

# TLL THE LICENSING LETTER

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## TLL Survey: Corporate Licensing Up 2% in 2014; Food/Beverage, Restaurant & Automotive Brands Lead the Way

At \$26.8 billion, corporate trademarks and brands accounted for 27% of all retail licensed sales in the U.S. and Canada in 2014, the most of any segment (followed by fashion at 20% and sports at 14%), according to *The Licensing Letter's Annual Licensing Business Survey*. But while it may be big, the corporate segment was also devoid of drama growing at a respectable but unspectacular 2.0% clip. Although 2014 growth was nearly three times higher than the 0.8% by which the segment grew in 2013, it was below the overall U.S./Canada growth rate of 2.5% for all licensed sales.

The numbers also mesh with the anecdotal accounts of Survey respondents: Corporate licensing is growing but growth is modest and uneven. "2014 was better than last year but not as good as 2012," notes one respondent.

### Steady Growth of "Foodie" Segments

"Corporate is growing," says a licensing agent, "but growth is slow and concentrated in a few areas." The eating and drinking-related segments continue to represent the growth area in corporate licensing. In 2014, for the fifth straight year, food/beverage and restaurants grew the most of any property types (by 3.5% and 3.0%, respectively). "Big restaurants now need a retail customer strategy to survive—focusing on in-dining and takeout isn't enough," according to one consultant in the field.

CORP/TM PROPERTY TYPE(S)	2014			2010		
	TOTAL SALES*	% CORP/TM	% ALL SALES	TOTAL SALES*	% CORP/TM	% ALL SALES
Food/Beverage	\$7.27	27%	7.3%	\$6.06	25%	6.8%
Restaurant	\$4.55	17%	4.6%	\$3.86	16%	4.3%
Both types combined	\$11.82	44%	12%	\$9.92	41%	11%

SOURCE: THE LICENSING LETTER \*Sales figures in billions of U.S. dollars. Note: Numbers may not add up exactly due to rounding.

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## VIDEO GAMES

### Coming Video Games More Original; Sequels & New IP Ripe for Licensing

The video game industry, like the movie business, relies heavily on sequels and established franchises to fill its coffers. It takes only a glance at the roster of top-selling titles to tell why: In games, like movies, sequels sell.

#### Vintage Games & their Progeny Dominate 2014

The NPD Group's ranking of Top 10 video game titles for 2014 contains two Call of Duty titles (Activision), sports titles in the perennial Madden NFL (Electronic Arts), NBA 2K

(Take-Two Interactive) and FIFA franchises (EA), Grand Theft Auto V (Take-Two) and Nintendo's Super Smash Bros. With the exception of Call of Duty, these properties were first introduced numerous console generations ago, back in the 20th century. As for the remainder of the list, *Minecraft* (Microsoft) is several years old. There were just two IPs introduced from 2014 on the list: Ubisoft's *Watch Dogs* and Activision's *Destiny*.

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# ➔ Licensing Ledger

## DISNEY REORG AIMS TO SHORE UP VIDEO GAMES

Video games may be the closest thing mighty **Disney** has to an Achilles' heel. The merger between **Disney Interactive** and **Disney Consumer Products** aims to fix that. The move is hardly unexpected. For years, DCP, which is supposed to focus on "traditional" games, has developed digital products like app-based story books, mobile learning apps like **Imagicademy**, toys to life like **Playmation** and even wearable technology. Meanwhile, DI, the digital division, has used traditional toy figurines for its own toys to life video games like **Infinity**. The newly merged division, **Disney Consumer Products and Interactive Media**, will be co-managed by the former unit heads, Leslie Ferraro from DCP and James Pitaro from DI.

## WALMART SLAPS SUPPLIERS WITH NEW FEES

If you supply goods, licensed or otherwise, to **Walmart**, you may have to start shelling out fees to the company for stocking your items in its new stores and/or holding your goods as inventory in its warehouses. The new fees, which reportedly range from 1% on the value of goods held in inventory to 10% for food suppliers on the value of goods shipped to new stores, apply to roughly 10,000 of Walmart's 11,000 vendors. Adult beverages and produce are among the categories excluded. Walmart admits that the new fee structure is designed to cut its own operating costs and allow it to reclaim the pricing advantage it's famous for.

## SEQUENTIAL ACQUIRES MARTHA STEWART

The recently announced merger with **Sequential Brands Group** is the culmination of **Martha Stewart Living Omnimedia's** transformation from a publishing to consumer licensing business. It began a few years ago when MSLO wound down its TV operations. In October, MSLO licensed its flagship **Martha Stewart Living** and **Martha Stewart Weddings** magazines to **Meredith Corp.** All the while, MSLO has been concentrating on licensing its recognizable brand for everything from wall hangings to pet food. In 2014, MSLO's merchandising revenues were \$15.9 million, or 38% of total revenues, as compared to \$11.6 million, or 16% of total revenues,

in 2010. A potential fly in the ointment is the objection to the deal by some MSLO shareholders.

## JORDAN STILL RULES

No knock against **LeBron James**, but when it comes to NBA star power, nobody tops **Michael Jordan**. As if to drive home that point, **2K** announced that **Jordan**, who retired in 2003, will be on the cover of its **Special Edition NBA 2K16** video game. Those who pre-order before Sept. 25 will also get a **Jordan** poster, t-shirt and/or **Fathead**.

## ELLEN DEGENERES DEBUTS LIFESTYLE SITE

Talk TV queen **Ellen DeGeneres**—ranked America's favorite TV personality for the past three years by **The Harris Poll**—became the latest celebrity to launch a website lifestyle collection. **ED**, on **EDbyEllen.com**, includes home goods, apparel and accessories priced from \$25 to \$395, all with DeGeneres's signature casual but tailored and detailed style. Although currently available exclusively on the website, look for that to change. DeGeneres teamed with **Burch Creative Capital** to create the lifestyle brand last year and has already lent it to **Gap** for **GapKids x ED**, a girls' apparel line launching in time for back-to-school. Other celebrity-branded lifestyle sites include **Gwyneth Paltrow's Goop**, **Blake Lively's Preserve** and **Reese Witherspoon's Draper James**.

## TATTOO-INSPIRED HOME DÉCOR

Alternative tattoo artist **Paul Booth** launched a limited-edition wall

collection available exclusively on his **PaulBoothBrand.com** website. The deal is small but it may be a harbinger of where art licensing is heading. Tattoo art has an originality and strong lifestyle appeal, especially but not exclusively to millennials, according to experts.

## RIHANNA TEAMS FOR TEMPORARY TATTOOS

Speaking of tattoos, pop star **Rihanna** is teaming with jewelry designer **Jacquie Aiche** on a collection of jewelry-inspired black and gold temporary tats. The collection, which retails for \$19, is being sold exclusively on **Aiche's** website. It comes in a seven-sheet set that includes cuticle and knuckle wraps, a DIY chain set, arm bands and chains. The pair is also planning to collaborate on a second round of temporary tattoos.

## JOCKEY JUMPS INTO SHOES

Having long ago made the leap from underwear to socks, **Jockey International** is now ready to move into shoes via its new licensing deal with **The Eastman Group**. Athleisure is the focus of the new line, which will include slippers, flip-flops, and casual shoe styles for men and women. Those shoes will use advanced materials to regulate temperature, cooling in warm weather and insulating in the cold. The lines are due at retail for a soft launch in spring/summer 2016 season, with a full launch in fall/winter 2016. **Jockey** licenses its brand for other non-core products including baby clothes (**Gerber Childrenswear**) and sleepwear and thermals (**Intradeco**).

