

# TLL THE LICENSING LETTER

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## TLL Survey: Fashion Licensing Grows 3.4% in 2014; Apparel, Accessories Strong, E-Commerce Inches Up

The competition is brutal but fashion licensing continues to thrive both worldwide and in the U.S./Canada, as documented by *The Licensing Letter's Annual Licensing Business Survey*.

### Global Sales Up 2.4%

Global retail sales of licensed fashion goods grew 2.4% in 2014. Although it might sound like a modest increase (especially when you consider that 2013 growth was 2.5%), fashion was one of only three segments to post growth above the overall global rate of 2.0% for all sales. Only two other sectors had higher increases: entertainment/character and sports with growth of, respectively, 4.8% and 3.4%. And we are not talking about a small sample. At \$37.9 billion, fashion accounted for 23.8% of all worldwide licensed sales, most of any segment (followed by corporate trademark at 21.7%).

### U.S./Canada Up 3.4%

Performance was actually a bit stronger in the U.S./Canada where licensed fashion sales totaled \$20.3 billion. The 3.4% increase was above the overall growth rate of 2.5% for all licensed sales in U.S./Canada, but below the 4.1% increase the fashion sector posted in 2013. The other cloud in the fashion silver lining is that most of the growth came from the U.S. side of the border; in Canada, licensed fashion sales were flat to down in 2014.

### Apparel Drives Growth

On the property side, apparel grew 4.0% in the U.S./Canada, at just under \$17.3 billion, roughly 85% of all licensed fashion sales. A strong surge in 2014 apparel sales came from a pair of unexpected quarters:

- Menswear, which actually grew faster than women's fashion, both worldwide and in North America; and

- Kids' couture. Alexander Wang, Karl Lagerfeld, Lanvin, Stella McCartney and Marc Jacobs were among the top designers to launch high end childrenswear targeting fashionable parents who want their kids to look cool.

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## EXPERIENTIAL LICENSING

### Licensing to Theme Parks Builds Revenue & Brand Exposure

One of the editors of *The Licensing Letter* was recently at a party on the Universal Studios backlot when some fellow guests began, by their own admission, to "geek out" over the distant spires of The Wizarding World of Harry Potter, which is under construction for a planned opening next year. The attraction, based on the J.K. Rowling books and Warner Bros. movies, is expected to draw huge crowds of new and repeat visitors to Universal Studios Hollywood. The power to attract to the particular location is even more impressive when you consider that Universal already has the same basic Harry Potter attractions in operation at its parks in Orlando, Fla., and Japan.

### Theme Parks Use Licensing to Draw Crowds

The theme park business is huge and growing. Six Flags Entertainment, for example, posted \$1.2 billion in 2014 revenue, its fifth consecutive year of record revenues. NBC Universal realized \$2.6 billion in sales from its Universal Studios theme park business, an increase of 17%. Those were but trickles in the flume, however, compared to The Walt Disney Co.'s \$15.1 billion in fiscal 2014 theme park revenue. With major new parks scheduled to open around the world in the next five years, including Shanghai Disney Resort in China and Twentieth Century Fox World in Malaysia, the market for licensed rides and attractions will continue to grow.

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# ➡ Licensing Ledger

## NEW ERA/MLB PLAYERS EMBROIDERY DEAL

The **Major League Baseball Players Association** extended its licensing agreement with **Lids Sports Group** granting the retailer rights to embroider the names, numbers and autographs (EmbroidiGraph) of MLB players on not only New Era MLB-licensed caps but also officially licensed t-shirts and jerseys. Lids currently operates 936 headwear specialty stores, 151 sports fan retail stores and 57 team- and/or university-specific stores across North America.

## PEANUTS VIDEO GAME

**Peanuts Worldwide** has licensed **Activision Publishing** for an original video game tied in to The Peanuts Movie slated for theaters this fall. “**The Peanuts Movie: Snoopy’s Great Adventure**” game, a side-scrolling exploration platformer game starring Peanuts characters, will launch Nov. 6 for **PlayStation4, Xbox One, Xbox 360, Nintendo Wii U** and **Nintendo 3DS**.

## MIXED BAG FOR RETAIL

Retail sales in June were down 0.2% month-to-month but up a robust 3.1% year-over-year. Breakdown:

STORE TYPE	MONTH-TO-MONTH (SEASONALLY ADJUSTED)	YEAR-OVER-YEAR (UNADJUSTED)
Furniture & home furnishings	-1.6%	+6.5%
Sporting goods	-0.1%	+8.9%
Clothing & accessories	-1.5%	+2.5%
Non-Store	-0.4%	+6.9%

SOURCE: U.S. CENSUS RETAIL SALES

## NASCAR GREEN FLAGS TV SERIES

**NASCAR** has signed **Roma Downey** and **Mark Burnett**, producers of the miniseries *The Bible* and *A.D.: The Bible Continues*, to create a scripted TV series set in the world of auto racing. NASCAR could use a jump off the starting line. TV ratings and race attendance are down. Licensed sales of drivers and team merchandise have also slumped, falling 5% in 2013 and 7% in 2014. NASCAR generated \$761 million in 2014, roughly 5% of all sports licensing sales in U.S./Canada, according to *TLL’s Annual Licensing Business Survey*.

## LONDON CALLING

British luxury retailer **Liberty London** is popping in for a visit at **Nordstrom**. The U.K. retailer’s **Flowers of Liberty** line of home décor, accessories and gifts is available stateside for the first time through a “Pop-In Shop” at select Nordstrom stores and at Nordstrom.com/popin. The bloom-bedecked tea towels, oven mitts, candles, friendship bracelets and more will be sold in the U.S. through August 2.

## PERFUME ARTISANS ECLIPSE STARS

The artisan trend is spilling over from food and beverage into fashion, especially fragrances, as the combo of star power + big designer promotion that has historically driven fragrance sales may be losing some of its mojo. There are now hundreds of artisan perfumers turning out products to meet the desire for alternatives. Artisan perfume entrepreneurs include fashion bloggers with large niche followings like **Pia Long** and designers from big houses like **Francis Kurkdjian**, who left **Jean-Paul Gaultier** to establish **Roja**. Once sold only online, artisanal perfumes are also now available in big department stores like **Harrod’s, Bergdorf Goodman** and **Printemps**.

## COLLEGIATE LICENSING

School may be out, but collegiate licensing never takes a vacation. Five major universities made new partnership deals:

- **The University of Michigan** signed **Nike** to replace **Adidas** as its official uniform, footwear, apparel and equipment sponsor starting on August 1, 2016. The deal, which runs

to 2027 with renewal options through 2031, covers all 31 of Michigan’s athletic programs.

- **Vanderbilt University** and **Providence College** also named **Nike** as official uniform provider.
- **The University of Alabama** extended its longstanding partner, the **Collegiate Licensing Company**, for 10 more years.
- **The University of Notre Dame** hired **Fermata Partners** to run its licensing program.

U.S./Canadian retail sales of licensed products in the collegiate sector totaled a shade over \$3.3 billion in 2014, according to *TLL’s Annual Licensing Business Survey*.

## TM RULING HELPS LICENSING IN CHINA

In a landmark case, Chinese officials recently allowed a foreign company, fashion designer **Michael Bastian**, to block a third-party squatter from stealing its trademark. No foreigner had ever won one of these cases in China, but after five years of litigation, the Chinese Trade and Arbitration Board rejected the squatter’s registration of the “Michael Bastian” mark, finding it evident that “[the squatter] carried ill intentions.” By paving the way for foreigners to leverage their IP in China, the Bastian ruling is encouraging for celebrities and brands looking to enter the \$5.9 billion Chinese market for licensed goods.

## DREAMWORKS LINE PAIRS TOONS & DESIGNERS

**DreamWorks Animation** has teamed with famous fashion designers for **Character Clash**, a limited edition apparel line featuring an iconic character from the world of comics and cartoons. The men’s line, unveiled during New York Fashion Week: Men’s includes t-shirts and hoodies pairing, among others, **Felix the Cat/Timo Weiland**, **Underdog/Billy Reid**, **Richie Rich/Michael Bastian**, **Where’s Waldo?/Ernest Alexander** and **He-Man/Todd Snyder**. The line is available exclusively at **Amazon**.



