

TLL THE LICENSING LETTER

THE DEFINITIVE SOURCE FOR DATA, ANALYSIS, NEWS AND CONTACTS SINCE 1977

Licensing Leaders: How the NFLPA Is Changing the Pro Sports Licensing Game Plan

Dallas Cowboys fan Joseph Hernandez was standing in his driveway waiting for his Uber car to arrive. He knew the driver was bringing his advanced copy of the brand new EA SPORTS *Madden NFL 16* that he had ordered through Uber's special one-day promotion. But he didn't know about the passenger. So when the GMC Yukon pulled up and former Cowboys' linebacker Bradie James stepped out and handed him his Xbox game—along with a “swag bag” containing Uber mugs and other goodies—he nearly keeled over.

It was an experience Joseph would never forget, one that would deepen his devotion to Uber which he went out of his way to praise for the cameras recording the event. And so it went in the other 31 NFL markets where Uber ran what it described as one of its most successful promotions ever. [Click here](#) for a video highlight of the EA/Uber campaign featuring Redskins' QB Kirk Cousins.

The invisible hand behind the Uber promotion was the NFL Players Inc., the licensing and marketing arm of the NFL Players' Association (NFLPA). NFLPA not only procured the players who hand-delivered the *Madden* games to lucky passengers but also helped connect its marketing partner Uber with its longstanding licensee EA SPORTS. The deal is typical of how NFLPA is using the star power of its players to maximize and grow its \$1.34 billion licensing business.

Context: The Business Model

To appreciate what the NFLPA is doing, you need to recognize that like the other pro sports leagues, the NFL relies on a two-tiered licensing system:

- ▶ The League, i.e., 32 team owners, owns the rights to team names, logos and “trade dress,” or visual appearance (e.g., Raider silver-and-black or Viking horn-shaped striping);

- ▶ The NFLPA owns the rights to the players' names, likenesses, numbers and signatures.

When a player enters the NFL and signs his player contract, he also signs a group licensing agreement with the union authorizing the NFLPA to market his rights as part of a group of six or more players and negotiate group licensing deals on their behalf.

Evolution of the NFLPA's Licensing Strategy

Appreciation of the NFLPA's licensing successes also requires a little historical context.

Continued on page 3

THE NEXT BIG THING?

Full Licensee Roster to Back N.A. Launch of Japanese Anime Hit

Yo-Kai Watch, the hottest kids' property in Japan over the past 18 months, will land in North America on Oct. 5, when cable's Disney XD will begin showing the animated half-hour five days a week. The TV premiere marks the beginning of a licensing campaign that will see a legion of mischievous Yo-kai spirits unleashed across videogames, comic books, toys, T-shirts, bedding and bean bag chairs over the course of the next year.

Will Success in Japan Translate to US?

Yo-Kai Watch licensor Level-5 and agency Evolution USA signed about 30 North American licensing partners for the property before the TV premiere. Interest has been driven by the property's track record in Japan, where Yo-Kai Watch is the top-rated animated show for kids 4-12 years-old. Yo-Kai Watch has sold more than \$2 billion in licensed merchandise and 8 million Nintendo 3DS games in less than two years, according to the companies

Continued on page 6

Inside This Issue

Looney Tunes Fashion Line Bows in Italy	2
This Bud's for Metallica	2
Soap Opera Celebrates 50th With Photo Book	2
NFLPA Licensees	4
Licensing News	8
Contacts & Connections.....	11
Holiday Retail: Licensed Brands Dominate Retailers' Top Toys for the Holidays Lists	14
Wearable Technology: Hermès & Apple Team Up for Next Gen of Apple Watch	15
Entertainment Licensing: New Shows, Old Names: 'Muppets', 'Supergirl' Among Most Anticipated New Fall TV Shows.....	15
Who's News.....	16

➡ Licensing Ledger

LOONEY TUNES MOSCHINO LINE BOWS IN ITALY

After opening to rave reviews during Milan Fashion Week in February and being spotted on A-list celebrities like **Rita Ora**, the highly anticipated **Looney Tunes** fashion collection designed by **Jeremy Scott** made its retail debut in Italy at **Moschino** luxury stores. The line, which includes sweaters, joggers, leather bomber jackets and other streetwear as well as shoes, bags and other accessories emblazoned with images of **Bugs**, **Tweety**, **Sylvester**, **Taz**, **Daffy** and other Looney Tune favorites, will be featured in special displays in Moschino shop windows in Rome and Milan before launching in London and Los Angeles later this month.

ADIDAS SCORES NHL UNIFORM DEAL

Less than two months after losing its **NBA** on-court apparel account to **Nike**, **Adidas** struck back by taking the **NHL** from **Reebok**. The seven-year deal makes Adidas the authentic outfitter of **NHL** on-ice uniforms and an official apparel and headwear supplier starting with the 2017-18 season. Another deal with the **NHL Players' Association** names Adidas as the exclusive supplier of both authentic and replica jerseys for the **2016 World Cup of Hockey** to be held in Toronto starting next September.

COSTS OF COUNTERFEITING

Counterfeiting of soccer balls, golf clubs and other sports gear is costing Europe's sporting goods industry €500 million per year, according to a new study from the EU's Office for Harmonization in the Internal Market. Indirect costs add another €360 million, not to mention €150 million in VAT taxes and 2,800 jobs lost. But that's a drop in the bucket compared to the €26.3 billion lost on counterfeit clothing, accessories and footwear documented by a parallel study.

THE VERY HUNGRY SCHOOL CHILD

Artwork from **The Very Hungry Caterpillar** and other iconic **Eric Carle** books is featured in a new back-to-school promotion at **Whole Foods Markets** for **365 Everyday Value** products, a co-branded Eric Carle-Whole Foods line of children's cereals and juices that launched earlier this year.

The deal between **The World of Eric Carle** and **Whole Foods**, which was brokered by the **Joester Loria Group**, includes Eric Carle shop displays, dish sets, shelf-talkers and a special **BTS** coupon guide.

THIS BUD'S FOR METALLICA

Following in the footsteps of so many rock bands, **Metallica** has partnered with **Budweiser** to launch a limited edition line of branded beer for Canada. A run of over 91,000 black cans featuring the band's logo will be sold in cases of 15 and 24. The beer is brewed in Canada by **Labatt**. Freebies were handed out to fans during **Metallica's** two recent shows in Québec City. To give the retail edition an additional edge, a tanker of brew was parked outside during one show to be exposed to the band's music before canning. While lead singer **James Hetfield** is publicly sober, drummer **Lars Ulrich** recently lent his image to two Danish beer companies. ([Click here](#) to find out more about celebrity beer licensing.)

SOAP OPERA CELEBRATES 50TH WITH PHOTO BOOK

Daytime TV families the **Bradys**, the **Hortons** and the **DiMeras** of fictional Midwestern town "Salem" are about to again be captured the old-fashioned way in the "Days of our Lives: 50 Years" **Official Photo Book**, to be published Oct. 27 by **Sourcebooks** for **NBC** soap's golden anniversary. The release will be supported by a nine city U.S. book signing tour by "Days" cast members including

Deidre Hall, **Kristian Alonso** and **Thaao Penghlis**. The show, produced by **Corday Productions** and **Sony Pictures Television**, debuted in November, 1965 and is one of only four English-language daytime dramas still airing daily. "General Hospital" (**ABC**) predates it by two years. Soaps are experiencing something of a ratings resurgence in recent years.

SURFING CHAIN GOES BELLY-UP

California surfing and skateboarding clothes chain **Quiksilver Inc.** became the latest retailer to file for bankruptcy. The company, which began licensing the **Quiksilver** brand in 1976 for wetsuits, helmets and other clothing for "mountain and ocean lovers," rode the surfing and skating fashion wave of the late 1990s and early 2000s to expansion. But tastes and the apparel industry changed and **Quiksilver** couldn't keep up with fast-fashion retailers like **H&M** and **Century 21**. Last year, the company lost \$309 million. Facing \$826 million in debt and assets of only \$337 million, the company filed for Chapter 11 but later submitted a plan to borrow \$175 million that it hopes will enable it to keep its 700 stores in operation.

BY GEORGE! PACER NABS NBA 2K16 APP COVER

Two-time **NBA** all-star **Paul George** of the **Indiana Pacers** will be the cover star of **MyNBA2K16**, a companion app to **Take-Two Interactive's NBA 2K16** console video game, which launches Oct. 1 for **iOS** and **Android** devices. The app, the first such extension of **NBA 2K**, keeps fans constantly connected to the franchise via features like a **MyPLAYER** store, additional ways to earn virtual currency, all-new **2KTV** episodes and a collectible card game. **Take-Two Interactive** also hired filmmaker **Spike Lee** to write and direct a new **MyCAREER** mode enhancement for the game featuring **Michael Jordan** on the cover. **Stephen Curry**, **James Harden** and **Anthony Davis** are on the cover of the **Standard** edition.



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

THE LICENSING LETTER (ISSN: 8755-6235) is published 12 times a year by Plain Language Media, LLC. The annual subscription price for THE LICENSING LETTER is \$489 per year/\$549 outside North America. Low-cost site licenses are available for those who wish to distribute this newsletter to their colleagues at the same firm. Please contact our business development department at randy@PlainLanguageMedia.com or 201-747-3737 for details.

