

TLL THE LICENSING LETTER

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As YouTube Celebrities Gain Influence over Teens, Their Licensing Clout Is Bound to Grow

YouTube stars continue to gain influence over U.S. teens, with the platform's top creators viewed as much more approachable, authentic and engaging than mainstream celebrities. From a licensing perspective, many of the video platform's top creators actually have a smaller footprint than their tens of millions of subscribers suggest, and have yet to move beyond the online T-shirt business. However, as digital native celebrities and their user-generated content continue to infiltrate the mainstream media business, that is bound to change.

YouTubers Eclipsing Traditional Celebs for Teen Influence

Last month, *Variety* released its second annual ranking of celebrity influence among people ages 13-17. Eight of the top 10 were YouTube creators, up from six of 10 last year. The survey compared the 10 YouTube stars with the most subscribers to the 10 traditional entertainment stars with the highest Q score among teens. (The Q score is a measure of celebrity influence widely recognized by marketers.) A sample of 1,500 teens was asked how the 20 celebs stacked up in terms of approachability, authenticity and other criteria. While the top 10 was dominated by digital natives, the top 20 was evenly split, with entertainment stars including Jim Carrey, Will Smith, Johnny Depp and Jennifer Aniston clustered at the bottom. The only mainstream celebrities in the top 10 were pop music artists Bruno Mars and Taylor Swift.

Celebrity brand strategist Jeetendr Sehdev, who led the survey for *Variety*, predicted that within five years, YouTube stars will completely shut out traditional celebrities on the top 20 list. It's a good bet that their licensing mojo will also grow in that time.

Consider that Maker Studios, the network of online channels that works with PewDiePie, the No. 1 attraction on YouTube worldwide with more than 9 billion video views, is owned is

owned by consumer products licensing juggernaut Disney. Multichannel network AwesomenessTV, which works with Smosh and others, is owned by DreamWorks Animation and Hearst. YouTube in the spring committed to funding original content by some of its top creators and movies produced by AwesomenessTV. YouTube

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BEER, WINE & SPIRITS

From "Billy Beer" to "Duff's": Licensed Beer Branding Comes of Age

Sales of food and beverage products based on licensed properties in the U.S. and Canada grew 6.0% in 2014, third highest of any product category behind only toys/games (7.0%) and apparel (6.5%). At just over \$10.1 billion in sales, the food and beverage category now constitutes 10% of the total market. Frozen foods still rule the licensed food roost but adult beverages are coming on. And while many of the best known products are spirits and wines, beer may be growing the fastest.

Beer vs. Wine vs. Spirits

Spirits account for 45% of global alcohol consumption, according to the World Health Organization. Next comes beer at 36% and wine at 8%. But the numbers are skewed by disproportionately high spirit consumption in Asia. In Europe, beer consumption is ahead of spirits (37% v. 35%); beer's advantage over spirits is even more pronounced in the Americas (55% v. 33%). Wine is a distant third in all markets. Two bottles of beer are consumed per capita for every glass of wine, according to recent studies.

The Evolution of Licensing for Beer Products

Historically, beer's popularity made it a natural for celebrity endorsements—Frank

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➡ Licensing Ledger

DIGITAL DEALS

- ▶ After runs in Europe, Asia and Latin America, **Mars Pop**, a multi-player game app from **Outfit7**, made its U.S. debut. The game is set in a Martian city in the year 2124 and pits two players in a real-time, bubble-zapping competition.
- ▶ YouTube star **Hannah Hart** inked a multi-year deal with women's multichannel network **Kin Community** for brand integrations, media opportunities and new programming production.
- ▶ **MLB Advanced Media** will pay the **NHL** \$600 million over 6 years for rights to broadcast and stream hockey games online. The NHL also gets a 7% to 10% stake in **MLBAM**, MLB's fast-growing tech unit.
- ▶ Family entertainment company **Rainbow** signed a deal allowing **iflix**, Southeast Asia's leading Internet TV service, to offer **Winx Club**, **Mia and me**, **Huntik** and **PopPixie** to iflix subscribers in Malaysia, the Philippines, Indonesia and Thailand.
- ▶ YouTube celeb **Jordan Maron** (aka **Captain Sparklez**) launched a company called **XREAL LLC** to develop branded video games, including **Fortress Fury** for mobile devices.
- ▶ **Mattel** teamed with speech recognition technology firm **ToyTalk** on the newly released interactive app **Thomas + Friends Talk to You** available in the **Apple App Store**.
- ▶ The classic word game **BOGGLE** (**Hasbro**) is now available for purchase (for \$9.99) as a console game that can be downloaded via the **Hasbro Game Channel**, on the **Xbox Store** for Xbox One and on **PlayStation@Store** for PlayStation@4.

in mass market distribution. Conrad has marketed her **LC Lauren Conrad** line exclusively through **Kohl's** since 2009.

DRAFTKINGS PLAYS BALL WITH MLB CLUBS

DraftKings, the official daily fantasy sports partner of **MLB**, cut a separate deal with 27 of the League's 30 clubs that will allow users to get exclusive content on the **DraftKings iPhone** app and integration with **MLB's** own **At Bat** app. The **Seattle Mariners**, **Arizona Diamondbacks** and **Toronto Blue Jays** are the only clubs that aren't participating because their states/province treat daily fantasy games as a form of gambling.

PENGUIN BOOKS CLANGERS FOR U.S.

Penguin, the worldwide master publishing licensing partner of **Clangers**, will now take the British property to North America. The latest deal, brokered by **Coolabi Group**, gives **Penguin Group US** the right to publish a **Clangers** picture book and audio CD recording narrated by TV and pop icon **William Shatner** in the US and Canada. The expected release date is fall 2016. Other **Clangers** licensees include **Character Options** (master toy), **Dreamtex** (homewares), **Fashion UK** and **C&M Licensing** (apparel), **Immediate Media** and **Redan** (magazines), **Gemma International** (greeting cards and gifts) and **Signature** (DVD).

