

# TLL THE LICENSING LETTER

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## TLL Survey: Art Licensing Goes from Flat to Down 1.6%, as Fine Arts Thrive & Commercial Arts Struggle

While the overall licensing industry grew 2.5% in 2014, the art sector continued to struggle. After two years of flattish growth, retail sales of products based on licensed art properties in the U.S. and Canada actually fell 1.6%, from \$5.64 billion to \$5.55 billion, according to *The Licensing Letter's Annual Licensing Business Survey*. Artist royalties also continued their steady decline.

### Property Trends

Continuing recent trends, retail sales of museum-licensed merchandise showed greater strength than products tied to artists and their works. Museum products grew a modest 1.0%. But survey respondents attributed most of that limited growth to a small handful of museums with robust licensing programs in the U.S. (including the National Gallery and Museum of Modern Art) and London (notably the Victoria & Albert, Tate Gallery, Imperial War and Natural History Museum).

The larger art and artists segment, which accounts for roughly 75% of all licensed art sales, followed up a flat 2013 with a 2.5% decline in 2014 (from \$4.25 to \$4.14 billion).

RETAIL SALES OF LICENSED ART MERCHANDISE, 2014, BY PROPERTY TYPE (FIGURES IN MILLIONS)

ART PROPERTY TYPE	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Art and Artists	\$4,147	\$4,254	-2.5%	4.2%
Museums	\$1,401	\$1,387	1.0%	1.4%
<b>TOTAL</b>	<b>\$5,548</b>	<b>\$5,641</b>	<b>-1.6%</b>	<b>5.6%</b>

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

### Product Category Trends

Not a single product category in the art sector posted growth equal to the overall licensing industry growth rate of 2.5%. The two categories that came closest, at 2.0%, were domestics at \$393 million (7.1% of art sector market share) and furniture/home furnishings at \$238 million (4.3% market share). Housewares (9.8% market share) posted respectable 1.5% growth. Wall art and home textiles were bright spots, albeit ones facing saturation and price declines.

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### A NEW MODEL FOR MOVIE LICENSING?

## Disney's 'Star Wars' Merchandising Campaign: Bigger & Earlier than Anything Before

The timing between movie release and merchandising is a perennial challenge in movie licensing. Historically, merchandise associated with an anticipated blockbuster appears on store shelves around six weeks before release. But several of the entertainment executives we interviewed last spring for *The Licensing Letter 2014 Annual Licensing Business Survey* predicted that this was about to change and change soon. They told us that movie-licensed merchandise would begin to appear in stores earlier than ever this year. Specifically, they predicted that merchandise associated with end-of-year movies would hit store shelves as early as September.

Of course, the movie they all had in mind was Disney/Lucasfilm's *Star Wars: The Force Awakens*. The expectation among experts and competitors was that the merchandising campaign would be not only earlier but bigger than anything in history.

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# ➔ Licensing Ledger

## NATIONAL GROCERY BRANDS REBOUND

The recession and its aftermath had helped increase the appeal of store brands for grocery shoppers, but now that the economy is building strength (the market turmoil of the past month notwithstanding), consumers are once again beginning to see store brands as less desirable, signaling a renewed opportunity for national brands, **Deloitte** reports in its "2015 Pantry Study." This positive turn should extend to licensed food and beverage brands, which have already been having a good run. Sales of food/beverage licensed products increased 4.8% in the U.S. and Canada in 2014, and at \$8.71 billion constitute one-third of the market for corporate licensed products, according to *The Licensing Letter's Annual Licensing Business Survey*. Despite large marketing budgets, three out of four packaged goods categories have seen a decline in "must have" brand loyalty since 2011, Deloitte found.

## XCEL DESIGNS NIMBLE SUPPLY CHAIN FOR STORES

**Xcel Brands**, owner and licensor of the **Isaac Mizrahi**, **C. Wonder**, **H Halston** and **Judith Ripka** fashion brands, is experimenting with new ways to help retailers manage inventory. Under its new Quick Time Response supply chain program, Xcel will design and manage the manufacturing of products under the **IMNYC** (Mizrahi), **H Halston** and **C. Wonder** Limited brands for department stores **Hudson's Bay** and **Lord & Taylor**. An additional brand appealing to millennials and created exclusively for the program also will be included. The collections will be available at retail stores and online beginning spring 2016.

## IU ATHLETICS SIGNS RICH ADIDAS DEAL

**Indiana University Athletics'** new \$53.6 million apparel deal with **Adidas**, which extends its current agreement through 2024, is believed to be the fifth richest in all of college athletics. Key terms include a \$6.7 million annual commitment by Adidas to IU Athletics (as compared to \$3.7 million previously). Under the deal, Adidas will outfit all 24 IU varsity teams; provide an annual alternate football uniform, including helmets; provide an annual optional alternate uniform for men's basketball; and co-brand with IU Athletics in marketing campaigns, social media and in-store promotions.

