

# TLL THE LICENSING LETTER

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## Licensing Expo Is Coming-Out Party for Digital; Brand Revivals, Global Properties Also Loom Large

The arrival of digital celebrity, digital content and social media is the biggest story of Licensing Expo 2015. That “arrival” is, of course, more symbol than substance. Digital and social media have been reshaping licensing for more than a decade. But in 2015, it became official as those forces took their rightful place at Expo, the licensing industry’s central event.

### Digital Is Everywhere

Digital’s presence was in evidence even before Expo officially began during the pre-conference Licensing University which, for the first time ever, included a Digital Media Licensing Summit panel of experts to discuss the influence of digital media and celebrities on millennials and other consumers. The takeaway: Building a digital brand requires the same elements necessary to build a traditional brand—a compelling story and the ability to relate it to consumers.

The next day, it got personal when Bethany Mota, the face of digital celebrity success in the licensing realm, delivered the keynote speech. In 2013, the then 18-year-old vlogger with more than 10 million followers (mostly teenage girls) on YouTube, Instagram and Twitter, broke into licensing by teaming with teen retailer Aéropostale on a personally branded lifestyle product line (the store also created a parallel brand for young men with Internet celebrity Nash Grier). The success of the line, which ranges from apparel to wall hangings and was recently expanded to décor and fragrance, demonstrated that digital celebrity can make the cash registers ring. During her presentation, Mota outlined her formula for success: Make extensive real-time use of social media to engage followers, gather and act on their feedback and, in so doing, give them a personal stake in the product.

In addition to the staged events, digital loomed large on the Expo floor. Record numbers of digital attendees roamed and set up

booths, including first-time exhibitors YouTube and its content partner AwesomenessTV, Amazon Studios, Nintendo of America and *World of Warcraft* owner Blizzard Entertainment.

The number and variety of digital properties and products on display was also impressive. Examples include Grumpy Cat, the Internet

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### INDUSTRY TRENDS

## Licensed Sales of Music Goods Hit Low Note in 2014

After five consecutive years of growth, retail sales of licensed goods based on music properties in the U.S. and Canada declined 2.5% to \$2.5 billion in 2014, according to *The Licensing Letter’s Annual Licensing Business Survey*. The dip in sales of music licensed goods may be both an effect and a reflection of the larger trends shaping the different aspects of the music business.

### CDs & Recordings

Consumers are more engaged with music than ever before. At the same time, they are less willing to pay for the music they love. In an extended format transition, for example, consumers have migrated from owning music either as physical CDs or digital downloads to the access model of subscription streaming, driving down music spending in the process.

Total U.S. retail sales of music were \$6.97 billion in 2014, a hair less than the prior year, according to the Recording Industry Association of America (RIAA). Several survey respondents mentioned streaming, and the idea that consumers prefer to pay to simply access content, rather than own it, as one of the media trends that impacted licensing in 2014.

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# ➔ Licensing Ledger

## WILL 'JURASSIC WORLD' HATCH LICENSING SUCCESS?

Few things drive sales of licensed toys, apparel, etc., like a blockbuster movie. And at \$208.8 million in North America and \$524.1 globally, no film has ever grossed more in its opening weekend than **Universal's Jurassic World**. Within days of *Jurassic World's* June 12 opening, FX Networks picked up the TV rights to the dino-sized hit. Of course, all of this is music to the ears of *Jurassic World's* licensees, including **Hasbro, LEGO Group, Centum Books, Rubie's Costumes** and **Dreamtex**, to name a few. But while things look very promising big box office is not always followed by retail success. Exhibit A is *Jurassic World's* own 22-year-old predecessor, *Jurassic Park*, a box office smash that generated mediocre-to-disappointing licensed sales.

## NIKE SCORES NBA DEAL

As expected, **Nike** will replace **Adidas** as the **National Basketball Association's** official on-court apparel provider, starting in the 2017-2018 season. The eight-year deal is reportedly valued at \$125 billion a year, or \$1 billion in total. That's an estimated 245% more than Adidas paid. Of course, Nike is already an NBA licensee and, according Hoop-Hype, has endorsement deals with 283 NBA players (compared to No. 2 Adidas with 70 player relationships).

## BUILD-A-BEAR LINES UP LICENSES

**Build-A-Bear Workshop's** 400 stores will host a lineup of visiting entertainment/characters licenses well into next year. In residence now, ahead of the July 10 theatrical release of *Minions*, from Universal Pictures and Illumination Entertainment, are Kevin, Bob and Stuart. In August come four dolls from **MGA Entertainment's Lalaloopsy**. **Entertainment One's Peppa Pig** will be in Build-a-Bear stores in the U.K. in October, before hitting the U.S. and Australia. **American Greetings Properties' Care Bears** comes in 2016, following its new series debut on Netflix this fall. Now that's a full house.