### Editor-in-Chief

Glenn Demby  
glensdemby@gmail.com

### Managing Editor

Barbara Manning Grimm  
barb@plainlanguagemedia.com

### Contributing Editor

Karina Masolova  
karina@plainlanguagemedia.com

### Contributing Editor

Marcy Magiera  
marcy@plainlanguagemedia.com

### Business Development

Randy Cochran  
randy@plainlanguagemedia.com

### Marketing Director

Michael Sherman  
michaels@plainlanguagemedia.com

### Customer Service

customerservice@plainlanguagemedia.com

### General Manager

Jim Pearmain

### CEO

Mark Ziebarth

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

## TLL Survey: Fashion Licensing...

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After three flat years in a row, the relatively small home fashion segment bounced back in 2014 with 3.5% growth (\$646 million). Still, several Survey respondents and interviewees insist that this is an aberration and that the fashion designer home products trend is “played out”.

The only property type that had an off year was footwear which actually declined 1% to \$2.3 billion. “Athleisure and the blending of fashion and sporting goods is shifting market share—people are buying Fila rather than Fendi,” laments one fashion footwear licensor.

RETAIL SALES OF LICENSED FASHION MERCHANDISE BY PROPERTY TYPE, U.S./CANADA, 2014 (FIGURES IN MILLIONS)				
PROPERTY TYPE	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Fashion	\$20,316	\$19,654	3.4%	20.3%
Apparel	\$17,277	\$16,612	4.0%	17.3%
Footwear	\$2,393	\$2,418	-1.0%	2.4%
Home	\$646	\$624	3.5%	0.6%

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

### Product Category Trends

Core categories also showed strength on the product side. Accessories, the largest product category in fashion, grew 3.9% to \$7.8 billion in U.S./Canada sales, with the biggest gains coming from:

- ▶ Handbags/backpacks/messenger bags increased 7.7% to \$1.1 billion—“the handbag has become a wardrobe item for both men and women,” according to one Survey respondent; “backpacks and messenger bags continue to replace briefcases,” explains another;
- ▶ Jewelry and watches grew 4.6% to \$1.8 billion fueled by strong sales of high end luxury products in jewelry and department stores—“low commodity prices made 2014 a good year to buy gold and diamonds,” one consultant noted;
- ▶ Eyewear was up 3.9% and surpassed \$2.4 billion driven largely but not exclusively by major programs like Original Penguin from PEI (with Kenmark as licensee) and Café Luna at Walmart; and
- ▶ Smaller accessory subcategories including headwear (up 3.5% at \$698 million), hosiery (up 3.4% at \$313 million) and luggage (up 3.1% at \$732 million).

At \$6.4 billion in total sales, apparel, the second largest product category in the fashion segment, posted 5.5% growth in 2014. Other core categories fared less well, including footwear which grew only 1.1%, and health/beauty which actually declined due in part to subpar perfume sales. “Artisanal perfumes took market share from celebrity fragrances,” said one respondent.

RETAIL SALES OF LICENSED FASHION MERCHANDISE BY PRODUCT CATEGORY, U.S./CANADA, 2014 (FIGURES IN MILLIONS)				
PRODUCT CATEGORY	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Accessories	\$7,871	\$7,575	3.9%	38.7%
Eyewear	\$2,405	\$2,315	3.9%	11.8%
Handbags, Backpacks, Messenger Bags	\$1,176	\$1,092	7.7%	5.8%
Headwear	\$698	\$674	3.5%	3.4%
Hosiery	\$313	\$303	3.4%	1.5%
Jewelry and Watches	\$1,819	\$1,739	4.6%	9.0%
Luggage and Travel Accessories	\$732	\$710	3.1%	3.6%
Scarves and Ties	\$100	\$98	2.0%	0.5%
Other	\$628	\$644	-2.5%	3.1%
Apparel	\$6,413	\$6,079	5.5%	31.6%
Domestics	\$400	\$392	2.1%	2.0%
Footwear	\$1,433	\$1,417	1.1%	7.1%
Furniture/Home Furnishings	\$806	\$789	2.2%	4.0%
Gifts/Novelties	\$52	\$58	-10.2%	0.3%
HBA	\$2,496	\$2,499	-0.1%	12.3%
Fragrance	\$2,055	\$2,076	-1.0%	10.1%
Cosmetics/Nail Polish/Other	\$441	\$423	4.2%	2.2%
Housewares	\$315	\$310	1.5%	1.5%
Infant Products	\$326	\$323	1.0%	1.6%
Publishing	\$50	\$52	-3.3%	0.2%
Stationery/Paper	\$56	\$59	-5.6%	0.3%
Toys/Games	\$49	\$50	-2.0%	0.2%
Other	\$49	\$51	-4.4%	0.2%
<b>TOTAL</b>	<b>\$20,316</b>	<b>\$19,654</b>	<b>3.4%</b>	<b>100.00%</b>

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

### Importance of Brand Authenticity

As in previous years, many Survey respondents cited increased competition and the importance of building an “authentic” brand. “As private labels become more prevalent, customers around the world are yearning for authentic and unique brands,” says one multibrand fashion licensor. “Private label has reached the point where it has become perceived as opening price point merchandise. There’s no emotional connection with the brand.”

But achieving authenticity is no small feat. “Great quality and great price are just the beginning,” notes one licensor. “You also need a well thought-out marketing message and an effective plan to communicate it.” And even that may not be enough. “Today’s consumers base buying decisions not just on price and product but on a company’s social consciousness and contribution to the community.”

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## Competition Spurs E-Commerce

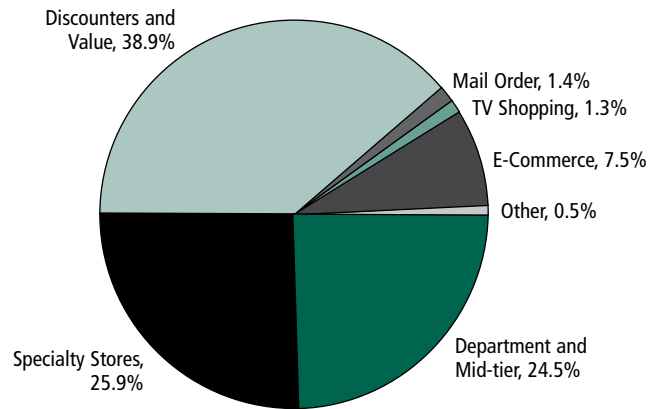
With all of these challenges, it is easy to overlook the fact that fashion licensing is growing faster than not only retail licensing in general but also GDP. But as in entertainment licensing, the wealth being created is not being shared. More fashion brands are chasing after shrinking shelf space. Retailers are becoming more conservative and prone to stick with proven brands. Consolidation is reducing the licensor pool. Thus as established labels like Tory Burch and even Jessica Simpson thrive, smaller and newer brands struggle to get their products on shelves.

This trend is fueling growth of e-commerce. In 2014, 7.5% of all U.S./Canada retail sales of licensed fashion products came from e-commerce, as compared to 6.8% in 2013. Growth is coming not just from small, start-ups but established fashion houses. And as traditional retailers work to develop their websites, online-only retailers such as Amazon continue to serve as critical distribution channels for fashion-licensed goods and, irony of irony, develop their own brick-and-mortar locations.

All of this is challenging traditional notions about the fashion shopping “experience” and the customer’s need to “try it on” before buying. “People are more willing to buy dresses, shoes and even luxury jewelry online,” according

to one online retailer. Several respondents also noted that the “stigma” of selling fashion goods online is disappearing. “When you see Chanel start selling online you know the luxury fashion world is ready for e-commerce,” she chuckles.