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

NFLPA Changing Pro Sports Licensing

Continued from page 1

The NFLPA was formed in 1994 at a time when players had neither the resources nor inclination to seek their own opportunities. Accordingly, licensing was left to the League and players were largely content to accept an allotted share on the deals. Player licensing was on cruise control and the union relied on the growing popularity of the sport to do the work.

This passive approach of sitting back and letting the owners grow the sport remains the model in some sports leagues. The NFLPA was the first players' union to take a proactive approach. "It started with an epiphany at the end of the [2011] lockout when we really began to appreciate the power of the players," relates Demaurice (De) Smith, who took over as NFLPA Executive Director in 2009. "We realized that the players weren't just the benefactors of the sport's popularity; they were a key reason for its existence."

Having recognized the players' potential, the NFLPA embarked on a more aggressive, proactive licensing strategy to maximize it. In 2014, the NFLPA added impetus to the program by naming Ahmad Nassar, a seasoned NFLPA licensing attorney, as President.

Leveraging the Players

The NFLPA still gets much of its licensing revenues via product categories traditionally associated with sports, including video games (with EA SPORTS as principal licensee), apparel (Nike, VF, Outerstuff) and trading cards (Panini, Topps). And like before, the principal licensees in those categories also secure separate licensing agreements with the NFL. But the NFLPA also seeks to cultivate its own deals independently of the League. It's a new approach that often requires creativity, imagination and willingness to innovate. Examples:

Players-only deals: The NFLPA is pioneering new kinds of deals licensing the names, likenesses, numbers and signatures of popular players without the team rights owned by the League. Examples include "spirit jerseys" for women and downloadable player avatars for *Temple Run 2* and other mobile games. "Fans love not just their teams but their players," explains Nassar. Fantasy sports have also deepened personal attachment to individual players.

Collaboration with other licensors: The NFLPA has been creative in collaborating with other licensors. The leading examples are deals combining individual players' and collegiate rights, e.g., NFLPA's teaming with licensees who also have collegiate t-shirt and jersey rights to create products featuring the college jerseys of popular NFL players like Tom Brady (University of Michigan) and Russell Wilson (University of Wisconsin).

Expanding the licensee pool: The NFLPA licensee roster now totals more than 80. Although most licensees are in one of the union's traditional triad of apparel, hardlines (e.g., trading cards, toys, gifts, etc.) and multimedia lines,

the NFLPA has also reached out beyond its backyard for licensing and marketing partners including nonprofits, online artist communities, children's book publishers, confectioners, entertainment licensees and car services.

Expanding the product pool: The NFLPA has moved into new product categories, like food/beverage (e.g., QB gummies), women's apparel (e.g., G-III Sports' Touch by Alyssa Milano), wellness apps (e.g., Fan Health Network) and experiential services (e.g., Fandevor).

Expanding the geographic pool: The NFLPA has made new licensing deals outside the U.S., including Mexico and Europe. Australia will soon be added to the list thanks to the popularity of Jarryd Hayne, the established Aussie rugby star who made the San Francisco 49ers as a rookie running back.

Broadening the Base

As in other sports, NFL player licensing has traditionally been limited to the household names. Although it still looks after the Peyton Mannings of the world, the NFLPA is determined to get more players involved in licensing. "The ultimate vision is to be able to provide opportunities for all 1,800 of our members," says NFLPA Vice President of Licensing and Business Development, Steven Scebelo. "Social media, interactive retail models, 3D printers and other technology is making it possible to match individual fans with the right players and quickly and efficiently generate the products that satisfy those needs."

The NFLPA has already made strides in its goal of increasing the roster of players featured on licensed products by creating opportunities for players who are popular in local markets. A notable example is the licensing of local favorites like Eagles' linebacker Connor Barwin and Steelers' tight end Heath Miller for Bleacher Creature plushies targeting the players' local markets.

Another variation of the strategy is to keep tabs on NFL players who are increasing in popularity. In January, the NFLPA compiled its first-ever Rising 50 list. Like its established Top 50 sellers list, the Rising 50 is based on sales and other data compiled by the NFLPA from its licensees. In addition to generating publicity, the Rising 50 provides valuable marketing intelligence to potential new vendors and accelerates the "gestation" period between a player's success on the field and opportunities for licensing and endorsements.

The NFLPA has also compiled a database profiling all 1,800+ players and their backgrounds that can be used to match players with partners, such as by making players who have opened their own business available for speaking engagements for the local chamber of commerce. This week, the NFLPA took a big stride on the digital front by taking a majority stake in Athlete Content & Entertainment Media, a company that will create original media content featuring NFL players (and other athletes) for media outlets like BET and Bleacher Report.

"We'll provide the right players for the right opportunities. The only limit is our clients' imagination," says Smith.

NFLPA LICENSEES		
LICENSEE	PRODUCT CATEGORY	PRODUCTS
500 Level	Apparel	T-shirts & fleece (men's, women's, youth)
Airborne Studios	Digital	App shelves, digital content, wallpapers
American Mills	Apparel	Beanies, caps
Aminco	Hardlines	Lapel pins, key rings, magnets, ID tags, fashion jewelry, earrings, bracelets, hair accessories
Associated Press	Hardlines	Customizable & personalizable photo products
Athlitacomics, LLC	Hardlines	Comics, art, t-shirts
Bare Tree Media	Digital	Mobile digital content
BDA	Hardlines	T-shirts, hats, mugs, glasses, pens, gloves, buttons
Beveridge Marketing LLC dba Eye Black	Hardlines	Eye black
Bleacher Creatures LLC	Hardlines	Plush, puppets, action figures, wind-up toys, wood trains
Boelter Brands	Hardlines	Drinkware, metal buckets
Bradford Exchange	Hardlines	Holiday décor, wall décor, home décor, lighting, trains, toys, figurines
Dallas Cowboys Merchandising	Apparel	Jerseys, headwear, fleece, t-shirts
DecoPac	Hardlines	Cake decorations
Electronic Arts	Digital	Console video games, mobile game apps
Elms Marketing	Apparel	Jersey customization services (Europe)
Exclusive Pro Sports	Apparel	Jersey customization services
Fan Health Network	Digital	Mobile apps (health & wellness)
Fanatics, Inc.	Apparel/Hardlines	Customized jerseys, t-shirts, fleece, headwear, cardboard standees, autographed memorabilia, framed images, photos, plaques, cachets, magnets, display cases
Fandeavor	Experiential	B2C experience packages with players
FanPrint	Apparel	T-shirts (men's, women's, youth)
Fans Only, LLC	Apparel	T-shirts & fleece (men's, women's, youth)
Fathead, LLC	Hardlines	Wall hangings
For Bare Feet	Apparel	Footwear, hosiery, leg warmers
Freaker USA	Apparel	Knit socks, beverage insulators
From The Bench	Digital	Mobile apps
Front Office Live	Apparel	Customizes t-shirts, jerseys, photos for fantasy teams
Funko	Hardlines	Bobbleheads, vinyl figurines, plush
G-III Apparel	Apparel	NFL x Collegiate co-branded t-shirts, fleece, tanks, fashion tops (women's)
Global Business Intercoe	Hardlines	Vinyl figures, key chains, plush
Glu Mobile	Digital	Mobile game apps
Hallmark	Hardlines	Ornaments
Highland Mint	Hardlines	Collectible coins, medallions
Identity Games	Hardlines	Games (FindIt®)
Imangi Studios	Digital	Mobile game app content (including Temple Run 2)
Intel	Digital	Digital content
Just Be Friends	Digital	Social games
Kelly Toy Worldwide	Hardlines	Plush, pillows, backpacks, balls, beanies, caps, flags, banners, novelties
Kervan	Food/Beverage	Gummy candies
Licensed Products Co./Jarden Sports Licensing/Rawlings	Hardlines	Footballs (miniature, full sized, customized, signature)