## LITERARY LICENSE

Those looking to license great works of literature for consumer products might want to contact **Kick Design**. **The Kurt Vonnegut Jr. Trust** hired the brand strategy agency to license the American author's **Slaughterhouse Five**, **Sirens of Titans**, **Mother Night** and other great works for fashion and accessories, home, social expressions, spirits, apps, novelty and gift and other product categories. And so it goes.



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## TLL Survey: Corporate Brands Licensing

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### Performance of Other Property Types

After years of decline, sales of automotive properties totaled a shade over \$4 billion. Automotive was the only non-foodie property type to beat the 2.0% segment-wide growth average. “Big auto makers in the U.S. and Europe are stepping up their licensing programs,” explains one consultant. The popularity of do-it-yourself auto repair and car auction shows is also fueling growth of automotive licensing on both the property and product side. Corporate property types that were also up in 2014:

- ▶ Electronics/technology grew 2.0% fueled, in part, by the extension of leading electronics brands into “wearable” products like apparel, accessories and sporting goods; and
- ▶ Hardware/appliance/tools grew 1.5%. “Hardware and tools is one of the few sectors where there’s still room for branding,” explains one agent in the sector.

All other property types were either flat or down, including home-related (1%), sporting goods (0.5%) (although sporting goods was up more on the *product* side), and electronic media (-1.5%). Survey respondents offered reasons for the lackluster results. “Corporate brands are well known but not particularly sexy, especially to mass retailers,” suggested one corporate agent. “Corporations still have a lot to learn about licensing their brands, especially the ones new to the field who think they can do it all themselves,” explained a corporate licensing agent.

**RETAIL SALES OF CORPORATE TRADEMARK-LICENSED MERCHANDISE, 2013-2014, BY PROPERTY TYPE**  
(FIGURES IN MILLIONS)

PROPERTY TYPE	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Automotive/Motor Vehicle	\$4,018	\$3,920	2.5%	4.0%
Food/Beverage	\$7,268	\$7,022	3.5%	7.3%
Restaurants	\$4,557	\$4,424	3.0%	4.6%
Sporting Goods	\$1,317	\$1,310	0.5%	1.3%
Hardware, Appliance and Tool	\$2,722	\$2,681	1.5%	2.7%
Home-related	\$378	\$374	1.0%	0.4%
Electronics/Technology	\$3,125	\$3,063	2.0%	3.1%
Electronic Media	\$216	\$220	-1.5%	0.2%
Other	\$3,249	\$3,299	-1.5%	3.3%
<b>TOTAL</b>	<b>\$26,850</b>	<b>\$26,314</b>	<b>2.0%</b>	<b>26.90%</b>

Note: Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

### Performance by Product Categories

The growth in licensing of food properties is matched by growth on the products side. Sales of food/beverage licensed products increased 4.8% in 2014, second most of any product category (behind only the tiny gifts/novelty category). At \$8.71 billion, food/beverage constitutes almost 1/3 of the market for corporate licensed products in the U.S. and Canada, with most sales coming from the frozen food aisles. “Grocery items like salad dressings and sauces are small potatoes; fresh foods and home delivery are still years away,” explains one consultant.

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

PRODUCT CATEGORY	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Accessories	\$1,831	\$1,786	2.5%	6.8%
Apparel	\$2,472	\$2,363	4.6%	9.2%
Consumer Electronics	\$3,753	\$3,633	3.3%	14.0%
Domestics	\$74	\$75	-1.0%	0.3%
Food/Beverages	\$8,712	\$8,313	4.8%	32.4%
Footwear	\$1,650	\$1,634	1.0%	6.1%
Furniture/Home Furnishings	\$851	\$868	-2.0%	3.2%
Gifts/Novelties	\$334	\$305	9.5%	1.2%
HBA	\$995	\$1,015	-2.0%	3.7%
Housewares	\$506	\$506	0.1%	1.9%
Infant Products	\$218	\$216	1.0%	0.8%
Publishing	\$812	\$778	4.4%	3.0%
Sporting Goods	\$1,126	\$1,088	3.5%	4.2%
Stationery/Paper	\$95	\$100	-5.1%	0.4%
Toys/Games	\$539	\$528	2.0%	2.0%
Videogames/Software	\$510	\$693	-26.4%	1.9%
Other	\$2,373	\$2,412	-1.6%	8.8%
<i>Hardware and Paint</i>	\$159	\$154	3.0%	0.6%
<i>Gardening</i>	\$108	\$107	1.2%	0.4%
<i>Pet Products</i>	\$206	\$208	-1.2%	0.8%
<i>Automotive Accessories</i>	\$354	\$350	1.0%	1.3%
<i>Boats and Vehicles</i>	\$489	\$487	0.5%	1.8%
<i>Other</i>	\$1,057	\$1,107	-4.5%	3.9%
<b>TOTAL</b>	<b>\$26,850</b>	<b>\$26,313</b>	<b>2.0%</b>	<b>100.00%</b>

Note: Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

Continued on page 4

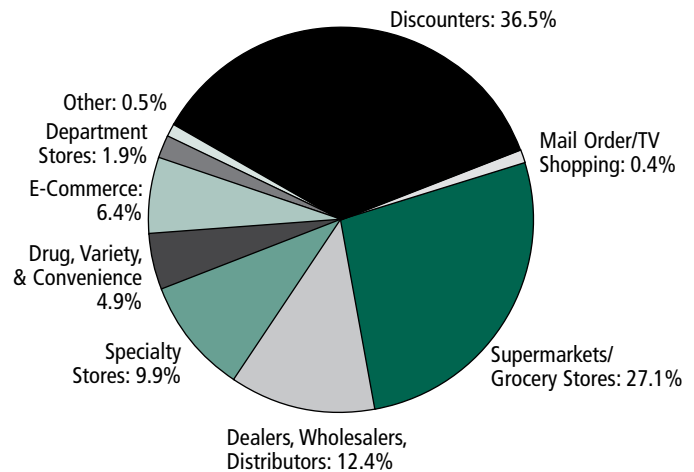
Apparel (4.6% growth, \$2.5 billion total sales) and sporting goods (3.5%, \$1.1 billion) continue to show strength. "Sport and fashion are becoming one and the same," notes one licensor. "Jogging suits, yoga garb and running shoes aren't just athletic equipment but wardrobe items," echoes another respondent. Other key product categories in the corporate segment to post growth above the segment-wide 2.0% average include publishing (4.4%), consumer electronics (3.3%) and accessories (2.5%). On the flip side, product categories that have been in long-term decline were flat or down in 2014, including home furnishings, stationery/paper, domestics and video games/software.

### Sales by Distribution Channel

In terms of distribution, the predominance of traditional brick and mortar channels is especially pronounced in the corporate segment. As in other segments, discount is the biggest channel, accounting for 36.5% of sales. But the corporate sector also relies more heavily on the supermarket and grocery channel—27.1% of licensed sales in the corporate segment came from supermarket/grocery. This channel generated only 12.9% of overall sales of licensed products in the U.S. and Canada. Although it continues to grow, the e-commerce channel remains relatively small for corporate, accounting for only 6.4% of sales.