**RETAIL SALES OF LICENSED MERCHANDISE BASED ON FASHION PROPERTIES, BY DISTRIBUTION CHANNEL, U.S./CANADA, 2014**



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

## Licensing to Theme Parks

*Continued from page 1*

As theme parks grow, they will need new ways to compete, keep their offerings fresh and attract new and repeat visitors. Using licensing to tap the fandom of popular properties—especially but not exclusively entertainment/character properties like Harry Potter—can be the perfect strategy. Theme park deals also make sense for licensors because they can provide not only a long-term flow of revenue from licensing fees and royalties on in-park merchandise sales, but an equally valuable continued consumer exposure to their top properties. Universal’s licensing deal for The Wizarding World of Harry Potter, for example, runs into 2019 with renewals possible through 2029, according to Warner Bros.’ SEC filings.

### Different Types of Deals

Theme park licensing runs the gamut from licensing of entertainment brands for entire parks to deals for single characters licensed for a single ride or attraction. For example, Disney does not own Tokyo Disney Resort; nor does Universal own Universal Studios Japan or Universal Studios Singapore. Instead, the media companies license their brands, characters and other intellectual properties in return for a strong, long-term stream of licensing payments and royalties.

In examples of more narrow deals, Universal Studios licenses Marvel characters from Disney (in a deal that pre-dates Disney’s acquisition of Marvel) for use in Asia and

the eastern U.S., in addition to its Harry Potter license. Six Flags licenses the use of DC Comics properties from Warner Bros. and this year is opening three new rides based on Batman, The Joker and Justice League. Each of these deals includes licensing fees paid to the studio, as well as a royalty on related merchandise sales. Six Flags in 2011 paid Warner Bros. a licensing fee of \$3.3 million and 12% of in-park merchandise sales related to the DC Comics characters, according to the theme park operator’s annual report.

### Looking Ahead

The licensing of entertainment properties for new attractions is spreading beyond major media companies. HIT Entertainment’s Thomas the Tank Engine will anchor Thomas Land at regional attraction Edaville USA in Carver, Mass., beginning August 15. In Sweden, Skanes Djurpark is building Shaun the Sheep Land, based on Aardman Animation’s TV and film character.

Meanwhile, one of the most anticipated properties coming to theme parks isn’t licensed at all. The ability to leverage Star Wars in its theme parks was seen as a major benefit of Disney’s \$4 billion acquisition of Lucasfilm in 2012. Disney has said it has ambitious plans to increase the presence of its own Star Wars in multiple locations around the world. Details are expected later this year, but the company has said that new attractions will be based on new films in the series. The first of those, *Star Wars: The Force Awakens*, hits theaters in December.

## NEW LICENSED THEME PARK ATTRACTIONS 2015-2017

ATTRACTION (LICENSOR)	VENUE	DESCRIPTION	OPENING
Pandora – The World of Avatar (Lightstorm Entertainment/20th Century Fox)	Disney’s Animal Kingdom (Orlando, Fla.)	Immersive world with themed rides, entertainment, retail and restaurants is believed to include elements from the original Avatar and its three yet-to-be-released sequels.	2017
Wizards World of Harry Potter (Warner Bros.)	Universal Studios Hollywood	Themed rides, shops and restaurants. Opened in Universal Studios Orlando and Universal Studios Japan in 2014.	2016
Shaun the Sheep Land (Aardman Animation)	Skaneateles Djurpark (Sweden)	Immersive 3D attraction.	2016
Discovery Adventure Park and Discovery Destinations Hotel (Discovery)	New theme park	New adventure park and resort hotel built by Discovery in partnership with Apax Group and Andman Moganshan Resort in China’s Zhejiang province.	Late 2015 (private groups) Spring 2016 (general admissions)
Hello Kitty! Stores (Sanrio)	Universal Studios	Interactive retail experiences will feature stationery, home goods, accessories, apparel and characters from everybody’s favorite feline and other Sanrio properties.	Late 2015 (Orlando)
Nickelodeon Land (Viacom/ Nickelodeon)	Sea World Australia	Kids’ area with rides, shows and characters based on Nick properties including Dora the Explorer, SpongeBob SquarePants and the Teenage Mutant Ninja Turtles.	Late 2015
Thomas Land (HIT)	Edaville, USA (Carver, Mass.)	Brings the Island of Sodor to life with 11 themed rides.	Summer 2015
Justice League: Battle for Metropolis (DC Comics/Warner Bros.)	Six Flags Over Texas, Six Flags St. Louis	3-D interactive dark ride.	Summer 2015
Batman: The Ride (DC Comics/ Warner Bros.)	Six Flags Fiesta Texas	“4D Wing Coaster” with six head-over-heels spins.	Summer 2015
The Joker Chaos Coaster (DC Comics/Warner Bros.)	Six Flags Over Georgia	7-story roller coaster	Summer 2015

SOURCE: THE LICENSING LETTER



# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>Bloodhound Supersonic Car Project</b>	STEM project focused on producing a supersonic car that achieves 1,000 mph.	All	Martin Lowde, Brands With Influence
<b>Caroline Cook</b>	British artist whose paintings features horses, dogs, racing, wildlife, and the English countryside. Licensed in publishing.	All	Lance Klass, Porterfield's Fine Art Licensing
<b>Happiness Is...</b>	Publishing-based brand designed to remind consumers of ways to experience happiness in their everyday lives.	Gifts, journals, note cards, sticky notes	Heidi Packer, HAP Consulting
<b>Kurt Vonnegut</b>	American author's works include Slaughterhouse-Five, Breakfast of Champions, and Cat's Cradle.	Accessories, fashion, gifts, home goods, mobile apps, novelties, spirits	Jo Baslow, Kick Design
<b>Martha Stewart</b>	Lifestyle brand empire with 96% awareness among women in the U.S. in categories such as home, pet, and garden.	All	Yehuda Shmidman, Sequential Brands Group
<b>Tretorn</b>	Swedish outdoor lifestyle brand with strong tennis and luxury associations.	Footwear, outerwear, tennis equipment	Nick Woodhouse, Authentic Brands Group
<b>U of Notre Dame</b>	Brand includes Interlocking ND logo and the official Leprechaun mascot. Currently holds over 210 licensees.	All	Scott Bouyack, Fermata Partners
<b>University of Alabama</b>	CLC's current top-selling institution, deal includes the Crimson Tide brand. Partnership extended by 10 years.	All	Cory Moss, Collegiate Licensing Co. (CLC)