## MORE COLLEGIATE DEALS

- ▶ **Russell Athletic** signed a five-year, \$3.5 million renewal of its deal to supply the **Western Kentucky University Athletic Department** with athletic apparel through mid-2021.
- ▶ **Under Armour Inc.** and **Temple Athletics** inked a 10-year partnership extension for all 19 varsity sports teams through 2025 for a reported \$30 million.
- ▶ **Bucknell Athletics** extended **Adidas** as its exclusive uniform, footwear, apparel and accessories supplier through May 2021.
- ▶ **The University of Virginia** signed a five-year deal making **STX, LLC** exclusive equipment supplier of one of its athletic gems, the female lacrosse team.

## SESAME STREET MAKES ROOM FOR HBO

In a move that means more TV exposure, **HBO** will be the exclusive first-run subscription TV partner for the next five seasons of iconic preschool series "**Sesame Street**" and new series from **Sesame Workshop**. **PBS** will also continue to air "Sesame Street", but in a 30-minute rather than full-hour version, with new episodes available to public TV after an exclusive window on HBO services. The deal was motivated by changing TV consumption habits among children, with even very young children accustomed to accessing

media through multiple services and devices. "Sesame Street" generated almost \$1 billion in worldwide licensed merchandise sales in 2013 according to *The Licensing Letter's* annual issue on properties that generate more than \$100 million in retail sales (Nov. 3, 2014).

## CELEBS INK FLASH TATTOO DEALS

Temporary flash tattoos just might be the hottest accessory in women's fashion right now and celebrities are seizing on the branding possibilities. Pop star **Rihanna** broke the seal by teaming with jewelry designer **Jacque Aiche** on a seven-sheet DIY metallic flash tattoo kit called "Rihanna x JA Temporary Tattoos—Metallic Gold" sold exclusively on Aiche's web site for \$19. Not to be outdone, **Beyoncé** launched her own line of metallic temporaries with **Flash Tattoos**. The "Beyoncé x Flash Tattoos" collection is a five-sheeter retailing for \$28 on [www.flashtat.com](http://www.flashtat.com).

## VANS SAYS SKATE, DON'T SMOKE

**VF Corp.**'s venerable **Vans** skateboarding brand is teaming with truth, a national youth smoking prevention campaign, for **Vans x truth**, a limited line of shoes and apparel intended to drive home the dangers of smoking and the more fun alternatives. The line features **Vans Authentics** shoes, a T-shirt and hat, priced from \$26 to \$60. **Austin, Texas**-based designer **Brett Stiles** created the **Van x truth** custom graphics with piranha-like smoke puffs based on the idea that second hand smoke kills. Retail sales of products licensed by non-profits, at \$1.3 billion in 2014, make up just over 1% of all licensed product sales in the U.S. and Canada, according to *The Licensing Letter's Annual Licensing Business Survey*. Sales of such cause-related licensed products fell slightly last year.



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## TLL Survey

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As usual, the two biggest product categories in the art sector were stationery/paper with 24.3% of market share and gifts/novelties at 22.2%. And as in previous years, both of these categories were sharply down industry-wide in 2014. But unlike in previous years where licensed art products in these categories actually grew despite industry-wide downturns, this year, the art sector also took its lumps on these products with stationery/paper falling 2.5% (as compared to industry-wide decline of 3.5%) and gifts/novelties down 4.1% (versus 5.0% decline industry-wide).

Adding insult to injury, publishing, the third largest product type in the art sector with 15.1% market share, fell 1.4% despite growing 3.0% industry-wide. “Social media has really hurt art book sales,” lamented one publishing licensee.

### Fine Art v. Commercial Design

Even though it declined last year, the art and artists segment has actually grown in the long-term (\$4.09 billion in 2009, versus \$4.23 billion in 2014). Much if not most of this growth has come from fine arts, i.e., the segment that involves licensing the works of famous artists, both alive and dead. “Fine art properties have moved beyond their traditional high end product niches like couture and porcelain dinnerware,” notes one consultant. “Although you still won’t see Warhol and Basquiat products at Walmart, you are starting to see them at Uniqlo and on Converse sneakers.”

But while fine arts continue to thrive, the picture is far less rosy for lesser known commercial artists who create artwork and designs for use in consumer products. The good news is that there are more deals than ever. “Brick and mortar retailers need a constant flow of new products to keep the shelves lively and attract customers,” notes one agent. The bad news is that the deals are shorter and less lucrative. The pressure to “continually refresh” has compressed product development, shortened shelf life and depressed royalties. “We have less time to prepare and pull designs for manufacturers that are working under tighter deadlines and schedules,” according to one Survey respondent. *The bottom line:* Commercial artists are working harder and longer for less money.

### Impact of Social Media

The social media trend that has affected the entire licensing industry has been particularly pronounced in the art sector—not so much regarding consumption patterns but on the production side. For one thing, artists tell us that they’re making more extensive use of Twitter, YouTube and other social media outlets to promote themselves, their products, and upcoming events. As one agent noted, “Pinterest is a huge design influence in the gift and stationery markets.”