AMERICAN EAGLE EYES LICENSING ABROAD

Facing a saturated and mature apparel market at home, **American Eagle Outfitters** is looking to grow by signing licensing agreements abroad. Currently, 12% of Eagle's total revenues come from abroad (as compared to 9% in 2009), according to *Forbes*. This year alone, Eagle announced expansion into five new markets including Chile and Peru (**Eurofashion Limitada** licensee), Singapore (**Trendz 360**), South Korea (**SK Networks**) and Greece (**Notos Com Holdings**) and is now present in 28 countries worldwide, mostly through licensing deals.

BRADY WINS AGAIN

Deflategate has apparently not taken the air out of **Tom Brady's** popularity. For the first time ever, the New England QB with the four Super Bowl rings and four-week suspension topped the **NFLPA's** list of best-selling players for licensed merchandise. As usual, QBs dominated the list, which covers physical and online sales of game jerseys and off-field apparel, accessories, electronics, figurines, etc. in the first quarter of FY 2016. **Colin Kaepernick**, **Russell Wilson**, **Aaron Rodgers** and **Peyton Manning** rounded out the top 5.

LICENSING LIFTS BK

Restaurant Brands International reported that its **Burger King** restaurants posted a comp store sales increase of 6.7% and system-wide sales increase of 11.6% in the most recent quarter—this after posting a 2.1% increase for the entire 2014 year. The surge in sales is due in large part to the popularity of BK's two licensed burger items featuring

Kraft Foods' savory A.1. Thick & Hearty sauce: the A.1. Hearty **Mozzarella Bacon Cheeseburger** and A.1. **Ultimate Bacon Cheeseburger**. Other licensed items on the B.K. menu include the **Oreo Shake**, **Otis Spunkmeyer** Cinnamon roll and **Reese's Peanut Butter Cup Pie**. BK is one of many fast food franchises that have found success by adding licensed items to their menu.

WHITNEY PORT FOR QVC

Designer and TV personality **Whitney Port** launched a new fashion collection with **QVC**. Simply called **Whitney Port**, the seven-piece apparel line includes dresses, sweaters, pants and skirts, all priced below \$60. While still channeling Port's "feminine California style with a little New York City edge," the designer says the collection is less funky than her higher priced ready-to-wear brand, **Whitney Eve**, which is sold in **Nordstrom** and boutiques nationwide. Port joins her former "The Hills" costar **Lauren Conrad**



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YouTube Celebrities

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and AwesomenessTV also were at Licensing Expo 2015 together as first-time exhibitors, signaling that T-shirts are just the beginning of licensing for their artists.

YouTube Stars Still Lag in Licensing

In terms of current licensed merchandise sales, most of the YouTube artists on *Variety's* list haven't yet landed major licensing deals. While YouTube artists including fashionista Bethany Mota and makeup demonstrator Amy Phan have signed big licensing deals for signature fashion and makeup lines with the likes of Aeropostale and L'Oreal, the creators ranked by *Variety* are still developing and may be less commercial, specializing as most do in rogue comedy and videogame commentary. Most sell apparel, posters and accessories through their own Web sites, those of multichannel networks like Maker Studios' MakerShop, and on custom printing sites like Spreadshirt and District Lines.

There are exceptions, of course.

- ▶ In May, the Joester Loria Group brokered a deal for Dynamite Entertainment to develop a series of comics and graphic novels for *Smosh*. There is also a *Smosh* calendar from Andrews McMeel Publishing. The duo's *Smosh: The Movie* went on sale on digital platforms including Amazon, iTunes, Vudu and Vimeo on July 24 and a DVD version is available for preorder exclusively through Walmart.
- ▶ PewDiePie will have a book, titled "This Book Loves You," published in October by Razorbill. It is enjoying brisk presales on Amazon.
- ▶ Publisher Keywords Press was created last year by Simon & Schuster and United Talent Agency specifically to publish original works by digital celebrities. It has released books by YouTubers including Zoe Sugg, Shane Dawson, Connor Franta, Joey Graceffa and Justine Ezarik.

TOP 10 CELEBRITY INFLUENCERS OF TEENS					
2015 RANK	2014 RANK	CELEBRITY	ORIGIN	YOUTUBE SUBSCRIBERS (IN MILLIONS*)	WHO THEY ARE
1	4	KSI	YouTube	13.6	British videogame commentator, comedian and rapper Olajide Olatunji.
2	3	PewDiePie	YouTube	38.3	Swedish videogame commentator Felix Kjellberg has a "Bro Army" of followers.
3	NA	VanossGaming	YouTube	13.4	Videogame commentator and comedian Evan Fong.
4	5	Nigahiga	YouTube	18.4	Comedian Ryan Higa riffs on pop culture and life.
5	1	Smosh	YouTube	33.1	Comedy duo Anthony Padilla and Ian Hecox produce skits, animations, and videogame themed music videos and playthroughs.
6	NA	Markiplier	YouTube	8.6	Gaming videos, comedy sketches, animation and more from Mark Edward Fischbach.
7	NA	Bruno Mars	Music	NA	Grammy Award winning singer, songwriter.
8	NA	Taylor Swift	Music	NA	Grammy award winning country-pop crossover artist and actress.
9	2	The Fine Bros.	YouTube	18.2	Brothers Benny and Rafi Fine produce the React video series and others.
10	16	Jenna Marbles	YouTube	15.3	Jenna Mourey mines gender dynamics and her two dogs for comedy.

SOURCE: VARIETY ; NA=Not Applicable; *across all branded channels

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ENTERTAINMENT LICENSING

What's Hot & What's Not in 2015 Licensed Entertainment Sales

'Tis the season for corporate earnings reports. Highlights from major entertainment licensors Disney, DreamWorks and Time Warner:

- ▶ **Hot:** Disney's consumer products division which grew 6% to \$954 million;
- ▶ **Not Hot:** Spider-Man which was actually down for the quarter;
- ▶ **Hot:** The Avengers, Frozen and Star Wars which drove growth in Disney consumer products;
- ▶ **Not Hot:** Disney's interactive division, which fell 22% to \$208 million;
- ▶ **Hot:** Warner Bros. video games on the strength of new releases "Batman: Arkham Knight" and "Mortal Kombat X";
- ▶ **Not Hot:** Disney Infinity and console games;
- ▶ **Hot:** Tsum Tsum plushies which offset part of Disney Interactive's losses;
- ▶ **Not Hot:** DreamWorks Consumer Products Segment whose year-over-year 2Q revenues fell from \$18.5 million to \$12.7 million. There has been no DreamWorks hot property surge this year like the one provided by "How to Train Your Dragon 2" in 2014.