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Atari</b>	Dynamite Entertainment	Books, comic books, graphic novels	Atari
<b>Attack on Titan</b>	Cryptozoic Entertainment	Board games	FUNimation/Group 1200 Media
<b>Beano (The)</b>	John Hornby Skewes & Co. Ltd. (JHS)	Guitars, musical instruments	DC Thomson
<b>Ben 10 (2017 series)</b>	Playmates Toys	Figures, master toy, playsets, role play	Cartoon Network Enterprises
<b>Betty Boop</b>	Dynamite Entertainment	Comic books, graphic novels	King Features Syndicate
<b>Bosco</b>	Two Rivers Coffee	K-cups	Lisa Marks Associates (LMA)
<b>Brandi Glanville</b>	Silver Buffalo	Bar accessories, table accessories	Abrams Artists Agency
<b>Candy Crush Saga</b>	Yogurtland	Frozen yogurt	King/Midasplayer.com Ltd.
<b>Cartoon Network (classic)</b>	Titan Merchandise/Titan Entertainment	Collectible figures	Cartoon Network Enterprises
<b>Crimson Peak</b>	FunKo	Figures	Legendary Entertainment
<b>Disney</b>	Vans	Sneakers	Disney Consumer Products
<b>Dwyane Wade</b>	Naked Brand Group	Innerwear (boy's, men's)	NBA Entertainment
<b>From Frank</b>	Enesco	Clocks, coasters, gifts, mugs, notebooks, pet products, wall art	Genius Brands Intl.
<b>From Frank</b>	License 2 Play	Plush	Genius Brands Intl.
<b>Fruit Ninja</b>	YouTube div. Google	Digital content	Halfbrick
<b>Game of Thrones</b>	McFarlane Toys	Construction toys	HBO
<b>Hautman Brothers</b>	Conimar	Placemats	MHS Licensing + Consulting
<b>Madballs</b>	Bowlmor AMF	Bowling balls	American Greetings Properties
<b>Marvel</b>	White Coffee	K-cups	Disney Consumer Products
<b>Nickelodeon</b>	Papercutz	Magazines	Nickelodeon & Viacom Consumer Products
<b>Nikki Chu</b>	Jaipur Rugs	Decorative pillows, ottomans, rugs	Jewel Branding & Licensing
<b>Pink Chillies</b>	Playrific	Mobile game apps	Pink Chillies Ltd.
<b>Popples</b>	Spin Master	Plush	Saban Brands
<b>Rocketeer</b>	Mondo	Posters	Idea Patch
<b>Sesame Street</b>	Vandor	Ceramic mugs, cups, plates, shopper totes, water bottles	Sesame Workshop
<b>Shopkins</b>	Goliath Games	Board games	Bulldog Licensing
<b>Smiley World</b>	UUnique London div. Aegis Vision	Mobile accessories	SmileyWorld
<b>Trump Select</b>	Two Rivers Coffee	K-cups	Trump Organization (The)
<b>Tsum Tsum</b>	TOMY	Die-cast cars	Disney Consumer Products
<b>Valiant Universe</b>	Market Spectrum Media Group	Hoodies, sportswear, t-shirts	Valiant Entertainment
<b>World of Eric Carle (The)</b>	Bailey & Bentley	Baby bottle covers, baby pacifiers	Joester Loria Group
	Redan Publishing	Magazines	

\*Extension or renewal.

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## Licensing News *Continued from page 7*

### International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
<b>British Museum (The)</b>	Oldest public museum in the world launching program for its collection of art and artifacts. Seeking agent(s).	All (Worldwide)	Tom Costello, British Museum Co. (The)
<b>British Postal Museum &amp; Archive</b>	Collection includes the General Post Office logo, poster designs, street furniture including red telephone and pillar boxes, and historical photographs from the 1930s onwards.	Apparel, publishing, stationery, toys (U.K.)	Martin Pittaway, Heritage Licensing
<b>Ducati</b>	Italian motorcycle manufacturer marked by style and performance is expanding its lifestyle licensing program.	Apparel, fragrance, toys (Worldwide)	Bruno Maglione, IMG Worldwide
<b>Frederick's of Hollywood</b>	Lingerie brand born from the 1940s pinup era and inspired by Hollywood glamour.	All (Worldwide)	Nick Woodhouse, Authentic Brands Group
<b>Hurlingham Polo Assn.</b>	Sport's oldest governing body recently celebrated its 140th anniversary. Brand with strong prestige and luxury image.	Apparel, fashion accessories (APAC)	Neal Rudge, Pacific Licensing Studio Pte., Ltd.
<b>iMOJI</b>	Emoji messaging icon-inspired designs for consumer products. Launching this summer in 10 countries.	All (Worldwide)	Ram Ronen, P.M.I. Trading & Enterprise, Ltd.
<b>Marjolein Bastin</b>	Nature artist known for strong sense of color, detail, and scenery. Currently licensed for greeting cards and other consumer products in Europe and North America.	All (Worldwide)	Kristen Barthelman, Thomas Kinkadee/Art Brand Studios
<b>Peppa Pig</b>	British TV animation starring a cheeky little pig and her adventures with family and other animal friends. Over 700 licensees worldwide.	All (Canada)	Andrew Kerr, Corus Entertainment/Nelvana Enterprises
<b>Rebel Girl</b>	American women's motorcycle lifestyle brands include Rebel Girl, American Rebel, and Just Ink'd. Seeking extensions in fashion and entertainment.	Accessories, apparel (Worldwide)	John Leonhardt, Dimensional Branding Group (DBG)
<b>Smurfs (The)</b>	Comic book-based property circa 1958 with TV series and a licensing programme with 700 licensees worldwide.	Apparel, beverages, food, health & beauty aids, toys (Nordics)	Ida Bergfeldt, Bulls Licensing div. Bulls Press
<b>Sonic the Hedgehog</b>	Classic video game-based brand and Sonic Boom TV series. Recent Sonic Dash mobile game had over 100 million downloads worldwide.	All (Europe)	Steve Manners, CPLG U.K. (Copyright Promotions Licensing Group)
<b>Super Wings</b>	Korean pre-school series follows Jett, a confident jet plane that travels around the world delivering packages to children with his fellow airplane friends.	All (except toys) (North America)	Andrew Kerr, Corus Entertainment/Nelvana Enterprises
<b>Suzy's Zoo: Adventures in Duckport</b>	Book-based property to be made into an HD animated series. Will be showcased at MIPCOM 2015.	All (Worldwide)	Cathy Malatesta, Lawless Entertainment

### International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Assassin's Creed</b>	Titan Publishing/Titan Entertainment	Comic books (U.K.)	Ubisoft Entertainment
<b>Belle &amp; Bo</b>	Random House Children's Books	Books (U.S., U.K.)	Belle & Bo
<b>Betty Boop</b>	Five Plus div. Trendy Intl. Group	Accessories, apparel (women's), dresses (China)	Global Brands Group, King Features Syndicate
<b>Bullseye</b>	Island Wall Entertainment	Mobile apps (U.K.)	Bulldog Licensing
<b>Chupa Chups</b>	Pagliari Sell System S.p.A.	Lip gloss (Italy)	Perfetti Van Melle
	RTC Direct	Candles (U.K.)	
<b>Downton Abbey</b>	Kingsdown	Mattresses, pillows (U.S., Mexico, Canada, China, Australia)	Knockout Licensing
<b>Fleur East</b>	Lipsy London Ltd.	Fashion apparel (U.K.)	FremantleMedia U.K.
<b>Frozen</b>	Shurtape	Tape (U.K.)	Disney Consumer Products
<b>Go Jetties</b>	Fisher-Price	Master toy (Worldwide)	BBC Worldwide
<b>Hautman Brothers</b>	Ginsey Industries	Toilet seat covers (U.S., Canada)	MHS Licensing + Consulting
	Pumpernickel Press	Greeting cards (North America)	
<b>Heidi</b>	Creaciones Jugavi	Bath products, jewelry (Spain)	Planeta Junior (Spain)
	Ditexmed	Apparel (infants') (Italy)	
	Famosa	Master toy (Worldwide)	
	Lugar Difusión S.L.	Accessories, hair accessories, jewelry (Spain)	
<b>Hello Kitty</b>	Annabel Karmel	Pasta (U.K.)	Sanrio
<b>Huggy Buddha</b>	Gund	Backpack clips, blankets, plush, stationery (Worldwide)	Remarkable Brands
<b>J is for Jeep</b>	Delta Children's Products	Strollers (North America)	Licensing Company, U.K. (The)

\*Extension or renewal.