### RETAIL SALES OF LICENSED MERCHANDISE BASED ON CORPORATE PROPERTIES, BY DISTRIBUTION CHANNEL U.S. AND CANADA, 2014

TOTAL = \$26.85 BILLION



NOTE: Numbers may not add up exactly due to rounding.  
SOURCE: THE LICENSING LETTER

### LICENSING TRENDS: WHAT'S FEEDING THE FOOD BINGE?

Survey respondents cite the following factors as driving the steady growth of food, drink and restaurant licensing. On the demand side:

- ▶ Changes in eating habits, like "grazing," or consuming 5 to 6 light meals per day—"more meal occasions increase the opportunity for licensed sales," notes one licensor;
- ▶ Less in-home stove use and the growing preference to "assemble" rather than cook meals;

- ▶ Popularity of "good for you" and organic brands;
- ▶ Taste for exotic flavors and spices, especially among millennials.

Factors on the supply side include more retail space for grocery thanks to warehouse stores like Costco and the expansion of giant retailers like Walmart into grocery. "Nowadays, you can find quality food in just about any store including pharmacies, convenience stores and even gas stations," according to one respondent.

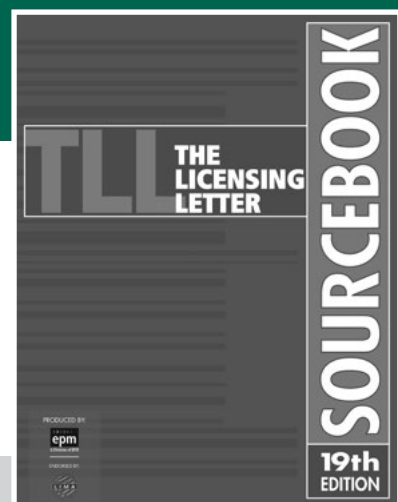
## All the Licensing Contacts You Need in One Reliable Directory

The **Licensing Letter Sourcebook** is a comprehensive "who's who" of the licensing business, saving you time and money by putting 4,468 licensing decision-makers at your fingertips. You'll refer to **The Sourcebook** repeatedly to locate potential business partners and track what your competitors are doing.

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# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Campari America</b>	Portfolio of spirits brands includes Wild Turkey bourbon, Wild Turkey American Honey, Cabo Wabo tequila, and Skyy vodka.	Accessories, apparel, beverages, food, housewares	Michael Carlisle, Wildflower Group
<b>Fatburger</b>	American fast casual restaurant chain whose brand was previously licensed in frozen beef patties.	Apparel, condiments, frozen foods, grill accessories, grills	Andy Wiederhorn, Fatburger North America
<b>Kim Norlien</b>	American artist known for breathtaking realism whose interplay of light and shadow celebrates nature's beauty.	Bath, gift bags, gift wrap, greeting cards, home decor, kitchen, stationery, textiles	Marty Segelbaum, MHS Licensing + Consulting
<b>Ladies Professional Golf Association</b>	American organization for female professional golfers known for running the LPGA Tour, a series of weekly golf tournaments.	Accessories, apparel, golf accessories	Steven Heller, Brand Liaison (The)
<b>Marlon Brando</b>	Late movie star's new documentary film premieres this month. The estate recently uncovered never-before-seen assets and intellectual property to be licensed.	All	Brian Dow, Agency for the Performing Arts (APA)
<b>Michigan State University</b>	Formerly one of the top independent licensing programs and a Power 5 contender in football and basketball.	All	Cory Moss, Collegiate Licensing Co. (CLC)
<b>Miss Asia Kinney</b>	Lady Gaga's French bulldog-inspired pet products brand. Oriented to be high quality, functional, chic, and organic with a portion of proceeds going to charity.	Dog food, pet accessories, pet apparel, pet bowls, pet toys	Bruno Maglione, IMG Worldwide
<b>National Wildlife Federation (NWF)</b>	Non-profit wildlife conservation brand includes organization's heroic mascot, Ranger Rick.	Apparel, books, fine art, mobile apps, toys	Deana Duffek, National Wildlife Federation
<b>Nelvana</b>	Portfolio of children's entertainment brands includes Little Charmers, TruckTown, and ZhuZhu Pets.	All	Stacey Reiner, Remarkable Brands
<b>Point Cove</b>	Lifestyle brand for kids ages 2-14 that delivers playful sophistication to fashion, trend-right clothing, footwear, accessories, and home goods.	All	Henry Stupp, Cherokee Global Brands
<b>Viacom properties</b>	Brands include South Park, Workaholics, Beavis and Butt-Head, Ink Master, Lip Sync Battle, Love and Hip Hop, and Broad City.	All	Jay Asher, Brandgenuity

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Angry Birds</b>	LEGO Systems	Construction toys	Rovio Entertainment
<b>Audrey Jeanne Roberts</b>	Toland Home & Garden	Decorative flags	MHS Licensing + Consulting
<b>Baby Genius</b>	DGL Group	Bath toys, dance mats, karaoke machines, musical instruments, musical toys	Genius Brands Intl.
	Winfat Industrial Co. Ltd.	Learning aids & toys (children's), musical toys	
<b>Batman v Superman: Dawn of Justice</b>	JAKKS Pacific	Toys	Warner Bros. Consumer Products
<b>Bella and the Bulldogs</b>	Fantasia Accessories	Jewelry	Nickelodeon & Viacom Consumer Products
	GBG Beauty	Cosmetics, lip gloss, nail art	
	Gund	Plush	
	Tween Brands/Justice div. Ascena Retail Group	Apparel, duffel bags, leggings, t-shirts	
<b>Ben 10</b>	Playmates Toys	Master toy	Cartoon Network Enterprises
<b>Breaking Bad</b>	21st Century Spirits	Vodka	Julian Wolf
<b>Captain America: Civil War</b>	American Greetings	Stationery	Disney Consumer Products
	C-Life Group	Apparel	
	FunKo	Toys	
	Global Brands Group	Apparel	
	Hallmark Cards	Stationery	
	Hasbro	Toys	
	Jay Franco & Sons	Domestics	
	Kellogg	Cereal boxes	
	LEGO Systems	Toys	
	Mad Engine	Apparel	
	Mattel	Die-cast vehicles	
Rubie's Costume	Costumes		
<b>Care Bears</b>	Night & Day Studios	Mobile educational apps	American Greetings Properties

\*Extension or renewal.