TOYS & GAMES

Lego Robotic Arm Takes Build-Your-Own Toys to the Next Level

The trend is to make dynamic and adaptable toys that kids can fashion any way they want. Ironically, the purest example of the modern build-your-own trend is the venerable Lego building block. For Lego, build-your-own is not

It began a few years ago, when Lego Future Lab, the company's R&D arm, teamed with Colombian physical rehabilitation

foundation Centro Integral de Rehabilitacion de Colombia to develop a special prosthetic arm for children. Called Iko, the arm has a detachable, articulated hand that incorporates Lego robotics technology. The arm and finger tips are fitted with tubes to which Lego parts can be attached. Result: Kids can use Iko not only to build Lego constructions but the arm itself.

Licensed Beer Branding

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Sinatra for Budweiser, Billy Dee Williams for Colt 45, athletes of all sports for Miller Lite, to name just a few vintage examples. But licensing took longer to develop. In 1977, Falls City Brewing Co. took the plunge by licensing presidential brother and "professional redneck" (in the AP's words) Billy Carter for "Billy Beer." In 1996, Rock group KISS became one of the first mainstream entertainment celebrities to license its name, logos and works for a beer brand.

Today, beer licensing is omnipresent. For one thing, beer is easier and cheaper to produce than wine and spirits. Beer licensing has also benefited from industry changes, especially the development of microbrewing. In addition to dramatically expanding the licensor pool the proliferation of microbreweries

has brought beer to new consumers and created new product niches. It has also made it possible for celebrities like Andre Grenier and the Hanson brothers to launch their own breweries.

So Many Beers, So Many Brands

Today, dozens of rock groups, actors, athletes, artists and fictional characters have been licensed for beer products. And it's not just celebrities. Licensors of beer products include clothing and sportswear companies like Carhartt and Lulu Lemon, museums, TV shows like "Games of Thrones," fictional characters from TV shows like Klingons of "Star Trek" fame and even fictional beer brands from TV shows like "Simpsons"-inspired Duff Beer.

LEADING LICENSE-BASED BEERS IN THE U.S.		
PROPERTY	BEER PRODUCT	BREWER
KISS	KISS Destroyer	Krönleins Bryggeri (Sweden)
Grateful Dead	American Beauty	Dogfish Head Craft Brewery
Pearl Jam	Faithfull Ale	Dogfish Head Craft Brewery
Kid Rock	Badass American Lager	Michigan Brewing Company
AC/DC	German Beer Australian Hard Rock	Karlsberg Brauerei (Germany)
Iron Maiden	Trooper Ale	Robinsons
Hootie & the Blowfish	Hootie's Homegrown Ale	Palmetto Brewing Co.
Hanson	Mmmhops	Hanson Brothers Brewing
Jimmy Buffett	Landshark Lager	Margaritaville Brewing Co.
Miles Davis	Bitches Brew	Dogfish Head Craft Brewery
Robert Johnson	Hellhound on My Ale	Dogfish Head Craft Brewery
Motörhead	Bastards Lager	Krönleins Bryggeri (Sweden)
GWAR	GWAR Beer	Cigar City Brewing
Pelican	<ul style="list-style-type: none"> • Immutable Dusk IPA • The Creeper 	3 Floyds Brewing Co.
Toxic Revolution	Municipal Waste Stout	3 Floyds Brewing Co.
Permanent Funeral	Pig Destroyer	3 Floyds Brewing Co.
Razor Hoof	High on Fire	3 Floyds Brewing Co.
Wil Wheaton	Stone Farking Wheaton Stout	Stone Brewing Co.
Lenny Bruce	He'Brew Bittersweet Lenny's R.I.P.A.	Schmaltz Brewing Company
Tom Green	The Tom Green Beer	Beau's All Natural Brewing Company
Frank Thomas	Big Hurt Beer	Big Hurt Brewing Co.
Game of Thrones	<ul style="list-style-type: none"> • Fire and Blood Red Ale • Iron Throne Blonde Ale • Take the Black Stout • Three-Eyed Raven Dark • Valar Moghulis Dubbel 	Ommegang
Star Trek	Klingon Warnog Ale	Tin Man Brewing Company
The Walking Dead	Dock Street Walker	Dock Street Brewing Co.
It's Always Sunny in Philadelphia	Dayman Coffee IPA	Stone Brewing Co.
Breaking Bad	Heisenberg Dark IPA	Marble Brewery
Lord of the Rings	<ul style="list-style-type: none"> • Gollum Precious Pils • Smaug Stout • Bolg Belgian Tripel 	Fish Brewing Company
The Simpsons	Duff Beer	City Brewing Company
Carhartt	Carhartt Woodsman	New Holland Brewing Co.
Mallard steam locomotive (owned by the U.K. National Railway Museum)	<ul style="list-style-type: none"> • Mallard IPA • Mallard Wold Top 	World Top Brewery (U.K.)

SOURCE: THE LICENSING LETTER

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Ben Sherman	British apparel brand synonymous with youth culture and espousing heritage, style, and authenticity.	All	Cory Baker, Marquee Brands
Brodie Smith	Professional Ultimate Disc League champion and YouTube celebrity, with more than 1.1 million subscribers.	All	Harry Abrams, Abrams Artists Agency
Eric Johnson	Photographer's archive spans iconic shots of subjects including Muhammad Ali, Notorious B.I.G, Gus Van Sant, Al Green, and Bruno Mars.	Apparel, bags, publishing, social expressions	Paul Leonhardt, Coastal Brand Management/Ferdinand IP