*Continued on page 8*

## Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>James Meger</b>	Bon Art/Artique	Wall decor (Worldwide)	MHS Licensing + Consulting
	Ginsey Home Solutions	Toilet seat covers (U.S., Canada)	
	Plaid Enterprises	Paint-by-number kits (Worldwide)	
	Thirstystone Resources	Coasters (U.S., Canada)	
<b>Josephine Kimberling</b>	Capri Designs	Accessories, bags, cases, headbands, scarves, socks, stationery, tags, totes, towels (U.S., Canada)	MHS Licensing + Consulting
	WinCraft	Decorative flags (U.S., Canada)	
<b>Kong: King of the Apes</b>	Komar Sleepwear	Blankets, robes, sleepwear (U.S., Canada)	41 Entertainment (41e)
<b>Masha and the Bear</b>	Denver Bike S.r.l.	Bicycles (Italy)	Maurizio Distefano/The Evolution of Licensing
	Perletti S.p.A.	Umbrellas (Italy)	
<b>Matthew Santoro</b>	Penguin Random House Canada	Books (U.S., Canada, U.K.)	Collective Digital Studio, Agency Group (The)
<b>Moshi Monsters</b>	Daredevil Development	Mobile game apps (Android & iOS) (Worldwide)	Mind Candy
<b>MTV</b>	Betsy div. Analpa	Footwear (Russia)	Nickelodeon & Viacom Consumer Products
<b>NHL</b>	Imports Dragon	Collectible figures (Worldwide)	National Hockey League (NHL)
<b>NHL Players Association</b>	Imports Dragon	Collectible figures (Worldwide)	NHL Players' Association
<b>One Direction</b>	Confiteca C.A.	Confectionery (Latin America)	Global Merchandising Services Ltd.
	Ecell Global Ltd.	Phone cases, tablet cases (U.S., U.K., Australia, Germany, Italy, Japan (2 yrs.))	
	FINE Hygienic Paper Co. Ltd.	Health & beauty aids (Middle East)	
	Leap Technologies FZC	Electronics (UAE)	
	Lojas Riachuelo	Accessories, apparel, footwear, nightwear (Brazil)	
	Rich Footwear Group div. Leomil	Footwear (U.S., Canada)	
<b>Original Penguin</b>	Kaltex Home/Manufacturas Kaltex, S.A. de C.V.	Bath, bedding, window treatments (Mexico)	Perry Ellis Intl./PEI Licensing
<b>Piggy in Love</b>	Bloomsbury Publishing Plc	Books (Worldwide)	UP Studios
<b>Playboy</b>	Dryen Australia Pty Ltd.	Bed & bath linens, candles, furniture, home & decorative accessories, lamps, rugs, tables, throws (Australia)	Playboy Enterprises
	HOMA eCommerce/Shanghai he Ma-E-Commerce Co., Ltd.	Bath mats, bath towels, carpets, curtains, handkerchiefs, home textiles (China, excluding Hong Kong, Taiwan, and Macau)	
<b>Shark Week</b>	Ubisoft Future Games of London Ltd.	Mobile game apps (U.K.)	Discovery Consumer Products
<b>Shopkins</b>	Banter Toys and Collectibles	Trading cards (ANZ)	Merchantwise
	CA Australia	Plush (ANZ)	
	Caprice Australia	Accessories, apparel (girls'), backpacks, bags, bedding, footwear (ANZ)	
	MJM Australia	Outdoor furniture, puzzles, stationery (ANZ)	
	Park Avenue Foods Pty Ltd.	Confectionery, food (ANZ)	
<b>SpongeBob SquarePants</b>	Just Hype Ltd.	Accessories, apparel (U.K., Europe)	Nickelodeon & Viacom Consumer Products
<b>Star Wars</b>	Egmont (U.K.)	Magazines (U.K.)	Disney Consumer Products
<b>Stormtrooper (Andrew Ainsworth)</b>	Thumbs Up (UK) Ltd.	Ceramics, electronics, glassware (U.K.)	Golden Goose
	Trademark Products Ltd.	Apparel (U.K.)	
<b>Thomas &amp; Friends</b>	Virgin Atlantic Airways	In-flight activity packs (Worldwide)	HIT Entertainment (U.K.)
<b>Thunderbirds</b>	Fashion Lab	Nightwear, outerwear (U.K.)	ITV Studios Global Entertainment
	Lou Dalton/LD Menswear Ltd.	Knitwear (men's) (U.K.)	
	Turnbull & Asser Ltd.	Handkerchiefs, ties (U.K., Japan)	
<b>Thunderbirds Are Go!</b>	Amscan Intl.	Dress-up, party goods (Australia)	Merchantwise
	Hot Springs	Apparel (Australia)	
	Impact Rock Merchandise	Canvas art, posters (Australia)	
	Kinnerton Confectionery Australia Pty Ltd.	Confectionery (Australia)	
	Vimwood Australia Pty Ltd.	Accessories (Australia)	
<b>World of Eric Carle (The)</b>	Kadokawa Corp.	Textbooks (Japan)	Joester Loria Group
	Sanrio Global Asia	Bags, lunch boxes, plush, stationery, towels (Japan, Taiwan, Hong Kong, Macau, Singapore, Malaysia, Thailand, China, South Korea, Indonesia, Philippines, Germany)	Eric Carle Studio

\*Extension or renewal.