NFLPA LICENSEES		
LICENSEE	PRODUCT CATEGORY	PRODUCTS
LiveLids	Apparel	Headwear with LCD screens
Lids	Apparel	Custom embroidered headwear
Mask-arade	Hardlines	Card face masks, card desktops, life-size standees
MasterPieces Puzzle Company	Hardlines	Puzzles
MBI Inc.	Hardlines	Plates, steins, clocks, gold cards, figurines
NeonMob	Digital	Marketplace for artists to publish digital art & artwork
New Era	Apparel	Headwear (men's, women's, youth)
Nike	Apparel	Jerseys (on-field, authentic, replica), t-shirts (adult's), fleece, fashion jerseys
Opendorse	Unconventional	Social media endorsement platform
Outerstuff	Apparel	Jerseys (youth), fashion jerseys, t-shirts, sleepwear, fleece, outerwear, headwear
OverDog	Digital	Mobile apps, web platforms & video services connecting players to fans via console video games
Oyo Sportstoys	Hardlines	Miniature figurines
Panini America, Inc.	Hardlines	Trading cards, card games, stickers, albums
Penguin Young Readers Group	Publishing	Books
Perfect Timing	Hardlines	Calendars, stationery, notebooks, book covers, note & memo pads
Photo File, Inc.	Hardlines	Photos (framed, matted, plaqued), desktop standees, ceramic tiles
Pixpose	Digital	Mobile apps
Pro Merch	Apparel	T-shirts & fleece (men's, women's, youth)
Ripon Athletic	Apparel	Jersey customization services
Run Games	Digital	Mobile game apps
Silver Crystal Sports	Apparel	Jersey customization services
Skinit	Hardlines	Vinyl skins for consumer electronics devices
Stahls' Hotronix	Apparel	Jersey customization services
Team Beans	Hardlines	Plush, bags, ornaments, dog tags, bobble heads, wristbands, backpacks, wall hangings, magnets, nutcrackers, balls
Team Spirit Store	Hardlines	Posters, coloring books, calendars, greeting cards
Tervis Tumbler	Hardlines	Drinkwear
The Northwest Co.	Hardlines	Drinkwear, throws, pillows
The Topps Company, Inc.	Hardlines	Trading cards, card games
TMP International, Inc.	Hardlines	Action figures, accessories, play sets
TopLine Game Labs, LLC	Digital	Social gaming platform
Trends International	Hardlines	Posters
Uber	Unconventional	Automotive services designed to provide players safe transportation
United Performance International Marketing, Inc.	Hardlines	Fantasy football draft kits, draft boards, labels
VF Imagewear	Apparel	T-shirts (men's & women's)
Wear for Fun Inc. d/b/a Spirit Jersey	Apparel	Leggings (women's), shorts, spirit jerseys
Wild Sports	Hardlines	Tailgating games & tables
WinCraft	Hardlines	Pennants, jewelry, signs, drinkware, snack helmets, towels, gifts & novelties
Zapexa	Digital	Emoji, screensavers, avatars, digital images, stickers
Zynga	Digital	Online social games
SOURCE: THE LICENSING LETTER		

N.A. Launch of Japanese Anime Hit

Continued from page 1

involved. (Level-5 originally created Yo-Kai Watch as a videogame, and is a partner in the production of the TV show, with Dentsu Entertainment and TV Tokyo Corp. It leads rights management and marketing coordination for the franchise.)

It also doesn't hurt that pundits inevitably draw parallels between Yo-Kai Watch and Pokémon, which at almost 20-years old still sells \$300 million annually in licensed merchandise in the U.S. and Canada, not including videogames, according to *The Licensing Letter's* 2013 ranking of properties with more than \$100 million in retail sales (Nov. 3, 2014).

"The Yo-Kai Watch universe is much like many live-action sitcoms today—they touch upon current themes, happenings and concerns in the world at large. Because Yo-Kai Watch picks up on many of these issues, we wanted to bring it to western markets as quickly as possible," said Yukari Hayakawa, COO, LEVEL-5 abby Inc. "In addition, the fan base in Asia has grown so huge, that other fans around the world have been clamoring for more content."

Gearing Up for the North American Rollout

"Awareness for Yo-Kai Watch has been steadily building since this spring's announcement of the franchise coming to North America," said Brad Woods, CMO of Viz Media, which will publish Yo-Kai Watch manga beginning in November. "Many Nintendo players in the US are also already aware of the property's widespread popularity in Japan and combined with the Hasbro toy line this has further helped to fuel the anticipation for the launch of the property in North America."

Key to Yo-Kai Watch's North America rollout is the availability of media content across multiple platforms. The October cable TV premiere will be followed by a Nintendo 3DS game and Viz's manga in November, and a digital app in December. The TV episodes will be also available for purchase on digital platforms, and later for subscription streaming. In addition, two feature films have been produced in Japan and are expected to eventually make their way to the US.

"We took note of how the product closely followed and subsequently benefited from multiple forms of content being available in Japan and how the TV show and comics drove the toy and game sales when they were in the market together. The multiplier effect was significant," said Travis Rutherford, Evolution's President Licensing & Retail. "Having TV, app, comic and toys hitting close together for the North American rollout is the right way to go."

More than a Game

Like Pokémon, in which players, collect, trade and battle "pocket monsters," Yo-Kai Watch has a strong collectible hook. In Yo-Kai Watch, a boy obtains a special watch that allows him to summon and befriend Yo-kai, or pesky spirits that cause minor troubles. Hasbro's line will include toys and games centered around collectible medals, each representing a unique Yo-kai, and in Nintendo's 3DS game, players use a Yo-Kai Watch to discover more than 200 Yo-kai, then befriend them and turn them into a team to battle other Yo-kai.

"We look forward to introducing kids to the amazing Yo-Kai Watch franchise through play experiences that give them the fantasy of befriendng the Yo-kai characters and participating in their mischievous adventures," said Jerry Perez, SVP Marketing at Hasbro.



ORDER YOUR PDF COPY TODAY!

Develop More Profitable, Longer-Term Licensing & Merchandising Programs

Whether you're budgeting, seeking financing, developing a business plan, evaluating a proposal, or undertaking competitive research, **The Licensing Business Databook** gives you instant access to all the licensing numbers you need.

77 charts, graphs, and tables give you a detailed visual representation of the full spectrum of licensing activity.

The Databook includes, FREE, a JPG of every exhibit, so you can drop any or all of these charts, graphs, and tables right into your own written or PowerPoint presentations.

Call: 888-729-2315 PDF is delivered to you via thumb drive.

SAVE \$100!

ORDER YOUR PDF COPY NOW!

Sales Expectations

Based on licensee and retailer response, Evolution expects 2016 retail sales to hit “the multiple hundred million dollar mark,” Rutherford says. He is realistic, however, about the level of competition in the marketplace, where Yo-Kai Watch will have to compete not just with other anime, but also with properties ranging from Nickelodeon’s Teenage Mutant Ninja Turtles to Disney/Lucasfilm’s Star Wars for retail shelf space. “Good content with consumer demand puts properties at the forefront,” he says, noting that Yo-Kai Watch should appeal to kids of both genders and has TV content delivered every day. “I like the TV model when it’s got that consistency,” he says.

“Yo-Kai Watch is not your typical animated series, in the sense that it was first developed as a robust video game, with an incredibly diverse story world and over 230 characters, all with back stories,” explains Hayakawa. “As we developed the television series, we already had this incredibly rich, diverse universe to tap.”

YO-KAI WATCH LICENSING TIMELINE NORTH AMERICA

10/5/2015	Disney XD	Begins broadcasting half-hour Yo-Kai Watch episodes 5x week.
11/3/2015	Viz Media	Manga launches. New print issues available bi-monthly.
11/6/2015	Nintendo	3DS game launch.
December 2015	Level-5, Hasbro	Digital app launch.
January 2016	Hasbro	Toy and game launch centered around a Yo-Kai watch and collectible medals.
Spring 2016	Various licensees	Softlines launch.
Summer/Fall 2016	Various licensees	Remainder of products launch for back-to-school.

Yo-Kai Watch Lead Licensees

- ▶ Hasbro (toys)
- ▶ Nintendo USA (videogames)
- ▶ Viz Media (publishing)

Licensees by Product Category

ACCESSORIES

- ▶ Accessory Innovations LLC
- ▶ Calego International Inc.
- ▶ World Trade Golden Nugget Ltd / dba World Trade Jewelers

APPAREL

- ▶ Central Mills Inc (dba Freeze)
- ▶ Global Brands Group / American Marketing Enterprises, Inc, & Briefly Stated, Inc.
- ▶ Isaac Morris Ltd.

FOOD/BEVERAGE

- ▶ Radz Brands LLC
- ▶ The Topps Company

FOOTWEAR

- ▶ Cortina Leomil

FURNITURE/HOME FURNISHINGS

- ▶ Franco Manufacturing Co. Inc
- ▶ The Northwest Company

STATIONERY/PAPER

- ▶ ACCO Brands
- ▶ Brown Trout Publishers
- ▶ Panini America Inc.
- ▶ Pyramid America

TOYS/GAMES

- ▶ Bridge Direct (Good Stuff)
- ▶ Cra-Z-Art LLC
- ▶ Hasbro
- ▶ Just Toys International Ltd
- ▶ Little Buddy LLC
- ▶ MB Wolverine Holding Co LLC
- ▶ Rubies Costume Company
- ▶ Underground Toys LLC

VIDEOGAMES/SOFTWARE/INTERACTIVE

- ▶ Hori

Grow Your Share of the \$155.8B Worldwide Licensing Business



31 spreadsheets with key data by region and country available now; full printed report to be released late summer.

Call: 888-729-2315

www.thelicensingletter.com/international

Licensing News

Properties Available Or Recently Assigned, U.S.

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Cosmopolitan	Contemporary women's magazine featuring beauty, fashion, and career and sex advice. IMG has represented various Hearst brands since 2013.	All	Bruno Maglione, WME/IMG
Hawaii Five-0	Classic and current versions of the TV series, an American police procedural drama that investigates serious crimes throughout the Islands.	Apparel, gifts, novelties	Elizabeth Kalodner, CBS Consumer Products
Joe's	Apparel brand from Joe Dahan. Casual chic styles ranging from premium denim to handcrafted collection pieces, and from contemporary accessories to footwear.	All	Lisa Schein, Sequential Brands Group
Mojicons (The)	Kid's animation set in the behind-the-scenes world of the Internet, where the Mojicons, or emoji, live.	All	Claus Tømming, Ink ALC (Denmark)
PJ Masks	Animated series based on French picture books Les Pyjamasques. Follows nighttime adventures of three kids who transform into superheros when they put their pajamas.	All	Olivier Dumont, Entertainment One (eOne) U.K.
San Antonio River Walk	Texas tourist attraction originated in 1939 as a flood control for the city and winds through the old downtown area and historic sites.	Accessories, apparel, memorabilia, toys	Michael Gottsegen, All-American Licensing & Management Group (AALMG)

Licenses Recently Granted, U.S.