“Many artists work alone in their studios and social media is their only connection to the outside world,” says one agent echoing the thoughts of other survey respondents. “They use LinkedIn, blogs, Pinterest, Facebook, Snapchat, etc. to share their work, seeking feedback and direction, and affirmation. They use [social media] to ask

RETAIL SALES OF ART-LICENSED MERCHANDISE, 2014, BY PRODUCT CATEGORY (FIGURES IN MILLIONS)

PRODUCT CATEGORY	RETAIL SALES, 2014	RETAIL SALES, 2013	CHANGE, 2013-2014	SHARE OF MARKET, 2014
Accessories	\$292	\$291	0.5%	5.3%
Apparel	\$198	\$197	0.5%	3.6%
Domestics	\$393	\$385	2.0%	7.1%
Furniture/Home Furnishings	\$238	\$233	2.0%	4.3%
Gifts/Novelties	\$1,232	\$1,285	-4.1%	22.2%
Housewares	\$544	\$536	1.5%	9.8%
Infant Products	\$437	\$442	-1.2%	7.9%
Publishing	\$837	\$849	-1.4%	15.1%
Stationery/Paper	\$1,346	\$1,381	-2.5%	24.3%
Other	\$31	\$42	-26.0%	0.6%
<b>TOTAL</b>	<b>\$5,548</b>	<b>\$5,641</b>	<b>-1.6%</b>	<b>100.0%</b>

Note: Numbers may not add up exactly due to rounding.

SOURCE: THE LICENSING LETTER

legal advice, to ask for licensee contact information, trade show tips, and product development templates. They share information that heretofore was highly protected and proprietary. It is shrinking the learning curve and creating an enormous supply of art flooding the market.” Result: lower royalties and/or guarantees, due to the laws of supply and demand. “Guarantees and advances for commercial artists have become all but extinct,” adds an agent.

Social media is also changing the role of the agent. “A lot of creative directors are prowling Etsy on their own and discovering new talent without going through the traditional routes of agents and submissions,” said an art-licensing executive. “A new cottage industry of consultants is also booming and artists are paying hundreds of dollars to take on-line and in-person classes on how to market their art and make themselves into a brand.”

“Art licensing agencies continue to move into training, consulting, and even fee-based ‘contests’ to replace lost revenue,” added another agent. “New artists are having difficulty finding agency representation, and some are forming co-op type groups to share marketing and trade show expenses.”

### Other Business Trends

Other art-licensing trends noted in TLL’s 2014 survey:

- ▶ Newer and smaller companies are approaching artists about licensee opportunities. “Many young companies cannot afford the excessive licensing fees of big brands, which often have higher advance and guarantee requirements than art licensing,” explains a licensing executive working for an artist.
- ▶ New channels of distribution are showing more interest in art-based properties. For example, “Dollar, drug, and grocery continue to grow as a destination for licensed art as they demand more sophisticated design,” one agent observes.

- ▶ More artists are selling rather than licensing their art. This represents a departure from recent trends which saw the growth of licensing over sales as the preferred commercial channel.

### Design Trends

Some of the creative and design trends noted by survey respondents and interviewees:

- ▶ Street art: Graffiti has emerged as an inspiration for commercial art. “Graffiti resonates because it’s real and satisfies the growing consumer demand for artwork that they can relate to as part of their everyday lives,” explains one consultant.
- ▶ Tattoo art: The evolution of the tattoo as an accepted fashion accessory has made art inspired by tattoos increasingly popular.
- ▶ Decline of text-based art: As predicted, the hot trend of mixing art with purely typographical images that took off in 2013 fizzled out in 2014. The same is true of message-based (particularly chalkboard) designs.
- ▶ Kittens: The one trend to show legs—four of them, in fact—was kitten art. “The kitten may just be the Marvel Superhero of the art sector in terms of staying power,” chuckles one licensing agent.

### Cautious Optimism

Even though 2014 turned out to be a forgettable year, artists, art-licensing agents and retailers remain optimistic about the future. “Art is an evergreen category. Tastes and trends come and go but what never changes is the demand for art-licensed products across a wide swathe of categories.” “I think that in 2014, we saw the first real signs of retail recovery,” says another observer. “More enthusiasm, more projects being licensed, more energy, more demand.”

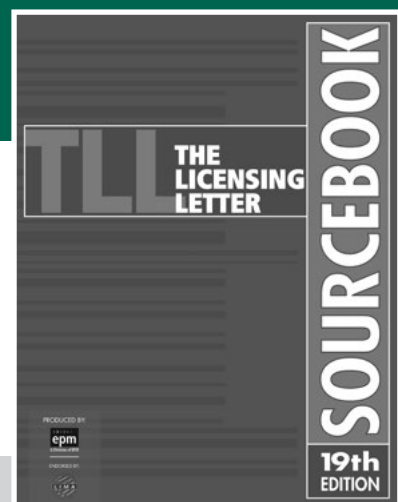
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## Disney's 'Star Wars' Merchandising

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### Blowing the Licensing Window Wide Open

Fast forward to fall and it has all come to pass. Disney has, in fact, thrown the traditional 6-week movie merchandising window open, not just a crack but wide open, to an arguably unprecedented 15 weeks. The first toys and other products for *The Force Awakens* were released on Sept. 4. Key licensees include Hasbro, The LEGO Group, Mattel, JAKKS Pacific and Rubies.