## THRONGS DISCUSS 'THRONES'

*Game of Thrones*, the highest rated show in HBO history, set the social media universe ablaze with the plot twists in its fifth season finale June 14. Despite the controversial developments, the publicity

can only be good news for licensees. New products headed to retail include a new collector's edition of the book *Game of Thrones: A Pop-Up Guide to Westeros*, packed with a collectible metal sculpture, from **Insight Collectibles**, and new posters and stationery sets from **Insight Editions**.

## NEW JERSEY HIGHWAYS BECOME A BRAND

They may lack the romance of old Route 66, but the **New Jersey Turnpike** and **Garden State Parkway** are traveled by more than 600 million vehicles and one billion people each year—enough to inspire a licensing program. The roadways will be commemorated on products including T-shirts, hoodies, bags, magnets, mugs, phone cases, beach towels, and wildflower seed packets sold at Turnpike and Parkway rest area stores, New Jersey gift shops, and other outlets. "New Jerseyans and the millions of people from around the U.S. and the world who vacation in the Garden State are loyal to their exit, their town, and their beach," says Cynthia Hall Domine, Founder/President of licensing agency **Synchronicity**.

## MARVEL AVENGERS' MISSION: TO GET KIDS MOVING

**Walt Disney Consumer Products** and toy licensee **Hasbro** will appeal to families interested in both active play and tech toys with Playmation, a system of toys and wearable devices that uses motion sensors and

wireless technology to encourage kids to run around while controlling smart action figure toys from wrist-strapped gear. Playmation's **Marvel Avengers** will hit stores in October, priced at \$119.99 for a starter pack, with systems based on *Star Wars* and *Frozen* to follow in 2016 and 2017, respectively. An accompanying **AvengersNet** app will allow consumers to register their gear and access additional play ideas.

## HUDSON LAUNCHES FAB MEN'S LINE

Actress **Kate Hudson's Fabletics** line of fashion athletic wear for women just got a sibling. **FL2** is Hudson's new men's line, repped by spokesman **Oliver Hudson**, Kate's brother. FL2, like Fabletics, is available online on a subscription basis, with "VIP members" getting a monthly outfit for a discounted price.

## BRANDING, ISLAND STYLE

Two brands that embrace a beach lifestyle, **Tommy Bahama** and **Maui Jim**, are summering together. **Maui Jim** polarized sunglasses will be sold at all **Tommy Bahama** stores and online, marking the first time that **Tommy Bahama** will sell a branded product other than its own.

## SMALL BITES

News tidbits in the food and beverage sector:

- ▶ **Eggland's Best** signed with **Joester Loria Group** to extend its egg brand to kitchen tools, appliances, publishing and other food items.
- ▶ **Sony Pictures TV** has enlisted **21st Century Spirits** for a limited **Heisenberg Blue Ice Vodka** inspired by the TV series *Breaking Bad*.
- ▶ **Huy Fong Foods** is teaming with **Pop! Gourmet Foods** and **Red Gold** on **Sriracha Hot Chili Sauce Ketchup** due to hit shelves shortly.
- ▶ **Perfetti Van Melle** is tasking **Jewel Branding & Licensing** with extending its **Airheads** candy brand to non-food items including apparel, home and sporting goods.



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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.

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## Licensing Expo

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sensation with a licensed product line extending from apparel to coffee, and Saban's Emojiville online series, as well as the usual contingent of electronic games and apps. A number of companies also unveiled app product extensions like GBI's clever new Baby Genius Sing Along app, available worldwide as a free iTunes download.

In wandering the floor, it became quickly apparent that digital properties have changed not only the licensed merchandise mix but the very business model. "It's totally upside-down now," mused one Expo veteran pointing to the Electronic Arts booth. "They used to come here to find properties to license for their games; now they're

developing games as brands that they can license out." The analysis applies not just to electronic game franchises like *Halo* and *Skylanders*, but to online games like *World of Warcraft* and apps like *Angry Birds* and *Fruit Ninja*. As if to drive home the point, during Expo, Mind Candy announced a new partnership with Sony Computer Entertainment Europe to bring its *World of Warriors* franchise, which started as an Android app, to the PlayStation console.

### Old Brands Are Made New Again

While digital may represent licensing's future, Expo 2015 was also a showcase for its past. Continuing a trend we noted at February's Toy Fair, during Expo a number of vintage product revivals were either announced or on display. Examples:

PROPERTY	OWNER	RELAUNCH PLANS	LICENSING PARTNERS	
<i>The Powerpuff Girls</i>	Cartoon Network	2016 TV series	<ul style="list-style-type: none"> <li>▶ Spin Master (toys)</li> <li>▶ Penguin Young Readers Group (books)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Disguise Inc. (costumes, accessories)</li> </ul>
<i>Teletubbies</i>	DHX Brands	New TV series to launch on BBC in 2015	<ul style="list-style-type: none"> <li>▶ Spin Doctor (toys in US, Canada, Germany, Benelux)</li> </ul>	UK licensees: <ul style="list-style-type: none"> <li>▶ Character Options (master toy)</li> <li>▶ Egmont (master publishing)</li> <li>▶ Bon Bon Buddies (confectionery)</li> <li>▶ Amscan (partyware)</li> <li>▶ Worlds Apart (furniture)</li> <li>▶ Character World (bedding)</li> <li>▶ Posh Paw (bags)</li> </ul>
<i>Jem and the Holograms</i>	Hasbro	October 2015 movie (Universal)	<ul style="list-style-type: none"> <li>▶ Sephora (cosmetics)</li> <li>▶ Shopbop (apparel, accessories, jewelry)</li> <li>▶ IDW Publishing (comics)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Manic Panic (hair dye)</li> <li>▶ Integrity Toys (dolls)</li> </ul>
Bratz dolls	MGA Entertainment	Dolls, app and digital content launch summer 2015	<ul style="list-style-type: none"> <li>▶ VFiles (apparel, dolls exclusive for holidays)</li> <li>▶ Mighty Fine and Accessory Innovations (apparel, accessories for Target)</li> <li>▶ Blues Clothing (apparel)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Character World</li> <li>▶ Kinnerton Confectionery Co. (confection)</li> <li>▶ MV Sports (clothes)</li> <li>▶ Sambro (toys/games)</li> </ul>
<i>Sailor Moon Crystal, Dragon Ball Super</i> (anime properties)	Toei Animation	New series on Japanese TV	Toei currently lining up licensing partners	
Colorforms (vinyl toy)	Colorforms Brand LLC	Available at Toys 'R' Us July 2015	Licensors include Disney (incl. Frozen), Pixar, Marvel, Minions, Daniel Tiger, etc.	

SOURCE: THE LICENSING LETTER

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## Growth of the Global Contingent

According to *The Licensing Letter's Annual Licensing Business Survey*, worldwide retail sales of licensed goods reached \$158.8 billion in 2014 (up 2.0% from 2013). So it is hardly surprising that Expo continues to attract licensors and properties from outside Canada and the U.S.

Most of the foreign exhibitors at this year's show were Expo veterans. But their booths keep getting bigger and better each year. "Foreign exhibitors looking to get into U.S. markets are focusing on their best properties rather than trying to present all of their wares," according to one observer. The aisles were flocked with dress-up mascots representing big-time foreign properties, mostly from entertainment, including Peppa Pig from the UK (Entertainment One), Masha and the Bear from Russia, Larva from South Korea (TUBA n Co., Ltd.), and, of course, The Smurfs from Belgium (I.M.P.S.s.a.).

As in previous Expos, many countries set up their own multi-business pavilions including China, South Korea, Japan and Brazil. But many of this year's national pavilions were noticeably larger. There were also new pavilions from Mexico and India, as well as a British Heritage Pavilion featuring exhibits from U.K. museums and performing art companies.

## Who Did & Didn't Come

As usual, most Expo exhibitors came from entertainment. Disappointingly, none of the major U.S. sports leagues were there. But the NFLPI and MLB players' union had a substantial presence. The former sent union head DeMaurice ("De") Smith to signal its commitment. "The players have the potential to not only match but exceed League licensing revenues by directly connecting with our fans," De told *The Licensing Letter* Editor Glenn Demby during an interview. "The only limit to growth is our clients' imagination." Much of the sports contingent was made up of foreign soccer teams and leagues.

The fashion/lifestyle, art and magazine publishing sectors were slightly better represented this year, according to Expo veterans, with the latter including first-time exhibitor *Maxim*. Corporate brands were prevalent, both among the exhibitor and attendee contingent. The growing food/beverage segment was particularly noticeable. Coca-Cola, Mars Retail Group, Gummy Bear International and for the first time, Fatburger, hosted booths. Food, candy and beverages—both soft and adult varieties—also featured prominently in many licensee and licensing agency booths.

And let's not forget the retailers. Although they did not set up their own booths, the retail people were out in force, including representatives of Walmart, Sears, Target, Hot Topic, Toys "R" Us, to name just a few. "They're here not as exhibitors but exhibitees looking to cut deals," one exhibitor explained.

## E-COMMERCE V. BRICK-AND-MORTAR

### Pop Quiz: Sales Tax on Online Sales

**Situation:** Lucy Tania and her brother Maury live in Arizona. Lucy buys a Captain America t-shirt at the local mall; Maury buys exactly the same shirt for the same price from an online retail site operated by a New York company that doesn't have a physical location in Arizona.

**Question:** Which transaction(s) is/are subject to the 5.6% Arizona state sales tax?

- A. Lucy's mall purchase
- B. Maury's online purchase
- C. Both purchases
- D. Neither purchase

**Answer:** A. Sales tax would be payable only on Lucy's mall purchase.

**Explanation:** The difference in sales tax treatment between Lucy's mall and Maury's online purchase stems from a 1992 U.S. Supreme Court case called *Quill v. North Dakota*, holding that retailers must collect sales tax from out-of-state customers only if they have a "physical presence" in the customer's state.