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Alyssa Milano	Kimberly-Clark	Paper towels	CAA
Are You Dissing Me?	Acco Brands	Calendars	Dimensional Branding Group (DBG)
Canaan Smith	Williamson-Dickie Manufacturing	Denim, jeans	Universal Music Group Nashville
Carli Bybel	BH Cosmetics	Cosmetics	Beauty by Carli Bybel
Catalina Estrada	Baltic Linen	Bath, bedding	Jewel Branding & Licensing
Dinotrax	Gymboree	Apparel	DreamWorks Animation
F in Exams	Pressman Toy	Board games	Dimensional Branding Group (DBG)
Good Dinosaur (The)	Posh Paws Intl. LLP	Plush toys	Disney Consumer Products
Have A Little Pun	Acco Brands	Calendars	Dimensional Branding Group (DBG)
Highlights	Acco Brands	Calendars	
	Buy Seasons	Party goods	
Joe's	Global Brands Group	Master apparel	Sequential Brands Group
Little Charmers	Jacmel Jewelry	Jewelry	Corus Entertainment/Nelvana Enterprises
	Pamson Pacific Enterprises	Outdoor & seasonal games	
	Primary Colors	Cookies, fruit snacks, stationery	
	Tin Box	Decorative tins, tin boxes	
Motorola	Binatone Electronics Intl. Ltd.	Automotive accessories, bluetooth headsets, electronic accessories, wireless speakers	Global Icons
Movie Title Typos	Acco Brands	Calendars	Dimensional Branding Group (DBG)
NFL	Lulu DK	Jewelry	NFL
NFL Players Association	American Mills	Beanies, knit headwear	NFL Players
	G-III Apparel Group	Apparel (women's)	
	Punchbowl	Digital greeting cards, online invitations	
Pioneer Woman	Gibson Overseas	Bakeware, cookware, glassware, housewares, tableware	Pioneer Woman (The)
Powerpuff Girls (The, 2016 series)	Disguise	Costumes	Cartoon Network Enterprises
	Penguin Young Readers Group	Books	
Shopkins	Topps	Stickers	Moose Toys, Licensing Shop (The)
Skee Ball	Zynga	Social casino games	Dimensional Branding Group (DBG)
Smiley World	Hybrid Apparel	Apparel	SmileyWorld
	Leomil NV	Apparel (children's)	
Smurfs (The)	Ubisoft Entertainment	Video games	Sony Pictures Consumer Products
Star Wars	Fuhu	Tablet accessories	Disney Consumer Products

*Extension or renewal.

Continued on page 9

Licensing News *Continued from page 8*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Star Wars	Kabam Studios	Mobile game apps (Android & iOS)	Disney Consumer Products
	Petco	Pet accessories, pet apparel, pet beds, pet collars, pet toys	
Steam Train Dream Train	MerryMakers	Plush	Dimensional Branding Group (DBG)
Tetris	Vandor	Collectibles, drinkware, home decor, seasonal decor	Blue Planet Software
Tiny Cat	Acco Brands	Calendars	Dimensional Branding Group (DBG)
Tiny Dog			
Valentina	Studio Oh!	Coloring books	Meiklejohn Graphics Licensing (MGL)
	teNeues Publishing Group	Calendars	
World of Eric Carle (The)	Wonder Forge	Games	Joester Loria Group
WWE	Bleacher Creatures	Plush figures	World Wrestling Entertainment (WWE)

International Properties Available or Recently Assigned

PROPERTY	DESCRIPTION	CATEGORIES AVAILABLE	LICENSING CONTACT
Angry Birds	Mobile game app stars birds in their fight to protect their nests against hungry pigs. New 3D film to be released May 2016.	All (Italy)	Maurizio Distefano, Maurizio Distefano/The Evolution of Licensing
Britches of Georgetowne	One of the first fashion menswear retailers to create private label lifestyle merchandise. Brand re-launch targeted to Millennials and Boomers.	All (Worldwide)	Stephen Wayne, B.U.M. Equipment
Camomilla Milano	Fashion brand known for its accessories for girls and women with floral patterns, beautiful images, and romantic pastel colors. Licensed into bedding, food, and home decor.	All (Italy)	Maurizio Distefano, Maurizio Distefano/The Evolution of Licensing
Dragon Ball Super	First all-new Dragon Ball TV series to be released in 18 years. Stars franchise's original characters during the aftermath of Goku's battle with Majin Buu.	All (Worldwide)	Masayuki Endo, Toei Animation
Edward Stanford Cartographic Collection	162-year-old publisher of maps and guides to explorers, diplomats, royalty, and general travelers for close to two centuries. Archives include more than 800 historical maps.	All (Europe)	Alasdair Macleod, Royal Geographical Society (with IBG)
Edward Stanford Signature Logo	162-year-old publisher of maps and guides to explorers, diplomats, royalty, and general travelers for close to two centuries. Archives include more than 800 historical maps.	All (Europe)	Tony Maher, Edward Stanford Ltd.
emoji	Emotion-based icons used in social media. Products to be developed for boys and girls.	All (Canada)	Robert Miller, Studio Licensing
Ghostbusters (2016 film)	Reboot of the classic franchise stars an all-female team who fight against ghosts in Manhattan and save the world.	Apparel, confectionery, gifts, publishing, stationery (U.K., Ireland)	Rob Wijeratna, Rocket Licensing
Hunt Slonem	Artist and designer known for his vibrant paintings of birds, butterflies, and bunnies as well as his interior designs combining vintage furnishings with contemporary art.	Furniture, home decor, jewelry (Worldwide)	Dan Levin, Prominent Brand + Talent
Margaritaville	Tropical lifestyle brand inspired by the songs and lifestyle of singer and songwriter Jimmy Buffett.	Food, frozen foods (U.S., Canada)	James Slifer, Joester Loria Group
Nibblers	Puzzle game app stars a daring group of fish living out of water. Soft launched in Canada, Finland, ANZ this summer.	All (Worldwide)	Naz Cuevas, Rovio Entertainment
Penguin Ventures	Publishing brands including Ladybird Books: The Vintage Collection, Flower Fairies, Spot, and Hairy Maclary & Friends. Not in the partnership are Beatrix Potter, The Snowman & The Snowdog, and Random House properties.	All (U.K.)	Ian Downes, Start Licensing
Q Pootle 5	Animated series, based on children's books by Nick Butterworth. Follows the adventures of the titular green alien and his friends on their home planet Okidoki.	All (GAS)	Friso de Jong, WDR Mediagroup Licensing GmbH
Sooty Show (The)	Rebooted British children's television series stars glove puppet characters.	All (ANZ)	Emily Bell, Redan Alchemy
Thunderbirds Are Go!	Adaptation of the original 1960's Thunderbirds series premiered 2015, with new series to follow through 2017.	All (France)	Antoine Erligmann, Corus Entertainment/Nelvana Enterprises
		All (Nordics)	Roland Lindholm, Alicom Licensing
Woozle & Pip	Preschool brand from the Netherlands. TV series and toy line based on children's books, starring two dogs who live in a magical garden.	All (U.K.)	Lucy Woesthoff, Dreamchaser Co. B.V. (The)

*Extension or renewal.