# contacts & connections

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

- 41 Entertainment (41e)**, Anna Kislevitz, Senior Manager Licensing & Merchandising, 203-717-1120, anna.kislevitz@41ent.com, P. 8.
- Abrams Artists Agency**, Harry Abrams, Chairman & CEO, 310-859-0625, harry.abrams@abramsartists.com, P. 6.
- Agency Group (The)**, Marc Gerald, Agent & SVP Innovation, 212-581-3100, jaimechu@theagencygroup.com, P. 8.
- American Greetings Properties**, Sean Gorman, President Consumer Products, 310-429-4664, sgorman@ag.com, P. 6.
- Atari**, Todd Shallbetter, COO, 212-726-6500, todd.shallbetter@atari.com, P. 6.
- Authentic Brands Group**, Nick Woodhouse, President, 212-760-2411, nwoodhouse@abg-nyc.com, P. 6.
- Bailey & Bentley**, David Golombeck, 888-317-8107, davidgolombeck@bottlepets.net, P. 6.
- Bon Art/Artique**, Brett Bonnist, Creative Director & Owner, 203-845-8888, brett@bonartique.com, P. 8.
- Bowlmor AMF**, Colie Edison, VP Marketing, 212-777-2214, cedison@bowlmor.com, P. 6.
- Capri Designs**, David Breymer, President, 770-381-2394, david@capridesigns.com, P. 8.
- Cartoon Network Enterprises**, Peter Yoder, VP North America, 212-275-6535, peter.yoder@turner.com, P. 6.
- Chronicle Books**, Christine Carswell, Publisher, 415-537-4200, christine\_carswell@chroniclebooks.com, P. 6.
- Collective Digital Studio**, Robert Sherry, VP Sales & Branded Entertainment, businessinquiries@collectivedigitalstudio.com, P. 8.
- Collegiate Licensing Co. (CLC)**, Cory Moss, SVP & MD, 770-956-0520, cmoss@clc.com, P. 6.
- Conimar**, Marilyn Pasteur, Creative Director, 800-874-9735, m.pasteur@conimar.com, P. 6.
- Cryptozoic Entertainment**, Erika Conway, VP Brand & Product Development, 949-681-9993, erika.conway@cryptozoic.com, P. 6.
- Delta Children's Products**, Jennifer Snyder, VP Licensing, 800-377-3777 x6565, jsnyder@deltanyc.com, P. 7.
- Dimensional Branding Group (DBG)**, John Leonhardt, President, 415-310-6135, john@dimensionalbranding.com, P. 7.
- Discovery Consumer Products**, JP Stoops, Licensing Director Consumer Products North America: Toys, Games, Pet, Digital/Interactive, Tech & Gear, 415-734-3596, jp\_stoops@discovery.com, P. 8.
- Disney Consumer Products**, Paul Gitter, SVP Licensing Marvel, 818-544-1950, paul.gitter@disney.com, P. 6.
- Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 6, 7.
- Disney Consumer Products**, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 8.
- Dynamite Entertainment**, Rich Young, Director Business Development, 856-312-1040 x107, rich.young@dynamite.com, P. 6.
- Enesco**, Kathi Lentzsch, President, 630-875-5841, klenzch@enesco.com, P. 6.
- Eric Carle Studio**, Motoko Inoue, Creative Director, 413-586-2046, motoko@eric-carle.com, P. 8.
- Fermata Partners**, Scott Bouyack, Partner, 404-966-1965, sb@fermatapartners.com, P. 6.
- Fisher-Price**, Geoff Walker, EVP Global Brands Team, 716-687-3000, geoffrey.walker@mattel.com, P. 7.
- FUNimation/Group 1200 Media**, Adam Zehner, VP Licensing & Acquisitions, 972-537-0838, adam.zehner@group1200.com, P. 6.
- Funko**, Brian Mariotti, President & CEO, 425-783-3616, brian@funko.com, P. 6.
- Genius Brands Intl.**, Stone Newman, President Global Consumer Products, 858-756-3200, stone@gnusbrands.com, P. 6.
- Ginsey Industries**, Mary Fullam, SVP Marketing & Brand Management, 856-241-1467, mfullam@ginsey.com, P. 7, 8.
- Goliath Games**, Ron Platt, VP Sales, 855-258-8214, platt.ronald@gmail.com, P. 6.
- Gund**, Kim Ritch, Director Licensing, 732-248-1500, kritch@gund.com, P. 7.
- Halfbrick**, Sam White, VP Entertainment & Licensing, 310-499-6955, swhite@halfbrick.com, P. 6.
- HAP Consulting**, Heidi Packer, Owner, 646-415-7613, heidi@hapllp.com, P. 6.
- HBO**, Josh Goodstadt, VP Global Licensing, 212-512-7047, josh.goodstadt@hbo.com, P. 6.
- Idea Patch**, Anietra Guzman-Santana, CEO & Founder, 917-496-8550, anietra@idea-patch.com, P. 6.
- Jaipur Rugs**, Asha Chaudhary, President & CEO, 404-351-2360, asha@jaipurrugs.com, P. 6.
- Jewel Branding & Licensing**, Ilana Wilensky, VP, 404-698-3350, ilana@jewelbranding.com, P. 6.
- Joester Loria Group**, James Slifer, SVP Business Development, 212-683-8548, jslifer@tljgroup.com, P. 6, 8.
- Kick Design**, Jo Baslow, Partner, 212-683-3665, jo@kickdesign.com, P. 6.
- King Features Syndicate**, Ita Golzman, VP North American Licensing, 212-969-7584, igolzman@hearst.com, P. 6.
- King Features Syndicate**, Cathleen Titus, VP International Licensing, 212-969-7537, ctitus@hearst.com, P. 7.
- King/Midasplayer.com Ltd.**, Danny Moy, VP Partnerships & Business Operations, danny.moy@king.com, P. 6.
- Kingsdown**, Frank Hood, CEO, 919-563-3531, fhood@kingsdown.com, P. 7.
- Knockout Licensing**, Carole Postal, Co-President, 212-947-5958, cop@knockoutlicensing.com, P. 7.
- Komar Sleepwear**, Greg Holland, President, 212-725-1500 x224, greg.holland@komarbrands.com, P. 8.
- Kurt Vonnegut's Literary Trust**, Donald Farber, Trustee & Attorney, 317-652-1954, info@vonnegutlibrary.org, P. 6.
- Lawless Entertainment**, Cathy Malatesta, Licensing Agent, 323-201-2678, cmala@aol.com, P. 7.
- Legendary Entertainment**, Jamie Kampel, VP Licensing & Partnerships, 818-688-7589, jkampel@legendary.com, P. 6.
- License 2 Play**, Jayson Esterow, President & Owner, 516-496-3479, jayson@license-2-play.com, P. 6.
- Lisa Marks Associates (LMA)**, Lisa Marks, President, 914-933-3900, lmarks@lma-inc.com, P. 6.
- Market Spectrum Media Group**, Michael Cragan, President & Founder, 407-886-4500, info@msg-us.com, P. 6.
- McFarlane Toys**, Todd McFarlane, CEO & Founder, 480-491-7070, tdm@mcfarlane.com, P. 6.
- MHS Licensing + Consulting**, Marty Segelbaum, President, 952-544-1377 x202, marty@mhslicensing.com, P. 6, 7, 8.
- Mondo**, Tim Wiesch, VP Business & Legal Affairs, 512-219-7800, tim.wiesch@mondotees.com, P. 6.
- Naked Brand Group**, Carole Hochman, Chief Creative Director & CEO, 212-851-8050, investor\_relations@nakedbrands.com, P. 6.
- National Hockey League (NHL)**, Dave McCarthy, VP Consumer Products Licensing, 212-789-2000, dmccarthy@nhl.com, P. 8.
- NBA Entertainment**, Lisa Piken Koper, VP Licensing, 212-407-8245, lpiken@nba.com, P. 6.
- Nickelodeon & Viacom Consumer Products**, Lourdes Arocho, VP Intl. Consumer Products, 212-846-6624, lourdes.arocho@nick.com, P. 8.
- Nickelodeon & Viacom Consumer Products**, Ron Johnson, EVP Intl. Consumer Products, 212-846-8000, ron.johnson@nick.com, P. 8.
- Nickelodeon & Viacom Consumer Products**, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimm.com, P. 6.
- Papercutz**, Jim Salicrup, Editor in Chief, 646-559-4681, salicrup@papercutz.com, P. 6.
- Perry Ellis Intl./PEI Licensing**, Pamela Fields, VP Intl. Development & Licensing, 212-536-5602, pamelafields@perry.com, P. 8.
- Plaid Enterprises**, Mike McCooney, President & CEO, 678-291-8100, mmccooney@plaidonline.com, P. 8.
- Playboy Enterprises**, Matt Nordby, President Global Licensing, 310-424-1800, mnordby@playboy.com, P. 8.
- Playmates Toys**, Thomas Chan, CEO, 310-252-8005, tchan@playmatestoy.com, P. 6.
- Playrific**, Beth Marcus, CEO, 978-663-0754, info@playrific.com, P. 6.
- Porterfield's Fine Art Licensing**, Lance Klass, President, 941-487-8581, lance@porterfieldsfineart.com, P. 6.
- Pumpnickel Press**, Bob Harju, Owner, 888-760-9012, bob@pumpnickelpress.com, P. 7.
- Random House Children's Books**, Kerry Milliron, Senior Director Brand Management, 212-782-8819, kmilliron@penguinrandomhouse.com, P. 7.
- Remarkable Brands**, Stacey Reiner, President, 646-717-2606, staceyreiner17@gmail.com, P. 7.
- Rich Footwear Group div. Leomil**, Paul Shapiro, President, 314-475-3530, paul.shapiro@leomilgroup.com, P. 8.
- Saban Brands**, Kirk Bloomgarden, SVP Global Consumer Products, 310-557-5231, kbloomgarden@sabanbrands.com, P. 6.
- Sanrio**, Laura Takaragawa, VP Licensing, 310-896-3272, ltakaragawa@sanrio.com, P. 7.
- Sequential Brands Group**, Yehuda Shmidman, CEO, 646-564-2577, yshmidman@sbg-ny.com, P. 6.
- Sesame Workshop**, Maura Regan, SVP & GM Global Consumer Products, 212-595-3456, maura.regan@sesameworkshop.org, P. 6.
- Shurtape**, Alan Murray, Head Marketing, 800-321-1733, amurray@shurtech.com, P. 7.
- Silver Buffalo**, Greg Alprin, EVP Licensing & CMO, 212-563-0600 x103, galprin@silver-buffalo.com, P. 6.
- Thirstystone Resources**, Laurie Leahy, President, 800-829-6888, lauraleah@lazortproduction.com, P. 8.
- Thomas Kinkadee/Art Brand Studios**, Kristen Barthelman, Director Licensing, 408-201-5273, k.barthelman@kinkadee.com, P. 7.
- TOMY**, Greg Kilrea, President & CEO, 630-573-7200, greg.kilrea@tomy.com, P. 6.
- Trump Organization (The)**, Amy Steinfeldt, Manager Global Licensing, 212-836-3248, asteinfeldt@trumporg.com, P. 6.
- Turnbull & Asser Ltd.**, Nigel Blow, MD, n.blow@turnbullandasser.com, P. 8.

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**Two Rivers Coffee**, Sam Blaney, Marketing Director, 908-205-0276 x28, sales@tworiversco.com, P. 6.