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Bratz	Swyft Media div. Monotype Imaging Holdings	Emoji	MGA Entertainment
CBGB	H3 Sportgear	Headwear	Epic Rights
	Trevco Sportswear	Accessories, apparel	
DC Comics	Thermos	Lunchboxes	Warner Bros. Consumer Products
	Vaultz/IdeaStream Consumer Products	Binder pouches, pencil boxes	
DC Super Friends	Toy State	Remote-controlled toys	Warner Bros. Consumer Products (EMEA)
Debra Valencia	Best Accessory Group	Bath & body, cosmetics	Brand Liaison (The)
	Fox Chapel Publishing	Books	Debra Valencia
Descendants	Fantasia Accessories	Hair accessories, jewelry	Disney Consumer Products
	Innovative Designs	Body art stickers & tattoos, charm bracelets, nail art, stationery sets	
Eva Longoria	Sunrise Brands	Apparel, dresses, fashion accessories, footwear, handbags, sportswear, workwear	CAA
Frozen	Hasbro	Games	Disney Consumer Products
Ironman	Zeikos/iHip	Electronic accessories	Global Icons
Limited Too	H.E.R. Accessories	Cosmetics, hair accessories, jewelry	Bluestar Alliance
	Jay Franco & Sons	Bed & bath products	
	Longstreet dba Stretch-O-Rama	Sportswear (girl's)	
	United Legwear	Hosiery, sleepwear	
Magic: The Gathering	Hasbro	Games	Wizards of the Coast
Marvel	Madd Gear USA	Scooters	Disney Consumer Products
	NHS	Skateboards	
	SMS Audio	Headphones	
	TOMY	Toys	
MLB	Loudmouth Golf	Apparel	MLB Properties
Monster Jam	D'COR Visuals	Graphic kits for replica vehicles	Feld Entertainment
	New Bright Industrial Co., Ltd.*	Radio-controlled vehicles	
	Victory Tailgate	Tailgating accessories	
Moomins (The)	Nanoleaf	Light bulbs	Bulls Licensing div. Bulls Press
Nickelodeon	EyeBlack	Face decals, face paint	Nickelodeon & Viacom Consumer Products
Nikki Chu	Jaipur Rugs	Area rugs, decorative pillows, home decor, throws	Jewel Branding & Licensing
Original Penguin	Bespoke Fashion*	Hosiery	Perry Ellis Intl./PEI Licensing
PBS KIDS	3greenmom/Lunchskins	Reusable bags	PBS
	Esperos	Backpacks	
	Galison/Mudpuppy	Folders, notebooks	
Pie Face	Hasbro	Games	Rocket Games
Psycho Bunny	Zeon	Watches	Genius Brands Intl.
	Idea House	Pants, shorts	
Robin Roderick	Toland Home & Garden	Decorative flags, mats	MHS Licensing + Consulting

*Extension or renewal.

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Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Simpsons (The)	Neff Headwear	Fashion apparel	20th Century Fox Consumer Products
Star Wars	TOMY	Impulse toys	Disney Consumer Products
Teenage Mutant Ninja Turtles	TOMY*	Collectible toys	Nickelodeon & Viacom Consumer Products
Thomas & Friends	ToyTalk	Mobile game apps	Mattel
Three Stooges (film & classic)	Trevco Sportswear*	Accessories, apparel, bandanas, home goods, socks	C3 Entertainment
Twinkle Toes	JAKKS Pacific	Dolls	Skechers U.S.A.

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Captain Canuck	Canadian superhero. Series relaunched in 2015 with new comic books and animated web series. Licensed in novelties and accessories.	Beverages, food, games, toys, video games (U.S., Canada)	Richard Comely, Chapter House Publishing
Eddie is a Yeti	Animated short-form children's series follows the adventures of Eddie the yeti and his best friend, Polly. Features non-dialogue format for children ages 6-12.	All (North America)	Sondra Contino, Lawless Entertainment
Hello Kitty	Cartoon character named Kitty White who lives outside London, is a Scorpio, and loves apple pie. Holds over 30 licensees in both countries.	All (Russia, Ukraine)	Antony Grishin, Megalicense
Limited Too	Tween retailer developing licensing program targeting the tween consumer and her nostalgic mom.	All (Worldwide)	Ralph Gindi, Bluestar Alliance
Monster Jam	Live motorsport event tour and television show. Holding live event tour in the region in 2016.	All (South America)	Moacir Galbinski, Supermarcas
Moomins (The)	Classic comic strip-based property featuring eccentric and oddly-shaped characters.	All (Spain)	Eva Rubira, El Ocho Licencias y Promociones SI
NeoMars	Mobile app-based brand universe set in the year 2124 in a city on Mars, where everyone has their own NeoBot—an advisor, friend, and protector.	All (Worldwide)	Samo Login, Outfit7
Nickelodeon	Animation portfolio includes SpongeBob Squarepants, Teenage Mutant Ninja Turtles, Dora the Explorer, The Ren and Stimpy Show, Rugrats, Hey Arnold!, and Rocko's Modern Life.	All (ANZ)	David Born, Born Licensing
Pusheen	Animated webcomic series-based cat character. Launched as an emoticon on Facebook Messenger in 2013.	All (U.K.)	Gabrielle Sims, Fluid World Ltd.
Suck - Squeeze - Bang - Blow	Women's apparel and underwear brand whose name is a reference to the basic process of a four stroke internal combustion engine.	All (U.K.)	Melanie Humberstone-Garley, MHG Licensing
Valerian (film)	Adaptation of the science fiction comic series that follows the adventures of a spatio-temporal agent and his companion as they travel the universe.	Toys, video games (Worldwide)	Russell Binder, Striker Entertainment
Winter Dance Party	Tribute show commemorates the infamous 1959 tour by rock legends Buddy Holly, The Big Bopper, and Ritchie Valens. Performs on national TV and in live shows throughout NA.	All (Worldwide)	Ani Khachioian, C3 Entertainment

International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Betty Boop	Grupo Cortefiel	Apparel, lingerie (Europe, Latin America, Middle East, selected Asia territories)	King Features Syndicate
Big Bopper (The)	Hastings Intl. B.V.	Online casino games (Worldwide)	C3 Entertainment
Bruce Lee	BMW Italia S.p.A.	Automobiles (Italy, 6 mos.)	Bruce Lee Enterprises
Captain Canuck	Big B Enterprise	Action figures, key chains, magnets, mugs, postcards, posters, t-shirts (U.S., Canada, 5 yrs.)	Chapter House Publishing
CBGB	Completely Independent Distribution (CID)	Apparel (Europe)	Epic Rights
	Impact Merchandising	Accessories, apparel (U.S., Netherlands)	
	Mad Engine	Loungewear, sleepwear (U.S., Canada)	
Dragon Ball Super	Bandai Namco Games Inc.	Video games (Japan)	Toei Animation
Everyday California	NTD Apparel	Accessories, apparel (U.S., Canada)	Cherokee Global Brands
Family Feud	Bauer Media Group	Books (Australia)	FremantleMedia Australia
	Scientific Games	Lottery tickets (Australia)	

*Extension or renewal.