Continued on page 10

Licensing News *Continued from page 9*

International Licenses Recently Granted			
PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Animal Planet	4e de México S.A. de C.V.	Pet products (U.S., Latin America)	Discovery Consumer Products
Assassin's Creed: Syndicate	Bioworld Merchandising Europe*	Accessories, apparel (Europe)	Ubisoft Entertainment
Captain Harlock	Arc en Ciel Aptafetes	Costumes (France, French-speaking Europe)	Toei Animation Europe S.A.S.
Cat & Dog	Carousel Calendars	Calendars (Europe)	Meiklejohn Graphics Licensing (MGL)
Def Leppard	American Classics	Apparel (U.S., Canada)	Epic Rights
Dr. Slump	Suxinsu Creative Studio	Accessories, apparel (France, French-speaking Europe)	Toei Animation Europe S.A.S.
Dragon Ball	GB Eye Ltd.	Badges, key rings, lanyards, mugs, posters, temporary tattoos (U.K., Ireland, GAS, Finland, Norway, Sweden, Denmark, Poland, Russia, Eastern Europe, Turkey)	Toei Animation Europe S.A.S.
Dragon Ball Z			
Elie Saab	Safilo S.p.A.	Eyewear (Worldwide, until 2025)	Elie Saab
Everyday California	5 Horizons	Accessories, apparel, backpacks, bags, luggage (U.S., Canada, Mexico, select countries in: South & Central America, EMEA)	Cherokee Global Brands
Ghostbusters (2016 film)	Mattel	Master toy (Worldwide)	Sony Pictures Consumer Products
Havaianas	Safilo U.S.A.	Eyewear (Worldwide)	Alpargatas USA/Havaianas
Hello Kitty	Trends International	Pens, posters, stickers, temporary tattoos (U.S., Canada)	Sanrio
Hinchcliffe & Barbar	Paul Bristow Associates Ltd.	Textiles (U.K.)	JELC Ltd./Blue Trellis
In the Night Garden	Jo Jingles Ltd.	Music, singing & movement classes (U.K.)	DHX Media
Jefferson Airplane	Completely Independent Distribution (CID)	Apparel (men's, women's; (Europe)	Epic Rights
Journey	Impact Merchandising	Accessories (men's, women's), apparel (men's, women's; U.S., The Netherlands)	
Katarina Sokolova	Carousel Calendars	Calendars, diaries (Europe)	Meiklejohn Graphics Licensing (MGL)
LEGO	Disguise	Halloween costumes (North America, Europe, Korea, China)	LEGO Systems
Little Charmers	Stoneridge Cycle	Bicycles, inline skate, protective gear, scooters, skateboards (Canada)	Corus Entertainment/Nelvana Enterprises
Make It Pop	JAKKS Pacific	Dolls, electronic toys, Halloween costumes, master toy, plush, role play (Worldwide (excluding Europe))	DHX Media
Manchester United	Sbenu	Footwear (South Korea)	Manchester United Merchandising
Moovie Nights	BrownTrout Publishers Carousel Calendars	Calendars (Europe)	Meiklejohn Graphics Licensing (MGL)
National Gallery	Paul Bristow Associates Ltd.	Bags, kitchen textiles, purses (U.K.)	National Gallery Co.
NFL Players Association	Global Business Interco	Key chains, mini figures, plush toys (Mexico)	NFL Players
Original Penguin	American Traveler Randa Accessories U.K.	Luggage (men's; U.S., Canada) Luggage (men's), travel accessories (men's; U.K., Ireland)	Perry Ellis Intl./PEI Licensing Perry Ellis Intl. Europe Ltd./PEI Licensing
Peppa Pig	Cooneen Crayola Roy Lowe & Sons Ltd.	Pajamas (children's; U.K.) Coloring products (U.K.) Socks (U.K.)	Entertainment One (eOne) U.K.
Pokémon	Niantic Labs div. Google Sambro Intl.	Mobile game apps (Worldwide) Back-to-school, bags, lunch sets, stationery (U.K., Ireland)	Pokémon Company Intl.
Powerpuff Girls (The, 2016 series)	Spin Master	Dolls, figures, play sets, plush (Worldwide)	Cartoon Network Enterprises
Purple Ronnie	Funstickers Summersdale Publishers Ltd.	Stickers (U.K.) Gift books (Worldwide (excluding North America))	Coolabi
Ridley Bikes	TI Cycles of India	Bicycles (India, Sri Lanka, Bangladesh, Nepal, Bhutan, Myanmar)	Ridley Bikes
Rihanna	Stance	Socks (Worldwide)	Live Nation
Shopkins	Disguise H&A	Halloween costumes (North America) Bath products (children's; U.K.)	Moose Toys Bulldog Licensing

*Extension or renewal.

Continued on page 11

Licensing News *Continued from page 10*

PROPERTY	GRANTED TO	PRODUCTS MANUFACTURED	GRANTED BY
Smiley World	Benetton Group	Beach wear, towels (Italy)	SmileyWorld
Smurfs (The)	General Mills	Yogurt (Belgium, Luxembourg)	Lafig Belgium/I.M.P.S. Intl. Merchandising & Promotion Services
South Park	Alisa	Collectibles, plush, toys (Russia)	Nickelodeon & Viacom Consumer Products
SpongeBob SquarePants	Gulliver*	Accessories (boys'), apparel (boys'), underwear (boys'; Russia)	
Sprinkle of Glitter	JD Williams	Plus size apparel (U.K.)	Gleam Futures
T.Rex	Completely Independent Distribution (CID) Plastic Head Music Distribution Ltd.	Apparel (men's, women's; Europe) Accessories (men's, women's), apparel (men's, women's; Europe)	Epic Rights
Whitesnake	Plastic Head Music Distribution Ltd.	Accessories (men's, women's), apparel (men's, women's; Europe)	
World of Warriors	GP Flair/Flair Leisure Products	Toys (U.K.)	Mind Candy

*Extension or renewal.



contacts & connections

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

5 Horizons, Kevin Lehrer, Co-founder & Managing Partner, 855-670-9930, info@5horizonsgroup.com, P. 10.

Acco Brands, Jill Broering, Licensing Director, 937-495-6323, jill.broering@acco.com, P. 8,9.

All-American Licensing & Management Group (AALMG), Michael Gottsegen, Partner, 818-749-7236, michael@aalmg.com, P. 8.

Alpargatas USA/Havaianas, Marcio Moura, President, 646-277-7171, info@havaianasus.com, P. 10.

American Classics, David Brown, President, 256-737-9995, david@americanclassics.bz, P. 10.

American Mills, Joel Forsberg, 612-236-4907, gitrdone@outlook.com, P. 8.

American Traveler, Henry Kim, 909-466-4000, henry.kim@americantravelerinc.com, P. 10.

B.U.M. Equipment, Stephen Wayne, Chairman & CEO, 917-520-9600, swaynesos@aol.com, P. 9.

Baltic Linen, Jeff Gunshor, President Retail Div., 516-791-4500, jgunshor@balticlinen.com, P. 8.

Beauty by Carli Bybel, Carli Bybel, carlibelngt@gmail.com, P. 8.

BH Cosmetics, Fred Sadowskiy, Co-founder & CEO, 818-333-3980, fred@bhcosmetics.com, P. 8.

Bleacher Creatures, Matt Hoffman, President, 855-834-7311, mhoffman@bleachercreaturetoys.com, P. 9.

Blue Planet Software, Lisa Linnenkohl, Head Licensing & Business Development, 415-377-2195, lisa@blueplanetsoftware.com, P. 9.

BrownTrout Publishers, Joseph Angard, Licensing Consultant, 800-777-7812 x195, jangard@browntrout.com, P. 10.

Buy Seasons, Bob Humphrey, SVP Operations, 262-901-2000, bobh@buyseasons.com, P. 8.

Cartoon Network Enterprises, Peter Yoder, VP North America, 212-275-6535, peter.yoder@turner.com, P. 8,10.

CBS Consumer Products, Elizabeth Kalodner, EVP & GM, 212-975-7795, liz.kalodner@cbs.com, P. 8.

Cherokee Global Brands, Mark Nawrocki, EVP Global Licensing, 818-908-9868 x315, markn@cherokeeusa.com, P. 10.

Crayola, Warren Schorr, VP Business Development & Global Licensing, 610-253-6271, wschorr@crayola.com, P. 10.

Creative Artists Agency (CAA), Ian White, Agent, 424-288-2760, iwhite@caa.com, P. 8.

Dimensional Branding Group (DBG), John Leonhardt, President, 415-310-6135, john@dimensionalbranding.com, P. 8,9.

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. 10.

Disguise, Joe Anton, President, 858-391-3600, janton@disguise.com, P. 8,10,11.

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

Disney Consumer Products, Paul Southern, SVP Licensing Star Wars, 415-623-1928, paul.southern@lucasfilm.com, P. 8,9.

DreamWorks Animation, Michael Connolly, Head Global Consumer Products, 818-695-5000, michael.connolly@dreamworks.com, P. 8.

Epic Rights, Lisa Streff, EVP Global Licensing, 310-424-1908, lisa@epicrights.com, P. 10,11.

Fuhu, Lisa Lee, SVP Marketing, 310-227-8230, lisa.lee@fuhu.com, P. 8.

G-III Apparel Group, Wayne Miller, COO, 212-403-0500, info@g-iii.com, P. 8.

General Mills, Danielle Andrews, Senior Global Licensing Manager, 763-293-4157, danielle.andrews@genmills.com, P. 11.

Gibson Overseas, Sal Gabbay, CEO, 323-832-8900, info@gibsonusa.com, P. 8.

Global Brands Group, Elliott Azrak, EVP Global Licensing, 646-839-7878, elliot@ameny.com, P. 8.

Global Icons, Bill McClinton, SVP Licensing, 310-873-3554, bill.mcclinton@globalicons.com, P. 8.

Gymboree, Betsy Schumacher, GM, 415-278-7000, betsy_schumacher@gymboree.com, P. 8.

Hybrid Apparel, Derrick Baca, VP Licensing, 714-947-8347, dbaca@hybridapparel.com, P. 8.

Impact Merchandising, Steve Azevedo, Operations Director, 402-346-5084, info@impactmerch.com, P. 10.

Jacmel Jewelry, Jack Rahmey, Owner, 800-945-4300, jrahmey@jacmel.com, P. 8.

Continued on page 12

contacts & connections *Continued from page 11*

JAKKS Pacific, Jill Nordquist, SVP Marketing, 310-456-7799, jilln@jakks.net, P. 10.

Jewel Branding & Licensing, Samira Ali, Director Retail Development, 317-460-0323, samira@jewelbranding.com, P. 8.

Joester Loria Group, James Slifer, SVP Business Development, 212-683-8548, jslifer@tjlgroupp.com, P. 9.