**UP Studios**, Trevor Lai, CEO & Creative Director, trevor@upstudios.cn, P. 8.

**Valiant Entertainment**, Russell Brown, President Consumer Products, Promotions & Ad Sales, 212-972-0361 x229, russb@valiantentertainment.com, P. 6.

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

**Vans**, Jennifer Dirks, Manager Intellectual Properties, 714-889-3209, jenny\_dirks@vfc.com, P. 6.

**White Coffee**, Jonathan White, EVP, 718-204-7900, info@whitecoffee.com, P. 6.

**WinCraft**, John Killen, President & COO, 507-454-5510, jkillen@wincraft.com, P. 8.

**Yogurtland**, Kathy Huynh, Digital Marketing & Public Relations Manager, 949-265-8000, kathy.huynh@yogurtland.com, P. 6.

**YouTube div. Google**, Ben Grubbs, Head Kids & Learning Content Partnerships Asia Pacific, 650-253-0000, bgrubbs@google.com, P. 6.



## international contacts & connections

This section refers to the International listings in this issue. International calls from the U.S. and Canada must be preceded by the 011-prefix.

**Amscan Intl.**, Diane Spaar, SVP Product Development, 44 1908 288 500, dspaar@amscan.com, P. 8.

**Annabel Karmel**, Sarah Smith, Head PR & Marketing, 44 20 7289 0223, sarah@annabelkarmel.com, P. 7.

**Banter Toys and Collectibles**, Garry Isaacs, CEO, 61 3 9799 3422, info@bantertoys.com.au, P. 8.

**BBC Worldwide**, Marcus Arthur, President UK & ANZ, 44 20 7612 3000, marcus.arthur@bbc.com, P. 7.

**Belle & Boo**, Patrick Shafe, Director, 44 117 924 6382, patrick@belleandboo.com, P. 7.

**Betsy div. Analpa**, Jason Harris, Founder, 44 7816 189338, jasonharris@analpa.com, P. 8.

**Bloomsbury Publishing Plc**, Kathleen Farrar, Group Sales & Marketing Director, 44 20 7494 2111, kathleen\_farrar@bloomsbury.com, P. 8.

**Brands With Influence**, Martin Lowde, MD & Founder, 44 7831 2350 24, martin@brandswithinfluence.com, P. 6.

**British Museum Co. (The)**, Tom Costello, Head Retail, 44 20 7323 8000, tcostello@britishmuseum.co.uk, P. 7.

**Bulldog Licensing**, Rob Corney, Group MD, 44 20 8325 5455, rob@bulldog-licensing.com, P. 7.

**Bulldog Licensing**, Vicky Hill, Licensing Manager, 44 20 8325 5455, vickyh@bulldog-licensing.com, P. 6.

**Bulls Licensing div. Bulls Press**, Ida Bergfeldt, Brand Director, 46 8 5552 0600, ida@bulls.se, P. 7.

**CA Australia**, Peter Spray, General Manager, 61 2 9938 5011, peter@caaustralia.com.au, P. 8.

**Caprice Australia**, Leesa Brook, Licensing Coordinator, 61 3 9922 2500, sales@caprice.com.au, P. 8.

**Confiteca C.A.**, Santiago Dirani, 593 2 267 1896, sdirani@confiteca.com.ec, P. 8.

**Corus Entertainment/Nelvana Enterprises**, Andrew Kerr, Co-head, 416-479-7000, andrew.kerr@corusent.com, P. 7.

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

**Creaciones Jugavi**, Jerónimo Hernández Hernández, Commercial Director, 34 962 92 03 76, jeronimo@jugavi.com, P. 7.

**Daredevil Development**, David Mowbray, Principal, 44 788 423 2075, contact@daredevil-development.com, P. 8.

**DC Thomson**, Tim Collins, Head Brands, 44 207 400 1042, tcollins@dcthomson.co.uk, P. 6.

**Denver Bike S.r.l.**, Guiseppa Beraudo, Director, 39 0171 911 383, denver@denverbike.com, P. 8.

**Ditexmed**, Alfredo Aleña Ditexmed, General Manager, 34 902 103 245, info@ditexmed.es, P. 7.

**Dryen Australia Pty Ltd.**, Pauline Whitehead, Director Sales & Marketing, 61 3 8558 2222, pwhitehead@dryen.com.au, P. 8.

**Ecell Global Ltd.**, Cem Celikkol, CEO & Co-Founder, 44 1253 807 899, headcasesigns@ecellglobal.com, P. 8.

**Egmont (U.K.)**, Emma Cairns-Smith, Director Global Licensing Acquisitions, 44 207 761 3500, info@egmont.co.uk, P. 8.

**Famosa**, Eduardo Garagorri, CMO, 34 966 54 46 00, egaragorri@famosa.es, P. 7.

**Fashion Lab**, Andrew Webster, MD, 44 207 563 8526, andrew@fashion-lab.co.uk, P. 8.

**FINE Hygienic Paper Co. Ltd.**, Raed Fanous, Area Director Sales & Marketing, 962 6 4022251, talk.uae@carefreeworldoffine.com, P. 8.

**Five Plus div. Trendy Intl. Group**, Peggy Liang, Merchandise Director, 86 20 381 5555, peggy.liang@trendy-global.com, P. 7.

**FremantleMedia U.K.**, Pindy O'Brien, VP Brand Licensing & Retail U.K., 44 20 7691 6000, pindy.obrien@fremantlemedia.com, P. 7.

**Global Brands Group**, Jason Rabin, President Brand Management & Chief Merchandising Officer, 852 2300 2787, jasonrabin@globalbrandsgroup.com, P. 7.

**Global Merchandising Services Ltd.**, Jens Drinkwater, Licensing Executive, 44 207 384 6467, jens@globalmerchservices.com, P. 8.

**Golden Goose**, Adam Bass, Founder & MD, 44 20 7256 1001, adam@goldengoose.uk.com, P. 8.

**Heritage Licensing**, Martin Pittaway, Brand Licensing Consultant, 44 7947 423 005, info@heritagelicensing.com, P. 7.

**HIT Entertainment (U.K.)**, Kate Schlomann, VP Global Brand Management, 44 207 554 2500, kschlomann@hitentertainment.com, P. 8.

**HOMA eCommerce/Shanghai he Ma-E-Commerce Co., Ltd.**, Carl Yang, Director, carl.yang@homaec.com, P. 8.

**Hot Springs**, Ashleigh Cakarnis, Licensing Manager, 61 2 8080 2029, ashleigh@hotsprings.com.au, P. 8.

**IMG Worldwide**, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, bruno.maglione@img.com, P. 7.

**Impact Rock Merchandise**, Matthew Chan, Sales Account Manager, 61 2 9481 7344, sales@impactposters.com, P. 8.

**Imports Dragon**, Stephan Tetrault, President, 514-667-0623, s.tetrault@importsdragon.com, P. 8.

**Island Wall Entertainment**, Henry Bennett, Co-founder, 44 20 7193 1999, henrybennett@islandwall.com, P. 7.

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

**John Hornby Skewes & Co. Ltd. (JHS)**, Alan Smith, Executive Director Sales & Marketing, 44 1132 865 381, alans@jhs.co.uk, P. 6.

**Just Hype Ltd.**, Aidy Lennox, CEO & MD, aidy@justhype.co.uk, P. 8.

**Kadokawa Corp.**, T. Teraoka, teraoka-t@kadokawa.jp, P. 8.

**Kaltex Home/Manufacturas Kaltex**, S.A. de C.V., Moises Kalach, CEO, 52 55 5726 5727, mak@kaltex.com.mx, P. 8.

**Kinnerton Confectionery Australia Pty Ltd.**, Mark Marriott, MD, 61 2 9413 3149, m.marriott@kinnerton.com.au, P. 8.

**Leap Technologies FZC**, Werner Martin, CEO & President, 971 65456522, marketing@leap.ae, P. 8.

**Licensing Company, U.K. (The)**, Angela Farrugia, Group MD, 44 20 8222 6100, angela.farrugia@thelicensingcompany.com, P. 7.