Continued on page 7

## Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Crimson Peak	Black Phoenix Alchemy Lab	Candles, fragrance, jewelry	Legendary Entertainment
	Insight Editions	Art books	
	Titan Publishing/Titan Entertainment	Novelizations	
	Trends International	Calendars, posters	
Daniel Tiger's Neighborhood	Bakery Crafts/Jack Guttman	Cake decorating accessories & kits	Fred Rogers Co.
	Bendon Publishing Intl.	Activity books, coloring books	
	Buy Seasons	Party supplies	
	Colorforms Brand	Activity sets	
	Komar Sleepwear	Sleepwear	
FIFA	Electronic Arts	Video games	FIFA
Hello Kitty	Classic Brand (The)	Sportswear (women's)	Sanrio
	General Mills	Cookie dough	
	Kid O	Toys (infants', kid's)	
	PicCollage/Cardinal Blue	Emoji	
	Vaultz/IdeaStream Consumer Products	Binder pouches, electronic cases, pencil boxes, storage cases	
Hustler	Aquarius	Headwear	Sharpe Company (The)
	Isaac Morris	Apparel	
Jem and the Holograms	IDW Publishing	Comic book series	Hasbro
	Integrity Toys*	Collectible dolls	
	Sephora U.S.A.	Cosmetics	
	Shopbop div. Amazon	Accessories, apparel, collectible dolls, jewelry	
	Tish & Snooky's Manic Panic NYC	Hair dyes	
Kingdom	Venum Fight	Gloves, hats, mouth guards, shirts, shorts, sporting equipment, sports bags, sweatpants	Endemol Shine North America
Krampus	Middle of Beyond	Ornaments, sweaters	Legendary Entertainment
Little Twin Stars x Care Bears	JapanLA Clothing	Fashion apparel	Sanrio, American Greetings Properties
Marvel Avengers	Fast Forward	Backpacks, rolling luggage	Disney Consumer Products
	Global Design Concepts		
Marvel Heroes	Heys	Luggage	
	Samsonite		
MasterChef	Continuum Sales & Marketing	Bakeware, ceramics, cookware, kitchen tools, utensils	Endemol Shine North America
MasterChef Junior	Wicked Cool Toys	Cooking kits (children's)	
Monster Jam	GameMill Entertainment	Video games	Feld Entertainment
Peppa Pig	Baby Boom div. Betesh Group	Bath accessories (toddlers'), bedding (toddlers'), towels (infants')	eOne Entertainment
	Bridge Direct (The)	Activity plush	
	Esquire Footwear	Athletic footwear, boots, sandals, shoelaces, slippers	
	Handcraft Manufacturing	Underwear (children's)	
	Idea Nuova	Bed tents, furniture, inflatable beds, lighting, rugs, storage, wall hangings	
	Spin Master	Marshmallow foam furniture	
PewDiePie	Penguin Random House	Books	Maker Studios
Plants vs. Zombies	Electronic Arts	Video games	PopCap Games
Sanrio	Vinca	Jewelry	Sanrio
South Park	Ubisoft*	Video games	Nickelodeon & Viacom Consumer Products
Spider-Man	Fast Forward	Backpacks, rolling luggage	Disney Consumer Products
	Global Design Concepts		
Star Wars	Electronic Arts	Video games	Disney Consumer Products
Steve Harvey	WePlay Media	Mobile game apps (Android & iOS)	Endemol Shine North America
Terminator Genisys	Waze div. Google	Mobile navigation apps	Paramount Pictures
Tracy Porter	Jay Companies	Candles, giftware, glassware	Jewel Branding & Licensing
Uglydoll	Commonwealth Toy & Novelty	Plush	Pretty Ugly

\*Extension or renewal.

*Continued on page 8*

## Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Warcraft (film)	3D Systems/Gentle Giant	Statues	Legendary Entertainment
	FunKo	Figures	
	Insight Editions	Art books	
	J!NX	Apparel, loungewear, wallets	
	Titan Publishing/Titan Entertainment	Novelizations	
	Topps	Trading cards	
	Trends International	Calendars, posters	
	Weta Workshop	Collectibles, prop replicas	

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>B.U.M Equipment</b>	American street activewear brand with 1980s and 90s influences.	All (U.K., Europe)	Mike Smith, Foundry Brand Consultants
<b>Bad Day</b>	Design brand from Maya Studio plays on black humor and characters from classic tales, animated series, and video games.	All (France, Italy, Portugal, CEE, Greece, Turkey)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
<b>Bilal</b>	CGI animated film tells the true story of an African hero who went through slavery and oppression to become a noble leader. To be released worldwide 2015.	Accessories, apparel, giftware, posters, stationery (Worldwide)	Claus Tømming, Ink ALC (Denmark)
<b>Brambly Hedge</b>	Classic children's literary property celebrating its 35th anniversary. Stars community of self-sufficient mice who live together in the English countryside.	All (Korea)	Minkyung Kim, Asiana Licensing
<b>Clangers</b>	British preschool TV series about a family of mouse-like creatures who live on, and inside, a small moon-like planet.	All (ANZ)	Gail Mitchell, Fusion Agency
<b>David Beckham</b>	English former professional footballer, fashion and style icon with related licensed products worldwide.	All (Worldwide)	Jason Weisenfeld, Seven Global div. Global Brands Group
<b>DreamWorks Animation</b>	Animated feature films, television programs, and online virtual worlds. Character products to be distributed through the CJ group.	All (South Korea)	Sehoon Chang, CJ E&M
<b>DwellStudio</b>	Modern home design brand marked by signature use of color and high quality.	Bedroom accessories, furniture, home & decorative accessories, home decor (Worldwide)	Angela Farrugia, Licensing Company, U.K. (The)
<b>Fables</b>	Design brand from Maya Studio with a cheeky take on archetypal fairy tale princesses.	All (France, Italy, Portugal, CEE, Greece, Turkey)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
<b>Get Smurfy</b>	Feature film features Smurfette and her brothers on their trek to discover a fabled Smurfs village before their nemesis does. To be released March 2017.	All (Worldwide)	Greg Economos, Sony Pictures Consumer Products
<b>Halo</b>	Video game-based property. "Halo 5: Guardians," the next installment in the series, will be released in October.	All (Europe)	Daniel Amos, Tinderbox div. Beanstalk (U.K.)
		All (Latin America)	Elias Fasja Cohen, Tycoon Enterprises (Mexico)
<b>Juventus FC</b>	Most successful team in Italian football history.	All (U.S., Canada, Latin America)	Alessandro Del Piero, Edge Americas Sports
<b>Manchester City FC</b>	Premier League football club based in Manchester, England. One of the best-known and most successful football clubs in the world.	All (North America)	Scott Bouyack, Fermata Partners
<b>Matt Hatter Chronicles</b>	Animated TV series follows the adventures of a 13 year-old boy whose life changes when he discovers that his family protects a gateway to another realm.	All (France)	Daphne De Beaufort, TF1 Entreprises
<b>Mexican Skulls</b>	Design brand from Maya Studio inspired by Mexico's Day of the Dead. Partnerships with retailer Zara and brands The Simpsons, Star Trek, Superman, and Batman.	All (France, Italy, Portugal, CEE, Greece, Turkey)	Diego Ibáñez Belaustegui, Planeta Junior (Spain)
<b>Nitro Circus</b>	Action-sports entertainment brand whose current marathon world tour, featuring over 170 dates through 2016, includes sold-out shows in ANZ.	Apparel, hard goods, publishing, soft goods, toys, video games (ANZ)	Paul Bouttell, Velocity Brand Management (VBM)
<b>Peg + Cat</b>	Book-based animated children's TV series featuring a girl and her cat as they inspire preschoolers' natural curiosity about math.	All (GAS)	Hendrik Rinsche, Super RTL
<b>Peppa Pig</b>	British children's TV series follows the adventures of a pig with her family and friends.	All (China)	Ivan Chan, Promotional Partners Worldwide (PPW)

\*Extension or renewal.