### A Merchandising Campaign of Intergalactic Dimensions

The other prediction about the unsurpassed magnitude of the retail campaign also seems to be coming true. In late August, Macquarie Securities analyst Tim Nollen predicted that sales of licensed products for *The Force Awakens*, which hits theaters Dec. 18, could reach \$5 billion worldwide in the first year. Noting the difficulty in revenue forecasting because of the unique nature of the Star Wars campaign, Nollen wrote that he did use as a comparison Disney's merchandising effort for *Cars 2* while taking into account the strength of the Star Wars franchise, which he estimated has \$20 billion worth of lifetime retail sales. Star Wars was fourth of the list of TLL's most recent ranking of \$100 million-plus entertainment properties with \$2.2 billion in 2013 global retail sales (Nov. 3, 2014).

"It's as big as anything has been for us," said Tom Russo, CEO of Vandor Products, which has been making Star Wars tote bags, beverage containers and lunch boxes for more than six years. "The magnitude and scale of this is like nothing else," he said of *The Force Awakens* licensing program.

### Fanning the Flames

The duration and magnitude of the licensing program for *The Force Awakens* makes the most of pent-up demand for Star Wars. While Disney/Lucasfilm has kept interest in the property high in the years between movie releases with TV series, videogames and the like, the last Star Wars feature film, *Episode III—Revenge of the Sith* was released in theaters a decade ago. From now on, however, the studio will roll with one feature film a year through at least 2019, including two more episodes of the core story and two spin-offs. Given the large fan base and evergreen nature of the Star Wars franchise, the consistent flow of content might very well be expected to translate to a similarly steady stream of licensed merchandise and revenue for the studio and licensees.

### The Campaign Kicks Off

**Unboxing:** Disney introduced the newest crop of Star Wars toys with an unusual 18-hour "unboxing" marathon on YouTube, which started at 5:30 pm EDT on Sept. 2 and continued into the morning of Sept. 3. Popular YouTubers in Disney's Maker Studios network unboxed Star Wars toys in 15 cities in 12 countries around the globe, beginning

### UPCOMING 'STAR WARS' MOVIES

MOVIE	RELEASE DATE
Star Wars: Episode VII-The Force Awakens	12/18/15
Star Wars: Rogue One	12/16/16
Star Wars: Episode VIII	5/26/17
Star Wars: Boba Fett	TBA 2018
Star Wars: Episode IX	TBA 2019

with the siblings of Bratayley, who unboxed Hasbro's Blade Builders Jedi Master Lightsabers in Sydney. The marathon included the unboxing of a Lego Star Wars Millennium Falcon, at 1,300 pieces the largest new Lego toy, and Sphero's BB8 app-enabled droid by Evan of EvanTube HD in New York on ABC morning show "Good Morning America" (Disney owns ABC).

**Force Friday:** The YouTube event led into retail sales beginning at midnight on Sept. 4, dubbed "Force Friday" by the studio. In a strategy usually reserved for the biggest movie and videogame releases, and perhaps a new iPhone, stores including Target, Toys R Us and Walmart opened at midnight to sell toys to the most faithful fans of the Star Wars franchise. Retail highlights of Force Friday include:

- ▶ Disney Stores in New York, Chicago, and San Francisco opened at midnight and hosted special activities and giveaways, as did locations at Disneyland and Walt Disney World.
- ▶ Target opened 207 stores at midnight. It also invited fans to share Star Wars memories online at [sharetheforce.target.com](http://sharetheforce.target.com) and made Sept. 5 Share the Force Saturday in stores.
- ▶ Toys R Us opened all stores at midnight, hosting special activities and giveaways.
- ▶ Walmart opened select stores at midnight. The retailer is selling exclusive Star Wars toys, including Topps' Galactic Connexions, a trading disc game featuring the Star Wars characters, and a Disney Infinity 3.0 Star Wars Kanan Jarrus figure.

"It's leading to tremendous pent-up demand," Vandor CEO Russo said of Disney-created anticipation for Force Friday. As a licensee, he is expecting the publicity to result in "good movement off the shelf right out of the gate, leading to multiple replenishment opportunities before the holidays and even before the movie opens."

# Licensing News

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

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Amy Pham	YouTuber who hosts a weekly fashion vlog, is an L.A.-based DJ, and upcoming actress.	All	Harry Abrams, Abrams Artists Agency
Cold Stone Creamery	American ice cream parlor chain known for premium ice cream made on location and customized at time of order.	Baking mixes, beverages, confectionery, food	John Shero, Brand Licensing Team
Daisy Rock	Ubiquitous pink guitar brand by Tish Ciravolo with features and designs for girls.	Apparel, back-to-school, health & beauty aids, home decor, toys	Rob Mejia, RJM Licensing
Danielle Lackey	Known as "Panser," a Youtube star who reviews video games and vlogs. Best known for her WoW and League of Legends reviews.	All	Harry Abrams, Abrams Artists Agency
Dream Frenz	Comfort toys of characters with big round heads and tiny bodies that can covert into pillows.	Activity sets, art, plush, publishing	Marsha Armitage-Bristow, Brand Brilliant Consulting
F is for Family	Netflix animated sitcom, based on the comedy of Bill Burr, follows the Murphy family in the 1970's.	All	Ross Misher, Brand Central
Lazy Bunz	Manufacturer of water floats and accessories products; brand embodies a relaxed life.	All	Paul Leonhardt, Coastal Brand Management/Ferdinand IP
Project Mc <sup>2</sup>	Tween franchise that encourages S.T.E.A.M. concepts (science, technology, engineering, art and math). Series on Netflix and line of fashion dolls.	All	Lauren Whitehead, MGA Entertainment
Sammy's Island	Lifestyle brand by American rocker Sammy Hagar that combines laid-back, lush and vibrant patterns with a rock 'n' roll sensibility.	Accessories, beach & resort wear, electronics, food, footwear, outdoor furniture	Lisa Streff, Epic Rights Dan Levin, Prominent Brand + Talent
Star Darlings	Property features lineup of star-charmed girls who encourage others to fulfill their deepest wishes.	Apparel, dolls, mobile apps, publishing	Josh Silverman, Disney Consumer Products
Steve Kaufman	Late American pop artist, also known as SAK, who painted cultural icons.	All	Matt Appelman, Art Licensing Intl.

## Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Beanie Boos	Tactic Games	Games	Ty Inc.
Bouffants & Broken Hearts	Bungalow Flooring	Floor mats	Jewel Branding & Licensing
	FAB.NY	Home decor	
	Printed Village	Silk scarfs	
	Robert Kaufman Fabrics	Fabric	
	Uncommon	Electronics accessories	
Clangers	Penguin Young Readers Group	Picture books	Coolabi
Corona	Bioworld Merchandising	Apparel, board shorts, footwear, headwear, loungewear, tops	Joester Loria Group
	Brew City Promotions	Sweatshirts, t-shirts	
	Concept One Accessories	Accessories, headwear	
Girl Scouts of the U.S.A.	PepsiCo	Granola bars	Girl Scouts of the U.S.A.
Good Dinosaur (The)	Cartamundi Group	Card games, gift boxes	Disney Consumer Products
Ironman	Element Nutrition	Energy bars, nutritional products, sports beverages	Global Icons
	HEX Performance/Clean Gear	Detergent	
	Intl. Vitamin Corp. (IVC)	Protein powder, vitamins	
Jane Goodall	Queen's Treasures (The)	Doll accessories, dolls	Jane Goodall Institute
Jem and the Holograms	Sony Music Entertainment	Music	Hasbro Studios
Joey Graceffa	Throwboy	Pillows	Joey Graceffa
Kathy Ireland	Kiss Legwear div. ETC Group	Socks	Kathy Ireland Worldwide (kiWW)
Kellogg's	MSA Apparel	Fashion tops (junior's, men's), fleece (junior's, men's)	Joester Loria Group
Matthew Santoro	Throwboy	Pillows	Collective Digital Studio
Meghan Camarena	Throwboy	Pillows	Strawburry17
Melissa McCarthy	HSN (Home Shopping Network)	Apparel	CAA
Miffy	Kira Kids	Apparel (children's)	Mercis B.V.

\*Extension or renewal.

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## Licensing News *Continued from page 6*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Mirabelle	DZS Slovenia	Back-to-school bags, pencil cases	Santoro Licensing
Modelo Especial	Concept One Accessories	Coolers	Joester Loria Group
Monster Jam	McDonald's	Promotional toys	Feld Entertainment
	Victory Tailgate	Tailgating kits	
NFL	Levi Strauss*	Apparel	NFL
	Logo Chairs	Coolers, tables, toiletries, tote bags	
Original Penguin	Itochu Prominent USA	Dress shirts, tailored clothing	Perry Ellis Intl./PEI Licensing
Pampered Girls	JYS Enterprise	Hand bags	Lifestyle Licensing Intl.
Pepsi	Body Rags Clothing Co.	T-shirts	Joester Loria Group
Perry Ellis	Itochu Prominent USA	Dress shirts, tailored clothing	Perry Ellis Intl./PEI Licensing
Play-Doh	Backflip Studios	Mobile game apps (Android & iOS)	Hasbro
Popeye	Body Rags Clothing Co.	T-shirts	King Features Syndicate
Psycho Bunny	Brand Appeal	Outerwear	Genius Brands Intl.
Shay Mitchell	Kohl's	Athletic apparel	Agency for the Performing Arts (APA)
Star Trek	NASA Federal Credit Union	Credit cards	CBS Consumer Products
Three Stooges (The)	Trevco Sportswear*	Accessories, home decor	C3 Entertainment
Thug Notes	Penguin Random House	Books	Wisecrack
Voice (The)	Princess Cruises	Cruise activities	NBC Universal Television & New Media Distribution
Wheaties	Fulton Brewery	Beer	General Mills
Willy Wonka and the Chocolate Factory	Zynga	Social casino games	Warner Bros. Interactive Entertainment
World of Eric Carle (The)	Infinity Product Group	Bath products, home decor	Joester Loria Group
WWE	Mattel	Toys	World Wrestling Entertainment (WWE)