**Lipsy London Ltd.**, Marcelle Stakol, Brand Director & Founder, marcelle.stakol@lipsy.co.uk, P. 7.

**Lojas Riachuelo**, Daniela Salies, \_Licensing Manager, 55 11 2281 2344, daniel@riachuelo.com.br, P. 8.

**Lou Dalton/LD Menswear Ltd.**, Lou Dalton, Founder & Designer, 44 79 6150 7239, lou@loudalton.com, P. 8.

**Lugar Difusión S.L.**, Francisco García Giner, Commercial Director, 34 934 21 64 12, francisco@lugardifusion.com, P. 7.

**Maurizio Distefano/The Evolution of Licensing**, Maurizio Distefano, President & Owner, 39 131 481501, info@mdistefanolicensing.com, P. 8.

**Merchantwise**, Alan Schauder, MD, 61 3 9520 1000, alan@merchantwise.com, P. 8.

**Mind Candy**, Darran Garnham, Chief Business Development & Licensing Officer, 44 207 5011920, darran@mindcandy.com, P. 8.

**MJM Australia**, Marcel Levy, Director, 61 3 9555 3833, admin@mjm-australia.com, P. 8.

**NHL Players' Association**, Adam Larry, Director Licensing & Associate Counsel, allary@nhlpa.com, P. 8.

**P.M.I. Trading & Enterprise, Ltd.**, Ram Ronen, VP, 972 3 758 5773, ram@pmi.co.il, P. 7.

**Pacific Licensing Studio Pte. Ltd.**, Neal Rudge, Partner, 65 6220 1187, neal.rudge@pacificlicensing.com, P. 7.

**Paglieri Sell System S.p.A.**, Valeriano Cresta, Purchasing Manager, 39 0143 318811, valeriano.cresta@paglierisellsystem.com, P. 7.

**Park Avenue Foods Pty Ltd.**, Andre Coutant, Director, 61 3 9596 0833, acoutant@parkavenuefoods.com.au, P. 8.

**Penguin Random House Canada**, Justin Stoller, Assistant Editor, 416-364-4449, jstoller@penguinrandomhouse.com, P. 8.

**Perfetti Van Melle**, Christine Cool, Licensing Area Manager, 34 93 773 9316, christine.cool@es.pvmgrp.com, P. 7.

**Perletti S.p.A.**, Matteo Manenti, General Manager, 39 035 835 6011, infoperletti@perletti.com, P. 8.

**Pink Chillies Ltd.**, Suzanne Till, Founding Director, 44 1273 454422, suzanne@pinkchillies.com, P. 6.

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

**Redan Publishing**, Julie Jones, Chairman, 44 1743 364 433, julie@redan.com, P. 6.

**RTC Direct**, John Taggart, MD, 44 2882 248 201, sales@rtcdirect.co.uk, P. 7.

**Sanrio Global Asia**, Sandrine de Raspide, VP Licensing Asia, sandrine@sanrio.com.hk, P. 8.

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**SmileyWorld**, Daniel Jay, Brand & Commercial Director, 44 20 7378 8231, dj@smiley.com, P. 6.

**Spin Master**, Adam Beder, EVP Global Licensing, 416-364-6002 x2256, adamb@spinmaster.com, P. 6.

**Thumbs Up (UK) Ltd.**, Wojtek Kolan, Business Development Director, 44 20 8839 8888, wojtek@thumbsupuk.com, P. 8.

**Titan Merchandise/Titan Entertainment**, Andrew Sumner, Director, 44 20 7620 0200, andrew.sumner@titanemail.com, P. 6.

**Titan Publishing/Titan Entertainment**, Nick Landau, Owner, 44 20 7620 0200, nick.landau@titanemail.com, P. 7.

**Trademark Products Ltd.**, Phil King, MD, 44 1883 653 580, phil@trademarkproducts.co.uk, P. 8.

**Ubisoft Entertainment**, Jason Hall, Licensing Executive, 44 193 257 8041, jason.hall@ubisoft.com, P. 7.

**Ubisoft Future Games of London Ltd.**, Ian Harper, MD, 44 207 278 2539, biz@fgol.com, P. 8.

**UUnique London div. Aegis Vision**, Christina Neizer, Head Brand & Marketing, 44 208 434 3501, brandandmarketing@uunique.uk.com, P. 6.

**Vimwood Australia Pty Ltd.**, Jorian Catzel, Owner, 61 2 8596 6400, info@vimwood.com.au, P. 8.

**Virgin Atlantic Airways**, Reuben Arnold, SVP Marketing & Customer Experience, 44 344 8110 000, reuben.arnold@fly.virgin.com, P. 8.

## EXPERIENTIAL LICENSING

### Licensed Properties Steer Touring Shows

Experiential licensing is not limited to theme parks. Touring exhibitions and other location-based attractions can provide both revenue and ongoing exposure to build or maintain relationships with fans. For example, Feld Entertainment, producer of Disney on Ice, reportedly expects to sell more than three million tickets for the full run of its Frozen version of the ice show, making it the most successful Disney on Ice ever. The Frozen factor aside, Feld now also offers multiple Disney shows off the ice, including arena show Marvel Universe Live and interactive touring theatre production Disney Live! Other new licensed touring shows and location-based attractions include:

- ▶ **The Art of the Brick: DC Comics:** A contemporary art exhibit created by artist Nathan Sawaya with large-scale sculptures of DC superheroes and supervillains made out of millions of LEGO bricks. The show was announced at Comic-Con International in San Diego earlier this month and will open in November at Sydney's Powerhouse Museum before touring major venues worldwide.
- ▶ **Britain's JCB Construction Equipment**, which already has a presence in four Diggerland theme parks around the U.K., will launch a range of JCB Kids experiential

activities at venues as diverse as Northern Ireland's Junction One International Shopping Outlet and England's The Ice Cream Farm.

- ▶ **Minecraft** is the centerpiece of Super League Gaming, an interactive video game league that gathers gamers in movie theaters to play against one another on the big screen in 28 cities throughout the summer. New games will be featured on the tour in the fall.
- ▶ Interactive exhibit **Star Trek: The Starfleet Academy Experience** opens at the Canada Aviation and Space Museum in Ottawa, Canada, next May, the first stop on a North American tour. The exhibit will use the classic sci-fi property to teach about science and technology. EMS Entertainment produces under license from CBS Consumer Products.
- ▶ Sanrio's signature property is the star of the Hello Kitty Friendship Festival, the brand's first North American touring show. The live entertainment show will stage more than 100 performances in at least 18 North American markets through October. The Festival includes a multi-stage show, interactive exhibits, cosplay fashion parade and, of course, lots and lots of Hello Kitty tour merchandise.

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## Who's News

**Elie Dekel** steps down as President of Saban Brands but stays on as a Senior Advisor. Current Managing Director of Saban Capital Group, **Joel Andryc** becomes Interim President of Saban Brands until a replacement is found.

**Tessa Bailey** is leaving children's media to become the new Licensing Coordinator of Rocket Licensing.

After 15 years at Cartier, **Philippe Galtié** will become SVP, Intl. of Tiffany & Co. on August 17.

Corus Entertainment broadcaster **Jocelyn Hamilton** moves to the production side of the business when she takes over as President of eOne Television, Canada, on September 8.

Endemol Shine Group promotes **Marina Williams** to COO of international operations and Endemol Shine North America promotes **Matthew Borst** to Director of Social Media and Sales Strategy for Endemol Beyond.

Former Fox exec **John Cora** is the new VP of insights and strategy for NBC Kids and Sprout with responsibility for managing and analyzing program content across the preschool networks' platforms.

**Ronald Boire** steps down as President and CEO of Sears Canada Inc. and will become CEO of Barnes & Noble Inc.'s retail business, effective September 8.

**Ben Wolf** is named SVP of sales for the optical channel of Marcolin USA.

# 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?
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