**Impact:** In effect, *Quill* creates an Internet sales tax loophole that gives e-tailers a competitive price advantage over brick-and-mortar stores. But a group of House lawmakers has proposed a bill to level the playing field by letting states\* collect sales tax on purchases regardless of whether the retailer has a physical presence in the state. A parallel bill has also been proposed in the Senate.

**\*Note:** 45 states and the District of Columbia currently impose sales taxes on retail transactions. The 5 that don't: Alaska, Delaware, Montana, New Hampshire and Oregon.

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## Who's News

Current COO **Ron Ventricelli** succeeds Leong Kwok Yee as CFO of Global Brands Group.

Corporate finance veteran **Lauren Cooks Levitan** is the new CFO of Fanatics, Inc.

**Jordan Levin** is hired by the NFL for the newly created position of Chief Content Officer to oversee and grow the League's media assets, including NFL Network, NFL Digital Media, NFL Films and external media partnerships.

Kohl's Corporation promotes **Michelle Gass** to the newly created position of chief merchandising and customer officer with responsibility for product development and customer engagement.

**Andy Mooney** is now CEO of Fender Musical Instruments. He most recently worked at Quicksilver Inc. and led Disney Consumer Products for more than a decade.

Nickelodeon gives new jobs to three retail development team members: **Jose L. Castro** moves up to SVP Retail Development; **Andrea Stein** joins as VP Retail Development for grocery/drug/club; and **Jessica Vazquez** joins as VP E-Commerce Sales Development.

**Doris Miller** takes on additional duties as VP Global Retail Sales & Business Development at Discovery Consumer Products.

Prominent Brand + Talent is a new brand management and development agency opened by four industry veterans: **Daniel J. Levin** (talent and licensing); **Michael Catalano** (global brand strategist and talent manager); **Paul Flett** (business development and consumer marketing); and **Andrew Greenberg** (entertainment).

**Katey Gabrielson** also joins the new Prominent Brand + Talent team as EVP.

**David Brandon** becomes Chairman & CEO of Toys 'R' Us replacing retiring Chairman & CEO Antonio Urcelay.

**Michael Francis**, Chief Global Brand Officer at DreamWorks Animation SKG joins the board of Xcel Brands.

Lizenzerwerft appoints **Helena KohpeiB** as Sales Director. She is an apparel specialist who worked with Li & Fung and the Wünsche Gruppe.

The Jim Henson Company hires **Federico San Martin** as VP Global Consumer Products. He was Head of Global Toys at DreamWorks Animation.

**Theresa Palermo** is EVP & Chief Marketing Officer, Vera Bradley, Inc., from VP Global Marketing & Public Relations, Fossil Group.

The Walt Disney Co. CFO **Jay Rasulo** will resign at the end of June, with no replacement immediately named. The move is believed to be related to succession planning at Disney and to clear the way for Chief Operating Officer Tom Staggs to succeed company CEO Bob Iger, who is scheduled to step down in 2018.

Performance Sports Group Ltd. appoints **Amir Rosenthal** President, PSG Brands, overseeing a brand portfolio that includes Bauer, Mission, Maverik, Cascade, Inaria, Combat and Easton. Rosenthal was CFO/EVP Finance & Administration.

**David Kleeman** is SVP Global Trends for Dubit, a kids entertainment developer and consultancy. He previously was PlayVangelist & SVP Insights Programs at PlayCollective.

Wolverine Worldwide makes **Michael D. Stornant** SVP/CFO & Treasurer, to succeed Donald T. Grimes, who left to become EVP/Chief Operating Officer & CFO for Neiman Marcus Group.

**Mizuno USA** appoints Mark M. O'Brien as VP Brand Marketing & Management.

ITV Studios Global Entertainment adds **David Miller** in the newly created role of VP Digital Games. He was a marketing and new business consultant for Indigo Pearl UK.

BBC Worldwide North America Chief Operating Officer **Ann Sarnoff** takes over as President when Herb Scannell steps down on Aug. 1.

Global Brands Group names **Jason Weisenfeld** President of Seven Global, its recently announced joint venture with David Beckham and Simon Fuller.

Twentieth Century Fox Consumer Products appoints **Sandra Vauthier-Cellier** SVP of EMEA territories and **Marina Lum-Kang** Executive Director Latin America.

Scripps Networks Latin America promotes **Adriana Alcantara** to VP Marketing & Production and **Claudia Clauhs** to VP Programming as part of the rollout of Food Network across the region.

**Jordan Sollitto**, EVP International Licensing at Warner Bros. Consumer Products, leaves the company in July after 23 years with the studio.

Hasbro ups **Michelle Micone** to VP of North American licensing and names **Meghan McCarthy** to the newly created post of Head of Storytelling.