Kabam Studios, Andrew Sheppard, President, 415-391-0817, marketing-partnerships@kabam.com, P. 9.

Kimberly-Clark, Johanna Sullivan, Global Licensing Leader, 678-352-6293, johanna.sullivan@kcc.com, P. 8.

LEGO Systems, Kristen Allshouse, Licensing Manager, 860-749-2291, kristen.allshouse@lego.com, P. 10.

Live Nation, Janet Dvoskin, VP Licensing, 415-247-7126, janetdvoskin@livenation.com, P. 10.

Lulu DK, Gia Marando, Marketing Manager, 212-223-4234, gia@luludk.com, P. 8.

Mattel, Jessica Dunne, SVP & GM Consumer Products, 310-252-3837, jessica.dunne@mattel.com, P. 10.

MerryMakers, Clair Frederick, President, 510-451-2254, clair@merrymakersinc.com, P. 9.

NFL, Leo Kane, SVP Consumer Products, 212-450-2000, leo.kane@nfl.net, P. 8.

NFL Players, Steve Scebelo, VP Licensing & Business Development, 202-572-7472, steven.scebelo@nflplayers.com, P. 8,10.

Niantic Labs div. Google, John Hanke, VP Product, 650-253-0000, jhanke@google.com, P. 10.

Nickelodeon & Viacom Consumer Products, Manuel Torres, SVP Global Toys & Publishing, 212-846-4735, manuel.torres@vimn.com, P. 11.

Pamson Pacific Enterprises, Clayton Kwan Kok Son, Director, 832-934-1581, cs@pamson.com, P. 8.

Penguin Young Readers Group, Lori Burke, Director Licensing, 212-414-3433, lburke@penguinrandomhouse.com, P. 8.

Perry Ellis Intl./PEI Licensing, Maria Folyk-Kushneir, SVP Licensing, 212-536-5718, maria.folyk-kushneir@pery.com, P. 10.

Petco, Rebecca Frechette, SVP Merchandising, 858-453-7845, rebeccaf@petco.com, P. 9.

Pioneer Woman (The), Ree Drummond, Founder, ree@thepioneerwoman.com, P. 8.

Pokémon Company Intl., Karen Eggleston, Senior Licensing Manager, 425-440-6123, k.eggleston@pokemon.com, P. 10.

Pressman Toy, Jeff Pinsker, President, 214-295-2953, jeff@pressmantoy.com, P. 8.

Primary Colors, Jeff Gierhart, VP Sales & Marketing, 419-903-0403 x213, jgierhart@primarycolorscorp.com, P. 8.

Prominent Brand + Talent, Dan Levin, Principal, 310-860-1955, daniel@prominentglobal.com, P. 9.

Punchbowl, Matt Douglas, CEO, info@punchbowl.com, P. 8.

Safilo U.S.A., Scottie Peacock, Director Brand Management, 973-576-2549, scottie.peacock@safilo.com, P. 10.

Sanrio, Linh Forse, Licensing Director, 310-896-3277, lforse@sanrio.com, P. 10.

Sequential Brands Group, Lisa Schein, Director Brand Management, 646-564-2577, lschein@sbg-ny.com, P. 8.

Sony Pictures Consumer Products, Greg Economos, SVP Global Consumer Products, 310-244-4188, gregory_economos@spe.sony.com, P. 8.

Sony Pictures Consumer Products, Mark Caplan, VP Licensing, 310-244-7788, mark_caplan@spe.sony.com, P. 10.

Stance, Candy Harris, SVP Women's, 949-391-9030, info@stance.com, P. 10.

Studio Oh!, Walter Robertson, Senior Art Director, 888-757-0801, sales@studiooh.com, P. 9.

teNeues Publishing Group, Harald Thieck, MD, 212-627-2414, hthieck@teneues-usa.com, P. 9.

Tin Box, Lloyd Roth, President, 631-845-1600 x213, rothl@tinboxco.com, P. 8.

Toei Animation, Masayuki Endo, General Manager, 310-996-2240, m-endo@toei-anim.co.jp, P. 9.

Topps, Ira Friedman, VP Licensing & Publishing, 212-376-0596, ifriedman@topps.com, P. 8.

Trends International, Jeff Loeser, VP Licensing, 317-388-4068, jloeser@trendsinternational.com, P. 10.

Universal Music Group Nashville, Brad Turcotte, VP Marketing, 615-524-7532, brad.turcotte@umusic.com, P. 8.

Vandor, Stacey Dobkins, VP Licensing & Marketing, 801-972-2888 x149, sdobkins@vandorproducts.com, P. 9.

Williamson-Dickie Manufacturing, Michael Penn, SVP Licensing & Marketing, 800-336-7201, mpenn@dickies.com, P. 8.

Wonder Forge, Jacobe Chrisman, Founder & CEO, 206-979-5736, jacobec@thewonderforge.com, P. 9.

World Wrestling Entertainment (WWE), Jess Richardson, VP Licensing North America, 203-328-2539, jess.richardson@wwecorp.com, P. 9.

Zynga, Michael Cibula, Senior Director Business Development, 855-449-9642, mcibula@zynga.com, P. 8.



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.

4e de México S.A. de C.V., Paulina Gutierrez Zamora Torreblanca, Senior Manager North America Category Sales & Licensing Development, 52 55 3067 8000, ptorreblanca@4emexico.com, P. 10.

Alicom Licensing, Roland Lindholm, MD & CEO, 46 8 702 2438, roland@alicom.se, P. 9.

Alisa, Oleg Sokhatsky, Head, 7 495 258 8870, info@alisoys.ru, P. 11.

Arc en Ciel Aptafetes, Gil Vaugelade, President, 33 4 90 04 73 99, commercial@aptafetes.com, P. 10.

Benetton Group, Luca Collesei, Head Licensing & Consumer Insight, 39 0422 519111, luca.collesei@benetton.com, P. 11.

Binatone Electronics Intl. Ltd., Dino Lavani, Chairman & CEO, 852 2802 7388, contact.us@binatoneglobal.com, P. 8.

Bioworld Merchandising Europe, Matthew Tobia, Head Licensing, 31 251 316 238, info@bioworld europe.com, P. 10.

Bulldog Licensing, Vicky Hill, Licensing Manager, 44 20 8325 5455, vickyh@bulldoglicensing.com, P. 11.

Continued on page 13

international contacts & connections *Continued from page 12*

Carousel Calendars, Martin Rees-Davies, Head Group Licensing, 44 7971 155 127, krowe@carouselcalendars.co.uk, P. 10.

Completely Independent Distribution (CID), Nic Wastell, Managing Director, 44 116 278 7273, nic.wastell@cidmerch.com, P. 10,11.

Coolabi, Valerie Fry, Director Licensing, 44 20 7004 0980, valerie.fry@coolabi.com, P. 10.

Cooneen, Mike Coles, Director, 44 28 8952 1401, mike.coles@cooneen.com, P. 10.

Corus Entertainment/Nelvana Enterprises, Antoine Erligmann, Co-Head Nelvana Enterprises, 33 1 42 71 08 28, antoine.erligmann@corusent.com, P. 9.

Corus Entertainment/Nelvana Enterprises, Andrew Kerr, Co-Head Nelvana Enterprises, 416-479-7000, andrew.kerr@corusent.com, P. 8,10.

DHX Media, Victoria Bushell, VP Global Brand Management, 44 20 8563 6400, victoria.bushell@dhxmedia.com, P. 10.

DHX Media, Peter Byrne, EVP DHX Brands & CEO CPLG, 44 20 8563 6400, peter.byrne@dhxmedia.com, P. 10.

Dreamchaser Co. B.V. (The), Lucy Woesthoff, Owner & Senior Brand Manager, 31 20 752 39 90, lucy@thedreamchasercompany.com, P. 9.

Edward Stanford Ltd., Tony Maher, Managing Director, 44 20 7836 1321, tony.maher@stanfords.co.uk, P. 9.

Elie Saab, Mauro Grimaldi, VP Sales, Marketing, Licenses & Communication, 33 1 45 02 20 60, maurog@eliesaab.com, P. 10.

Entertainment One (eOne) U.K., Andrew Carley, Head Global Licensing, 44 20 7907 3797, acarley@entonegroup.com, P. 10.

Entertainment One (eOne) U.K., Olivier Dumont, MD, 44 20 7907 3797, odumont@entonegroup.com, P. 8.

Entertainment One (eOne) U.K., Hannah Mungo, Head U.K. Licensing, 44 20 7907 3797, hmungo@entonegroup.com, P. 10.

Funstickers, Andrew Chase, MD, 44 1760 338 888, sales@fun-stickers.com, P. 10.

GB Eye Ltd., Max Arguile, Licensing Manager, 44 114 276 7454, max@gbeye.com, P. 10.

Gleam Futures, Lucy Lendrem, Group Talent Manager, 44 20 3772 2940, lucy@gleamfutures.com, P. 11.

Global Business Intercoo, Edgar Navarro Alvarado, Commercial Director, 52 555 598 6644, enavarro@gb-intercoo.com, P. 10.

GP Flair/Flair Leisure Products, Simon Hedge, MD, 44 20 8643 0320, sales@flairplc.co.uk, P. 11.

