales for Pedigree Books with responsibility for driving sales across all channels including annuals, yearbooks, learning and seasonal activity formats for kids.

Licensing agency LMCA names **Ted Curtin** EVP, and **Brian Sayre** Strategy & Innovation Consultant of its ProdigyWorks consulting subsidiary.

Juvenile products company Summer Infant, Inc. names President & COO **Robert Stebenne** as CEO. Stebenne has 30 years of juvenile product marketing experience, including 20 years at Hasbro.

Parragon promotes President & COO **Wendy Friedman** to President Creative, and UK MD **Darren Witherall** to President EMEA responsible for UK, Australia, New Zealand, India and Germany; **Kim Brown** also joins the firm as President North America.

Control Licensee Quality

Continued from page 11

- ▶ Give the licensor the right to engage in regular quality control and review activities, including:
 - Inspection of the licensed goods and services, which may include inspections of the licensee's site (Model, Sec. B);
 - Review of the licensee's promotional and advertising materials (Model, Sec. C);
- ▶ Let the licensor veto goods and services and/or use of promotional and advertising materials it deems to be below standard (Model, Sec. D); and
- ▶ Terminate the contract if the licensee fails to comply (Model, Sec. E).

Actual Control Is More Important than the Contract

One final warning: Although it can help deflect liability, putting a written quality control agreement into your license is just part of the solution:

- ▶ You may still be able to avoid naked licensing if you don't have a contract; and
- ▶ You may still be found guilty of naked licensing even if you do have a contract.

At the end of the day, what really matters is not what your contract says or doesn't say but whether you actually exercise actual quality control over your licensees. *Bottom Line:* To avoid naked licensing, don't just insert quality control language into your license agreement; make sure you actually implement it.

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