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## Licensing News *Continued from page 8*

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Poldark</b>	U.K. book-based historical TV romance drama set in Cornwall. Averaged 7.7 million viewers and recommissioned for a second season.	Accessories, apparel, gifts, home goods, personal care, stationery (U.K.)	Trudi Hayward, ITV Studios Global Entertainment
<b>Project MC2</b>	STEM-inspired doll line launches in early August a live-action series for tweens and a partnership with Awesomeness TV for short form content.	All (Worldwide)	Lauren Whitehead, MGA Entertainment
<b>Rachel Ellen Designs</b>	Greeting card design brand with products in over 25 territories across the world.	Apparel, publishing, softlines (U.K.)	Melanie Humberstone-Garley, MHG Licensing
<b>Real Madrid</b>	Professional football club based in Madrid, Spain. Named the best club of the 20th Century.	All (U.S., Canada, Latin America)	Jeffrey Whalen, Edge Americas Sports
<b>Terraria</b>	Action-adventure sandbox indie video game series with global toy line and online animated series.	All (Worldwide)	Laura Zebersky, Jazwares
<b>Tighty Whitey brands</b>	Humorous characters from the Bear in Underwear and Doodler's Veggies with Wedgies book series by Todd Goldman.	Apparel, games, stationery, toys, underwear (Worldwide)	Stacey Reiner, Remarkable Brands
<b>Turtles by Melo</b>	Product line inspired by the Teenage Mutant Ninja Turtles under the direction of NBA star Carmelo Anthony. Debuts Spring 2016, ahead of the TMNT film sequel.	All (Worldwide)	Pam Kaufman, Nickelodeon & Viacom Consumer Products
<b>University of Oxford</b>	Collegiate lifestyle brand for the oldest English university. Agent already handles the brand across the U.K. and Europe.	Home decor (North America)	Jeff Lotman, Global Icons

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Amylee Weeks</b>	Evergreen Enterprises	Ceramic mugs, napkins (U.S., Canada)	MHS Licensing + Consulting
<b>Angry Birds</b>	Accessory Innovations	Backpacks, bags, cold weather accessories, headwear, luggage, lunch kits (North America)	Rovio Entertainment
	Dr. Fresh*	Dental hygiene products (North America)	
	Freeze div. Central Mills	Fashion apparel (North America)	
	Hybrid Apparel		
	Komar Sleepwear	Loungewear, pajamas (North America)	
<b>Bratz</b>	Spin Master	Action games, figures, remote-controlled vehicles (North America)	MGA Entertainment
	Blues Clothing	Apparel (U.K.)	
	Character World/TDS Enterprises	Domestics (U.K.)	
	Kinnerton Confectionery	Confectionery (U.K.)	
	MV Sports & Leisure	Sporting goods (U.K.)	
<b>Christine Adolph</b>	Sambro Intl.	Toys (U.K.)	MHS Licensing + Consulting
	StyleCraft Home Collection	Canvas art (U.S., Canada)	
<b>Clangers</b>	Big Balloon	Plastic toys, plush (Australia)	Fusion Agency
<b>Cranston Collection</b>	Creative Tops	Mugs (Worldwide)	MHS Licensing + Consulting
<b>Danger Mouse</b>	DC Thomson	Magazines (U.K., Eire)	FremantleMedia U.K. Kids & Family Entertainment
	Jazwares	Master toy (North America, Latin America, U.K., Europe, ANZ)	
	Penguin Random House	Annuals, e-books, novelty books, official guides, publishing, sticker books, story books (Worldwide English-speaking territories except North America)	
<b>Darrell Bush</b>	Thirstystone Resources	Coasters (U.S., Canada)	MHS Licensing + Consulting
<b>DC Comics</b>	JAKKS Pacific*	Action figures, games, vehicles, wagons (Worldwide)	Warner Bros. Consumer Products
<b>Dinotrax</b>	Mattel	Master toy (Worldwide)	DreamWorks Animation
<b>Dora the Explorer</b>	Plastic Republic	Water filters (Russia)	Nickelodeon & Viacom Consumer Products
<b>Girls (The)</b>	Robert Kaufman Fabrics	Fabric (U.S., Canada)	MHS Licensing + Consulting
<b>H. Hargrove</b>	Plaid Enterprises	Paint-by-number kits (Worldwide)	MHS Licensing + Consulting
	Vermont Christmas	Puzzles (Worldwide)	
<b>How to Train Your Dragon 3</b>	Spin Master*	Toys (Worldwide)	DreamWorks Animation

\*Extension or renewal.

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## Licensing News *Continued from page 9*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Hustler</b>	Fipotex Europe A/S	Apparel (Europe)	Sharpe Company (The)
	ISI Wholesale	E-cigarettes, vapes (Worldwide)	
	Philcos	Apparel, headwear (Canada)	
	Scorpio Posters	Posters, wall art (North America)	
<b>It's A Wild Life</b>	Creaciones Euromoda, S.L.	Bedding, comforters, cushions (Spain)	Edebé Licensing
	Pyramid America	Badges, calendars, coasters, key chains, magnets, mugs, postcards, posters, stationery, stickers, wristbands (U.K., Eire)	Bulldog Licensing
<b>Kate &amp; Mim-Mim</b>	Just Play	Dolls, figures, master toy, plush, role play (Worldwide)	FremantleMedia U.K. Kids & Family Entertainment
	Penguin Young Readers Group	Activity books, e-books, publishing, sticker books (North America)	
<b>Kathy Hatch</b>	Emerald Wholesale	Floor mats (U.S., Canada)	MHS Licensing + Consulting
<b>Kim Norlien</b>	Reflective Art	Clocks, coffee mugs, LED canvases, travel mugs (U.S., Canada)	
<b>Livingetc</b>	Made.com	Furniture (Europe)	Time Inc. U.K., Talisman Licensing U.K.
<b>Masha and the Bear</b>	Gabel	Bed linen (Italy)	Maurizio Distefano/The Evolution of Licensing
	Nemesi S.r.l.	Clocks, watches (Italy)	
<b>Mysticons</b>	Playmates Toys	Master toy (Worldwide)	Corus Entertainment/Nelvana Enterprises
	Topps	Collectible cards (Worldwide)	
<b>Natural History Museum (London)</b>	Global Solutions for Clothing/GSC Ltd.	Onesies (U.K.)	Natural History Museum
<b>Noddy</b>	Spin Master	Master toy (Worldwide)	DreamWorks Animation
<b>Oddbods</b>	RP2	Master toy (Europe)	One Animation
<b>Paul Frank</b>	Grand Union Intl. Trading Co.*	Cafés, master accessories, master apparel (China, Hong Kong, Macau)	Saban Brands
<b>Peg + Cat</b>	Candlewick Press	Publishing (U.S., Canada, U.K., Australia)	Fred Rogers Co.
<b>Peppa Pig</b>	Build-A-Bear Workshop	Bears, plush accessories (U.S., U.K., Australia)	eOne Entertainment
	King Bee Toys	Master toy (China)	Promotional Partners Worldwide (PPW)
<b>Poldark</b>	Danilo Promotions Ltd.	Calendars (U.K.)	ITV Studios Global Entertainment
<b>Rainbow</b>	Blueprint Gaming Ltd.	Online casino games (U.K.)	FremantleMedia U.K.
<b>Rooster Teeth</b>	Jazwares	Plush, toys (U.S., EMEA)	Rooster Teeth Productions
<b>Royal Academy</b>	Fabri Editori/RCS Libri S.p.a.	Activity books, books, novelty books, story books (Italy)	Rainbow S.R.L.
<b>Secret Life of Pets (The)</b>	Spin Master	Master toy (Worldwide)	NBC Universal
<b>Shopkins</b>	Sambro Intl.	Bags, umbrellas (U.K.)	Bulldog Licensing
	Spearmark Intl. Ltd.	Drinkware, lighting, lunch bags, tableware (U.K.)	
	Topps	Accessories, collectible cards, stickers, trading cards (U.K.)	
	VMC Accessories	Gloves, headwear, mobile device cases, scarves, sunglasses (U.K.)	
<b>SpongeBob SquarePants</b>	Benetton Group	Apparel (children's. Worldwide, excluding U.S.)	Nickelodeon & Viacom Consumer Products
<b>Talking Tom &amp; Friends</b>	Novabrink Indústria de Plásticos Ltda./BBRA	Plush, puppets (Brazil)	Outfit7
	Proindel Dominicana, S.A.	Notebooks (Dominican Republic)	
	Ski Plastoware Pvt Ltd.	Back-to-school, lunch boxes, mugs, pencil boxes, water bottles (India)	
<b>Teenage Mutant Ninja Turtles</b>	Benetton Group	Apparel (children's. Worldwide, excluding U.S.)	Nickelodeon & Viacom Consumer Products
	Plastic Republic	Water filters (Russia)	
<b>Uglydoll</b>	Sun Arrow Co. Ltd.	Plush (Japan)	Fields Corp.
<b>Victoria &amp; Albert Museum</b>	Clarks	Footwear (U.K.)	V&A (Victoria & Albert Museum)
<b>World of Eric Carle (The)</b>	Senjudo Corp.	Confectionery gifts (Japan)	Joester Loria Group
<b>Wusel &amp; Pip</b>	Egmont (U.K.)	Coloring books, picture books (Germany)	Dreamchaser Co. B.V. (The)
	NICI GmbH	Back-to-school, plush toys (Germany)	