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Airheads</b>	Candy brand and pop culture brand that celebrates and personifies fun, playfulness, individuality, imagination, and freedom.	All (non-food)	Samira Ali, Jewel Branding & Licensing
<b>Dena Designs</b>	Portfolio of lifestyle brands (Happi by Dena, Haute Girls) with hand-painted, vibrant designs that bring a modern aesthetic to vintage and traditional patterns.	All	James Slifer, Joester Loria Group
<b>Eggland's Best</b>	Egg brand with over \$800 million in retail sales in the U.S. (2014) launching brand extension program.	Food, kitchen goods, publishing, small kitchen appliances	
<b>Emergen-C</b>	Vitamin C powdered drink supplement.	Beverages, food, health & beauty aids	Joshua Romm, IMG Worldwide
<b>Epic Rights</b>	Strategic partnership targets selected brand and lifestyle clients, including non-music brands.	All	Michael Catalano, Prominent Brand + Talent
<b>Felina</b>	Lingerie brand portfolio includes Felina (classic and romantic); Jezebel (playful, provocative, and trendy), and Paramour (contemporary, plus-size designs).	Accessories, apparel, fragrance, personal care	Steven Heller, Brand Liaison (The)
<b>Holly Ross</b>	Acrylic art with bright and cheerful joie de vivre and inspiring messages, inspired by Maine's vibrant colors. Previously licensed in gifts.	All	Cynthia Domine, Synchronicity
<b>Love Sick</b>	Humorous art-based property from from actress Jessie Cave. Book to be published this month.	Accessories, apparel, gifts, stationery	Jo Edwards, Random House Enterprises
<b>Playmobil</b>	Classic German construction toy brand. Retro line launching Spring 2016, with additional categories including children's to follow in Fall 2016.	Accessories, fashion apparel, gifts, novelties, paper goods	Travis Rutherford, Evolution USA
<b>Shaun the Sheep</b>	British children's TV show starring a sheep's adventures on a farm. Film released earlier this year.	All	Joshua Kislewitz, JLK Brand Licensing
<b>SūpāPop</b>	Time capsule toy universe created by Disney artist Sean Danconia that is set in 60's San Francisco. Visuals inspired by 60's animation, design, pop, art, and music.	Accessories, apparel, games, home furnishings, mobile apps, toys	Cynthia Domine, Synchronicity
<b>Super 4</b>	Action adventure CGI series aimed at kids 7-11 and currently airing on Netflix.	Accessories, apparel, gifts, publishing, stationery, toys, video games	Travis Rutherford, Evolution USA
<b>Super Sprowtz</b>	YouTube-based edutainment media brand that engages children 3-9 on healthy food choices and conveys a message of wellness and sustainability.	All	Rebekah Belzer, Brand Central
<b>Wallace &amp; Gromit</b>	Stop animation film series about an absent-minded inventor and his companion Gromit, a dog who communicates through body language.	All	Joshua Kislewitz, JLK Brand Licensing
<b>Walter Erhard Retro Design Portfolio</b>	Christmas and note card designs with 50's and 60's classic spirit and style.	Collectibles, giftware, home decor	Cynthia Domine, Synchronicity

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Adventure Time</b>	D3 Go! (form. D3Publisher of America)	Mobile game apps	Cartoon Network Enterprises
<b>American Girl</b>	Williams-Sonoma	Baking equipment, cookbooks, food mixes/kits, utensils	American Girl
<b>Care Bears</b>	Bare Tree Media	Emoji, virtual goods	American Greetings Properties
	Iconicfuture	Virtual goods	
	Lion Forge	Comic books, interactive comic books	
	PlayDate Digital	Story book apps	
<b>Crimson Peak</b>	Ripple Junction	Apparel	Legendary Entertainment
<b>Despicable Me</b>	Hilco Candy & Toy	Candy novelties	Universal Studios Partnerships & Licensing
<b>Goonies (The)</b>	Ripple Junction	Plush	Warner Bros. Consumer Products
<b>Grumpy Cat</b>	Dynamite Entertainment	Comic books, digital comics, graphic novels	A Weird Movie
<b>House of Holland</b>	Blueprint Collections	Stationery	Bloom
<b>Inside Out</b>	Concept One Accessories	Caps	Disney Consumer Products
	Jay Franco & Sons	Bedding ensembles, pillow dolls, window coverings	
	MZ Berger & Co.	Alarm clocks	
	Penguin Random House	Activity books, e-books, novelty books	
	Scentco	Scented pens	
	SDI Technologies/KIDdesigns	Headphones	
	Ugg Since 1974	Footwear	
<b>Jones New York</b>	Global Brands Group	Accessories, apparel, footwear	Authentic Brands Group
<b>Krampus</b>	Weta Workshop	Collectibles, novelty gifts	Legendary Entertainment

\*Extension or renewal.