Gulliver, Irina Litvishko, GM, 7 495 995 1123 x105, litvishko@gulliver.ru, P. 11.

H&A, Angela Hall, MD, 44 1904 529400, angela.hall@handa-uk.com, P. 11.

Ink ALC (Denmark), Claus Tømming, Managing Partner, 45 33 55 61 00, ct@ink-brands.com, P. 8.

JD Williams, Sophie Beard, Simply Be, Jacamo & High & Mighty Retail Marketing, 44 345 071 9018, general.enquiries@simplybe.co.uk, P. 11.

JELC Ltd./Blue Trellis, Jane Evans, MD, 44 1225 819 030, jane@jelc.co.uk, P. 10.

Jo Jingles Ltd., Gill Thomas, Owner, 44 1494 778 989, headoffice@jojingles.co.uk, P. 10.

Lafig Belgium/I.M.P.S. Intl. Merchandising & Promotion Services, Veronique Culliford, CEO, 32 2652 0220, veronique.culliford@smurf.com, P. 11.

Leomil NV, Maureen Craye, Licensing & Marketing Manager, 32 55 30 54 20, maureen.craye@leomilgroup.com, P. 8.

Licensing Shop (The), Stephen Fowler, President, 416-322-7300 x201, steve@thelicensingshop.com, P. 8.

Manchester United Merchandising, Richard Arnold, Group MD, 44 70 874 2442, support@mulicensing.com, P. 10.

Maurizio Distefano/The Evolution of Licensing, Maurizio Distefano, President & Owner, 39 131 481501, info@distefanolicensing.com, P. 9.

Meiklejohn Graphics Licensing (MGL), Adam Meiklejohn, Licensing Director, 44 20 7593 0510 x4, adam@mgllicensing.com, P. 9,10.

Mind Candy, Darran Garnham, Chief Business Development & Licensing Officer, 44 20 7501 1920, darran@mindcandy.com, P. 11.

Moose Toys, Nicole Hardiman, Senior Licensing Manager, 61 3 9579 7377, licensing@moosetoys.com, P. 8,11.

National Gallery Co., Judith Mather, Buying & Merchandise Director, 44 20 7747 5994, julie.molloy@nationalgallery.co.uk, P. 10.

Paul Bristow Associates Ltd., Ben Bristow, Director, 44 1978 664 779, enquiries@paulbristow.co.uk, P. 10.

Perry Ellis Intl. Europe Ltd./PEI Licensing, Anthony Pessok, MD Licensing & Intl. Development, 353 1 405 3840, anthony.pessok@perry.com, P. 10.

Plastic Head Music Distribution Ltd., Chris Parkes, Merchandising Director, 44 1491 825029, chris.parkes@plastichead.com, P. 11.

Pokémon Company Intl., Mathieu Galante, Senior Market Development Manager EMEA, 44 20 7381 7025, m.galante@pokemon.com, P. 10.

Posh Paws Intl. LLP, Barry Groves, Managing Partner, 44 1268 567317, bgroves@poshpawsinternational.co.uk, P. 8.

Randa Accessories U.K., David Chapple, Sales Director, 44 207 493 0816, chappled@randa.net, P. 10.

Redan Alchemy, Emily Bell, Licensing Director, 44 1743 364 433, emily@redan.com, P. 9.

Ridley Bikes, Jochim Aerts, CEO, jochim@ridley-bikes.com, P. 10.

Rocket Licensing, Rob Wijeratna, Joint MD, 44 20 7207 6242, rob@rocketlicensing.com, P. 9.

Rovio Entertainment, Naz Cuevas, EVP Global Licensing, 818 970 1030, naz.cuevas@rovio.com, P. 9.

Roy Lowe & Sons Ltd., Martin Lowe, MD, 44 1623 441144, martin@roylowe.co.uk, P. 10.

Royal Geographical Society (with IBG), Alasdair Macleod, Head Enterprise & Resources, 44 20 7591 3015, a.macleod@rgs.org, P. 9.

Safilo S.p.A., Luisa Delgado, CEO, 39 49 6985111, luisa.delgado@safilo.com, P. 10.

Sambro Intl., Nikki Samuels, Director Licensing, 44 845 873 9380, nikki@sambro.co.uk, P. 10.

Sbenu, Hyo-Jin Hwang, CEO, 82 70 4633 6310, sbenu@sbenu.co.kr, P. 10.

SmileyWorld, Daniel Jay, Brand & Commercial Director, 44 20 7378 8231, dj@smiley.com, P. 8, 11.

Spin Master, Adam Beder, EVP Global Licensing, 416-364-6002 x2256, adamb@spinmaster.com, P. 10.

Start Licensing, Ian Downes, Director, 44 208 337 7958, ian@startlicensing.co.uk, P. 9.

Stoneridge Cycle, Brenda Johnson, Owner, 905-878-8861, brenda@stoneridgecycle.com, P. 10.

Studio Licensing, Robert Miller, President, 905-415-1887, robert@studiolicensinginc.com, P. 9.

Summersdale Publishers Ltd., Nicky Douglas, Sales & Marketing Director, 44 1243 771107, nicky@summersdale.com, P. 10.

Suxinsu Creative Studio, Frederic Salvador Gironès, Co-founder, 34 91 466 91 54, contact@suxinsu.com, P. 10.

TI Cycles of India, B.K. Singh, SVP Sales & Marketing, 91 44 42177770 6, info@tiindia.com, P. 10.

Toei Animation Europe S.A.S., Ryuji Kochi, CEO, 33 1 75 00 15 53, kochi@toei-animation.com, P. 10.

Ubisoft Entertainment, Jason Hall, Licensing Executive, 44 193 257 8041, jason.hall@ubisoft.com, P. 8,10.

WDR Mediagroup Licensing GmbH, Friso de Jong, Licensing Head, 49 221 20352501, friso.dejong@wdr-mediagroup.com, P. 9.

WME/IMG, Bruno Maglione, EVP & President Worldwide Licensing/Consumer Products, 44 20 8233 6668, bruno.maglione@img.com, P. 8.

HOLIDAY RETAIL

Licensed Brands Dominate Retailers' Top Toys for the Holidays Lists

When helping shoppers build their holiday lists, apparently, you can never start too early. On the evening of Labor Day, 105 days before Christmas, Toys 'R' Us unveiled its Holiday Hot Toy List for 2015. Target and Kmart followed a couple of days later. None of these major retailers, however, were the earliest to make their "hot holiday toys" proclamation. That distinction went to Walmart, which dropped its list just before the end of August.

Hulk Gets the Love, 'Star Wars' Gets the Most Spots

As you might expect, licensed brands figured prominently on all of the lists, capturing five of TRU's coveted "Fabulous 15" spots, five of Kmart's "Fab 15" picks, seven of 24 spots on Walmart's "Chosen by Kids" list and a dozen of Target's 32 top picks.

Star Wars was the top licensed toy brand cited, earning mentions for five separate products across the various retail lists (even though it did not appear at all on Walmart's list, which was published before "Force Friday"). The single toy mentioned most by retailers, however—it appeared on all four lists—was Jakks Pacific's Hulk Smash RC Vehicle. It was followed by Wicked Cool's Girl Scout Cookie Oven and Spin Master's Paw Patrol Paw Patroller, which each appeared on three lists.

Retail sales of licensed toys in the U.S. and Canada rose 7.0%, faster than any other licensed product category, to just a hair under \$7 billion in 2014, according to *TLL's Annual Licensing Business Survey*. The NPD Group estimated that sales of licensed toys outpaced overall toy sales in 2014 by almost 2 to 1 (7% v. 4%). Disney's Frozen had much to do with that, generating \$531 million in licensed toy sales with more than 300 different items on store shelves, according to NPD. That dominance looks to be shifting to Star Wars this year, but Frozen toys continue to sell and the property is represented by three items on the retailers' holiday lists.

In the first half of 2015, the U.S. toy industry grew by 6.5%, according to The NPD Group. For full-year 2015, the research firm expects 6.2% growth in toy sales, due in part to licensed toys and other brands on the retailers' hot holiday lists. "The success of Disney Frozen, Minecraft, Shopkins, and Paw Patrol are some of the key reasons why 2015 has thus far been a particularly robust year for toys," Juli Lennett, SVP of NPD's U.S. toys division, said at midyear.

"Also, with the movie releases of *Minions* and *Star Wars Episode VII: The Force Awakens* falling in the second half, and continued momentum from *Jurassic World*, *Avengers: Age of Ultron*, and others, licensed toys will continue to invigorate toy sales," Lennett said.