\*Extension or renewal.

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# contacts & connections

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## Coming Video Games

Continued from page 1

### More Original Games Slated for 2015

While 2014 was all about oldies but goodies, analysis of titles announced or displayed at June's Electronic Entertainment Expo (E3) in Los Angeles and set for release in September 2015 and beyond shows a bit of an original turn. Meanwhile, of the 78 games *The Licensing Letter* lists as having licensing potential in the chart below, 31% are original IP, up from 24% last year. At the same time, sequels account for just 53% of the listed titles, down from 61% in 2014.

The week before E3, video game publishers including Activision, Electronic Arts, Sony Computer Entertainment and Ubisoft displayed new and established brands to potential license partners at Licensing Expo 2015, causing one Expo veteran to remark on the change from the days when game companies only attended to find properties to license for games, rather than offering their own game brands to be licensed out.

Retail sales of licensed merchandise based on video game properties in the U.S. and Canada fell 4% in 2014, to \$575 million, according to *The Licensing Letter Annual Business Survey*. That's likely due less to a loss of consumer interest in videogame properties overall as unsustainable sales of products tied to the Angry Birds mobile game franchise (which makes up a huge chunk of the video game property type segment), and overall sluggishness in software sales resulting from the latest console transitions.

### Judging Original Properties' Potential

While sequels, reboots, graphical updates and games based on licensed properties all provide licensees a track record, new properties are considerably more difficult to judge. Although there is definitely risk, new IP may also have a great upside. Activision's *Destiny* provides an example of new IP's considerable potential. From developer Bungie, which also produces Activision's *Halo* series, *Destiny* bowed last September with more than \$500 million in sales into retail stores worldwide on its first day in release, making it the largest launch of a new video game franchise in history. The game, in which players take the role of guardians who protect the last human city on Earth, has more than 20 million registered users, making it easy to see the property's appeal to licensees. BioWorld and Game UK (both apparel and accessories), Insight Editions (art books, journals and posters), BradyGames (strategy guides) and World 3A Toys (collectible figures) are among *Destiny*'s licensees.

Activision reportedly spent more than \$500 million to make and market the title, making it hard to draw parallels between *Destiny* and the new crop of original releases coming to market. New titles that TLL considers as having strong licensing potential, however, include *Yoshi's Woolly World*, coming in October from Nintendo, and *Unravel*, due

this year from Electronic Arts. Both games tap into the current handcrafting craze, with players in *Yoshi's Woolly World* knitting new paths to collectibles. In *Unravel*, which some press reports tabbed the most charming game at E3, a character made from a single strand of yarn unravels as you play.

### Licensing In

With the notable exception of Star Wars, there's hardly a movie or TV tie-in game to be found on the TLL list. Nevertheless, releasing titles based on licensed properties, particularly sports, remains a core strategy for publishers.

- ▶ Electronic Arts, the leader in sports games, replaced Tiger Woods as headliner for its PGA golf franchise and is releasing *Rory McIlroy PGA Tour* this summer, as well as *Madden NFL 16*. September brings EA's *NBA Live 16*, with a new feature that lets game players scan their face into the game to personalize playable characters.
- ▶ Take-Two Interactive hired filmmaker Spike Lee to write and direct a new MyCareer mode for its *NBA 2K16*. A special edition features Michael Jordan on the cover. Standard edition covers carry Stephen Curry, James Harden or Anthony Davis.
- ▶ *Tom Clancy's The Division*, coming in early 2016, is a completely new shooter role-playing game from Ubisoft that will draw on the Clancy credibility in the genre.
- ▶ EA, new master video game licensee for Star Wars, has both *Star Wars: Battlefront* for consoles and *Star Wars: Galaxy of Heroes* for mobile platforms coming out prior to the theatrical release of *Star Wars: The Force Awakens* in December.

### New Sequels & Reboots

In the coming year and beyond, loyal gamers will be rewarded with several sequels that have been a very, very long time in the making. Among them:

- ▶ Bethesda Softworks is eyeing a 2016 launch for Mars-set *Doom* (originally known as *Doom 4*), which will reboot a classic franchise that hasn't seen a new installment since *Doom 3* in 2004.
- ▶ Square Enix is working on both a long-anticipated HD remake of 1997's *Final Fantasy VII* and *World of Final Fantasy* a brand new game spinoff with cutesy versions of classic FF characters.
- ▶ Harmonix and Activision will resuscitate the music genre with their reboots *Rock Band 4* and *Guitar Hero Live*, respectively. Both are due in October, after five years without a gig for either franchise.

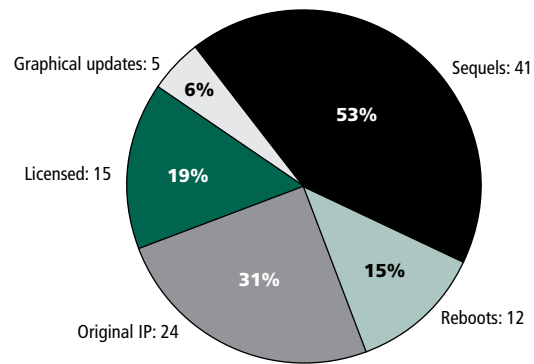
### New Toys to Life Games

The toys to life category, in which electronically wired toy figurines interact with and within the video game, continues to grow and spawn new competition. Activision's

*Skylanders*, which pioneered the category in 2011, has sold more than 250 million toys worldwide and is in every key licensing category, according to the company. Its newest game, *Skylanders Superchargers*, is due in September, with classic Nintendo characters Donkey Kong and Bowser included. Other notable new games in the category:

- ▶ Disney's *Disney Infinity 3.0*, which focuses on Star Wars, comes to retail for the 2015 holiday season.
- ▶ Warner Bros. Interactive Entertainment will soon enter the category with *Lego Dimensions*, which combines Lego building with multiple franchises including DC Comics, *The Lord of the Rings* and *Back to the Future*.
- ▶ Nintendo will continue to use its amiibo figures with games, including *Animal Crossing: amiibo Festival*.