## International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
C. Wonder	Lifestyle brand founded by J. Christopher Burch. Product will include apparel, accessories, footwear, housewares, home décor, and gifts.	All (Worldwide)	Robert D'Loren, Xcel Brands
Eden Project (The)	British ecological visitor attraction features a series of biodomes that showcase plants from around the world.	All (U.K.)	Sarah Dixon, IPR Licensing
Katz About Towne	From the creators of Strawberry Shortcake and the Interplanetary Lizards of the Texas Plains comic book series, a contemporary design brand featuring unique cats.	All (Worldwide)	Ani Khachorian, C3 Entertainment
Michael Grandinetti	Illusionist and magician specializing in large-scale TV, stadium, arena, and theater. Currently featured on the TV show, Masters of Illusion.	All (Worldwide)	Ani Khachorian, C3 Entertainment
Mrs. Balbir Singh	Award-winning teacher and writer of Indian cookery.	Beverages, cooking sets, food, publishing (Worldwide)	Dan Grabon, IQ License
Plants vs. Zombies	Tower defense mobile game app featuring powerful plants against fun-loving zombies.	All (Nordics)	Roland Lindholm, Alicom Licensing
		All (Brazil)	Elias Hofman, Exim Licensing
Rainbow Fish (The)	Children's book series featuring its titular character in holographic foil. Seeking sub-agents for the U.K. and Australia.	Accessories, apparel, games, home decor, stationery, toys (U.S., Canada)	Rob Mejia, RJM Licensing
Rémi Gaillard	French YouTube star whose videos primarily focus on prank comedy, as well as soccer.	Accessories, apparel, art prints, games, novelties (Worldwide)	Dan Grabon, IQ License

## International Licenses Recently Granted

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Aerosmith	Completely Independent Distribution (CID)	Apparel (men's, women's: Europe)	Epic Rights
Alice in Wonderland	Cotton World U.K.	Apparel (children's), duvet sets, pajamas (children's: U.K.)	British Library
Battersea Dogs & Cats Home	Rapanui Clothing Ltd.	Hoodies, t-shirts (U.K.)	Battersea Dogs and Cats Home

\*Extension or renewal.

*Continued on page 8*

## Licensing News *Continued from page 7*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
<b>Billy Idol</b>	American Classics	Apparel (U.S., Canada)	Epic Rights
	Completely Independent Distribution (CID)	Apparel (men's, women's: Europe)	
	FunKo	T-shirts, vinyl toys (Worldwide)	
	Plastic Head Music Distribution Ltd.	Accessories (men's, women's), apparel (men's, women's) (Europe)	
<b>Bing</b>	Rainbow Productions	Costumes (U.K.)	Licensing Company, U.K. (The)
	Woodmansterne Publications Ltd.	Advent calendars, gift wrap, greeting cards, note cards, thank you cards (U.K.)	
<b>Chewits</b>	RTC Direct*	Air fresheners (U.K.)	Cloetta U.K.
<b>Def Leppard</b>	Completely Independent Distribution (CID)	Apparel (men's, women's: Europe)	Epic Rights
	Plastic Head Music Distribution Ltd.	Accessories (men's, women's), apparel (men's, women's) (Europe)	
<b>Disney</b>	UNIQLO*	Apparel (Worldwide)	Walt Disney Company
<b>Eden Project (The)</b>	Heaven Scent Incense Ltd.	Diffusers, room sprays, scented candles (U.K.)	IPR Licensing
		Seeds (U.K.)	
	Somerset Cuisine	Jams (U.K.)	
<b>Frozen</b>	DKL Marketing Ltd.	Beads (U.K.)	Disney Consumer Products
<b>Gotcha</b>	Tiendas por Departamento Ripley S.A.	Skatewear, sportswear, surfwear (Peru)	Perry Ellis Intl./PEI Licensing
<b>Ironman</b>	Travelway	Backpacks, luggage (Canada)	Global Icons
<b>Kong: King of the Apes</b>	FAB Starpoint	Backpacks, bags, banks, coasters, lanyards, mugs, photo frames, purses, wallets (U.S., Canada)	41 Entertainment (41e)
<b>Kori Kumi</b>	Joumma Bags S.L.	Luggage, travel bags (Spain, Portugal )	Santoro Licensing
	Ravensburger AG	Jigsaw puzzles (France)	
<b>Lily &amp; Val</b>	Iron Gut Publishing	Art prints (U.K.)	Meiklejohn Graphics Licensing (MGL)
<b>Little League</b>	New Era Cap*	Headwear (Worldwide, thru 2020)	Fermata Partners
<b>Liverpool FC</b>	Ecell Global Ltd.	Phone cases, tablet cases (U.S., U.K., Europe, Japan, Philippines, Hong Kong, China)	Liverpool Football Club
<b>Miss Universe</b>	Future Lifestyle Fashions	Apparel (India)	Parham Santana
<b>Motorhead</b>	Haemimont Games	Video games (Worldwide)	Global Merchandising Services Ltd.
<b>Three Stooges (film &amp; classic)</b>	American Classics	T-shirts (men's: U.S., Canada)	C3 Entertainment
	Blabeey	Mobile apps (iOS & Android: Worldwide)	
	Panini America	Trading cards (Worldwide)	
	Studio B*	Posters (Worldwide)	
<b>Three Stooges (The)</b>	Accessawear	Electronic accessories (U.S., Canada: B&M; Worldwide: online)	
<b>Thunderbirds</b>	Dreamtex	Bedding (U.K., Eire)	ITV Studios Global Entertainment
	Forbidden Planet	Accessories, apparel, gifts (U.K., Eire)	
	Hornby Hobbies	Die-cast vehicles (U.K., Eire)	
	Misirli U.K. Ltd.	Socks (U.K.)	
	Octopus Publishing Group	Books (Worldwide)	
	Panini Verlags GmbH	Magazines (U.K., Eire)	
	Planet Replicas	Prop replicas (Worldwide)	
	Smiffys	Costumes (U.K.)	
	Tinamps	Portable speakers (U.K., Eire, Japan)	
Winning Moves U.K. Ltd.	Games (U.K., Eire, ANZ)		
<b>Thunderbirds Are Go!</b>	Amscan Intl.	Dress-up, party goods (Australia)	Merchantwise
	Bensons Trading Co.	Gift bags (Australia)	
	Caprice Australia	Outerwear (children's), sleepwear (children's), underwear (children's: New Zealand)	Global Licensing Ltd.
	Kinnerton Confectionery Australia Pty Ltd.	Confectionery (Australia)	
<b>World Wildlife Fund</b>	Mantis World	Apparel (U.K.)	Licensing Company, U.K. (The)