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## Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Little Charmers	Thermos	Bottles, food jars, lunch kits, reusable ice packs	Corus Entertainment/Nelvana Enterprises
Llama Llama	Kids Preferred	Jack-in-the-boxes, plush, puppets	Genius Brands Intl.
Marvel's Daredevil	BioWorld Merchandising	Accessories, hats	Disney Consumer Products
	C-Life Group	Apparel	
	FunKo	Collectibles	
	Mad Engine	Apparel	
	Mighty Fine		
	Rubie's Costume	Costumes	
	Silver Buffalo	Travel mugs	
	Trends International	Posters	
Marvel's Secret Wars	BioWorld Merchandising	Apparel	
	Cardinal Industries	Puzzles	
	FunKo	Collectible figures	
	Mad Engine	Apparel	
Minions	Build-A-Bear Workshop	Custom plush	Universal Studios Partnerships & Licensing
Peanuts	Target	Picnic blankets, play tents, racket sets, tableware	Peanuts Worldwide
Robin Roderick	Conimar	Coasters, mugs, signs	MHS Licensing + Consulting
Rubik's Cube	International Game Technology (IGT)	Slot machines	Sharpe Company (The)
Saturday Night Live	Bif Bang Pow!/Entertainment Earth	Figures	Universal Studios Partnerships & Licensing
Skelanimals	CARD.com	Prepaid debit cards	eOne Entertainment
	Goodie Two Sleeves*	T-shirts	
	Iron Fist/Blank Generation*	Fashion apparel	
	Loungefly*	Bags, jewelry, wallets	
	Nail Pop	Nail art	
	Toynami*	Plush	
So So Happy	CARD.com	Prepaid debit cards	
	Kelly Teegarden Organics	Cosmetics	
World of Eric Carle (The)	Big Events*	Helium parade balloons, parade balloons	Joester Loria Group

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Blabla Kids	Eco-friendly hand knit dolls, accessories, and home décor for children 2–8. Signed for publishing with TV series in development.	All (Worldwide)	Dan Romanelli, Romy Consulting
Deer Little Forest	Preschool property based on illustrations of Jo Rose starring a band of woodland friends who endeavor to save the forest with song. TV series in development.	All (SEA, Greater China)	Hubert Co, EMC Empire Multimedia Co.
Little Battlers eXperience	Video game-based property starring a boy who battles with small plastic model robots known as LBXs. Adapted to TV, movies, and comics.	All (U.S., Canada)	Travis Rutherford, Evolution USA
Paul Stanley: Royals & Rebels	Lifestyle brand developed by Paul Stanley of KISS defined by its fashion forward, cutting-edge style and independent spirit.	Fashion apparel (men's), food, footwear, home decor, spirits (Worldwide)	Lisa Streff, Epic Rights
Romero Britto	Pop artist whose visual style incorporates themes of love, happiness, and hope. Represented in galleries, museums, and retailers across five continents.	Accessories, apparel, electronics accessories, games, home furnishings, housewares, stationery, toys (North America, Europe)	Jennifer Seoanes, Beanstalk
Yo-Kai Watch	Japanese video game-based property featuring a boy whose watch allows him to see supernatural monsters. Hit TV series to air in the U.S.	All (U.S., Canada)	Travis Rutherford, Evolution USA

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Boj	Immediate Media	Magazines (U.K.)	Pesky Productions Ltd.
	Kennedy Publishing		
	Redan Publishing		

\*Extension or renewal.