**SOURCE OF LICENSABLE VIDEO GAMES PROJECTED FOR RELEASE FALL 2015 THROUGH 2016+**



NOTE: Some titles appear in multiple categories SOURCE: THE LICENSING LETTER

**PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2015–2016+**

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
Metal Gear Solid V: The Phantom Pain	9.1.15	Konami	Next title in the action/espionage series. Sequel to 2014's Ground Zeroes. Past licensees include ThreeA (figures), Square Enix (collectible figures) and SideShow Collectibles (collectibles).	X				
Mad Max	9.1.15	Warner Bros. Interactive Entertainment	Vehicular combat and third-person action video game based on the Mad Max film series.				X	
Super Mario Maker	9.11.15	Nintendo	More of a game maker, allowing players to create and edit their own Mario stages.		X	X		
Forza Motorsport 6	9.15.15	Microsoft	Next Forza game will feature more than 450 cars and 26 locations.	X				
Skylander Superschargers	9.20.15	Activision	Donkey Kong and Bowser join the Skylanders in an epic battle against Kaos and The Darkness.				X	
FIFA 16	9.22.15	Electronic Arts	Features 12 women's national teams for the first time in franchise history.	X			X	
Lego Dimensions	9.27.15	Warner Bros. Interactive Entertainment	"Toys-to- life" game that will compete with the like of Skylanders. Properties incorporated include DC Comics, The Lord of the Rings and Back to the Future. Starter pack ships with a Lego Toy Pad that works with custom Lego mini figures, bricks and sets to generate in-game content.				X	
NBA Live 16	9.29.15	Electronic Arts	New feature allows you to scan your face into the game.	X			X	
NBA 2K16	9.29.15	2K Games	Standard edition includes new MyCareer mode written and directed by Spike Lee, as well as three different cover versions: Stephen Curry, James Harden and Anthony Davis. A special edition has Michael Jordan on the cover.	X			X	
Rock Band 4	10.6.15	Harmonix	Sequel comes to retail five years after Rock Band 3 was published in 2010, this time without a major publisher.	X				X
Tom Clancy's Rainbow Six: Siege	10.13.15	Ubisoft	Latest release in tactical shooting game franchise based on the Tom Clancy book of the same name.	X			X	
Yoshi's Woolly World	10.16.15	Nintendo	Mario's lizard companion Yoshi stars in his own crafty game, a console first since 1998's Yoshi's Story.			X		
Guitar Hero Live	10.16.15	Activision	First installment in the franchise since 2010's Warriors of Rock. Gameplay rebuilt to be more immersive, with new guitar controller.		X			X
Assassin's Creed Syndicate	10.23.15	Ubisoft	Sequel in the historical action adventure series. A movie based on the franchise is due in 2016.	X				
Halo 5: Guardians	10.27.15	Microsoft	Next-gen sequel to Halo 4. Series licensees have included NECA (board games, collectibles, replicas, motorcycle apparel), A Crowded Coop (collectible lunchboxes) and Bandai (construction toys).	X				
Just Dance 2016	10.20.15	Ubisoft	New songs include 'Uptown Funk' and 'All About That Base.'	X			X	
Need for Speed	11.3.15	Electronic Arts	21st release in the Need for Speed series is a full reboot of the franchise.		X			X
Anno 2205	11.3.15	Ubisoft	Futuristic city-builder where players can develop towns and resources on Earth and launch ships to the moon.			X		
Call of Duty: Black Ops III	11.6.15	Activision	Game play picks up 40 years after 2012's COD: Black Ops II. Franchise licensees include Mega Brands, BioWorld, Funko, BradyGames, Fathead, Surreal, Power A, KontrolFreek, Razer.	X				
Fallout 4	11.10.15	Bethesda Softworks	Sequel in the action role-playing series includes a camera that can switch from first- to third-person view.	X				
Rise of the Tomb Raider	11.10.15	Square Enix	Sequel to the 2013 reboot of the Tomb Raider series. Past licensees include Diamond Select Toys (action figures) and Dark Horse Comics (comic books).	X				
Star Wars: Battlefront	11.17.15	Electronic Arts	The first console Star Wars game from new master licensee EA. Features classic planets from the original Star Wars trilogy.		X		X	
Just Cause 3	12.1.15	Square Enix	Action-adventure sequel includes a new wingsuit.	X				
Trackmania Turbo	12.1.14	Ubisoft	The PC racing franchise comes to advanced consoles.	X				
Xenoblade Chronicles X	12.4.15	Nintendo	Explore an exotic world and save humanity in this "spiritual sequel" to 2012's Xenoblade Chronicles.	X				
Hitman	12.8.15	Square Enix	Called the Hitman franchise's "most ambitious game ever."	X				
Mutant Mudds Super Challenge	Q3 2015	Renegade Kids	40 new levels beyond the original Mutant Mudds.	X				
Typoman	Q3 2015	Headup Games	Puzzle game in which a hero uses letters to alter his environment.			X		
Runbow	Q3 2015	13AM Games	Action party game with a unique color scheme: obstacles appear and disappear against changing color backgrounds.			X		
Freedom Planet	Q3 2015	Galaxy Trail	Cartoony, combat-based platform adventure pitting a spunky dragon girl and her friends against aliens.			X		