Continued on page 8

Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Goodyear	Exportaciones Del Futuro, S.A. De C.V. (EDF)	Footwear (Mexico)	IMG Worldwide
	Punch GmbH	Apparel (Europe)	
	Raman (Ghai) Industries	Hand tools (India)	
	Shenzhen Intra Industry Co., Ltd.*	Car accessories (China)	
Gruffalo (The)	Park Cakes	Bake pans, cakes (U.K.)	Magic Light Pictures
Hello Kitty	Rising Star Games	Video games (3DS, Wii U; MEA, CEE, Asia)	Sanrio GmbH
Kate Humble	Broad Oak Toiletries Ltd.	Bath & body (U.K.)	Brands With Influence
Kori Kumi	Graffiti S.A.	Back-to-school, bags, pencil cases, stationery (Greece)	Santoro Licensing
LEGO Star Wars	Egmont (U.K.)	Collectible toys, magazines (U.K.)	LEGO Systems
Louise Carey	Metaverse	Wall decor (Worldwide)	MHS Licensing + Consulting
Luis Fitch	DecoPac	Cake decorating kits, cake decorations, candles, edible cake decorations (Worldwide)	
lululemon athletica	Stanley Park Brewery div. Mark Anthony Group	Beer (Canada)	lululemon athletica
Lynn Sanchelli	North American Art	Wall decor (U.S., Canada)	MHS Licensing + Consulting
Magnum Ice Cream	Kinnerton Confectionery	Chocolate (U.K.)	Unilever U.K.
Men's Health	Omega Pharma NV	Vitamins (Europe)	Golden Goose
Mickey Mouse	Markus Lupfer	Apparel (U.S., Europe, Asia)	Walt Disney Company EMEA
Mirabella	Mar-Mar D.O.O.	Notebooks (Bosnia, Croatia, Herzegovina, Kosovo, Macedonia, Montenegro, Serbia, Slovenia)	Santoro Licensing
	Ravensburger AG	Jigsaw puzzles (France)	
Monster Jam	Murjan Trading	Party goods (Middle East)	East West Licensing
Motor Marc Lacourciere	Open Road Brands	Tin signs (U.S., Canada)	C3 Entertainment
Paw Patrol	Character World/TDS Enterprises	Bedding, beds (toddlers'), cushions, duvet sets, ponchos, towels (U.K.)	Nickelodeon & Viacom Consumer Products
Playboy	Aland Co., Ltd.	Accessories (men's), apparel (men's; South Korea, Hong Kong, Taiwan)	Playboy Enterprises
Roald Dahl	Aardman Animations	Mobile apps (Worldwide)	Roald Dahl Literary Estate (The), Penguin Random House (U.K.)
Robin Roderick	Nicole Brayden Gifts/Divinity Boutique	Coasters, gifts, kitchen accessories, list pads, mugs, ornaments, recipe cards, wall decor (U.S., Canada)	MHS Licensing + Consulting
	Prima Design	Glassware (U.S., Canada)	
Sega (classic)	Cook & Becker	Art prints (France, GAS)	SEGA Europe
	Forbidden Planet	Gifts, novelties (U.K.)	
	Sodirep Textiles SA	Apparel (adults'; France, GAS)	
Snowman & The Snowdog (The)	B.M. Fashion Ltd. t/a Fashion U.K.	Footwear (U.K.)	Copyrights Group (The)
	Blues Clothing	Apparel (U.K.)	
	Character World/TDS Enterprises	Bedroom accessories, bedroom textiles (U.K.)	
	Cooneen	Apparel (U.K.)	
	Paper Projects Ltd.	Arts & crafts (U.K.)	
	Scoop Designs div. International Greetings Plc	Food gifts (U.K.)	
	Stratton of Mayfair div. Widdop Bingham	Gifts (U.K.)	
U.K. Greetings	Gift wrap, greeting cards (U.K.)		
SpongeBob SquarePants	Nintendo of America	Digital content (Italy, France, Spain, Portugal, Greece, South Africa)	Nickelodeon & Viacom Consumer Products
Stacey Yacula	Studio M by Magnet Works	Coasters (U.S., Canada)	MHS Licensing + Consulting
Teenage Mutant Ninja Turtles	Nintendo of America	Digital content (Italy, France, Spain, Portugal, Greece, South Africa)	Nickelodeon & Viacom Consumer Products
Three Stooges (classic)	Acco Brands	Wall calendars (Worldwide)	C3 Entertainment
Three Stooges (film & classic)	Accessawear	Earbuds, headphones, key chains, magnets, mobile device & tablet protective cases, talking alarm clocks, watches (U.S., Canada for B&M; Worldwide for internet)	C3 Entertainment
	Calendar Holdings	Puzzles, trivia games (North America)	

*Extension or renewal.

Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Tottenham Hotspur	Fanatics	Apparel, headwear (U.S., Canada (multi-year))	Tottenham Hotspur Football Club, Fermata Partners
Willow	Trimcraft	Papercrafting (U.K.)	Santoro Licensing
Woodstock	Comercial E Industrial Libesa Limitada	Notebooks, stationery (Chile)	Epic Rights
	Fipo Group	Apparel, bedding, headwear (Sweden, Norway, Denmark, Finland)	
	Re-marks	Bookmarks, puzzles (U.S., Canada)	



contacts & connections

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

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

3greenmom/Lunchskins, Kirsten Quigley, Co-Founder & CEO, 301-662-3331, kirsten@3greenmoms.com, P. 6.

Abrams Artists Agency, Harry Abrams, Chairman & CEO, 310-859-0625, harry.abrams@abramsartists.com, P. 6.