*Continued on page 8*

## Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Cosmopolitan</b>	Jigsaw ESL	Fragrance (U.K., Germany, Australia)	IMG Worldwide
<b>Dexter</b>	BlooBuzz	Mobile game apps (Worldwide)	CBS Consumer Products
<b>Hey Duggee</b>	Jasnor Australia Pty Ltd.	Master toy (ANZ)	BBC Worldwide Australia
<b>Inside Out</b>	Character World/TDS Enterprises	Bedding, bedding accessories (U.K.)	Disney Consumer Products
<b>It's a Wild Life</b>	Cooneen	Nightwear, underwear (U.K., Eire)	Bulldog Licensing
	Misirli UK Ltd.	Nightwear, socks, underwear (U.K., Eire)	
<b>Josephine Kimberling</b>	Design Design	Greeting cards (Worldwide)	MHS Licensing + Consulting
<b>Judy Buswell</b>	Bon Art/Artique	Wall decor (Worldwide)	
	Raz Imports	Wall art (canvas) (Worldwide)	
<b>Laundry by Shelli Segal</b>	Colors In Optics	Eyewear, eyewear accessories, sunglasses (U.S., Canada)	Perry Ellis Intl./PEI Licensing
<b>Liverpool FC</b>	Majestic Athletic div. VF	Sportswear (Worldwide)	Liverpool Football Club
<b>Louise Carey</b>	Andrews + Blaine	Puzzles, stationery (Worldwide)	MHS Licensing + Consulting
<b>Marcie St. Clair</b>	Circle Graphics	Canvas art (Worldwide)	
<b>Marvel Ant-Man</b>	Character World/TDS Enterprises	Bedding, bedding accessories (U.K.)	Disney Consumer Products
<b>Masha and the Bear</b>	Simba Dickie Group	Master toy (Europe)	Masha and The Bear/Animaccord Animation Studio
	Spin Master	Master toy (U.S., Canada)	
<b>Miffy</b>	BOTI Europe B.V.	Figures, master toy, playsets, plush (Worldwide)	Mercis B.V.
<b>Natural History Museum</b>	B.M. Fashion Ltd. t/a Fashion U.K.	Accessories, apparel, footwear (U.K.)	Natural History Museum
	China Industries Ltd. t/a WOW! Stuff	Activity toys, collectible toys, model kits (U.K.)	
	Global Solutions for Clothing/GSC Ltd.	Costumes (children's) (U.K.)	
	Lagoon Group	Games, puzzles, trivia games (U.K.)	
<b>NHL</b>	Playmobil Canada	Play sets (U.S., Canada)	National Hockey League (NHL)
<b>Northern Promotions</b>	Amia Studios	Suncatchers (glass) (U.S., Canada)	MHS Licensing + Consulting
<b>Original Penguin</b>	BMI Wholesale Trading Pvt. Ltd.	Apparel (India)	Perry Ellis Intl. Europe Ltd./PEI Licensing
<b>Peppa Pig</b>	Character Options*	Construction toys (U.K., ANZ)	eOne Entertainment
<b>Pokémon</b>	Character World/TDS Enterprises	Bedding (U.K.)	Pokémon Company Intl.
	Danilo Promotions Ltd.	Calendars (U.K.)	
	TDP Textiles	Nightwear, underwear (U.K.)	
	Winning Moves UK Ltd.	Board games (U.K.)	
<b>Roundup</b>	Scotts Miracle-Gro*	Lawn & garden products (Worldwide, U.S. and selected territories)	Monsanto
<b>Royal Ballet (The)</b>	Boodles	Jewelry (U.K.)	Royal Opera House
<b>Ruff-Ruff Tweet &amp; Dave</b>	Immediate Media	Magazines (U.K.)	Rocket Licensing
	Posh Paws	Beanies, plush, talking plush (U.K.)	
<b>Shopkins</b>	Character World/TDS Enterprises	Bean bags, bedding, beds (toddlers'), canvas art, curtains, cushions, fleece blankets, inflatable chairs, robes, rugs, sheets, sleeping bags, towels, water bottles (U.K.)	Bulldog Licensing
	RMS Intl. Plc	Coloring books, crafts, puzzles, stationery, sticker books (U.K.)	
<b>Star Wars Episode VII</b>	Character World/TDS Enterprises	Bedding, bedding accessories (U.K.)	Disney Consumer Products
<b>Stephanie Ryan</b>	Patton Picture	Framed prints (U.S., Canada)	MHS Licensing + Consulting
	Prima Design	Glass trinket trays (U.S., Canada)	
<b>Teenage Mutant Ninja Turtles</b>	Forbidden Planet	Apparel, cards, home goods, posters (U.K.)	Nickelodeon & Viacom Consumer Products
<b>Tina Higgins</b>	Jason Products	Coasters, placemats (U.S., Canada)	MHS Licensing + Consulting
<b>Tokidoki</b>	Gemma Intl.	Gift wrap, greeting cards (U.K.)	Bloom
<b>Victoria &amp; Albert Museum</b>	Oasis/Andotherbrands Ltd.	Apparel (U.K.)	V&A (Victoria & Albert Museum)
<b>Warcraft (film)</b>	JAKKS Pacific	Master toy (Worldwide)	Legendary Entertainment
<b>World of Eric Carle (The)</b>	Parragon Intl.	Activity sets, gifts, stationery (U.S., Canada)	Joester Loria Group
<b>World of Warcraft</b>	Wild Bangarang	Dresses, leggings, shirts, skirts (U.K.)	Blizzard Entertainment

\*Extension or renewal.





# contacts & connections

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

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**Build-A-Bear Workshop**, Jennifer Kretchmar, Chief Product Officer, 314-423-8000, jenniferk@buildabear.com, P. 7.

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*Continued on page 10*

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

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## Licensed Sales of Music Goods

*Continued from page 1*

### Concerts & Live Events

On the concert front, the proliferation of pricy multi-day music festivals has had the effect of driving up ticket prices and decreasing the number of tickets sold. The overall result is that in 2014 the music industry put fewer of the proverbial “butts in the seats.” According to Pollstar, the Top 100 North American Tours of 2014 grossed a combined \$2.73 billion, down 2.2% from 2013. Tickets sold totaled \$38.2 million, a drop of 4.7%. Meanwhile, the average ticket price jumped \$1.92, or 2.8%, to a record high \$71.44.

### Artists & Groups

Popularity of musical acts is always cyclical. And 2014 saw the retail products business of some top acts fall off without an accompanying rise in the sales of new artists to make up for the losses, pundits said.