**PLANNED VIDEO GAME RELEASES WITH LICENSING POTENTIAL, FALL 2015–2016+ (cont.)**

GAME	PLANNED RELEASE	PUBLISHER	SUMMARY	SEQUEL	REBOOT	NEW IP	LICENSED	GRAPHICAL UPDATE
Extreme Exorcism	Q3 2015	Ripstone	Paranormal platform game includes 20 ghost-busting weapons to choose from.			X		
Yo-Kai Watch	Q4 2015	Nintendo	The Japanese cultural phenomenon comes to Nintendo 3DS.				X	
Disney Infinity 3.0	Q4 2015	Disney Interactive Studios	Disney's newest "toys-to-life" games has a focus on Star Wars.			X		
XCOM 2	Q4 2015	2K Games	Sequel to the award-winning strategy title XCOM: Enemy Unknown.	X				
Mario Tennis: Ultra Smash	Q4 2015	Nintendo	Mario Tennis comes to Wii U with a new Jumpshot move and new characters.	X				X
Animal Crossing: amiibo Festival	Q4 2015	Nintendo	It's a party in the Animal Crossing universe, where the goal is the play board games and collect Happy Points.	X				
RIVE	Q4 2015	Two Tribes Publishing	Metal wrecking, robot hacking 2D shooter.			X		
Star Fox Zero	Q4 2015	Nintendo	High definition fantasy flight/action game starring Fox McCloud.	X				
Soul Axiom	Q4 2015	Wales Interactive	Sci-fi cyber thriller from the studio that made Master Reboot.			X		
Lovely Planet	Q4 2015	Tinybuild Games	First-person shooter set in a "cutesy, abstract world."			X		
Fable Legends	Q4 2015	Microsoft	Prequel game set in Lionhead Studios' Fable role playing universe.	X				
Star Wars: Galaxy of Heroes	TBA 2015	Electronic Arts	Collectible card-based role-playing game for mobile platforms.				X	
Unravel	TBA 2015	Electronic Arts	Dubbed the most charming game at E3 by some press, Unravel features Yarney, a character made of a single strand of yarn that unravels as you play.			X		
Devil's Third	TBA 2015	Nintendo	Wii U exclusive from designer Tomonobu Itagaki is a third person shooter/hacker/slasher.			X		
Kingdom Hearts III	TBA 2015	Square Enix	A mature Sora sets forth on an adventure with Mickey, Donald and Goofy through new and legendary Disney worlds	X			X	
FAST Racing Neo	TBA 2015	Shin'en Multimedia	Futuristic follow up to 2011's FAST Racing League.	X				
Mirror's Edge Catalyst	2.23.16	Electronic Arts	Sequel to 2008's free-running action game starring messenger Faith.	X	X			
Tom Clancy's The Division	3.8.16	Ubisoft	Massively multiplayer online game set in a post-apocalyptic world.			X	X	
Street Fighter V	Q1 2016	Capcom	Fifth Street Fighter installment introduces new playable characters.	X				
Uncharted 4: A Thief's End	Q1 2016	Sony	Fourth entry in the adventure game series centered around Nathan Drake. Dimensional Branding Group handles licensing. Licensees for the series include Sideshow (collectibles), Bandai (card games) and CaféPress.	X				
ReCore	Q2 2016	Microsoft	A new game from the creators of Metroid Prime and Mega Man features a woman and her robot dog fighting enemies in a desert wasteland.			X		
Ratchet & Clank	Q2 2016	Sony	Reimagining of the character-driven action game series, with a film on the way in 2015. IP Factory is current licensee for statues.		X			
Mass Effect: Andromeda	Q4 2016	Electronic Arts	Newest entry into BioWare's science fiction action/role playing game series. Past licensees include Dark Horse Comics (collectibles, comics), IP Factory (collectibles) and Black Milk Clothing (women's apparel).	X				
Gears of War 4	Q4 2016	Microsoft	Next chapter in the best-selling sci-fi series.	X				
Mario & Luigi: Paper Jam	TBA 2016	Nintendo	Paper Mario jumps out of a book and joins the Mario & Luigi universe.	X				
Dishonored 2	TBA 2016	Bethesda Softworks	Sequel to 2012's Dishonored.	X				
Quantum Break	TBA 2016	Microsoft	Time travel action game formatted in the style of a TV series.			X		
Plants vs. Zombies Garden Warfare 2	TBA 2016	Electronic Arts	Fourth entry in the PVZ property, which combines shooting with humor.	X				
Dead Island 2	TBA 2016	Deep Silver	San Francisco-set zombie game sequel from the creators of Spec Ops: The Line.	X				
Homefront: The Revolution	TBA 2016	Deep Silver	Sequel to THQ's 2001 game, Homefront, set in a U.S. invaded by the Greater Korean Republic.	X		X		
Mario & Sonic at the Rio 2016 Olympic Games	TBA 2016	Nintendo	Soccer, rugby and beach volleyball are among the events in the 4-player sports game.		X			
Crackdown	TBA 2016	Microsoft	Reimagining of 2007's open-world superhero crime game, created by Lemmings/Grand Theft Auto creator David Jones.		X			
Doom	TBA 2016	Bethesda Softworks	Id Software's reboot of the horror-themed shooter series.		X			
The Legend of Zelda	TBA 2016	Nintendo	Upcoming installment in longstanding action/role playing franchise starring Link. Series licensees include Fifth Sun (apparel) and Dark Horse Comics (statues).		X			
Dark Souls III	TBA 2016	Bandai Namco	Slated to be the final episode in the Dark Souls series.	X				
The Last Guardian	TBA 2016	Sony	A young boy travels with a mysterious creature through a beautiful and treacherous fantasy world in this much-anticipated title originally announced in 2007.			X		
Horizon: Zero Dawn	TBA 2016	Sony	Action role-playing game set after the fall of civilization, from the creators of the Killzone franchise.			X		
World of Final Fantasy	TBA 2016	Square Enix	Brand new game with cutesy versions of classic Final Fantasy characters.	X		X		
For Honor	TBA 2016	Ubisoft	Next big new IP from Ubisoft is a combat game featuring brutal battles between three factions.			X		
Deus Ex Mankind Divided	TBA 2016	Square Enix	Cyberpunk themed sequel to 2011's Deus Ex: Human Revolution	X				
Phantom Dust	TBA	Microsoft	Action/strategy game and remake of the 2004 title of the same name for the Xbox One.		X			
Sea of Thieves	TBA	Microsoft	Developer Rare (Banjo Kazooie, Battletoads) is creating this pirate adventure game.			X		
Dreams	TBA	Sony	From the developer of LittleBigPlanet, this game lets players "piece together a whole environment in moments" to explore one another's dreams.			X		
Firewatch	TBA	Panic, Inc., Campo Santo	A mystery set in the woods of Wyoming, where a fire lookout has a handheld radio as his only connection to the outside world.			X		
Final Fantasy VII	TBA	Square Enix	Long anticipated HD remake of the 1997 game.		X			X
Shenmue III	TBA	TBD	Director Yu Suzuki during Sony's E3 press conference announced a Kickstarter campaign to raise \$2 million to start development of this sequel, 14 years after Shenmue II.	X				
Tom Clancy's Ghost Recon: Wildlands	TBA	Ubisoft	Globetrotting installment in the Ghost Recon shooter series.	X			X	
South Park: The Fractured but Whole	TBA	Ubisoft	A superhero themed origin story of "The New Kid."	X			X	

## Who's News

**Phil Knight** steps down as Chairman of Nike after 40+ years and recommends current CEO Mark Parker as his successor.

The Walt Disney Company tabs company veteran **Christine M. McCarthy** to replace **Jay Rasulo** as chief financial controller and names Kevin Mayer chief strategy officer.

**Lucas Church**, chairman of Endemol Shine U.K. and the Endemol Shine Group commercial board is leaving the company this fall.

Twentieth Century Fox Consumer Products promotes **Greg Lombardo** to senior vice president of global live and location-based entertainment and hires **Eric Williams** as vice president of the same division.

**Katie Price**, formerly of HIT Entertainment and Mattel, takes over as licensing director of Hachette Children's Group at the end of August.

**Antonella Pearce** is leaving the Publishers Licensing

Society to become business development manager for IPR License.

**Claire Payne** joins Parragon's sales team as senior director of mass market sales.

Vandor promotes 15-year veteran **Lynn Keller** to the licensing director position.

**After over 20 years** of working for licensors and licensees, **Heidi Schwartz** is moving to the agency side by joining the executive team of Universal Branding & Media.

**Stewart Middleton** replaces Grey Richmond as Managing Director of Jumbo Games and will work in the Dutch company's U.K. offices.

**David K. Jones** leaves Penske Automotive Group to become executive vice president and CFO of Iconix Brand Group Inc.

Conde Nast Entertainment appoints **Teal Newland** as Senior VP, Marketing and Partner Management.

# Can you compete in the \$10.6 billion global preschool market?

## DO YOU KNOW:

- ▶ Which 20 preschool properties had retail sales of licensed merchandise of \$100 million or more each in 2014?
- ▶ What percent of preschool merchandise sold is toys, apparel, & other categories?
- ▶ The six properties licensing executives predict will be "hot" in 2015?
- ▶ How media consumption by preschoolers is changing dramatically?
- ▶ How to support the launch of your preschool property with apps and video-on-demand?



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