Accessawear, Ian Girshak, VP Operations, 347-296-8891, ian@piaccessories.com, P. 8.

Acco Brands, Jenny Matthews, Licensing Account Manager, 937-495-5146, jenny.matthews@acco.com, P. 8.

Bespoke Fashion, Danielle Mandelbaum Anderman, CEO, P. 6.

Best Accessory Group, Jack Saban, Principal, jack@bag-ny.com, P. 6.

Bluestar Alliance, Ralph Gindi, President & COO, 212-290-1370, license@bluestarall.com, P. 6, 7.

Brand Liaison (The), Steven Heller, Founder, 855-843-5424, steven@thebrandliaison.com, P. 6.

Bruce Lee Enterprises, Christina Nahas, Director Licensing & Business Affairs, 310-287-2100, christina@brucelee.com, P. 7.

C3 Entertainment, Ani Khachioian, EVP Licensing & Consumer Products, 818-956-1337 x215, akhachioian@c3entertainment.com, P. 7, 8.

CAA, Gary Krakower, Agent, 424-288-2000, gary.krakower@caa.com, P. 6.

Calendar Holdings, Casey Creegan, Licensing & Product Manager, 512-369-6132, jenns@calendarclub.com, P. 8.

Cherokee Global Brands, Mark Nawrocki, EVP Global Licensing, 818-908-9868 x315, markn@cherokeeglobal.com, P. 7.

Coastal Brand Management/Ferdinand IP, Paul Leonhardt, Co-founder & Managing Partner, 858-300-7284, paul@coastalbrandmanagement.com, P. 6.

D'COR Visuals, Danny Doherty, Founder, dannyd@dcorvisuals.com, P. 6.

Debra Valencia, Debra Valencia, Lifestyle Brand Owner, 310-266-1577, dv@debravalencia.com, P. 6.

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

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

Epic Rights, Lisa Steff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 6, 7, 9.

Esperos, Oliver Shuttlesworth, Founder & CEO, 888-791-6610, contact@esperosbags.com, P. 6.

EyeBlack, Peter Beveridge, President, 301-816-1980, peterb@eyebblack.com, P. 6.

Fanatics, Brian Swallow, SVP Strategy & Business Development, 904 421-1897, bswallow@fanatics.com, P. 9.

Fantasia Accessories, Michael Brett, EVP, 212-391-1080, mbrett@fantasia.com, P. 6.

Feld Entertainment, Mark Abernethy, VP Licensing & Business Development, 630-566-6219, mabernethy@feldinc.com, P. 6.

Fermata Partners, Scott Bouyack, Partner, 404-966-1965, sb@fermatapartners.com, P. 9.

Fox Chapel Publishing, Alan Giagnocavo, President & Publisher, 717-560-4703, alan@foxchapelpublishing.com, P. 6.

Galison/Mudpuppy, Bill Miller, President, 212-354-8840 x210, sales@galison.com, P. 6.

Genius Brands Intl., Stone Newman, President Global Consumer Products, 310-273-4222, stone@gnusbrands.com, P. 6.

Global Icons, Bill McClinton, SVP Licensing, 310-873-3554, billmc@globalicons.com, P. 6.

H.E.R. Accessories, Hymie Anteby, CEO & President, 212-271-2444, hymiea@heracc.com, P. 6.

H3 Sportgear, Janet Sarchett, Director Licensing & Business Development, 704-921-4785 x102, jsarchett@h3sportgear.com, P. 6.

Hasbro, Simon Waters, SVP Global Brand Licensing & Publishing, 818-478-4804, simon.waters@hasbro.com, P. 6.

Idea House Intl., Glenn Mance, Partner & Creative Director, 914-218-7872, info@curatedusa.com, P. 6.

Impact Merchandising, Steve Azevedo, Operations Director, 402-346-5084, info@impactmerch.com, P. 7.

Innovative Designs, Jody Rullo, Licensing Manager, 212-695-0892 x124, jrullo@innovativenyc.com, P. 6.

Jaipur Rugs, Asha Chaudhary, President & CEO, 404-351-2360, asha@jaipurrrugs.com, P. 6.

JAKKS Pacific, Tara Heftner, VP Global Licensing, 310-456-7799, thefter@jakks.net, P. 7.

Jay Franco & Sons, Joseph Franco, VP, 212-679-3022, joea@jfranco.com, P. 6.

Jewel Branding & Licensing, Ilana Wilensky, VP, 404-698-3350, ilana@jewelbranding.com, P. 6.

King Features Syndicate, Cathleen Titus, VP Intl. Licensing, 212-969-7537, ctitus@hearst.com, P. 7.

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

LEGO Systems, Jill Wilfert, VP Licensing & Entertainment, 860-763-6827, jill.wilfert@lego.com, P. 8.

Longstreet dba Stretch-O-Rama, Elliot Tawil, President, 212-947-4090, elliot.tawil@longstreet.com, P. 6.

Loudmouth Golf, Dennis Green, President, 800-390-5116, dennis@loudmouth.com, P. 6.

Mad Engine, Carolyn Foreman, VP Licensing, 858-558-5270, carolyn@madengine.com, P. 7.

Madd Gear USA, Todd Suskin, VP Sales & Marketing, 888-924-8644, todd@maddgear.com, P. 6.

Marquee Brands, Cory Baker, COO, info@marqueebrands.com, P. 6.

Mattel, Henry Hsiao, Senior Director Technology Platforms & Partnerships, 310-252-2000, henry.hsiao@mattel.com, P. 7.

Metaverse, Katie Czelusniak, 732-997-4920, katie.czelusniak@metaverse.com, P. 8.

MGA Entertainment, Lauren Whitehead, VP Domestic Licensing, 818-894-2525, lwhitehead@mgae.com, P. 6.

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

MLB Properties, Steve Armus, VP Domestic Licensing Adult Wearables & Authentics, 212-931-7500, steve.armus@mlb.com, P. 6.

Neff Headwear, Shaun Neff, CEO & Founder, 805-644-6333, shaun@neffheadwear.com, P. 7.

New Bright Industrial Co., Ltd., Dawn Hunholz, VP, 248-960-7800, dhunholz@newbright.com, P. 6.