RETAILERS PICK 23 LICENSED TOYS FOR THE HOLIDAYS

TOY	MAKER	LICENSOR	WALMART	TRU	TARGET	KMART
DINOTRUX Mega Chompin Ty Rux	Mattel	DreamWorks Animation		X		
Doc McStuffins Take Care of Me Lambie	Just Play	Disney		X		
Doc McStuffins Vets N Pets Care Center	Just Play	Disney	X			
Frozen ERO vehicle	KidTrax Toys	Disney			X	
Frozen Ice Castle	Mattel	Disney	X			
Frozen Sing Along Elsa Doll	Jakks Pacific	Disney			X	X
Girl Scout Cookie Oven	Wicked Cool	Girl Scouts	X	X	X	
Hulk Smash RC Vehicle	Jakks Pacific	Disney	X	X	X	X
Lego Dimensions Benny Fun Pack	Warner Bros.	Lego			X	
Lego Dimensions Starter Pack	Warner Bros.	Lego		X		
Lego Minecraft Crafting Box	LEGO	Microsoft			X	
Paw Patrol Mission Chase	Spin Master	Nickelodeon	X			
Paw Patrol Paw Patroller	Spin Master	Nickelodeon		X	X	X
Pie Face game	Hasbro	Rocket Games	X	X		
Playmation Marvel Avengers Starter Pack	Hasbro	Disney		X		
Playskook Sesame Street Play All Day Elmo	Hasbro	Sesame Workshop			X	X
Star Wars BB-8 Droid R/C (Target Exclusive)	Hasbro	Disney			X	
Star Wars BladeBuilders Jedi Master Light Saber	Hasbro	Disney		X		
Star Wars Legendary Jedi Master Yoda	Spin Master	Disney			X	
Star Wars R2-D2 Interactive Robotic Droid	Thinkway Toys	Disney		X		
Star Wars Signature Light Saber	Hasbro	Disney				X
Teenage Mutant Ninja Turtles 24" Mutations Playset	Playmates	Nickelodeon		X	X	
Thomas & Friends TrackMaster Shipwreck Rails Set	Fisher-Price	HIT	X			

SOURCE: THE LICENSING LETTER

WEARABLE TECHNOLOGY

Hermès & Apple Team Up for Next Gen of Apple Watch

The Apple Watch is getting a makeover for its one-year anniversary in the form of new fashion accessories the most spectacular of which will be designed by Hermès. The Apple Watch Hermès, which goes on sale in October, will have the same body and dimensions as before. But the ugly duckling face will be replaced by a fashion swan, namely three signature Hermès faces—the Clipper, Cape Code and Espace. The watch also features three classic Hermès straps in different colors and styles:

- ▶ the Single Tour (thin strap);
- ▶ the Double Tour (strap that wraps twice around the wrist) and;
- ▶ the Cuff (wide leather bracelet).

The Apple Watch Hermès is pricier than a standard Apple Watch but cheaper than the classic Hermès analog with prices ranging from \$1,100 to \$1,500. Adding to the effect is the packaging: the watch comes in the traditional Hermès orange and black box.

Apple Makes Established Fashion Brands ‘Cool’

That a tech maker would look to a fashion house to make its electronic product more stylish is hardly new. What’s stunning about the Apple-Hermès collaboration is the sheer star power. “It’s a dream team pairing the heaviest of heavyweights,” says one fashion licensing executive. It also represents a big shift for both companies. “It’s interesting that a company like Apple which prides itself on technological innovation and taking on the establishment would turn to a venerable fashion house like Hermès to make its product more appealing,” according to the consultant.

The same dynamic applies to Hermès, only in reverse. Collaborating with Apple is a great way for Hermès to modernize its own stodgy, conservative image and infuse its brand with an element of “cool.” “Apple isn’t just any old tech company,” the consultant explains, “it’s an industry leader that luxury fashion labels can work with without debasing their brands.”

Burberry Gets in on the Act

So it’s hardly surprising that other established designers would look to Apple for their own infusion of “cool.” Thus, a week after the Apple-Hermès deal came down, Burberry launched a channel on Apple Inc.’s Apple Music service. An extension of the Acoustic platform Burberry introduced on YouTube and its own website in 2010, the new Burberry channel showcases emerging and established British artists like Lilla Vargen and Alison Moyet with feature performances, regular playlists and behind-the-scenes stories. The channel enables fans to track Burberry and communicate with each other via messaging, Facebook, Twitter and email.

ENTERTAINMENT LICENSING

New Shows, Old Names: ‘Muppets’, ‘Supergirl’ Among Most Anticipated New Fall TV Shows

As the new fall TV season starts, research shows that the new programs with the highest ratings and consumer intent to watch are based on properties that are already established. ABC’s “The Muppets” (62% awareness), Fox’s “Minority Report” (35%) CBS’ “Supergirl” (34%) and NBC’s “Heroes Reborn” (28%) have the top awareness scores of new shows, according to online data compiled by research concern Ipsos MediaCT during the week of Aug. 31-Sept. 6, the *Los Angeles Times* reported.

Building awareness of new movie and TV properties is increasingly difficult in today’s crowded and fragmented media landscape, but established properties come with built-in awareness, as demonstrated by the Ipsos data. That makes them appealing not just to producers and networks, but also in licensing, where less risk and more robust merchandising programs are generally associated with entertainment/character properties that already exhibit some track record of success and consumer awareness.

PROMISING NEW TV SHOWS & THEIR LICENSORS

NEW SHOW	NETWORK	PREMIERE DATE	ORIGIN	LICENSOR
The Muppets	ABC	9/22	Jim Henson's classic characters return to TV after several movies.	Disney Consumer Products
Minority Report	Fox	9/21	Based on the 2002 hit movie starring Tom Cruise and directed by Steven Spielberg.	TBD
Supergirl	CBS	10/26	DC Comics character created as a female counterpart to Superman.	Warner Bros. Consumer Products
Heroes Reborn	NBC	9/26	Reboot of NBC's sci-fi hit that ran from 2006-2010.	NBC Universal Television Consumer Products

SOURCE: THE LICENSING LETTER

Who's News

Two months after the death of longtime CEO Satoru Iwata, Nintendo names Managing Director **Tatsumi Kimishima** as his successor.

Licensing veteran **Simon Kay** launches a new brand extension and marketing consulting firm SNK Consulting.

Sears Holdings names former Disney and Belkin Intl. executive **Tom Park** as President of its brands business units Kenmore, Craftsman and DieHard.

Ryan Prowell is promoted to Director Licensed Products for Boxercraft.

Following its acquisition of Ireland's Brown Bag Films, 9 Story Media Group names former HIT Entertainment exec **Claudia Balzer Scott-Hansen** to the newly created position of VP Distribution.

Katherine Pierce is the new Marketing & Licensing Manager for U.K. toymaker Golden Bear.

Cathy Hoffman Glosser leaves Iconix Brand Group to assume the new role of SVP Licensing for Condé Nast.

Condé Nast Entertainment names **Will Misselbrook** Head Branded Entertainment and **Eden Gorcey** Head Branded Content, Digital Sales & Strategy.

Licensing veteran **Denise Penn** joins Octane 5 Intl. as Business Development Director EMEA in the firm's new U.K. office.

After a 10-year hiatus, **Chris Greenfield** rejoins digital marketing agency Fuel Youth as President.

Collegiate Licensing Company founder and licensing pioneer **Bill Battle** is elected to the Sporting Goods Industry Hall of Fame and will be enshrined in 2016.

Terence Reilly is promoted to SVP & CMO of Crocs.

SPECIAL ANNOUNCEMENT

Introducing TLL's New & Improved Weekly Ezine Service

A couple of weeks ago, we unveiled our new and improved [Licensing Letter website](#). I'd also like to tell you what we're doing to improve our free electronic newsletters.

As before, TLL ezines will provide you the data, intelligence and analysis you need to stay on top of new deals and developments in retail consumer licensing. Starting Monday, September 21, you received the following weekly ezines:

Mondays: The new Licensing Advisor will keep you up-to-date on the latest custom research and analysis from TLL's editors and industry news on brands, partnerships and people.

Wednesdays: You will receive an ezine called the Licensing Deal Sheet that gives you the latest licensing deals and contact information for all related licensors, licensees, and agents.

Fridays: Our new Weekly Wrap Up is a summary of the week's Licensing Advisor articles as well as the deals featured in the Deal Sheet.

We think you'll find our new newsletter lineup a great way to keep yourself informed. If you have any questions, comments, or suggestions please let us know by contacting our customer service department at customerservice@plainlanguagemedia.com.

Sincerely yours,

Glenn Demby
Editor-In-Chief
TheLicensingLetter.com

TLL

THE LICENSING
LETTER
ORDER FORM

ORDER ONLINE BY VISITING WWW.THELICENSINGLETTER.COM. FAX YOUR ORDER TO 855-649-1623, OR MAIL YOUR ORDER TO THE ADDRESS BELOW, OR PHONE 888-729-2315.

- THE LICENSING LETTER one-year subscription (22 issues): \$489, \$549 outside North America.
- TLL's LICENSING BUSINESS DATABOOK \$695; \$595 for subscribers.
- INTERNATIONAL LICENSING: A STATUS REPORT \$2,995; \$2,695 for subscribers.
- THE LICENSING LETTER SOURCEBOOK
 - USB FLASH DRIVE \$369, \$319 for subscribers. *Opened Flash Drive packages are non-refundable.*

Check enclosed in the amount of \$ _____

Bill me/my company: PO # _____

Please charge my credit card: Visa MasterCard AmEx

Card number _____

Exp. date _____

Signature _____

Plain Language Media, LLLP (PLM)
PO Box 509, New London, CT, 06320
Phone: 888-729-2315, Fax: 855-649-1623
customerservice@plainlanguagemedia.com; www.TheLicensingLetter.com

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

FAX _____

E-MAIL _____ 002N