One Direction and Justin Timberlake are the poster boys for the trend, one licensing agent said, using Pollstar’s No. 1 and No. 4 North American touring acts of 2014, respectively, as an example of artists that sold “huge [amounts of] merchandise at shows, but virtually nothing at retail.” On-site sales represent a relatively small percentage of licensed music product sales, sources said.

Although new acts will eventually take their place as they always do, rising stars such as 5 Seconds of Summer, Fifth Harmony and Ariana Grande were not yet positioned to fill the void in 2014. This year, however, may be a different story. Grande, for example, has her first fragrance coming to retail in September.

### Product Categories

Despite the 2014 drop in licensed merchandise sales, music is still an evergreen property type, one that has

grown every year since 2009 (including growth of 3.1% in 2013.) “Classic rock remains remarkably steady,” said one licensing agent, with no abatement in sales of the genre’s staple product—T-shirts.

There’s also growth in food and beverage products based on licensed properties. Craft beers, coffee and spirits in particular are growing categories for rock music licensing, the agent said. Examples include Aerosmith drummer Joey Kramer’s Rockin’ and Roastin’ coffee line and Grateful Dead-licensed American Beauty pale ale.

Classic rocker Jimmy Buffett is the epitome of a musician who has been able to create a lifestyle brand, with his Margaritaville and Cheeseburger in Paradise brands stamped on restaurants, apparel, footwear and food and beverage items. The trend of musician as lifestyle brand is a perennially strong and far reaching one, ranging from Buffett and Sammy Hagar, who also cultivates a laidback attitude with the Cabo Wabo and Sammy’s Beach Bar brands, to more fashion-oriented artists such as Gwen Stefani (Harajuku Lovers and other brands) and Timberlake (William Rast fashion, Sauza 901 tequila).

Pop diva Taylor Swift is currently exploring how far the trend can be extended by attempting to trademark dozens of short phrases from her songs, such as “this sick beat” from her hit “Shake It Off,” in what observers predict may be a massive licensing play.

### Royalties

As with most property types, royalty rates for music licensed merchandise held steady in 2014. According to the *TLL Survey*, the average royalty in the U.S. and Canada was 8.28%, up 0.2% from 8.26% in 2013. Royalty amounts ranged from 4% to 20%.

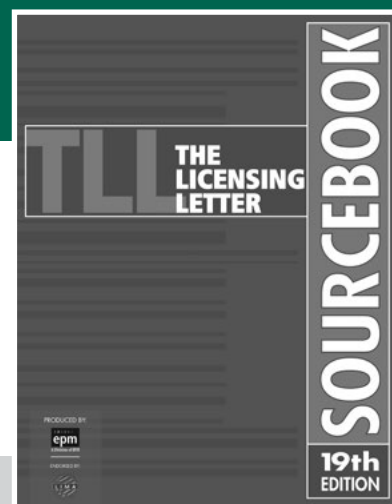
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PUTTING SOME POP IN PAPER

## Luxury Stationery Brands Extend Into Fashion Accessories

For years, fashion designers like Lanvin and Christian Lacroix have licensed their brands for notebooks, pen sets and other stationery products. Now luxury stationery companies are returning the favor by extending their own brands into fashion accessories. Notable examples:

- ▶ The Moleskine “myCloud” line of wallets, backpacks, briefcases, etc.;
- ▶ Montblanc sunglasses and perfume;
- ▶ Python-skin handbags from Smythson.

Moleskine and Montblanc still make most of their money in stationery and regard extension into fashion as largely a diversion to promote brand awareness. But for Smythson, moving into fashion is a fundamental and long-term change in strategy. The UK firm now generates almost 80% of its revenues from sale of leather goods.

It’s hardly surprising that stationery companies are seeking new licensing outlets since retail sales of licensed stationery/paper products have been steadily declining (down 3.5% to \$2.5 billion 2014, after a 5.1% drop in 2013), according to *The Licensing Letter’s Annual Licensing Business Survey*.

## Licensed Properties Hit Invite Sites

At the more everyday end of the stationery/paper products market there also seems to be a flurry of activity in licensed invitations and party goods, with deals demonstrating both the relatively evergreen nature of the party paper business and the sector’s increasing transition to digital.

Iconix Brand Group’s Peanuts Worldwide recently struck a deal with Oriental Trading Company to lend Snoopy, Charlie Brown, Lucy and their friends to an exclusive line of seasonal party goods. Meanwhile, Activision at Licensing Expo promoted the fact that all Party City stores nationwide now feature a three-foot section of Skylanders products.

Skylanders is also one of the brands with new digital deals. Online invite site Punchbowl is adding several licensed brands to its online invitations, including Skylanders; Nickelodeon’s Teenage Mutant Ninja Turtles, Sponge-Bob SquarePants, Dora the Explorer, Bubble Guppies and Blaze and the Monster Machines; and WWE’s Superstars, Divas and Legends.

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