NHS, Paul Merrell, Global Licensing Manager, 831-459-7800 x1160, p.merrell@nhs-inc.com, P. 6.

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

Nicole Brayden Gifts/Divinity Boutique, Keith Schwartz, President, 440-349-9933, keith@divinityboutique.com, P. 8.

Nintendo of America, Cammy Budd, Senior Manager Merchandise Licensing, 425-861-2089, cammyb@noa.nintendo.com, P. 8.

North American Art, Debbie Murphy, 651-776-8998, debbie@northamericanart.com, P. 8.

Open Road Brands, Robert "Joe" Hayes, President, 316-337-7550, joe.hayes@orbrands.com, P. 8.

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

Prima Design, Evan Hakimi, President & Owner, 212-545-8787, evanh@primagift.com, P. 8.

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Continued on page 10

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Road Dahl Literary Estate (The), John Collins, Brand Marketing Director, contact@roalddahl.com, P. 8.

Scientific Games, Steven Saferin, President Properties Group & CCO, 770-664-3852, steve.saferin@scientificgames.com, P. 7.

Skechers U.S.A., Steve Mandel, Director Global Brand Licensing, 310-406-0115, smandel@skechers.com, P. 7.

SMS Audio, Eric Hammond, VP Business Development, 561-278-2323, info@smsaudio.com, P. 6.

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Studio M by Magnet Works, Sue Todd, President, 800-886-3121 x227, sue.todd@studio-m.com, P. 8.

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Swift Media div. Monotype Imaging Holdings, Evan Wray, Co-Founder, evan@swiftmedia.com, P. 6.

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TOMY, Tim Wills, VP Licensing, 630-573-7288, tjwills@tomy.com, P. 6,7.

Toy State, Andy Friess, SVP Global Marketing, 781-349-1000 x15, afriess@toystate.com, P. 6.

ToyTalk, Benjamin Morse, Teddy Roboticist, 240-988-8332, ben@toytalk.com, P. 7.

Trevco Sportswear, James George, CEO, 248-526-1400 x14, jpg@trevcoinc.com, P. 6,7.

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Vault/IdeaStream Consumer Products, Dan Perella, President & COO, 216-459-2400, dan.perella@ideastreamproducts.com, P. 6.

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

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

Wizards of the Coast, Jerome Lalin, SVP Global Brand Strategy & Marketing, 425-226-6500, jerome.lalin@wizards.com, P. 6.

Zeikos/iHip, Isaac Saideh, VP Marketing, 718-663-4121, isaac@zeikos.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.

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Big B Enterprise, Walter Durajlija, President, 905-318-9636, walt@bigbcomics.com, P. 7.

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Broad Oak Toiletries Ltd., Phil Marsh, MD, 44 1884 242 626, enquiries@broad-oak.co.uk, P. 8.

Bulls Licensing div. Bulls Press, Gustav Melin, Licensing Director & Head Intl. Licensing, 46 8 5552 0600, gustav@bulls.se, P. 6,7.

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Character World/TDS Enterprises, Tim Kilby, Brand Director, 44 845 004 9217, tim.kilby@characterworld.uk.com, P. 8.

Comercial E Industrial Libesa Limitada, Macarena Soto, Category Manager Products & Licensing, 56 2 396 7084, msoto@libesa.cl, P. 9.

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Cook & Becker, Jos Dirkse, Co-Founder & Owner, 31 30 320 0530, info@candb.com, P. 8.

Cooneen, Mike Coles, Director, 44 28 8952 1401, mike.coles@cooneen.com, P. 8.

Copyrights Group (The), Rachel Clarke, U.K. Licensing Director, 44 203 714 1181, rachelclarke@copyrights.co.uk, P. 8.

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

El Ocho Licencias y Promociones SI, Eva Rubira, General Manager, 9311 350 40 90, eva@el-ocho.com, P. 7.

Exportaciones Del Futuro, S.A. De C.V. (EDF), Marco Gershon, Founder, 52 55 4336 7077, P. 8.

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Grupo Cortefiel, Antonis Kyrianiou, Franchise GM, 34 91 387 34 27, antonis.kyrianiou@grupocortefiel.com, P. 7.

Hastings Intl. B.V., Remy Hamaoui, 678-999-2697, remy@realtimgaming.com, P. 7.

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Kinnerton Confectionery, Kate Waine, Marketing Director, 44 20 7284 9500, k.waine@kinnerton.com, P. 8.

lululemon athletica, Duke Stump, EVP Brand & Community, 866-581-9642, dstump@lululemon.com, P. 8.

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

Mar-Mar D.O.O., Ivan Šuni, 385 1 6608 153, info@mar-mar.hr, P. 8.

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MHG Licensing, Melanie Humberstone-Garley, Director, 44 7825 577 500, melanie@humberstone-garley.com, P. 7.

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Nanoleaf, Jimmy Chu, CEO & Co-founder, 647-255-1423, hello@nanoleaf.m, P. 6.

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Omega Pharma NV, Stefan Balemans, Head Global Marketing, 32 9 381 02 00, stefan.balemans@omega-pharma.com, P. 8.

Outfit7, Samo Login, Co-founder & CEO, 386 5 901 18 21, samo.login@outfit7.com, P. 7.

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Park Cakes, Ruth Robson, Commercial Controller, 44 161 6331 181, ruth.robson@parkcakes.com, P. 8.

Penguin Random House (U.K.), Francesca Dow, MD Children's, 44 20 7010 3405, fdow@penguinrandomhouse.co.uk, P. 8.

Punch GmbH, Geurt Schotsman, MD, 49 2131 229900, g.schotsman@punch-gmbh.de, P. 8.

Raman (Ghai) Industries, Raman Ghai, Director, 91 161 508265161, info@rgitools.com, P. 8.

Ravensburger AG, Siglinde Nowack, Intl. Product Manager, 49 751 861974, siglinde.nowack@ravensburger.de, P. 8.

Rocket Games, Alejandro Pineda, Director, 44 1420 593 593, games@rocketgamesonline.com, P. 6.