\*Extension or renewal.





# contacts & connections

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**Blabeey**, Rocky Wright, CEO, 951-757-9578, rocky@blabeey.com, P. 8.

**Body Rags Clothing Co.**, Bill Moisan, President, 603-893-5069 x16, bmoisan@bodyrags.com, P. 7.

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**Bungalow Flooring**, Lindsey Shrader, Sales Executive, 866-747-2481, lshrader@bungalowflooring.com, P. 6.

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

**Collective Digital Studio**, Robert Sherry, VP Sales & Branded Entertainment, businessinquiries@collectivedigitalstudio.com, P. 6.

**Concept One Accessories**, Sam Hafif, CEO, 212-868-2590, sam@concept1.com, P. 6, 7.

**Disney Consumer Products**, Josh Silverman, EVP Global Licensing, 818-544-0567, josh.silverman@disney.com, P. 6, 8.

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**Fermata Partners**, Scott Bouyack, Partner, 404-966-1965, sb@fermatapartners.com, P. 8.

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**HEX Performance/Clean Gear**, Philip Gorman, Owner, pgorman@cleangear.co, P. 6.

**HSN (Home Shopping Network)**, Bill Brand, President, 727-872-1000, bbrand@hsn.com, P. 6.

**Infinity Product Group**, Doug Keller, President, 479-464-7563, dougk@infinitypg.com, P. 7.

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**IQ License**, Dan Grabon, Chief Data Officer, 917-746-8075, dan.grabon@iqlicense.com, P. 7.

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Continued on page 10

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## international contacts & connections

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

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**Tiendas por Departamento Ripley S.A.**, Norberto Rossi, Country Manager, 51 1 6105109, P. 8.

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**Winning Moves U.K. Ltd.**, Mark Hauser, Commercial Director, 44 20 7262 9696, mark.hauser@winningmoves.co.uk, P. 8.

**Woodmansterne Publications Ltd.**, Paul Woodmansterne, Managing Director, 44 1923 200 600, paul@woodmansterne.co.uk, P. 8.

## LICENSING THE ULTIMATE CELEBRITY

## Pope's Visit Inspires Papal Product Marketing

Heading into Pope Francis's first apostolic journey to the U.S., Philadelphia is reportedly becoming awash in papal products, both licensed and unlicensed. 'Pope Rosary? Licensed. 'Papal bobblehead? Licensed. 'Pontiff wine glasses, Christmas ornaments, plush dolls, lifesize standees, etc.? All licensed. But anything that combines the likeness of the people's pope with a cheesesteak, Rocky or the NFL's Eagles? Not so much.

### Licensed Products for the Papal Visit

Pope Francis is traveling to the U.S. for The World Meeting of Families–Philadelphia 2015, which appointed Aramark the official retail vendor of event merchandise tied to its congress and the papal visit. Aramark online offers more than 200 products from a wide variety of licensees, including Bleacher Creatures, Royal Bobbles, Lenox, Keystone Mint, Sacred Heart Toys, Nelson Gifts and Pediment. Products range from \$5 prayer cards and foam can coolers to \$200 semi-precious stone rosaries.

During the week of the pope's visit (Sept. 22-27), Aramark will also sell at official retail locations inside the

Pennsylvania Convention Center and around Benjamin Franklin Parkway, where Pope Francis on Sept. 27 will celebrate a public mass for an estimated 1 million people. In addition, the U.S. Conference of Catholic Bishops on its website offers guidelines for licensing official Papal Visit 2015 logos.

Licensed merchandise must compete with the unlicensed—which reportedly includes the “Pope Toaster” (yes, it burns his visage into bread), mozzarella cheese carved to resemble the Holy Father, Holy Wooder beer (say it with a Philly accent) and all manner of T-shirts pairing the pope with the city's beloved cheesesteak sandwich, Eagles and movie boxer Rocky Balboa.