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Continued on page 11

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

SEGA Europe, Issy Neal Hooke, Licensing Executive, 44 20 8995 3399, hookei@soe.sega.co.uk, P. 8.

Shenzhen Intra Industry Co., Ltd., Kandy Yang, Team Leader, 86 755 2589 3386, kandy@intraindustry.com, P. 8.

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Stanley Park Brewery div. Mark Anthony Group, Anthony von Mandl, CEO, 888-394-1122, info@markanthony.com, P. 8.

Stratton of Mayfair div. Widdop Bingham, Sue Grant, 44 161 688 1226, sue.grant@widdop.co.uk, P. 8.

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Zeon, Robert Hughes, Head Licensing, 44 208 208 1833, rob_hughes@zeonltd.co.uk, P. 6.

HEALTH & BEAUTY

Celebrity-Licensed Perfumes Seek to Reinvigorate Slumping Market

The past 12 months have been less than sweet smelling for sales of celebrity-licensed fragrances, but that isn't deterring companies from bringing new celebrity brands to the already crowded mass market.

New Celebrity Fragrances in the Pipeline

Parlux Fragrances, a division of specialty and online retailer Perfumania Holdings, is going all in this fall, when it will bring to market new brands from Sofia Vergara, Rhianna, Pitbull, Paris Hilton and Jessica Simpson. Luxe Brands is bringing Ariana Grande's Ari to market in North America and Europe in September. And last month, Katy Perry launched her fourth fragrance, Mad Potion, through a pop-up shop on Twitter before hitting retail.

"If you can detect a sign that there is renewed hope in the celebrity fragrance market this fall it's through the intimacy trend promoted by divas using their nicknames to baptize their perfumes," writes perfume blogger Chant Wagner of The Scented Salamander at MimiFroufrou.com, in reference to Grand's Ari and Rhianna's RiRi.

The celebrity fragrance market in the U.S. has been in decline for more than a year. Elizabeth Arden, the company that distributes fragrances from celebrities Justin Bieber, Taylor Swift and others, reported that sales for its fiscal 2014, ended June 30, 2014, fell 13.4%, on a steeper than expected decline in celebrity fragrances, particularly the Bieber and Swift brands. For the quarter ended March 31, sales of the company's non-Elizabeth Arden brands continued to fall, by 17%, largely due to falling celebrity brand sales in North America.

Coty, which markets celebrity fragrances from Beyoncé, David Beckham and others, also has experienced falling sales: Fragrance revenue for the quarter ended March 31 was down 2%, as the company said that new launches failed to offset the decline from existing product lines. For its full fiscal 2014, Coty said that growth from emerging brands like Perry's offset declines in products from Lady Gaga and others.

The Licensing Letter's Annual Licensing Business Survey found that retail sales of licensed fragrances in the U.S. and

Canada fell 4.5% in 2014, to \$4.1 billion. That sum includes designer and corporate licenses as well as celebrities.

The decline in celebrity fragrances is also part of a larger move toward premium and super premium fragrances in the U.S., according to research concern Euromonitor International. It expects fragrance sales overall to grow slowly over the next five years, due to consumer apathy and confusion as more than 100 new fragrance launches a year glut the marketplace and fragrance becomes a more prominent part of marketing everything from laundry detergents to razor handles.

Despite the pretty stinky performance of celebrity fragrances overall recently, there was one rose in 2014: One Direction's You & I, which reportedly successfully countered the downtrend. The band drops another new fragrance, Between Us, by early August in the U.S. and U.K., with a roll out in other territories through the end of the year.

NEW CELEBRITY LICENSED FRAGRANCES 2015

CELEBRITY	FRAGRANCE	LAUNCH DATE	LICENSEE
One Direction	Between Us	August	Elizabeth Arden
Katy Perry	Mad Potion	July	Coty
Ariana Grande	Ari	September	Luxe Brands
Paris Hilton	Heiress Limited Edition	Fall	Parlux
Pitbull	Miami Man/ Miami Woman	Fall	Parlux
Rihanna	RiRi	Fall	Parlux
Jessica Simpson	Ten	Fall	Parlux
Sofia Vergara	Love	Fall	Parlux

SOURCE: THE LICENSING LETTER

Who's News

Neil Cole steps down as Chairman & CEO of Iconix Brand Group and is succeeded by board member **Peter Cuneo** on an interim basis. Cole is staying on with Iconix as a special advisor through Sept. 30.

Andy Comer is named VP Creative Services for Tommy Bahama and will develop brand strategies across all channels including licensing, wholesale, retail, e-commerce and restaurants.

Pop-culture and pet products firm The Coop makes a series of new hires, including **Chris Hegerfeld** as Licensing & Marketing VP, **Joe Smith** as CFO, **Stacy Longstreet** as Senior Product Director and **Aloka Bhatt** as Sourcing Director.

Vanessa Brookman leaves Viacom to take over the newly created position of VP Content/Creative U.K. & Northern Europe, at Turner Broadcasting.

Sesame Workshop names **Tanya Haider** EVP Strategy, Research & Ventures and **Diana Lee** EVP Human Resources.

Former Goldman Sachs investment banker **Michael Evans** is the new President of Alibaba and will head up the e-commerce giant's globalization efforts outside its home base of China.

Clive Spink succeeds Andrew Smith as CEO of the New Zealand production company Pukeko Pictures.

Alex Berkett leaves Townsquare Media, the company he co-founded in 2010, to become SVP Corporate Development for Viacom.

Rich Magallanes is the new SVP Development & Production for Saban Brands, succeeding **Brian Casentini** who will move over to become SVP of the Power Rangers Franchise.

Golden Goose hires licensing veteran **Phillippa Green** as an Account Director.

Eric Winter joins Ultimate Fighting Championship as SVP & GM UFC Fight Pass, the league's OTT service.

Technicolor names **Sean Mullen** Creative Director of its animation and games division and **David Kern** Technical Director Games and promotes former creative director **Owen Hurley** to Executive Director Creative.

Karen Ruby is the new SVP Human Resources for Fanatics, Inc.

Epic Rights promotes **Jesper Poulsen** to the position of VP Artist Digital Media & Brand Development.

Jennifer M. Brown becomes VP Publisher at Knopf Books for Young Readers on August 24.

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