But licensing officials, like the pope himself, appear tolerant. “More is more in this case. This is a huge event. We probably couldn't fulfill all of the merchandising needs,” Joan Doyle, a retail consultant for the World Meeting of Families told Philly.com. “I like to think that independents and locals will reap some of the benefits of the papal visit—hopefully with well-designed and appropriate products, but we don't control that.”

## ESTATE LICENSING

## EA Brings Bruce Lee Back to Life for UFC Mobile Game

With apologies to the great Ronda Rousey, the biggest star in the EA Sports UFC Mobile game roster may just be a fighter who never even set foot in a UFC octagon—or anywhere else in the last 32 years for that matter. A game feature lets users play as Bruce Lee in four weight divisions. EA is also running a promotion through September 3 allowing users to use the Bruce Lee character for free in the Flyweight or Lightweight divisions.

Digital recreation of Bruce Lee is no small thing. This spring, Lee's estate said it would wage its own combat to prevent use of the martial artist's digitally recreated image for the upcoming Hong Kong action movie *Ip Man 3* which is slated for a December release. With \$9 million in licensing revenue in 2014, Bruce Lee is number 9 on the list of Forbes's Top-Earning Dead Celebrities.

## TOP-EARNING DEAD CELEBRITIES

RANK	DEAD CELEBRITY	2014 EARNINGS	REPRESENTATIVE
1	Michael Jackson	\$144 million	Bravado International Group
2	Elvis Presley	\$55 million	Authentic Brands Group
3	Charles Schulz	\$40 million	Peanuts Worldwide among others
4	Elizabeth Taylor	\$25 million	United Talent Agency
5	Bob Marley	\$20 million	Hope Road Merchandising LLC
6	Marilyn Monroe	\$17 million	Authentic Brands Group
7	John Lennon	\$12 million	Bravado International Group
8	Albert Einstein	\$11 million	Global Pursuit
9	Bruce Lee	\$9 million	Bruce Lee Enterprises
10	Theodor Geisel	\$9 million	Global Pursuit

\* Notes: Based on *Forbes*, Oct. 14, 2014; representative info from *TLL Sourcebook*

## Who's News

**Brad Globe** steps down as President of Warner Bros. Consumer Products this spring with current DC Entertainment President and Chief Content Officer of Warner Bros. Interactive Entertainment **Diane Nelson** to oversee the division until a successor is named.

**Ian Rogers**, the Senior Director of Apple Music who created the online radio station Beats 1, moves to LVMH as Chief Digital Officer where he will lead the French luxury group's expansion of its online retail presence.

**John Paul** Geurts, the Orlando-based 20-year Nickelodeon veteran, is promoted to SVP of experience design in charge of creative development for Nick attractions, resorts and live entertainment worldwide.

Mobile expert **Mika Kuusisto** takes over the newly created role of chief revenue officer for Outfit7 and Bee7. His charge: grow "Talking Tom and Friends" and develop mobile game engagement strategies.

**Marie Todd** is named to the newly created role of Director of Licensing for the Komar Kids Division.

**Marina Narishkin** leaves CPLG to join French TV network TF1 Enterprises as Director of TF1 Licenses. The move follows the departure of TF1 deputy CEO **Hubert Taieb**.

Meanwhile, former Disney Consumer Products executive **Virginie Kleinclaus-Renard** is the new Managing Director of CPLG France.

**Alison Downie** is the new Licensing Director of independent toy manufacturer and distributor HTI.

**Twentieth Century** Fox Consumer Products names Cynthia Rapp senior VP of Global Creative in charge project management and product development.

Marketing Manager **Shelley Boyd-Platt** succeeds **Caroline Weaver** on an interim basis as Head of Product & Marketing at UK greeting card and party goods licensee Gemma.

**Richard Desroches** joins Imports Dragon as Brand Director with responsibility for Shopkins, NHL figures and other brands.

**Jessica Eriksson** is named to the newly created position of Licensing Manager at Saltkråkan—The Astrid Lindgren Company, owner of the rights to the works of Swedish children's author Astrid Lindgren.

**Michael Francis** steps down as Chief Global Brand Officer of DreamWorksAnimation in December with current Head of Global Consumer Products Jim Fielding to oversee licensing going forward.

**Jeff Baker** steps down as EVP of Warner Bros. Home Entertainment where he spent 13 years to become creative consultant to movie finance company RatPac Entertainment.

Former Beanstalk executive **Antonia Predovan** is the new Business Development Director for Brandgenuity.

**Chris Hallock** joins SunFrog.com. His mission: Help the online t-shirt marketplace add licensed apparel to its offerings.

**Wim Ponnet** leaves Yahoo EMEA to become Group Director of Strategy & Commercial Development for Endemol Shine Group.

**Tim Collins** is leaving U.K. publisher DC Thomson after a highly successful run of five-plus years.

**Asian consumer** electronics veteran **Elliot Chen** joins LMCA as Director of Licensing in the firm's Shanghai office.

Rovio Entertainment names former DreamWorks Animation global TV sales head **Tuomo Korpinen** Global Executive VP of Media and President of Rovio Animation Company and Blue Bird Distribution Company.

**Kay Wilson Stallings** joins Sesame Workshop as SVP of Content Development—both original and via new production and partnership models.

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